BROAD CASTING TELECASTING

1954-55

TELECASTING
YEARBOOKMARKETBOOK
ISSUE

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WGAL-TV, one of America's Pioneer Television Stations, heralds a tremendous new selling era with color, with super power (316,000 watts), with vast, new prosperous atterritory!

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in Kansas City—

KMBC-TV

"Tall Tower" Ready in September...

1,079-foot tower 316,000-watts power

As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.

CHANNEL 9 STATION X NE8 HIAWATHA CHILLICOTHE ATCHISON CARROLLTON . LEXINGTON KMBC-TV TOPEKA KANSAS CITY W LAWRENCÉ WARRENSBURG . . HARRISONVILLE OTTAWA CLINTON . BUTLER predicted 0.1MV/M contours FORT SCOTT

BIG gest power TOP most tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage plus the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.

Get on the CHANNEL 9 Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.

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Basic Affiliate



ONE OF AMERICA'S GREATEST BROADCASTING INSTI-TUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio camera chains, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.

The BIG TOP Station in the Heart of America

and in Radio it's KMBC, Kansas City, Missouri

George Higgins, Vice President and Sales Manager

KFRM for the State of Kansas



ON-TARGET TELEVISION



Foreword

MARKET information in this volume is shown for individual stations, for states and for counties. Market data for stations were provided by the stations themselves and appear throughout the station directory. State market indicators and county market data appear at the beginning of each state listing in the station directory. For sources of state and county data see below.

State Market Indicators

Statistics for the State Market Indicators were compiled from the following sources:

Total Population: Current Population Reports, based on July 1, 1953, mid-year estimates, by the Bureau of the Census.

Total Families: 1950 Census, Bureau of the Census. Figures as of April 1, 1950.

Total Urban Population: Same.

Total Rural Nonfarm Population: Same.

Total Farm Population: Same.

Employed in Nonagricultural Establishments: Dept. of Labor. Figures as of April 1954 (not available for all states).

Employed in Mining: Dept. of Labor. (Figures not available for all states.)

Employed in Manufacturing: Same.

Employed in Transportation & Public Utilities: Same.

Employed in Finance, Insurance & Real Estate: Same.

Employed in Wholesale & Retail Trade: Same.

Employed in Service & Miscellaneous: Same. Employed in Government Service: Same.

Employed in Agriculture: 1950 Census, Bureau of the Census.

Retail Sales: Sales Management Survey of Buying Power.

Bank Assets: Federal Deposit Insurance Corp.

Bank Deposits: Same.

Major Income Sources: Dept. of Commerce Survey of Current Business, August 1953.

Total Income Payments: Dept. of Commerce, Office of Business Economics, Survey of Current Business, August 1953. Income includes wages and salaries, income from properties, dividends, interest etc.

Per Capita Income, 1952, Dept. of Commerce, Office of Business Economics, Survey of Current Business.

Total Internal Revenue Collections: Treasury Dept., Bureau of Internal Revenue.

Average Weekly Earnings of Manufacturing Workers: Dept. of Labor, Bureau of Labor Statistics.

Cash Receipts From Farm Marketing, 1953: Dept. of Agriculture, Bureau of Agricultural Economics.

Government Payments to Farmers: Same.

Value of Mineral Production, 1951: Bureau of Mines.

Total New Construction in 1952: Dept. of Commerce, National Production Authority. (Not available for all states.)

New Private Construction: Same

New Public Construction: Same.

Motor Vehicle Registration, 1953: Dept. of Commerce, Bureau of Public Roads.

Number of Telephones, Jan. 1954: Fed-

eral Communications Commission, (Source: AT&T).

Number of Electrical Connections, Jan. 1954: Edison Electric Institute.

Number of Gas Utilities Connections, 1953: American Gas Assn.

County Market Data

Statistics for the county market information were compiled from the following sources:

Population: 1950 Census, Bureau of the Census.

Retail Sales: Sales Management Survey of Buying Power. Copyright 1954; further reproduction unlicensed.

Drug Sales: Same.

Food Sales: Same.

Tv Sets in County Table: CBS Television Research.

Per cent tv: Same.

Abbreviation of Titles

Administrative Assistant—Admin. Asst.
Advertising Promotion Director—Adv. Prom. Dir.
Assistant Chief Engineer—Asst. Ch. Eng.
Assistant Commercial Manager—Asst. Com. Mgr.
Assistant General Manager—Asst. Com. Mgr.
Assistant Topram Director—Asst. Prog. Dir.
Assistant Program Director—Asst. Prog. Dir.
Assistant Secretary—Asst. Secy.
Business Manager—Bus. Mgr.
Chairman of the Board—Chmn. of Bd.
Chief Bookkeeper—Ch. Eng.
Co-Engineer—Co-Eng.
Co-Owner—Co-Own.
Commercial Manager—Com. Mgr.
Commercial Production Manager—Com. Prod.
Mgr.
Comptroller—Comp.
Controller—Cont.
Director—Dir.
Director of Engineering—Eng. Dir.
Director of Operation—Opr. Dir.
Educational—Educ.
Executive Officer—Exec. Off.
Executive Producer—Exec. Own.
Executive Producer—Exec. Prod.
Executive Producer—Exec. Prod.
Executive Producer—Fxec. Dir.
Film Buyer—Film Buy.
General Manager—Gen. Mgr.
General Sales Manager—Gen. Sls. Mgr.
Local Sales Manager—Gen. Sls. Mgr.
Manager of Tv Operations—Tv Oper. Mgr.
Manager of Tv Operations—Tv Oper. Mgr.
Manager Mgr.
Manager—Mgr.
Manager—Mgr.
Manager—Mgr.
Manager—Mgr.
Manager—Nat.
National—Nat.
National—Nat.
National—Nat.
Noffice Manager—Off. Mgr.
Owner—Own.
Partner—Ptrr.
President—Pres. News Director—News Dir.
Office Manager—Off. Mgr.
Owner—Own.
Partner—Ptnr.
President—Pres.
Production Coordinator—Prod. Coor.
Production Director—Prod. Dir.
Production Manager—Prod. Mgr.
Program Supervisor—Prog. Sup.
Promotion Director—Prom. Dir.
Promotion Manager—Prom. Mgr.
Public Affairs Director—Pub. Aff. Dir.
Public Relations Director—Pub. Rel. Dir.
Publicity Director—Publ. Dir.
Regional Manager—Reg. Mgr.
Representative—Rep.
Resident Manager—Res. Mgr.
Sales Director—Sls. Dir.
Sales Manager—Sls. Mgr.
Secretary-Treasurer—Secy.-Treas.
Service—Ser.
Special Events Director—Sp. Eve. Dir. Secretary-Treasurer—Secy.-Treas.
Service—Ser.
Special Events Director—Sp. Eve. Dir.
Sports Director—Sports Dir.
Station Director—Sta. Dir.
Station Engineer—Sta. Eng.
Station Manager—Sta. Mgr.
Station Supervisor—Sta. Sup.
Supervising Engineer—Sup. Eng.
Technical Director—Tech. Dir.
Traffic Manager—Traffic Mgr.
Transmitter Supervisor—Trans. Sup.
Treasurer—Treas.
Vice President—Vice Pres.
Women's Director—Women's Dir.

BROADCASTING TELECASTING

1954 TELECASTING YEARBOOK-MARKETBOOK ISSUE

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Broadcast Reporter in 1933 and Telecast* in 1953
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-its wonderful!

By now, we've had the opportunity to work with and test Color TV in many situations—on network shows and spots, live and on film.

The colors are beautiful. The clients are pleased. So it's no wonder we're tickled a television pink.

Naturally, we can't resist trying something new with color every day . . . or learning something new. But commercial Color TV is no longer somewhere over the rainbow. It's practically here.

And no matter how you look at it—as a viewer, performer or sponsor—it's wonderful!

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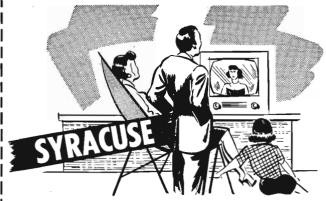
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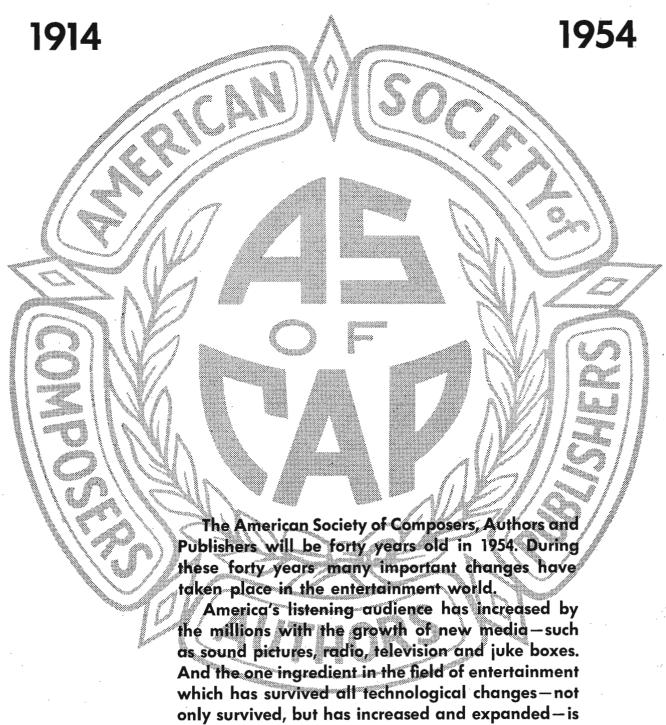


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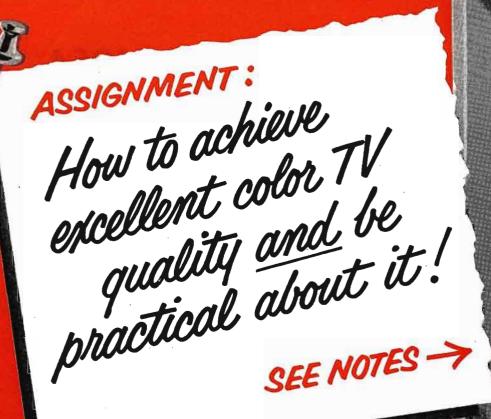


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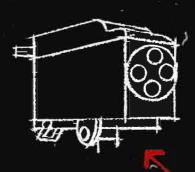
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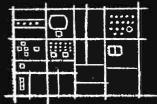
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and registration
and registration
work can be squeezed
into a camera...or...



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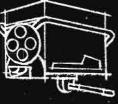


Excellent colorcasting results from either system, but Chromacoder, in fixed location, handles registration for all cameras in its system, and such adjustments are stable. See 3,5+7 for other advantages of fixed equipment.



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EASTERN	Y	HF CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WPIX	New York	Ш	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC .
MTA1	Miami	4	CBS
CENTRAL			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	· 6	NBC
WDSM-TV	Duluth — Superior	6	CBS
WDAY-TV	Fargo	6	NBC
WBAP-TV	Fort Worth - Dallas	5	ABC-NBC
KMBC-TV	Kansas City	9	CBS
WCCO-TV	Minneapolis — St. Pa	aul 4	CBS
WESTERN			
KBOI	Boise — Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

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TV GROWTH CONTINUES AS COLOR BEGINS BOOM

Number of television stations nearly doubles within 12-month period. Addition of colorcasting promises to accelerate expansion. Production of video receivers reaches 33½ million though rate is below 1953 level.

AMERICAN television, now selling time at the rate of a half-billion dollars a year, continues to grow at a pace that promises to take it into the ranks of billion-dollar industries before many years have passed, with arrival of color expected to speed the process.

This dynamic young entrant in the media field is expanding at the pace long dreamed of by the courageous entrepreneurs who invested vast sums in postwar stations, network projects and equipment development.

Perhaps no single element more clearly demonstrates the dynamics of television's growth than this simple statistical comparison: Tv stations on air, summer of 1953—212; tv stations on air, summer of 1954—393.

Casualties are inevitable in this fastgrowing art. Sixteen commercial stations have suspended operation while retaining their construction permits. Of these, 15 were uhf stations. Several others found the uhf going extremely rough and surrendered their permits to the FCC after shutting down their transmitters and studios.

In late summer television became the center of Congressional attention as a Senate inquiry loomed into details of network operation with special attention to the special problems of uhf stations. Television, too, held legislative interest as industry groups asserted their right to cover Congressional hearings on an equal basis with newspapers, still photographers and newsreels. This fight to break down discriminatory tactics against the visual medium appeared to be drawing wide support.

Latest FCC figures show that 559 commercial tv stations have been authorized since July 11, 1952, when the long freeze on grants came to an end. Of these, 251 are commercial vhf and 308 commercial uhf stations. A total of 1,241 applications for commercial tv stations have been filed since the freeze ended. Of these 715 are vhf and 526 uhf applications.

While only two or three color productions per week were shown last season, a stepped-up pace reflects the increased circulation of color receivers and the flow of color sets from factory production lines.

As of July 1, about 8,000 color sets had

been manufactured but a substantial share of these went into floor stocks, test operations and demonstration use. By Nov. 1, when the network season is well under way, another 25,000 sets will have been manufactured and the total by Jan. 1 should reach 50,000.

High cost, talk of larger tubes and paucity of programs have combined to deter public purchase of sets. As the color art emerges from the purely experimental stage and the price moves downward from \$1,000 toward the \$500-\$600 bracket, sets will be entering homes and an active public demand for this newest miracle of American industry can be anticipated.

NBC-TV was serving 50-odd stations with color at mid-summer and the number will near 100 by year-end as relay facilities are converted by AT&T, according to the forecast of Sylvester L. Weaver Jr., NBC president. The network has scheduled two-score "spectaculars" plus other live commercial programs, plus scenes on *Today* and *Home*. Typifying sponsor interest was the sellout of spectaculars, with the list of sponsors including Hazel Bishop, Sunbeam, Reynolds Metals, Oldsmobile, Ford and RCA.

500 Color Shows

In all, about 500 colorcasts will be carried this season, with 12 to 15 hours weekly during the autumn. Seventy-eight per cent of the nation's tv homes will be within reach of a color signal, according to NBC.

CBS-TV has prepared a list of 50 major color productions starting Aug. 22 and running to the first week in March. The network's colorcasts will be sponsored by major advertisers. The schedule includes such productions as Toast of the Town, Life With Father, Meet Millie, What's My Line, Jane Froman Show, Chrysler Show, Red Skelton Show, Garry Moore Show, The Best of Broadway, Jackie Gleason Show and Arthur Godfrey Time, to mention a few.

As to production costs CBS-TV, for example, estimates the increase for color will average 10% over black-and-white, ranging from 5% to 20%. The network has three color studios from which it plans to serve 60 or more affiliates with colorcasts. Cost-perthousand is expected to run \$2.54 as com-

pared to \$2.31 for each 1,000 reached by black-and-white. Rehearsals add an average \$2,400 to the cost of a half-hour program.

All this development in the color art has cost money—important money, judging by an RCA compilation. At least \$25 million is known to have been spent directly on color research by RCA, plus another \$15 million by NBC, its subsidiary. Figures have not been compiled on total cost of network studio facilities for colorcasts, let alone equipment costs at individual stations.

Color's potential was emphasized as military officials staged a mid-summer demonstration of its importance and as AT&T informed the FCC it has 20,000 channel miles of color tv facilities ready to serve 47 cities. The total is to be doubled—40,000 channel miles serving 94 cities—by Jan. 1, 1955.

(For text of FCC report and order approving compatible color television see B•T, Dec. 21, 1953.)

As of Aug. 1 the nation's tv factories had turned out a grand total of 33,440,000 sets of all kinds since World War II. By the end of 1954 the total is expected to pass 35,700,000. While tv set production at factories was running roughly 25% below 1953, according to Radio-Electronics-Tv Mfrs. Assn., it still is around 20% higher than was the case in 1952.

Cold economic facts faced both vhf and uhf post-freeze stations, though the latter were hardest hit in the attempt to develop audience and advertising income. During the first part of 1954, 33 vhf stations reported a profit for the January-March quarter compared to 13 uhf stations, according to FCC data. The figures were based on usable data from 88 vhf and 87 uhf outlets.

During the same quarter 22 vhf and 45 uhf stations reported continuing substantial losses in each of the three months, with 12 vhf and 11 uhf stations approaching the break-even point on a monthly basis. Twenty vhf and 10 uhf stations had profits in one or two months of the quarter.

The FCC revenue figures for the first quarter of 1954 show income of the new post-freeze vhf stations running well ahead of average uhf figures. Of 87 post-freeze vhf stations, revenues per month averaged \$32,392 compared to expenses of \$32,537, or a loss of \$145. On the other hand, the 79 uhf stations reporting to FCC had average monthly revenues of only \$20,343, with expenses of \$27,530. This left the uhf outlets with an average monthly loss of \$7,187. In the case of both vhf and uhf stations the average age was nine months, indicating that vhf stations approach the break-even point much more rapidly than those in the uhf band.

Only 13 of the 79 uhf post-freeze stations

showed a profit during the first quarter of 1954 whereas 33 vhf outlets had entered the profit stage with 54 showing losses in their early months. The loss ratios ran on a rather uniform pattern through the various size markets in which the vhf and uhf stations were located.

Original cost of tv broadcast property continued high during 1953, according to the FCC. Of 109 post-freeze vhf outlets, total cost of property was \$40,997,674, an average of \$376,125 per station. Cost figures ran somewhat lower for post-freeze uhf stations, totaling \$30,049,270 for 100 stations, an average of \$300,493. The bulk of this cost ranged between \$100,000 and \$500,000. Only two vhf and one uhf station were beneath \$100,000. Three vhf stations exceeded \$1 million, with no uhf property exceeding \$800,000.

In the case of pre-freeze stations, FCC found that 26 had income (before federal income tax) of over \$1.5 million; 13 between \$1 million and \$1.5 million; 26 between \$600,000-\$1 million; 17 between \$400,000-\$600,000; 16 between \$200,000-\$400,000; five between \$100,000-\$200,000; seven under \$100,000. Median income was \$654,000.

Profit and Loss

Four pre-freeze stations suffered losses in the \$400,000-\$800,000 revenue group; one in \$200,000-\$400,000 group; three in \$100,000-\$200,000 group; three in less-than-\$100,000 group.

FCC reported that four uhf markets having one or more vhf signals available had 90% or more of tv homes with uhf reception, with seven markets showing 81-90%, four 71-80%, five 61-70% and six 51-60%. The data were based on CBS-TV and American Research Bureau findings.

Using the week of March 14-20, 1954 as a statistical base, FCC found that 33 profitearning vhf stations carried an average of 32 hours of network programming per week whereas 54 vhf stations reporting losses averaged 13 hours of network programs per week. In the case of uhf, 13 stations in the profit class averaged 30 hours of network programs per week and 66 uhf stations reporting losses averaged only 15 network hours per week.

Network Business

Business was good at national tv networks in the first half of 1954, gross time sales totaling \$149,984,469, or 42.9% above the same period in 1953, according to Publishers Information Bureau compilations. June tv time sales, compiled on the gross formula, totaled \$24,507,223 compared to \$17,166,481 in the same 1953 month, an increase of 43%.

That's the status of television in late summer, 1954. Never in history has a mass industry developed so swiftly in the United States, and the growth has only started. Even before tv reaches full nationwide coverage its spectacular career will feel the added impetus of color. A lot has happened since Feb. 25, 1928, the day Jenkins Labs. received the first tv permit for its W3XE in suburban Washington, D. C. A lot more will happen in the next quarter-century.

NETWORK STATIONS EQUIPPED TO HANDLE COLOR PROGRAMS

NBC-TV

STATIONS available for colorcasting on NBC-TV interconnected network as of Aug. 1, 1954 (list supplied by NBC-TV):

WSB-TV Atlanta
WBAL-TV Baltimore
WABT Birmingham
WTTV Bloomington, Ind.*
WBZ-TV Boston
WNBQ Chicago
WLWT Cincinnati
WNBK Cleveland
WLWC Columbus
WFAA-TV Dallas
WOC-TV Davenport
WLWD Dayton
KOA-TV Denver
WWJ-TV Detroit
WBAP-TV Ft. Worth
KMJ-TV Fresno*
WOOD-TV Grand Rapids*

WTPA Harrisburg* KPRC-TV Houston WSAZ-TV Huntington WLBT Jackson, Miss. WJAC-TV Johnstown WDAF-TV Kansas City WGAL-TV Lancaster KNBH Los Angeles WAVE-TV Louisville* WMCT Memphis WTMJ-TV Milwaukee WSM-TV Nashville* WNHC-TV New Haven WDSU-TV New Orleans WNBT New York WKY-TV Oklahoma City WOW-TV Omaha

WPTZ Philadelphia
WJAR-TV Providence
KDYL-TV Salt Lake City
WOAI-TV San Antonio
KRON-TV San Francisco
WRGB Schenectady
WSYR-TV Syracuse
KSD-TV St. Louis
KSTP-TV St. Paul
WKTV Utica
WNBW Washington
WBRE-TV Wilkes Barre
WDEL-TV Wilmington
WSJS-TV Winston-Salem
WFMJ-TV Youngstown

Additional NBC-TV stations to be available by Sept. 1:

WGR-TV Buffalo WHO-TV Des Moines WVEC-TV Hampton WEEK-TV Peoria WCSH-TV Portland, Me. KPTV Portland, Ore. WTVR Richmond WSLS-TV Roanoke KOMO-TV Seattle WTRF-TV Wheeling WBTV Charlotte** WMBR-TV Jacksonville**

Additional NBC-TV stations to be available by Oct. 1:

WLEV-TV Bethlehem WICU Erie WTVJ Miami**
KFSD-TV San Diego

WWLP Springfield, Mass.

Additional NBC-TV station to be available by Nov. 1: WKJG-TV Fort Wayne, Ind.

Additional NBC-TV station to be available by Jan. 1: WIS-TV Columbia, S. C.

Additional NBC-TV station to be available by Feb. 1: KHQ-TV Spokane, Wash.

CBS-TV

Stations to be equipped to carry CBS-TV colorcasts by Jan. 1 1955 (list supplied by CBS-TV):

WOI-TV Ames, Ia. WAGA-TV Atlanta KTBC-TV Austin, Texas WMAR-TV Baltimore WNBF-TV Binghamton, N. Y. WBRC-TV Birmingham WNAC-TV Boston WBEN-TV Buffalo WMT-TV Cedar Rapids, Ia. WCIA-TV Champaign, Ill. WCHS-TV Charleston, W. Va. WBTV Charlotte, N. C. WBBM-TV Chicago WKRC-TV Cincinnati WEWS Cleveland WNOK-TV Columbia, S. C. WBNS-TV Columbus KRLD-TV Dallas WHIO-TV Dayton, Ohio KLZ-TV Denver WJBK-TV Detroit WSEE-TV Erie, Pa. KMJ-TV, KJEO Fresno, Calif. KGUL-TV Galveston-Houston WOOD-TV Grand Rapids, Mich. WHP-TV Harrisburg, Pa.

WEHT Henderson, Nev. KTVH Hutchison-Wichita WFBM-TV Indianapolis WJTV Jackson, Miss. WMBR-TV Jacksonville, Fla. WJAC-TV Johnstown, Pa. WKZO-TV Kalamazoo, Mich. KMBC-TV Kansas City WTSK-TV Knoxville, Tenn. KNXT Los Angeles WHAS-TV Louisville KDUB-TV Lubbock, Texas WLVA-TV Lynchburg, Va. WMAZ-TV Macon, Ga. WTVJ Miami WCAN-TV Milwaukee, Wis. KNOE-TV Monroe, La. WCCO-TV Minneapolis WLAC-TV Nashville WKNB-TV New Britain, Conn. WNHC-TV New Haven, Conn. WDSU-TV New Orleans WCBS-TV New York WTAR-TV Norfolk, Va. KWTV Oklahoma City KMTV Omaha, Neb. WEEK-TV Peoria, III.

WCAU-TV Philadelphia KPHO-TV Phoenix, Ariz. KATV Pine Bluff, Ark. WGAN-TV Portland, Me. KOIN-TV Portland, Ore. WJAR-TV Providence, R. I. WNAO-TV Raleigh, N. C. WTVR Richmond, Va. WHEC-TV, WVET-TV Rochester WHBV WHBF-TV Rock Island, Ill. WKNX-TV Saginaw, Mich. KSL-TV Salt Lake City KGBS-TV San Antonio KFMB-TV San Diego KPIX San Francisco WRGB Schenectady, N.Y. KVTV Sioux City, Ia. WSBT-TV South Bend, Ind. KTTS-TV Springfield, Mo. KWK-TV St. Louis WHEN-TV Syracuse, N. Y. KTNT-TV Tacoma-Seattle WTHI-TV Terre Haute, Ind. WSPD-TV Toledo KOTV Tulsa, Okla. WKTV Utica, N. Y. WTOP-TV Washington WKBN-TV Youngstown

^{*}Connection scheduled

^{**}Ordered by other networks.

CHILDREN IN THE TV HOME ARE KEY TO TOTAL VIEWING

The director of American Research Bureau Inc., in a special report for this publication, describes why the post-war baby boom has been a blessing for television.

by James W. Seiler

CHILDREN cry for it—television, that is. And where the youngsters' demands are heard and heeded, the family is apt to spend more hours in front of the lighted screen than in homes where only adults are viewers.

The definite impact of children on television viewing habits of households is shown vividly in a national survey completed recently by the American Research Bureau

America's post-war boom in babies and the continuing high birth rate are having a profound effect in establishing the country's loyalty to television as a medium of entertainment, the ARB national sampling shows. The results of the study will prove especially significant to advertisers intent on finding the most effective medium for reaching both children and parents.

In the course of a national diary survey, distributed throughout the U.S. and reflecting mid-winter viewing habits this year, ARB divided the television audience into four groups: households of one or two adults only, households with three or more adults, homes with adults and children six years of age or older, and homes with adults and children under six years of age.

All Hours Affected

When children are present in a home, there is a marked increase in television viewing by the entire family for all periods of the day, from sign-on to sign-off, the ARB sampling shows. In households where there is at least one pre-school child, morning viewing during a normal work week is more than twice as many hours as in homes where there are adults only. This might be expected, since mothers of small children ordinarily are at home during the morning hours. But the presence of children also has a corresponding effect on evening viewing, adding about three to four hours more per week before the television set during the night as compared with families consisting of adults only.

When the total average viewing hours per week are taken into account, families in which there are pre-school children spend about 45% more time with television than do families consisting of one or two adults only. In terms of hours, ARB reports that this can be translated into 42.0 hours of viewing per week as compared with 28.9 hours.

Throughout the television day, the presence of children in a home is reflected in viewing hours. From sign-on until noon, for example, the household with one or two adults and that with three or more adults showed 2.7 and 2.9 average viewing

hours per week, respectively. But once the survey considers homes with adults plus children of six or over, and households with adults plus youngsters under six, these figures jump decidedly—to 3.7 and 5.7, respectively. If one considers that the advertiser may be catching the housewife's attention during a period just before she goes out to do the day's shopping, the figures take on added importance.

In the time segment from noon to 6 p.m., the ARB sampling again shows the pull toward greater television viewing in homes where there are children. The set which is watched by one or two adults only, and the one seen by three or more adults, gets 5.9 and 7.1 average viewing hours per week, respectively. Turning to the houses of adults plus children of six or over, and those with adults and children under six, these figures change materially to 9.4 and a surprising 12.1, respectively.

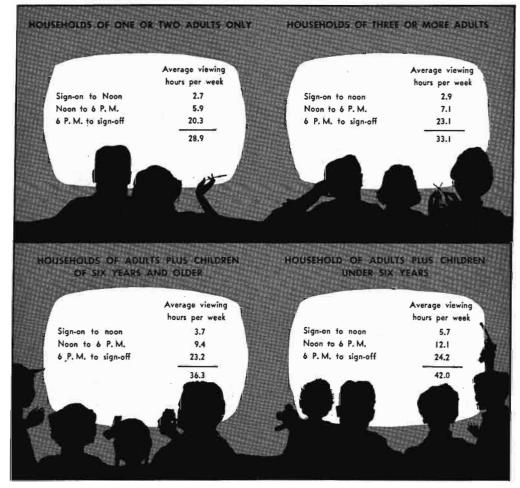
It is when the children's hours are over, from 6 p.m. to sign-off, that the presence of youngsters in the homes sampled by ARB weight the scales even more heavily in favor of increased television viewing. In this period, the general tendency of parents of younger children to seek their entertainment at home, and the probable widespread difficulty in finding responsible baby-sitters, gives tv a tremendous lift-24.2 average hours of viewing per week as compared with 20.3 for the family consisting of one or two adults. And the fact cannot be escaped that this free entertainment in one's own living-room is a considerable boon to the young family's budget.

Length of television set ownership apparently plays no important role in determining the viewing habits of people in the groups surveyed. The adults-only families, for example, reported they had bought their sets an average of 30 months prior to the sampling. The families with children over six had set ownership averaging 33 months, while the households with tots under six said they had had their sets for about 31 months, on the average.

The ARB survey indicates the existence of a vast and growing television audience of parents and children, available throughout the day, which can be counted upon to be responsive to this medium. If the trend shown thus far continues in the years ahead, it seems fairly certain that along with the automobile, refrigerator, washing machine, telephone and electric light bulb, these families are going to consider the glowing picture tube of the television set an important and vital part of their daily living.

Detailed results of the tabulation are shown in the chart below.

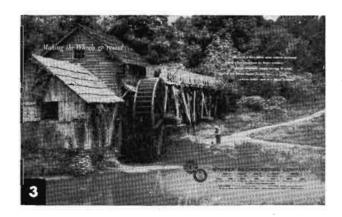
HOW CHILDREN INFLUENCE TOTAL VIEWING





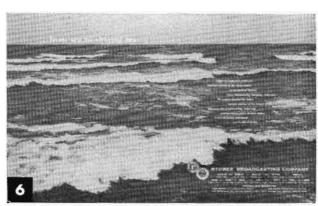


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TELEVISION STATIONS IN THE UNITED STATES BY CALL LETTERS

(Including Calls assigned to holders of Construction Permits to Aug. 1)

KABC-TV—Los
Angeles, Calif., Ch. 7.
KACY (TV)—Festus,
Mo, Ch. 14.
KALA (TV)—San Antonio, Texas, Ch. 3.
KALB-TV—Alexandria, La, Ch. 5.
KAKE-TV—Wichita,
Kan., Ch. 10.
KANG-TV—Waco,
Texas, Ch. 21.
KARY (TV)—Pine
Bluff, Ark, Ch. 4.
KATV (TV)—Pine
Bluff, Ark, Ch. 7.
KBAK-TV—Bakersfield, Calif., Ch. 40.
KEST-TV—Medford,
Ore., Ch. 5.
KBIC-TV—Los Angeles, Calif., Ch. 20.
KBES-TV—Medford,
Ore., Ch. 5.
KBIC-TV—Los Angeles, Calif., Ch. 40.
KEBMT (TV)—Beaumont, Texas, Ch. 3.
KBIC-TV—Los Angeles, Calif., Ch. 40.
KCEB (TV)—Pueblo,
Colo, Ch. 5.
KCIN-TV—Taxes, Ch. 6.
KCIM-TV—Taxes, Ch. 6.
KCIM-TV—Sacramento, Calif., Ch. 40.
KCEB (TV)—Tulsa,
Okla, Ch. 23.
KCEN-TV—Temple,
Texas, Ch. 6.
KCIM-TV—Taxes, Ch. 6.
KCIM-TV—Taxes, Ch. 6.
KCIM-TV—Taxes, Ch. 6.
KCIM-TV—Taxes, Ch. 6.
KCIM-TV—Sacramento, Calif., Ch. 40.
KCEB (TV)—Tulsa,
Okla, Ch. 23.
KCEN-TV—Temple,
Texas, Ch. 13.
KCKT (TV)—Great
Bend, Kan., Ch. 2.
KCOA (TV)—Corona,
Calif., Ch. 52.
KCOA (TV)—Corona,
Calif., Ch. 52.
KCOA (TV)—Corona,
Calif., Ch. 53.
KCOA (TV)—Corona,
Calif., Ch. 54.
KCOA (TV)—Corona,
Calif., Ch. 55.
KCTI. (TV)—Seattle,
Wash., Ch. 20.
KTIX (TV)—Dellabock,
Texas, Ch. 13.
KDDL-TV—Lubbock,
Texas, Ch. 13.
KDDL-TV—Lubbock,
Texas, Ch. 13.
KCOR-TV—Sacramento, Calif., Ch. 6.
KUIN-TV—Bakersfield, Calif., Ch. 10.
KETA (TV)—Oklahoma City, Okla, Ch.
13.
KERD (TV)—Seattle,
Wash., Ch. 20.
KTIX (TV)—Dellas,
Texas, Ch. 13.
KERD (TV)—Seattle,
Wash., Ch. 20.
KTIX (TV)—Dellas,
Texas, Ch. 13.
KERD (TV)—Seattle,
Wash., Ch. 20.
KTIX (TV)—Dellas,
Texas, Ch. 13.
KERD (TV)—Seattle,
Wash., Ch. 20.
KTIX (TV)—Dellas,
KETC (TV)—St. Louis,
Mo, Ch. 9.
KETC (TV)—St. Louis,
Mo, Ch. 10.
KETC (TV)—St. Louis,
Mo, Ch. 10. ma City, Okla., Ch.
13.
KETC (TV)—St. Louis,
Mo., Ch. 9.
KETV (TV)—Little
Rock, Ark., Ch. 23.
KETX (TV)—Tyler,
Texas, Ch. 19.
KEYT (TV)—Santa
Barbara, Calif., Ch. 3.
KFAZ (TV)—Monroe,
La., Ch. 43.
KFBB-TV—Great
Falls, Mont., Ch. 5.
KFBC-TV—Cheyenne,
Wyoming, Ch. 5.
KFDA-TV—Marrillo,
Texas, Ch. 10.
KFDX-TV—Wichita
Falls, Texas, Ch. 3.
KFEL-TV—Denver,
Colo., Ch. 2.
KFEQ-TV—St. Joseph,
Mo., Ch. 2.
KFIA (TV)—Anchorage, Alaska, Ch. 2.
KFIF (TV)—Fairbanks, Alaska, Ch. 2. KFIF (TV)—Fair-banks, Alaska, Ch. 2. KFMB-TV—San Diego, Calif., Ch. 8.

13.

KGLO-TV—Mason
City, Iowa, Ch. 3.

KGMB-TV—Honolulu, Hawaii, Ch. 9.

KGMO-TV—Cape Girardeau, Mo., Ch. 18.

KGNC-TV—Amarillo,
Texas, Ch. 4.

KGO-TV—San Francisco, Calif., Ch. 7.

KGTV (TV)—Des
Moines, Iowa, Ch. 17.

KGUL-TV—Missoula,
Mont., Ch. 13.

KHJ-TV—Los Angeles, Calif., Ch. 9.

KHOL-TV—Holdredge, Neb., Ch. 13.

KHJ-TV—Spokane,
Wash., Ch. 6.

KHQA-TV—Hannibal, Mo., Ch. 7.

KHSL-TV—Chico,
Calif., Ch. 12.

KHTV (TV)—Hibbing,
Minn., Ch. 10.

KID-TV—Boise,
Idaho, Ch. 3.

KIFT (TV)—Idaho Falls,
Idaho, Ch. 7.

KIEM-TV—Eureka,
Calif., Ch. 29.

KIMA-TV—Yakima,
Wash., Ch. 29.

KING-TV—Seattle,
Wash., Ch. 5.

KIJM -TV—Seattle,
Wash., Ch. 5.

KIJM -TV—Seattle,
Wash., Ch. 29.

KING-TV—Seattle,
Wash., Ch. 5.

KISJ (TV)—Pocatello,
Idaho, Ch. 6.

KIVA (TV)—Vuma,
Ariz., Ch. 11.

KJEO-TV—Lafayette,
La., Ch. 10.

KLFT-TV—Dallas,
Texas, Ch. 29.

KLIX-TV—Lafayette,
La., Ch. 10.

KLIF-TV—Dallas,
Texas, Ch. 29.

KLIX-TV—Henderson, Nev., Ch. 2.

KLIV (TV)—Tyler,
Texas, Ch. 7.

KLZ-TV—Denver,
Colo., Ch. 11.

KLRJ-TV—Henderson, Nev., Ch. 2.

KLIV (TV)—Tyler,
Texas, Ch. 7.

KLZ-TV—Denver,
Colo., Ch. 7.

KMBC-TV—Kansas
City, Mo., Ch. 9.

KMBY-TV—Monterey, Calif., Ch. 8.

KMID-TV—Midland,
Texas, Ch. 7.

KLZ-TV—Denver,
Colo., Ch. 7.

KLZ-TV—Denver,
Colo., Ch. 7.

KMBC-TV—Kansas
City, Mo., Ch. 9.

KMBY-TV—Monterey, Calif., Ch. 8.

KMID-TV—Midland,
Texas, Ch. 2.

KMIV (TV)—Austin,
Minn., Ch. 6.

KMOT-TV—Fresno,
Calif., Ch. 8.

KMITV—Tylen,
Texas, Ch. 7.

KLYN-TV—Monterey, Calif., Ch. 8.

KMID-TV—Midland,
Texas, Ch. 7.

KLYN-TV—Monterey, Calif., Ch. 8.

KMID-TV—Midland,
Texas, Ch. 7.

KLYN-TV—Honderson, Nev., Ch. 2.

KMIV (TV)—Austin,
Minn., Ch. 6.

KMOT-TV—Midland,
Texas, Ch. 7.

KLYN-TV—Honderson, Nev., Ch. 2.

KMIV (TV)—Oklahoma City, Okla., Ch. 19. 19.

KMTV (TV)—Omaha,
Neb., Ch. 3.

KNAC-TV—Fort
Smith, Ark., Ch. 5.

KNAL (TV)—Victoria,
Texas, Ch. 19.

KNBH (TV)—Los Angeles, Calif., Ch. 4. geles, Calif., Ch. 4.
KNOE-TV—Monroe,
La., Ch. 8.
KNOX-TV—Grand
Forks, N. D., Ch. 10.
KNUZ-TV—Houston,
Texas, Ch. 39.
KNXT (TV) Los Angeles, Calif., Ch. 2.
KOA-TV—Denver,
Colo., Ch. 4.

KOAM-TV—Pitts-burg, Kan., Ch. 7.
KOAT-TV—Albu-querque, N. M., Ch. 7.
KOB-TV—Albuquer-que, N. M., Ch. 4.
KOIN-TV—Portland, Ore., Ch. 6.
KOLN-TV—Lincoln, Neb., Ch. 12.
KOMO-TV—Seattle, Wash., Ch. 4.
KOMU-TV—Columbia, Mo., Ch. 8.
KONA (TV)—Honolulu, Hawaii, Ch. 11.
KOOK-TV—Billings, Mont., Ch. 2.
KOOL-TV—Phoenix, Ariz., Ch. 10.
KOPO-TV—Tucson, Ariz., Ch. 13. KTRB-TV—Modesto, Calif., Ch. 14. KTSM-TV—El Paso, Texas, Ch. 9. KTTS-TV—Spring-10. KTTY—VS—pring-age, Alaska, Ch. 11. KTVA (TV)—Anchorage, Alaska, Ch. 11. KTVE (TV)—Long-view, Texas, Ch. 32. KTVH (TV)—Hutchinson, Kan., Ch. 12. KTVI (TV)—Houston, Texas, Ch. 23. KTVP (TV)—Houston, Texas, Ch. 23. KTVP (TV)—Houston, Texas, Ch. 24. KTVI (TV)—Salt Lake City, Utlah, Ch. 15. KTXL-TV—San Angelo, Texas, Ch. 8. KTXL-TV—San Angelo, Texas, Ch. 8. KUHT (TV)—Houston, Texas, Ch. 8. KYXL-TV—Salt Lake City, Utlah, Ch. 22. KVAN-TV—Vancouver, Wash., Ch. 24. KVAL-TV—Eugene, Ore, Ch. 13. KVAN-TV—Vancouver, Wash., Ch. 24. KVOL-TV—Lusa, Ch. 26. KVOA-TV—Tucsa, Ch. 27. KVFT-TV—Disa, Ch. 27. KVFT-TV—Bulting, Obispo, Calif., Ch. 64. KVOA-TV—Tucsa, Ch. 12. KVSO-TV—Ardmore, Okla., Ch. 12. KVSO-TV—Ardmore, Okla., Ch. 12. KVSO-TV—Tulsa, Obispo, Calif., Ch. 64. KVOA-TV—Tulsa, Obispo, Calif., Ch. 65. KVOA-TV—Tulsa, Obispo, Calif., Ch. 67. KVOL-TV—Slour, Ariz, Ch. 4. KVSL-TV—Slour, Ariz, Ch. 4. KVSL-TV—Bottle, Mont., Ch. 64. KVSL-TV—Slour, Ariz, Ch. 19. KVVG. (TV)—Tulare, Calif., Ch. 27. KWFT-TV—Wichita Graphin, Ch. 28. KYXL-TV—Blush, Ch. 29. KYZL-TV—Blush, Ch. 29. KYZL-TV Ariz., Ch. 10,
KOPO-TV-Tucson,
Ariz., Ch. 13.
KOPR-TV-Butte,
Mont., Ch. 4.
KOTV (TV)-Tulsa,
Okla., Ch. 6.
KOVO-TV-Provo,
Utah. Ch. 11.
KOVR (TV)-Stockton, Calif., Ch. 13.
KPAR-TV-Sweetwater, Texas, Ch. 12.
KPHO-TV-Phoenix,
Ariz., Ch. 5.
KPIC-TV-El Centro,
Calif., Ch. 16.
KPIX (TV)-San
Francisco, Calif., Ch. 5. Francisco, Calif., Ch. KPLC-TV—Lake Charles, La., Ch. 7. KPRC-TV—Houston, Texas, Ch. 2. KPTV (TV)—Portland, Ore., Ch. 27. KQED (TV)—Berkeley, Calif., Ch. 9. KQTV (TV)—Fort Dodge, Iowa, Ch. 21. KQXI (TV)—San Jose, Calif., Ch. 11. KRBB (TV)—El Dorado, Ark., Ch. 10. KRBC-TV—Abilene, Texas, Ch. 9. KRCG (TV)—Jefferson City, Mo., Ch. 13. KRDO-TV—Colorado Springs, Colo., Ch. 13. KRGV-TV—Weslaco, 13.

KRGV-TV—Weslaco,
Texas, Ch. 5.

KRLD-TV—Dallas,
Texas, Ch. 4.

KRMA-TV—Denver,
Colo., Ch. 6.

KROC-TV—Rochester, Minn., Ch. 10.

KROD-TV—El Paso,
Texas, Ch. 4.

KRON-TV—San Francisco, Calif., Ch. 4.

KSAC-TV—Manhattan, Kan., Ch. 8.

KSAN-TV—San Francisco, Calif., Ch. 32.

KSBW-TV—Salinas,
Calif., Ch. 3.

KSBW-TV—St. Louis,
Mo., Ch. 5.

KSL-TV—Salt Lake
City, Utah, Ch. 5.

KSL-TV—Salt Lake
City, Utah, Ch. 12.

KSL-TV—Salem,
Ore, Ch. 3.

KSPG-TV—Tulsa,
Okla., Ch. 17.

KSTM-TV—St. Louis,
Mo., Ch. 36.

KSTP-TV—St. Louis,
Mo., Ch. 36.

KSTP-TV—St. Paul,
Minn., Ch. 5.

KSWM-TV—Joplin,
Mo., Ch. 12.

KSWO-TV—Lawton,
Okla., Ch. 7.

KSWS-TV—Roswell,
N. M., Ch. 8.

KTAG (TV)—Lake
Charles, La., Ch. 25.

KTBC-TV—Austin,
Texas, Ch. 7.

KTEN (TV)—Ada,
Okla., Ch. 10.

KTHE (TV)—Los Angeles, Calif., Ch. 28.

KTIV (TV)—Stoux
City, Iowa, Ch. 4.

KTKA (TV)—Los Angeles, Calif., Ch. 5.

KTLG (TV)—Corpus
Christi, Texas, Ch. 43.

KTLG (TV)—Los Angeles, Calif., Ch. 5.

KTLG (TV)—Corpus
Christi, Texas, Ch. 43.

KTLU (TV)—Los Angeles, Calif., Ch. 5. mingham, Ala., Ch. 13.

WACA-TV—Camden, S. C., Ch. 15.

WACH-TV—Newport News, Va., Ch. 33.

WAFB-TV—Baton Rouge, La., Ch. 28.

WAGA-TV—Atlanta, Ga., Ch. 5.

WAGE-TV—Marquette, Mich., Ch. 6.

WAIM-TV—Anderson, S. C., Ch. 40.

WAKN-TV—Aiken, S. C., Ch. 54.

WAKR-TV—Akron, Ohio, Ch. 49.

WALA-TV—Mobile, Ala., Ch. 10. KTLK (TV)—Houston, Texas, Ch. 13. KTLV (TV)—Rapid City, S. D., Ch. 7. KTNT-TV—Tacoma, Wash., Ch. 11.

boro, N. C., Ch. 57
WCOS-TV—Columbia,
S. C., Ch. 25
WCOV-TV—Montgomery, Ala., Ch. 20
WCPO-TV—Cincinnati, Ohio. Ch. 9
WCSC-TV—Charleston,
S. C., Ch. 5
WCSH-TV—Portland,
Me., Ch. 6
WCTV (TV)—Thomasville, Ga., Ch. 6
WDAF TV—Kansas
City, Mo., Ch. 4
WDAK-TV—Columbus,
Ga., Ch. 28
WDAN-TV—Danville,
Ill., Ch. 24
WDAY-TV—Fargo,
N. D., Ch. 6.

WDBO-TV—Chattanooga, Tenn., Ch. 12.
WDEL-TV—Wilmington, Del., Ch. 12.
WDSM-TV—Duluth,
Minn., Ch. 6.
WDSM-TV—Superior,
Wis., Ch. 6.
WDSM-TV—Superior,
Wis., Ch. 6.
WDSM-TV—Pensor
leans, La., Ch. 6.
WDTV (TV)—Pittsburgh, Pa., Ch. 2.
WDXI-TV—Jackson,
Tenn., Ch. 9.
WEAR-TV—Pensacola, Fla., Ch. 3.
WEAT-TV—West Palm
Beach, Fla., Ch. 12.
WEAU-TV—Eau
Claire, Wisconsin,
Ch. 13.
WECT (TV)—Elmira,
N. Y., Ch. 18.
WEDM (TV)—Munford, Ala., Ch. 7.
WEEK-TV—Peoria,
Ill., Ch. 43.
WEEU-TV—Reading,
Pa., Ch. 33.
WEHT (TV)—Henderson, Ken., Ch. 50.
WELL-TV—New
Haven, Conn., Ch. 59.
WENS (TV)—Pittsburgh, Pa., Ch. 16.
WEOL-TV—Elyria,
Ohio, Ch. 31.
WERE-TV—Cleveland, Ohio, Ch. 5.
WFAA-TV—Dallas,
Texas, Ch. 8.
WFAM-TV—LaFayette, Ind., Ch. 65.
WEWS (TV)—Cleveland, Ohio, Ch. 5.
WFAA-TV—Dallas,
Texas, Ch. 8.
WFAM-TV—LaFayette, Ind., Ch. 69.
WFBC-TV—Greenville, S. C., Ch. 4.
WFBG-TV—Altoona,
Pa., Ch. 10.
WFBM-TV—Indianapolis, Ind., Ch. 6.
WFIE (TV)—Eyansville, Ind., Ch. 62.
WFIL-TV—Philadelphia, Pa., Ch. 6.
WFIE-TV—Cleveland, Ohio, Ch. 21.
WFMJ-TV—Joungstown, Pa., Ch. 67.
WFRB (TV)—Utica,
N. Y., Ch. 18.
WFMJ-TV—Altentown, Pa., Ch. 67.
WFRB (TV)—Utica,
N. Y., Ch. 18.
WFMJ-TV—Boston,
Mass., Ch. 2.
WFMJ-TV—Boston,
Pa., Ch. 22.
WGEM-TV—Boston,
Pa., Ch. 23.
WFTV (TV)—Boston,
Pa., Ch. 24.
WGBH-TV—Boston,
Pa., Ch. 27.
WGR-TV—Boston,
Pa., Ch. 28.
WGAN-TV—Boston,
Pa., Ch. 29.
WGOV-TV—Valdosta,
Ga., Ch. 37.
WGR-TV—Boston,
Pa., Ch. 20.
WGBL-TV—Boston,
Pa., Ch. 21.
WHAM-TV—Hannibal, Mo., Ch. 10.
WGLV (TV)—New
York, N. Y., Ch. 28.
WGAN-TV—Dortland,
Me., Ch. 13.
WGBH-TV—Boston,
Pa., Ch. 29.
WGBM-TV—Hannibal, Mo., Ch. 10.
WGLV (TV)—New
York, N. Y., Ch. 20.
WGBL-TV—Chicago,
Ill., Ch. 9.
WGOV-TV—Valdosta,
Ga., Ch. 37.
WGR-TV—Buffalo,
N. Y., Ch. 20.
WGBL-TV—Chicago,
Ill., Ch. 9.
WGOV-TV—Valdosta,
Ga., Ch. 37.
WGR-TV—Buffalo,
N. Y., Ch. 20.
WGBM-TV—Boston,
Pa., Ch. 20.
WGBM-TV—Boston,
Wisconsin, Ch. 10.
WGLV (TV)—New
York, N. Y., Ch. 20.
WGBM-TV—Boston,
Wisconsin, Ch. 21.
WHAM-TV—Rochester, N. Y., Ch. 20.
WHAM-TV—Roches



THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most adaptable VHF equipment in the industry today . . . to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal . . . Standard Electronics offers a complete line of 100% air cooled amplifiers . . . DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER, whatever its make . . . with no need to replace any part of your existing equipment. YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER. Your high power broadcasts can begin SOON . . . because Standard Electronics has a reputation for deliveries ON TIME, as promised.

Compare true equipment costs... not just initial cost... but also tube replacement and power consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to \$120,000 in operating expenses alone.)

Compare circuitry . . . layout and control simplicity . . . ease of maintenance.

Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for any station to expand to higher power... and compare delivery schedules for both complete transmitters and high power amplifiers.

Get all the facts . . . and let them help you decide truly which transmitter best serves your needs.



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devoted exclusively to the engineering, monufacturing, and servicing of equipment for the broadcast and television industry

Comparison Chart of VHF High Power Transmitters

	- 3	SE Transmitter	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 5 KW	*	YES	NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER	540	YES	NO	NO	NO
TUBE COST Complete set FCC spares	*	\$6,138 \$1,495	\$11,625 \$4,237	\$13,230 (est) \$6,429 (est)	\$9,250 (est) \$5,050 (est)
AIR COOLED	*	YES	YES	МО	NO
POWER LINE REQUIREMENTS (at black level)		208/230 V 60 cy, 3 d 145 KW	460 V 60 cy, 3 φ 193 KW	208/230 V 60 cy, 3 φ 150 KW (est)	208/230 V 60 cy, 3 ¢ 165 KW (est
FLOOR AREA (including power equipment, blowers, etc.)	*	152 sq. ft.	154 sq. ft.	160 sq. ft. (est)	
ALL TUBES VISIBLE FROM FRONT	*	YES	NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)	*	YES	NO	NO	NO
INDIVIDUAL CHASSIS CONSTRUCTION	*	YES	NO	МО	NO
INTERUNIT CABLING WITHOUT TRENCHES	*	YES	No	NO	NO

WHIO-TV—Dayton,
Ohio, Ch. 7
WHIZ-TV—Zanesville,
Ohio, Ch. 50
WHK-TV—Cleveland,
Ohio, Ch. 19
WHO-TV—Des Moines,
Iowa, Ch. 13
WHP-TV—Harrisburg,
Pa., Ch. 55
WHRN (TV)—Dover,
Del., Ch. 40
WHTV (TV)—Syracuse, N. Y., Ch. 43
WHUM-TV—Reading,
Pa., Ch. 61
WHYN-TV, Springfield, Mass., Ch. 55
WIBG-TV—Philadelphia, Pa., Ch. 23
WIBW-TV—Topeka,
Kan., Ch. 13
WICA-TV—Ashtabula,
Ohio, Ch. 15
WICC-TV—Bridgeport,
Conn., Ch. 43
WICS (TV)—Springfield, Ill., Ch. 20
WICU (TV)—Erie, Pa.,
Ch. 12
WIET (TV)—Ithaca,
N. Y., Ch. 14
WIFE (TV)—Dayton,
Ohio, Ch. 22
WIL-TV—St. Louis,
Mo., Ch. 42
WILK-TV—Wilkes-Barre, Pa., Ch. 34
WILM-TV—Wilmington, Del., Ch. 33
WILS-TV—Lanasing,
Mich., Ch. 54
WIMA-TV—Lima,
Ohio, Ch. 55
WIND-TV—Chicago,
Ill., Ch. 20
WINK-TV—Fort
Myers, Fla., Ch. 11
WINT (TV)—Bloomingdale, N. Y., Ch. 5
WIRK-TV—West Palm
Beach, Fla., Ch. 21 Beach, Fla., Ch. 21
WIS-TV—Columbia,
S. C., Ch. 10
WISE-TV—Asheville,
N. C., Ch. 62
WISH-TV—Indianapolis, Ind., Ch. 8
WITH-TV—Baltimore,
Md., Ch. 72

WITV (TV)—Fort Lauderdale, Fla., Lauderdale, F1a., Ch. 17
WJAC-TV—Johnstown, Pa., Ch. 6
WJAR-TV—Providence, R. I., Ch. 10
WJBF-TV—Augusta,
Ga., Ch. 6
WJBK-TV—Detroit,
Mich., Ch. 2
WJDM (TV)—Panama
City, F1a., Ch. 7.
WJDW (TV) Boston,
Mass., Ch. 44.
WJHL-TV—Johnson
City, Tenn., Ch. 11.
WJHP-TV—Jacksonville, F1a., Ch. 36.
WJMR-TV—Lansing,
Mich., Ch. 6.
WJMR-TV—West Palm
Beach, Fla., Ch. 56.
WJMO-TV—West Palm
Beach, Fla., Ch. 55.
WJOL-TV—Joliet, Ill.,
Ch. 48.
WJPB-TV—Fairmont,
W. Va., Ch. 35.
WJPB-TV—Fint,
Mich., Ch. 12.
WJTV (TV) Jackson,
Miss., Ch. 25.
WKAB-TV—Mobile,
Ala., Ch. 48.
WKAQ-TV—San Juan,
Puerto Rico, Ch. 2.
WKAR-TV—East
Lansing, Mich., Ch. 60.
WKBN-TV—Youngstown Obio Ch. 27 Ch. 17 WJAC-TV—Johns-Lansing, Mich., Ch. 60.

WKBN-TV—Youngstown, Ohio, Ch. 27.

WKBT (TV)—La
Crosse, Wis., Ch. 8.

WKDN-TV Camden,
N. J., Ch. 17.

WKJF-TV—Pittsburgh, Pa., Ch. 53.

WKJG-TV—Fort
Wayne, Ind., Ch. 33.

WKLO-TV—Louisville, Ky., Ch. 21.

WKNA-TV—Charleston, W. Va., Ch. 49.

WKNB-TV—New
Britain, Conn., Ch. 30. WKNE-TV-Keene, WKNE-TV—Keene, N. H., Ch. 45. WKNX-TV—Saginaw, Mich., Ch. 57. WKNY-TV—Kingston, N. Y., Ch. 66. WKOW-TV—Madison, Wis., Ch. 27.

WKRC-TV—Cincinnati, Ohio, Ch. 12.
WKST-TV—New
Castle, Pa., Ch. 45.
WKTV (TV)—Utica,
N. Y., Ch. 13.
WKY-TV—Oklahoma
City, Okla., Ch. 4.
WKZO-TV—Kalamazoo, Mich., Ch. 3.
WLAC-TV—Nashville,
Tenn., Ch. 5.
WLAM-TV—Lewiston,
Maine, Ch. 17.
WLAP-TV—Lexington,
Ky., Ch. 27.
WLBC-TV—Muncie,
Ind., Ch. 49.
WLBR-TV—Lebanon,
Pa., Ch. 15.
WLBT (TV)—Jackson,
Miss., Ch. 3.
WLEU-TV—Erie, Pa.,
Ch. 66.
WLEU-TV—Bethlehem. WLBT (TV)—Jackson,
Miss., Ch. 3.
WLEU-TV—Erie, Pa.,
Ch. 66.
WLEV-TV Bethlehem,
Pa., Ch. 51.
WLEX-TV—Lexington,
Ky., Ch. 18.
WLOK-TV—Asheville,
N. C., Ch. 13.
WLOS-TV—Asheville,
N. C., Ch. 13.
WLTV (TV)—Wheeling, W. Va., Ch. 51.
WLVA-TV—Lynchburg, Va., Ch. 51.
WLWA (TV)—Atlanta,
Ga., Ch. 11.
WLWC (TV)—Columbus, Ohio, Ch. 4.
WLWD (TV)—Dayton,
Ohio, Ch. 2.
WLWT (TV)—Cincinnati, Ohio, Ch. 5.
WMAL-TV—Washington, D. C., Ch. 7.
WMAR-TV—Baltinnore, Md., Ch. 2.
WMAZ-TV—Macon,
Ga., Ch. 13.
WMBR-TV—Jacksonville, Fla., Ch. 4.
WMBV-TV—Marinette,
Wis., Ch. 11.
WMCT (TV)—Memphis, Tenn., Ch. 5.
WMFL (TV)—Mamin,
Fla., Ch. 33.
WMGT (TV)—Mamin,
Fla., Ch. 34.
WMET-TV—Mamin,
Fla., Ch. 33.
WMGT (TV)—Mamin,
Fla., Ch. 34.

WMIN-TV—St. Paul,
Minn., Ch. 11.
WMSL-TV—Decatur,
Ala., Ch. 23.
WMT-TV—Cedar
Rapids, Iowa, Ch. 2.
WMTV (TV)—Madison, Wis., Ch. 33.
WMAC-TV—Massillon,
Ohio, Ch. 23.
WMTW (TV)—Poland,
Maine, Ch. 8.
WMUR-TV—Manchester, N. H., Ch. 9.
WMVT (TV)—Montter, N. H., Ch. 9.
WMVT (TV)—Montpelier, Vt., Ch. 3.
WNAC-TV—Boston,
Mass., Ch. 7.
WNAM-TV—Neenah,
Wis., Ch. 42.
WNAO-TV—Baleigh,
N. C., Ch. 28.
WNBF-TV—Binghamton, N. Y., Ch. 12.
WNBK (TV)—Cleveland, Ohio, Ch. 3.
WNBQ (TV)—Chicago,
Ill., Ch. 5.
WNBT (TV)—New MII., Ch. 5.
WNBT (TV)—New
York, N. Y., Ch. 4.
WNBW (TV)—Washington, D. C., Ch. 4.
WNCH-TV—New
Haven, Conn., Ch. 8. WNCH-TV—New
Haven, Conn., Ch. 8.
WNCT (TV)—Greenville, N. C., Ch. 9.
WNEM-TV—Bay City,
Mich., Ch. 5.
WNET (TV)—Providence, R. I., Ch. 16.
WNEX-TV—Macon,
Ga., Ch. 47.
WNLC-TV—New London, Conn., Ch. 26.
WNOK-TV—Columbia,
S. C., Ch. 67.
WNOP-TV—Newport,
Ky., Ch. 74.
WNOW-TV—York, Pa.,
Ch. 49.
WNYC-TV—New York,
N. Y., Ch. 31.
WOAI-TV—San Antonio, Texas, Ch. 4.
WOAY-TV—Oak Hill,
W. Va., Ch. 4.
WOBS-TV—Jacksonville, Fla., Ch. 30.
WOC-TV—Davenport,
Iowa, Ch. 6.
WOCN (TV)—Atlantic
City, N. J., Ch. 52.

WTAC-TV—Flint,
Mich., Ch. 16.
WTAO-TV—Cambridge, Mass., Ch. 56.
WTAP (TV)—Parkersburg, W. Va., Ch. 15.
WTAR-TV—Norfolk,
Va., Ch. 3.
WTBO-TV—Cumberland, Md., Ch. 17.
WTCN-TV—Minneapolis, Minn., Ch. 11.
WTEV-TV—New Bedford, Mass., Ch. 28.
WTHI-TV—Terre
Haute, Ind., Ch. 10.
WTHS-TV—Miami, Fla., Ch. 2.
WTHT (TV)—Wilmington, N. C., Ch. 3.
WTLB (TV)—La Crosse, Wis., Ch. 38.
WTLC (TV)—Evanston, Ill., Ch. 12.
WTLE (TV)—Evanston, Ill., Ch. 12.
WTLF (TV)—Baltimore, Md., Ch. 18.
WTLO (TV)—New Brunswick, N. J., Ch. 19.
WTMJ-TV—Milwauke, Wis., Ch. 4.
WTOB-TV—Winstonsalem, N. C., Ch. 26.
WTOC-TV—Savannah, Ga., Ch. 11.
WTOK-TV—Winstonsalem, N. C., Ch. 26.
WTOC-TV—Savannah, Ga., Ch. 11.
WTOK-TV—Werdian, Miss., Ch. 11.
WTOK-TV—Werdian, Miss., Ch. 11.
WTOP-TV—Washington, D. C., Ch. 9.
WTOV-TV—Norfolk, Va., Ch. 27.
WTWO (TV)—Bangor, Maine, Ch. 2.
WTPA (TV)—Harrisburg, Pa., Ch. 71.
WTRF-TV—Wheeling, W. Va., Ch. 27.
WTWO (TV)—Bangor, Maine, Ch. 27.
WTWO (TV)—Bangor, Maine, Ch. 27.
WTRI (TV)—Schenectady, N. Y., Ch. 35.
WTSK (TV)—Wheeling, W. Va., Ch. 71.
WTRF-TV—Wheeling, W. Va., Ch. 35.
WTSK (TV)—Bloomington, Ind., Ch. 4.
WTTW (TV)—Durham, N. C., Ch. 11.
WTVE (TV)—Belleville, Ill., Ch. 54.
WTVI (TV)—Beatur, Ill., Ch. 19.
WTVI (TV)—Beatur, Ill., Ch. 19.
WTVI (TV)—Decatur, Ill., Ch. 19.
WTVI (TV)—Decatur, Ill., Ch. 17.
WTVQ (TV)—Pittsburgh, Pa., Ch. 47.
WTVQ (TV)—Pittsburgh, Pa., Ch. 47.
WTVQ (TV)—Pittsburgh, Pa., Ch. 47.
WTVQ (TV)—Richmond, Va., Ch. 6.
WTVQ (TV)—Richmond, Va., Ch. 6.
WTVQ (TV)—Richmond, Va., Ch. 6. WOCU-TV—Columbus, Ohio, Ch. 34.
WOI-TV—Ames, Iowa, Ch. 25.
WOI-TV—Milwaukee, Wis., Ch. 19.
WOOD-TV—Grand
Rapids, Mich., Ch. 8.
WOOK-TV—Washington, D. C., Ch. 50.
WOPT (TV) Chicago, Ill., Ch. 44.
WOR-TV—New York, N. Y., Ch. 9.
WOTV (TV)—Richmond, Va., Ch. 29.
WOW-TV—Omaha, Neb., Ch. 6.
WPAG-TV—Ann
Arbor, Mich., Ch. 20.
WPBN-TV—Traverse
City, Mich., Ch. 7.
WPBN-TV—Traverse
City, Mich., Ch. 7.
WPFA (TV)—Pensacola, Fla., Ch. 15.
WPGT (TV)—Clearwater, Fla., Ch. 32.
WPIX (TV)—Portland, Me., Ch. 53.
WPOC-TV—Providence, R. I., Ch. 11.
WPMT (TV)—Portland, Me., Ch. 53.
WPTV—TV—Ablany, N. Y., Ch. 23.
WPTV—Ablany, N. Y., Ch. 23.
WPTV—Ablany, N. Y., Ch. 24.
WPTR-TV—Albany, N. Y., Ch. 25.
WPTR-TV—Albany, N. Y., Ch. 26.
WPTR-TV—Albany, N. Y., Ch. 39.
WQED (TV)—Pittsburgh, Pa., Ch. 13.
WQCY (TV)—Binghamton, N. Y., Ch. 46.
WQXI-TV—Atlanta, Ga., Ch. 36.
WQXI-TV—Cincinnati, Ohio, Ch. 54.
WRAK-TV—Williamsport, Pa., Ch. 36.
WQXI-TV—Princeton, Ind., Ch. 52.
WRBL-TV—Columbus, Ga., Ch. 12.
WREX-TV—Rockeford, Ill., Ch. 13.
WRGB (TV)—Schenectady, N. Y., Ch. 6.
WRNY-TV—Chenectady, N. Y., Ch. 6.
WRNY-TV—Rochester, N. Y., Ch. 21.
WROM-TV—Augusta, Ga., Ch. 12.
WREX-TV—Rochester, N. Y., Ch. 61.
WRNY-TV—Rochester, N. Y., Ch. 58.
WSAU-TV—Wausau, Wis., Ch. 7.
WROM-TV—Asbury
Park, N. J., Ch. 58.
WSBL-TV—Columbus, Ga., Ch. 20.
WROM-TV—Ablany, N. Y., Ch. 61.
WROM-TV—Ablany, N. Y., Ch. 62.
WREX-TV—Rochester, N. Y., Ch. 63.
WROM-TV—Ablany, N. Y., Ch. 64.
WROM-TV—Ablany, N. Y., Ch. 65.
WROM-TV—Ablany, N. Y., Ch. 64.
WROM-TV—Ablany, N. Y., Ch. 65.
WROM-TV—Huntington, Ch. 51.
WSBT-TV—Saginaw, Mich., Ch. 52.
WSBA-TV—Wausau, Wis., Ch. 7.
WSGL-TV—Barrisburg, Ill., Ch. 12.
WSHA (TV)—Selma, Ala, Ch. 12.
WSLA-TV—Harrisburg, Ill., Ch. 22.
WSLA-TV—Selma, Ala, Ch. 84.
WSLA-TV—Selma, Ala, Ch. 84 WTVR (TV)—Richmond, Va., Ch. 6.
WTVX (TV)—Gastonia, N. C., Ch. 48.
WTVU (TV)—Scranton, Pa., Ch. 73.
WTVW (TV)—Milwaukee, Wis., Ch. 12.
WTVZ (TV)—Albany, N. Y., Ch. 17.
WUNC-TV—Chapel Hill, N. C., Ch. 4.
WUOM-TV—Ann Arbor, Mich., Ch. 26.
WUSN-TV—Charleston, S. C., Ch. 2.
WUEC-TV—Hampton, Va., Ch. 15.
WVET-TV—Rochester, N. Y., Ch. 10.
WWJ-TV—Detroit, Mich., Ch. 4.
WWLA (TV)—Lancaster, Pa., Ch. 21.
WWLP (TV)—Springfield, Mass., Ch. 61.
WWOR-TV—Worcester, Mass., Ch. 14.
WWTV-TV—Cadillac, Mich., Ch. 13.
WXEL (TV)—Cleveland, Ohio, Ch. 8.
WXYZ-TV—Detroit, Mich., Ch. 7. WSTV-TV—Steuben-ville, Ohio, Ch. 9. WSUN-TV—St. Peters-burg, Fla., Ch. 38. WSVA-TV—Harrison-burg, Va., Ch. 3.

R. C. CRISLER & CO.

Radio-Television-Station Brokers

Union Trust Bldg., Cincinnati 2, Ohio Dunbar 7775

Room 1000 - 41 E. 42nd St., New York City Murray Hill 7-8437

NEGOTIATIONS — FINANCING — EVALUATIONS

Ala., Ch. 8.
WSLI-TV—Jackson,
Miss., Ch. 12.
WSLS-TV—Roanoke,
Va., Ch. 10.
WSM-TV—Nashville,
Tenn., Ch. 4.
WSPA-TV—Spartanburg, S. C., Ch. 7.
WSPD-TV—Toledo,
Ohio, Ch. 13.
WSTF (TV)—Stamford, Conn., Ch. 27.
WSTV-TV—Steuben-

WSYR-TV—Syracuse, N. Y., Ch. 3.

George Foster Peabody Awards*

Gerald W. Johnson, WAAM (TV) Baltimore for outstanding television news.

Television Opera Theatre, NBC-TV for outstanding entertainment from music.

Television Playhouse, NBC-TV for outsanding entertainment in 1953 (double award with Imogene Coca).

Imogene Coca, NBC-TV for outstanding entertainment in 1953 (double award with Television Playhouse)

Cavalcade of Books, KNXT (TV) Los Angeles outstanding educational program for 1953 (double award with Camera Three)

Camera Three, WCBS-TV New York outstanding educational program for 1953 (double award with Cavalcade of Books).

Mr. Wizard, NBC-TV outstanding youth and children's program for

Edward R. Murrow, CBS-TV Television special award.

* Established in 1940 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia, to be jointly administered by its Henry W. Grady School of Journalism and the

Alfred I. duPont Awards*

WBZ-TV Boston, Mass.

for "consistent, well-planned programming designed to serve the needs of an informed and progressive community and to develop and encourage good citizenship."

WOI-TV Ames, Iowa

for "its outstanding record of leadership in the development of programs of practical and cul-tural value to the people of Iowa."

Special Commendations

WBAL-TV Baltimore, Md.

for "its public service leadership in the emergency created by a school strike, when the station cleared air time for television instruc-

KNXT (TV) Hollywood, Calif.

for "a notable group of programs serving the public interest in the fields of public school education, religion, safety, marketing, income tax advice and public forum discussions."

WHAS-TV Louisville, Ky.

for "its consistently energetic and generous support of many civic, health and charitable agencies, and for its success in winning general support for services to the community."

*Presented annually by Alfred I. duPont Awards Foundation, established in 1942 by Mrs. Jessie Ball duPont in memory of her husband and in recognition of "loyal service" by radio and television stations and commentators "to the nation and communities they serve." Awards administered by Washington & Lee U., Lexington, Va.

Radio-Television News Directors Assn. (1953)

TOP AWARD

WBAP-TV Ft. Worth for outstanding news reporting in 1953.

Sigma Delta Chi Distinguished Service Awards

WHAS-TV Louisville, Ky., for public service in television journalism.

BROADCASTING • TELECASTING

Freedom Awards*

TELEVISION TOP AWARD:

E. I. duPont de Nemours & Co. for its ABC-TV Cavalcade of America series.

TELEVISION HONOR MEDALS:

Admiral Corp., Life Is Worth Living, DuMont Tv Network; American Forum of the Air, NBC-TV; The Big Issue, DuMont; Family Theatre, Hollywood, Inspiration, Please; General Electric Co., The Fred Waring Show, CBS-TV; Iowa State College, A Voice Out of Time, on WOI-TV Ames; Lutheran Laymen's League, This Is the Life; National Assn. of Manufacturers, Industry On Parade; Revere Copper and Brass, Meet the Press, on NBC-TV; Frederic V. Ziv Co., Cincinnati, I Led Three Lives; Wayne U. and WWJ-TV Detroit, International Town.

HONOR MEDAL AWARDS FOR SINGLE TV PROGRAMS:

"The Lt. Radulovich Story" on CBS-TV See It Now, Aluminum Co. of America; "Angel in the Infield" on CBS-TV City Hospital Series, Gillette Co.; National Boy Scout Jamboree on CBS; "Horace Mann's Miracle" on NBC-TV Hallmark Hall of Fame, Hall Bros.; "The King's Hunchback" on NBC-TV Frontiers of Faith, Jewish Theological Seminary of America; Community Chest Rally, WCAU-TV Philadelphia; Long May It Wave on WFIL-TV Philadelphia; Junior Order United American Mechanics; "Land of the Free" on CBS-TV Death Valley Days, Pacific Coast Borax Co.; "The Reluctant Citizen" on NBC-TV Philco Television Theatre, Philco Corp.; "Decision at Christmas" on NBC-TV American Inventory, Teleprograms Inc.; "P. O. W." on ABC-TV U. S. Steel Hour, United States Steel Corp.

* All awards for 1953 but presented Feb. 22. 1954, by Freedom Foundation for outstanding contributions to freedom.

Alfred P. Sloan Awards

TELEVISION STATION COMMERCIAL **PROGRAMS**

Firch Baking Co., Erie, Pa., for Watch for the Kids on WICU-TV and additional efforts in behalf of safety on its 15-minute "live" studio show and in its Gene Autry commercials.

TELEVISION SUSTAINING PROGRAMS

WTVJ (TV) Miami, Fla., for 165 special programs telecast in 1953 and for You May Be Next, a tri-weekly feature developed in cooperation with Miami Police Department.

TELEVISION NETWORK COMMERCIAL **PROGRAMS**

Esso Standard Oil Co., New York, for Esso Reporter safety messages with special network coverage.

National Safety Council's 1953 Public Interest Awards

TELEVISION STATIONS

WCPO-TV Cincinnati; WBZ-TV Boston; KFEL-TV Denver; KING-TV Seattle; KOTV (TV) Tulsa; WAAM (TV) Baltimore; WFAA-TV Dallas; WFBM-TV Indianapolis; WHYN (TV) Holyoke, Mass.; WICU-TV Erie, Pa.; WKRC (TV) Cincinnati; WPTZ-TV Oklahoma City; WLWT (TV) Cincinnati; WTVJ (TV) Miami; WWJ-TV Detroit, WXEL (TV) Cleveland.

18th American Exhibition of Educational Radio & Television Programs*

(Ohio State Awards)

NETWORK PROGRAMS

Class 1—Special Interest Groups; First Award: Frontiers of Faith, NBC-TV.

Class 2—Cultural; First Award: Hallmark Hall of Fame, NBC-TV.

Class 3-Public Affairs; First Award: United Nations Open House, CBS-TV.

Class 4—Basic Freedom; First Award: American Forum of The Air, WNBW (TV) Washington, D. C., and NBC-TV.

Class 5-Systematic Instruction (no award). Class 6—Programs for Children and Youth; First Award: Watch Mr. Wizard, Herbert S. Lauf-man & Co., WNBQ (TV) Chicago and NBC-TV.

Special Award: Ding Dong School, NBC-TV. Class 7-School Telecasts (no award).

LOCAL AND REGIONAL STATIONS OR ORGANIZATIONS

Class 1—Special Interest Groups; First Award: Farmtown, U. S. A., WBBM-TV Chicago.
Class 2—Cultural; First Award: The Long Voyage, WOI-TV Ames, Iowa.

Class 3—Public Affairs; First Award: They Come Home, KPIX (TV) San Francisco.

Class 4—Basic Freedoms; First Award: The Independent Mr. Jefferson, National Assn. of Educational Broadcasters and WNBQ (TV) Chi-

Class 5—Systematic Instruction; First Award: Shakespeare on Tv, KNXT (TV) Hollywood.
Class 6—Programs for Children and Youth; First Award: Wunda, Wunda, KING-TV Seattle.

Class 7—School Telecasts; First Award: District of Columbia Public School Series, WNBW (TV) Washington and D. C. Board of Education.

* These awards are made as adjunct of the Ohio State Institute for Education by Radio-Television.

National Headliners' Award

WBNS-TV Columbus, Headliner's award for outstanding news reporting during 1953.

Edward R. Murrow, television network award for See It Now series on CBS-TV.

INFORMATION ON AWARDS

Following is partial list of addresses for obtaining information in connection with television awards:

duPont-Write O. W. Riegel, curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

Freedoms Foundation-Ken Wells, executive vice president, Freedoms Foundation Inc., Valley Forge, Pa. (deadline for nominations Nov. 20; announcement following February).

National Headliners' Club-Mal Dodson, Convention Hall, Atlantic City, N. J.

Ohio State-Keith Tyler, director, Institute for Education by Radio, Ohio State U., Columbus, Ohio.

George Foster Peabody-Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga. (entries taken in January or later; awards in April).

National Safety Council Public Interest Awards -National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Alfred P. Sloan Awards for Highway Safety-National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Sigma Delta Chi-Address Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1, Ill.

Radio-Television News Directors Assn.-James A. Byron, president of RTNDA, WBAP-TV Fort Worth, Texas.

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AMERICAN BROADCASTING—PARAMOUNT THEATRES INC.

7 West 66th Street, New York 23, N. Y. Telephone: Susquehanna 7-5000 Number of Stations Affiliated with ABC-TV as of Aug. 1, 1954: 201

BOARD OF DIRECTORS

Earl E. Anderson John Balaban John Baladan A. H. Blank John A. Coleman Charles T. Fisher Jr. E. Chester Gersten E. Chester Gersten
Leonard H. Goldenson
Walter W. Gross
Robert H. Hinckley
Robert L. Huffines Jr.
William T. Kilborn
Robert E. Kintner
Walter P. Marshall
Edward J. Noble
Robert H. O'Brien
Herbert Schwartz Herbert Schwartz R. B. Wilby Owen D. Young

AMERICAN BROADCASTING CO. (A Division of American Broadcasting-Paramount Theatres Inc.)

Robert E. Kintner, President Robert H. O'Brien, Executive Vice President Earl E. Anderson, Vice President Charles T. Ayers, Vice President Slocum Chapin, Vice President James H. Connolly, Vice President John Daly, Vice President Robert H. Hinckley, Vice President Earl Hudson, Vice President Ernest Lee Jahncke Jr., Vice President Frank Marx, Vice President John H. Mitchell, Vice President Harold L. Morgan Jr., Vice President & Comp-troller Theodore I. Oberfelder, Vice President Sterling C. Quinlan, Vice President Alexander Stronach Jr., Vice President Charles Underhill, Vice President Thomas Velotta, Vice President Robert M. Weitman, Vice President Paul Whiteman, Vice President Geraldine B. Zorbaugh, Secretary & General Counsel Omar Elder, Asst. Secretary & Asst. General Counsel

NEW YORK

7 W. 66th St. New York 23, New York

Alexander Stronach Jr., Vice President in charge of Television Network Slocum Chapin, Director of Television Network

Engineering & General Services

Frank Marx, Vice President in Charge Clure Owen, Administrative Assistant John Preston, Director of Engineering Facilities & General Services

Thomas F. Foy, Purchasing Agent

Joseph J. Spagnola, Director of Office & Studio Services

William Trevarthen, Director of Engineering Operations Richard Hamilton, Supervisor of Communications

Lawrence A. Ruddell, Recording Director Reginald Willcocks, Traffic Manager

Finance, Personnel

Harold L. Morgan Jr., Vice President & Comptroller Marie McWilliams, Director of Personnel Jason Rabinovitz, Assistant Comptroller Walter C. Tepper, Chief Accountant

Labor Relations

Mortimer Weinbach, Director of Labor Relations

Legal

Geraldine B. Zorbaugh, General Counsel Omar Elder, Assistant General Counsel

Program

Robert M. Weitman, Vice President in Charge of Programming & Talent

Services

Robert L. Stone, Director of Television Services Department Robert Holland, Manager of Film Services Ruth K. Blainey, Operations Manager

James McNaughton, Executive Art Director Andrew Ross, Graphic Arts Director Harold Sobolov, Studio Supervisor J. English Smith, Business Manager Bernard Paulson, Plant Superintendent

Programming

Charles Underhill, Vice President in Charge of Television Program Department Freelon Fowler, Film Program Manager Charles Holden, Assistant National Director of Tv Program Department Robert Lewine, Eastern Program Director

Leslie G. Arries Sr., Director of Television Sports News, Special Events & Public Affairs

John Daly, Vice President in Charge of Tv News, Special Events & Public Affairs Francis N. Littlejohn, Director of Tv News, Spe-cial Events & Public Affairs John Dullaghan, Manager of News Film

Public Relations, Advertising, Promotion & Continuity Acceptance

John Pacey, Director of Public Relations & Spe-cial Features

Ruth Crawford, Librarian

Mitchell DeGroot, Director of Advertising & Promotion

Ernest E. Stern, Manager of Publicity Ellen Heagerty, Supervisor of Audience Informa-

Grace Johnsen, Director of Continuity Acceptance Ruth Trexler, Executive Producer of Religious & Educational Programs

Sales

Charles R. Abry, National Director of Tv Sales Jerome B. Harrison, Eastern Sales Manager William Materne, Assistant Tv Network Sales

Henry T. Hede, Administrative Manager, TV Network Sales

Station Relations, Sales & Station Traffic Opera-tions, Research & Sales Development

Ernest Lee Jahncke Jr., Vice President & Assistant to President

Charles Godwin, Assistant to Vice President Alfred R. Beckman, National Director of Stations Relations Department

Frank Atkinson, Manager of Co-operative Program Department

William A. Wylie, Manager of Station Relations Department

Donald G. Buck, Director of Operations for Sales & Station Traffic

Alice Stamatis, Manager of Order Processing

Donald Coyle, Director of Network Television Research

Don Durgin, Director of Network Television Sales
Development

Bert Briller, Manager of Television Sales Development

ABC Film Syndication Inc.

George T. Shupert, President

Donald L. Kearney, Vice President in Charge of
Sales

John B. Burns, Midwest Manager William L. Clark, Western Manager Lee Francis, Promotion Manager Joseph F. Greene, Traffic Manager

ABC TELEVISION NETWORK RATES

Gross Class "A" Time Charges as of July 1, 1954

	1 Hour	½ Hour	1/4 Hour
Connected Network (144 Stations)	\$79,303	\$47,430	\$31,630
Connected Network Non-territorial (2 Stations)	1,050	630	420
Non-Connected Network (51 Sta- tions)	9,540	5,724	3,816
Non-Connected Non Territorial (3 Stations)		300	200
Total (200 Stations)	\$90,393	\$54,084	\$36,066

CHICAGO

20 N. Wacker Dr. Chicago 6, Ill.

Sterling C. Quinlan, Vice President in Charge of WBKB

James L. Stirton, Director of Network Television James W. Beach, Sales Manager of WBKB Daniel Schuffman, Program Manager, WBKB George Rice, Director of Film, WBKB

William P. Kusack, Director of Engineering Department Elliott W. Henry Jr., Director of Publicity & Promotion

Gerald Vernon, Manager of Tv Network Sales Matthew Vieracker, Treasurer

DETROIT

1700 Stroh Bldg. Detroit 26, Mich.

James G. Riddell, President & General Manager John Pival, Manager, WXYZ-Television Joseph C. Cassel, Controller John Lee, Television Studio Manager Ralph Dawson, Asst. Television Sales Manager Charles Kocher, Chief Engineer Robert Baldrica, Advertising, Promotion, Publicity Director

Elizabeth Ashton, Traffic Manager

HOLLYWOOD 1539 N. Vine St. Hollywood 28, Calif.

Earl Hudson, Vice President, Western Division Donn B. Tatum, Director of Television, Western Division

J. Clifford Anderson, Director of Labor Relations John M. Asher, Promotion Manager

James C. Beach, Tv Network Program Director, Western Division

Dorothy Brown, Continuity Acceptance Editor, Western Division

Philip Caldwell, Manager of Engineering & General Services, Western Division

Robert Forward, Executive Asst. to the General Manager

Selig Seligman, Asst. to Vice President & Business Coordinator

Coordinator

Stanton Kramer, Director of Television Network
Promotion Publicity

Edwin C. Conklin, News Editor, Western Division
Frank King, Manager, KABC-TV

Elton Rule, Sales Manager, KABC-TV

Cameron Pierce, Tv Engineering Operations Supervisor John C. Wagner, Controller

Florence T. Schiro, Personnel Director

WABC-TV NEW YORK 7 W. 66th St. New York 23, N. Y.

John H. Mitchell, Vice President & General Manager of WABC-TV

Gordon Kunz, Production Manager of WABC-TV Thomas J. Martinez, Treasurer of WABC-TV

Ardien B. Rodner, Program Manager of WABC-TV

SAN FRANCISCO

ABC Radio-Tv Center 277 Golden Gate Ave. San Francisco 2, Calif.

James H. Connolly, Vice President in Charge of San Francisco Office

Lorraine Duchene, Continuity Acceptance Editor A. E. Evans, Business Manager of San Francisco Office

Vincent Francis, Manager, KGO-TV

Harry Jacobs, Chief Engineer Edith Kirby, Manager, Traffic Department Victor Reed, Manager of News & Special Events David Sacks, Sales Manager, KGO-TV

Henry Saroyan, Controller

Jon Barkhurst, Director of Publicity, Advertising & Promotion

Frank R. Baker, Acting Program Manager-Tv Robert D. Mitchell, Film Editor Richard T. Parks, Asst. Chief Engineer Edward Smith, Tv Production Director

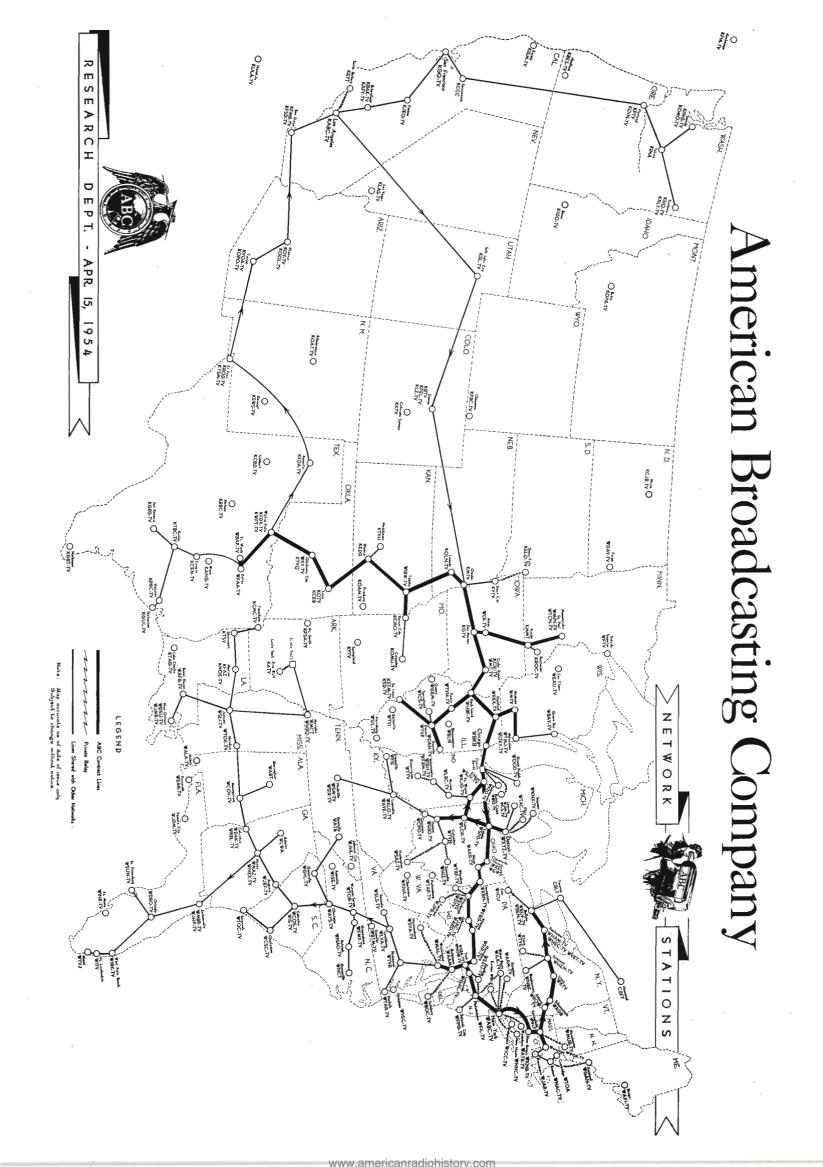
WASHINGTON

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

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

BROADCASTING • TELECASTING

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Proof of ABC's progress

You're seeing stars. From left to right, six of America's best-loved people.

They're appearing here together because they're all members of a great and growing ABC-TV family . . . a family that millions of *other* families have taken into their homes.

And there are others, of course. Other stars and other shows that have helped ABC Television make such great strides in so short a time—Walter Winchell, The U.S. Steel Hour, Super Circus, Martha Wright, The Voice of Firestone, The Elgin TV Hour, Bert Parks, Stu Erwin...The list goes on and on, looking more and more



...staring you in the face

like the who's who of television.

Same with advertisers. To drop a few names, Dodge, Du Pont, Packard, General Mills, Kellogg, American Tobacco, American Motors, Liggett & Myers, Lehn & Fink, Pepsi-Cola, Remington Rand and many more distinguished firms.

To those who keep an ear to the ground, this seems to have all the earmarks of a trend. We think it does. A healthy trend...a profitable trend - for ABC, for the affiliated ABC-TV stations and for the advertisers who have shown confidence in the growth network - ABC Television.

ABC TELEVISION NETWORK



CBS TELEVISION

A DIVISION OF COLUMBIA BROADCASTING SYSTEM INC.

485 Madison Avenue, New York 22, New York. Telephone: Plaza 1-2345 Production Center, 524 West 57th Street, New York 19, New York. Telephone: Judson 6-6000

For Executives of Parent Company, Columbia Broadcasting System Inc., See Page 347 Number of Stations Affiliated with CBS-TV as of Aug. 1, 1954: 182

OFFICERS

J. L. Van Volkenburg, President Edward L. Saxe, Vice President & Assistant to President

William H. Hylan, Vice President in Charge of Network Sales

Hubbell Robinson Jr., Vice President in Charge of Network Programs

Harry S. Ackerman, Vice President in charge of Network Programs, Hollywood
H. Leslie Atlass, Vice President in Charge of

Central Division
Frank B. Falknor, Vice President in Charge of Operations

Merle S. Jones, Vice President in Charge of CBS Owned Television Stations & General Services W. Spencer Harrison, Vice President in Charge of

Legal & Business Affairs Herbert V. Akerberg, Vice President in Charge of Station Relations.

William B. Lodge, Vice President in Charge of Engineering

Leslie Harris, Vice President & General Manager, CBS Television Film Sales Inc.

Charles L. Glett, Vice President in Charge of Network Services, Hollywood William J. Flynn, Comptroller

NETWORK SALES

William H. Hylan, Vice President in Charge of Network Sales Thomas H. Dawson, Manager of Network Sales George E. Klayer, Chicago Sales Manager Frank Samuels, Pacific Sales Manager

Charles R. Sterritt, Detroit Sales Manager William J. Fagan, Business Manager T. D. Connolly, Program Sales Manager Robert F. Jamieson, Sales Service Manager George A. Kolpin, Contract Manager James C. Shattuck, Sales Manager, Color

PROGRAMS

Hubbell Robinson Jr., Vice President in Charge of Network Programs

Harry S. Ackerman, Vice President in Charge of Network Programs, Hollywood

Harry G. Ommerle, Program Director Louis Stone, Manager of Program Budget William Dozier, Executive Producer, Drama Programs

Marlo Lewis, Executive Producer, Music & Variety Programs Milo Frank, Talent & Casting Director

Richard Lewine, Executive Producer, Color E. Carlton Winckler, Production Manager John Hundley, Manager, Program Service

OPERATIONS

Frank B. Falknor, Vice President in Charge of Operations

Henry Grossman, Director of Operations H. C. Meier, Manager of Network Operations H. Grant Theis, Manager of Film Service Op-

Walter R. Pierson, Manager of Production Kingdon S. Tyler, Manager of Construction Gilbert DeStefano, Manager of Lighting Anthony Boschetti, Manager of Procurement Herbert O. Phillips, Manager of Scenic Art Division.

C. H. Rylander, Manager of Special Effects Albert J. Raymond, Manager of Stage Operations Paul Wittlig, Manager of New Effects Development

R. G. Thompson, Director of Technical Operations Orville Sather, Manager of Technical Operations

STATION RELATIONS

Herbert V. Akerberg, Vice President in Charge of Station Relations

Edward P. Shurick, Director of Station Relations Robert Wood, Assistant Director of Station Relations

ADVERTISING & SALES PROMOTION

William Golden, Creative Director John P. Cowden, Operations Director Robert Strunsky, Copy Chief Alex Kennedy, Director of Program Promotion Gordon Hellmann, Director of Presentations John Donald Foley, Director of CBS Owned Tele-vision Stations Promotion Service Edward Side, Production Manager

PUBLIC RELATIONS

David J. Jacobson, Director of Public Relations Michael J. Foster, Director of Press Information Arthur Perles, Administrative Director & Director of Merchandising Exploitation Ted Wick, Director of Publicity & Exploitation, Hollywood

Hank Warner, Assistant Director of Press Information

Jack Goldstein, Director of Special Projects Dorothy Leffler, Director of Magazine Division, Press Information

RESEARCH

Oscar Katz, Director Philip Eisenberg, Manager of Coverage Rose Marie O'Reilly, Manager of Ratings Tore Hallonquist, Manager of Program Analysis Leonard DeNooyer, Manager of General Surveys

ENGINEERING

William B. Lodge, Vice President in Charge of Engineering A. B. Chamberlain, Chief Engineer

H. A. Chinn, Chief Audio-Video Engineer J. W. Wright, Chief Radio Frequency Engineer

EDITING

Herbert A. Carlborg, Director

BUSINESS AFFAIRS

W. Spencer Harrison, Vice President in Charge of Legal & Business Affairs Merritt H. Coleman, Director of Business Affairs

ACCOUNTING

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

NETWORK SERVICES, HOLLYWOOD

Charles L. Glett, Vice President in Charge of Network Services, Hollywood Lester H. Bowman, Director of Technical Opera-tions, Hollywood James Melick, Director of Budgeting, Business Operations, Hollywood

CBS INC., DEPARTMENTS NEWS AND PUBLIC AFFAIRS

Sig Mickelson, Vice President in Charge of News & Public Affairs Edward P. Morgan, Director of News Irving Gitlin, Director of Public Affairs Elmer Lower, Director of Special Projects John Derr, Director of Sports Helen Sioussat, Director of Talks

BUILDING OPERATIONS

James Swenson, Manager, Building Operations Jack Page, Assistant Manager, Building Operations

CBS TELEVISION NETWORK RATES

Gross Class "A" Time Charges As of June 1, 1954

	1 Hour	½ Hour	1/4 Hour
Basic Network (45 stations)	\$50,270	\$30,162	\$20,108
Full Network (176 stations)	88,030	52,818	35,212
Full Interconnected Network (138 sta- tions)	81,600	48,960	32,640

GENERAL PURCHASING

John E. Forsander, Director of Purchases Edward Drewes, Purchasing Agent

OFFICE SERVICES

A. H. Bryant, Manager Maud Stubner, Supervisor, Program Typing Emily Schiener, Supervisor, Program Transcripts Laurette Banks, Supervisor, Ticket Bureau Harry Kestenbaum, Supervisor, General Files & Record Center

PERSONNEL RELATIONS

Robert Kalaidjian, Director Charles Burt, Personnel Administrator Dr. Jack Nelson, Director, Medical Office John Anderson, Personnel & Labor Research Manager Richard Stanley, Employment Manager

PHOTOGRAPHY

Walter I. Seigel, Manager

REFERENCE

William C. Ackerman, Director May Dowell, Manager, General Information Agnes Law, Librarian Esther H. Dobbins, Manager, Program Information Division

Dorothy E. Boyle, Manager, Program Statistics Division

CBS TELEVISION SPOT SALES

George Clark, General Sales Manager Edward B. Larkin, Mid-Western Sales Manager J. Richardson Loughrin, Los Angeles Sales Man-

MacLean Chandler, San Francisco Sales Manager Tony Moe, Detroit Sales Manager H. H. Holtshouser, Atlanta Sales Manager Ben Margolis, Business Manager

CBS TELEVISION FILM SALES INC.

Leslie Harris, Vice President & General Manager Wilbur S. Edwards, General Sales Manager Fred Mahlstedt, Director of Operations

CBS OWNED TELEVISION STATIONS

Craig Lawrence, Director of Station Administra-

WCBS-TV, 488 Madison Avenue, New York 22, New York

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

KNXT, 1313 North Vine Street, Los Angeles 28, California

James T. Aubrey Jr., General Manager Edmund C. Bunker, Sales Manager Donald M. Hine, Program Manager Dean Linger, Promotion Manager

WBBM-TV, 410 N. Michigan Avenue, Chicago, Illinois

H. Leslie Atlass, Vice President, Central Division George J. Arkedis, Sales Manager Julian Kanter, Sales Traffic Manager C. W. Doebler, Sales Promotion Manager William Ryan, Program Manager Al Bland, Commercial Program Manager J. F. Novy, Chief Engineer

CBS OWNED TELEVISION STATIONS-WCBS-TV New York, KNXT Los Angeles and WBBM-TV Chicago, All affiliates of CBS Television Network; all represented nationally by CBS Television Spot Sales.

BROADCASTING • TELECASTING

DUMONT TELEVISION NETWORK

A DIVISION OF ALLEN B. DUMONT LABORATORIES INC. BROADCASTING DIVISION

Business Offices: 515 Madison Ave., New York 22, N. Y., MUrray Hill 8-2600 Studios: Tele-Centre, 205 East 67th St., New York 22, N. Y., LEhigh 5-1000 Adelphi Playhouse, Ambassador Theatre Number of Stations Affiliated with DuMont as of Aug. 1, 1954: 213

DUMONT BROADCASTING DIVISION

Ted Bergmann, Director of Broadcasting Donald H. McGannon, Assistant Director of Broadcasting

Richard L. Geisman, Administrative Assistant to the Director

James L. Caddigan, Director of Programming & Production

Rodney D. Chipp, Director of Engineering Gerald Lyons, Director of Publicity & Public Relations

Joseph W. Hess, Controller

Morris A. Mayers, General Manager of Closed Circuit Operations

DUMONT TELEVISION NETWORK

Ted Bergmann, Managing Director John H. Bachem, General Manager James L. Caddigan, Director of Programming & Production

Rodney D. Chipp, Director of Engineering E. B. Lyford, Director of Station Relations Gerry Martin, Director of Network Sales A. L. Hollander, Jr., Director of Operations

(Acting) Thomas J. McMahon, Director of Sports

Werner Michel, Executive Producer Robert L. Coe, Manager, Station Relations Department

Roy Sharp, Manager, Network Traffic Department Robert Woolf, Manager, Teletranscription Department

Lynn Cleary, Business Manager, Sales Department

James O'Grady, Manager, Sales Service

DUMONT OWNED & OPERATED STATIONS

Donald H. McGannon, General Manager Norman Knight, Station Manager, WABD New York, N. Y.

Harold C. Lund, General Manager, WDTV Pittsburgh, Pa.

Leslie G. Arries, Jr., Station Manager, WTTG Washington, D. C.

George BarenBregge, Sales Manager, WDTV George Griesbauer, Sales Manager, WTTG

NETWORK SALES

Gerry Martin, Director of Sales William Koblenzer, Eastern Sales Manager Gordon Mills. Central Division Sales Manager, 435 N. Michigan Ave., Chicago 11, Ill.

E. J. Rosenberg, Manager of Sales Development Lynn Cleary, Business Manager, Sales Develop-

James O'Grady, Manager, Sales Service Edward R. Eadeh, Manager of Reserach

H. Malcolm Stuart, Harry Pertka, John A. Thayer, Jr., Richard Hubbell, Howard Kiser, Marjorie Kerr, Robert H. Miller and Robert D. Lethbridge, Account Executives

Ted Douglas, Account Service Manager

George Lentz, Pat Johnston, Account Service-

PROGRAMMING

James L. Caddigan, Director of Programming & Production

Werner Michel, Executive Producer Louis E. Arnold Jr., Business Manager David Lowe, Acting Manager of News & Public

Affairs

Frank Bunetta, Manager, Development of New Production Techniques

Elizabeth Mears, Manager of Casting Henry J. Opperman, Manager, Program Procure-ment.

ment.
Henry Humphreys, Manager, Film Programs
Alice Guego, Supervisor, Continuity Acceptance
Don Trevor, Supervising Editor, Film Production
Dominick Celentano, Supervisor, Music Library & Clearance

Don Russell, Chief Announcer

Joan Thompson, Supervisor, Religious Programs Cameron Cornell, News Editor

Pat Fay, H. Wesley Kenney, Arnold Nocks, Barry Shear, Lee Polk, James Saunders, Richard Sandwick, Directors

Ted Hammerstein, Roger Gerry, Henry Opperman, Supervising Producers

David Lowe, Producer-Director

Frank Telford, Producer-Director

Frank Bunetta, Producer-Director Harry Coyle, Director & Supervising Producer

for Sports

OPERATIONS DEPARTMENT

A. L. Hollander Jr., Director of Operations (Act-

ing)
Ed Lieberthal, Manager of Broadcasting Operations

Jay Merkle, Manager of Production Operations Milton Morel, Manager of Plant Operations

John Seidler, Assistant Production Operations Manager

James Graham, Budget Control, Operations Department

Samuel Spachner, Manager, Ambassador Theatre Saul Abraham, Manager, Adelphi Theatre

STATION RELATIONS

Elmore B. Lyford, Director of Station Relations Robert L. Coe, Manager, Station Relations Department

Edwin G. Koehler, Joseph R. Cox, Jack Battey, Area Supervisors, Station Relations Department

Roy H. Sharp, Manager, Traffic Department Robert S. Woolf, Manager, Teletranscription De-

Merriman Holtz, Manager, Cooperative Programs

ENGINEERING DEPARTMENT

Rodney D. Chipp, Director of Engineering Robert F. Bigwood, Manager of General Engineering

Robert I. Brown, Assistant Manager, General Engineering Arthur W. Deneke, Building Facilities Engineer

DUMONT TV NETWORK RATES

Gross Class "A" Time Charges as of July 1, 1954 1 Hour ½ Hour ¼ Hour Interconnected Stations 158 stations \$81,375 \$48,825 \$32,550 Non-Interconnected Stations 38 stations 6.450 3.870 2.580 Non-Domestic Stations 15 stations 3.845 2,307 1,538 Totals, 210 Stations \$91,670 \$55,002 \$36,668

Harry C. Milholland, Manager of Technical Operations

Eric Herud, Technical Operations Engineer Edward Kavanaugh, Building Maintenance Engineer

John Auld, Staff Engineer Kenneth Reichenbach, Staff Engineer Michael Stefanik, Staff Engineer Robert Crossman, Staff Engineer Malcolm Burleson, Chief Engineer. WTTG Raymond W. Rodgers, Chief Engineer, WDTV

SPORTS

Thomas J. McMahon, Director of Sports James M. Dolan, Assistant Director

ACCOUNTING

Joseph Hess, Controller, Broadcasting Division Willoughby Walsh, Purchasing Agent

PUBLIC RELATIONS & PUBLICITY

Gerald Lyons, Director of Public Relations &

ADVERTISING & PROMOTION

Norman S. Ginsburg, Manager, Advertising & Program Promotion Norman S. Brett, Manager, Sales Promotion

RESEARCH

Edward R. Eadeh, Manager of Sales Research

PERSONNEL

Leil Tanenholz, Manager, Network Personnel De-

Paul G. O'Friel, Manager, Labor Relations

DUMONT OWNED & OPERATED STATIONS

Donald H. McGannon, General Manager

WABD New York

Norman Knight, Manager James L. Caddigan, Program Director Mike Wurster, Sales Service Manager William Walters, Lawrence Buck, Robert F. Adams, Perry Frank, Maxine Cooper, Robert Dwyer, Charles Bernard, Sales Account Executives

Norman Ginsburg, Advertising Manager Norman Brett, Sales Promotion Manager Edward R. Eadeh, Research Director Rodney Chipp, Engineering Director Ted Douglas, Manager, Account Service

WDTV Pittsburgh, Pa.

Harold C. Lund, General Manager George L. BarenBregge, Sales Director Byron H. Dowty, Program Manager Bill Burns, Director of News & Special Events Dick Fortune, Publicity Director Richard C. Dreyfuss, Film Manager Paul P. Palangi, Personnel & Office Manager Raymond W. Rodgers, Chief Engineer Julian I. Drob, Stage Manager Shirley H. Gray, Traffic Manager William Krough, Sales Service George F. Marlier, Merchandising & Promotion.

WTTG Washington, D.C.

Leslie G. Arries Jr., Manager George Griesbauer, Sales Manager F. V. Guidice, Program Manager George Flax, Publicity Director Woodward Jones, Film Supervisor Richard Stakes, Office Manager Malcolm Burleson, Chief Engineer

BROADCASTING • TELECASTING

Page 30 • 1954 TELECASTING Yearbook-Marketbook

Decide on the Network with Lowest Time Costs



FOR EXAMPLE*

	TELEVISION NETWORK A	TELEVISION NETWORK B	TELEVISION NETWORK C	DU MONT TELEVISION NETWORK
New York	\$3,420	\$3,600	\$2,550	\$1,920
Chicago	1,800	1,500	1,320	1,200
Los Angeles	1,650	1,350	1,200	960
Philadelphia	1,440	1,440	1,320	1,320
Detroit	1,200	1,110	1,020	1,110
	\$9,510	\$9,000	\$7,410	\$6,510

*Based on Class A 1-time 1/2 hour rates for typical comparison (SRD May 10, 1954) In these 5 top U.S. markets alone, other networks cost as much as 13% to 46.1% more! In addition, the Du Mont Network has the most favorable discount structure. Regionally or nationally, your money goes further on the Du Mont Television Network!

● NO "MUST-BUY" PROGRAMS

Du Mont availabilities let you "buy" or build and become the sole sponsor of a program that meets your selling needs.

LOWER PRODUCTION COSTS

Your savings at Du Mont on production facilities result in more money available for time buys.

• TIME PERIOD PROTECTION

The Du Mont Television Network has always protected its sponsors. When you decide on Du Mont you have a time franchise.

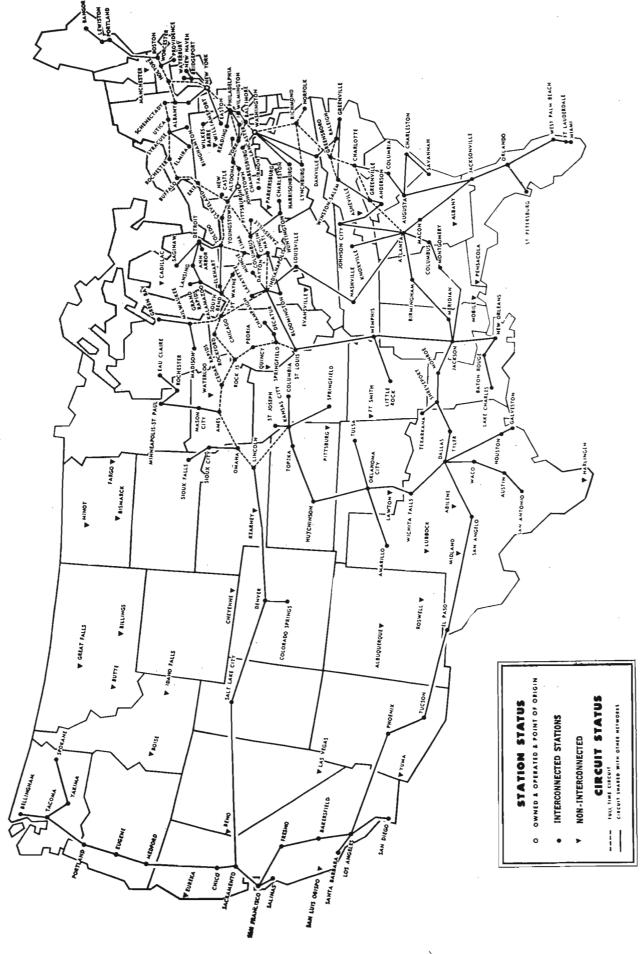
YOU'RE WISE TO DECIDE ON THE

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MUrray Hill 8-2600 435 N. Michigan Avenue, Chicago 11, III. MO 4-6262 A Division of The Allen B. Du Mont Loboratories, Inc.

DUMONT Television Network

AS OF JULY 1, 1954



NATIONAL BROADCASTING COMPANY INC.

RCA Building, New York 20, N. Y .- Telephone Circle 7-8300 Registered Telegraphic Address: NATBROCAST, New York Number of Stations Affiliated with NBC-TV as of Aug. 1, 1954: 183

BOARD OF DIRECTORS

David Sarnoff, Chairman

John T. Cahill Harry C. Ingles
Charles R. Denny Charles B. Jolliffe
Frank Folsom Edward F. McGrady
William E. Robinson
Robert W. Sarnoff
Joseph V. Heffernan
Mrs. Douglas Horton

David Sarnoff
William E. Robinson
Robert W. Sarnoff
Sylvester L. Weaver Jr.

OFFICERS

OFFICERS

David Sarnoff, Chairman of the Board
Sylvester L. Weaver Jr., President
Robert W. Sarnoff, Executive Vice President
David Adams, Vice President
Harry Bannister, Vice President
Charles C. Barry, Vice President
John M. Clifford, Vice President
Ted Cott, Vice President
Ted Cott, Vice President
Charles R. Denny, Vice President
Sydney H. Eiges, Vice President
William H. Fineshriber Jr., Vice President
William H. Fineshriber Jr., Vice President
William S. Hedges, Vice President
Joseph V. Heffernan, Vice President
Gustav B. Margraf, Vice President
Thomas McAvity, Vice President
Earl Rettig, Vice President
Errank M. Russell, Vice President
Robert E. Shelby, Vice President
Carleton D. Smith, Vice President
Carl M. Stanton, Vice President
Trederic W. Wile Jr., Vice President
Frederic W. Wile Jr., Vice President
John Q. Cannon, Secretary
George D. Matson, Controller
Joseph A. McDonald, Treasurer

EXECUTIVE

Sylvester L. Weaver Jr., President Robert W. Sarnoff, Executive Vice President David Adams, Staff Vice President Emanuel Sacks, Staff Vice President James Nelson, Staff Assistant Alfred R. Stern, Assistant to Executive Vice President

FINANCE DIVISION

Joseph V. Heffernan, Financial Vice President

INTEGRATED SERVICES DEPARTMENT

William S. Hedges, Vice President in Charge of Integrated Services
William B. Miller, Night Executive Officer
Edward M. Lowell, Manager of Building and General Services
Peter Tintle, Manager of Guest Relations
William D. Bloxham, Purchasing Agent
Albert Walker, Transportation Manager
Harry Woodman, Manager of Traffic
Mildred Joy, Librarian

Treasurer's Department Joseph A. McDonald, Treasurer William A. Williams, Assistant Treasurer

Legal Department

Thomas E. Eryin, Vice President and General Attorney John Shute, Assistant General Attorney Stockton Helffrich, Manager of Continuity Acceptance

Tax Department

Harry F. McKeon, Director

CONTROLLERS' DIVISION

George D. Matson, Controller Francis O'Shea, Financial Planning Manager Aaron Rubin, Chief Accountant Nicholas Gillis, Budget Manager

STAFF ENGINEERING DIVISION

Robert E. Shelby, Vice President and Chief Engi-Robert E. Shelby, Vice President and Unie; Engineer
William A. Clark, Administrative Assistant
Edward R. Cullen, Liaison Engineer
Joseph D'Agostino, Liaison Engineer
Raymond F. Guy, Manager of Radio and Allocation Engineering
George M. Nixon, Manager of Engineering Development
Chester A. Rackey, Manager of Audio-Video
Engineering
James Wood Jr., Manager of Technical Services

STATIONS RELATIONS DIVISION

Harry Bannister, Vice President in Charge of Station Relations Thomas E. Knode, Manager of Station Relations

PERSONNEL DIVISION

John M. Clifford, Vice President in Charge of Personnel

Personnel Dept.

B. Lowell Jacobsen, Director of Personnel David Broadfoot, Manager of Salary Administra-tion

Donald A. Rutledge, Manager of Training, Policy, Benefits Benefits
William A. Sharon, Supervisor of Training
Richard Connell, Manager of Employe Benefits
and Services
Donald H. Mackenzie, Manager of Employment
and Records
Milton E. Williams, Manager of Employment Sec-

tion James A. Anderson, Manager of Records Edmund Souhami, Labor Relations Coordinator Lewis Tower, Labor Relations Coordinator Charles Moos, Labor Relations Coordinator

PRESS AND PUBLICITY DIVISION

Sydney H. Eiges, Vice President for Press and Publicity
Michael Horton, Director of Information
Don Bishop, Manager of Program Publicity
Ellis Moore, Manager of Radio-Television Business Publicity
Kathryn Cole, Manager of Information
Cornelius Sullivan, Public Relations Representative

NATIONAL ADVERTISING & PROMOTION DIVISION

Jacob Evans, Director of National Advertising & Promotion
Clyde Clem, Manager of National Audience
Promotion
John Porter, Manager of National Sales Promo-John Graham, Art Director

TELEVISION NETWORK PROGRAM DIVISION

Thomas A. McAvity, Vice President in Charge of TV Network Programs

National Television Program Dept.

Samuel C. Fuller, Director Michael Dann, Manager of Programming Roy Passman, Manager of Program Administra-tion

Public Affairs Dept.

Davidson Taylor, Director of Public Affairs William R. McAndrew, Manager of News and Special Events

Tom Gallery, Manager of Sports Joseph O. Meyers, Chief of Central News Desk Edward Stanley, Manager of Public Service Programs

Eugene Juster, Manager of Film Public Affairs William Garden, Manager of Public Affairs Production

Participating Programs Dept.

Richard A. R. Pinkham, Director of Participating Programs
Mort Werner, Executive Producer of Participating Matthew Culligan, Sales Manager of Participating Programs
Richard Jackson, Senior Unit Manager

Talent Office

Gustav Margraf, Vice President for Talent
Hal Kemp, Manager of Talent Office
Martin J. Begley, Casting Director
Mitchell Benson, Manager of Contract Administration
Ross Donaldson, Supervisor of Literary Rights
and Story

Music Dept.

Samuel Chotzinoff, General Music Director

Production & Business Affairs Depts. Earl Rettig, Vice President in Charge of Produc-tion and Business Affairs
Leonard Hole, Director of Production
William V. Sargent, Divisional Business Manager
Anthony Hennig, Associate Director of Produc-

Technical Operations

George McElrath, Director of Technical Operations

NBC TV NETWORK RATES.

Gross Class "A" Time Charges as of July 1, 1954

1 Hr. ½ Hr. ¼ Hr.

| 1 Hr. ½ Hr. ½ Hr. ¼ Hr. | 1/4 Hr.

Total, 179 \$92,840 \$55,704 \$37,136

Andrew L. Hammerschmidt, Associate Director Arthur Garbade, Business Manager Edwin Wilbur, Networks Technical Operations Supervisor Fred Knopfke, Sound Effects Manager

Production Operations & Program Services

Fred Shawn, Director
Arch Robb, Manager of Program Services
Ernest Theiss, Manager of Production Operations Edward Whitney, Supervisor of Broadcast Oper-Edward withey, Supervisor of Broadcast Operations
Stanley Parlan, Supervisor of Broadcast Film
Thomas Belviso, Supervisor of Music Library
Roy Shield, Supervisor of Orchestra
Miriam Hoffmeir, Supervisor of Program Analy-

Plant Operations

James A. Glenn, Director Sol Cornberg, Supervisor of Plant Facilities De-velopment William Ervin, Supervisor of Studios and Theatres
Walter Giebelhaus, Supervisor of Scenic Production
Thomas Tart, Business Manager

Design & Art Operations

Norman Grant, Director John L. Kelly, Manager

TELEVISION NETWORK SALES DIVISION

George H. Frey, Vice President in Charge of Tv Network Sales Charles C. Barry, Vice President in Charge of Tv Network Program Sales Walter D. Scott, Administrative Sales Manager John Lanigan, Manager of Eastern Sales Division Edward R. Hitz, Manager of Central Sales Division Edward R. Hitz, Manager of Consultation Sion
John K. Williams, Manager of Western Sales
Division
Stephen Flynn, Manager of Sales Service
Robert McFadyen, Director of Sales Development
Hamilton Robinson, Manager of Office Services
David Hedley, Manager of Sales Presentation
Ludwig Simmel, Manager of Co-op Sales
Frederick Dodge, Director of Merchandising

RESEARCH & PLANNING DEPT.

Hugh M. Beville, Jr., Director of Research and Planning Dr. Thomas E. Coffin, Manager of Research Allen R. Cooper, Manager of Markets and Media James H. Cornell, Manager of Audience Measure-ment Barry T. Rumple, Manager of Plans

FILM DIVISION

Carl M. Stanton, Vice President in Charge of Film Division

Edgar G. Sisson, Jr., Director of Film Division Charles Henderson, Director of Publicity John B. Cron, National Sales Manager Stanton M. Osgood, Production Manager Robert A. Anderson, Business Manager David Savage, Manager of Film Procurement Jay Smolin, Manager of Advertising and Promotion

Frank LePore, Film and Kinescope Operations and Service Manager

NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny, Vice President in Charge of Owned Stations and Spot Sales Thomas S. O'Brien, Divisional Business Manager Charles H. Colledge, Director of Technical Oper-Charles C. Bevis, General Executive

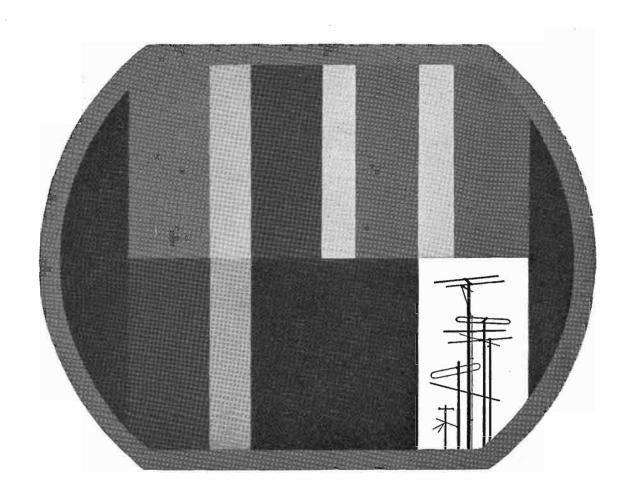
WNBT NEW YORK

Hamilton Shea, General Manager
Ernest de la Ossa, Station Manager
Arthur Hamilton, Business Manager
Steve Krantz, Program Manager
Peter Affe, Manager of Operations
Max Buck, Director of Advertising, Sales Promotion and Merchandising
Jay Heitin, Television Sales Manager
Robert F. Blake, Director of Publicity

WNBQ CHICAGO

Jules Herbuveaux, General Manager Henry T. Sjogren, Assistant General Manager Charles Dresser, Director of Sales George Heinemann, Director of Programming John F. Whalley, Director of Operations Howard C. Luttgens, Engineer in Charge Neil Murphy, Business Manager Chester Campbell, Manager of Press

(Continued on page 37)



Pattern for Today... and Tomorrow

NBC reports on Compatible Color Television

It has been quite a year. For America and for television. A year when a brain-child grew to maturity with incredible speed and brilliance.

Our capsule history begins on December 17, 1953. That was the day the FCC approved the standards for Compatible Color Television which had been presented to it by RCA, NBC and others. It was the day, then, that Color television, as it was pioneered and developed by RCA, was placed at the service of the American public and American business.

Since then, NBC, alone among the networks, has spilled incalculable quantities of mind, money and muscle into the task of turning the magic of Color television into fact.

THE FIRST HISTORY-MAKING "FIRSTS"

The first six months of '54 saw an imposing collection of "Firsts." With Carmen, the first full-hour television program in Color.

With the Tournament of Roses Parade in Pasadena...the first coast-to-coast network transmission of Color. Remote telecasts from 10 American cities were #1 landmarks, too!

THE ROLES WERE MANY

In these early months, NBC became educator, experimenter, mentor. Clinics were held for more than 35 advertising agencies. Virtually all NBC commercial programs were produced in Color at least once . . . so that clients and agencies might see, at first hand, the astonishing selling power of Color. Over 200 client products were worked with!

ELOQUENT THINGS TO COME

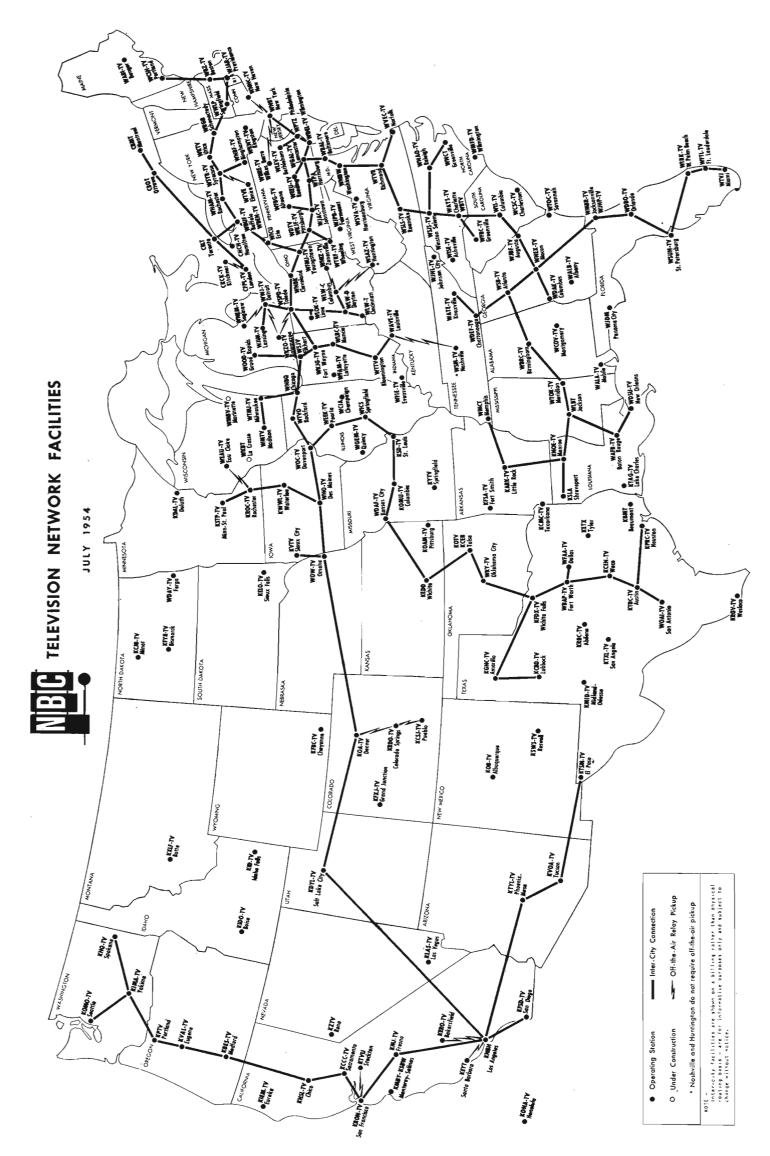
Within the datelines of '54, and from then on... Color will reach new stature with the much-heralded NBC Color Spectaculars. These unprecedented 90-minute live supershows will bring the greatest talent in show business to television. They will be seen Saturday, Sunday and Monday nights; each series . . . once every four weeks.

By October, 1954, some 64 NBC affiliates will be able to carry Color programming to areas where 78% of all the nation's TV homes are located. In the Fall, NBC-TV will carry considerable live Color, plus many films and remotes.

<u>This, then, is 1954</u>... year of immensity... year when NBC turned Color television into fact. Today, Color television is no longer a dazzling prospect. It exists. It IS. Tomorrow, it will no longer be a rare thing inspiring awe... but something wonderful and expected. Like a sunset. A daily part of American life.

RCA pioneered and developed Compatible Color Television





(Continued from page 33)

WNBK CLEVELAND

Lloyd E. Yoder, General Manager William N. Davidson, Assistant General Manager and Director of Sales Samuel E. Leonard, Engineer in Charge George Cyr, Program Director

WNBW WASHINGTON Carleton D. Smith, Vice President and General

Carleton D. Smith, vice President and General Manager
Joseph Goodfellow, Director of Sales
James Kovach, Program Director
John Lavan, Business Manager
Lefferts A. McClelland, Director of Operations
John G. Rogers, Engineer in Charge
Jay Royen, Director of Publicity

KNBH HOLLYWOOD

Thomas C. McCray, General Manager James Parks, Sales Manager Jchn Wehrheim, Station Business Manager John Knight, Station Engineer

NATIONAL SPOT SALES

Thomas B. McFadden, Director of National Spot

Sales
Richard H. Close, Manager for Represented
Stations

Harold Shepard, Manager of New Business and Promotion

John Reber, National Manager for Tv Spot Sales Caroline Herbert, Sales Service Manager

WASHINGTON EXECUTIVE OFFICE

Frank M. Russell, Vice President, Washington George Wheeler, Assistant to the Vice President

PACIFIC DIVISION

John K. West, Vice President for the Pacific Division

Frederic W. Wile Jr., Vice President in Charge of Television and Radio Network Programs
Frank Cleaver, Program Manager, Tv Network, Pacific Division
Thomas W. Sarnoff, Director of Production, Pacific Division

Frank Dellett, Business Manager (Pacific Division.)

Sheldon B. Hickox Jr., Director of Station Rela-

Lewis S. Frost, Director of Public Relations Leslie Raddatz, Manager of Press and Publicity

FOREIGN OFFICES

ENGLAND

Romney Wheeler National Broadcasting Co. Inc. 2 Mansfield Street, London W1, England

FRANCE

Paul Archinard William Frye 52 Avenue des Champs Elysees, Room 533, Paris 8, France

JAPAN-KOREA

George Thomas Folster
Wilson Hall
John Rich
James G. Robinson
Nikkatsu Building, Number 1-1 Chome, Yura
Kucho Chiyodaku, Tokyo, Japan

GERMANY

Robert McCormick Press Center (American) APO 757, c/o PM New York, New York

ITALY

Jack Begon 54 Via Della Mercede Rome, Italy

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(Editor's Note: Reproduced here is a directory of television station representatives. The listing of a firm does not necessarily mean that it presently is handling television station representation. Where a firm actually is the designated representative of a television station or stations, the listings so indicate.)

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: State 2-0460. Gen. Mgr.: Joseph Kapps. (Stations represented not reported.)

AVERY-KNODEL INC.

AVERY-KNODEL INC.

New York 19—720 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-2053. Mgr.: David H. Sandeberg.
Los Angeles 48—6363 Wilshire Blvd. Tel.: Webster 3-9583. Mgr.: Edwin Cahn. Atlanta 3—41 Marietta St. N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.
Dallas 1, Tex.—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

Represents:

Represents:

Repr
KERO-TV Bakersfield,
Calif.
KHSL-TV Chico, Calif.
KDAL-TV DuluthSuperior
WSEE (TV) Erie, Pa.
WKZO-TV KalamazooGrand Rapids
WATE-TV Knoxville,
Tenn. Tenn. KOLN-TV Lincoln, KDUB-TV Lubbock, Tex.
Tex.
Tex.
WMAZ-TV Macon, Ga.
WABD (TV) New York
KWTV (TV) Oklahoma
City
KTYL-TV PhoenixMesa, Ariz.

KATV (TV) Pine
Bluff-Little RockHot Springs, Ark.
WGAN-TV Portland,
Me.
KOIN-TV Portland,

KOIN-TV Portland, Ore. KCSJ-TV Pueblo, Colo. WGEM-TV Quincy, III. WNAO-TV Raleigh-Durham, N. C. WSLS-TV Roanoke, Va. WHBF-TV Rock Island,

Ill. KXLY-TV Spokane,

Wash.
WSTV-TV Steubenville, Ohio
WILK-TV WilkesBarre-Scranton, Pa.

JAMES S. AYERS CO.

Atlanta 3—812 Glenn Bldg. Tel.: Alpine 3080. Owner: James S. Ayers.

Represents Southeastern States for: WALB-TV Albany, Ga.
WLOS-TV Asheville,
N.C.
WUSN-TV Charleston,
S.C.
WNCT (TV) Greenville, N.C. WGVL-TV Greenville, S. C. WITV (TV) Miami-Ft. Lauderdale, Fla. WTOB-TV Winston-Salem, N. C.

WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Owner-Mgr.: William A. Ayres. (Stations represented not reported.)

(Stations represented not reported.)

BLAIR-TV INC.

New York 17—150 E. 43d St. Tel.: Murray Hill
2-5644. Pres: William H. Weldon; Sales Mgr.:
Jack Denninger.

Chicago 11—520 N. Michigan Ave. Tel.: Superior
7-5580. Mgr.: John W. Davis.

Detroit 26—524 Book Bldg. Tel.: Woodward
1-6030. Mgr.: Gabe Dype.

St. Louis 1—434-435 Paul Brown Bldg. Tel.:
Chestnut 1-5688. Mgr.: Richard Quigley.
San Francisco 4—3010 Russ Bldg. Tel.: Yukon
2-7068. Mgr.: Lindsey H. Spight.
Los Angeles 28—3460 Wilshire. Tel.: Dunkirk
7-1333. Mgr.: Frank Moreland.
Dallas—Rio Grande Nat'l Bldg. Tel.: Riverside
4228. Mgr.: Stephen Beard.
Jacksonville—Barnett Bank Bldg. Tel.: Jacksonville 6-5770. Mgr.: Harry E. Cummings.
Boston—Statler Office Bldg. Tel.: Hubbard 2-3163.
Mgr.: Bruce Pattyson.

BROADCASTING • TELECASTING

Represents: WBNS-TV Columbus, R KTTV (TV) Los Angeles WTVR (TV) Rich-mond, Va. KDYL-TV Salt Lake WBNS-TV Columbus, Ohio WXYZ-TV Detroit WTTG (TV) Wash-dngton WTCN-TV Minne-apolis, Minn. KFYR-TV Bismarck, KDYL-TV Salt Lake
City
WDSU-TV New
Orleans
WBKB (TV) Chicago
KIDO-TV Boise, Idaho
KWFT-TV Wichita
Falls, Tex.
WHBQ-TV Memphis
WGBI-TV Scranton
KFEL-TV Denver
WOW-TV Omaha, Neb.
KING-TV Seattle KFYR-TV Bismarck, N. D. WABT (TV) Birming-ham, Ala. WMIN-TV St. Paul, Minn. WHB-TV Kansas City WDBO-TV Orlando,

Fla. WPRO-TV Providence HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Lowell 8715. Gen. Mgr.: Haskell Bloomberg. Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148. Cambridge, Mass.—28 Carleton St. Tel.: Kirk-land 7-2355.

(Stations represented not reported.)

THE BOLLING CO. INC.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 11—435 N. Michigan Ave. Tel.: Whitehall 3-2040. Mgr.: John D. Stebbins.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: George W. Bolling III.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: John T. Coy.
Boston 16—80 Boylston St. Tel.: Hubbard 2-0346.
Mgr.: Richard G. Koenig.

Represents: WROW-TV Albany,
N. Y.
WISE-TV Ashville,
N. C.
WNBF-TV Binghamton, N. Y.
WAYS-TV Charlotte,
N. C.
WHP-TV Harrlsburg,
Pa. KMPT (TV) Oklahoma City WHEC-TV, WVET-TV Rochester, N. Y. WTHI-TV Terre Haute, Ind. KCEB (TV) Tulsa, KCEB (TV) Tulsa,
Okla.
WCOG-TV Greensboro,
N.C. (CP)
KREM-TV Spokane,
Wash. (CP)
KVAN-TV Vancouver,
Wash.-Portland, Ore.
(CP) WKNB-TV Hartford, Conn. WISH-TV Indianapolis WJMR-TV New Orleans

LOUIS J. BORGATTI INC.

Boston 16—419 Boylston St. Tel.: Commonwealth 6-0718. Pres.-Treas.: Louis J. Borgatti. (Stations represented not reported.)

THE BRANHAM CO.

THE BRANHAM CO.

New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: Dudley Brewer.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—908 Title Guarantee Bldg. Tel.: Chestnut 1-6192. Mgr.: John J. Schwarz.
Dallas—1005 Fidelity Union Life Bldg. Tel.: Sterling 5381. Mgr.: George Harding.
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
Charlotte 2, N. C.—2001 Liberty Life Bldg. Tel.: 2-8839. Mgr.: B. C. Finch.
Memphis 3—1028 Sterick Bldg. Tel.: 8-2344. Mgr. Sidney Nichols.

San Francisco—703 Market St. Tel.: Yukon 2-1582. Mgr.: Walter F. Patzlaff, James M. Lowman. Los Angeles—6399 Wilshire Blvd. Tel.: Webster 1-1551. Mgr.: Norman E. Noyes.

Represents:
KJEO-TV Fresno, WMCT (TV) Memphis, KJEO-TV FIGURE, Calif. WNEX-TV Macon, Ga. WHYN-TV Springfield-Holyoke, Mass. KOB-TV Albuquerque, N. M. WCPO-TV Cincinnati, WMCT (TV) Memphis, Tenn. KFDA-TV Amarillo, Tex. KRLD-TV Dallas, Tex. KROD-TV El Paso, Tex. KMO-TV Tacoma, Ohio
WEWS (TV) Cleveland, Wash. WCHS-TV Charleston, W. Va. Ohio WDEF-TV Chatta-

mooga, Tenn:

BULMER & JOHNSON INC.

Minneapolis 2—530 Roanoke Bldg. Tel.: Lincoln 7017.

(Stations represented not reported.)

(Stations represented not reported.)

BURN-SMITH CO. INC.

New York 36—19 W. 44th St. Tel.: Murray Hill
2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central
6-4437. Mgr.: John A. Toothill.
Los Angeles 5—672 S. Lafayette Park Place. Tel.:
Dunkirk 2-3200. Mgr.: Harlan G. Oakes.
San Francisco 4—1227 Russ Bldg. Tel.: Yukon
6-5819. Mgr.: Norman Cunningham.

CBS TELEVISION SPOT SALES

New York 22—485 Madison Ave. Tel.: Plaza 1-2345. Gen. Sales Mgr.: Sam Cook Digges; Eastern Sales Mgr.: Clark B. George. Chicago 11—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Midwestern Sales Mgr.: Edward A Lakin

hall 4-6000. Midwestern Sales Mgr.: Edward A. Larkin.

Los Angeles 28—1313 N. Vine St. Tel.: Hollywood 9-1212. Mgr.: J. Richardson Loughrin. San Francisco 5—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: MacLean Chandler. Yukon 2-7000. Mgr.: MacLean Chandler. Trinity 2-5500. Mgr.: Tony Moe.

Atlanta 5—800 Peachtree Bldg., N.E. Tel.: Elgin 0727. Mgr.: H. H. Holtshouser.

Represents:

Atlanta 3—000
0727. Mgr.: H. H. Holtshouser.

Represents:

WCBS-TV New York
KNXT (TV) Los
Angeles
WCAU-TV Philadelphia
delphia
WBTV (TV) Charlotte,
N. C.
WBTW (TV) Florence,

WETV (TV) Florence,

Represents:

WMBR-TV Jacksonville, Fla.
WTOP-TV Washington
KSL-TV Salt Lake City
WBBM-TV Chicago
KGUL-TV Galveston
CBS Television Pacific
Network

GEORGE W. CLARK INC.

Chicago—333 N. Michigan Ave. Tel.: Central 6-2884. Mgr.: Robert L. Brockman, Hub Jack-son. New York—11 W. 42d St. Tel.: Oxford 5-2090. Mgr.: George W. Clark, David A. Harris, John P. Barry. Los Angeles—111 N. LaCienega, Beverly Hills. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Con-nell.

Tel.: Crestview 5-2022. Mg1.. Lec nell.
San Francisco—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William Ayres.
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WLOK-TV Lima, Ohio WTOB-I
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WJTV (TV) Jackson,
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WTOC-TV Savannah,
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WKNY-TV Kingston,
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Neb.
KFMB-TV San Diego
WENS (TV) Pittsbureh Ark. KABC-TV Los Angeles WOAI-TV San burgh KEDD (TV) Wichita, Kans. Antonio, Tex.

RADIO-TV REPRESENTATIVES INC. New York—480 Lexington Ave. Tel.: Murray
Hill 8-4342. Pres.: Harry S. Goodman; V. P.
Chg. New York: Peggy Stone.
Chicago—75 E. Wacker Dr. Tel.: Financial 6-0982.
V. P. Chg. Chicago: Ed. Nickey.
(Stations represented not listed.)

THE RICHARD RAILTON CO.

San Francisco 5—681 Market St. Tel.: Sutter 1-1060. Mgr.: Richard S. Railton. (Stations represented not reported.)

WILLIAM G. RAMBEAU CO.

New York 17—347 Madison Ave. Tel.: Murray Hill 6-5940. Pres.: William G. Rambeau; Vice Pres. in Chg. N. Y. Office: James A. Wething-

ton.

Chicago 1—185 N. Wabash Ave. Tel.: Andover 3-5566. Mgr.: Boyd W. Lawlor.

Los Angeles 28—6636 Hollywood Blvd. Tel.: Hollywood 4-0388. Mgr.: Jack Porter. Minneapolis 2—530 Roanoke Bidg., 7th & Marquette Ave. Tel.: Lincoln 7017. Mgr.: Vivian Bulmer.

San Francisco 5—607 Market St. Tel.: Garfield 1-0426. Mgr.: Roy D. Soderlind.

Represents:

WFAM-TV Lafayette, KFLY-TV Lafayette, Ind.

La.

WYEC-TV Norfolk, Va.

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PAUL H. RAYMER CO. INC.

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Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. V. P.-Mgr.: G. C. Packard.

Dallas 1—1006 Mercantile Securities Bldg. Tel.: Riverside 5663. Mgr.: John H. Hicks Jr.

Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains, Atlanta 3—Glenn Bldg. Tel.: Alpine 6508. Mgr.: Arch B. Ragan.

San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.

Hollywood 28—1680 Vine St. Tel.: Hollywood 2-2376. Mgr.: John D. Gale.

Represents:

WKBN-TV Youngstown, Ohio gomery, Ala.

WKBN-TV Youngs-town, Ohio KTLA (TV) Los Angeles KVOA-TV Tucson,

Ariz. WKJG-TV Fort Wayne, Ind.

wcov-Tv Mont-gomery, Ala. WNOK-TV Columbia, S. C. KMJ-TV Fresno, Calif. KELO-TV Sioux Falls, S. D. KFDX-TV Wichita

Falls, Tex. KTBC-TV Austin, Tex. KSLA (TV) Shreve-port, La. WWOR-TV Worcester, Mass. WNET (TV) Providence, R. I.

WSBT-TV South Bend, Ind. KRGV-TV Weslaco, Tex.
WKBT (TV) La Crosse,
Wis.
KTAR-TV Phoenix,
Ariz.

O. J. REISS

New Orleans 12—904 Maritime Bldg. Tel.: Magnolia 2917. (Stations represented not reported.)

DON RICH

New York 21—36 E, 64th St. Tel.: Lehigh 5-2200. (Stations represented not reported.)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bidg, Tel.: Garfield 1-7950, Owner: Duncan A. Scott. Los Angeles—2978 Wilshire Blvd, Tel.: Dunkirk 8-4151. Mgr.: A. O. Dillenbeck, Represents:

MCAN-TV Milwaukee Venard, Rintoul & McConnell Inc.

STARS NATIONAL INC. New York—400 Madison Ave. Tel.: Plaza 8-0555, Chicago—35 E. Wacker Dr. Tel.: State 2-7942. Detroit—3049 E. Grand Blvd. Tel.: Trinity

Detroit—3049 E. Grand Bivd. 1el.. 1111112 2-3914. Los Angeles—2550 Beverly Blvd. Tel.: Dunkirk 8-6178. San Francisco—681 Market St. Tel.: Exbrook 2-3365. Atlanta—313 Candler Bldg. Tel.: Lamar 7755. (Stations represented not listed.)

STORER BROADCASTING CO.*

New York—118 E. 57th St. Tel.: Eldorado 5-7690. Chicago—230 N. Michigan Ave.

Represents Owned Stations:

WSPD-TV Toledo, KEYL (TV) San
Ohio Antonio
WAGA-TV Atlanta WBRC-TV BirmingWJBK-TV Detroit ham, Ala.
*In addition, these stations are represented by
The Katz Agency.

BURKE STUART CO.

New York—270 Park Ave. Tel.: Plaza 3-0542. Pres.: Frank Sawdon; V. P. & N. Y. Mgr. Jack Masla. Represents:

WATR-TV Hartford,

VENARD, RINTOUL & McCONNELL INC.

VENARD, KINTOUL & MCCONNELL INC.

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V.P.: Stephen R. Rintoul and James V. McConnell; Sec.-Treas.: Abner Lichtman.

Chicago 1—35 E. Wacker Dr. Tel.: State 2-5260.
Mgr.: Howard B. Meyers.

Los Angeles—2978 Wilshire Blvd. Tel.: Garfield 1-7950. Mgr.: Duncan A. Scott.

Boston 16—419 Boylston St. Tel.: Commonwealth 6-0718. Mgr.: Louis J. Borgatti.

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WFTE-TV Evansville. KCMC-TV Tevarkana

WFIE-TV Evansville,

Ind. KCRI-TV Cedar Rapids, Iowa WILS-TV Lansing, Mich. KMID-TV Midland, ents:
KCMC-TV Texarkana,
Tex.
KTEN Ada, Okla.
KWSM-TV Joplin, Mo.
WLOS-TV Asheville,
N.C.
WTWO-TV Bangor,
Me.

Tex. KTXL-TV San Angelo,

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CO. INC.

New York 17—347 Madison Ave. Tel.: Murray
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C. Otis Rawalt.
(Stations represented not reported.)

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WEED TELEVISION

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Detroit 26—1707 Book Bldg. Tel.: Woodward 1-2685. Mgr.: Bernard P. Pearse.
San Francisco 5—625 Market St. Tel.: Douglas 2-1451. Mgr.: Donald Staley.
Boston 16—Statler Bldg. Tel.: Hubbard 2-5677.
Mgr.: Robert Reardon.
Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.
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Represents: WAKR-TV Akron,

Ohio KGGM-TV Albuquerque, N. M.
WOI-TV Ames-Des
Moines, Iowa
WWTV (TV) Cadillac, WWIV (IV) Cadillac,
Mich.
WKNA-TV Charleston, W. Va.
WFTL-TV Fort Lauderdale-Miami, Fla.
WINK-TV Fort
Meyers, Fla.
WBAY-TV Green Bay,
Wis

Wis.

WKJF-TV Pittsburgh, Pa. WCSH-TV Portland, WCSH-TV Portland,
Me.
WJAR-TV Providence,
R. I.
WTVO (TV) Rockford,
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WROM-TV Rome, Ga.
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XETV (TV) San Diego,
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KTTS-TV Springfield,
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KTNT-TV Tacoma-

Seattle, Wash.

WSUN-TV Tampa-St. Petersburg, Fla. WIRK-TV West Palm Beach, Fla. WMFD-TV Wilming-WMFD-TV Wilming-ton, N.C. KIMA-TV Yakima, Wash. WMVT (TV) Burling-ton, Vt. ton, Vt.
WIMA-TV Lima, Ohio
WCNY-TV Watertown,
N. Y. WQCY-TV Allentown, KXJB-TV Valley City,

WGN-TV CHICAGO

New York—220 E. 42d St. Tel.: Murray Hill 2-2033. Mgr.: Ben H. Berentson.

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Los Angeles 28—Guaranty Bldg., 6331 Hollywood Blvd. Tel.: Hollywood 9-0965. Mgr.: William Blvd. Tel. L. Wallace

Boston—Statler Office Bldg. Tel.: Hubbard 2-6117.

Represents:

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Mich.
WFTV (TV) Duluth,
Minn.
KTAG (TV) Lake
Charles, La.
KETV (TV) Little
Rock, Ark.
WPFA (TV) Pensacola,
Fla.

WIL-TV St. Louis Mo.
WICS (TV) Springfield, Ill.
WSBA-TV York, Pa.
CHCH-TV Hamilton, Ont. CHSJ-TV St. John, N. B. CFRN-TV Edmonton, Alta. CJBR-TV Rimoski, Que. CFQC-TV Saskatoon, Sask.

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Montreal—922 Dominion Square Bldg. Tel.: University 6-9868. Mgr.: Burt Hall. Represents:

CKSO-TV Sudbury, Ont. CHCH-TV Hamilton, Ont. CKCK-TV Regina, Sask. Sask.
CFPL-TV London,
Ont.
CKWS-TV Kingston,
Ont. CHCT-TV Calgary, Alta. CKLW-TV Windsor, Ont. CHSJ-TV St. John, N. B. CJCB-TV Sidney, N. S. CHEX-TV Peter-borough, Ont.

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Toronto—354 Jarvis St. Tel.: Walnut 3-5481. Commercial Mgr.: W. E. Powell. Montreal—Radio Canada Bldg. Tel.: University 6-2571.

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CBMT Montreal, Que. CBUT Vancouver, B. C. CBWT Winnipeg, Man.

JOHN N. HUNT & ASSOC.

ancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 6277. Mgr.: John Hunt. Vancouver.

Represents:

KMO-TV Tacoma, Wash. CFRN-TV Edmonton, Alta.

CFQC-TV Saskatoon, Sask. CKCO-TV Kitchener, Ont.

ANDY McDERMOTT

Toronto-10 Adelaide St. E. Tel.: Empire 6-8945. Represents in Canada:

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WKTV (TV) Utica, N. Y.

WHEN (TV) Syracuse,

WICU (TV) Erie, Pa.

WHAM-TV Rochester,

WXEL (TV) Cleveland WTVN-TV Colum-bus, Ohio WWJ-TV Detroit WGN-TV Chicago WOW-TV Omaha, Neb.

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Toronto-406 Jarvis St. Tel.: Walnut 4-5768. Pres.: H. N. Stovin; Tv Exec.: Lee Raeburn; Mgr.: C. W. Hellman.

Montreal-Keefer Bldg. Tel.: University 6-6291. Mgr.: T. C. Magurie.

Winnipeg—Childs Bldg. Tel.: 925-097. Mgr.: Godfrey Tudor.

Vancouver—Crown Bldg. Tel.: Tatlow 4831. Mgr.: J. W. Stovin.

Represents in Canada:

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Mieh.
KING-TV Seattle
(except Vancouver)
WHEC-TV Rochester,
N. Y.

WVET-TV Rochester, WBKB (TV) Chicago WOC-TV Davenport, Iowa WTTV (TV) Bloomington. Ind. KDYL-TV Salt Lake KGO-TV San Fran-

cisco
KABC-TV Los Angeles
WTCN-TV Minneapolis
WGAL-TV Lancaster,

WDEL-TV Wilming-ton, Del. KMTV (TV) Omaha, Neb.

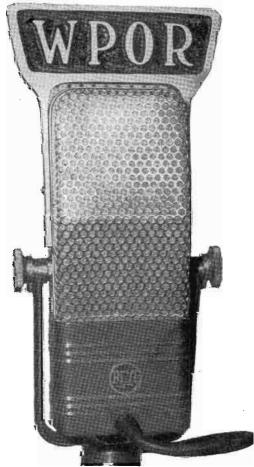
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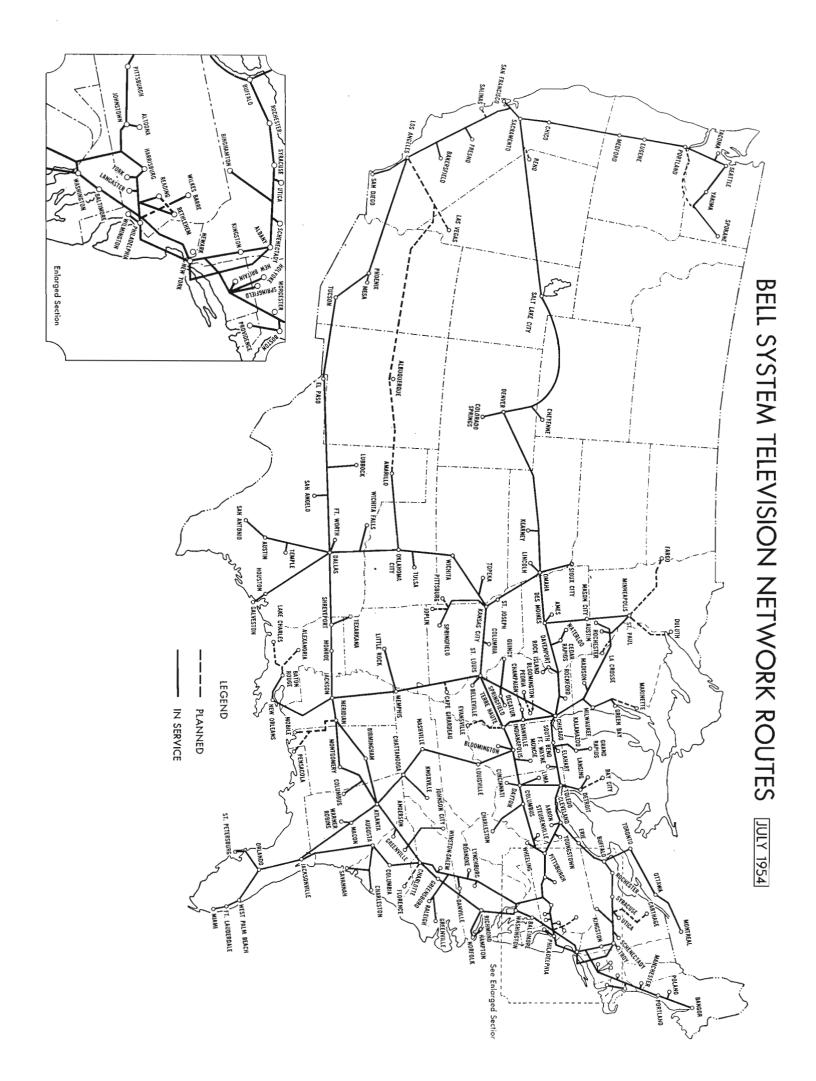


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1600 Pennsylvania Ave., N. W.
Tel.: NAtional 8-1414

The White House Office: Assistant to the President, Sherman Adams. Deputy Assistant to the President, Maj. Gen. William B. Persons (Congressional liaison); Associate counsel to the President, Maxwell M. Rabb. Administrative Assistants to the President, Robert Cutler, Gabriel Hauge, Bryce Harlow, Secretary to the President, Thomas E. Stephens, Press Secretary to the President, James C. Hagerty. Assistant Press Secretary to the President, Murray Snyder. Special Counsel to the President, Bernard M. Shanley.

Office of Defense Mobilization, 17th & Pennsylvania Ave., N. W. Tel.: Executive 3-3300. Director, Arthur S. Fleming. Deputy Director, Victor E. Cooley. Asst. Director (Telecommunications), William A. Porter, General Counsel, Charles H. Kendall, Public Information officer, Lee W. Schooler.

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DEPT. OF STATE

21st and Virginia Ave., N. W.
Tel.: REpublic 7-5600

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Deputy Undersecretary: Robert Murphy
Assistant Secretary of State for Public Affairs:
Carl W. McArdle. Chief, News Div.: Henry
Suydam, Assistant Chief: Lincoln White.
Chief, Radio-TV Branch: John T. Meagher.
Telecommunications Policy Staff: Chief, Francis
Colt deWolf. Assistant Chiefs, John S. Cross,
Arthur Lebel, Special Assistant to the Chief,
Helen Kelly. Arthur Lebe Helen Kelly.

DEPT. OF JUSTICE 9th & Pennsylvania Ave., N. W. Tel.: REpublic 7-8200

Tel.: REpublic 7-8200

Attorney General: Herbert Brownell Jr. Deputy Attorney General: William P. Rogers. Assistant Attorneys General: H. Brian Holland (Tax Div.), Stanley N. Barnes (Antitrust Div.), Warren Olney III (Criminal Div.), Warren E. Burger.

Office of Public Information: Director, G. Frederick Mullen. Assistant Director, Edward O. Ethell.

DEPT. OF HEALTH, EDUCATION & WELFARE 330 Independence Ave., S. W. Tel.: EXecutive 3-6300

Tel.: EXECUTIVE 3-6300

Secretary: Oveta Culp Hobby. Undersecretary: Nelson A. Rockefeller.

Office of Publications & Reports: Director, J. Stewart Hunter. Deputy Director, Harvey A. Bush. Press Officer, H. C. John Russell.

Food & Drug Administration: Wallace Janssen (Information Officer).

Office of Education: John Lloyd (Information Officer)

(Information Officer).

Office of Education: John Lloyd (Information Officer).

Social Security Administration: William Galvin (Information Officer).

Public Health Service: Mary Ross (Information

Officer).

Office of Vocational Rehabilitation: W. Oliver Kincannon (Information Officer).

National Institutes of Health: Jack Fletcher (Information Officer).

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Secretary: Azra Taft Benson.

Office of Information: Director R. Lyle Webster.
Deputy Director, James H. McCormick. Assistant Directors, Kenneth Gapen (radio-TV),
Harold Lewis (press relations). Tv Information Specialist, Jules Renaud. Supervisor of
Network Programming, Jack H. Towers. Director of Individual Station Relations, J. Don
Looper.

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U. S. INFORMATION AGENCY
1778 Pennsylvania Ave., N. W.
Tel.: REpublic 7-5600

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Bureau of Investigation: Henry A. Babcock,

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Office of Public Information: Donald R. Moore, acting director.

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Tel: HUdson 3-5500

Administrator: Val Peterson.
Warning & Communications Division: Director,
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Public Affairs Office: Director, John A. DeChant,
Audio-Visual Division, Director, Chester Spurgeon. Radio-TV Branch, David H. Gaines, acting chief. Motion Picture Branch, Rodney
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Tel.: STerling 3-8000

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Charter Heslen. Charter Heslep.

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Office of Public Information & Reports: Director,
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DEPT. OF COMMERCE

14th & Constitution Ave., N. W.
Tel.: STerling 3-9200

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Director of Public Information, Albert Leman.
Deputy Director of Information, Henry Scharer. Chief, News Section, Harry Weiss.
Census Bureau (Tel.: LUdlow 4-3000): Director,
Robert W. Burgess. Deputy Director, A. Ross
Eckler. Assistant Directors, Howard C. Grieves,
Dr. Conrad Taeuber. Information Officer: A.
W. Von Strueve, acting. Information Specialist:
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National Bureau of Standards (Tel.: EMerson 2-4040); Director, A. V. Astin; Technical Reports Section, William Tilley, Chief; Boulder Center Labs, Frederick W. Brown, Chief; Electricity & Electronics Division, Dr. F. B. Silsbee.

Civil Aeronautics Administration (Tel.: STerling 3-9200); Administrator, F. B. Lee. Chief, Airspace Utilization Branch, E. R. Mehring. Director, Office of Aviation Information, Ben

Stern.
U. S. Weather Bureau (Tel.: ADams 2-3200)
Chief, Radio-Tv Unit, James C. Fidler.

DEPT. OF DEFENSE Pentagon Bldg. Tel.: Liberty 5-6700

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derson.

Office of Public Information: Director, C. Herschel Schooley. Assistant Director, Osgood Roberts. Executive Assistant: Philip F. Hines. Radio-Tv Branch: Chief (acting), Lt. Col. Clarke Thorton (Army); Major Charles W. Freudenthal (Air Force), acting Deputy, Radio-Section; Capt. Hal Harlan (Air Force), radio-tv officer.

Press Branch: Chief, Joseph F. Flynn. Deputy, Hunt Clement. Executive Assistants, Edward Cottrell (Army); Allan W. Howell (Office of Defense); Comdr. Benjamin Franklin (Navy); Lt. Col. Moncle Monts (Air Force); Col. John Gabbert (Marine Corps).

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Dept. of Army: Secretary, Robert Ten Broeck

Dept, of Army: Secretary, Robert Ten Broeck Stevens; Office of Public Information: Direc-tor, Maj. Gen. Gilman C. Mudgett; Radio-Television Branch: Chief, Lt. Col. Tom Mat-thews; assistants, Maj. Thomas B. Clagett, Capt. Frank Grubbs, Lt. Bill Voght.

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Marine Corps: Division of Public Information, Director, Col. Raymond F. Crist Jr.; Radio-Tv Branch, Chief, Maj. Theodore F. Curtis; Press Branch, Chief, Lt. Col. Robert Barry.

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Tel.: EXecutive 3-6400

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National Director: Earl O. Shreve.
Advertising & Promotion Branch: Assistant National Director, Edmund J. Linehan.
Advertising Section: Chief, Harold Boyer (radio and television).

Public Information Section: Chief, Robert W. Reese.

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Information: Director, J. Norman Lodge. Associate Director, Frank Hood. Assistant Director, Radio-Tv Division, Bernard Posner. Assistant Director, News, Lawrence George.

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Office of Public Information: Director, Herbert Little. Assistant Director, George C. Lodge. Administrative Assistant, Mary Brown.

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SIGNIFICANT TELEVISION STORIES DURING 1954

As Reported in BROADCASTING-TELECASTING

- Jan. 4—FCC's first report on post-freeze tv stations shows uhf fares on par with vhf in one-station areas.
- Jan. 4—Dispute breaks out on compatible color credits with Zenith Radio, Admiral, and Philco lining up in opposition to alleged RCA try at creating impression that it alone developed FCC approved system.
- Jan. 4—Manufacturers of receivers start tooling up for color tv.
- Jan. 4—Color Tv's Introductory Year begins.
- Jan. 11—Station Representatives Assn. denounces ABC's split-sponsorship plan (B●T, Dec. 21, 1953) as a "cut rate" and another attempt "to siphone off national spot business" into network coffers.
- Jan. 11—New DuMont Duoscopic Tv receiver which permits two audiences to view two different tv programs at the same time from same screen, introduced by Allen B. DuMont Labs Inc. at New York news conference.
- Jan. 11—B.T. makes second industry-wide Tv film survey to find out how much time is occupied by network, film and local live programs in an average week.
- Jan. 18—Charging the plan smacks of "brazen television monopoly" and is a "wicked give-away," Sen. Johnson blasts FCC 7 tv station limit proposal.
- Jan. 25—Bing Crosby Enterprises demonstrates a sound tape laminated directly onto 16 and 35 mm film for use instead of present sound tracks. Identified as "Scotchstripe", new process developed by Minnesota Mining & Mfg. Co. had been under development two years.
- Jan. 25—Advance data on production and design of new RCA 19-inch Shadow Mask tricolor kinescope revealed to tube manufacturing representatives at technical symposium and demonstration at David Sarnoff Research Center in Princeton.
- Feb. 1—Tiny atomic powered battery which may be first used in pocket radios, with power supply possibly good for 20 years, demonstrated at RCA news conference in New York.
- Feb. 1.—Reluctant to relinquish good time slots or hard-won line-ups of stations, tv network evening clients to stand pat this summer, check with almost 90% of major nighttime sponsors reveal.
- Feb. 1—In line with Budget Bureau directive that government agencies become partially self-supporting through the collection of fees, FCC proposed that charge of \$325 be made for each broadcast station application.
- Feb. 1—Although he was "sorry so many Senators were against the nomination," FCC Comm. Robert E. Lee told BoT that "I'm not mad at anybody" following Senate confirmation of his full seven-year term on the FCC.
- Feb. 8—Richard P. Doherty, NARTB labor vice-president, economist and management adviser, resigned to set up own management consultant firm in Washington.
- Feb. 8—Charles F. Stromeyer, executive vice-president, moves up to presidency of CBS-Hytron, tube manufacturing division of CBS, with Dr. Peter C. Goldmark, vice-president, promoted to president of CBS Labs, the network's engineering research and development division.

- Feb. 15—Newspaper logs and program columns help to hold subscribers in the belief of George C. Biggers, president of ANPA and Atlanta Newspapers Inc. (Journal, Constitution and WSB-AM-TV). His stand is supported by Advertising Research Foundation showing that radio-tv news has exceptional reader interest.
- Feb. 22—RCA's estimated \$12 million advertising account, for most part handled by J. Walter Thompson Co. for the past 10 years, is split among Kenyon & Eckhart, Grey Adv., and Al Paul Lefton Co.
- Feb. 22—Laying blame to cowcatchers, hitchhikes and spots between programs, BBDO president Ben Duffy says viewers are dissatisfied because of the number, not quality of tv commercials. He questions over-commercialism.
- Feb. 22—Over 6½ million tv receivers were shipped to dealers in 1953 according to the Radio-Electronics-Tv-Mfrs. Assn. It was the highest yearly shipment rate since 1950 and more than 7% above the 6,174,505 shipped in 1952.
- Feb. 22—Seymour Mintz, 10 years vicepresident of Admiral Corp., moves in as president of CBS-Columbia, set manufacturing division of CBS Inc.
- Feb. 22—Study of the postwar era made by Jerry N. Jordan of Philadelphia and published by Radio-Electronics-Tv-Mfrs. Assn. shows statistically that tv has not cut into leisure hours at expense of other pastimes. Additionally, it proves other forms of entertainment and businesses have profited from the visual medium, with advertising of all kinds spiralling to new record heights.
- Feb. 22—NARTB's Tv Code begins third year with many of the nation's most prominent officials and business leaders lauding the industry's self-regulation of tv programs and advertising standards.
- March 1—Television applications henceforth will be considered "chronologically," the FCC said in a historic statement announcing end of the temporary processing procedure and the city priority list.
- March 1—New format for sale of tv film programs, similar to magazine space sales, which should appeal to seasonal, regional and intermittent advertisers "who cannot afford a good tv show and are not interested in a poor one," presented by Hal Roach Sr., pioneer motion picture and tv producer, to Los Angeles Ad Club.
- March 8—Advertisers spent more than \$1 billion in 1953 for networks, magazine and Sunday newspaper supplements with network tv showing the large gain, or an increase of \$46.3 million over the preceding year's total, says a sixth annual edition of National Advertising Investments.
- March 8—Plan for leasing color tv sets rather than selling them, announced by Emerson Radio & Phonograph Co., while Westinghouse Electric Corp. offered its color sets on a conventional sales basis to New Yorkers and guaranteed immediate deliveries.
- March 15—Edward R. Murrow draws widespread comment on his documentary-type look at Sen. Joseph McCarthy on CBS-TV See It Now.

- March 15—Claim of being the first independent station to acquire a tv film package on a regional basis, KTTV (TV) Hollywood signs contract, in excess of \$250,000, with Hollywood Television Service Inc. whereby outlet controls *Stories of the Century* in California, Oregon, Washington and Arizona
- March 15—Closed circuit demonstration by NBC-TV in New York shows that 16 mm films reduced from 35 mm originals look better than films shot and printed on 16 mm stock.
- March 15—With one manufacturer (Westinghouse) already having a color to receiver on the market, 10 others reveal they are readying production lines for color to output in coming months. Others report no current plans, with key to the passive pace apparently color tube production.
- March 22—Directional antennas are seen as means of improving vhf, uhf service by Washington consulting engineers and FCC officials who opine that DAs be given closer study.
- March 29—Color film problem draws attention at IRE technical session with DuMont defending use of present 16 mm. RCA and BCE advance their cases for magnetic tape.
- March 29—Matthew Fox, board chairman, Motion Pictures for Television, acquired exclusive world-wide rights to Skiatron "Subscriber-Vision" television system.
- March 29—RCA began rolling on color to receiver production when the first 15-in. open face console, to sell at \$1,000, came off the Bloomington, Ind., factory line on March 25.
- April 5—Arturo Toscanini, 87-year-old seven-year contract under which the film producer will make at least 26 hour-long programs per year for ABC-TV and in addition give the network exclusive rights to his present and future tv properties, signed. AB-PT, parent of ABC, and Disney also entered agreement for development of projected Disneyland entertainment center near Anaheim, Calif., from which various programs are to originate, starting in October.
- April 5—Arturo Toscanini, 87-year-old maestro of NBC Symphony Orchestra since 1937, retires.
- April 5—Nation's broadcasters, at testimonial dinner, laud Judge Justin Miller upon his retirement from active service at NARTB. For eight and a half years he was president and board chairman. He continues as legal consultant at call.
- April Sale of KOTV (TV) Tulsa to John Hay (Jock) Whitney interests for \$4 million by Helen Alvarez, Jack D. Wrather Jr. and Mazie Westher announced.
- April 12—NBC-TV starts construction on its first West Coast color studio as a unit of the present NBC Television Center in Burbank, Calif. When completed and fully equipped it will represent an estimated investment of \$3 million.
- April 19—Telenews Productions says 31% of farms have tv, basing this figure on data in the A. C. Nielsen survey prepared for CBS-TV and released last February.
 - BROADCASTING TELECASTING

April 19—WOR-TV asks FCC for authorization to go ahead with experimental broadcasts of Zenith's "pay-as-you-see" tv system.

April 26—ABC-TV selected to present National Collegiate Athletic Assn. tv football program in fall of 1954, starting Sept. 18. Telecasts will cover series of 12 games.

April 26—Abuses can destroy tv as ad medium, warns Fairfax M. Cone of Foote, Cone & Belding, and Earle Ludgin of Earle Ludgin & Co., at the 36th annual meeting of the American Assn. of Advertising Agencies held in White Sulphur Springs.

April 26—Commercial tv offers an answer to education by television declared the Rev. Clifton Moore, director of the TV-Radio Church Federation of Los Angeles and narrator of KTTV (TV) Hollywood Church of the Golden West program, to guests at the 5th anniversary dinner of the National Assn. for Better Radio & Television.

April 26—Establishment of a Television Advertising Bureau for purpose of developing both national and local advertising for tv stations was initiated by group of tv broadcasters meeting Thursday-Friday in New York. Richard A. Moore, vice-president and general manager, KTTV (TV) Hollywood, was named chairman.

May 3—Total of \$4 million was involved in the purchase of *Dragnet* property by Music Corp. of America, according to attorney S. S. Hahn, representing Julie London Webb in her divorce action against Jack Webb, actor-director.

May 3—On ground that proposed sale of KLZ-AM-FM-TV to Time Inc. for \$3.5 million (B. T., April 12, March 8) violated "the integrity" of Commission procedure, request was filed that the FCC revoke the permit of KLZ-TV Denver and grant the application of Denver Television Co. in its stead. The petitioner was last year's unsuccessful contender for Denver's ch. 7.

May 3—With all games on the tv schedule "blacked out" locally in cities where they are being played, DuMont Television Network will present more than 60 of the regular season contests of the National Football League in a series of coast-to-coast and regional lineups, running every other weekend from Sept. 25, through Dec. 11.

May 3—Citing low ratings of hearing which do not justify lost advertising revenue, NBC-TV joined CBS-TV in presenting a nightly filmed digest of the Army-McCarthy hearing. ABC-TV and DuMont Television Network continue "live" coverage, and both report congratulatory messages received for presenting the service.

May 3—Unveiling two new color tv developments at a news demonstration preliminary to their industry showing at the NARTB convention in Chicago the end of this month, Allen B. DuMont Labs, reveals it will have a 19 in. color set on the market for \$1000 this fall, and expects the price to be cut in half in two years. Besides a color multi-scanner for telecasting color 16 mm films, slides and opaques, on demonstration was a 19 in. color picture tube with a picture area of 185 square in., nearly as large as that of a 19 in. monochrome tube.

May 10—Daytime tv offers advertisers remarkable high viewing at invitingly low costs, according to a special study made by The Katz Agency, station representatives, in 17 markets where the firm represents tv stations.

May 10—Tv is a successful medium for a department store, George P. Gable, president of William F. Gable Co., Altoona, Pa., tells Arkwright store owners in Atlantic City, and offered to make available to others at print cost the filmed commercials his own firm has made and tested.

May 10—Sales of tv receivers at retail totaled 1,780,795 in the first 13 weeks of 1954, says the Radio-Electronics-TV Mfrs. Assn. The figure compares with 1,780,899 sets sold in the first quarter of 1953.

May 17—Bad management and hasty judgment in seeking channel assignments, were given for some uhf failures by FCC Comr. George E. Sterling before the Washington chapter of the Institute of Radio Engineers, when he defended the commission's intermixture of channels.

May 17—Broadcaster-publisher Edward Lamb through his attorney, asked U. S. District Court of D. C. to enjoin the FCC from "unconstitutionally" placing burden of proof on him in its charge of communist association in a projected hearing for license renewal of WICU (TV) Erie. The court suit also charges bribery and other illegal maneuverings.

May 24—Robert K. Richards, administrative vice-president, NARTB, announces he'll resign to enter station ownershipmanagement and also set up his own public relations business.

May 24—With the 300th station tied into the Bell System's nationwide network of tv program transfusion facilities to receive network programs for simultaneous broadcast, that service is now provided for 191 cities in the U. S., the Long Lines Dept. of AT&T reports.

May 24—Embattled uhf operators, contending they are fighting for survival, asks Senate Communications Subcommittee to freeze new uhf licensing, until the whole problem is reevaluated. For the most part, they want the FCC to reallocate by eliminating intermixture.

May 24—Total tv revenues in 1953 were \$430.8 million, with income (before federal taxes) \$68.4 million, FCC Acting Chairman Rosel H. Hyde reveals in testimony before the Senate Interstate & Foreign Commerce subcommittee investigating uhf and multiple ownership.

May 31—Forecasting tv limitation as illustrating that radio "is and will remain the basic communicatians medium of the U. S.," FCC acting chairman Rosel H. Hyde predicted at the NARTB convention that unless demand for stations rises, television will be confined to only 325 U. S. communities. He said that on the basis of present grants and applications, there will be about 670 tv stations in the 325 markets.

May 31—New additive process of color photography claimed to be both economical and speedy—and designed primarily for color tv—demonstrated by Colorvision Inc., Los Angeles, at press showing.

May 31—With Senate Communications Subcommittee, led by its chairman Charles E. Potter (R - Mich.) having adopted a resolution urging the Senate Finance Committee to eliminate the 10% Federal excise tax on uhf tv sets and component parts at the manufacturing level, vhf operators, concerned over the proposals to curtail or eliminate vhf, decide to present their side of the story before subcommittee.

June 7—Dow Chemical Co., third ranking producer in the chemical industry, will devote largest percentage of its autumn advertising budget to tv, promoting its raw materials and its lone consumer item, Saran-Wrap. Most of the firm's fall campaign will be on NBC-TV.

June 7—TV is a teacher of new things to children and does not interfere with school homework, a survey completed for NARTB by Prof. T. C. Battin shows.

June 7—Belief that 21-inch color tv sets will be selling for "around \$500" before the end of 1955 was voiced by Barney Balaban, president of Paramount Picture Corp., at New York stockholders meeting.

June 14—TV filming abroad, contrary to popular belief, is not a cheap method of production, according to Sheldon Reynolds, who spent the past three years in and out of Europe as producer-writer of Foreign Intrigue. He told B. T. that foreign tv filming costs more than in the U. S.

June 14—NBC-TV survey of nearly 3,000 households shows daytime tv audiences buy best. Where there is tv during daytime hours, there also are the highest income families and the biggest buyers of the advertisers' products, according to the report.

June 14—TV commercials are assailed by senior class presidents of colleges and universities throughout the country because of "their inferior quality, their exaggerated length, their over-emphasis and their inaccuracy" reveals a study on public attitudes toward tv commercials, released by Edward L. Bernays, public relations counsel.

June 14—Month-long exchange of tv programs among eight countries in Europe and identified as "Eurovision," inaugurated with 44 transmitters tied by 80 relay stations plus land lines in the United Kingdom.

June 21—Total network time and production cost to telecast Army-McCarthy hearings is estimated at \$5,583,000. Network estimates given B. T. follow: ABC-TV, \$2,850,000; CBS-TV, \$1,050,000; NBC-TV, \$983,000; DuMont, \$700,000.

June 21—Green light given by FCC for Motion Pictures for Television Inc. to inaugurate its plan of trading films for tv station time at no cost other than permission to act as "agent" in selling the station's available spots and retaining income therefrom in the amount of the dollar value of the motion picture.

June 21—Wisdom of reserving channels for educational tv when educators have failed to demonstrate they can make proper use of them, questioned by FCC Comr. Robert E. Lee.

June 21 — Temporary injunction against FCC's investigation of Edward Lamb issued by U. S. District Court Judge Edward A. Temin pending perfection of the broadcaster-publisher's petition to the U. S. Court of Appeal for D. C. for stay of the Commission hearing as illegal. He was given 20 days to file in higher court. The FCC case, scheduled July 28 involves license renewal of WICU (TV) Erie, Pa., a Lamb property. Issues include the truth of previous statements by the broadcaster-publisher to the commission that he never had communist ties.

June 21—Clair R. McCollough, vhf and uhf operator (WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del.; and WLEV-TV Bethlehem-Allentown, Pa.), elected chairman of NARTB Television Board.

June 21-Cost of colorcasting will exceed black-and-white by 10%, Hubbell Robinson, Jr., CBS-TV vice-president in charge of network programs, declares at Advertising Federation of America convention in brief-ing agency men on his network's extensive color plans.

July 5—Nipping a potential video industry feud in the bud, NARTB and TvAB fac-tions merge efforts for an all-industry tv sales promotion bureau.

July 5-FCC Comr. John C. Doerfer sworn

into full seven-year term following Senate unanimous confirmation.

July 19-Race is on for big-tube color with RCA announcing new 21-inch tri-color picture tube with picture area of 250 square inches. CBS-Hyton, fortnight ago, led large-screen field with announcement of 19 inch, 205 sq. inch color tube.

July 19—NBC-TV aims to provide 12 to 15 hours of live color pragramming weekly starting in fall, says Sylvester L. Weaver, network president, in announcing color plans.

July 19--Lifting of the Federal excise tax from uhf to receivers has sympathetic backing of White House according to Sen. Charles E. Potter (R-Mich.), following a conference with the President. July 26-Autumn census will count tv sets on farms. Only 2.7% of farm homes had tv sets when 1950 census was taken.

Aug. 2-Nine man commission will study possibilities of trans-atlantic tv, the President having approved such a Senate resolution. The Commission reports back its global communications study to Congress by Dec. 31.

Aug. 2—Television advertising is growing at a rate of eight times as fast as the nation's overall advertising expenditures, a set of statistics whipped up by NBC-TV researchers show. They estimated that in 1956 the dollar volume advertising on video will total \$1.9 billion.

TV FAMILIES

UHF FAMILIES

TV SET OWNERSHIP

TELEVISION ownership by state and by geographic area shown in these tables were compiled by CBS-TV Research. Source for total families was Sales Management. Tv family figures refer to the number of families with television sets, either vhf, uhf or both, in each state and area as determined by the survey. Uhf families are the number of families with tv sets equipped to receive the uhf signal. Figures are reported only when 10% or more of all families report having a uhf set. In both tables LT means less than 1%.

TELEVISION OWNERSHIP BY STATE

STATE	TOTAL FAMILIES	S TV FAMILIES		UHF FAMILIES	
Alabama	824,700	280,470	34%	42,440	5%
Arizona	253,100	107,570	43	,	- 70
Arkansas	535,500	102,020	19	19,690	4
California	4,029,500	2,809,640	70	108,540	3
Colorado	456,100	196,790	43		
Connecticut	630,300	479,210	76	43,970	7
Delaware	101,600	75,110	74		
Dist. of Columbia	246,900	197,710	80		
Florida	968,800	337,350	35	84,310	9
Georgia	955,500	389,720	41	14,720	2
Idaho	180,100	24,820	14		
Illinois	2,828,700	1,862,390	66	122,700	4
Indiana	1,294,700	799,700	62	97,490	8
Iowa	826,700	399,770	48	3,990	$_{ m LT}$
Kansas	662,400	212,600	32	50,570	8
Kentucky	830,100	354,110	43	23,500	3
Louisiana	790,100	278,770	35	45,260	6
Maine	260,000	67,970	26	14,520	6
Maryland	732,600	588,650	80	640	$_{ m LT}$
Massachusetts	1,424,300	1,109,610	78	40,330	3
Michigan	2,023,500	1,417,930	70	59,120	3
Minnesota	900,000	437,020	49	13,520	2
Mississippi	587,400	119,370	20	31,980	5
Missouri	1,306,300	677,160	52	64,990	5
Montana	197,700	9,100	5		
Nebraska	427,300	177,410	42		
Nevada	60,600	11,930	20		
New Hampshire	162,600	84,690	52		
New Jersey	1,568,100	1,374,790	88	7,850	1
New Mexico	202,000	43,770			
New York	4,800,100	3,712,620	77	69,950	1
North Carolina	1,056,400	395,960	37	25,890	2
North Dakota	161,200	13,320	8		
Ohio	2,517,800	1,957,490	78	85,380	3
Oklahoma	692,300	312,040	45	5,170	1
Oregon	546,500	132,320	24	115,170	21
Pennsylvania	3,102,200	2,276,640	73	257,860	8
Rhode Island	243,800	217,720	89		
South Carolina	554,600	194,410	35	44,780	8
South Dakota	189,000	17,890	9		
Tennessee	915,900	381,190	42	19,320	2
Texas	2,412,800	1,068,520	44	43,750	2
Utah	207,600	120,320	58		
Vermont	108,500	25,930	24		
Virginia	919,100	510,970	56	43,900	5
Washington	828,800	387,060	47	28,300	3
West Virginia	529,600	229,320	43	35,990	7
Wisconsin	1,045,000	518,880	50	109,100	10
Wyoming	93,100	6,750	7		
Total	47,191,500	27,506,500	58%	1,774,690	$\overline{4\%}$
Page 48 • 1954	TELECASTING	Yearbook-Ma	arketbook		

TELEVISION OWNERSHIP BY GEOGRAPHIC AREA

AREA & STATE TOTAL FAMILIES

AREA & STATE	TOTAL FAMILIES	TV FAM	ILIES	UHF FAM	ILIES
New England	2,829,500	1,985,130	70%	98,820	3%
Connecticut	630,300	479,210	76	43,970	7
Maine	260,000	67,970	26	14,520	6
Massachusetts	1,424,300	1,109,610	78	40,330	3
New Hampshire	162,600	84,690	52		
Rhode Island	243,800	217,720	89		
Vermont	108,500	25,930	24		
Middle Atlantic	9,470,400	7,364,050	78%	335,660	4%
New Jersey	1,568,100	1,374,790	88	7,850	1
New York	4,800,100	3,712,620	77	69,950	1
Pennsylvania	3,102,200	2,276,640	73	257,860	8
E. North Central	9,709,700	6,556,390	68%	473,790	5%
Illinois Indiana	2,828,700 1,294,700	1,862,390	66 62	122,700	4
Michigan	2,023,500	799,700 1,417, 930	70	97,490	8 3
Ohio	2,517,800	1,957,490	78	59,120 85,380	3
Wisconsin	1,045,000	518,880	50	109,100	10
W. North Central	4,472,900	1,935,170	43%	133,070	3%
Iowa	826,700	399,770	48	3,990	LT
Kansas	662,400	212,600	32	50,570	8
Minnesota	900,000	437,020	49	13,520	2
Missouri	1,306,300	677,160	52	64,990	5
Nebraska	427,300	177,410	42	04,550	J
North Dakota	161,200	13,320	8		
South Dakota	189,000	17,890	9		
South Atlantic	6,065,100	2,919,200	48%	250,230	4%
Delaware	101,600	75,110	74		
Dist. of Columbia	246,900	197,710	80		
Florida	968,800	337,350	35	84,310	9
Georgia	955,500	389,720	41	14,720	2
Maryland	732,600	588,650	80	640	LT
North Carolina	1,056,400	395,960	37	25,890	2
South Carolina	554,600	194,410	35	44,780	8
Virginia West Virginia	919,100	510,970	56	43,900	5
	529,600	229,320	43	35,990	7
E. South Central	3,158,100	1,135,140	36%	117,240	4%
Alabama	824,700	280,470	34	42,440	5
Kentucky Mississippi	830,100	354,110	43	23,500	3
Tennessee	587,400	119,370	20	31,980	5
W. South Central	915,900	381,190	42	19,320	2
Arkansas	4,430,700	1,761,350	40%	113,870	3%
Louisiana	535,500	102,020	19	19,690	4
Oklahoma	790,100	278,770	35	45,260	6
Texas	692,300 2,412,800	312,040 1,068,520	45 44	5,170 43,750	1 2
Mountain	1,650,300	521,050	32%		
Arizona	253,100	107,570	43		
Colorado	456,100	196,790	43		
Idaho	180,100	24,820	14		
Montana	197,700	9,100	5		
Nevada	60,600	11,930	20		
New Mexico	202,000	43,770	22		
Utah	207,600	120,320	58		
Wyoming	93,100	6,750	7		
Pacific	5,404,800	3,329,020	62%	252,010	5%
California	4,029,500	2,809,640	70	108,540	3
Oregon	546,500	132,320	24	115,170	21
Washington	828,800	387,060	47	28,300	3
U. S. Total	47,191,500	27,506,500	58%	1,774,690	4%
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BMI For Service in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music rights for future residual usage and help in solving all other problems concerning the use of music in TV

Let BMI give you the TV Music Story today

Call or Write BMI TV SERVICE Department

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

superior...

including superb transmission of FCC-approved COLOR signal

HIGH POWER

PLUS

PERFORMANCE

25 kw low band

50 kw high band



QUIET! Water-cooling of final anodes only assures extremely quiet operation — no noisy "wind-tunnel" roar.



COMPACT! By actual comparison this transmitter requires 60% less space. The aural and visual sections can be separated and subdivided for flexible layout arrangement.



ECONOMICAL! Both aural and visual amplifiers are identical — spare parts are interchangeable.



SERIES 9000 (LOW BAND) 25 KW VHF TELEVISION TRANSMITTER

BY EVERY MEASURE!

- Single 4W20000A tetrode used in both aural and visual amplifiers of 25 KW. Pair employed in aural and visual amplifiers of 50 KW.
- Separate built-in power supplies in both aural and visual amplifiers safeguard against cut-off due to possible failure in either section,
- Exceeds FCC color specifications.
- Low Driving Power! 25 KW Transmitter: only 500 watts.

50 KW Transmitter: less than 5 KW.

- Compact design permits one-man tuning quickly and easily.
- Simple broadband circuits require minimum tuning with aid of built-in wobbulator and band-pass indicator.
- No external sideband filter required. Intermediate level modulation provides simpler attenuation.
- No fuss in tube-changing! Tubes equipped with selfsealing quick-disconnect couplings. Tube-changing time: 30 seconds.
- Trouble-light system indicates and locates breakdowns instantly.

Add up all the features of the Du Mont 25 KW / 50 KW transmitters and compare to other transmitters in this power class. You'll quickly discover that your best buy is Du Mont, from the initial cost view and on an operating cost basis. With a Du Mont installation, more of that high-power money will find its way into your pocket.

WRITE....for Bulletin describing in detail the new Du Mont
25 kW (for Channels 2-6) or 50 kW (for Channels 7-13)
Television Transmitters.

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, N. J.

COMPARE
THESE PRICE TAGS

MANUFACTURER A

O MANUFACTURER B

SERIES 12000 (HIGH BAND) 50 KW VHF TELEVISION TRANSMITTER

you win!

when you cover this \$2,713,407,000 market in the HEART of DIXIE

WITH BT TELEVISION

LIMESTONE MADISON

Decatur

MORGAN

CULLMAN

JEFFERSON

1**Birmingham**

В

AUTAUGA

BUTLER

Montgomery

LOWNDES MONTGOMERY

Fairfield O

PERRY CHILTON

Bessemer9

DALLAS O

Selma

AWRENCE

oFlorence

WINSTON

WALKER

LAUDERDALE

COLBERT

FAYETTE

Tuscalòosa

MARENGO

CLARKE

SUMTER'

CHOCTAW

FRANKLIN

MARION

HARDIN

ALCORN

CKASAW MONROE

TIBBEHA Columbus

NSTON NOXUBEE

KEMPER

LAUDERDALE

CLARKE

WAYNE

CLAY

PRENTISS

TAWAMBA

MAXIMUM POWER 316,000 WATTS

OHuntsville

MARSHALL

FRANKLIN

JACKSON

SAINT CALHO

COOSA

ELMORE

ETOWAH CHENC

Anniston

CHAT-TOOGA

Rome

DOLPH HEARD

CHAMBERS

Phenix City

volumb

RUSSELL

BULLOCK

GORDON

BARTOW

HARRIS



- Population 2,708,200
- Families 721,900
- Effective
 Buying Income
 \$2,713,407,000
- Retail Sales \$1,911,493,000
- Food Sales \$478,412,000
- Automotive
 Sales
 \$428,825,000
- Television Homes 271,330
- Furniture, Household, Radio, TV Sales \$112,450,000

JOHN BLAIR & COMPANY

National Representatives



TELEVISION NETWORK

Also Dumont and ABC

316,000 Watts--Birmingham, 🤐

PIKE

U (A) B1

*Alabama

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to Aug. 1, 1954

ALABAMA

Total Population, July 1, 1953 3,082,000 Total Families, 1950 729,765 Total Urban Population, 1950 1,340,937 Total Farm Population, 1950 960,493 Employed in Nonagricultural Establishments, April 960,493 Employed in Nonagriculture, 1950 250,707 Employed in Agriculture, 1950 250,707 Employed in Mining, April 1954 226,700 Employed in Manufacturing, April 1954 29,100 Employed in Construction, April 1954 29,100 Employed in Transportation & Public Utilities, April 1954 50,600 Employed in Wholesale & Retail Trade, April 1954 136,500 Employed in Finance, Insurance & Real Estate, April 1954 57,600 Employed in Government Service, April 1954 57,600 Employed in Government Service, April 1954 57,600 Employed in Government Service, April 1954 57,600 Employed in Government Service, April 1954 124,700 Bank Assets, Jan. 1, 1954 1,617,422,000 Bank Deposits, Jan. 1, 1954 3,089,000,000 Per Capita Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Pa	ALABAMA MARKET INDICATORS	
Total Families, 1950 729,765 Total Urban Population, 1950 1,340,937 Total Rural Nonfarm Population, 1950 960,493 Employed in Population, 1950 960,493 Employed in Nonagricultural Establishments, April 960,493 Employed in Nonagricultural Establishments, April 1954 Employed in Agriculture, 1950 250,707 Employed in Mining, April 1954 226,700 Employed in Manufacturing, April 1954 226,700 Employed in Construction, April 1954 29,100 Employed in Transportation & Public Utilities, April 1954 1954 50,600 Employed in Wholesale & Retail Trade, April 1954 136,500 Employed in Finance, Insurance & Real Estate, April 1954 1954 22,200 Employed in Government Service, April 1954 124,700 Retail Sales, 1953 \$ 2,191,237,000 Bank Assets, Jan. 1, 1954 \$ 1,617,422,000 Bank Deposits, Jan. 1, 1954 \$ 1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. 3,089,000,000	Total Population, July 1, 1953	3,082,000
Total Urban Population, 1950 1,340,937 Total Rural Nonfarm Population, 1950 760,313 Total Farm Population, 1950 960,493 Employed in Nonagricultural Establishments, April 663,600 Employed in Agriculture, 1950 250,707 Employed in Mining, April 1954 226,700 Employed in Manufacturing, April 1954 226,700 Employed in Construction, April 1954 29,100 Employed in Transportation & Public Utilities, April 1954 50,600 Employed in Wholesale & Retail Trade, April 1954 136,500 Employed in Finance, Insurance & Real Estate, April 1954 22,200 Employed in Government Service, April 1954 57,600 Employed in Government Service, April 1954 57,600 Employed in Government Service, April 1954 124,700 Retail Sales, 1953 \$ 2,191,237,000 Bank Deposits, Jan. 1, 1954 \$ 1,617,422,000 Bank Deposits, Jan. 1, 1954 \$ 1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. \$ 3,089,000,000 Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952	Total Families, 1950	
Total Rural Nonfarm Population, 1950 760,313 Total Farm Population, 1950 960,493 Employed in Nonagricultural Establishments, April 1954 663,600 Employed in Agriculture, 1950 250,707 Employed in Manufacturing, April 1954 226,700 Employed in Construction, April 1954 226,700 Employed in Transportation & Public Utilities, April 50,600 Employed in Wholesale & Retail Trade, April 1954 136,500 Employed in Finance, Insurance & Real Estate, April 1954 57,600 Employed in Service and Miscellaneous, April 1954 57,600 Employed in Government Service, April 1954 57,600 Employed in Government Service, April 1954 57,600 Employed in Government Service, April 1954 57,600 Bank Assets, Jan. 1, 1954 \$1,617,422,000 Bank Deposits, Jan. 1, 1954 \$1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. 3,089,000,000 Per Capita Income, 1952 \$3,089,000,000 Per Capita Income, 1952 \$3,089,000,000 Per Capita Income, 1952 </td <td>Total Urban Population, 1950</td> <td></td>	Total Urban Population, 1950	
Total Farm Population, 1950 960,493 Employed in Nonagricultural Establishments, April 663,600 Employed in Agriculture, 1950 250,707 Employed in Mining, April 1954 16,200 Employed in Manufacturing, April 1954 226,700 Employed in Construction, April 1954 29,100 Employed in Transportation & Public Utilities, April 50,600 Employed in Wholesale & Retail Trade, April 1954 136,500 Employed in Finance, Insurance & Real Estate, April 22,200 Employed in Government Service, April 1954 22,200 Employed in Government Service, April 1954 124,700 Retail Sales, 1953 \$ 2,191,237,000 Bank Assets, Jan. 1, 1954 \$ 1,617,422,000 Bank Deposits, Jan. 1, 1954 \$ 1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952 \$ 3,089,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	Total Rural Nonfarm Population, 1950	
Employed in Nonagricultural Establishments, April 1954		
1954		000,200
Employed in Agriculture, 1950	1954	663,600
Employed in Mining, April 1954	Employed in Agriculture, 1950	
Employed in Manufacturing, April 1954	Employed in Mining, April 1954	
Employed in Construction, April 1954	Employed in Manufacturing, April 1954	
Employed in Transportation & Public Utilities, April 1954	Employed in Construction, April 1954	
1954		_0,_0
Employed in Wholesale & Retail Trade, April 1954	1954	50,600
Employed in Finance, Insurance & Real Estate, April 1954	Employed in Wholesale & Retail Trade, April 1954	
1954 22,200 Employed in Service and Miscellaneous, April 1954 57,600 Employed in Government Service, April 1954 124,700 Retail Sales, 1953 \$2,191,237,000 Bank Assets, Jan. 1, 1954 \$1,617,422,000 Bank Deposits, Jan. 1, 1954 \$1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. Total Income Payments, 1952 \$3,089,000,000 Per Capita Income, 1952 \$3,089,000,000 Per Capita Income, 1952 \$3,089,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$54.24 Cash Receipts from Farm Marketing, 1953 \$414,431,000	Employed in Finance, Insurance & Real Estate, April	
Employed in Service and Miscellaneous, April 1954. 57,600 Employed in Government Service, April 1954. 124,700 Retail Sales, 1953. \$2,191,237,000 Bank Assets, Jan. 1, 1954. \$1,617,422,000 Bank Deposits, Jan. 1, 1954. \$1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. Total Income Payments, 1952. \$3,089,000,000 Per Capita Income, 1952. \$3,089,000,000 Per Capita Income, 1952. \$3,089,005,335 Average Weekly Earnings Manufacturing workers, April, 1954. \$54.24 Cash Receipts from Farm Marketing, 1953. \$414,431,000		22,200
Employed in Government Service, April 1954	Employed in Service and Miscellaneous, April 1954	
Retail Sales, 1953 \$ 2,191,237,000 Bank Assets, Jan. 1, 1954 \$ 1,617,422,000 Bank Deposits, Jan. 1, 1954 \$ 1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. Service Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	Employed in Government Service, April 1954	
Bank Assets, Jan. 1, 1954 \$ 1,617,422,000 Bank Deposits, Jan. 1, 1954 \$ 1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. \$ 3,089,000,000 Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	Retail Sales, 1953	2,191,237,000
Bank Deposits, Jan. 1, 1954 \$ 1,491,290,000 Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. 3,089,000,000 Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	Bank Assets, Jan. 1, 1954 \$	1,617,422,000
22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	Bank Deposits, Jan. 1, 1954\$	1,491,290,000
22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%. Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	Major Income Sources, 1952: Agriculture 10.0%; Gove	rnment
Total Income Payments, 1952 \$ 3,089,000,000 Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, April, 1954 \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	22.6%; Manufacturing Payrolls 20.6%; Trade and	Service
Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000		
Per Capita Income, 1952 \$ 1,012 Total Internal Revenue Collections, 1953 \$ 389,005,335 Average Weekly Earnings Manufacturing workers, \$ 54.24 Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	Total Income Payments, 1952\$	3,089,000,000
Average Weekly Earnings Manufacturing workers, April, 1954	Per Capita Income, 1952\$	
April, 1954		389,005,335
Cash Receipts from Farm Marketing, 1953 \$ 414,431,000		
Cash Receipts from Farm Marketing, 1953 \$ 414,431,000	April, 1954\$	
	Cash Receipts from Farm Marketing, 1953 \$	
Government Payments to Farmers, 1953 \$ 4,547,000	Government Payments to Farmers, 1953	
Value of Mineral Production, 1951 \$ 164,279,000	Value of Mineral Production, 1951	
New Public Construction in 1952 \$ 165,200,000	New Public Construction in 1952	
Motor Vehicle Registration, 1953	Number of Telephones Int. 1 1054	
Number of Telephones, Jan. 1, 1954	Number of Floatrical Connections for 1 1074	
Number of Electrical Connections, Jan. 1, 1954 804,461	Number of Cas Hillitias Connections, 120, 1954	
Number of Gas Utilities Connections, 1953 251,800	Number of Gas Utilities Connections, 1999	251,800

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed,

ALABAMA MARKET DATA BY COUNTIES

(CBS)

(CBS)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)		TV Sets 1954	TV % 1954
Autauga		\$6,255	\$2,606	\$ 194		1117
Baldwin		28,228	7,901	845	2,790	24%
Barbour	28,892	13,646	4,085	378	0.000	
Bibb	17,987	8,094	1,983	154	2,600	62%
Blount		11,014	3,060	220	2,860	39%
Bullock		4,983	1,467	170	600	17%
Butler	29,228 79,539	16,588 67,728	4,413 19,404	380 1,967	10,360	46%
Calhoun Chambers	39,528	11.660	3.923	622		$\frac{46\%}{38\%}$
Cherokee	17,634	4,927	1,238	96	3,920 1,480	36%
Chilton	26,922	11,621	3.094	352	2,310	33%
Choctaw		6,719	1,438	74	480	11%
Clarke		20,899	2.843	458	790	12%
Clay		5,308	1,627	198	1,060	33%
Cleburne	11,904	3,317	1.095	63	1,040	36%
Coffee		12,908	3.845	377	1,010	30 /6
Colbert	39,561	32,130	9.115	1,005	1,060	10%
Conecuh	21,776	7,540	2.203	158	620	13%
Coosa		4,149	1,615	134	920	33%
Covington		23,423	6,701	831		
Crenshaw	18,981	8,146	2,098	147		
Cullman	49,046	20,777	6,155	531	5,710	46%
Dale	20,828	8,646	3,527	363		
Dallas	56,270	37,880	9,081	1,183	3,260	22%
DeKalb	45,048	19,005	4,879	401	2,330	20%
Elmore	31,649	14,376	4,706	431	1,750	23%
Escambia		23,941	5,730	560	990	13%
Etowah	93,892	81,906	21,186	2,182	13,520	48%
Fayette	19,388	8,354	1,999	163	910	19%
Franklin		14,024	3,849	369	1,430	22%
Geneva		14,076	2,915	359		100
Greene		7,759	1,614	180	660	17%
Hale	20,832	7,277	1,932	211	790	17%
Henry		8,033	1,663	240		
Houston		42,388	9,076	1,052		100
		14,837 $621,372$	2,991 14 8. 52 6	349 15,184	$920 \\ 110,120$	10% 65%
Jefferson		4,853	1,335	135	720	19%
Lamar Lauderdale		41,330	9,381	1.078	1.550	10%
Lawrence		7,374	2,621	307	1,630	25%
Lee		29,408	8.159	1.078	1,340	12%
Limestone	35,766	17.857	4.831	463	2,210	25%
Lowndes	18,018	5,199	1.099	32	2,210	20 %
Macon	30,561	10.826	3,724	263	1.170	17%
Madison	72,903	60,049	12,248	1,303	4,060	20%
Marengo	29,494	14,855	3,268	352	1,030	15%
Marion	27,264	12,229	3,276	284	1,550	22%
Marshall		35,706	7.195	939	2,650	22%
Mobile		223,288	57,772	9.955	26 .940	37%
Monroe		11.339	2,886	197	20,340	
		22,030	_,000		• • • • •	

BROADCASTING • TELECASTING

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Montgomery	138,965	143,788	30,375	3,747	8,840	21%
Morgan		46,958	12,669	954	4,420	29%
Perry	20,439	8,462	1,950	221	710	17%
Pickens		10,246	2,496	274	970	18%
Pike		15,553	4,319	539		
Randolph	22,513	10,586	3.027	214	1.880	35%
Russell		10,371	3,369	286	1,770	17%
St. Clair		10,532	3,798	350	2,550	38%
SheIby		12,332	5.451	319	4,730	61%
Sumter		9.177	1,615	150	780	15%
Talladega		43,235	13,510	1.227	10,830	65%
Tallapoosa	35,074	21,479	6.237	859	2,020	22%
Tuscaloosa	94,092	63,036	17,267	2,232	7,090	30%
Walker	63,769	38,859	14,263	914	8,810	54%
Washington	15,612	4,499	1,573	29	400	11%
Wilcox	23,476	6,296	1,577	83		
Winston	18,250	7.951	1.929	224	2.070	46%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

BIRMINGHAM

(Jefferson County)

WABT (TV)

LICENSEE: The Television Corp. Address: P. O. Box 2553. Phone: 4-3506.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 178 kw. Operating Pow.: Visual 302 kw, Aural 178 kw. Transmitter: Address, Radio Park Atop Red Mountain, Make, RCA Driver; Standard Electronics Amplifier. Antenna: Make, RCA. Type 12-bay Superturnstile. Height, above average terrain 840 ft. Above ground 505 ft.

OPERATION: Began May 29, 1949. Hours, 6:00 a.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WAPI. FM, WAFM (FM).

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Gautney & Jones.

SERVICES: Two studios (20 x 20-ft. and 60 x 40-ft.). Three DuM. TA-124-B camera chains. One Bodde rear screen projector. One RCA TK-20A film camera. Two Eastman Model 250 film projectors. Two Selectroslide Jr. slide projectors. One RCA microwave mobile unit. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: The Birmingham News Co. (Birmingham News) is principal stockholder, and also owns WHBS-AM-FM Huntsville, Ala. (Huntsville Times).

EXECUTIVES:

Henry P. Johnston, Pres. & Mgng.

Dir.

Charles F. Grisham, Com. Mgr.

J. V. Sanderson, Ch. Eng.

RATE INFORMATION: Class A one hour \$600. Minute spot \$150. Frequency discounts. Rate Card No. 6.

MARKET INFORMATION:	Grade B	Total (Including
	(FCC Contour)	Fringe Area)
Population	2,353,800	2,696,400
Families in Area	611,300	702,70 0
Area in Square Miles	49,800	57,60 0
No. of Sets (June 1)	253,000	260,120
Retail Sales	\$1,647,635,000	\$1,861,647,000
Income per Family	\$3,627	\$3,514
Income per Capita	\$941	\$908

WBRC-TV

LICENSEE: Birmingham Broadcasting Co. Address: Atop Red Mountain. Phone: 4.4701.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Atop Red Mountain. Make, RCA. Model TT-10AL and TT-25BL. Antenna: Make, RCA. Type TF-6AM (6 sections). Height, Above average terrain 900 ft. Above ground 560 ft.

OPERATION: Began July 1, 1949. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Stations, AM, WBRC. FM, WBRC-FM.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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BIRMINGHAM (Cont.)

WBRC-TV (Cont.)

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Dow Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (24x48 ft. and 15x21 ft.). Two RCA TT-11A camera chains. Four interchangeable cameras for studio or field use. One Bodde Model P-3AG rear screen projector. One DuM. TA-107A/B film camera. Two Holmes 16mm film projectors. One Selectroslide Jr. slide projector. One RCA two-camera unit with RCA microwave relay. News Service, INS.

PRINCIPAL STOCKHOLDERS: Owned by Storer Broadcasting Co. Storer also owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KGBS-AM-TV San Antonio, WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami.

EXECUTIVES:

George B. Storer, Pres. J. Robert Kerns, Vice Pres. & Mgng. Dir. Oliver V. Naylor, Com. Mgr. & Loc. Sls. Mgr. M. D. Smith III, Prog. Dir. Robert L. Dupriest, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$660, Film \$550. Minute spot Live \$147.50, Film \$137.50. Frequency discounts up to 5% for 26-51 times. Rate Card No. 5.

MΑ	RKET INFORMATION:			Total
		Grade A	Grade B	(Including
		(FCC Contour)	(FCC Contour)	Fringe Area)
	Population	1,216,000	720,000	1,936,000
	Families in Area	***************************************		526,328
	No. of Sets (June 1)	************	***************************************	245,080
	Retail Sales	***************************************	************	\$1,409,586,000
	Income per Family		************	\$5,032
	Income per Capita	***************************************		\$1,300

WJLN-TV†

(Target Date, Not Set)

LICENSEE: Johnston Broadcasting Co. Address: P.O. Box 5767. Phone: 54-3466.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, 1817 11th Pl. S., Birmingham. Make, GE. Antenna: Make, GE. Height, Above average terrain 650 ft. Above ground 331 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WJLD. FM, WJLN-FM

REPRESENTATIVES: Washington Attorney, Pehle, Lesser, Mann, Riemer & Luxford. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: George Johnston (40%) and George Johnston Jr. (60%).

EXECUTIVES:

George Johnston Jr., Pres. James Connolly, Gen. Mgr.

Bill Borthwick, Com. Mgr. Maurice McKinney, Ch. Eng.

† WJLN-TV has suspended construction but has not returned its CP.

DECATUR

(Morgan County)

WMSL-TV

LICENSEE: Tennessee Valley Radio & Television Co. Address: 701 Bank St. Phone 802.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 15.8 kw. Aural 8.52 kw. Operating Pow.: Visual 15.8, Aural 8.52. Transmitter: Address, 701 Bank St. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TTU-21B-S. Height, Above average terrain 350 ft. Above ground 383 ft.

OPERATION: Began July 4, 1954. Hours, 5:00 p.m.-10:00 p.m.

AFFILIATION: Station, AM, WMSL.

REPRESENTATIVES: Sales, Walker Representation Co. Washington Attorney, Harry J. Daly. Consulting Engineer, John Mullaney.

SERVICES: One studio (21x30 ft.). One RCA TK-II camera chain. One RCA Vidicon film camera. Two RCA TP 16-F film projectors. Gray Telojector, Type 3-B slide projector. RCA Vidicon scanner. News Service, AP. Library, MPTV, Official.

PRINCIPAL STOCKHOLDERS: Frank Whisenant [69%], Mrs. Frank Whisenant (6%) and Bryan McAfee (3%).

EXECUTIVES:

Frank Whisenant, Pres. Bill Guy, Gen. Mgr., Com. Mgr. & Film Buy.

Garland Candlin, Ch. Eng. John Utley, Prog. Dir.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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RATE INFORMATION: Class A one hour Live \$190. Film \$150. Minute spot Live \$40. Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION: No. of Uhf Sets (July 1), 11,437.

DOTHAN

(Houston County)

WTVY (TV)

(Target Date, Dec. 1954)
LICENSEE: Ala-Fla-Ga Tv Inc. Address: Cottonwood Rd.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 28.2 kw. Transmitter: Address, Cottonwood Rd. Make, GE. Model, TT6E. Antenna: Make GE. Type TY-28-H. Height, Above average terrain 550 ft. Above ground 471 ft.

OPERATION: Target date, Dec. 1954.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder. Consulting Engineer, Richard I. Kearley Jr.

SERVICES: One studio (30x30 ft.). I.O. studio camera. Vidicon film camera. Two film projectors. Two slide projectors.

PRINCIPALS STOCKHOLDERS: Over 100 Dothan, Ala., businessmen hold interest in licensee.

EXECUTIVES:

Charles Woods, Pres. & Gen. Mgr.

ARKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	126,123	263,971	361,750
Families in Area	25,000	55,000	75,000
Area in Square Miles	2,122	5,278	7,500
Retail Sales	\$ 45,000,000	*****	***************************************
Income per Family	\$ 1,800		
Income per Capita	\$ 350		

MOBILE

(Mobile County)

WALA-TV

LICENSEE: Pape Television Co. Inc. Address: 210 Government St. Phone: 3-3756.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 120 kw, Aural 72 kw. Transmitter: Address: 210 Government St. Make, RCA. Model, TT 10 AH. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 408 ft. Above ground 430 ft.

OPERATION: Began Jan. 14, 1953. Hours 1:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC. Station, AM, WALA.

REPRESENTATIVES: Sales. Headley Reed Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, L. J. N. du Treil.

SERVICES: Two studios (20x40 ft. and 50x20 ft.). Two RCA camera chains.

One Master Vu-Graph rear screen projector. One RCA film camera.

Four RCA film projectors. Two slide projectors. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: W. O. Pape, president (99.5%), H. K. Martin, executive vice president (.25%) and W. B. Pape, secretary (.25%).

EXECUTIVES:

W. O. Pape, Pres. H. K. Martin, Exec. Vice Pres. Al Holman, Prog. Dir. & Film Buy. A. R. Bell, Ch. Eng.

W. B. Pape, Secy.-Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WKAB-TV†

LICENSEE: Pursley Broadcasting Service Inc. Address: Box 1306. Phone: 7-6345.

FACILITIES: Ch. 48. Operating Pow.: Visual 270 kw, Aural 140 kw. Transmitter: Address, 525 Donald St. Make, GE. Antenna: Make, GE. Type, Helical. Height, Above average terrain 316 ft. Above ground 326 ft.

OPERATION: Began 1952. Hours, 3:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WKAB.

REPRESENTATIVES: Sales, Forjoe Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Geo. P. Adair.

SERVICES: Two studios. One GE Synchrolite camera chain. One GE film camera. Two GE film projectors. One GE slide projector. News Service, AP.

Broadcasting • Telecasting

MOBILE (Cont.)

WKAB-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Louise P. Pursley (85%), C. L. Pursley (13.33%) and R. H. Moore, (1.66%). **EXECUTIVES:**

Louise P. Pursley, Chmn. of Bd. R. H. Moore, Pres., Gen. Mgr. &

J. T. Jackson, Prog. Dir. H. E. Miller, Ch. Eng. J. C. Smith, Prom. Mgr.

Film Buy. . H. Johnson, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 10% for 52 times.

MARKET INFORMATION:

Grade A Grade B (FCC Contour) (FCC Contour) 256,798 32,000 Population Families in Area 72,421 11,049 No. of Sets (June 1) Retail Sales 73,000 9,460 \$350,000,000 \$23,401,000 †WKAB-TV has suspended operation but has not surrendered its CP.

MONTGOMERY

(Montgomery County)

WCOV-TV

LICENSEE: Capitol Broadcasting Co. Address: Adrian Lane. Phone: 3-2318. FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 117 kw. Operating Pow.: Visual 15.9 kw, Aural 7.95 kw. Transmitter: Address, Adrian Lane. Make, RCA. Model, TTULB. Antenna: Make, RCA. Type, TFU 21BW. Height, Above average terrain 440 ft. Above around 460 ft.

OPERATION: Began April 22, 1953. Hours, 1:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WCOV. FM, WCOV-FM.

REPRESENTATIVES: Sales, Raymer Co. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, W. J. Holey.

SERVICES: One studio (25 x 50 ft.). Two RCA TKIIA camera chains. One

RCA film camera. Two RCA film projectors. One Selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Oscar Covington (13.88%), Clara Covington (13.88%), Ethel Covington (13.88%), Hazel Davies (13.88%), Earle Covington (13.88%), Peggy Carlton (13.88%), Mrs. W. I. Milwee (6.94%), Mr. W. I. Milwee (6.94%) and Hugh M. Smith (2.78%). Same interests own WGWC Selma, Ala., and WGWD Gadsden, Ala.

EXECUTIVES:
Oscar P. Covington, Pres. Hugh M. Smith, Gen. Mgr. & Film Buy.

Carl Junker, Opr. Mgr. W. D. Weatherly, Ch. Eng. Phil Taylor, Art Dir.

Loc. Sls. Mgr. RATE INFORMATION: Class A one hour, Film \$200. Minute spot, Film \$40. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WSFA-TV

(Target Date, Dec. I, 1954)

LICENSEE: Montgomery Broadcasting Co. Address: Box 1031. Phone: 5-1251.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.

Transmitter: Address, Mt. Carmel, Crenshaw County. Make, RCA. Model

TT-50AH. Antenna: Make, RCA. Type TT-12AH. Height, Above average
terrain 1,040 ft. Above ground 823 ft.

OPERATION: Target date, Dec. 1, 1954.

AFFILIATIONS: Network, NBC. Station, AM, WSFA.

REPRESENTATIVES: Sales, Headley Reed Co. Washington Attorney, Spearman &
Roberton, Consulting Engineer, George E. Gauttery

REPRESENTATIVES: Sales, Headley Reed Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, George E. Gautney.

SERVICES: Two studios (32x46.ft. and 12x15 ft.). Two RCA TK 31-A camera chains. One RCA TK-20D film camera. Two RCA TP-16F 16mm film projectors. One RCA Dual Disk slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: David E. Dunn, president (11%%), R. F. Hudson Sr., vice president (25%), H. S. Durden, secretary-treasurer (381/3%), R. F. Hudson (16%%) and Sebie B. Smith (81/3%). Mr. Hudson is publisher of Montgomery Advertiser and Journal.

EXECUTIVES:

EXECUTIVES:

David E. Dunn, Pres.

Lionel F. Baxter, Vice Pres. & Gen. Mgr. & Film Buy. Sebie B. Smith, Tech. Dir.

RATE INFORMATION: Class A one hour Live, \$250. Minute spot Live, \$50. Frequency discounts from 5% for 13 times up to $27\frac{1}{2}\%$ for 312 times. Rate Card No. 1

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	423,775	340,715	764,490
Families in Area	110,000	83,100	193,100
No. of Sets (June 1)	35,000	10,000	60,000
Retail Sales	\$283,641,000	\$156,020,000	\$439,661,000
Income per Family	\$3,004	\$2,894	\$2,949
Income per Capita	\$759	\$726	\$742

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

MUNFORD

(Jefferson County)

WEDM (TV)*

(Target Date, Sept. I, 1954)

(* Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: 714 Protective Life Bldg. Birmingham. Phone: 53-5602.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw.
Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, Mt.
Cheaha. Make, GE. Model, TT-26-A. Antenna: Make, GE. Type, TY-30-H. Height, Above average terrain 2,000 ft. Above ground 574 ft.

OPERATION: Target date, Sept. 1, 1954. Hours, 12:45 p.m.-2:45 p.m.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios at U. of Alabama. Two studios at Alabama Polytechnic Institute. Two GE camera chains.

PRINCIPAL STOCKHOLDERS: Members of Commission. Raymond Hurlbert, president; T. D. Russell Jr., secretary; Mrs. T. S. Acker, dir.; Milton Cummings, dir.; and Rex Sikes, dir.

EXECUTIVES:

Raymond Hurlbert, Pres. James L. Evans, Ch. Eng.

Donald D. Patton, Sup. Eng. Norton S. Holt, Consultant

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Not Set)

LICENSEE: Deep South Broadcasting Co. Address: Box 1447, Montgomery, Ala. FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.51 kw, Aural 1.26 kw. Transmitter: Address, 3 miles west of Selma. Make, Standard Electronics. Antenna: Make, GE. Height, Above average terrain 360 ft. Above ground 387 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Charles S. Rhyne. Consulting Engineer, William E. Benns Jr.

PRINCIPAL STOCKHOLDERS: Licensee also owns WBAM Montgomery, Ala.
Mrs. J. F. Richardson, president (10%), William E. Benns Jr., vice president (40%), William J. Brennan, secretary-treasurer (40%), Francis U. Brennan (5%) and Cyril G. Brennan (5%).

-ARIZONA—

905,000

177,000

ARIZONA MARKET INDICATORS

Total Population, July 1, 1953

ı	1 Total Topulation, July 1, 1300		000,000	
	Total Families, 1950		181,985	
Į	Total Urban Population, 1950		416,000	
l	Total Rural Nonfarm Population, 1950		256,673	
l	Total Farm Population, 1950		76,914	
l	Employed in Nonagricultural Establishments, April		,	
l	1954		203,000	
J	Employed in Agriculture, 1950		35,196	
l	Employed in Mining, April 1954		13,300	
l	Employed in Manufacturing, April 1954		25,800	
l	Employed in Construction, April 1954		19,400	
l	Employed in Transportation & Public Utilities, April		,	
l	1954		20,000	
Į	Employed in Wholesale & Retail Trade, April 1954		50,900	
l	Employed in Finance, Insurance & Real Estate, April		- 17-	
l	1954		7,500	
l	Employed in Service and Miscellaneous, April 1954		25,800	
l	Employed in Government Service, April 1954		40,300	
l	Retail Sales, 1953	\$		
ļ	Bank Assets, Jan. 1, 1954	\$	687,647,000	
l	Bank Deposits, Jan. 1, 1954	\$	636,479,000	
l	Major Income Sources, 1952: Agriculture 18.5%; Go	ve:	rnment	
l	19.1% Manufacturing Payrolls 7.1%; Trade and	5	Service	
l	25.4%.			
l	Total Income Payments, 1952	\$	1,287,000,000	
l	Per Capita Income, 1952	\$	1,498	
l	Total Internal Revenue Collections, 1953	\$	169,091,583	
l	Average Weekly Earnings Manufacturing workers,	'	, , ,	
l	April 1954	\$	78.69	
	Cash Receipts from Farm Marketing, 1953	\$	399,088,000	
	Government Payments to Farmers, 1953	\$	1,312,000	
	Value of Mineral Production, 1951	Š.	243,887,000	
	New Public Construction in 1952	\$	77,900,000	
	Motor Vehicle Registration, 1953	Τ	359,199	
	Number of Telephones, Jan. 1, 1954		216,400	
	Number of Electrical Connections, Jan. 1, 1954		243,561	
	Tidamoot of Electrical Confidencials, Cart. 1, 1004		<u>~</u> 40,001	

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

Number of Gas Utilities Connections, 1953

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ARIZONA MARKET DATA BY COUNTIES

County	Papulation 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Apache	27,767	\$7,389	\$1,147	\$ 141		
Cochise		35,672	9,407	1,103		
Coconino	23,910	30,397	4,851	692		
Gila	24,158	22,013	5,559	825		
Graham		13,922	2,389	332		
Greenlee	12,805	9,895	3,214	2 24		
Maricopa	331,770	483,516	99,684	16,568	79,870	67%
Mohave	8,510	10,724	2,218	216		
Navajo	29,446	19,740	3,696	690		
Pima		212,080	48,578	9,839	16,730	31%
Pinal	43,191	42,391	13,400	1,609	6,240	47%
Santa Cruz	9,344	14,383	2,814	755		
Yavapai	24,991	26,892	6,031	896		
Yuma		46,842	10,379	1,330	3,110	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Broadcasting Co. Address: 1101 N. Central Ave. Phone: Alpine 4.4161.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 33 kw, Aural 16.5 kw. Operating Pow.: Visual 33 kw. Aural 16.5 kw. Transmitter: Address, Mount Suappoa. Make, DuMont. Model, 8,000. Antenna: Make, RCA. Type, TF-6-AH. Height, Above average terrain 1,550 ft. Above ground 97 ft.

OPERATION: Began April 23, 1953.

AFFILIATIONS: Networks, NBC, DuMont; Station, AM, KTAR.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 40x80 ft. and one 30x40 ft.). Three DuMont camera chains. One Bodde slide and one Holmes 16mm rear screen projector. One DuMont Image Orthicon film camera. Two Holmes film projectors. One DuMont flying spot slide projector. One DuMont flying spot scanner. Slide film processing unit.

PRINCIPAL STOCKHOLDERS: KTAR Broadcasting Co. is owned by John J. Louis, chairman of board, and family, (68.23%), Richard O. Lewis, president (17.47%), E. W. Harvey, vice president (1.55%), B. R. Fulbright, secretary-treasurer (1.39%), Sam Kahan (7.73%). Licensee owns KVOA-AM-TV Tucson, KYUM Yuma, and KYCA Prescott.

EXECUTIVES:

Richard O. Lewis, Pres. Dwight Harkins, Sta. Mgr. E. W. Harvey, Com. Mgr. W. B. Robb Jr., Prog. Dir. A. C. Anderson, Eng. Dir.

RATE INFORMATION: Class A one hour, Film \$450. Minute spot, Film \$90. Frequency discounts up to 27.5% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population Families in Area No. of Sets	94,250	568,800 14 9 ,684
Retail Sales Income per Family	77,230	\$675,165,699 \$5,183
Income per Capita		\$1,428

PHOENIX

(Maricopa County)

KOOL-TV

LICENSEE: Maricopa Broadcasters Inc. Address: 511 W. Adams. Phone: Alpine 3-3121.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 39 kw, Aural 19.5 kw. Transmitter: Address, Atop South Mountain. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 1,620 ft. Above ground 173 ft.

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OPERATION: Began Oct. 24, 1953. Hours, 1:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, KOOL.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Maurice Barnes.

SERVICES: Two studios. Two DuM. monochrome camera chains. One rear screen projector. Two DuM. film projectors. Two DuM. slide projectors. One DuM. scanner. Two DuM. opaque projectors. Two Bell & Howell projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gene Autry (70%), Tom Chauncey (20%), Frank Beer [5%] and Charles H. Garland (5%). Mr. Autry also owns 48% of KOPO-AM-TV Tucson, 48% of KNOG Nogales, 85% of KOLD Yuma, Arizona, and 51% of KMPC Los Angeles.

EXECUTIVES:

Gene Autry, Pres. Charles H. Garland, Gen. Mgr. & Com. Mgr. Miles Reed, Prog. Dir. & Film Buy. Walter J. Stiles, Ch. Eng. Kenneth Morton, Prom. Mgr.

Don Cordray, News Editor Douglas Carruth, Asst. Prog. Dir. Elizabeth W. Baumgardt, Traffic

RATE INFORMATION: Class A one hour Live \$438, Film \$365. Minute spot Live \$84, Film \$70. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 472,000; Families in Area, 135,000; Area in Square Miles, 1,300; No. of Sets (June I), 93,300; Retail Sales, \$579,000,000; Income per Family, \$5.018; Income per Capita, \$1,454.

KPHO-TV

LICENSEE: Meredith Engineering Co. Address: 631 N. 1st Ave. Phone: Alpine 8-4511.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.75 kw. Operating Pow.: Vis. 17.5 kw, Aural 8.75 kw. Transmitter: Address, Hotel Westward Ho, Phoenix. Make, DuMont. Model Series 1000. Antenna: Make. RCA. Type TF3A. Height, Above average terrain 400 ft. Above ground 497 ft.

OPERATION: Began Dec. 4, 1949. Hours, 8:30 a.m.-1:30 a.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KPHO.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: Two studios (35x50 ft. and 14x34 ft.). Three DuM. I.O. camera chains. Two film cameras. Two GE PF5A film projectors. Two Selectroslide slide projectors. One Houston film processor. One mobile unit. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Meredith Engineering Co., owner, is subsidiary of Meredith Pub. Co. (Better Homes & Gardens and Successful Farming).
Also owns WOW-AM-TV Omaha, Neb., KCMO-AM-FM-TV Kansas City, Mo., and WHEN-AM-TV Syracuse, N. Y.

EXECUTIVES:

E. T. Meredith Jr., Pres.
Payson Hall, Treas. & Dir. of
Radio & Tv
Richard B. Rawls, Gen. Mgr.
C. A. Larson, Com. Mgr.
& Film Buy.
Robert Martin, Prog. Dir.

George McClanathan, Ch. Eng. Jack Murphy, Exec. Prod. Albert M. Rau, Traffic Mgr. Fred Frederick, Film Dir. Dan Schwartz, Prom. & Publicity.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Live \$90, Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7A.

MARKET INFORMATION: Grade A (FCC Contour): Population, 509,000; Families in Area, 146,200; No. of Sets (June I), 95,000; Retail Sales, \$515,290,000; Income per Family, \$5,274.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PHOENIX (Cont.)

KTVK (TV)

(Target Date, Not Set)

LICENSEE: Arizona Television Co. Address: 4701 N. 24th St.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
Transmitter: Address, Salt River Mountain. Make GE. Antenna: Make GE.
Height, Above average terrain 1,670 ft. Above ground 288 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Ernest W. McFarland, president (40%), Leon M. Nowell, vice president (20%), Ralph A. Watkins, vice president-treasurer (20%), H. R. Larson, secretary (5%), Edward Cooper (10%), Lorenzo Wright (2.5%) and Bassett Wright (2.5%).

KVAR (TV) (MESA)

LICENSEE: KTAR Broadcasting Co. Address: 1101 N. Central Ave. Phone: Alpine 4-4161. (For full listing see Mesa, Ariz.)

TUCSON

(Pima County)

KOPO-TV

LICENSEE: Old Pueblo Broadcasting Co. Address: 115 W. Drachman St. Phone: 4-2511.

FACILITIES Ch. 13. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, 115 W. Drachman St. Make, DuMont. Model Type 8000. Antenna: Make, RCA. Type TF-6-AA. Height, Above average terrain 280 ft. Above ground 500 ft.

OPERATION: Began Feb. 1, 1953.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KOPO.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Maurice R. Barnes. Consulting Engineer, Walter J. Stiles.

SERVICES: Two studios (40x60 ft. and 30x40 ft.). Four DuM. TA124-E camera chains. One Bodde rear screen projector. One DuM. TA124-E film camera. One Holmes film projector. One DuM. scanner. Library, World.

PRINCIPAL STOCKHOLDERS: Gene Autry (48%), Charles H. Garland (10%), Tom Chauncey (20%), Robert Garland (10%), William Kembali (2%) and H. C. Tovrea (10%). Mr. Autry also owns 70% of KOOL-AM-TV Phoenix, 48% of KNOG Nogales, 85% of KOLD Yuma, Arizona, and 51% of KMPC Los Angeles.

EXECUTIVES:

Gene Autry, Prin. Own. E. S. Mittendorf, Gen. Mgr. & Film Buy. Paul Plunkett, Com. Mgr. Cliff Stillinger, Prog. Dir. Paul Benewitz, Ch. Eng.

RATE INFORMATION: Class A, One hour film \$225. Minute spot Live \$54, Film \$45. Frequency discounts. Rate Card No. 2.

KVOA-TV

LICENSEE: Arizona Broadcasting Co. Address: P. O. Box 2911. Phone: 3-2555.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: Address, N. Tenth Ave. & Lee St. Make, RCA. Model TT-2-AL. Antenna: Make, RCA. Type TF-3D three section superturnstile. Height, Above average terrain 30 ft. Above ground 263 ft.

OPERATION: Began Sept. 27, 1953. Hours, 10:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KYOA.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Segal Smith & Hennessey. Consulting Engineer, George C. Davis.

SERVICES: One studio (25x27 ft.). Two RCA TK-IIA image orthicon cameras.

One Bodde rear screen projector. One RCA TK-20D film camera. Two RCA TP-6A professional 16mm projectors. One Gray dual-disc projector for 2x2 in. slides. Library, Studio Telescriptions.

BROADCASTING • TELECASTING

PRINCIPAL STOCKHOLDERS: KTAR Broadcasting Co. (85.08%), licensee of KTAR and KVAR (TV) Mesa, KYUM Yuma and KYCA Prescott, Ariz.; John J. Louis, chairman of the board; R. B. Williams, president (10.13%); Richard O. Lewis, vice president; B. R. Fulbright, secretary-treasurer; Harper M. Phillips (2.7%); Raymond H. Holsclaw (1.35%).

EXECUTIVES:

R. B. Williams, Pres. & Gen. Mgr. Harper M. Phillips, Bus. Mgr. John C. Underwood Jr., Sls. Mgr.

Ben L. Slack Jr., Prog. Dir. Raymond H. Holsclaw, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 21/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	191,000	10,000	201,000
Families in Area	56,000	2,500	58,500
Area in Square Miles	2,560	****	2,560
No. of Sets (June 1)	24,916		24,916
Retail Sales	\$212,000,000	\$25,000,000	\$237,000,000
Income per Family	\$ 5,371		\$ 5,371
Income per Capita	\$ 1,565		\$ 1,565

YUMA

(Yuma County)

KIVA (TV)

LICENSEE: Valley Telecasting Co. Inc. Address: P. O. Box 1708. Phone: 6-8311.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 16 kw. Operating Pow.: Visual 29 kw, Aural 16 kw. Transmitter: Address, Highway 80, Winterhaven, Calif. Make, DuMont. Model, 8,000. Antenna: Make, RCA. Type, TF-6AH. Height, Above average terrain 440 ft. Above ground 485 ft.

OPERATION: Began Oct. 24, 1953. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, DuMont.

REPRÉSENTATIVES: Sales, W. S. Grant Co. Washington Attorney, Barnes & Neilson. Consulting Engineer, John Mullaney.

SERVICES: One studio (35x60 ft.). Two DuMont camera chains. Two DuMont film cameras. Two DeVry film projectors. One DuMont slide projector. One film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Howard Roberts (17%), A. S. Reber (17%), Wm. S. Porter (17%), Donald Ellsworth (17%), Russell Madsen (6%), Robert Anderson (8%), Virgil Crisman (8%) and Park Dunford (10%).

EXECUTIVES:

Donald Ellsworth, Pres.
Jerry Burns, Gen. & Com. Mgr.
& Film Buy.
Robin Adair, Prog. Dir.

Robert Schofield, Ch. Eng. Mary Lou Barth, Continuity Ed. Robert Harker, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

·	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	175,000	50,000	253,000
Families in Area	40,000	. 12,000	57,000
No. of Sets (June 1)		***************************************	18,581
Retail Sales		************	\$234,899,512

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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ARKANSAS MARKET INDICATORS	
Total Population, July 1, 1953	1,845,000
Total Families, 1950	477,200
Total Urban Population, 1950	630,591
Total Rural Nonfarm Population, 1950	477,093
Total Farm Population, 1950	801,827
Employed in Nonagricultural Establishments, April 1954	307,000
Employed in Agriculture, 1950	215,270
Employed in Mining, April 1954	5,600
Employed in Manufacturing, April 1954	80,400
Employed in Construction, April 1954	13,900
Employed in Transportation & Public Utilities, April	,
1954	28,100
Employed in Wholesale & Retail Trade, April 1954	73,800
Employed in Finance, Insurance & Real Estate, April	0.100
1954 April 1054	9,100
Employed in Service and Miscellaneous, April 1954	35,000
Employed in Government Service, April 1954	60,300
Retail Sales, 1952 \$ 1,41 Bank Assets, Jan. 1, 1954 \$ 1,02	12,935,000
Bank Assets, Jan. 1, 1954	
Major Income Sources, 1952: Agriculture 22.0%; Government	
18.3%; Manufacturing Payrolls 11.9%; Trade and Servi	ice
Total Income Payments, 1952 \$ 1,78	35,000,000
Per Capita Income, 1952\$	951
Total Internal Revenue Collections, 1953 \$ 15	8,469,373
Average Weekly Earnings Manufacturing workers,	
April 1954 \$	50.72
Cash Receipts from Farm Marketing, 1953 \$ 55	8,340,000
,	3,454,000
	8,693,000
New Public Construction in 1952 \$ 16	3,000,000
Motor Vehicle Registration, 1953	528,814
Number of Telephones, Jan. 1, 1954	286,500
Number of Electrical Connections, Jan. 1, 1954	514,427
Number of Gas Utilities Connections, 1953	209,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

ARKANSAS MARKET DATA BY COUNTIES

(CRS)

(CRS)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Arkansas	23,665	\$31,076	\$5,775	\$ 844	1,360	20%
Ashley	25,660	13,393	3,565	359	1,140	17%
Baxter		10,265	2,172	273		
Benton		41,563	7,944	892		
Boone		15,330	2,669	333		
Bradley		11,185	2,012	220		
Calhoun		2,015	478	21		
Carroll	13,244	7,333	1,667	312	.*:::	::::
Chicot		12,658	3,216	355	1,040	17%
Clark		15,472	3,325	427	* 000	
Clay		13,620	3,011	323	1,920	26%
Cleburne		3,781	836	112	• • • •	
Cleveland		1,797	589	45	• • • •	
Columbia		17,502	3,262	619	400	110
Conway		9,371 42,952	1,904 8.060	$\frac{246}{1.275}$	480 8,260	11%
Craighead		9,192	2,555	355	8,260	59%
Crawford			7,750		6.610	52%
Crittenden		$35,548 \\ 16,544$	3,145	518 452	$^{6,610}_{2,270}$	36%
Cross Dallas		5,888	1,939	196		,
Desha		14,751	3,763	302		• • • •
Drew		8,231	2.904	199	• • • •	
Faulkner		15,518	2,602	370	730	11%
Franklin		5.826	1.073	138	100	11 /0
Fulton		2,016	447	50	960	37%
Garland		55,755	11.220	2.297		
Grant		3,273	842	73		
Greene		20,030	4.242	423	2.020	25%
Hempstead		16,039	3,253	365	_,,,_,	
Hot Springs		13,546	3,716	381		
Howard		7,588	1,767	263		
Independence		16,232	3,025	314	1,540	24%
Izard		1,768	399	92	-,	
Jackson		18,303	3.658	464	1.710	24%
Jefferson		58,448	13,635	1.193		,0
Johnson		7,738	2.234	166		
Lafayette		6.220	1.550	153		
Lawrence		9,791	1.894	235	2.090	37%
Lee		11,440	2,571	371	1,920	31%
Lincoln		4,148	1,181	151		
Little River		4.655	1,621	177	1,030	38%
Logan		10,664	1,679	224		
Lonoke	27,278	18,799	4,399	507	1,440	20%
Madison	11,734	2,868	585	85		
Marion		3,027	833	54		
Miller	32.614	33,432	6,293	631	3,890	37%
Mississippi	82.375	61,748	13,367	1,523	14,010	65%
Monroe	19,540	12,387	3,533	318	1,120	22%
Montgomery	6,680	1,643	361	49		

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County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Nevada	14,781	6,890	1,570	167		
Newton	8,685	675	379	20		
Ouachita	33,051	25,843	6.819	717		
Perry	E 0E0	1,580	389	28		
Phillips		30,251	7,949	852	4,770	37%
Pike		4,243	802	129		
Poinsett	00 044	30,915	6,276	863	3,600	36%
Polk	44'400	9,220	2,481	274		
Pope		12,699	2,839	353		
Prairie	10 500	5,789	1,451	147	720	20%
Pulaski	196,685	229,850	43,219	7,478	10,570	17%
Randolph	15,982	7,563	1,509	199	1,590	37%
St. Francis	36.841	21,708	5.351	430	2,920	31%
Saline		15,086	3,765	276		
Scott	10,057	3,999	614	121		
Searcy	10,424	3,224	724	127		
Sebastian	64,202	84,538	14,197	2,297	6,930	35%
Sevier	12,293	7,635	1,660	251		
Sharp	8,999	1,395	313	42		
Stone	7,662	1,893	483	54		
Union	49,686	45,966	9,495	1,661	1,780	12%
Van Buren	9,687	2,576	612	72	290	11%
Washington	49,979	58,270	10,260	1,250	2,950	19%
White	. 38,040	22,116	3,983	657		
Woodruff	. 18,957	9,476	1,994	324	920	21%
Yell	. 14,057	7,166	1,015	191		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

EL DORADO

(Union County)

KRBB (TV)

(Target Date, Jan. I, 1955)

LICENSEE: South Arkansas Television Co. Address: El Dorado, Ark.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 2.82 kw, Aural 1.41 kw. Transmitter: Address, 2.4 miles SSE of El Dorado.

OPERATION: Target date, Jan. 1, 1955.

REPRESENTATIVES: Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Dr. Joe F. Rushton, president (331/3%), W. C. Blewster Jr., vice president (331/3%), William M. Bigley, secretary-treasurer (331/3%). Dr. Rushton is 30% owner of KVMA Magnolia, Ark.; Mr. Blewster, 3.9% owner and Mr. Bigley, general manager and 121/2% owner.

FORT SMITH

(Sebastian County)

KFSA-TV

LICENSEE: Southwestern Radio & Television Co. Address: 920 Rogers Ave. Phone: 2-9126.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw. Transmitter: Address, 920 Rogers Ave. Make, GE. Model TT-25A. Antenna: Make, GE. Type 5-sec. Helical. Height, Above average terrain 270 ft. Above ground 300 ft.

OPERATION: Began July 19, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, KFSA. FM, KFSA-FM

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Haley, Doty and Wollenberg. Consulting Engineer, T. A. M. Cravens.

SERVICES: One studio (28x32 ft.). One GE camera chain. One GE film camera. Two Eastman film projectors. Two Selectroslide slide projectors. News Service, AP. Library, Official Films, Sterling and Atlas.

PRINCIPAL STOCKHOLDERS: Pres. Donald W. Reynolds (663/3%) also owns KZTV (TV) Reno, Nev., KBRS Springdale, Ark., KHBG Okmulgee, Okla., and KLRJ-TV Henderson, Nev. Licensee also publishes Fort Smith Southwest American and other newspapers. Edith R. Reynolds (331/3%).

EXECUTIVES:

Donald W. Reynolds, Pres.

Weldon Stamps, Gen.-Com. Mgr.

& Film Buy.

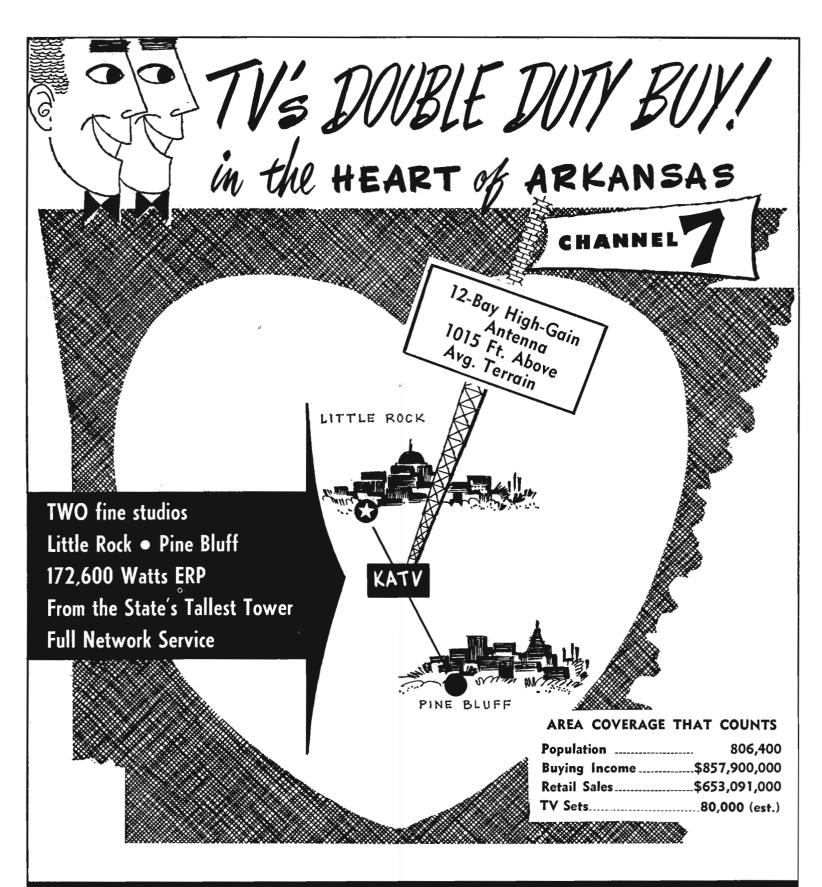
Pat Porta, Prog. Dir.

Robert W. Platt Jr., Ch. Eng.

RATE INFORMATION: Class A one hour Live \$175, Film \$150. Minute spot Live \$30, Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. I.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 200,000; Families in Area, 60,000; No. of Sets (June 1), 18,000; Retail Sales, \$150,-

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.





JOHN FUGATE General Manager



General Offices: 100 Williams Road, Pine Bluff, Ark.



AVERY - KNODEL, Inc. — NATIONAL REPRESENTATIVES

FORT SMITH (Cont.)

KNAC-TV

(Target Date, Jan. I. 1955)

LICENSEE: American Television Co. Address: 15 Court St.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: Address, 5.3 miles NNE of center of Ft. Smith. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 640 ft. Above ground 448 ft.

OPERATION: Target date, Jan. 1, 1955.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: H. S. Nakdimen, president (331/3%), Richard Allis, vice president (331/3%) and Edgar E. Bethell, secretary-treasurer (331/3%). George T. Hernreich has option to purchase 50%.

HOT SPRINGS

(Garland County)

KTVR (TV)

(Target Date, Not Set)

LICENSEE: Southern Newspapers Inc. Address: 912 Central Ave.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 12.6 kw, Aural 6.31 kw. Transmitter: Address, West Mountain. Make, RCA. Antenna: Make, GE. Height, Above average terrain 660 ft. Above ground 137 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Clyde E. Palmer, president (20.5%), Bettie M. Palmer, vice president (1%), Alden P. Mooney, secretary-treasurer (30.5%), Frank R. Palmer, assistant secretary-treasurer (.8%), Associated Arkansas Newspapers Inc., owned by Clyde Palmer (33.8%), News Times Pub. Co., publisher of El Dorado News and Times (3%), and 12 others none holding more than 5% each. Licensee is publisher of Hot Springs Sentinel Record and New Era.

LITTLE ROCK

(Pulaski County)

KARK-TV

LICENSEE: Arkansas Radio & Equipment Co. Address: 1001 Spring St. Phone: Franklin 6-2481.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 58 kw, Aural 29 kw. Transmitter: Address, 6815 Cantrell Rd. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type TF3-D. Height, Above average terrain 1,650 ft. Above ground 1,084 ft.

OPERATION: Began April 15, 1954. Hours, 11 a.m.-12 midnight.

AFFILIATIONS: Networks, DuMont, NBC. Station, AM, KARK.

REPRESENTATIVE: Sales, Edward Petry & Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (59x63 ft. and 25x33 ft.). Two RCA TKII-A camera chains.

One Television Specialty rear screen projector. Two RCA Vidicon film cameras. Two RCA TP6-A film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: T. H. Barton, president (72.68%), T. K. Barton, vice president (18.16%), Dave Grundfest, vice president (4.58%), Harry C. Couch, vice president (4.58%).

EXECUTIVES:

T. K. Barton, Vice Pres. & Gen.
Mgr.
Douglas J. Romine, Asst. Gen.
Mgr.
H. Lee Bryant, Com. Mgr.
Dale E. Hart, Prog. Dir.
Lon C. Smith, Ch. Eng.

RATE INFORMATION: Class A one hour \$350. Minute spot \$70. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (0.1 mv/m Contour): Consumer Spendable Income \$796,132,000; Population, 687,300; Households, 197,350; Retail Sales, \$547,024,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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KETV (TV)

(Target Date, Not Set)

LICENSEE: Great Plains Television Properties of Arkansas Inc. Address: c/o U. S. Corp. of Illinois, 33 N. La Salle St., Chicago, III.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.91 kw. Transmitter: Address, at intersection of Cedar Hill Rd. & Oak St. Extended. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 620 ft. Above ground 502 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Herbert Scheftel, president-secretary, also president and 25% stockholder in Transcontinental Properties Inc. and president and 19% stockholder in Telenews Productions Inc.; Alfred G. Burger, treasurer, also executive vice president, secretary and 25% stockholder in Transcontinental, and executive vice president and 16% stockholder in Telenews. All stock in licensee is owned by Transcontinental. Same interests own WICS (TV) Springfield, III.; KCTV (TV) Sioux City, lowa, and WFTV (TV) Duluth.

KATV (TV) (PINE BLUFF)

. LICENSEE: Central South Sales Co. Inc. Address: 620 Beach, Little Rock. Phone: Mohawk 6-9401. (For full listing see Pine Bluff, Ark.)

PINE BLUFF

(Jefferson County)

KATY (TV) (LITTLE ROCK)

LICENSEE: Central South Sales Co. Inc. Address: 100 Williams Rd., Pine Bluff. Phone: 3880.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89.1 kw. Operating Pow.: Visual 170 kw, Aural 89.1 kw. Transmitter: Address, Jefferson Springs, Ark. Make, GE. Antenna: Make, GE. Type 12 Bay High Gain. Height, Above average terrain 1,010 ft. Above ground 922 ft.

OPERATION: Began Dec. 19, 1953. Hours, 6:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, Paul F. Godley Co.

SERVICES: Two studios (60x60 ft. in Pine Bluff and 135x45 ft. in Little Rock).

Four GE camera chains. Three GE film cameras. Two Eastman 16mm film projectors. Two GE film projectors. Three Selectroslide slide projectors. One Balop projector. News Services, AP & UP. Library, NBC Newsfilm, Guild Sports Library, Standard, World, SESAC, Snader.

PRINCIPAL STOCKHOLDERS: John T. Griffin (45%), James C. Leake (45%),
Bryan Mathes (10%). Same interests own KTVX (TV) Muskogee, KTUL
Tulsa, KOMA Oklahoma City, 50% of KWTV (TV) Oklahoma City, Okla,
and KFPW Fort Smith, Ark.

EXECUTIVES:

John T. Griffin, Pres.
John H. Fugate, Gen. Mgr.
Bruce B. Compton, Nat. Sls. Mgr.
Roy Pickett, Prog. Dir., Asst.
Mgr. & Film Buy.

A. R. Garrett, Ch. Eng. Don B. Curran, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70. Film \$70. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including
		(FCC Comour)	Fringe Area)
Population	419,200	654,000	1.003.287
Families in Area	138,270	215,820	282,800
Area in Square Miles	3,848	9,503	14,527
No. of Sets (June 1)	58,766	72,785	82,000
Retail Sales	\$397,866,000	\$457,436,000	\$834,597,000
Income per Family	\$ 5,698	\$ 4,110	\$ 4,904
Income per Capita	\$ 1,694	\$ 1,291	\$ 1,492

TEXARKANA

KCMC-TV (TEXARKANA, TEX.)

LICENSEE: KCMC Inc. Address, 315 Pine St. Phone: 3-6151. (For full listing see Texarkana, Tex.)



Only LICENSE YOU NEED to sell 65,091 TV homes

KARK-TV is all you need to drive home your sales story to the 65,091 television families in Central Arkansas — a 24 county market of 699,700 people who earned \$796,132,000 in spendable income and spent \$547,024,000 on retail goods last year.*

You reach this vast audience via KARK-TV's powerful 58,000-watt E.R.P. video signal over a 70-mile 0.1 mv/m radius on Arkansas' lowest band, VHF channel four.

In the driver's seat for KARK-TV is the same skilled management that has steered KARK radio to the Number One position among all Little Rock stations in sponsor acceptance and audience ratings.

And you won't find a better sales vehicle than KARK-TV's exceptional programming, featuring the greatest attractions in show business as NBC's exclusive television affiliate in Central Arkansas, with local personalities of proven popularity.

*Source: SRDS 1954 Consumer Markets

Your License to Succeed in the Land of Opportunity





LITTLE ROCK, ARKANSAS

12 027 000

CALIFORNIA MARKET INDICATORS

Total Population, July 1, 1953

Total Population, July 1, 1953	12,087,000
Total Families, 1950	2,827,110
Total Urban Population, 1950	8,539,420
Total Rural Nonfarm Population, 1950	1,478,572
Total Farm Population, 1950	568,231
Employed in Nonagricultural Establishments, April	
1954	3,796,000
Employed in Agriculture, 1950	286,642
Employed in Mining, April 1954	35,200
Employed in Manufacturing, April 1954	1,019,900
Employed in Construction, April 1954	225,600
Employed in Transportation & Public Utilities, April	
1954	330,100
Employed in Wholesale & Retail Trade, April 1954	868,000
Employed in Finance, Insurance & Real Estate, April	
1954	172,500
Employed in Service and Miscellaneous, April 1954	496,800
Employed in Government Service, April 1954	647,900
Retail Sales, 1953	
Bank Assets, Jan. 1, 1954	\$ 18,264,021,000
Bank Deposits, Jan. 1, 1954	\$ 16 899 185 000
	φ 10,022,100,000
Major Income Sources, 1952: Agriculture 6.0%: Go	vernment
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an	vernment
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%.	vernment d Service
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952	vernment d Service \$ 23,146,000,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952	\$ 23,146,000,000 \$ 2,032
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953	\$ 23,146,000,000 \$ 2,032
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers,	vernment d Service \$ 23,146,000,000 \$ 2,032 \$ 5,229,772,298
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954	vernment d Service \$ 23,146,000,000 \$ 2,032 \$ 5,229,772,298 \$ 79.54
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953	vernment d Service \$ 23,146,000,000 \$ 2,032 \$ 5,229,772,298 \$ 79.54 \$ 2,575,480,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953	vernment d Service \$ 23,146,000,000 \$ 2,032 \$ 5,229,772,298 \$ 79.54 \$ 2,575,480,000 \$ 10,040,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951	vernment d Service \$ 23,146,000,000 \$ 2,032 \$ 5,229,772,298 \$ 79.54 \$ 2,575,480,000 \$ 10,040,000 \$ 1,209,428,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952	\$23,146,000,000 \$2,032 \$5,229,772,298 \$79.54 \$2,575,480,000 \$10,040,000 \$1,209,428,000 \$3,474,400,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952	\$23,146,000,000 \$2,032 \$5,229,772,298 \$79.54 \$2,575,480,000 \$10,040,000 \$1,209,428,000 \$3,474,400,000 \$2,528,700,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952	\$23,146,000,000 \$2,032 \$5,229,772,298 \$79.54 \$2,575,480,000 \$10,040,000 \$1,209,428,000 \$3,474,400,000 \$2,528,700,000 \$945,700,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953	vernment d Service \$ 23,146,000,000 \$ 2,032 \$ 5,229,772,298 \$ 79.54 \$ 2,575,480,000 \$ 10,040,000 \$ 1,209,428,000 \$ 3,474,400,000 \$ 2,528,700,000 \$ 945,700,000 \$ 5,504,413
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	\$23,146,000,000 \$2,032 \$5,229,772,298 \$79.54 \$2,575,480,000 \$10,040,000 \$1,209,428,000 \$3,474,400,000 \$2,528,700,000 \$945,700,000 \$504,413 4,653,000
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1953 Number of Telephones, Jan. 1, 1954 Number of Electrical Connections, Jan. 1, 1954	\$ 23,146,000,000 \$ 2,032 \$ 5,229,772,298 \$ 79.54 \$ 2,575,480,000 \$ 10,040,000 \$ 1,209,428,000 \$ 3,474,400,000 \$ 2,528,700,000 \$ 945,700,000 \$ 5,504,413 \$ 4,653,000 \$ 4,244,837
Major Income Sources, 1952: Agriculture 6.0%; Go 18.7%; Manufacturing Payrolls 18.7%; Trade an 28.4%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	\$23,146,000,000 \$2,032 \$5,229,772,298 \$79.54 \$2,575,480,000 \$10,040,000 \$1,209,428,000 \$3,474,400,000 \$2,528,700,000 \$945,700,000 \$504,413 4,653,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

CALIFORNIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Alameda	740,315	\$1,009,435	\$255,258	\$28,916	202,750	73%
Alpine	. 241	153	29	,	40	38%
Amador		9.164	2.817	235	1.020	34%
Butte		94,596	25,725	2,226	4,770	20%
Calaveras		6,789	2,333	191	1,190	34%
Colusa		19,289	3,947	511	960	24%
Contra Costa	298,984	310,068	110,145	9.105	63,530	61%
Del Norte	8,078	11.491	3.146	322		
El Dorado		16,782	6,289	278	2.120	34%
Fresno		376,431	86,122	9,863	45,460	49%
Glenn	. 15,448	23,071	4,604	362	1.210	24%
Humboldt		106,391	26,451	1.863	4,560	17%
Imperial	. 62,975	89,317	20,560	2,289	3,620	21%
Inyo		19,689	5,042	561		
Kern	228,309	298,239	73,309	5,925	28,280	35%
Kings	46,768	62,740	13,789	1,385	6,300	42%
Lake	. 11,481	13,679	4,520	478	1,130	24%
Lassen	. 18,474	20,052	5,659	688		
Los Angeles	4,151,687	6,365,632	1,486,869	219,450	1,409,450	86%
Madera	36,964	43,469	12,371	786	5,330	45%
Marin	85,619	97,882	30,846	3.167	22,990	73%
Mariposa	5,145	3,476	1.165	49	530	38%
Mendocino	40,854	49,910	12,153	847		
Merced	69,780	94,351	20,436	2,434	8,830	39%
Modoc	9,678	16,034	3,345	308		
Mono	2,115	1,923	535		270	38%
Monterey	130,498	173,066	40,699	4,273	20,250	41%
Napa	46,603	49,983	13,077	1.156	7,190	46%
Nevada	19.888	21,683	6,560	542	1,830	26%
Orange		318,652	73,696	9.864	71,660	79%
Placer		50,346	13,985	1,412	5.660	39%
Plumas		16,433	5.430	702	1,220	26%
Riverside		238,095	59,940	6.845	39,580	58%
Sacramento		390,016	90,703	12,180	51,270	49%
	,	,	00,.00	,0	02,=10	10 /0

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954	
San Benito	14.370	14.935	4.121	381	1.920	40%	
San Bernardino		361.713	94,710	11,766	74,780	69%	
San Diego	556,808	775.008	183,855	24,168	172,220	73%	
San Francisco		1,256,567	262.134	34,320	191.990	67%	
San Joaquin	200,750	262,839	59,412	5,635	40.080	58%	
San Luis Obispo		73,903	17,787	1,603	7,550	31%	
San Mateo		283,121	87,120	6.471	78.050	84%	
Santa Barbara		149,808	32,497	4,670	16,960	47%	
Santa Clara	290.547	426,139	97.956	12,535	79,330	74%	
Santa Cruz		86,600	24,089	2.198	7,890	30%	
Shasta	36,413	61,050	16,092	1.419			
Sierra	0.440	1,594	505	88	130	26%	
Siskiyou		36,110	9,005	1.010			
Solano		131,221	38,315	2,695	28,570	71%	
Sonoma	400 40=	163,252	30,975	3,725	18,370	46%	
Stanislaus		190,174	35,901	3,908	17,540	39%	
Sutter	00'000	20,748	7.094	289	2,620	29%	
Tehama	10.000	24,126	5.115	524	1,240	18%	
Trinity	= 007	3,500	1,469	162	340	18%	
Tulare		170,795	44,806	3,539	13.870	30%	
Tuolumne		14,126	3,898	395	1,750	38%	
Ventura		143,136	38,586	3.916	31,300	78%	
Yolo		50.624	16,067	1,986	6,000	42%	
Yuba	94 490	52,140	10.058	1.116	2.470	29%	

Noet: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Countles for which no tv sets or percentage are given have less than 10% ownership and are not new television countles. Set and per cent figures from CBS-TV Research.

BAKERSFIELD

(Kern County)

KBAK-TV

LICENSEE: Bakersfield Broadcasting Co. Address: 29 Woody Rd., P. O. Box 1448. Phone: Fairview 4-6421.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.5 kw. Transmitter: Address, 29 Woody Rd. Make, RCA. Model, TTU1B. Antenna: Make, RCA. Type TFU-24BM. Height, Above average terrain 630 ft. Above ground 396 ft.

OPERATION: Began Aug. 10, 1953. Hours, 12 noon-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, KBAK.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, John P. Hearne.

SERVICES: One studio (55x60 ft.). Two RCA camera chains. Two film cameras. Two RCA 16mm film projectors. Two slide projectors.

PRINCIPAL STOCKHOLDERS: Chronicle Pub. Co. (San Francisco Chronicle), owner of KRON-TV San Francisco (971/3%); Charles Thieriot, vice president of Chronicle Pub. Co. and KRON general manager (13/3%); Harold P. See, manager, KRON-TV (1%).

EXECUTIVES:

Harold P. See, Pres.

A. H. Constant, Gen. Mgr. & Vern Mack, Prog. Dir.
Don Anderson, Ch. Eng.
Film Buy.

RATE INFORMATION: Class A one hour Live \$282, Film \$235. Minute spot Live \$47, Film \$47. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	270,000	110,000	380,000
Familes in Area	90,000	37,000	127,000
No. of Sets (June 1)	65,000	15,000	80,000

KERO-TV

LICENSEE: Kern County Broadcasters Inc. Address: 1420 Truxtun Ave. Phone: Fairview 7-1441.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw.
Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Breckenridge Mountain. Make, DuMont. Model 8000. Antenna: Make, RCA. Type 6 Bay-TF6AH. Height, Above average terrain 3,738 ft.

OPERATION: Began Sept. 26, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC. Station, AM, KERO.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Pierson & Ball. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (20x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Dual-Disk slide projector. News Service, UP. Library, World, Snader.

PRINCIPAL STOCKHOLDERS: Albert E. DeYoung (45.9%), G. L. Harlan (26.1%), Edward Urner (9.0%), Edwin Andress (5.34%), Kenneth Croes (3.60%).

——CALIFORNIA—

BAKERSFIELD (Cont.)

KERO-TV (Cont.)

EXECUTIVES:

Gene DeYoung, Pres. & Gen. Mgr. Edward Urner, Gen. Sls. Mgr. Kenneth Croes, Dir. Opr. John Ballinger, Film Buy. Donald A. Seeks, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$360, Film \$300. Minute spot Live \$72, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population Families in Area No. of Sets (June !) Retail Sales	367,094 22,364 47,246 \$521,801,000	483,032 161,010 68,939	776,600 228,253 115,692 \$891,172,000

BERKELEY

(Contra Costa County)

KQED (TV) * (SAN FRANCISCO)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 1225 Fallon St., Oakland, Calif.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: Address, Mark Hopkins Hotel, Macon & California Sts. Make, RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 354 ft.

OPERATION: Began June 10, 1954.

REPRESENTATIVES: Attorney, Chesley M. Walter, Oakland. Consulting Engineer, R. A. Isberg, Palo Alto.

PRINCIPAL STOCKHOLDERS: Licensee is non-profit corporation which has no stock issued and is composed of educators and citizens in the San Francisco Bay Area.

CHICO

(Butte County)

KHSL-TV

LICENSEE: Golden Empire Broadcasting Co. Address: P. O. Box 303, 350 Wall St. Phone: Firestone 2-5614.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 38 kw. Operating Pow.: Visual 63.1 kw, Aural 38 kw. Transmitter: Address, Paradise, Calif. Make, RCA. Model TT-2 AH. Antenna: Make, RCA. Type TF 6 AH. Height, Above average terrain 1,263 ft. Above ground 237.3 ft.

OPERATION: Began Aug. 29, 1953. Hours, 3:30 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KHSL.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 18x23 ft. and one 20x33 ft.). One RCA type TK-31A camera chain. One RCA type TK-20D film camera. Two RCA type TP-16E film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. 35mm slide film processing equipment. 16mm film processing unit. News Service, UP.

PRINCIPAL STCCKHOLDERS: Mrs. Hugh McClung (92.5%), Hugh McClung Jr. (5%) and Martha McClung Roberts [2.5%]. Licensee also owns KVCV and KVRE (FM) Redding, and KYOS and KVME (FM) Merced. Calif.

EXECUTIVES:

Mrs. Hugh McClung, Pres. M. F. Woodling, Gen. Mgr. & Film

J. A. Pero, Com. Mgr. Martin Jacobson, Prog. Dir. Russell B. Pope, Ch. Eng.

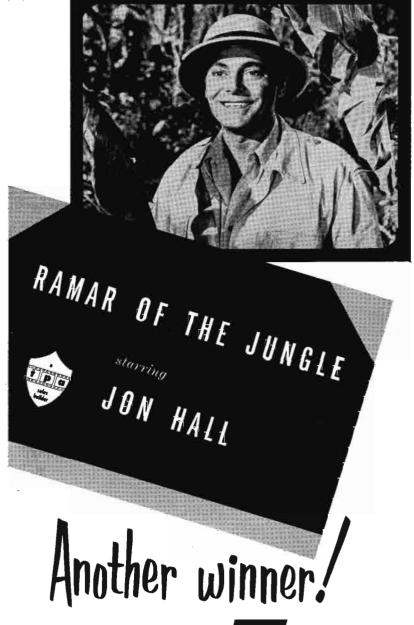
RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Rate Card No. I.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	144,566	276,929
Families in Area	42,520	81,450
Area in Square Miles	1,330	3,980
No. of Sets (June 1)	42,220	***************************************
Retail Sales	\$355,507,000	
Income per Family	\$4,786	

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BROADCASTING • TELECASTING



from the portfolio of TPA Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've ever seen: from candy bar (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that acca), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

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CORONA

(Riverside County)

KCOA (TV)

(Target Date, Not Set)

LICENSEE: KOWL Broadcasting Co. Address: Pico Blvd., Santa Monica.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.4 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 2,910 ft. Above ground 191 ft.

OPERATION:.. Target date, not set.

REPRESENTATIVES: Consulting Engineer, Harry R. Lubcke.

PRINCIPAL STOCKHOLDER: Arthur H. Croghan, president (100%). Licensee also owns KOWL Santa Monica, Calif.

EL CENTRO

(Imperial County)

KPIC-TV

(Target Date, Not Set)

LICENSEE: Valley Empire Telecasters Inc. Address: 71495 San Gorgonia Rd., Rancho Mirage, Calif.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11.7 kw. Transmitter: Address, West of Highway III, II/2 miles south of Wilson's Corner. Make, GE. Antenna: Make, GE. Height, Above average terrain 270 ft. Above ground 297.5 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Attorney, Prichard & Brenner. Consulting Engineer, Harry B. Lubcke.

PRINCIPAL STOCKHOLDERS: William B. Ross, trustee of KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, (50%) and W. G. Ross (50%).

EUREKA

(Humboldt County)

KIEM-TV

LICENSEE: Redwood Broadcasting Co. Address: Sixth and E. Sts., Box 1021.
Phone: Hillside 2-5754.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.59 kw. Transmitter: Address, Redwood Peak, Kneeland Mountain, 12 miles east of Eureka. Make, GE. Model TT-10-A. Antenna: Make, GE. Type 3-Bay. Height, Above average terrain 1,650 ft. Above ground 249 ft.

OPERATION: Began Oct. 25, 1953. Hours, 4:00 p.m.-10:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, KIEM. FM, KRED (FM).

REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, Dempsey & Koplovitz, Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One GE camera chain. Two General Precision Labs scanners. One Selectroslide slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: William B. Smullin (100%). Mr. Smulling also owns 50% of KBES-TV Medford, Ore., and 50% of KUIM and KGPO (FM) Grants Pass, Ore.

EXECUTIVES:

William B. Smullin, Pres. & Film Buy. Jerold L. Poulos, Prog. Dir. Donald King, Ch. Eng.

Donald H. Telford, Vice Pres. & Com. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$35, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 124,740; Families in Area, 37,500; No. of Sets (June I), 14,000; Retail Sales, \$133,534,000; Income per Capita, \$1,400.

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FRESNO

(Fresno County)

KBID-TV+

LICENSEE: John H. Poole. Address: 1117 N St. Phone: 6-0791.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 97.7 kw. Transmitter: Address, Bear Mountain. Make, GE. Model TT-25-A. Antenna: Make, RCA. Type TFU27DAH. Height, Above average terrain 2,230 ft. Above ground 167 ft.

OPERATION: Began Feb. 13, 1954. Hours, 3:00 p.m.-11:00 p.m.

AFFILIATIONS: Station, AM, KBIF.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jay E. Tapp.

SERVICES: Two studios (one 36x50 ft. and 36x31 ft.). Two RCA Image Orthicon camera chains. One RCA Iconoscope film camera. Two RCA Type TP6A film projectors. One Gray 2x2 in. Telojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%), also owns KBIG Avalon, Calif., KBIC-TV Los Angeles, and KBIE-TV Sacramento, Calif.

EXECUTIVES:

John H. Poole, Pres. George Nickson, Gen. Mgr. Gene Grant, Com. Mgr. Hal Davis, Prog. Dir. & Film Buy. Thornton Chew, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$225. Minute spot Live \$55, Film \$40. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 638,200; Families in Area, 189,400; Area in Square Miles, 16,072; No. of Sets (June I), 123,354; Retail Sales, \$733,761,000; Income per Family, \$4,713; Income per Capita, \$1,414.

† KBID has suspended operation but has not returned its CP.

KJEO (TV)

LICENSEE: O'Neill Broadcasting Co. Address: P. O. Box 1708. Phone: 7-8405.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 91.2 kw, Operating Pow.: Visual 178 kw, Aural 91.2 kw. Transmitter: Address, Bald Mountain. Make, RCA; GE. Model, RCA TTU 18; GE TF 8A. Antenna: Make, RCA. Height: Above average terrain, 1,790 ft. Above ground 138 ft

OPERATION: Began Oct. 1, 1953. Hours, 12:00 noon-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, The Branham Co.

SERVICES: Two studios (A 35x45 ft. and B 40x55 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Selectroslide slide projectors. Mobile unit complete with micro relays. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDER: J. E. O'Neill (100%).

EXECUTIVES:

J. E. O'Neill, Pres. & Own. Charles Theodore, Vice Pres. Joe Drilling, Vice Pres. & Film Buy. W. O. Edholm, Com. Mgr. Jack McElwain, Ch. Eng. Jack Shepard, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70, Film \$70. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Total (Including Fringe Area): Population, 680,040; Families in Area, 201,742; Area in Square Miles, 20,000; No. of Sets (June 1), 123,354; Retail Sales, \$781,404,000; Income per Family, \$5,038.

Smullin TV Stations

... Cover Northwestern California—Southern Oregon. Let Blair-TV tell you how one billing reaches two growing markets (\$358,309,000 Retail Sales).

KIEM-TV

Channel 3, 14,600 watts ERP Eureka, California 3069 feet above sea level 1673 feet above average terrain 3026 feet above Eureka.

KBES-TV

Channel 5, 29,000 watts ERP Medford, Oregon 2169 feet above sea level 429 feet above average terrain 840 feet above Medford.

MARKET AND SALES DATA Area within 40 DBU or 100 UV/M (based on FCC Engineering Standards)

Total	276,616		89,023 \$	358.309.000	
**Siskiyou (8/15 county)	16,987 —————	3.06	5,551	20,678,000	5,888
**Mendocino (1/8 county)			-	6,865,000	•
**Trinity (1/2 county)		2.75	1,145	3,446,000	4,342
**Humboldt	86,300	3.13	27,572	120,666,000	6,251
**Del Norte	14,700	3.	4,900	19,003,000	····· 5,200
Deschutes	22,500) 8	31,200			
Lake	3,000 _{(n}	lepth of penetration ot known	ri		
Coos	/	ignal seen, but			
Douglas (1/6 county)	13,700*	3.45	3,971	13,409,000	····· 5,458
Klamath (2/3 county)	27,700*	3.12	8,872 -	···· 43,652,000	5,158
Josephine	30,800*	3.06	10,065	39,941,000	4,527
Jackson	68,900*	3.05	22,590 -	···· 84,416,000	4,462
Curry	8,400*	2.89	2,906 -	\$ 6,233,000	\$4,793
COUNTY	POPULATION	PERSONS PER FAMILY	FAMILIES	RETAIL SALES***	CONSUMER SPEND ABLE INCOME PERHOUSEHOLD**

*Sales Management Survey, May, 1954

**1954 California State Roster

***Consumer Markets' '54 Edition

HOW YOU CAN USE YOUR SALES AND ADVERTISING DOLLAR TO SELL YOUR PRODUCT IN THE "SMULLIN TV STATIONS" AREA

- ★ ONE HALF PAGE, ONE TIME ONLY, IN THE 22 WEEKLY NEWSPAPERS PUBLISHED WITHIN THE "SMULLIN TV STATIONS" AREA... \$926.20
 - ★ ONE HALF PAGE, ONE TIME ONLY, IN THE 6 DAILY NEWSPAPERS PUBLISHED WITHIN THE "SMULLIN TV STATIONS" AREA... \$480.40
 - ★ ONE CLASS B HALF HOUR PROGRAM ON THE 13 RADIO STATIONS OPERATING WITHIN THE "SMULLIN TV STATIONS" AREA . . . \$268.30 ONE CLASS B HALF HOUR PROGRAM ON "SMULLIN TV STATIONS" . . . \$130.00

Write, Wire or Phone

Smullin TV Stations

Box 1021, Eureka, California Phone Hillside 2-5754 TWX 16

General Manager: Wm. B. Smullin

National Representative: Blair TV, Inc., New York 17, Chrysler Bldg., 150 E. 43rd St., Murray Hill 2-5644

Chicago 11—520 N. Michigan Ave., Su 7-5580 • Los Angeles 28—6331 Hollywood Blvd., Granite 6103 • San Francisco—3010 Russ Bldg., Yukon 2-7068 • Detroit 26—1115 Book Bldg., Woodward 5-3230 • St. Louis 1—434 Paul Brown Bldg., Chestnut 5688 • Dallas—Rio Grande National Bldg., Riverside 4228

Affiliated with CBS-TV, NBC-TV, ABC-TV & DuMont-TV

FRESNO (Cont.)

KMJ-TV

LICENSEE: McClatchy Broadcasting Co. Address: Van Ness & Calaveras rhone: Fresno 3-6277.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, Bear Mountain. Make, RCA. Model TTU-IB. Antenna: Make, RCA. Type TFU-21 DAL. Height, Above average terrain 2,290 ft. Above ground 248 ft.

OPERATION: Began June 1, 1953. Hours 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, CBS, NBC. Stations, AM, KMJ. FM, KMJ-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Dow Lohnes & Albertson. Consulting Engineer, Geo. C. Davis.

SERVICES: One studio (20x40 ft.). Two RCA TK-11 and two RCA TK-30 camera chains. Two RCA TK-20-D film cameras. Two RCA TP-16-D film projectors. Two Spindler & Sauppe Selectroslide slide projectors. Gray telop No. 11 opaque projector. Andre Debrie film processing unit. RCA mobile unit. News Services, UP & AP.

PRINCIPAL STOCKHOLDERS: McClatchy Newspapers own 100% of licensee. Principals are Eleanor McClatchy (331/3%), president, Charlotte Maloney (331/3%), vice president and secretary-treasurer, and James B. McClatchy (11.11%). McClatchy is also licensee of KWG Stockton, KFBK Sacramento, KERN Bakersfield, KBEE (FM) Modesto, all Calif., and KOH Reno. McClatchy publishes Fresno Bee, Sacramento Bee, and Modesto Bee.

EXECUTIVES:

Eleanor McClatchy, Pres. Perry Nelson, Gen. Mgr. & Film Buy. Wilson Lefler, Com. Mgr. Joe Tomes, Prog. Dir. John B. Hancock, Ch. Eng. Tom Flynn, Prod. Mgr. & News Ed. Marian Anderson, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$425, Film \$350. Minute spot Live \$85, Film \$70. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 3.

MARKET INFORMATION: Population 680,040; Families 201,742; Net Effective Buying Income, \$1,016,365,000; Effective Buying Income Per Family, \$5,038; Total Retail Sales, \$781,404,000.

LOS ANGELES

(Los Angeles County)

KABC-TV

LICENSEE: American Broadcasting-Paramount Theatres. Address: Prospect & Talmadge Aves. Phone: Normandie 3-3311.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 64.6 kw. Operating Pow.: Visual 118 kw, Aural 59 kw. Transmitter: Address, Mount Wilson. Make, GE. Antenna: Make, GE, Type, 6-Bay Tilted. Height, Above average terrain 2,970 ft. Above ground 234 ft.

OPERATION: Began Sept. 16, 1949. Hours, 12:20 p.m.-1:00 a.m.

AFFILIATIONS: Network, ABC. Stations, AM, KABC. FM, KABC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

SERVICES: Five studios. Fifteen RCA camera chains. Three Bodde rear screen projectors. Four film cameras (three IKE and one 1.0 all RCA). Six film projectors (two RCA 35mm, two Eastman 16mm, and two RCA 16mm). Four S & S turret slide projectors. Belop opaque projector. RCA truck with three cameras. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: American Broadcasting-Paramount Theatres Inc., of which American Broadcasting Co. is a division, owns and operates WABC-AM-FM-TV New York, WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, and KGO-AM-FM-TV San Francisco. AB-PT also owns 50% of WLS Chicago.

EXECUTIVES:

Leonard H. Goldenson, Pres.
[AB-PT]
Robert E. Kintner, Pres.
(ABC Div.)
Robert H. O'Brien, Vice Pres.
(ABC Div.)
Earl Hudson, Vice Pres., Western

Frank G. King, Gen. Mgr. Elton Rule, Gen. Sls. Mgr. Hunt Stromberg Jr., Exec. Prod. Phil Caldwell, Ch. Eng. Russ Landers, Film Buy. John M. Asher, Dir. of Prom. & Pub.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$350, Film \$350. Frequency discounts from $2^1/2$ % for 13 times up to 20% for 260 times. Rate Card No. 5.

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... keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the <u>FIRST</u> TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. KMJ-TV is your best buy in the Valley.

Paul H. Raymer, National Representative

LOS ANGELES (Cont.)

KABC-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	6,230,200	531,800	6,762,000
Families in Area	2,143,700	170,400	2,314,100
Area in Square Miles	16,320	12,240	28,560
No. of Sets (June 1)	1,822,300	144,300	1,966,600
Retail Sales	\$8,030,502,000	\$603,723,000	\$8,634,225,000
Income per Family	45,166	\$5,023	\$5,099
Income per Capita	\$1,686	\$1,577	\$1,635

KBIC-TV

(Target Date, Not Set)

LICENSEE: John Poole Broadcasting Co. Address: Security Bldg., Long Beach, Calif.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Transmitter: Address, Mt. Wilson. Make, GE. Antenna: Make, GE. Height, Above average terrain 2,930 ft. Above ground 146 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%), also owns KBIG Avalon, KBIF and KBID-TV Fresno, and KBIE-TV Sacramento.

KCOP (TV)

(formerly KLAC-TV)

LICENSEE: The Copley Press Inc. Address: 1000 Cahuenga Blvd. Phone: Hollywood 2-7311.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 8 kw. Operating Pow.: Visual 30.9 kw, Aural 8 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model, TT-5-A. Antenna: Make, RCA. Type, TF6-A. Height, Above average terrain 2,950 ft. Above ground 237 ft.

OPERATION: Began Sept. 1948.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Four field camera chains. Six studio camera chains. Two RCA Iconoscope film cameras. Two RCA TP-16 film projectors. One RCA 35mm film projector. Two 2x2 in. automatic slide projectors. Two mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Copley Press Inc. owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State Register (under lease), all Illinois; San Diego (Calif.) Union and Tribune, and through Southern California Associated Newspapers the following newspapers in California: Alhambra Post-Advocate, Burbank Daily Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Re-dondo Daily Breeze, Venice Evening Vanguard and San Pedro News-Pilot (60% ownership).

EXECUTIVES:

Jack Heintz, Vice Pres. & Gen. David E. Lundy, Gen. Sls. Mgr.

Alvin Flanagan, Asst. Gen Mgr., Prog. Dir. & Film Buy. Marvin Wentworth, Ch. Eng. Helen McDermott, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$900. Minute spot Live \$215. Rate Card No. 1.

KHJ-TV

LICENSEE: General Teleradio Inc. Address: 1313 N. Vine St. Phone: Hudson 2-2133.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 15.7 kw. Operating Pow.: Visual 30.4 kw, Aural 15.7 kw. Transmitter: Address, Mount Wilson. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type TF-6A, Six Bay. Height, Above average terrain 3,100 ft. Above ground 199 ft.

OPERATION: Began Aug. 1948. Hours 1:45 p.m.-11:00 p.m.

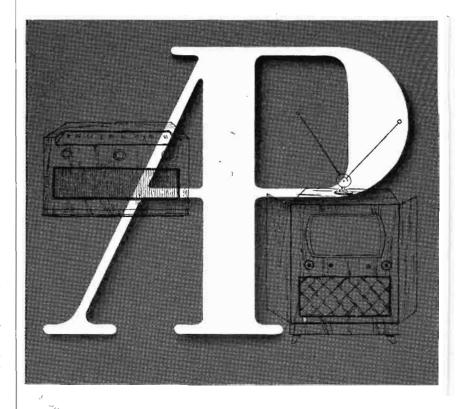
AFFILIATIONS: Network, DuMont. Stations, AM, KHJ. FM, KHJ-FM.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Pierson & Ball.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

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LOS ANGELES (Cont.)

KHJ-TV (Cont.)

SERVICES: Five studios (60x40 ft., 50x30 ft., 18x32 ft., and two auditoriums each with seating capacity of 300). Three RCA studio cameras (TK10A). Five interchangeable field cameras (TK30A) and one RCA field camera (TK31A). Two film cameras, RCA and GE. Four 16mm film projectors. Four slide projectors for 2x2 in. slides. One opaque projector for 31/4 in. and one opaque projector for 6x8 in. slides. Mobile unit with four cameras all lenses up to 25 in. and Zoomar. Two microwave relay units. News Service, UP. Library, Studio Films.

PRINCIPAL STOCKHOLDERS: Owned by General Tire & Rubber Co., Akron, Ohio. General Teleradio Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco. Yankee Network Division owns and operates WNAC-AM-TV Boston, WEAN Providence, WGTH-AM-TV Hartford (55%). WOR Division owns and operates WOR-AM-FM-TV New York. General Teleradio also owns WHBQ-AM-TV Memphis, Tenn.

EXECUTIVES:

Thomas F. O'Neill, Pres. (General Teleradio) Willett H. Brown, Pres. (Don Lee Network) Ward D. Ingrim, Gen. Mgr. (Don Lee Network) John T. Reynolds, Gen. Mgr. Howard Wheeler, Sls. Mgr. James Higson, Prog. Dir. and Film Buy. Robert Arne, Ch. Eng. Elbert Walker, Prod. Mgr. Robert M. Light, SIs. Prom. Mgr. Rodney "Bud" Coulson, Pub. Rel. Dir.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$180. Film \$180. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KNBH (TV)

LICENSEE: The National Broadcasting Co. Address: Sunset & Vine. Phone: Hollywood 9-6161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.4 kw. Operating Pow.: Visual 42.7 kw, Aural 21.4 kw. Transmitter: Address, Mount Wilson. Make, RCA.: Model TF-5A. Antenna: Make, RCA. Type Turnstyle. Height, Above average terrain 3,200 ft. Above ground 490 ft.

OPERATION: Began Jan. 6. 1949. Hours 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network NBC.

REPRESENTATIVES: Sales, NBS Spot Sales. Attorney, Cahill, Gordon, Reindell & Ohl. Consulting Engineer, James R. DeBaun (Hollywood).

SERVICES: Two studios plus network studio facilities. Ten RCA camera chains including three from remote unit. Six film cameras. Three Spindler & Sauppe Selectroslide slide projectors. Complete film and kine processing lab. Two mobile units. News Services, AP, UP, INS.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, and KNBC-AM-FM San Francisco.

EXECUTIVES:

Sylvester L. Weaver Jr., Pres. Robert W. Sarnoff, Exec. Vice Pres. John K. West, Vice Pres. (Western Div.) Tom McCray, Gen. Mgr. James Parks, Com. Mgr.

Dean Craig, Exec. Prod. J. B. Knight, Ch. Eng. George Burke, Film Buy. Jack Kenaston, Prom. Mgr. Bob Pelgram, Pub. Mgr. James Damon, Opr. Dir.

RATE INFORMATION: Class AA one hour \$2,500. 20-second spot \$575. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: Total (Including Fringe Area): Population, 6,475,-000; Families in Area, 2,166,500; No. of Sets (May 1), 1,835,863; Retail Sales, \$7,778,159,000; Effective Buying Income \$11,594,401,000.

KNXT (TV)

LICENSEE: Columbia Broadcasting System Inc. Address: 1313 N. Vine St. Phone: Hollywood 9-1212.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model 22A. Antenna: Make, RCA. Type, 4-Bay. Height, Above average terrain 3,140 ft. Above ground 466 ft.

OPERATION: Began May 6, 1948.

AFFILIATIONS: Network CBS. Stations, AM, KNX. FM, KNX-FM.

REPRESENTATIVES: Sales, CBS-TV Spot Sales.

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SERVICES: Eight studios, four audience, and four non-audience. Thirty-five RCA camera chains. Twelve RCA film cameras. Twelve film projectors, six 16mm and six 35mm. Two slide projectors. Three opaque projectors. One mobile unit equipped with three cameras and microwave relay equipment. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: CBS owns and operates WCBS-AM-FM-TV New York; KCBS-AM-FM San Francisco; KMOX St. Louis; KNX-AM-FM and KNXT (TV) Los Angeles; WBBM-AM-TV Chicago; WEEI Boston; CBS also owns 45% of WTOP-AM-FM Washington (55% owned by Washington Post and Times-Herald) and 47% of WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio-Television Inc.).

EXECUTIVES:

Frank Stanton, Pres. J. L. Van Volkenburg, Pres. (CBS-TV) James T. Aubrey Jr., Gen. Mgr. Edmund C. Bunker, Gen. Sls. Mgr. Donald M. Hine, Prog. Dir. L. H. Bowman, Ch. Eng. Dean Linger, Dir. Sls. Prom. & Publ. Howard Barnick, Bus. Mgr. Robert Quinlan, Prod. Mgr.

RATE INFORMATION: Class A1 one hour Live, \$2,700; Class A2, \$2,000. Film A1, \$2,700; A2, \$2,000. Minute spot Live A1, \$550; A2, \$400. Film A1 \$550; A2, \$400. Frequency discounts from 5% for 3, 4 or 5 times per week up to 10% for 6 or 7 times per week. Rate Card No. 3.

MARKET INFORMATION: Total (Including Fringe Area): Population, 6,663,000; Families in Area, 2,212,450; No. of Sets (June 1), 1,993,200; Retail Sales, \$9,073,252,000; Income per Family, \$6,316; Income per Capita, \$2,097.

KTHE (TV)*

(*Non-Commercial Educational)

LICENSEE: U. of Southern Calif. Address: 3518 University Ave. Phone: Richmond 6362.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 46 kw, Aural 26 kw. Operating Pow.: Visual 17.5 kw, Aural 10 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Antenna: Make, GE. Height, Above average terrain 2,910 ft. Above ground 146 ft.

OPERATION: Began Sept. 22, 1953.

AFFILIATION: Station, FM, KUSC.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, George P. Adair.

SERVICES: Three studios. Two DuM. and two RCA camera chains. RCA, Holmes Bell & Howell film cameras. Telojector slide projectors. GPL film processing unit. Mobile unit. News Services, UP, AP.

PRINCIPAL STOCKHOLDERS: Operated by Allan Hancock Foundation in cooperation with educational and public service agencies of the Los Angeles area.

EXECUTIVES:

William H. Sener 'Gen. Mgr. Eugene Sakasegawa, Ch. Eng. Lee M. Smith, Pub. Rel. Dir. Florence Thalheimer, Prog. Dir.

KTLA (TV)

LICENSEE: Paramount Television Productions Inc. 5451 Marathon St., Hollywood. Phone: Hollywood 9-3181.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model, 3-Bay Superturnstile. Antenna: Make, RCA. Type, 3-Bay Superturnstile. Height, Above average terrain 2,990 ft. Above ground 240 ft.

OPERATION: Began Jan. 22, 1947. Hours, 3:30 p.m.-11:30 p.m.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Ray White.

SERVICES: Two studios (A 22x36 ft. and B 36x46 ft.). Theatre with seating capacity of 550 persons. RCA Image Orthicon camera chain. Four Iconoscope rear screen projectors. Two I6mm and two 35mm RCA film cameras. Two RCA film projectors. One Multiscope slide projector. One opaque projector. Two Composite mobile units. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Wholly owned by Paramount Pictures Inc.

EXECUTIVES:

Paul Raibourn, Pres. Klaus Landsburg, Vice Pres. & Gen. Mgr. J. Gordon Wright, Prog. Dir. Ray White, Ch. Eng. Robert Mohr, Sls. Mgr. Joseph Coffin, Sls. Development Dir. Howard Wormser, Publ. Gilbert Martyn, News Ed. Leland J. Muller, Film Buy.

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The best sales are made in person



KTLA IS THE PERSONAL STATION TO THE VIEWERS IN SOUTHERN CALIFORNIA

KTLA programming reflects the taste and ideas of Los Angeles people.

KTLA has built live talent and personalities who are "local celebrities to Los Angeles viewers.

KTLA does the outstanding job in covering local news events and affairs of public interest.

KTLA covers Southern California, the Nation's second largest television market, with 1,950,000 television homes. Exclusive live programs and personalities on KTLA mean more sales power for your advertisers.

KTLA

5451 MARATHON ST., HOLLYWOOD 38, CALIFORNIA

HO 9-3181

Represented Nationally by Paul H. Raymer Co.

LOS ANGELES (Cont.)

KTLA (TV) (Cont.)

RATE INFORMATION: Class A one hour Live \$1,350, Film \$1,100. Minute spot Live \$300, Film \$250. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 6.

MARKET INFORMATION:

			lolai
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	6,450,000	275,000	6,725,000
Families in Area	2,186,400	81,100	2,267,500
Area in Square Miles	4,030	3,380	7,410
No. of Sets (June 1)	1,900,000	40,000	1,940,000
Retail Sales	\$6,979,660,000	\$1,089,310,000	\$8,068,966,000
Income per Family	\$5 , 87 4	\$5,286	\$5,78 4
Income per Capita	\$1,937	\$1,576	\$1,875

KTTV (TV)

LICENSEE: KTTV Inc. Address: 5746 Sunset Blvd. Phone: Hollywood 2-7111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw.
Operating Pow.: Visual 135 kw, Aural 69.2 kw. Transmitter: Address, Mt.
Wilson. Make, GE. Model, TF-5-A. Antenna: Make, GE. Type TY-29-F.
Heigh

OPERATION: Began Jan. 1, 1949. Hours, 10:00 a.m.-1:15 a.m.

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Eliot C. Lovett, Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Six studios (one 93x80x30 ft., one 108x71x30 ft., one 98½x80x23 ft., one 104x128x35 ft., one 58x45 ft., and one 23½x46 ft.). Sixteen RCA Image Orthicon camera chains. Two dual head slide rear screen projectors. Three RCA Iconoscope film cameras. Two Eastman I6mm, one RCA I6mm and two RCA 35mm film projectors. Two S&S Autoslide and one SVE slide projector. Baloptican opaque projector. Two RCA vans. One International 9 ft. van. One jeep unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: The Times-Mirror Co. (100%), publisher of Los Angeles Times and Mirror.

EXECUTIVES:

Norman Chandler, Pres. Richard A. Moore, Gen. Mgr. John R. Vrba. Com. Mgr. Robert Breckner, Prog. Dir. Edward Benham, Ch. Eng. Richard Woollen, Film Buy.

Jack O'Mara, Prom. & Merc. Mgr. Reavis Winckler, Pub. Dir. Leslie H. Norins, Loc. Sls. Mgr. Val Conte, Sls. Serv. Coordinator George Ruby, Controller

RATE INFORMATION: Class A one hour Live \$1,400. Minute spot Live \$290. Frequency discounts from 5% for 13 times up to 22½% for 312 times. Rate Card No. 6.

MARKET INFORMATION:

		0 5	Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population			6,082,216
Families in area			2,207,405
No. of Sets (June 1)		1,851,810	2,056,581
Retail Sales			\$7,169,691,000
Income per Family	\$3,579		

MODESTO

(Stanislaus County)

KTRB-TV

(Target Date, Not Set)

LICENSEE: KTRB Broadcasting Co. Address: Bax 593.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural II kw. Transmitter: Address, Norwegian Ave. & Coffee Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 300 ft. Above ground 328 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, KTRB.

REPRESENTATIVES:.. Washington Attorney, Eliot C. Lovett. Consulting Engineer, George E. Gautney.

PRINCIPAL STOCKHOLDERS: William H. Bates Jr., president-treasurer (80%), and Margie W. Cleary, secretary (20%).

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MONTEREY

(Monterey County)

KMBY-TV

Total

LICENSEE: The Monterey Radio-Television Co. Address: 468 Calle Principal. Phone: 2-4541.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 10 kw, Aural 5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Baldy Peak, Monterery County. Make, RCA. Antenna: Make, RCA. Type 6-bay. Height, Above average terrain 2,630 ft. Above ground 197 ft.

OPERATION: Began Sept. 11, 1953. Shares times with KSBW-TV Salinas.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KMBY.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr., Dallas.

SERVICES: One news studio. One main studio. Two RCA camera chains. Two RCA rear screen projectors. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Kenyon Brown, president (30%), also owns 331/3%, KWFT-TV Wichita Falls, Tex., and holds stock in KGLC Miami, Okla., and KBYC Oklahoma City; George Coleman Jr., vice president-secretary (30%); Harry M. (Bing) Crosby, vice president-treasurer (24%); S. M. Aston, vice president-assistant secretary (10%); and William Morrow (6%).

EXECUTIVES:

Kenyon Brown, Pres. S. M. Aston, Gen. Mgr. & Sls. Mgr. George Freeman, Ch. Eng. Bruce Arias, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
•	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	250,000	302,700	553,875
Families in Area	75,000	89,020	156,290
No. of Sets (June 1)	15,000	45,000	60,000
Retail Sales	\$358,270,000	\$359,330,000	\$617,600,000
Income Per Family	\$ 5,726	\$ 6,284	\$ 5,858

SACRAMENTO

(Sacramento County)

KBIE-TV

(Target Date, Not Set)

LICENSEE: John Poole Broadcasting Co. Address: Security Bank Bldg., Long Beach, Calif.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 107 kw. Transmitter: Address, on south bank of American River, about 1,500 ft. east of confluence of American and Sacramento Rivers. Make, GE. Antenna: Make, GE. Height, Above average terrain 514.2 ft. Above ground 538.5 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, T & T Radio Measurements Co., Long Beach.

PRINCIPAL STOCKHOLDERS: John H. Poole is sole owner. He also owns KBIG Avalon, KBIC-TV Los Angeles, and KBIF and KBID-TV Fresno.

EXECUTIVES:

John H. Poole, Pres. & Gen.

Thornton N. Chew, Dir. of Engng. & Oper.

KCCC-TV

LICENSEE: Capital City Tv Corp. Address: Senator Hotel. Phone: Gilbert-3-4843.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 93.3 kw. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: Address, Garden Highway. Make, RCA Driver; GE Amplifier. Model RCA-TTU-1B; GE-4TF8A1. Antenna: Make RCA Type TFU24B. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Began Sept. 30, 1953. Hours 10:30 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (36x52 ft. and 20x25 ft.). Two RCA TK30A camera chains. One rear screen projector. One RCA TK20A film camera. Two RCA TP16E film projectors. Two Selectroslide slide projectors. One composite slide machine. One mobile unit equipped for two-camera operation and field microwave. News Service, UP.

SACRAMENTO (Cont.)

KCCC-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Harry W. McCart, president (50%), Ashley L. Robison, secretary-treasurer (50%).

EXECUTIVES:

Harry W. McCart, Pres. Ashley L. Robison, Gen. Mgr. Malcolm O. O'Mara, N. Y. Mgr. George E. Ledell Jr., Los Angeles Mgr.

A. J. Richards, Nat. Sls. Mar. John J. Kehoe, Loc. Sls. Mgr. John E. Edwards, Prog. Dir. Paul E. Leake, Ch. Eng.

IRATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$97.50, Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	618,200	200,000	818,200
Area in Square Miles			40,516
No. of Sets (June 1)		***************************************	100,000
Retail Sales		***************************************	000,000,108
Income per Family		***************************************	\$6,025
Income per Capita			\$2,003

SALINAS

(Monterey County)

KSBW-TV

LICENSEE: Salinas Broadcasting Corp. Address: 238 John St. Phone: Salinas 2-6422.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 10 kw, Aural 5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address: Mt. Toro, Salinas, California. Make, RCA. Model, TT-2AH. Antenna: Make, RCA. Type, TF6A1. Height, Above average terrain 2,630 ft. Above ground 197 ft.

OPERATION: Began Sept. 11, 1953. Shares time with KMBY-TV Monterey, Calif. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, NBC, DuMont. Station, AM, KSBW.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Krieger & Jorgensen. Los Angeles Attorney, John P. Hearne. Consulting Engineer, Robert L. Hammett, San Francisco.

SERVICES: Two studios (60x80 ft. and 50x50 ft.). Two RCA TK31A camera chains. One RCA Iconoscope TR20A film camera. Two RCA 16D film projectors. One Gray 3A slide projector. One film processing unit. One

PRINCIPAL STOCKHOLDERS: John C. Cohan (50%) and W. M. Oates (50%). EXECUTIVES:

John C. Cohan, Pres. & Gen. Mgr. W. M. Oates, Com. Mgr. Orbie Sullivan, Asst. Mgr.

Neal Edmondson, Prog. Dir. George A. Freeman, Čh. Eng. Pag Miner, Film Buy.

Total

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	438,320	2.431,550	2,674,705
Families in Area	129,068	769,230	846,153
Area in Square Miles	14,160	20,096	22,434
No. of Sets (June 1)	74,250	419,089	460,998
Retail Sales	\$505,380,100	\$2,924,575,000	\$3,217,032,500
Income per Family	\$5,304	\$5,400	\$5,379
Income per Capita	\$1,560	\$1,778	\$1,692

BROADCASTING • TELECASTING

SAN DIEGO

(San Diego County)

KFMB-TV

LICENSEE: Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave., San Diego. Phone: Belmont 2-2114.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 54 kw, Aural 27 kw. Transmitter: Address, Mt. Soledad. Make, GE. Model TT-6D. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 750 ft. Above ground 284 ft.

OPERATION: Began May 16, 1949. Hours, 6:30 a.m.-11:45 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KFMB.

REPRESENTATIVES: Sales, Edward Petry & Co. Inc. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, George C. Davis.

SERVICES: Two studios (70x30 ft. and 40x20 ft.). Four DuM. TA-124E camera chains. Two GE film cameras. Two Eastman film projectors. One GE Balopticon opaque projector. Two film processing units. One mobile unit. One newsreel truck. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: J. D. Wrather Jr., president-director (38.89%); holds permit for WJDW (TV) Boston; Maria Helen Alvarez, vice presidentdirector (38.89%) and Edward Petry & Co. (22.22%).

EXECUTIVES:

J. D. Wrather, Pres. Helen Alvarez, Vice Pres. George Whitney, Gen. Mgr. Robert B. Hoag, Com. Mgr.

Bill Fox, Prog. Dir. & Film Buy. Charles F. Abel, Ch. Eng. Wm. A. Houser, Prom. Mgr. Paul W. White, Exec. News Dir.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from $2\frac{1}{2}\%$ for 26-51 times up to 15% for 312 times. Rate Card No. 8.

MARKET INFORMATION:

Grade A (FCC Contour); Population, 720,600; Families in Area, 240,600; No. of Sets (June 1), 214,771; Retail Sales, \$775,097,000; Income per Family, \$5,481; Income per Capita, \$1,828.

KFSD-TV

LICENSEE: Airfan Radio Corp. Ltd. Address: U. S. Grant Hotel, 326 Broadway. Phone: Cypress 8-7151.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 178 kw. Operating Pow.: Visual 63 kw, Aural 36 kw. Transmitter: Address, Mt. Soledad. Make, RCA. Model TTIOAH. Antenna: Make, RCA. Type TF6A1. Height, Above average terrain 700 ft. Above ground 223 ft.

OPERATION: Began Sept. 13, 1953. Hours, 9:45 a.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Stations, AM, KFSD. FM, KFSD-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Hogan & Hartson. Consulting Engineer, George C. Davis.

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SAN DIEGO (Cont.)

KFSD-TV (Cont.)

SERVICES: Two studios (30x35 ft. and 35x48 ft.). Two TKIIA and one TK31A camera chains. One RCA TK20D film camera. Two RCA TP6A film projectors. One Gray Dual slide projector. One RCA Flying Spot TK3A scanner. RCA special effects.

PRINCIPAL STOCKHOLDERS: Thomas E. Sharp (66%) and TBC Television (33%). Charles E. Salik has option to buy 50% of Mr. Sharp's interest.

EXECUTIVES:

Thomas E. Sharp, Ch. Own., Pres. & Gen. Mgr. John C. Merino, Mgr. Leon Papernow, Tv Sls. Mgr. John Clement, Prog. Dir. Leroy Bellwood, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$500. Minute spot Film \$100. Rate Card No. 2.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	681,900	454,000	900,800
Families in Area	21,309	141,081	281,500
Area in Square Miles	1,124	1,276	2,400
Retail Sales (1952)	\$717,687,000	\$520,565,000	\$962,286,000
Income per Family		***	\$5,478
Income per Capita			\$1,655

KUSH (TV)

(Target Date, Not Set)

LICENSEE: Elliot L. Cushman. Address: 13th & Broadway.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw.
Transmitter: Address, Mt. Soledad. Make, RCA. Antenna: Make, RCA.
Height, Above average terrain 810 ft. Above ground 250 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Elliot L. Cushman is 62½% owner and general manager of San Diego Shopping News and 95% owner of Southwest Color Press.

XETV (TV) (TIJUANA)

(For full listing see Foreign Stations)

LICENSEE: Radio Television, S. A. Transmitter & Studio Address: P. O. Box 121, Tijuana. Sales & Administrative Office: Bay City Television, 4229 Park Blvd., San Diego. Phone: Cypress 8-7191.

SAN FRANCISCO

(San Francisco County)

KBAY-TV

(Target Date, Not Set)

LICENSEE: Lawrence A. Harvey. Address: 19200 S. Western Ave., Torrance Calif. Phone: Nevada 6-2111.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: Address, Mt. Sutro. Make, RCA. Model TTU-10A. Antenna: Make, RCA. Type TFU 12 BL. Height, Above average terrain 1,070 ft. Above ground 370 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Attorney, Joseph Brenner, Beverly Hills, Calif. Consulting Engineer, Western Television Consultants, Pasadena, Calif.

SERVICES: Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two Gray scanners. One Gray Telop opaque projector. One mobile unit.

PRINCIPAL STOCKHOLDERS: Mr. Harvey is a manufacturer of aluminum products.

EXECUTIVES: Harold W. Jury, Dir. of Tv Opns.

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KGO-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 277 Golden Gate. Phone: Underhill 3-0077.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 160 kw, Aural 80 kw. Transmitter: Address, Mount Sutro. Make, GE. Model TT-23A. Antenna: Make, GE. Type TY-29-H. Height, Above average terrain 1,210 ft. Above ground 517 ft.

OPERATION: Began May 1949. Hours, 11:30 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Stations, AM, KGO. FM, KGO-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Inc. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 40x45 ft. and one 60x100 ft.). One announce booth. Ten RCA studio-field camera chains. Two RCA film cameras. Two RCA TP-6, one RCA TP16 and one RCA TP35 film projectors. Two Spindler & Sauppe 2x2 in. and one GE Baloptican slide projector. One GE Baloptican opaque projector. One mobile unit with three RCA cameras.

PRINCIPAL STOCKHOLDER: American Broadcasting-Paramount Theatres owns and operates WABC-AM-FM-TV New York; WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit and KABC-AM-FM-TV Los Angeles. AB-PT also owns 50% of WLS Chicago.

EXECUTIVES:

Leonard H. Goldenson, Pres., AB-PT Robert E. Kintner, Pres. (ABC Div.) Robert H. O'Brien, Exec. Vice Pres. (ABC Div.) Amos Baron, Gen. Mgr. David Sacks, Com. Mgr. Russ Baker, Prog. Dir. Harry Jacobs, Ch. Eng. Robert Mitchell, Film Buy. Jon Barkhurst, Prom. Mgr. Ed Smith, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$1,100. Minute spot Live \$220. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: Total (Including fringe area.) No of Sets (June I). 950,130.

KPIX (TV)

LICENSEE: KPIX Inc. Address: 2655 Van Ness Ave. Phone: Prospect 6-5100.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Television Center, Mt. Sutro. Make, GE. Model TT10A/22A. Antenna: Make, GE. Type, Batwing. Height, Above average terrain 1,140 ft. Above ground 529 ft.

OPERATION: Began Dec. 22, 1948. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, The Katz Agency.

SERVICES: Three studios (A-40x68 ft., B-29x43 ft., C-14x25 ft.). Six RCA TK10 camera chains. One composite rear screen projector, Two RCA TK20C film cameras. Two RCA film projectors. Two Spindler & Sauppe selectroslide projectors. Two Eastman slide projectors. One Gray Telop opaque projector. One RCA equipped mobile unit. News Service, INS. Library, World.

PRINCIPAL STOCKHOLDER: WBC is a subsidiary of Westinghouse Electric Corp., owns WBZ-AM-FM-TV Boston, KYW and WPTZ (TV) Philadelphia, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, WOWO Fort Wayne, and KEX-AM-FM Portland, Ore.

EXECUTIVES:

Chris Witting, Pres. Joseph E. Baudino, Exec. Vice Pres. Philip G. Lasky, Gen. Mgr. Lou Simon, Com. Mgr.

A. E. Towne, Ch. Eng.R. W. Wassenberg, Prog. Dir.& Film Buy.Herb Bachman, Prom. Mgr.

RATE INFORMATION: Class AA one hour Live \$1,250. Film \$1,250. Minute spot Live \$260, Film \$260. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	2,973,000	819,000	4,161,500
Families in Area	959,120	253,520	1,323,310
Area in Square Miles	6,988	5,37 4	27,213
No. of Sets (June 1)	755,910	157,7 4 0	970,180
Retail Sales	\$3,728,384,000	\$1,043,325,000	\$5,197,976,000
Consumer Income per Fa	mily \$ 6,322	\$ 5,530	\$ 5,945

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



SAN FRANCISCO (Cont.)

KRON-TV

LICENSEE: Chronicle Pub. Co. Address: 929 Mission St. Phone: Garfield

FACILITIES: Ch. 4. Auhorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, San Bruno Mountain. Make, RCA. Model TT5A/TT25AL. Antenna: Make, RCA. Type TFS-6B4. Height, Above average terrain 1,310 ft. Above ground 200 ft.

OPERATION: Began Nov. 15, 1949. Hours, 8:15 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Station, FM, KRON-FM.

REPRESENTATIVES: Sales, Free & Peters. Attorney John Hearne. Consulting Engineer, Robert L. Hammett.

SERVICES: Three studios (one 60x40 ft., one 20x12 ft. and one 40x80 ft.). Three RCA TK11A and five RCA TK30 camera chains. One Bodde rear screen projector. Two RCA TK20A film cameras. Two Eastman and two RCA film projectors. Three RCA TP3B slide projectors. One Projectall opaque projector. One remote truck with small studio, microwave facilities and Back Zoomar.

PRINCIPAL STOCKHOLDERS: Chronicle Pub. Co. is publisher of San Francisco Chronicle, also owns $971/_3\%$ of KBAK-AM-TV Bakersfield, Calif.

EXECUTIVES:

Charles Thieriot, Gen. Mgr. Harold P. See, Sta. Mgr. Norman Louvau, Şls. Mgr. & Film Buy. Douglas Elleson, Prog. Mgr. J. L. Berryhill, Ch. Eng.

RATE INFORMATION: Class AA one hour Live \$1,300, Film \$1,300. 20 second spot Live \$275, Film \$275. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population Families in Area	2,840,700 947,400	1,000,400 318,600	4,219,500 1,382,400
No. of Sets (June 1) Retail Sales	\$3,514,443,000	\$1,193,488,000	975,000 \$5,109,861,000
Income per Family Income per Capita	\$6,252 \$2,104	***************************************	A44447

KSAN-TV

LICENSEE: S. H. Patterson. Address: 1355 Market St. Phone: Market 1-8171.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 46.8 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Mt. Sutro. Make, GE. Antenna: Make, GE. Type 5-bay Helical. Height, Above average terrain 1,080 ft. Above ground 372 ft.

OPERATION: Began April 6, 1954. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Station, AM, KSAN.

REPRESENTATIVES: Sales, McGillvra. Washington Attorney, Reed T. Rollo.
Consulting Engineer, Radio Engineering Co.

SERVICES: One studio (15x30 ft.). Four GE camera chains. One GE Iconoscope film camera. Two Holmes film projectors. One GE 21/4x31/4 slide projector and one selectroslide 2x2 in. slide projector. One GE opaque projector. One composite film processing unit. Two mobile units with up to four cameras. Sound-on-film motion picture cameras for remotes.

PRINCIPLE STOCKHOLDER: S. H. Patterson.

EXECUTIVES:

S. H. Patterson, Own. & Pres. Norwood J. Patterson, Gen. & Com. Mgr. & Film Buy.

Herm Falk, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$225. Minute spot Live \$18. Frequency discounts. Rate Card No. I-B.

KQED (TV)* (BERKELEY)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 1225 Fallon St., Oakland. (For full listing see Berkeley, Calif.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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SAN JOSE

(Santa Clara County)

KQXI (TV)

(Target Date, Not Set)

LICENSEE: Standard Radio & Television Co. Address: 702-10 Commercial Bldg.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 100 kw. Transmitter: Address, Peak Loma Prieta. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 2,770 ft. Above ground 273 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: A. T. Gilliland, president (17%), Patrick H. Peabody, vice president (8.5%), Fred J. Fletcher, secretary (6%), Roy M. Butcher (10%).

SAN LUIS OBISPO

(San Luis Obispo County)

KVEC-TV

LICENSEE: Christina M. Jacobson & Leslie H. Hacker, tr/as Valley Electric Co. and Stations KVEC & KVEC-TV. Address: 787 Higuera St. Phone: San Luis Opispo 1100.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.9 kw. Operating Pow.: Visual 16 kw, Aural 8.9 kw. Transmitter: Address. Los Padres National Forest. Make, DuMont. Height, Above average terrain 1,263 ft. Above ground 140 ft.

OPERATION: Began May 25, 1953. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, DuMont. Station, AM, KVEC.

REPRESENTATIVES: Sales, W. S. Grant Co. Inc. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (40x70 ft. and 40x35 ft.). One DuM. camera chain. One RCA film camera. Two Holmes film projectors. One DuM. slide projector. Mobile unit. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Christina M. Jacobson (667/3) and Leslie H. Hacker (331/3%).

EXECUTIVES:

Christina M. Jacobson, Pres.
Les Hacker, Gen. Mgr.
Si Darrah, Com. Mgr.
Robert S. Wilton, Prog. Dir. & Film
Buv.

James Cochran, Ch. Eng.
Ted Warner, Dir. of Prod.
Ted Davies, Sports & Spec. Events.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50.

MARKET INFORMATION:

MACE IN CAMPATION.	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	192,721	324, 4 97	517,218
Families in Area	54,223	118,164	172,387
Area in Square Miles	2,500	5,600	8,100
No. of Sets (June 1)	27,318	. 40,468	67,786
Retail Sales	\$170,841,000	\$330,810,000	\$501,651,000

SANTA BARBARA

(Santa Barbara County)

KEYT (TV)

LICENSEE: Santa Barbara Broadcasting & Television Corp. Address: 730 Miramonte Dr. Phone: Santa Barbara 5-8533.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 730 Miramonte Dr. Make, RCA. Model TTIOAL. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 3,010 ft. Above ground 201 ft.

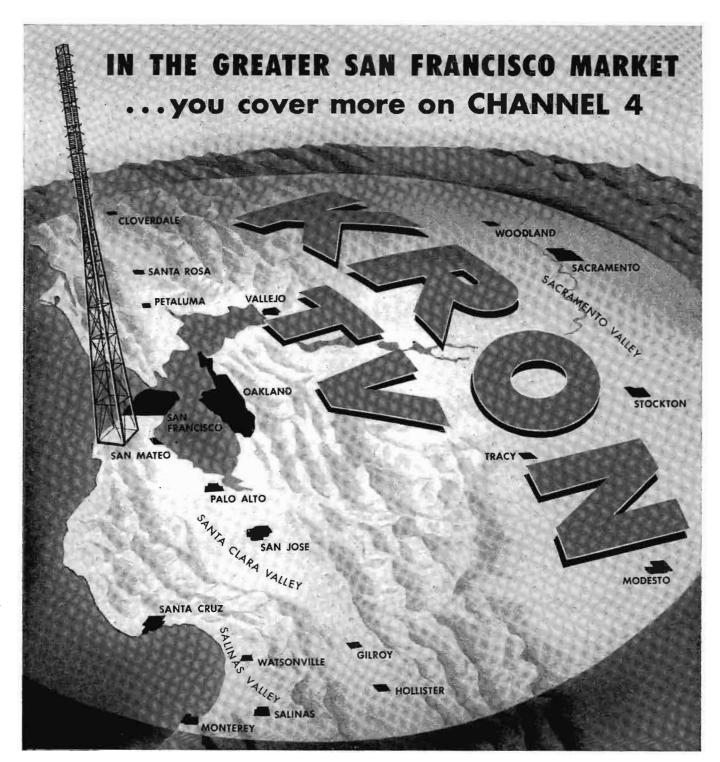
OPERATION: Began July 26, 1953. Hours, 1:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuMont.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, Seymour F. Johnson.

SERVICES: One studio (52x52x52 ft.) Two TKII RCA studio cameras. Two TK20D RCA film cameras. Two Eastman 16mm film projectors. Two Spindler & Sauppe slide projectors. Processing equipment for 16mm film.

PRINCIPAL STOCKHOLDERS: Harry C. Butcher (13.2%), Colin M. Selph (18.5%), Cecil I. Smith (10.8%), Alvin C. Weingand (3.7%), C. H. Jackson Jr. (26.2%), Arthur Marquette (9.2%), Ronald Colman (9.2%), P. M. Hamilton (6.2%), Mr. Butcher owns KIST Santa Barbara.



KRON-TV COVERS THIS BIG MARKET...

- With a population of 3,600,000
- Spending 4 1/2 billion dollars annually on retail purchases
- The eighth largest in set ownership

... SO COVER MORE ON **CHANNEL 4**

FREE & PETERS, INC. . NATIONAL REPRESENTATIVES

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs



SANTA BARBARA (Cont.)

KEYT (TV) (Cont.)

EXECUTIVES:

Colin M. Selph, Pres. & Gen. Mgr. J. G. Hoyt, Comptroller R. Hill Carruth, Reg. Sls. Mgr. Russell L. Furse, Opr. Dir.

Lloyd Jones, Ch. Eng. Mary Ann Casey, Prog. Sup. Joe Costantino, Prom. Mgr.

Tatai

RATE INFORMATION: Class A one hour Live \$400. Rate Card No. 2. MARKET INFORMATION:

			Тотаг
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	525,900	1,358,593	1,884,493
Families in Area	155,500	421,159	576,659
No. of Sets (June 1)	115,180	328,692	443,872

STOCKTON

(San Joaquin County)

KOVR (TV)

(Target Date, Sept. I, 1954)

LICENSEE: Television Diablo Inc. Address: 225 E. Miner Ave. Phone: Howard 6-6981.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Box 697, Walnut Creek. Make, RCA. Model TT25BH. Antenna: Make, RCA. Type, TF12BH. Height, Above average terrain 3,244 ft. Above ground 398 ft.

OPERATION: Target date, Sept. 1, 1954.

REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, Loucks, Zias, Young & Jansky.

SERVICES: Two studios (63x40 ft. and 48x40 ft.). Five RCA TK31A camera chains. Two RCA Vidicon film cameras. Two Eastman 16 mm film projectors. Two Spindler & Sauppe 2x2 in. and one GE 31/4x4 in. slide projectors. One mobile unit.

PRINCIPAL STOCKHOLDERS: H. Leslie Hoffman, president (64.5%); Orrin H. Brown, vice president (4.95%); W. W. Eitel, vice president (4.95%); J. A. McCullough, vice president (4.95%). Same principals own KSBR (FM) San Bruno, Calif. Mr. Hoffman is president of Hoffman Radio Co., manufacturer of radio and tv receivers. Messrs. Eitel and McCullough are principals of Eitel-McCullough Inc., manufacturer of power tubes.

EXECUTIVES:

H. L. Hoffman, Pres.
A. E. Joscelyn, Gen. Mgr.
Joseph E. Fisher, Com. Mgr.
William Hollenbeck, Prog. Dir. &
Film Buy.

Stanton D. Bennett, Ch. Eng.
Robert L. O'Brien, Sls. Prom. &
Pub. Rel. Mgr.
P. H. Rempel, Controller

RATE INFORMATION: Class A one hour live \$700. Film \$700. Minute spot live \$150. Film \$150. Frequency discounts from 21/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total: Population, 4,282,500; Families in Area, 1,403,-300; No. of Sets (June I) 943,705; Retail Sales, \$5,196,812,000; Buying Income, \$8,235,714,000.

KTVU (TV)

LICENSEE: San Joaquin Telecasters. Address: Clark Hotel. Phone: Stockton 4-3243.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Sutter & Market Sts. Make, GE. Model TT25A. Antenna: Make, GE. Type TY23D. Height, Above average terrain 1,630 ft. Above ground 120 ft.

OPERATION: Began Dec. 15, 1953.

AFFILIATION: Network NBC. Station, AM, KSTN.

REPRESENTATIVES: Sales, George P. Hollingbery. Attorney, Norman Jorgensen; John Hearne, Pacific Coast. Consulting Engineer, Robert Hammett, San Francisco.

PRINCIPAL STOCKHOLDERS: Browen Industries (100%) is owner of Fontana (Calif.) Herald News, La Mesa (Calif.) Scout and Richmond (Calif.) Independent.

EXECUTIVES:

Warren Brown Jr., Pres.

David M. Greene, Mgr.

MARKET INFORMATION: (Total Including Fringe Area): Population, 850,000; No. of Sets (June 1), 110,000.

TULARE

(Tulare County)

KVVG (TV)

LICENSEE: Sierra Bostg. System Inc. Address: 1385 E. Tulare. Phone: 6-3481.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 148 kw.

Operating Pow.: Visual 282 kw, Aural 148 kw. Transmitter: Address,
Eshom Point. Make, GE. Model TT25A. Antenna: Make, GE. Type
TY25C. Height, Above average terrain 820 ft. Above ground 147 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. I. For full list of abbreviations and sources of county and state market data see Foreword.

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OPERATION: Began Nov. 16, 1953. Hours, 1:00 p.m.-12:30 .a.m

AFFILIATIONS: Network, DuMont. Stations, AM, KCOK.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Ron Oakley.

SERVICES: One studio (80x60 ft.). Two RCA TV 31A camera chains. One GE film camera. Two GE PF 5A film projectors. One Gray Telojector slide projector. One GE PF4A opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Byron S. Walters, 45%; Cordell W. Fray, 45%, Milton M. Fray 0.7%.

EXECUTIVES:

Sheldon Anderson, Pres. & Own.
Cordell Fray, Gen. Mgr. & Don Ferguson, Ch. Eng.
Film Buy.
Robert H. Hill, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$325. Minute spot Live \$65. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

			Total
,	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	600,000	1,200,000	1,500,000
Families in Area	210,728	411,200	500,000
Area in Square Miles	17,280	21,720	25,000
No. of Sets (June 1)	107,000	156,000	170,000
Retail Sales	\$561,006,000	\$962,000,000	\$1,465,295,000
Monthly Income per Fam	ily \$ 609.90	\$ 536	\$ 769
Monthly Income per Cap	ita \$ 152.40	\$ 134.15	\$ 192.20

COLORADO-

COLORADO MARKET INDICATORS

Total Population, July 1, 1953 Total Families, 1950 Total Urban Population, 1950	1,456,000 338,205 831,318
Total Rural Nonfarm Population, 1950 Total Farm Population, 1950 Employed in Nonagricultural Establishments, April	295,590 198,191
1954 Employed in Agriculture, 1950	$392,200 \\ 71,808$
Employed in Mining, April 1954	10,600
Employed in Manufacturing, April 1954	62,300
Employed in Construction, April 1954	23,900
Employed in Transportation & Public Utilities, April	40.400
1954	42,100
Employed in Wholesale & Retail Trade, April 1954	103,900
Employed in Finance, Insurance and Real Estate, April	17.700
Employed in Service & Miscellaneous, April 1954	17,700 50,800
Employed in Government Service, April 1954	80,900
Retail Sales, 1953\$	1 600 011 000
Bank Assets, Jan. 1, 1954\$	1,500,411,000
Bank Deposits, Jan. 1, 1954 \$	1,431,038,000
Major Income Sources, 1952: Agriculture 11.0%; Govern	1,401,000,000
21.0%; Manufacturing Payrolls 10.8%; Trade and	
26.7%.	Set vice
Total Income Payments, 1952 \$	2,316,000,000
Per Capita Income, 1952\$	1,618
Total Internal Revenue Collections, 1953\$	727,401,548
Average Weekly Earnings Manufacturing Workers,	121,102,010
April 1954\$	71.82
Cash Receipts from Farm Marketing, 1953	523,257,000
Government Payments to Farmers, 1953 \$	10,344,000
Value of Mineral Production, 1951 \$	179,434,000
Total New Construction in 1952 \$	408,500,000
New Private Construction in 1952 \$	260,000,000
New Public Construction in 1952\$	148,500,000
Motor Vehicle Registration, 1953	648,641
Number of Telephones, Jan. 1, 1954	516,000
Number of Electrical Connections, Jan. 1, 1954	470,267

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

Number of Gas Utilities Connections, 1953.....

COLORADO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	40,234	\$26,584	\$5,867	\$ 866	10,810	78%
Alamosa	10,531	14,725	2,892	432		
Araphahoe	52,125	62,988	21,168	2,780	11.050	57%
Archuleta	3,030	1,965	348	230		
Baca	7,964	12,636	2,884	443		
Bent		6,591	1,720	218		
Boulder		60,390	14,552	1.966	7.350	44%
Chaffee	7,168	7,311	1.910	170	280	12%
Cheyenne	3,453	4,178	749	125		70
Clear Creek	3,289	3,485	788	141	170	14%
Conejos	10,171	4.745	1.142	157		70
Costilla	0.00	1.623	360	91		
Crowley	E 000	4,287	938	155	360	26%
Custer	4 550	762	216	43	70	12%
Delta	17,365	14,389	3,312	400		

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS)
	1950	1953 (\$000)	1953 (\$000)	1953 (\$000)	1954	1954
Denver	415,786	696,492	127,050	27,560	97,220	62%
Dolores	1,966	1,322	420	59		/0
Douglas	3,507	2,162	552	97	140	12%
Eagle	4,488	2,947	865	118	160	15%
Elbert	4,477	2,937	647	155	120	12%
El Paso	74,523	98,898	21,321	4,597	9,900	33%
Fremont	18,366	14,529	3,452	485	700	12%
Garfield	11,625	13,776	3,062	560		
Gilpin	850	351	140	30	30	15%
Grand	3,963	5,643	676	360	150	15%
Gunnison	5,716	6,373	1,612	200		
Hinsdale	263	129	50	34		
Huerfano	10,549	7,045	1,833	181	*:::	::::
Jackson	1,976	1,451	403	86	110	15%
Jefferson	55,687	52,299	14,577	2,384	15,990	73%
Kiowa	3,003	3,282	755	121		
Kit Carson	8,600	13,969	2,163	562		::::
Lake	6,150	6,064	1,539	253	220	12%
La Plata	14,880	15,192	3,204	444		
Larimer	43,554	53,424	11,639	1,830	7,920	52%
Las Animas	25,902	17,466	5,127	422	940	100
Lincoln	5,909	9,458	1,431	404	240	13%
Logan	17,187	23,834	3,989	515	1,280	25%
Mesa	38,974 698	45,475 407	10,036 141	1,365 31		• • • •
Mineral Moffat	5.946	10.899	2,495	397		
	9,991	11,732	2,495	508		
Montezuma Montrose	15,220	13.064	2,762	361		
	18,074	23,727	4.038	654	1.280	24%
Morgan Otero	25,275	24,776	5,692	738	2.110	26%
Ouray	2.103	1.251	354	146	-,	20 /0
Park	1.870	1.468	258	84	50	12%
Phillips	4.924	7,792	1,273	289	380	25%
Pitkin	1.646	1,374	353	65		20 /6
Prowers	14,836	26.513	3.769	1.180		
Pueblo	90,188	106.057	23,744	2,450	14.050	48%
Rio Blanco	4,719	7,148	2,026	435	,	70
Rio Grande	12,832	11,289	2,334	417		
Routt		7,335	1.567	330		
Saguache		4,533	721	178		
San Juan		866	244	87		
San Miguel		1,305	528	89		
Sedgwick	5,095	6,708	1,295	252	380	25%
Summit	1,135	505	158	40	60	15%
Teller		2,021	544	99	70	12%
Washington		8,420	2,107	265	600	25%
Weld	67,504	75,192	14,039	1,795	10,910	54%
Yuma	10,827	12,652	2,199	494	880	25%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

COLORADO SPRINGS

(El Paso County)

KKTV (TV)

LICENSEE: Tv Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 132 kw. Operating Pow.: Visual 45 kw, Aural 22.5 kw. Transmitter: Address, Cheyenne Mountain. Make, DuMont. Model, Oak. Antenna: Make, RCA. Type 12-AH. Height, Above average terrain 1,760 ft. Above ground 223 ft.

OPERATION: Began Dec. 7, 1952. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KVOR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (each 60x30 ft.). Two DuM. camera chains. One Composite rear screen projector. One RCA Iconoscope film camera. Two RCA film projectors. One Dual Gray slide projector. One Composite film processing unit. One Composite mobile unit. News Service, UP. Library, Official Film.

PRINCIPAL STOCKHOLDERS: Voice of the Rockies Inc., also licensee of KVOR (50%) and Colorado Broadcasting Co. Inc. also licensee of KGHF Pueblo, Colo., (50%).

EXECUTIVES:

James D. Russell, Pres. & Gen. Mgr. Robert D. Ellis, Vice Pres. & Nat. Sls. Mgr. William Rodgers Jr., Com. Mgr. Cecil Seavey, Prog. Dir. Vince Hostetler, Prod. Mgr. Carl Pehlman, Film Editor H. Cozine Strang, Trans. Sup. Willis C. Shanks, Studio Sup.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$52, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

BROADCASTING • TELECASTING

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	241,200	125,100	970,300
Families in Area	73,850	37,300	315,900
Area in Square Miles	12,861	10,827	8,119
No. of Sets (June 1)	39,057	15,481	199,619
Retail Sales	\$250,216,000	\$113,037,500	\$1,160,514,500
Income per Family	\$4,383	\$4,029	\$4,356
Income per Capita	\$1,294	\$1,220	\$1,314

KRDO-TV

LICENSEE: Pikes Peak Broadcasting Co. Address: 399 S. 8th St. Phone: Melrose 2-1515.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.8 kw. Operating Pow.: Visual 11.5 kw, Aural 5.8 kw. Transmitter: Address, 399 S. 8th St. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type TF6A-I. Height, Above average terrain minus 630 ft. Above ground

OPERATION: Began Sept. 21, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, NBC. Station, AM, KRDO.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Washington Attorney, Geo. O. Sutton. Consulting Engineer, James C. McNary.

SERVICES: Two studios (18x30 ft. and 40x60 ft.). One RCA TK-11-A camera chain. One RCA TK-200 film camera. Two RCA TP-16-C film projectors. One Gray scanner. News Service, UP. Library, Unity, Snader.

PRINCIPAL STOCKHOLDERS: Joseph H. Rohrer (58%), William J. Gregory (34%) and Paul C. Crozier (8%).

EXECUTIVES:

Joseph H. Rohrer, Pres. & Gen. Mgr. & Film Buy. Harry W. Hoth, Com. Mgr. Jean Gitz, Prog. Dir. Herbert W. Schubarth, Ch. Eng. Paul C. Crozier, Bus. Mgr. Robert Fitzmorris, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$125. Minute spot Live \$30, Film \$25. Rate Card No. I.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	74,532	53,417	127,949
Families in Area	23,252	14,810	38,062
Area in Square Miles	900	7,100	8,000
No. of Sets (June 1)	5,000	7,500	12,500
Retail Sales	\$102,000,000	\$52,000,000	\$152,000,000
Income Per Capita	\$1,380		

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ZIV's SUNNY FUNNY TV FAMILY



LAUGH

AFTER LAUGH AFTER LAUGH!

See Pages 433, 434 & 435

DENVER

(Denver County)

KBTV (TV)

LICENSEE: Colorado Television Corp. Address: 1089 Bannock St. Phone: Tabor 5-6386.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 141 kw. Operating Pow.: Visual 282 kw, Aural 141 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model TT 25 BH. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 950 ft. Above ground 273 ft

OPERATION: Began Oct. 12, 1952. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (60x60 ft. and 40x60 ft.). Four RCA TK 31A camera chains. One Trans-Lux rear screen projector. Two TK 20C RCA film cameras. Two TP 16D RCA film projectors. Two Gray Telojector slide projectors. One Projectall opaque projector. News Services, INS, UP.

PRINCIPAL STOCKHOLDERS: W. D. Pyle, T. C. Ekrem, R. A. Galbasin, Charles Winocur, Max Goldberg, Steve Russell, Gail Ireland, W. J. Robinson, Joseph Sunshine, John D. McEwen, J. G. Dyer, Harry Goldberg, Jack Harris, Edward Hirschfeld, Askel Nielsen, Maurice Robineau. Same interests own KVOD Denver.

EXECUTIVES:

W. D. Pyle, Pres. Joseph Herold, Gen. Mgr. James Brown, Nat. Sls. Mgr. Mort Thorp, Loc. Sls. Mgr. S. R. Worsham, Prog. Dir. Russell Elias, Studio Sup. Carl Bliesner, Transmitter Sup. W. L. Murray, Film Buy. Ev Wren, Prod. Mgr. Loren Orr, Stage Mgr. Bill Michelsen, News Editor Bill Keene, Sports Dir.

RATE INFORMATION: Class A one hour Live \$450. Minute.spot Live \$90. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
opulation	700,000	800,000	900,000
re in Square Miles	5,398	10,840	*
lo. of Sets (June 1)	220,000		

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc. Address: 550 Lincoln St. Phone: Keystone 4-8281.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Buffalo Bill Highway, Lookout Mountain. Make, DuMont. Model, Series 9000. Antenna: Make, RCA. Type TF-6AL. Height, Above average terrain 780 ft. Above ground 201 ft.

OPERATION: Began July 18, 1952. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, DuMont.

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Three studios (one 35x45 ft., one 29x32 ft., and one 125x175 ft. with seating capacity of 2,000 persons). Three RCA two-camera field chains. One Television Specialty Co. rear screen projector. Two RCA film cameras. Two RCA 16mm, one Holmes and one RCA remote film projectors. One RCA turret scanner. One Multiscope opaque projector. One custom van mobile unit with two cameras. One Vugraph. News Service, UP. Library, Snader.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

DOMINANT in DEN BEAMING BETTER PROGRAMS from ATOP LOOKOUT MOUNTAIN with **Top Shows from** ABC-TV and **Over 40 Top-Rated Syndicated Film Shows** plus ABC-TV The Finest in Loca Programming Contact Your Nearest Free & Peters Representative JOE HEROLD, Manager STUDIOS AND OFFICES: 1089 BANNOCK STREET DENVER, COLORADO TAbor 5-6386

DENVER (Cont.)

KFEL-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Eugene P. O'Fallon, president (97.86%), Joseph A. Myers, vice president (.17%) and Frank L. Bishop, secretary-treasurer (1.15%) and four others.

EXECUTIVES:

Eugene P. O'Fallon, Pres. & Gen. Mgr. Joseph A. Myers, Vice Pres. Frank Bishop, Secy.-Treas. & Dir. Bob Hart, Com. Mgr. Duncan Ross, Prog. Dir. Rhean Cunningham, Ch. Eng. Brad Robinson, Opr. Mgr. Tom Breen, Film Buy. Gene O'Fallon Jr., Prom. & Pub. Dir. Chet Goodfellow, Art Dir. Jack Swenson, News Dir.

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Live \$90, Film \$75. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rete Card No. 2.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	852,800	183,200	1,036,000
Families in Area	271,300	57,200	328,500
Area in Square Miles	15,316	12,098	27,414
No. of Sets (May I)			220,778
Retail Sales	\$1,034,287,000	\$208,614,000	\$1,242,901,000
Income per Family	\$4,838	\$4,693	\$4,765
Income per Capita	\$1,433	\$1, 44 6	\$1,439

KLZ-TV

LICENSEE: LTF Broadcasting Corp. Address: 131 Speer Blvd. Phone: Main 3-4271.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 110 kw, Aural 55 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model, TT-50-AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain, 1,010 ft. Above ground 285 ft.

OPERATION: Began Nov. I, 1953.

AFFILIATIONS: Network, CBS. Stations, AM, KLZ. FM, KLZ-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Cruetz, Garrison & Waldschmitt.

SERVICES: Two studios (each 45x48 ft.). Two RCA TK-11A and two RCA TK 30A camera chains. Bodde double head rear screen projector. Two RCA TK-20 film cameras. Two RCA TP-16E film projectors. One Gray Telojector slide projector. INS Projectall opaque projector. News Services, AP, UP, INS. Library, Capitol, Standard, World.

PRINCIPAL STOCKHOLDERS: LTF Inc. is a subsidiary of Time Inc., publisher of Time, Life and Fortune Magazines. Time Inc. also owns 50% of KOB-AM-TV Albuquerque, N. M., and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah.

EXECUTIVES:

Hugh B. Terry, Pres. & Gen. Mgr. Phil Hoffman, Sta. Mgr. Jack Tipton, Com. Mgr. Clayton Brace, Prog. Dir. & Film Buy. Eugene Jenkins, Tv Ch. Eng.

Wm. Witt, Film. Buy. Lewis Thomas, Prom. Jerre Wyatt, Prod. Carl Herzman, Farm Sheldon Peterson, News

Tatal

RATE INFORMATION: Class A one hour Live \$530, Film \$500. Minute spot Live \$110, Film \$100. Frequency discounts from 21/2% for 26 times up to 15% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	738,890	113,436	947,036
Families in Area	237,040	37,830	304,590
Area in Square Mile	s 15,702	10,500	30,551
No. of Sets (Nov. !	, 1953) 146,420	15,520	172,870
Retail Sales	\$915,234,000	\$131,828,000	\$1,156,541,000
Income per Family			\$4,957
Income per Capita	***************************************	***************************************	\$1,538

KOA-TV

LICENSEE: Metropolitan Television Inc. Address: 1625 California St. Phone: Main 3-6211.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type TF 6 BM 6-Section super turnstile. Height, Above average terrain 1,030 ft. Above ground 383 ft.

OPERATION: Began Dec. 24, 1953. Hours, 8:00 a.m.-12:00 midnight.

BROADCASTING • TELECASTING

AFFILIATIONS: Network, NBC. Stations, AM, KOA. FM, KOA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Mc-Kenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (34x48 ft. and 23x42 ft.). Two RCA TKIIA and two RCA TK31-A camera chains. One Trans Lux rear screen projector. Two RCA TR-20-D film camera. Two RCA TP-6 film projectors. One Gray telop opaque projector. One Gray telojector slide projector. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Class A stockholders are William Grant, 11.1%; Thomas Campbell, 7.5%; Quigg Newton, 7.1%, Hendrie & Bolthoff Co. 28.9% and 12 other stockholders. Class B stockholders are Bob Hope, 79.3%; James L. Saphier, 9.3% and three other stockholders. Both groups also have varying holdings of Class C stock.

EXECUTIVES:

William Grant, Pres.
Don Searle, Gen. Mgr. & Vice
Pres.
William F. MacChrystall, Com.
Mgr.

Jud Woods, Prog. Opr. Mgr. J. A. Slusser; Tech. Opr. Mgr. Van Haaften, Film Buy. James Butts, Sup., Tv Eng. Opr. Dick Harris, Prom. Mgr.

6 :

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$100, Film \$100. Frequency discounts from 21/2% for 26 times up to 15% for 312 times. Rate Card No. I.

MARKET INFORMATION:

(Total, Including Fringe Area): Population, 866,400; Families in Area, 268,500; Area in Square Miles, 14,427; No. of Sets (May I), 220,778; Retail Sales, \$1,164,798,000; Income per Family (Denver County only), \$5.569.

KRMA-TV*

(Target Date, 1954)

(* Non-Commercial Educational)

LICENSEE: School District and County of Denver. Address: 414 14th St.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: Address: 2.5 miles north of Golden, Colo. Make, GE. Antenna: Make, GE. Height, Above average terrain, 950 ft. Above ground 210 ft.

OPERATION: Target date 1954.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Members of the board of education and superintendent of schools.

GRAND JUNCTION

(Mesa County)

KFXJ-TV

LICENSEE: Western Slope Broadcasting Co. Inc. Address: Box 30. Phone: 1300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 1.29 kw, Aural .776 kw. Operating Pow.: Visual 1.29 kw, Aural .776 kw. Transmitter: Address, Hillcrest Manor. Make, Gates. Model, BTIA. Antenna: Make, GE. Type, TYI3C. Height, Above average terrain —10 ft. Above ground 343 ft.

OPERATION: Began May 30, 1954. Hours, 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, DuMont, NBC. Station, AM, KFXJ.

REPRESENTATIVES: Sales, Hal Holman Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 24x40 ft. and one 40x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16D film projectors. One Select slide projector. One Micrrecord film processing unit. Library, Standard.

PRINCIPAL STOCKHOLDERS: Rex Howell (71%), Laura Howell (24%), Ruth Howell (3%) and Marlene Jane Howell (2%). Mr. Howell also owns 51% KGLN Inc. Glenwood Springs, Colo.

EXECUTIVES:

Rex Howell, Pres. & Gen. Mgr. E. Anson Thomas, Com. Mgr. Ruth Howell, Prog. Dir. Cecil Whitchurch, Ch. Eng. Rick Krepela, Film Buy. & Prod. Dir.

RATE INFORMATION: Class A one hour Live \$168, Film \$120. Minute spot Live \$28.80, Film \$24. Rate Card No. !.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

GRAND JUNCTION (Cont.)

KFXJ-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	42,900	46,200	91,000
Families in Area	13,100	14,300	27,900
Area in Square Miles	2,827	7,854	15,400
Retail Sales	\$28,000,000	\$26,000,000	\$56,000,000
Income per Family	\$4,106	\$3,400	\$3,750
Income per Capita	\$1,254	\$1,100	\$1,144

PUEBLO

(Pueblo County)

KCSJ-TV

LICENSEE: Star Broadcasting Co. Address: 2226 Television Lane. Phone: Lincoln 4-5782.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 10.5 kw.
Operating Pow.: Visual 17.5 kw, Aural 10.5 kw. Transmitter: Address, 2226
Television Lane. Make, RCA. Model TT-5A. Antenna: Make, RCA.
Type 3 bay. Height, Above average terrain 400 ft. Above ground 490 ft.

OPERATION: Began June 1953. Hours, 1:30 p.m.-11:30 p.m.

AFFILIATIONS: Network, NBC. Station, AM, KCSJ.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Koteen & Burt. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (40x48x22 ft., and one 6x8 ft.). Two RCA camera chains.

One GE film camera. Two RCA 16mm film projectors. Projectall (two slides) slide projector. Two Projectall opaque projectors. Bus equipped for two field cameras. News Service, UP. Library, Telescriptions.

PRINCIPAL STOCKHOLDERS: Douglas D. Kahle (67%) and Robert L. Clinton (33%).

EXECUTIVES:

Douglas D. Kahle, Pres., Gen.
Mgr. & Film Buy.
Robert L. Clinton, Secy.-Treas. &
Com. Mgr.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$45.50, Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	120,400	137,500	375,400
Families in Area	35,100	44,200	108,700
No. of Sets (June 1)	20,490	20,530	44,340
Retail Sales	\$120,586,000	\$137,789,000	\$368,848,000

KDZA-TV†

LICENSEE: Pueblo Radio Co. Inc. Address: 3011 Elizabeth St. Phone: 1255.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw.
Transmitter: Address, 3011 Elizabeth St. Make, DuM. Model 7,000
Series. Antenna: Make RCA. Type Superturnstile. Height, Above ground
454 ft.

OPERATION: Began March 18, 1953. Hours 6:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM, KDZA.

REPRESENTATIVES. Sales, Joseph Hershey McGillrva Inc. Consulting Engineer, John Heffelfinger.

SERVICES: One studio (30x47 ft.). Two DuM. camera chains. One DuM. film camera. Two Holmes film projectors. One DuM. scanner. News Service, INS

PRINCIPAL STOCKHOLDERS: Zula Seaton (52%), Nina Ulrich (12%). Dee B. Crouch (16%) and Allen Penzoldt (20%).

EXECUTIVES:

Dee B. Crouch, Pres.-Gen. Mgr.

Bob Thompson, Prog. Dir. Jack Lundquist, Ch. Eng.

 \dagger KDZA-TV has suspended operation but has not returned its CP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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CONNECTICUT MARKET INDICATORS

Total Population, July 1, 1953
Total Families, 1950
Total Urban Population, 1950
Total Rural Nonfarm Population, 1950
Total Farm Population, 1950
Employed in Nonagricultural Establishments, April 1954
Employed in Amiguitum 1050
Employed in Agriculture, 1950 24,131
Employed in Mining, April 1954(See Footnote 1, Foreword)
Employed in Manufacturing, April 1954 424,400
Employed in Construction, April 1954
Employed in Transportation & Public Utilities, April
1954
Employed in Wholesale & Retail Trade, April 1954 150,200
Employed in Finance, Insurance and Real Estate, April
1954 43,100
Employed in Service & Miscellaneous, April 1954 83,300
Employed in Government Service, April 1954 72,600
Retail Sales, 1953\$ 2,865,751,000
Bank Assets, Jan. 1, 1954 \$ 3,977,920,000
Bank Deposits, Jan. 1, 1954
Major Income Sources, 1952: Agriculture 1.5%; Government
9.9% Manufacturing Payrolls 39.4%; Trade and Service
2.1%.
Total Income Payments, 1952 \$ 4,375,000,000
Per Capita Income, 1952
Per Capita Income, 1952 \$ 2,080 Total Internal Revenue Collections, 1953 \$ 1,226,096,412
Average Weekly Earnings Manufacturing Workers.
April 1954 \$ 71.10
Cash Receipts from Farm Marketing, 1953 \$ 178,162,000
Government Payments to Farmers, 1953 \$ 461,000
Value of Mineral Production, 1951
New Public Construction in 1952
Motor Vehicle Registration, 1953
Number of Telephones, Jan. 1, 1954
Number of Electrical Connections, Jan. 1, 1954 725,032
Number of Gas Utilities Connections, 1953

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

CONNECTICUT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1 9 54
Fairfield Hartford Litchfield Middlesex New Haven New London Tolland Windham	539,661 98,872 67,332 545,784 144,821 44,709	\$784,836 787,686 134,104 90,496 741,510 186,408 40,048 100,663	\$221,445 195,082 38,273 24,304 197,094 53,235 12,331 23,831	\$22,896 24,544 4,060 2,822 22,248 4,961 684 1,818	119,990 124,110 22,670 16,820 148,310 26,140 7,930 13,240	75% 73% 72% 82% 87% 60% 67%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

BRIDGEPORT

(Fairfield County)

WCTB (TV)*

(Target Date Not Set)

(*Non-Commercial-Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344.

FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address, Israel Putnam Memorial State Park. Make, GE. Antenna: Make, GE. Height, Above average terrain 610 ft. Above ground 492 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer, Craven, Lohnes & Culver.

WICC-TV

LICENSEE: Southern Connecticut & Long Island Television Co. Inc. Address: P. O. Box 9140. Phone: Amherst 8-1601.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, Trumbull, Conn. Make, Federal. Antenna: Make, Blaw-Knox. Height, Above average terrain 700 ft. Above ground 470 ft.

BRIDGEPORT (Cont.)

WICC-TV (Cont.)

OPERATION: Began March 29, 1953. Hours, 1:00 p.m.-11:15 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WICC.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios. One DuM. camera chain. One GPL film projector. One Federal slide projector. One Federal scanner. One Composite film processing unit. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is 60% owned by Bridgeport Bostg. Co. (WICC), which is 23.7% owned by Philip Merryman.

EXECUTIVES:

Philip Merryman Pres. & Gen. Mgr.

Manning Slater, Com. Mgr.

Alvin Andrus, Ch. Eng.

Wallace Dunlap, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40. Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 1.435,000; Families in Area, 453,180; No. of Sets (June 1), 72,500; Retail Sales, \$1,843,069,000; Income per Family, \$6,513; Income per Capita, \$1,907.

HARTFORD

(Hartford County)

WEDH (TV)*

(Target Date, Not Set)
(* Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw.
Transmitter: Address, West Poak State Park. Make, GE. Antenna: Make,
GE. Height, Above average terrain 780 ft. Above ground 99 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer, Craven, Lohnes & Culver.

WGTH-TV

(Target Date, Sept. 1, 1954)

LICENSEE: General-Times Television Corp. Address: 54 Pratt St. Phone: Jackson 7-9131.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw.
Transmitter: Address, Avon Mt. Make, GE. Model, TT-25-A. Antenna:
Make, GE. Type TY-24-B. Height, Above average terrain 640 ft. Above ground 291 ft.

OPERATION: Target date Aug. 15, 1954. Hours: 4:00 p.m.-11 p.m. AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WGTH.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney, Pierson & Ball. Consulting Engineer, I. B. Robinson.

SERVICES: Two GE camera chains. GE film camera. Two GE 16mm film projectors. Two Gray Telojector slide projectors. Gray Telop II opaque projectors. News Service, UP.

PRINCIPAL STOCKHOLDER: General Teleradio Inc. (55%), Hartford Times (Gannett Newspapers) (45%). For other holdings of General Teleradio and Gannett see Group Ownership.

EXECUTIVES:

Thomas F. O'Neil, Pres. Fred W. Wagenvoord, Gen. Mgr. John Kinsella, Com. Mgr.

John O. Downey, Prog. Dir. Rogers Holt, Ch. Eng. Daniel German, Film Buy

RATE INFORMATION: Class A one-hour Film \$350; Minute spot Film \$70. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

Grade A Total (FCC Contour) (Including Fringe Area) 1,210,000 1,954,000 Population Families in Area 349 800 566.300 \$1,472,000,000 Retail Sales \$2.311.000.000

WKNB-TV (NEW BRITAIN)

LICENSEE: The New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford. Phone: Adams 3-7511. (For full listing see New Britain, Conn.)

NEW BRITAIN

(Hartford County)

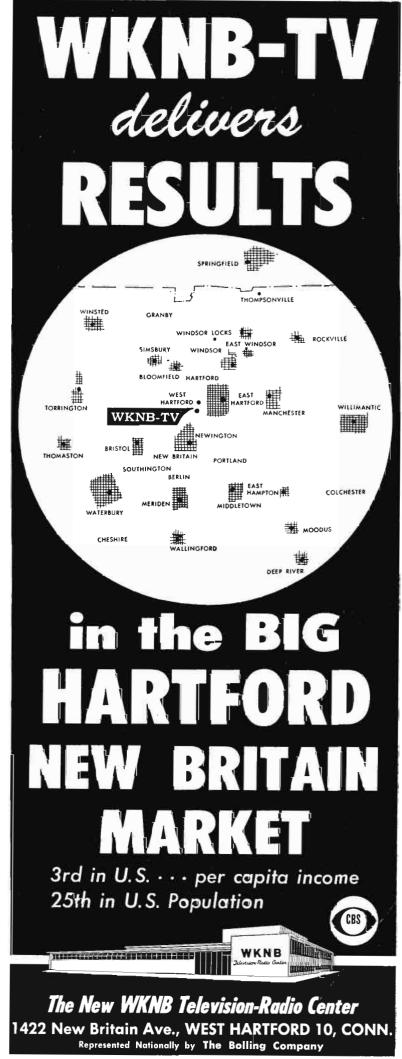
WKNB-TV (HARTFORD)

LICENSEE: The New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford 10, Conn. Phone: Adams 3-7511.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 155 kw, Aural 81.3 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Rattlesnake Mountain. Make, RCA. Model TTU-12A. Antenna: Make, RCA. Type TFU-21DL. Height, Above average terrain 970 ft. Above ground 545 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING . TELECASTING



NEW BRITAIN (Cont.)

WKNB-TV (Cont.)

OPERATIONS: Began Feb. 13, 1953. Hours: 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, CBS. Station, AM, WKNB.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 60x40 ft. and one 35x26 ft.). One RCA field camera. One RCA studio camera. Two RCA Iconoscope film cameras. Two RCA TP-16D film projectors. Two Spindler & Sauppe slide projectors. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Julian Gross (47.7%), Chester Bland (15.7%), Goodman Banks (10.3%), Lawrence Whitehead (3.3%) and Milton Conhaim (6.4%).

EXECUTIVES:

Julian Gross, Pres. Erwin Needles, Loc. Tv Sls. Mgr. Peter B. Kennedy, Exec. Vice Ralph Kanna, Prog. Dir. John Shipley, Ch. Eng. Pres. & Gen. Mgr. Philip B. Hale, Asst. Prog. Dir. Elliot Weisman, Film Dir. William H. Ray, Secy. & Comp. David Scott, Nat. Tv Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Live \$80, Film \$70. Frequency discounts from 21/2% for 26 times up to 25% for 312 times. Rate Card No. 2.

MAKKEI	INFORMATION:

Grade A	Grade B	(Including
(FCC Contour)	(FCC Contour)	Fringe Area)
1,218,176	304,544	1,522,720
340,080	85,020	425,100
2,339	585	2,924
147,200	36,800	184,000
\$1,327,535,549	\$331,883,888	\$1,659,419,437
\$ 6,443	\$ 5,627	\$ 6,252
\$ 1,852	\$ 1,737	\$ 1,811
	(FCC Contour) 1,218,176 340,080 2,339 147,200 \$1,327,535,549 \$6,443	(FCC Contour) (FCC Contour) 1,218,176 304,544 340,080 85,020 2,339 585 147,200 36,800 \$1,327,535,549 \$31,883,888 \$ 6,443 \$ 5,627

NEW HAVEN

(New Haven County)

WELI-TV

(Target Date, Not Set)

LICENSEE: Connecticut Radio Foundation Inc. Address: 221 Orange St. Phone: University 5-1133.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.2 kw. Transmitter: Address, Baldwin Dr. on top of West Rock Ridge. Make, GE. Antenna: Make, GE. Height, Above average terrain 560 ft. Above ground 334 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WELI.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Richard W. Davis, president (24.19%), Rudy Frank, vice president (3.88%), Edwin Schweitzer, vice president (7.12%) and Colony Broadcasting Corp. licensee of WBIB-FM New Haven (21.35%); William Horowitz, vice president (0.64%); John B. Grant, secretary (1.29%); William J. Falsey, treasurer (0.33%); Anna M. Costa, assistant secretary-treasurer (3.95%); Harris Iron & Metal Co. (3.23%); George R. Willis (2.59%), and Lewis D. Kennedy (1.29%).

WNHC-TV

LICENSEE: The Elm City Broadcasting Corp. Address: 1110 Chapel St. Phone: Spruce 7-3611.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Gaylord Mountain, Hamden, Cann. Make, RCA. Model TT50 AH. Antenna: Make, RCA. Type TF 12AH. Height, Above average terrain 712 ft. Above ground 330 ft.

OPERATION: Began June, 1948. Hours, 6:45 a.m.-1:15 a.m.

AFFILIATIONS: Network NBC, CBS, ABC, DuMont. Station, AM, WNHC. FM, WNHC-FM.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Caro W. Ray.

SERVICES: Two studios (42x28 ft. and 16x14 ft.). Four DuM. Image Orthicon camera chains. One Television Specialties Co. rear screen projector. Two DuM. Iconoscope film cameras. Three GE 16mm film projectors. One GPL 16mm slide projector. One Holmes 16mm film projector. One Super Projectall scanner. One telejector opaque projector. Houston 16mm reversal film processing unit. One Auricon 16mm sound camera. Two Bell & Howell 16mm cameras.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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PRINCIPAL STOCKHOLDERS: Aldo DeDominicis (41.67%), David K. Harris (11.11%), Mary G. Rogan (11.44%), Patrick J. Goode (7.89%), James P. Goode (11.22%), Vincent DeLaurntis (5.56%) and Eleanor G. Saunders (11.11%). Mr. DeDominicis owns controlling interest in Continental Enterprises Inc., which owns controlling interest in Central Connecticut Bostg. Co., owner and operator of WHAY New Britain.

EXECUTIVES:

Patrick J. Goode, Pres. Aldo DeDominicis, Gen. Mgr. &

Secy.-Treas. Edward D. Taddei, Exec. Vice

Edward C. Obrist, Sta. Mgr. J. Vincent Callanan, Com. Mgr. Vincent DeLaurentis, Ch. Eng. William G. Mulvey, Film Buy.

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$160, Film \$160. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

(Total) Population, 3,262,500; Families in Area, 960,900; No. of Sets (June I), 702,032; Retail Sales, \$4,030,731,000.

NEW LONDON

(New London County)

WNLC-TV

Total

(Target Date, 1955)

LICENSEE: The Thames Broadcasting Corp. Address: 281 State St. Phone: Gibson 2-4365.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 19.1, Aural 10.2 kw. Transmitter: Make, RCA. Antenna: Make, Stainless. Height, Above average terrain 700 ft. Above ground 468 ft.

OPERATION: Target date, 1955.

AFFILIATIONS: Station, AM, WNLC.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Roderick L. Morey, Gerald J. Morey and Mary L. Morev.

NORWICH

(New London County)

WCTN (TV)*

(Target Date, Not Set) (*Non-Commercial-Educational)

LICENSEE: Connecticut State Board of Education. Address: .c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344.

FACILITIES: Ch. 63. Authorized Eff. Rad. Pow: Visual 215 kw, Aural 110 kw. Transmitter: Address, 1.3 miles west southwest of Baltic. Make, GE. Antenna: Make, GE. Height, Above average terrain 590 ft. Above ground 520 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer, Craven, Lohnes & Culver.

STAMFORD

(Fairfield County)

WSTF (TV)

(Target Date, Not Set)

LICENSEE: Stamford-Norwalk Television Corp. Address: 127 Washington Loan & Trust Bldg., Washington, D. C. Phone: District 7-4377.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural II kw. Transmitter: Make, DuM. Antenna: Make, GE. Height, Above average terrain 240.57 ft. Above ground 374 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Vincent M. Gaughan, Buffalo, N. Y. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Prentiss M. Brown, president (42.5%), attorney and chairman of the board, Detroit Edison Co.; Vincent M. Gaughan, vice president (15%), attorney and Wendell Lund, secretary-treasurer (42.5%), Washington attorney.

WATERBURY

(New Haven County)

WATR-TV

LICENSEE: WATR Inc. Address 440 Meadow St.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 18.9 kw, Aural 11.3 kw. Transmitter: Address, West Peak, Meriden Mountain, Meriden, Conn. Make, RCA. Model TTV-1B. Antenna: Make, RCA. Type TFV-27BHS. Height, Above average terrain 800 ft. Above ground 120 ft.

Broadcasting • Telecasting



Important / Market...*

- Population 3,187,684
- Consumer spendable income \$5 billion +
- Total Retail Sales \$4 billion +
- Average spendable income per family \$6,178
- 14 Counties in New York, Rhode Island, New Hampshire and Vermont included as bonus
 - *Source: SRDS 1954 Consumer Markets

PROGRAMS...

- Consistently higher ratings than any other Connecticut telecaster
- 8 of top 10 (Nielsen rated) programs carried by WNHC-TV
- Program listings published by 125 newspapers and magazines in huge coverage area

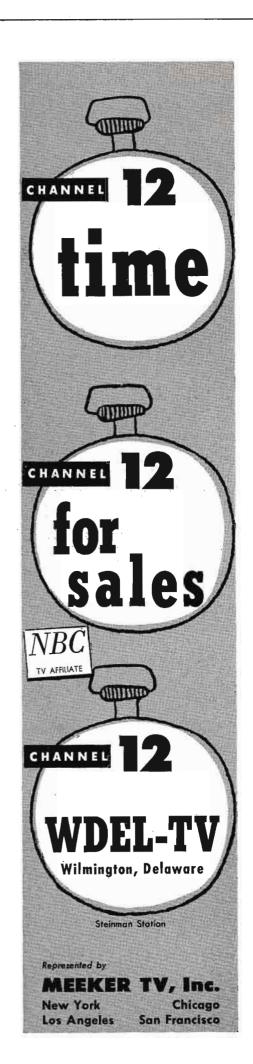
ACHIEVEMENTS...

- 6 National News Scoops
- First Facsimile News
- · First Color Transmission in New England
- Zenith Public Service Award
- First Educational Telecast Approved by State Board of Education



AM • FM • TV

SERVING MORE THAN 3 MILLION VIEWERS
REPRESENTED BY KATZ



CONNECTICUT -

WATERBURY (Cont.)

WATR-TV (Cont.)

OPERATION: Began Sept. 6, 1953. Hours, 9:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WATR. REPRESENTATIVES: Sales, Burke Stuart Co. Inc. Consulting Engineer, Garo Ray.

SERVICES: One RCA TK 31 A camera chain. One TK 20D film camera. Two RCA 16D film projectors. One Gray Telojector slide projector.

PRINCIPAL STOCKHOLDERS: Harold Thomas, president (99%). **EXECUTIVES:**

Harold Thomas, Pres. Samuel Elman, Gen. Mgr. & Com. Edmund Waller, Prog. Dir. & Film Buy. Andrew Torros, Ch. Eng.

Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Rate Card No. I.

MARKET INFORMATION:

	Grade A	Grade B
	(FCC Contour)	(FCC Contour)
opulation	1,075,000	1,245,000
amilies in Area	310,200	352,000
No. of Sets (June 1)	•••••	125,000
letail Sales	\$1,250,200,000	\$1,429,000,000

-DELAWARE-

DELAWARE MARKET INDICATORS

Total Population, July 1, 1953	353,000
Total Families, 1950	79,730
Total Urban Population, 1950	199,122
Total Rural Nonfarm Population, 1950	84,738
Total Farm Population, 1950	34,225
Employed in Agriculture, 1950	11,200
Employed in Manufacturing, April 1954	56,500
Employed in Government Service, April 1954	13,300
Retail Sales, 1953\$	518,587,000
Bank Assets, Jan. 1, 1954\$	711,685,000
Major Income Sources, 1952: Agriculture 4.7%; Gover 10.3%; Manufacturing Payrolls 34.9%; Trade and S 18.7%.	nment Service
Total Income Payments, 1952\$	764,000,000
Per Capita Income, 1952\$	2,260
Total Internal Revenue Collections, 1953 \$	807,375,348
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$	69.93
Cash Receipts from Farm Marketing, 1953 \$	100,328,000
Government Payments to Farmers, 1953 \$	347,000
Value of Mineral Production, 1951 \$	644,000
New Public Construction in 1952\$	42,700,000
Motor Vehicle Registration, 1953	133,970
Number of Telephones, Jan. 1, 1954	144,000
Number of Electrical Connections, Jan. 1, 1954	113,248
Number of Gas Utilities Connections, 1953	54,300

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

DELAWARE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)		(CBS) TV Sets 1954	(CBS) TV % 1954	
Kent	. 37,870	\$64,313	\$9,885	\$1,290	9,950	78%	
New Castle	. 218,879	323,135	69,237	7,612	53,230	78%	
Sussex	. 61,336	131,139	17,146	1,792	11,930	58%	
Note: For source							
				unlicensed.	Set and	per cent	
figures fro	m CBS-T	V Research.					

DOVER

WHRN (TV)

(Target Date, Not Set)

LICENSEE: Rollins Broadcasting Inc. Address: Moore Bldg., Rehoboth, Del. FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 100 kw. Transmitter: Address, 1.4 miles NE of Harrington. Make, GE. Antenna: Make, GE. Haght, Above average terrain 530 ft. Above ground 541 ft.

OPERATION: Target date not set.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

DOVER (Cont.)

WHRN (TV) (Cont.)

REPRESENTATIVES: Washington Attorney, Barnes & Neilson. Consulting Engineer, G. R. Chambers, Rehoboth.

PRINCIPAL STOCKHOLDERS: John W. Rollins, president (45%), O. Wayne Rollins, vice president-secretary (50%) and Katherine E. Rollins, treasurer (4.2%). Rollins Bestg. is also licensee of WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAD Radford, Va.; WRAP Norfolk, Va. and WNJR Newark, N. J.

WILMINGTON

(New Castle County)

WDEL-TV

LICENSEE: WDEL Inc. Address: 1003 West St., Dolson Bldg. Phone: 6-2567.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2.51 kw, Aural 1.26 kw.
Transmitter: Address, Shipley Rd. Make, RCA. Antenna: Make, RCA.
Height, Above average terrain 480 ft. Above ground 333 ft.

OPERATION: Began July 1, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, DuMont. Stations, AM, WDEL. FM, WDEL-FM.
REPRESENTATIVES. Sales, Meeker Tv Inc. Washington Attorney, George O.
Sutton, Duke M. Patrick. Consulting Engineer, James C. McNary.

SERVICES: One film processing unit. One mobile unit. News Services, UP, INS.
PRINCIPAL STOCKHOLDERS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WGAL-AM-FM-TV Lancaster, Pa.; WKBO Harrisburg; WORK,

tions are WGAL-AM-FM-TV Lancaster, Pa.; WKBO Harrisburg; WORK, York; WRAW Reading; WEST Easton, Pa. and WLEV-TV Bethlehem. **EXECUTIVES:**

Clair R. McCollough, Sta. Exec. Barton K. Feroe, Sta. Mgr. &

Robert S. Darby, Prog. Dir. Glenn B. Lau, Com. Mgr. J. E. Mathiot, Ch. Eng.

Film Buy. J. Robert Gulick, Nat. Sls. Mgr.

RATE INFORMATION: Class A one hour \$575. Minute spot \$100. Frequency discounts. Rate Card No. 6.

WILM-TV

(Target Date, 1955)

LICENSEE: Delaware Broadcasting Co. Address: 920 King St. Phone: 4-7771.

FACILITIES: Ch. 83. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.1 kw.

Transmitter: Make, RCA. Model, TTU-IB. Antenna: Make, RCA. Type,
TFU-27DH. Height, Above average terrain 420 ft. Above ground 406 ft.

OPERATION: Target date 1955.

AFFILIATIONS: Station, AM, WILM.

REPRESENTATIVES: Washington Attorney, Bingham, Collins, Porter & Kistler.

Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Ewing B. Hawkins, president (40%), W. W. Hawkins Jr., vice president and treasurer (40%), and Ewing B. Hawkins as trustee for estate of the late W. W. Hawkins Sr. (20%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

-DISTRICT OF COLUMBIA—

DISTRICT OF COLUMBIA MARKET INDICATORS

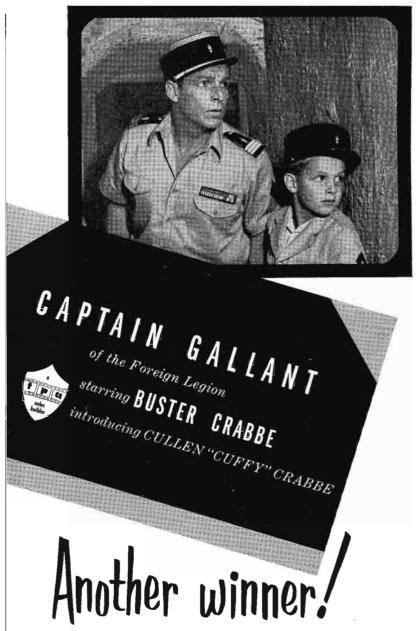
(See Footnotes 2 and 6, Foreword) Total Population, July 1, 1953 853,000 198,180 802,178 Employed in Nonagricultural Establishments April 1954 488,400 29,800 1954
Employed in Wholesale & Retail Trade, April 1954....
Employed in Finance, Insurance and Real Estate, 88,600 Motor Vehicle Registration, 1953 192,362

¹ Includes Maryland For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

Number of Electrical Connection, Jan. 1, 1954

Number of Gas Utilities Connections, 1953

BROADCASTING • TELECASTING



from the portfolio of TPA Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted cooperation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal contained in the words, "The Foreign Legion" and "The Sahara"—a combination that has incubated one of the highest percentages of smash box-office hits in show business.

It stars Buster Crabbe who's been in the public eye (and always favorably) since he was 16. And for extra audience impact, it introduces his son "Cuffy" in one of the most appealing roles ever created. Both are available for commercials.

And on top of all this, it comes complete with a built-in, powerful merchandising package for each market that's absolutely free.

This is one that will go fast. Check any TPA office for availabilities on a sure winner.



533,900

935,531 181,700

Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

DISTRICT OF COLUMBIA MARKET DATA

(CBS) County Population 1950 Food Sales 1953 (\$000) Drug Sales 1953 (\$000) Retail Sales 1953 (\$000) TV % 1954 1954 \$273,377 \$50,377 197,710 80%

Washington ... 802,178 \$1,388,592

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

WASHINGTON

WMAL-TV

LICENSEE: The Evening Star Broadcasting Co. Inc. Address: 4461 Connecticut Ave., N. W. Phone: Kellogg 7-1100.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 22 kw, Aural 12 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: Address, Nebraska & Massachusetts Ave., N. W. Make, RCA. Model TT5A. Antenna: Make, RCA. Type Super Turnstile 6 bay. Height, Above average terrain 515 ft. Above ground 400 ft.

OPERATION: Began Oct. 3, 1947. Hours, 8:30 a.m.-12:45 a.m.

AFFILIATIONS: Network, ABC. Stations, AM, WMAL. FM, WMAL-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Hogan & Hartson.

SERVICES: Three studios (one 40x70 ft., one 30x50 ft. and one auditorium 40x70 ft.). Two RCA TKIIA camera chains. Four TK30A camera chains. One Translux rear screen projector. Three RCA TK20A film cameras. Two RCA TPI6A film projectors. Two Kodaslide 35mm slide projectors. Custom built mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Evening Star Newspaper Co., publisher of Washington (D. C.) Evening Star.

EXECUTIVES:

John W. Thompson Jr., Pres. Frederick S. Houwink, Gen. Mgr. Charles L. Kelly, Mgr. Tv Dept. Neal J. Edwards, Com. Mgr.

Charles D. Bishop, Prog. Dir. Frank Harvey, Ch. Eng. E. Haywood Meeks, Tv Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

(Total, Including Fringe Area): No. of Sets (June 1), 595,600.

WNBW (TV)

LICENSEE: National Broadcasting Co. Address: Sheraton-Park Hotel. Phone: Adams 4-5400.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Sheraton-Park Hotel. Make, RCA. Model TT258L. Antenna: Make, RCA. Type 6 bay Super Turnstile. Height, Above average terrain 500 ft. Above

OPERATION: Began May 27, 1947. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Network NBC. Station, AM, WRC. FM, WRC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney, Cahill, Gordon Zachry & Reindel. Consulting Engineer, Raymond F. Guy.

SERVICES: Three studios (one 52x76 ft., one 11x21 ft. and one 6x10 ft.). Eight RCA TK-30 and TK-30 A camera chains. One Bodde rear screen projector. Two film cameras. One RCA TP-16C 16mm film projector. One Eastman 250 16mm film projector. One Acme 35mm projector. Two Selecto slide projectors. One NBC flying spot scanner. One Gray Telop opaque projector. Two Lynn mobile units. News Services, AP, UP, INS, NBC-TV News. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Radio Corp. of America.

NBC also owns and operates WNBC-AM-FM and WNBT (TV) New York,

WMAQ-AM-TV and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK

(TV) Cleveland, KNBC-AM-FM San Francisco and KNBH (TV) Los Angeles.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

THE REAL

POWER IN

Behind the marble curtain of official Washington is a city few people know. But smart advertisers should. Because an awful lot of the nation's capital is right here in the nation's capitol.

> Buying power has no politics. In Washington, family income is the second highest in the U. S. with an average of \$7,259.00!

Washington is big. It's America's 10th largest city with 1,655,600 people. It's busy ... with 330,300 privately employed and 294,500 in government service.

> And it spent a healthy \$2,027,037,000 last year in retail sales - which is a lot of money even in Washington.

And if you'd care for the returns from the outlying districts . . . Arlington County, Va. and Montgomery County, Md. within the Washington metropolitan area are the two highest family income counties in the country.

WASHINGTON

To tap this tremendous buying power, it's good business to use the most powerful advertising medium in Washington. The only television station in Washington operating on maximum authorized power:



Represented by NBC Spot Sales



who knows Washington best?

The local or the national time buyers? We think smart national buyers will put their money on the local man's opinion every time...and

more local advertisers put their money on

WTTG

than on any other Washington television station!

Channel 5 — Washington, D.C. DuMONT TELEVISION NETWORK represented nationally by BLAIR TV, INC.

-DISTRICT OF COLUMBIA—

WASHINGTON (Cont.)

WNBW (TV) (Cont.)

EXECUTIVES:

Sylvester L. Weaver, Pres., NBC Robert W. Sarnoff, Exec. Vice Pres. Carleton D. Smith, Vice Pres. &

Gen. Mgr.

Joseph Goodfellow, Dir. of Sls.

Charles de Lozier, Sls. Mgr.

George Dorsey, Prog. Mgr. & Film Buy.
Javes Kovach, Prog. Dir.
John Rogers, Ch. Eng.
Robert M. Adams, Prom. Mgr.
Jay Royen, Dir. of Pub.
L. A. McClelland, Dir. of Opr.

RATE INFORMATION: Class AA one hour Live \$1,000, Class A one hour, Film \$800. Minute spot Live \$175, Film \$175. Rate Card No. 10.

MARKET INFORMATION:

		Готаг
	Grade A	(Including
	(FCC Contour)	Fringe Area)
Population	1,655,600	2,592,300
Families in Area	476,700	728,500
Area in Square Miles		15,800
No. of Sets (June 1)		618,000
Retail Sales	\$2,027,037,000	\$2,885,533,000
Income per Family	\$7,259	\$6,221
Income per Capita	\$2,090	

WOOK-TV

(Target Date, Not Set)

LICENSEE: United Broadcasting Co. Address: 8th & Eye St., N.W.

FACILITIES: Ch. 50, Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 13.5 kw. Transmitter: Address, First Pl. & Riggs Rd., N.E. Make, DuMont. Antenna: Make, Workshop. Height, Above average terrain 340 ft. Above ground 341 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WOOK.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Richard Eaton, president (99%) and Margaret Eaton, secretary-treasurer (1%). Mr. Eaton owns WSID Essex, Md. WINX Rockville, Md., WANT Richmond, Va., WJMO Cleveland, WARK Hagerstown, Md. and holds CP for WTLF (TV) Baltimore.

WTOP-TV

LICENSEE: WTOP Inc. Address: 4001 Brandywine St., N. W. Phone: Emerson 2-9300.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 174 kw. Operating Pow.: Visual 54.9 kw, Aural 27.5 kw. Transmitter: Address, 4001 Brandywine St., N. W. Make, RCA. Model TT5A. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 530 ft. Above ground 373 ft.

OPERATION: Began Jan. 1949. Hours, 6:55 a.m.-1:05 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WTOP. FM, WTOP-FM.

REPRESENTATIVES: Sales, CBS-TV Spot Sales. Washington Attorney, Covington & Burling. Consulting Engineer, George C. Davis.

SERVICES: Three studios (one 45x65 ft., one 44x57 ft. and one 33x46 ft.). Eight RCA TK-3A field cameras. One Translux rear screen projector. One Television Specialty rear screen projector. Three RCA TK20A film cameras. Two RCA TP-16B film projectors. One RCA TP-6A film projector. Three RCA TP-2A slide projectors. One Gray Telop II opaque projector. One RCA mobile unit. One Stancil-Hoffman sound on film unit with Auricon, Eastman and Bell & Howell cameras. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: The Washington (D. C.) Post & Times-Herald (55%) and CBS Inc. (45%). Washington Post & Times-Herald 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 KNXT (TV) Los Angeles; WBBM-AM-FM-TV Chicago, and WEEI-AM-FM Boston. CBS also owns 47% of WCCO-AM-TV Minneapolis and 45% of KQV Pittsburgh.

EXECUTIVES:

John S. Hayes, Pres. George F. Hartford, Vice Pres. for Tv.

Clyde M. Hunt, Vice Pres. for Eng. Robert A. J. Bordley, Com. Mgr. Thomas H. Tausig, Prog. Dir. & Film Buy.
Granville Klink Jr., Ch. Eg.
L. A. Wilkinson, Asst. Ch. Eng.
Cody Pfanstiehl, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute spot Live \$225, Film \$225. Frequency discounts from 2½% for 3 times up to 5% for 6 times. Rate Card No. 5.

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(CBS)

WASHINGTON (Cont.)

WTOP-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	1,465,770	2,942,840	4,408,610
Families in Area	476,700	******	893,300
Area in Square Miles	2,120	5,230	7,350
No. of Sets (June 1)	*******		600,000
Retail Sales	\$2,027,037,000		\$3,222,796,000
Income per Family	\$7,259		\$6,221
Income per Capita	\$2,090		•

WTTG (TV)

LICENSEE: Allen B. DuMont Laboratories Inc. Address: Hotel Raleigh, 12th & Pennsylvania Ave., N.W. Phone: Sterling 3-5300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 10 kw. Operating Pow.: Visual 16.5 kw, Aural 10 kw. Transmitter: Address, 5217 19th Road North, Arlington, Va. Make, DuMont. Model Master Series. Antenna: Make, RCA. Type TF 3-A. Height, Above average terrain 580 ft. Above ground 465 ft.

OPERATION: Began Jan. I, 1947. Hours, 9:00 a.m.-12:45 a.m.

AFFILIATIONS: Network, DuMont.

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Roberts & McInnis.

SERVICES: Two studios (one 40x60 ft. and one 40x40 ft.). Nine DuMont Image Orthicon camera chains. One Bodde rear screen projector. Two DuMont Iconoscope film cameras. Two DuMont I6mm film projectors. Two LaBelle 2x2 in. slide projectors. One DuMont slide scanner. One DuMont field remote unit with four cameras. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is tv and electronics equipment manufacturer and also owns WDTV (TV) Pittsburgh, Pa. and WABD (TV) New York, N. Y.

EXECUTIVES:

Dr. Allen B. DuMont, Pres. & Martin E. Calle Jr., Merc. & Client Ser. Dir. & Baltimore Sls. Rep. Leslie G. Arries Jr., Gen. Mgr. George Griesbauer, Gen. Sls. Dir.. Richard Stakes, Off. Mgr. Prom. & F. Victor Guidice, Prog. Opr. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION:

		•	Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	3,204,000	398,805	3,602,805
Families in Area	775,000	101,150	876,150
Area in Square Miles	9,811	4,993	14,804
No. of Sets (June 1)	620,000		620,000
Retail Sales	\$3,155,108,000	\$4,083,056,000	\$3,159,191,056
Income per Family	\$ 6,994		\$ 6,994
Income per Capita	\$ 2,206		\$ 2,206

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–FLORIDA—

FLORIDA MARKET INDICATORS

Total Population, July 1, 1953	3,268,000
Total Families, 1950	721,460
Total Urban Population, 1950	1,813,890
Total Rural Nonfarm Population, 1950	724,609
Total Farm Population, 1950	232,806
Employed in Nonagricultural Establishments, April	,
1954	879,900
Employed in Agriculture, 1950	123,194
Employed in Mining, April 1954	7,400
Employed in Manufacturing, April 1954	127,700
Employed in Construction, April 1954	74,500
Employed in Transportation & Public Utilities, April	,
1954	76,500
Employed in Wholesale & Retail Trade, April 1954	274,000
Employed in Finance, Insurance and Real Estate,	/
April 1954	42,500
Employed in Service & Miscellaneous, April 1954	136,400
Employed in Government Service, April 1954	140,900
Retail Sales, 1953\$	3,494,120,000
Ψ	0,202,2000

BROADCASTING • TELECASTING

Bank Assets, Jan. 1, 1954	0 0
Total Income Payments, 1952 \$ 4,088,000,00	0
Per Capita Income, 1952 \$ 1,31	
Total Internal Revenue Collections, 1953 \$ 667,363,40	
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$ 56.0	_
Cash Receipts from Farm Marketing, 1953 \$ 528,806,000	
Government Payments to Farmers, 1953 \$ 3,302,00	
Value of Mineral Production, 1951 \$ 78,548,00	0
Total New Construction in 1952 \$ 804,000,000	0
New Private Construction in 1952 \$ 575,500,000	0
New Public Construction in 1952	0
Motor Vehicle Registration, 1953	2
Number of Telephones, Jan. 1, 1954 909,90	0
Number of Electrical Connections, Jan. 1, 1954 1,110,12	5
Number of Gas Utilities Connections, 1953 181,40	

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

FLORIDA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$900)	TV Sets 1954	TV % 1954
Alachua	57,026	\$61,186	\$15,681	\$1,825	3,600	22%
Baker	6,313	3,551	1,023	90	790	61%
Bay	42,689	51,517	13,848	1,643	1,710	11%
Bradford	11,457	8,670	2,768	141	2,010	61%
Brevard	23,653	23,361	7,330	699	1,110	13%
Broward	83,933	153,366	33,928	5,721	26,310	72%
Calhoun	7,922	4,797	1,481	126		
Charlotte	4,286	3,922	1,200	129	180	12%
Citrus	6,111	5,366	1,697	254	260	16%
Clay	14,323	10,317	3,603	404	1,890	44%
Collier	6,488	2,876	703	86	280	12%
Columbia	18,216	16,781	4,225	402	1,010	20%
Dade	495,084	880,496	174,020	42,069	130,330	65%
De Soto	9,242	7,693	2,404	341		
Dixie	3,928	2,367	622	53	110	16%
Duval	304,029	388,945	92,976	14,280	60,720	61%
Escambia	112,706	115,551	28,512	3,499	7,950	22%
Flagler	3,367	2,268	558	40	110	11%
Franklin	5,814	2,661	1,212	134	• • • •	
Gadsden	36,457	24,450	5,688	568	• • • • •	::::
Gilchrist	3,499	2,360	560	82	120	20%
Glades	2,199	1,676	388	84	60	10%
Gulf	7,460	5,604	1,478	215		
Hamilton	8,981	4,537	1,385	142	530	24%
Hardee	10,073	9,535	2,496	258		10~
Hendry	6,051	7,888	1,410	104	200	12%
Hernando	6,693	6,317	1,678	197	300	16%
Highlands	13,636	12,558	4,236	422	480	10%
Hillsborough	249,894	309,540	71,583	10,282	28,380	33%
Holmes	13,988	4,898	1,280	175	400	100
Indian River	11,872	13,018	3,905	524	420	10%
Jackson	34,645	21,930	4,651	552	620	9401
Jefferson	10,413 $3,440$	5,270 1,878	1,848 586	134	120	24% 20%
Lafayette Lake	36,340	33,519	9,348	1,332	3,360	27%
Lee	23,404	32,606	7,939	1,182	1,060	12%
Leon	51,590	51,895	11,945	1.655	-,000	
Levy	10,367	6,209	1,990	173	450	16%
Liberty	3,182	1,524	432			
Madison	14,197	6,028	2,144	201	770	23%
Manatee	34,704	38,477	10,458	1,438	3,970	32%
Marion	38,187	46,546	10,436	1,294	2,940	25%
Martin	7,807	7,750	2,709	297	280	10%
Monroe	29,957	26,496	8,073	993	1,220	12%
Nassau	12,811	10,722	3,012	248	2,200	61%
Okaloosa	27,533	17,463	4,910	721	810	10%
Okeechobee	3,454	3,224	929	79	90	10%
Orange	144,950	161,102	35,690	5,992	4,730	11%
Osceola	11,406	11,736	3,908	346	590	$\frac{14\%}{23\%}$
Palm Beach	114,688	186,994	39,295	5,941	9,790 1,080	25% 15%
Pasco	20,529	16,378	5,818 41,704	489		15%
Pinellas	159,249 123,997	237,112 115,664	33,136	7,308 4,032	10,270	
Polk	23,615	24,877	6,479	512	3,300	44%
Putnam St. Johns	24,998	23,912	7,813	1,007	3,530	44%
St. Lucie	20,180	28,837	7,230	423	790	11%
Santa Rosa	18,554	8.934	3,494	163	550	11%
Sarasota	28,827	52,401	13,187	1,717		
Seminole	26,883	25,436	6,892	727	1,190	14%
Sumter	11,330	7,636	2,385	238	480	15%
Suwannee	16,986	12,595	3,337	342	880	20%
Taylor	10,330	9,391	2,468	243	700	24%
Union	8,906	2,528	1,098	90	670	61%
Volusia	74,229	92,938	24,329	3,776	3,030	11%
Wakulla	5,258	1,234	584	32		
Walton	14,725	10,429	2,612	280	440	11%
Washington	11,888	4,377	1,418	157		
3	. ,		•			

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

CLEARWATER

(Hillsborough County)

WPGT (TV)

(Target Date, Not Set)

LICENSEE: Pioneer Gulf Television Broadcasters. Address: Box 1146.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 53.7 kw.
Transmitter: Address, 3835 Gulf to Bay Blvd. Make, DuMont. Antenna:
Make, RCA. Height, Above average terrain 320 ft. Above ground
344 ft.

REPRESENTATIVES: Consulting Engineer, W. J. Holey. PRINCIPAL STOCKHOLDER: W. Frank Hobbs (100%).

DAYTONA BEACH

(Volusia County)

WMFJ-TV

(Target Date, Not Set)

LICENSEE: Telrad Inc. Address: 44 N. Beach St. Phone: 6491.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 1.26 kw, Aural .759 kw. Transmitter: Address, 6th & Center Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 349 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WMFJ.

REPRESENTATIVES: Sales, Joseph Hershey McGillivra Inc. Washington Attorney, A. L. Stein. Consulting Engineer, Lynne C. Smeby.

PRINCIPAL STOCKHOLDERS: W. Wright Esch, president-treasurer (98.5%), A. B. Esch, secretary (1%) and Louis Ossinsky Sr., vice president (.5%).

EXECUTIVES:

W. Wright Esch, Pres.

FORT LAUDERDALE

(Broward County)

WFTL-TV

LICENSEE: Tri County Broadcasting Co. Address: 229 S. E. Ist Ave. Phone: 3-6531.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
 Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, 1785
 S. E. 15th St. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type TFU-21-BL. Height, Above average terrain 293 ft. Above ground 245 ft.

OPERATION: Began May 5, 1953. Hours, 3:30 p.m.-11:30 p.m.

AFFILIATIONS: Network, NBC. Station, AM, WFTL.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Weldon & Carr.

SERVICES: Three studios (one 46x31 ft., one 25x26 ft. and one 12x14 ft.). Two RCA TK31A camera chains. One TK20 film camera. Two RCA TP16D film projectors. One Gray Telojector slide projector. One RCA flying spot scanner. One Houston film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Gore Publishing Co. (79%), publisher of Ft. Lauderdale Daily News, and Noran E. Kersta [21%], who holds option for 45%.

EXECUTIVES:

J. W. Dickey, Pres. Noran E. Kersta, Gen. Mgr. & Exec. Vice Pres. John L. Crosby, Prog. Dir. & Film Buy. Richard Northey, Ch. Eng. David L. O'Shea, Nat. Sls. Mgr. G. E. Bauer, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WITV (TV) (MIAMI)

LICENSEE: Gerico Investment Co. Address: 300 E. Los Olas Blvd. Phone: 3-8252.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 89.1 kw.
Operating Pow.: Visual 43 kw, Aural 21.5 kw. Transmitter: Address,
5500 Hallandale Beach Blvd, Hollywood, Fla. Make, RCA. Model TTU-1B.
Antenna: Make, RCA. Type Slotted. Height, Above average terrain
730 ft. Above ground 752 ft.

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OPERATION: Began Nov. 26, 1953. Hours, 7:45 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One indoor studio (24x36 ft.). One outdoor studio (40x100 ft.).

Two RCA camera chains with full complement of lens. One RCA 20D film camera. Two RCA 16E film projectors. One Gray Telop and one Gray Telojector slide projector. One Telop opaque projector. One remote mobile unit with two complete DuMont image orthicon camera chains. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Mortimer W. Loewi, president (20%), L. C. Judd, vice president (10%), E. J. Richardson, vice president (10%) and George English, secretary (10.6%), Don McCullough (10%), James Kirkwood Jr. (.07%). Mr. Judd, Mr. Richardson and Mr. English hold 17½%, 17¼% and 5% interest, respectively, in WBRD Ft. Lauderdale, Fla.

EXECUTIVES:

Mortimer W. Loewi, Pres.
Blayne Butcher, Gen. Mgr.
Wm. W. Van Der Busch, Com.
Mgr. & Sls. Mgr.

Jack Nelson. Asst. Mgr. & Film
Buy.
William Latham, Ch. Eng.
Clarence Riggs, Comp.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	lota! (Including Fringe Area)
Population	747,600	816,200	883,200
Households in Area	214,710	265,780	287,180
Area in Square Miles	1,100	2,400	3,330
No. of Sets (June 1)	107,200	114,200	117,600
Retail Sales	\$1,111,358,000	\$1,259,021,000	\$1,306,376,000

FORT MYERS

(Lee County)

WINK-TV

LICENSEE: Fort Myers Broadcasting Co. Address: 54 Palm Beach Blvd. Phone: Edison 4-1331.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw.
Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Transmitter: Address,
54 Palm Beach Blvd. Make, RCA. Model TT-2AH. Antenna: Make,
RCA. Type 6-Bay Super Turnstile. Height, Above average terrain 320 ft.
Above ground 343 ft.

OPERATION: Began March 18, 1954. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, WINK.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Cohn & Marks. Consulting Engineer, Russell P. May.

SERVICES: One studio (20x28 ft.). One RCA Image Orthicon camera equipped with Zoomar lens. One RCA film camera. Two RCA I6mm film projectors. Two electrically operated slide projectors. One Super Projectall 300 opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: United Garage & Service Corp., Cleveland, 100%. Daniel Sherby owns 50% of United Garage, and Edward Mc-Bridge Jr., 50%.

EXECUTIVES:

A. J. Bauer, Gen. Mgr., Com. Mgr. & Film Buy. Frank Nodine, Prog. Dir. Robert W. Bachman, Ch. Eng. Vernon Lundquist, News Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Rate Card No. I.

MARKET INFORMATION:

(Total, Including Fringe Areas): No. of Sets (June 1), 8,500; Retail Sales, \$113,971,000.

JACKSONVILLE

(Duval County)

WJHP-TV

LICENSEE: Jacksonville Journal Co. Address: 500 Laura St. Phone: 4-7711.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 274 kw, Aural 141 kw. Transmitter: Address, Lane Ave. & Lake Shore Blvd. Make, GE. Antenna: Make, GE. Height, Above average terrain 460 ft. Above ground 472 ft.

OPERATION: Began Dec. 13, 1953.

AFFILIATIONS: Network ABC, NBC, DuMont. Station, AM, WJHP. FM, WJHP-FM.

REPRESENTATIVES: Sales, John H. Perry Assoc. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, F. H. McIntosh.

PRINCIPAL STOCKHOLDERS: Estate of John H. Perry, deceased (69.49%) together with John H. Perry Jr. (11.47%) and Farwell W. Perry (7.5%) own all stock. They are also owners of WCOA Pensacola, WTMC Ocala, WDLP Panama City, The Jacksonville Journal, Pensacola News-Journal, Panama City News Herald, Ocala Star-Banner, Palm Beach Post, Times and other Florida and Kentucky newspapers and services.

John H. Perry Jr., Pres. & Chmn. of Bd. T. S. Gilchrist Jr., Gen. Mgr. C. Speed Veal, Opr. Mgr. Beeche Hayford, Tech. Dir.

WMBR-TV

LICENSEE: Washington Post Co. Address 605 S. Main St. Phone: 9-4475.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, Vine at Southampton Sts. Make, GE. Model TT6C & TF3A. Antenna: Make GE. Type TY-27C. Height, Above average terrain, 440 ft. Above ground 473 ft.

OPERATION: Began Sept. 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WMBR. FM, WMBR-FM.

REPRESENTATIVES: Sales CBS Television Spot Sales. Washington Attorney, Covington & Burling.

SERVICES: Two studios (one 40x60 ft. and one 20x24 ft.). Three GE PC7A camera chains. One Composite rear screen projector. One GE PC2A and one PE-IIA Vidicon (GE) film camera. Two GE PF5A film projectors. One Selectroslide Jr. and two Viewlex V-33 slide projectors. One GE Balop opaque projector. One mobile unit with two DuM. cameras and GE microwave. News Service, UP.

PRINCIPAL STOCKHOLDERS: The Washington Post & Times Herald (100%). also owns 55%, WTOP-AM-FM-TV, Washington, D. C.

EXECUTIVES:

Philip L. Graham, Pres. John S. Hayes, Vice Pres. Glenn Marshall Jr., Pres., WMBR Charles M. Stone, Com. Mgr.

Harry Kalkines, Prog. Dir. & Film Buy. Ernest Vordermark, Ch. Eng. Charles Sears, Ch. Tr. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 3 days per week up to 10% for 6 days a week; 5% additional for 26 to 51 weeks, up to 10% for 52 weeks. Rate Card No. 5.

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The Finest Facilities ...

WJHP-TV

channel 36 • 276,000 watts

JACKSONVILLE, FLA.

NBC ABC DuMont Networks Jacksonville Journal Represented by: John H. Perry Associates

--Keyed to produce low-cost sales!

JACKSONVILLE (Cont.)

WMBR-TV (Cont.)

MARKET INFORMATION:

0.1 MV/M	(Including Fringe Area)
842,000	3,362,900
234,000	937,900
17,957	66,406
115,993	261,000
\$800,152,000	\$2,856,071,000
\$3,413	\$3,160
\$869	\$822
	842,000 234,000 17,957 115,993 \$800,152,000 \$3,413

WOBS-TV

(Target Date, March 1955)

LICENSEE: Southern Radio & Equipment Co. Address: 1036 Mary St. Phone: 98-5059.

FACILITIES: Ch. 30. Operating Pow.: Visual 18.2 kw, Aural II kw. Transmitter: Address, Jernigan & Linder Rd. Make, Continental. Antenna: Make, RCA. Height, Above average terrain 430 ft. Above ground 446 ft.

OPERATION: Target date, March 1955. Hours, 4:00 p.m.-10:00 p.m.

AFFILIATIONS: Stations, AM, WOBS.

REPRESENTATIVES: Sales, Stars National Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, W. J. Holey.

SERVICES: One studio (25x60 ft.). Two GPL camera chains. One GPL film camera.

Two GPL film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDERS: E. D. Rivers Sr. (60%); Jack R. Sharp Jr. (10%); Carmen Macri (10%); Mrs. J. J. Mangham Jr., (10%); Wyolene Rivers (10%). Mr. Rivers is 66.5% owner of Sun Coast Broadcasting Co., which is licensee of WMIE Miami and 50% owner of WMIE-TV Miami, and 100% owner of WCTV (TV) Thomasville, Ga., and WLBS Birmingham, Ala.

EXECUTIVES:

E. D. Rivers Sr., Pres. Jim Macri, Gen. Mgr.

RATE INFORMATION: Class A one hour Film \$150.

MIAMI

(Dade County)

WMFL (TV)

(Target Date, Not Set)

LICENSEE: Miami Biscayne Television Corp. Address: Biscayne Terrace Hotel.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 97.7 kw. Transmitter: Address, 432 Biscayne Blvd. Make, RCA. Antenna. Make, RCA. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Nathaniel J. Klein, president (20%), Irving Kipnis, secretary (50%), Edward Mercer, treasurer (10%) and Rex Rand, general manager of WINZ Hollywood (20%). Mr. Klein also owns minority stock in WINZ.

WMIE-TV

(Target Date, Sept. 30, 1954)

LICENSEE: WMIE-TV Inc. Address: Hotel Everglades.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 107 kw.
Transmitter: Address, 65 S.E. 5th St. Make, RCA. Antenna, Make, RCA.
Height, Above average terrain 340 ft. Above ground 366.5 ft.

OPERATION: Target date Sept. 30, 1954.

AFFILIATIONS: Station, AM, WMIE.

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REPRESENTATIVES: Sales, Stars National. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, W. J. Holey, Atlanta.

PRINCIPAL STOCKHOLDERS: Sun Coast Broadcasting Co. (WMIE Miami) [50%); A. J. Harris (25%); B. J. Harris (25%). E. D. Rivers Sr. is 66.5% owner of Sun Coast Broadcasting Co. He is also 60% owner of WOBS-AM-TV Jacksonville, Fla., and 100% owner of WCTV (TV) Thomasville, Ga., and WLBS Birmingham, Ala.

WTHS-TV*

Total

(Target Date, March I, 1955)

(*Non-Commercial Educational)

LICENSEE: Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction. Address: 1410 N.E. Second Ave. Phone: 82-6870.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: Address, 244 Biscayne Blvd. Make, GE. Model TT-7A. Antenna: Make, GE. Type TY-26C. Height, Above average terrain 280 ft. Above ground 309 ft.

OPERATION: Target date, March 1, 1955.

AFFILIATIONS: Station, FM, WTHS (FM)

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, George P. Adair.

SERVICES: One studio (25x46 ft.). Two DuMont 1.0. camera chains.

PRINCIPAL STOCKHOLDER: Owned by public school system.

EXECUTIVES: Vernon Bronson, Dir. of Radio & Tv Education.

WTVJ (TV)

LICENSEE: WTVJ Inc. Address: 316 N. Miami Ave. Phone: Miami 2-6262.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: Address, Hallandale Beach Blvd. Hallandale, Fla. Make, GE. Model TTIOA Exciter TF-3A Final. Antenna: Make, GE. Type 6 Bay. Height, Above average terrain 950 ft. Above ground 990 ft.

OPERATION: Began March 21, 1949. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Segal, Smith & Hennessy. Consulting Engineer, Jansky & Bailey Inc.

SERVICES: Three studios (one 68x100 ft. with theatre seats for audience participation, one 40x20 ft., one rehearsal studio 25x60 ft. with observation facilities and projection booth). Two RCA studio cameras. Two GE studio cameras and three DuMont field cameras. One Trans-Lux rear screen projector. Four Iconoscope film cameras. Four 16mm, two Eastman and two GE film projectors. Two GE 3½x4 in. slides on opaques. Two GE 3½x4 in. slides on opaques. Two GE 3½x4 in. slide opaque projectors. One Metalmaster, two Bridgeomatic film processing units. GE unit in Linn truck. News Services, UP & INS.

PRINCIPAL STOCKHOLDERS: Wolfson-Meyer Corp. (98%), also holds 10% interest in Piedmont Electronics and Fixture Corp., tv applicant in Charlotte, N. C.

EXECUTIVES:

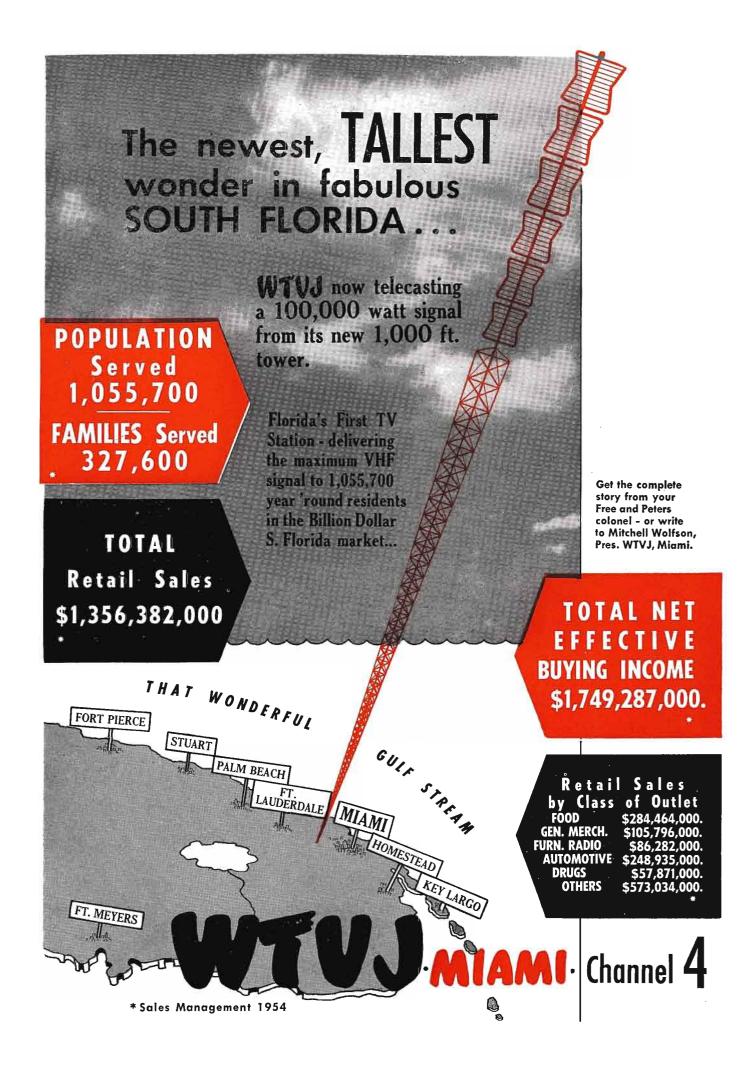
Mitchell Wolfson, Pres.
Lee Ruwitch, Exec. Vice Pres. &
Gen. Mgr.
John S. Allen, Vice Pres. & Gen.
Sls. Mgr.
Jack Shay, Vice Pres. in Chg.
Oprs.
Richard Wolfson, Legal Dir.
Louis Wolfson, Bus Mgr.
Earl Lewis, Ch. Eng.

Burt Toppan, Pub. Dir. & Prog. Mgr.
Stan Gordoni, Nat. Sls. Mgr.
Mary Ford, Loc. Sls. Mgr.
Lee Waller, Dir. of Prog. Oprs.
Ash Dawes, Prod. Mgr.
Lynn Morrow, Merc. Dir.
Ralph Renick, News Dir.
Jack Cummins, Sports Dir.

RATE INFORMATION: Class AA one hour Film \$900. 20 second-spot Film \$180. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION:	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	956,000	99,700	1,055,700
Families in Area	298,100	29,500	327,600
Area in Square Miles	5,024	12,598	17,622
No. of Sets (June 1)	228,000	16,600	244,600
Retail Sales	\$1,258,116,000	\$98,266,000	\$1,356,382,000
Income per Family	\$ 4,903	\$ 3,632	
Income per Capita	\$ 1.461	\$ L.052	

Broadcasting • Telecasting



ORLANDO

(Orange County)

WDBO-TV

LICENSEE: Orlando Broadcasting Co. Address: 30 S. Ivanhoe Blvd. E. Phone:

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw. Aural 50 kw. Operating Pow.: Visual 100 kw. Aural 50 kw. Transmitter: Address, 950 N. Texas Ave. Make, GE; RCA. Model GE 4TF3A1; RCA BTF1OB. Antenna: Make, GE. Type TY27F. Height, Above average terrain 503 ft. Above ground 543 ft.

OPERATION: Began July 1, 1954. Hours: 8 a.m.-9:30 a.m.; 3:15 p.m.-11:30 p.m. AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WDBO. FM, WDBO-FM.

REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, George O. Sutton. Consulting Engineer, George C. Davis.

SERVICES: One studio (40x60 ft.). Two GE 4PESCI camera chains. One TSP rear screen projector. Two GE Vidicon film cameras. Two GE 4PF5A film projectors. One Gray 3A Telojector slide projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Harold P. Danforth, [18.4%], James E. Yarbrough, (18.4%), J. Thomas Gurney (16%).

EXECUTIVES:

Harold P. Danforth, Pres. & Gen. Walter E. Sickles, Prog. Dir. & Film Buy. James E. Yarbrough, Ch. Eng. Mark V. Barker Jr., Prod. Dir. Mgr. John Thorwald, Sls. Dir.

RATE INFORMATION: Class A one hour Live \$200. Film \$200. Minute spot live \$50. Film \$50. Frequency Discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION: Grade B (FCC Contour): Population, 557,200; Families in Area, 166,000; Area in Square Miles, 11,595; No. of Sets (June 1), 59,000; Retail Sales, \$580,060,300.

PALM BEACH

(Palm Beach County)

WJNO-TV (WEST PALM BEACH)

LICENSEE WJNO-TV Inc. Address: 5 Cocoanut Row. (For full listing see West Palm Beach).

PANAMA CITY

(Bay County)

WJDM (TV)

LICENSEE: J. D. Manly, Address: Leesburg, Florida.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: Address, Highway 98 West of Panama City. Make, RCA. Model TT2AH. Antenna: Make, RCA. Type TF6AH. Height, Above average terrain 480 ft. Above ground 487 ft.

OPERATION: Began Dec. 15, 1953.

AFFILIATIONS: Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Commercial Radio Equip-

SERVICES: One studio (19x22 ft.). One Dage Vidicon camera chain. One RCA TK20D film camera. Two RCA TP16F film projectors. One RCA Dual Disc slide projector.

EXECUTIVES:

Mel Wheeler, Pres. Jay Mills, Com. Mgr. Milt de Reyna, Asst. Gen. Mgr. & Nat. Sls. Mgr. Harry C. Babb, Sta. Mgr. Jerry Williams, Prog. Dir. & Film

RATE INFORMATION: Class A one hour Live \$178, Film \$150. Minute spot 20% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	108,500	55,000	217,560
Families in Area	31,080	16,450	62,160
No. of Sets (June 1)	6,500	2,100	9,700
Income per Family	\$ 4 ,785	\$ 4,520	\$ 4,630
Income per Capita	\$ 1,365	\$ 1,225	\$ 1,320

PENSACOLA

(Escambia County)

WEAR-TV

LICENSEE: Gulfport Broadcasting Co. Address: P. O. Box 1188. Phone: 8-4449.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: Address, Highway 90 west of Pensacola. Make, RCA. Model TT 10 AL. Antenna: Make RCA, Type TF6AL. Height, Above average terrain 580 ft. Above

OPERATION: Began Jan. 14, 1954. Hours, 11:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WEAR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Welch, Mott, and Morgan. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 50x38 ft. and one 19x22 ft.). One outdoor studio (100x110 ft.). Two RCA TK 31A camera chains. One Trans-Lux rear screen projector. One RCA TK 20 D film camera. Two RCA TP 16 F film projectors. One RCA dual disc slide projector. Complete slide, 16mm projectors. One RCA dual disc slide projector. Complete slide, 16mm SOF and silent production facilities. One mobile unit with microwave unit. News Service, AP. Library Thesaurus.

PRINCIPAL STOCKHOLDERS: Charles Smith (51%), Mel Wheeler (25%), Cliff Johnson (12%), F. M. Turner Jr., (12%).

EXECUTIVES:

Mel Wheeler, Pres. & Gen. Mgr. Jerry Williams, Prog. Dir. & Film Milt de Reyna, Asst. Gen. Mgr. & Nat. Sls. Mgr. Irv Welch, Com. Mgr. Jim Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$36, Film \$30. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	189,024 47,574	378,103 95,148	756,196 190,295
Families in Area No. of Sets (June 1)	22,756	27,463	59,500
Retail Sales	\$125,233,000	\$253,467,000	\$500,932,000
Income per Family	\$4,576	\$4,334	\$4,460
Income per Capita	\$1,232	\$1,304	\$1,298

WPFA-TV

LICENSEE: WPFA Inc. Address: North "O" and Lolita Sts. Phone: 3-1141. FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Operating Pow.: Visual 20.4 kw, Aural II kw. Transmitter: Address, North "O" and Lolita Sts. Make, GE. Model 4TF7A1. Antenna: Height, Above average terrain 370 ft. Above ground 353 ft.

OPERATION: Began Oct. 16, 1953.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, George Gautney.

SERVICES: Two studios (one 30x34 ft., one 24x30 ft.). One GE PE8B camera chain. One GE 4PESC film camera. Two GPL PA100A film projectors. One Gray Telojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (56%) also holds 56% interest in KTAG-TV, Lake Charles, La., minority interest in WAFB-TV Baton Rouge, La., and owns KCIL Houma, La.

EXECUTIVES:

Chas. W. Lamar, Jr., Pres. Bo Mitchell, Com. Mgr. F. E. Busby, Vice Pres. & Gen. Howard Gordon, Prog. Dir. & Film Buy. N. V. Pieler, Ch. Eng. Mgr. T. E. Gibbens, Vice Pres. & Secy.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$25. Rate Card No. 1.

MARKET INFORMATION:

(Grade A FCC Contour): Population, 175,000; Families in Area, 72,000; No. of Sets (June 1) 21,760.

ST. PETERSBURG

WSUN-TV (Pinellas County)

LICENSEE: City of St. Petersburg. Address: P. O. Box 240. Phone: 5-4121. FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Gandy Bridge. Make, RCA. Model TTV-10A. Antenna: Make, RCA. Gandy Bridge. Make, RCA. Model TTV-10A. Antenna: Make, RCA. Model TFU-24BM. Height, Above average terrain, 460 ft. Above ground 492 ft.

OPERATION: Began May 31, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WSUN.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, James McNary.

SERVICES: Two studios (35x46 ft. and 20x30 ft.). Two RCA TK-11A camera chains. Two RCA TK-20 film cameras. Two RCA TP-6A film projectors. Two Selectroslide 2x2 in. slide projectors. RCA flying spots TK-3A scanner. Telop III opaque projector. News Service, UP. Library, World.

PRINCIPALS: Mayor Samuel G. Johnson, Vice Mayor Harold W. Reeves and City Manager Ross E. Windom.

EXECUTIVES:

Vera New, Com. Mgr. Louis J. Link, Ch. Eng. Monte Gurwit, Film Buy.

RATE INFORMATION: Class A one hour, \$200. Minute spot, \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times.

ST. PETERSBURG (Cont.)

WSUN-TV (Cont.)

EXECUTIVES:

Vera New, Com. Mgr. Charles Vaughan, Prog. Dir.

Louis J. Link, Ch. Eng. Monte Gurwit, Film Buy.

RATE INFORMATION: Class A one hour, \$200. Minute spot, \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times.

TAMPA

WFLA-TV

(Target Date, Not Set)

LICENSEE: Tribune Co. Address: Lafayette & Morgan Sts., Tampa. Phone: 2-4747.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw., Aural 158 kw.
Transmitter, Address: 5.5 miles north of Balm, Fla. Make, RCA. Antenna: RCA. Height, Above average terrain, 1,034 ft. Above ground 1.054 ft.

AFFILIATIONS: Station, AM, WFLA.

REPRESENTATIVES: Sales, John Blair & Co. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

PRINCIPAL STOCKHOLDERS: Members of David Tennant Bryan family (52%), members of James A. Griffin Jr. family (31%) and nearly 50 other minor stockholders. Firm publishes Tampa Tribune.

EXECUTIVES:

David Tennant Bryan, Chmn. of Board John C. Council, Pres. & Treas.

James A. Griffin Jr., Vice Pres. George W. Harvey, Mgr. Bcst.

WEST PALM BEACH

WEAT-TV

(Target Date, Nov. 1954)

LICENSEE: WEAT-TV Inc. Address: Box 619.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 50.12 kw, Aural 26.98 kw. Transmitter: Address, Congress Ave. & Lark Rd. Make, GE. Antenna: Make, GE. Height, Above average terrain 323 ft. Above ground 335 ft.

OPERATION: Target date, November, 1954.

AFFILIATIONS: Station, AM, WEAT.

REPRESENTATIVES: Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: James R. Meachem, president (50.56%). There are 23 other minor stockholders.

EXECUTIVES:

James R. Meachem, Pres. & Gen. Mgr.

RATE INFORMATION: Class A one hour live, \$175; film, \$175.

WIRK-TV

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: West Palm Beach 3-7305.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10 kw. Operating Eff. Rad Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: Address, Harvey Bldg. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 220 ft. Above ground 248 ft.

OPERATION: Began Sept. 13, 1953. Hours, 3:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WIRK.

REPRESENTATIVES: Sales, Weed-TV. Washington Attorney, Speerman & Roberson. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: One studio (25x45 ft.). RCA camera chain. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. Bell & Howell film processing unit. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Joseph S. Field Jr. (17%), A. M. Shandloff (17%), E. H. Sills (17%) and Ken Sell Inc., licensee of WIRK West Palm Beach (17%).

EXECUTIVES:

Joseph S. Field Jr., Pres. Arthur I. Gray, Gen. Mgr. & Shirlee Barrish, Prog. Dir. Earl Heglund, Ch. Eng. Arthur L. Gray, Film Buy.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Live \$30, Film \$25. Frequency discounts. Rate Card No. 2. Minute spot

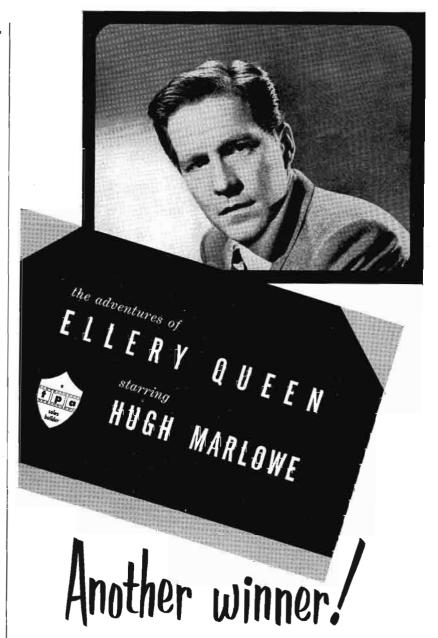
MARKET INFORMATION:

Com. Mgr.

Tota! Grade A Grade B (Including (FCC Contour) (FCC Contour) Fringe Area) 196,000 207.300 Population 287,690 Families in Area 76.021 90,100 31.485 55.000 No. of Sets (June 1) 40.000 Retail Sales \$186,994,000 \$376,774,000 \$230,000,000 Income per Family \$4,416 \$1,415 Income per Capita

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



from the portfolio of TPA Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you know how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

GEORGIA MARKET INDICATORS	
Total Population, July 1, 1953	3,567,000
Total Families, 1950	824,095
Total Urban Population, 1950	1,559,447
Total Rural Nonfarm Population, 1950	922,696
Total Farm Population, 1950	962,435
Employed in Nonagricultural Establishments, April 1954	894,600
Employed in Agriculture, 1950	265,865
Employed in Mining, April 1954	4,500
Employed in Manufacturing, April 1954	306,700
Employed in Construction, April 1954	45,000
Employed in Transportation & Public Utilities, April	
1954	70,100
Employed in Wholesale & Retail Trade, April 1954	206,700
Employed in Finance, Insurance and Real Estate,	
April 1954	33,300
Employed in Service & Miscellaneous, April 1954	83,700
Employed in Government Service, April 1954	144,600
Retail Sales, 1953 \$	
Bank Assets, Jan. 1, 1954 \$	
Bank Deposits, Jan. 1, 1954\$	2,109,535,000
Major Income Sources, 1952: Agriculture 9.5%; Gove	
21.0%; Manufacturing Payrolls 20.1%; Trade and	Service
26.5%. Total Income Payments, 1952 \$	3,998,000,000
Per Capita Income, 1952\$	1,137
Total Internal Revenue Collections, 1953\$	690,599,049
Average Weekly Earnings Manufacturing Workers,	000,000,040
April 1954\$	48.01
Cash Receipts from Farm Marketing, 1953 \$	629,227,000
Government Payments to Farmers, 1953 \$	4,719,000
Value of Mineral Production, 1951 \$	48,509,000
Total New Construction in 1952\$	539,600,000
New Private Construction in 1952 \$	358,500,000
New Public Construction in 1952\$	181,100,000
Motor Vehicle Registration, 1953	1,081,403
Number of Telephones, Jan. 1, 1954	717,400
Number of Electrical Connections, Jan. 1, 1954	973,073
Number of Gas Utilities Connections, 1953	300,300
For sources see foreword Retail Sales conveight 1954 Sales Mar	aggement

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

GEORGIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Appling	14,003	\$4,676	\$1,408	\$ 188	430	13%
Atkinson	7,362 8,940	2,010 4,650	1,056 1,211	57 209	270 770	16% 35%
Bacon	5,952	4,650 822	433	023	770	35%
Baker Baldwin	29,706	11,387	2.959	430	1,410	28%
Banks	6,935	598	265		540	36%
Barrow	13,115	8,746	2,054	279	1,520	41%
Bartow	27,370	19,990	4,341	445	4,600	63%
Ben Hill	14,879	13,274	3,303	352	670	16%
Berrien	13,966	5,891	1,237	161	540	16%
Bibb	114,079	108,453	25,433	3,115	11,950	34%
Bleckley	9,218	4,552	1,269	102	600	26%
Brantley		1,446	452	54	200	13%
Brooks Bryan		7,294 2,965	$\frac{2,505}{1,070}$	258 53	780	19%
Bryan Bulloch	24,740	14,466	2,943	431		
Burke	23,458	7,314	2,064	238		
Butts	9,079	3,825	1.054	82	1,630	71%
Calhoun	8.578	2.025	528	100	2,000	11/0
Camden	7,322	5,105	1,707	133	950	45%
Candler	8,063	4,955	1,014	176		
Carroll	34,112	19,193	4,140	561	4,860	52%
Catoosa	15,146	4,824	1,823	30	2,620	61%
Charlton	4,821	2,960	1,007	56	500	45%
Chatham	151,481	168,652	41,410	4,958	7,790	17%
Chattahoochee .	12,149	220	105		240	16%
Chattooga		11,562	2,623	326	2,310	41%
Cherokee		14,944 40,591	3,017 3,807	235	2,190	40%
Clarke	5,844	2,693	585	1,042 55	4,000 290	38%
Clay Clayton		7.248	2.274	203	5,400	22% 73%
Clinch	0,000	2,176	791	49	530	35%
Cobb		51,744	12,726	1,637	13,780	71%
Coffee		17,151	3,904	675	1.010	17%
Colquitt	00.000	25,519	7.196	802	1,010	11/0
Columbia		1,906	1,007	58	480	21%
Cook	12,201	5,313	1,572	214		-1.70
Coweta		17,533	4,762	581	5,500	72%
Crawford	0.000	1,773	599	31	350	32%
Crisp		14,677	2,973	297	1,470	30%
Dade	7,364	2,417	1,105		680	40%
Dawson	3,712	807	205		230	39%
Decatur	23,620	11,670	3,056	284		1111
De Kalb	136,395	79,073	27,664	8,421	36,240	79%
Dodge	17,865	7,297	2,104	240	1,120	26%

Broadcasting • Telecasting

County		Retail Sales	Food Sales	Drug Sales		(CBS) TV %
Dooly		1953 (\$000) 5,461	1953 (\$000) 1,508	1953 (\$000) 211) 1954 1,020	1954 30%
Dougherty Douglas	43,617	57,606 6,458	11,663 1,549	1,576 144	1,660	52%
Early Echols	17,413	7,945 278	2,150 62	225	180	35%
Effingham Elbert	9,133	3,258 10,335	900 2.544	108 453	1,680	35%
Emanuel	19,789	9,808 4,822	2,125 991	222 63		33%
Evans Fannin	15,192	8,776	1,904	117	1,220	32%
Floyd	62,899	3,557 53,628	1,121 $11,647$	$\frac{65}{1,492}$	1,390 9,040	73% 52%
Forsyth Franklin	14,446	9,771 7,739	1,410 1,387	50 128	1,130 1,300	39% 36%
Fulton		762,676 5,242	126,185 707	19,193 168	107,930 980	75% 39%
Glascock Glynn	3,579	568 26,846	$\frac{172}{7,122}$	19 1,067	130 4,000	21% 45%
Gordon	18,922	8,890 8,625	2,418 2,308	312 331	3,050	61%
Grady	12,843	6,861	1,941	288	1,240	39%
Habersham	16,553	17,964 $10,037$	3,714 $2,511$	477 273	3,640 1,410	41% 32%
Hall Hancock	11,052	48,486 5,100	7,524 1,382	984 57	6,840 650	61% 27%
Haralson Harris		8,157 3,104	1,709 1,485	164 99	2,460 1,320	63% 47%
Hart Heard		5,362 1,432	1,237 269	90 2 8	1,300 730	36% 52%
Henry Houston	15,857	5,727 10,262	1,474 3,325	107 488	2,730 2,500	70% 36%
Irwin	11,973	3,521 9,751	1,434 2,434	51 222	420 1,970	16%
Jasper	7,473	3,399	563	82	590	41 % 37 %
Jeff Davis Jefferson	. 18,855	3.721 7,780	1,275 1,693	196 363	380 910	16% 20%
Jenkins Johnson	9,893	4,826 2,734	1,411 802	218 143	420	16%
Jones Lamar		1,214 4,438	492 1,584	153	$\frac{430}{1,780}$	27% 71%
Lanier Laurens	. 5,151 . 33,123	$2{,}107$ $19{,}967$	536 4,426	58 548	250 2,050	19% 27%
Lee Liberty	. 6,674	874 5,010	347 1,516	48 64	390	30%
Lincoln Long	. 6,462	3,735 1,288	1,497 439	65 51	470 120	39% 13%
Lowndes	. 35,211	40,624	8,909	1,202	2,180	19%
Lumpkin McDuffie	. 11,443	2,581 5,682	595 1,699	33 128	590 650	39% 21%
McIntosh Macon	. 14,213	1,995 6,816	832 2, <u>029</u>	48 194	1,050	31%
Madison Marion	6,521	$^{2,299}_{1,727}$	787 752	52 47	1,080 310	36% 22 %
Meriwether	. 9,023	8,266 3,495	2,585 716	328 155	3,800	73%
Mitchell Monroe	. 10,523	11,794 5,356	2,991 1,930	329 163	1,850	71%
Montgomery Morgan	. 7,901	1,620 6,166	469 1,947	76 191	1,070	37%
Murray Muscogee	. 10,676	2,896 $124,450$	586 28,908	56 3,008	1,590 5,600	61% 16%
Newton Oconee	. 20,185	13,755 1,171	4,131 725	367	3,740 590	71% 37%
Oglethorpe Paulding	. 9,958	1,809 3,171	957 816	43 54	900 1,890	39% 63%
Peach	. 11,705	8,346 6,233	2,329 702	244	990	32%
Pickens	. 11,112	4,287	1,365	96 137	900 340	39% 13%
Pike	. 30,976	1,441 19,445	545 5,702	24 645	1,280 5,210	71% 64%
Pulaski Putnam	. 7,731	5,931 4,150	1,230 982	170 155	570 430	26% 27%
Quitman Rabun	. 7,424	475 3,758	239 790	135	180 540	22% 3 2 %
Randolph Richmond	. 13,804	6,599 $132,403$	1,891 28,266	$\frac{219}{3,465}$	750 6,330	23% 16%
Rockdale Schley	4,036	4,295 1,188	1,098 310	$\begin{array}{c} 47 \\ 44 \end{array}$	1,540 150	70% 22%
Screven Seminole	. 7,904	5,514 5,223	1,451 1,341	143 136	• • • •	
Spaulding Stephens	. 16.647	25,597 $12,710$	6,676 3,055	$\frac{801}{424}$	6,230 1,500	70% 3 2 %
Stewart Sumter	, 9,194	3,398 18,205 1,738	$\frac{1,082}{4,994}$	113 554	480 1,970	22% 30%
Talbot Taliaferro	. 7,687	1,738 1,093	447 402	48 24	850 310	47% 39%
Tattnall	. 15,939	6,007 3,644	1,651 999	290 95	740	32%
Telfair Terrell	. 13,221	6,408 7,551	1,952 2,150	291 172	500 1,020	16% 30%
Thomas	33,932	23,594 19,618	6,311 5,315	934 576	1,060	17%
Toombs	. 17,382	18,106 1,481	4,231 419	580 34	290	
Treutlen	6,522	2,044	586 12,715	49		32%
Troup	. 10,479	45,770 5,063	1,488	$^{1,261}_{170}$	7,640 470	54% 18%
Twiggs Union	7.318	1,194 2,929	491 688	52 80	270 540	16% 32% 48%
Upson Walker	. 25,078 . 38,198	17,497 21,754	6,176 5,382	515 924	3,140 4,800	43%
Walton Ware	. 20,230 . 30,289	12,247 27,138	3,623 6,036	328 853	3,640 2,870	70% 3 5%
Warren Washington	. 21,012	3,190 8,284	722 2,216	77 284	440 860	21% 17%
Wayne Webster	. 14,248 . 4,081	8,979 325	2,019 145	304 18	440 180	12% 22%
Wheeler White	6,712	$\frac{1,731}{2,041}$	637 617	52 33	210 450	16% 32%
Whitfield Wilcox	. 34,432	26,314 2,505	7,460 1,071	784 1 2 5	6,190 650	61% 26%
Wilkes Wilkinson	12,388	7,167 3,150	1,824 1,194	293 94	1,210 380	39% 16%
Worth		5,596	2,279	182	810	18%
Note: For source	es see fore	word. Food	l, drug, an	d retail s	ales, copy	right 1954,

ote: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; futher reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

A.

BROADCASTING TELECASTING

overwhelmingly the first choice among leading TV agencies and advertisers.*

These findings were drawn from a questionnaire sent by the American Research Bureau to 637 leading television agencies and advertisers. Nearly 50% (289) responded:

BROADCASTING • TELECASTING 112

Publication "B"	56
Publication "C"	35
Publication "D"	31
All others	55

* For complete brochure describing this study in detail write your nearest B•T office.

GEORGIA-

ALBANY

(Dougherty County)

WALB-TV

LICENSEE: Herald Pub. Co. Address: 138 Pine Ave. Tel.: Hemlock 5-8386.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 56.2 kw. Operating Rad. pow.: Visual 112 kw, Aural 56.2 kw. Transmitter: Address, 4 miles north of Albany. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 390 ft. Above ground 410 ft.

OPERATION: Began April 7, 1954.

AFFILIATIONS: Networks, ABC, DuMont, NBC. Station, AM, WALB.

REPRESENTATIVES: Sales, Burn-Smith. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: James H. Gray, president (79.4%), Mrs. W. B. Haley, executrix of estate of W. B. Haley (9.3%), A. C. and I. C. Gortatowsky (2.7%), Mrs. Clara B. Wilson (2.6%) and nine others none with more than 1.56%. Licensee publishes Albany Herald.

RATE INFORMATION: Class A one hour live, \$200; minute spot, \$40. Frequency discounts. Rate Card No. I.

ATLANTA

(Fulton County)

WAGA-TV

LICENSEE: Storer Broadcasting Co. Address: 1018 W. Peachtree St., N.W. Phone: Vernon 3553.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1018 W. Peachtree St., N.W. Make, RCA. Model TT25AL. Antenna: Make, RCA. Type TF-5 Superturnstile. Height, Above average terrain 530 ft. Above ground 484 ft.

OPERATION: Began March 8, 1949. Hours, 7:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WAGA. FM, WAGA-FM

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Three studios (one 30x50 ft., two 20x20 ft. each). Two RCA TK 10A studio cameras. One Vuegraph and two RCA TK30A studio and field cameras, rear screen projector. Two 16mm Bolex film cameras. Two RCA TP-16C film projectors. Two Viewlex 5QQ6 slide projectors. RCA mobile unit. News Services, AP, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: George B. Storer Sr. is principal owner. Licensee also owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, W. Va., WGBS-AM-FM Miami, KGBS-AM-TV San Antonio and WBRC-AM-TV Birmingham. Mr. Storer is publisher of Miami Beach Florida Sun.

EXECUTIVES:

George B. Storer, Pres.
Glenm C. Jackson, Mgng. Dir.
John W. Collins Jr., Sta. Mgr.
Don Naylor, Prog. Dir. and Film
Buy.

Hugo Bondy, Ch. Eng.
Charles E. Trainor, Prom. Pub.
Mgr.
Terry Mason, Prod. Mgr.

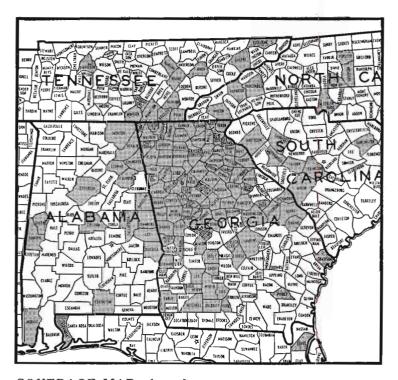
RATE INFORMATION: Class A one hour Live \$750.00, Film \$750.00. Minute spot Live \$120.00, Film \$120.00. Frequency discounts from 13 times at 5% up to 30% plus for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population No. of Sets (June 1)	750,000	1,000,000	000,000,1 000,08£

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

44,578 VIEWERS WANTED OUR TRADE-MARK.



Who'd ever have thought that 31 Scottie puppies would pull 44,578 entries in a one-month contest?

To celebrate our 5th Anniversary in March, we offered our viewers a chance to win a live replica of our Scottie trade-mark, "Waga," every day. Entry blanks had to be obtained from local stores or postal cards mailed in to enter the daily drawings.

In poured the entries—44,578 of them. They came from seven states, 150 counties, 378 cities. Metropolitan Atlanta accounted for 38,951 or 87%. Out-of-state entries totaled 548. The balance, 5,079 were outside Metropolitan Atlanta.

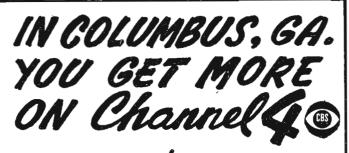
Here is coverage where it counts-coverage that blankets the rapidly-growing, rich Atlantaplus market. Let our reps give you full information about WAGA-TV's leadership in viewers, coverage, and selling power.

COVERAGE MAP—based on 44,578 entries in "Win A Waga" contest, March, 1954. Of the total entries, 38,951 or 87% came from Metropolitan Atlanta - Georgia's richest trading area. 5,079 came from other Georgia localities, 548 came from out of the state. In all, entries came from 7 states, 150 counties, 378 cities. WAGA-TV is obviously top dog in this rich market area.

Represented Nationally by the KATZ AGENCY, Inc.

100,000 WATTS

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago



28 Counties

Station B

8 Counties

VIDEODEX and TELEVISION MACAZINE

147.290 Families

Station B

64,870 Families

SALES MANACEMENT, VIDEODEX

WRBL-TV leads in TV set

count by more than 3 to 1

VIDEODEX, TV MAGAZINE, NIELSEN

WRBL-TV viewed most in ratio of more than 3 to 1. Earned top ratings in 84% of 240 quarter hours operating

ARB, VIDEODEX, TELEPULSE

With more of everything WRBL-TV is your sure way to get more results in this market of 600,000 people with \$670 million to spend





ATLANTA (Cont.)

WLWA (TV)

LICENSEE: Crosley Broadcasting of Atlanta Inc. Address: 1611 W. Peachtree, N. E. Phone: Vernon 1141.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitter: Address, 1611 W. Peachtree, N. E. Make, Standard Electronics. Antenna: Make, GE. Type TY30H. Height, Above average terrain 545 ft. Above ground

OPERATION: Began. Oct. 1, 1951. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, WLW Sales. Consulting Engineer, A. Earl Cullum.

SERVICES: Two studios (one 40x65 ft. and one 30x40 ft.). Seven RCA camera chains. Two RCA film cameras. Two RCA film projectors. jectall slide projectors. GE opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Crosley Broadcasting Corp. (Avco Mfg. Co.) which owns WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio.

EXECUTIVES:

W. P. Robinson, Pres. Bernard I. Ochs, Gen. Sls. Mgr. Harvey J. Aderhold, Ch. Eng. Gerard Appy, Prog. Dir.

Wilber L. Fattig, Asst. Ch. Eng. Wade Perkins, Acting Film Mgr. John C. Roesel, Prom. Dir. J. P. Dwyer, Bus. Mgr.

RATE INFORMATION: Class AA one hour \$700. Minute spot \$112. Frequency discounts. Rate Card No. 2.

WQXI-TV

(Target Date, Oct. 1954)

LICENSEE: Robert W. Rounsaville. Address: Peachtree at Mathieson. Phone: Cherokee 2196.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 117 kw Operating Pow.: Visual 20 kw, Aural 20 kw. Transmitter: Address, Rear of 525 Bishop St., N. E., Atlanta, Ga. Make, Continental. Model 716. Antenna: Make, Truscon. Height, Above average terrain 440 ft. Above ground 447 ft.

OPERATION: Target date, Oct. 1954.

AFFILIATIONS: Station, AM, WQXI.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDER: Mr. Rounsaville owns also WLOU and WQXL-TV Louisville, WCIN and WQXN-TV Cincinnati, WMBM Miami Beach, WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton, Tenn.

EXECUTIVES:

Robert W. Rounsaville, Pres., Own. & Gen. Mgr.

Paul B. Cram, Ch. Eng.

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Address: 10 Forsyth St., NW. Phone: Elgin 6711.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 780 Willoughby Way, NE. Make, RCA. Model TT5A & TT25A1. Antenna: Make, RCA. Type TFS-14A. Height, Above average terrain 932 ft. Above ground 1,059 ft.

OPERATION: Began Sept. 29, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WSB. FM, WSB-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (30x50 ft.). Three RCA TK10A camera chains. One Bodde 2P-3AC rear screen projector. Three RCA TK-2OA film cameras. Two RCA TP16C film projectors. Two Selectroslide slide projectors. One Composite 4x5 in opaque projector. RCA mobile unit with three field cameras, Zoomar Lens and Dual Microwave equipment. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee publisher Atlanta Journal and Constitution. James M. Cox, former governor of Ohio, is principal stockholder.
Same interests own and operate WHIO-AM-FM-TV Dayton, WIOD-AM-FM Miami and publish Dayton Daily News and Journal Herald, Springfield News and Sun and Miami News.

EXECUTIVES:

J. Leonard Reinsch, Mgng. Dir. John M. Outler Jr., Gen. Mgr. Marcus Bartlett, Sta. Mgr.

Mark Toalson, Prod. Mgr. R. A. Holbrook, Ch. Eng. Jean Hendrix, Film Buy.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$130. Frequency discounts. Rate Card No. 7.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Delivers a greater total audience and builds distribution for you faster than any other Atlanta television outlet . . . because WSB-TV is

The oreal AREA station Southeast

Rep'd by Edw. Petry & Co. Affiliated with the Atlanta Journal & Constitution

wsb-tv

Atlanta, Georgia

100,000 watts — channel :

1062-ft, tower

AUGUSTA

(Richmond County)

WJBF-TV

LICENSEE: Georgia-Carolina Broadcasting Co. Address: Augusta, Ga. Phone: 7-7787.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 67.6 kw. Operating Pow.: Visual 100 kw, Aural 67.6 kw. Transmitter: Address, 1305 Georgia Ave. Make, DuM. Model, 25kw. Antenna: Make, RCA. Type TF 5A. Height, Above average terrain 615 ft. Above ground 479 ft.

OPERATION: Began Nov., 1953. Hours, 12 noon-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuM., NBC. Station, AM, WJBF.

REPRESENTATIVES: Sales, George P. Hollingbery.

SERVICES: Two studios, one 60x40 ft. Two GPL camera chains. One rear screen projector. One RCA TK-20D and one GPL Vidicon film cameras. Two GPL 16mm and one RCA 16mm film projector. One Gray Telojector slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: J. B. Fuqua (65%) and Martin Theaters of Georgia (35%), which also owns 75% of WDAK-AM-TV Columbus, Ga.

EXECUTIVES:

J. B. Fuqua, Pres. & Film Buy.D. M. Kelly, Vice Pres. & Gen. Mgr. Lou Epps, Com. Mgr. Thomas J. Henessy, Prog. Dir. John P. Jopling, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,208,000; Families in area, 307,200; Area in Square Miles, 18,000; No. of Sets (June 1) 96,200; Retail Sales, \$821,000,000.

WRDW-TV

LICENSEE: Radio Augusta Inc. Address: Georgia at Observatory Ave. Phone: 7-5432.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 51.3 kw. Operating Pow.: Visual 102 kw, Aural 51.3 kw. Transmitter: Address, Georgia at Observatory Ave. Make, RCA. Model RCA TT-10AH. Antenna: Make, RCA. Type TF-12AH-P S.T. Height, Above average terrain 650 ft. Above ground 498 ft.

OPERATION: Began Feb. 9, 1954. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WRDW.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George C. Davis.

SERVICES: Two studios (35x40 ft. and 40x60 ft.). Two RCA TK-II A camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA TP-16F 16mm film projectors. Two RCA TP-3A slide projectors. One film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Grover C. Maxwell (20%), president; Harry W. Jernigan (20%), vice president; W. R. Ringson (20%), secretary-treasurer; Allen M. Woodall (20%), executive vice president, and Frederick Kennedy (20%), vice president.

EXECUTIVES:

Grover C. Maxwell, Pres. Allen M. Woodall, Exec. Vice Pres. W. R. Ringson, Gen. Mgr. Roger J. LaReau, Sta. Mgr. & Film Buy. William H. Mackenzie, Prog. Dir. Joseph P. Gill, Ch. Eng. John Atkinson, Prod. Dir. Warren Hites, News Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: [Grade A FCC Contour]: Population, 326,700; Families in Area, 86,560; No. of Sets (June I), 51,820; Retail Sales, \$167,493,000 (metropolitan Augusta); Income per Family, \$4,917 (metropolitan Augusta). (Grade B FCC Contour): Population, 275,000; Families in Area 65,120; No. of Sets 43,630. Total (including Fringe Area): Population, 1,169,300; Families in Area, 280,698; No. of Sets, 165,960.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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COLUMBUS

(Muscogee County)

WDAK-TV

LICENSEE: Television Columbus. Address: 1307 First Ave. Phone: 2-8828.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 138 kw, Aural 74.1 kw. Operating Pow.: Visual 15.8 kw, Aural 8.5 kw. Transmitter: Address, Walker Mountain, Phenix City, Ala. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-1B. Height, Above average terrain 650 ft. Above ground 449 ft.

OPERATION: Began Oct. 6, 1953. Hours, 2:55 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WDAK.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney, Spearman & Roberson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (32x54 ft.). Two RCA TK-11A camera chains. One Vuegraph rear screen projector. One RCA TK-20D film camera. Two RCA TP-16 film projectors. One Gray telejector slide projector. Processing unit for stills and 16mm film. News Service, AP. Library, Official

PRINCIPAL STOCKHOLDERS: Martin Theatres of Georgia Inc. (75%) of which E. D. Martin is president, R. E. Martin Jr., vice president, and C. L. Patrick, secretary-treasurer, and Radio Columbus Inc. (25%), of which Allen M. Woodall is president, Howard E. Pill, vice president, and Miles H. Ferguson, secretary-treasurer.

EXECUTIVES:

Allen M. Woodall, Pres. E. F. MacLeod, Gen. Mgr. Ed. J. Hennessy, Com. Mgr. Jack Rathbun, Prog. Dir. & Film Buy. Reeve Owen, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$220, Film \$200. Minute spot Live \$45. Film \$40. Frequency discounts from 21/2% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 576,700; Families in Area, 147,300; No. of Sets (June I), 53,849; Retail Sales, \$345,435,000; Income per Family, \$2,352; Income per Capita, \$593.

WRBL-TV

LICENSEE: Columbus Broadcasting Co. Inc. Address: 1350 13th Ave. Phone: 2-0601.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.8 kw. Operating Pow.: Visual 27.5 kw, Aural 14.8 kw. Transmitter: Address, 1350 13th Ave. Make, GE. Model TT-10-A. Antenna: Make, GE. Type TY-27-F. Height, Above average terrain 330 ft. Above ground 460 ft.

OPERATION: Began Nov. 15, 1953. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WRBL. FM, WRBL-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 30x45 ft., and one 14x18 ft.). Two RCA TK-30 and one TK-11 camera chains. Tv Specialty Co. rear screen projector. One GE 4PE5C1 film camera. Two GE Syncrolight 16mm film projectors. Two Selectoslide Jr. slide projectors. Bolex 16mm camera. Micro-Record Developer film processing unit. RCA TJ-50-A mobile unit. News Service, UP. Library, Telescriptions.

PRINCIPAL STOCKHOLDERS: R. W. Page Corp. (51%), J. W. Woodruff Sr. and J. W. Woodruff Jr. (49%). R. W. Page Corp. owns Columbus Enquirer and Ledger and Bradenton (Fla.) Herald. Senior Mr. Woodruff owns 70% of WAOK Atlanta, Ga., and 90% of WGPC Albany, Ga. Junior Mr. Woodruff owns 10% of WGPC Albany, Ga.

EXECUTIVES:

Jim W. Woodruff Jr., Pres. & Gen. Mgr. Walter Graham, Loc. Sls. Mgr. Ridley Bell, Prog. Dir. and Film Buy. Joseph A. Gamble, Ch. Eng. George A. Gingell, Sls. Ser. Dir. George Jenkins, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	216,000	443,150	645,790
Families	48,052	105,022	155,562
Area in Square Miles	860	5,542	9,506
No. of Sets (June 1)	28,000	57,760	77,780
Retail Sales	\$324,150,000	\$540,200,000	\$670,000,000

udience. Dominance

100PER CONFIRMS

Maximum FCC Power 100,000 Watts

NBC-ABC-DuMont Interconnected

Population: 1,208,000 Homes: 307,000

SERVING OVER

125

NATIONAL AND **REGIONAL ADVERTISERS** PLUS DOZENS OF LOCAL RETAILERS

Average share of audience:

	WJBF-TV	Station "B
EVENING (SunSat.— 6-12 mid.)	76%	24%
DAYTIME (MonFri.— noon-5 p.m.)	68%	32%

April, 1954

NOW — **OVER** 100,000 TV HOMES!

Represented by Hollingbery VHF CHANNEL

rea Dominance OF SOUTHERN MARKETS

Metropolitan Area	National Rank	Metropolitan Population
AUGUSTA	86	242,800
Charlotte	96	214,600
Greensboro-		
High Point	99	205,500
Charleston	110	176,400
Winston-Salem	122	153,900
Columbia	123	152,500
Roanoke	128	143,200
_	-Source: Co estimates,	nsumer Market Jan. 1, 1954

TOTAL WJBF-TV COVERAGE AREA POPULATION-1,208,000

If classified as a "Standard Metropolitan Area" it would rank 13th in the nationjust behind Baltimore!

ONE OF THE NATION'S GREAT AREA STATIONS



MACON

(Bibb County)

WMAZ-TV

LICENSEE: Southeastern Broadcasting Co. Address: Bankers Insurance Bldg. Phone: 2-7373.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address. U.S. 129, South of Macon. Make, DuM. Model 8000. Antenna: Make, RCA. Type TF12-AH. Height, Above average terrain 437 ft. Above ground 514 ft

OPERATION: Began Sept. 27, 1953. Hours, 6:30 a.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, ABC, DuMont. Stations, AM, WMAZ. FM. WMAZ-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Consulting Engineer, George C. Davis.

SERVICES: One studio (30x30 ft.), outside patio. Two RCA TK-11 studio camera chains. One Television Specialty Co. rear screen projector. One RCA TK 20 D film camera. Two RCA TP 16 E film Projectors. One Gray Telejector. One Selectroslide slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: George P. Rankin Jr. (71%), Wilton E. Cobb [23%), Wallace Miller [3%), and Mary S. Miller [3%).

EXECUTIVES:

George P. Rankin Jr., Pres. & Herman Hatton, Dir. of Opr.
Ch. Eng. Dick Ashby, Prod. Dir.
Wilton E. Cobb, Gen. Mgr. Ben Chatfield, News Dir.
Frank Crowther, Com. Mgr. J. D. Lawhon, Tech. Dir.
Ed Pendleton, Film & Prom. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 10% for 26 times up to 25% for 156 times. Rate Card No. 1.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	434,900	265,200	700,100
Families in Area	110,000	66,900	176,900
No. of Sets (June 1)	51,023	25,030	76,053
Retail Sales	\$256,860,000	\$138,445,000	\$395,305,000
Income per Family	\$ 4,331	\$ 4.331	\$ 4,331

WNEX-TV

LICENSEE: Macon Television Co. Address: 2411 Pio Nono Ave. Phone: 3-9355.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw.
Operating Pow.: Visual 16.85 kw, Aural 9.1 kw. Transmitter: Address,
2411 Pio Nono Ave. Make, RCA. Model TTU1B. Antenna: Make, RCA.
Type TFU24 BM. Height, Above average terrain 490 ft. Above ground
437 ft.

OPERATION: Began Aug. 21, 1953. Hours, 3:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, NBC. Station, AM, WNEX.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Dempsey. & Koplovitz. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio. One RCA TK11A camera chain. One RCA TK20D film camera. Two RCA TP16D film projectors. One Type 3A Telojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: William A. Fickling, president (18%), Ed Lowe, vice president, Al Lowe, executive vice president and Ellsworth Hall, secretary-treasurer. Macon Broadcasting Co. (WNEX) owns 80%.

EXECUTIVES:

Al Lowe, Exec. Vice Pres. John A. Hicks, Asst. Mgr., Prog. Dir. & Film Buy. Carl M. Williams, Com. Mgr. Charles A. Walker, Ch. Eng. Mary Britt, Traffic Mgr. Robert F. Jones, Film Dir. Bob Saggese, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$165, Film \$150. Minute spot Live \$32.50, Film \$30. Frequency discounts. Rate Card No. 2.

ROME

(Floyd County)

WROM-TV

LICENSEE: WROM-TV Inc. Address: 121 Broad St. Phone: 2-0833.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: Address, Horseleg Mtn., 4.2 mi. SW of Rome. Make, DuM. Model 8000. Antenna: Make, RCA. Type TF-6. Height, Above average terrain 720 ft. Above ground 87 ft.

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OPERATION: Began June 15, 1953. Hours, 5:15 p.m.-12:30 a.m.

AFFILIATIONS: Station AM, WROM.

REPRESENTATIVES: Sales, Weed Television. Consulting Engineer, Ben Akerman.

SERVICES: Two studios. Two GPL Image Orthicon camera chains. One Image Orthicon pickup film camera. One GPL PA-100 film projector. One LaBelle 302 automatic 2x2 slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Dean Covington (331/3%), president, Chas. Doss (331/3%), vice president, and Ed McKay (331/3%), secretary.

EXECUTIVES:

Dean Covington, Pres.
Ed McKay, Gen. Mgr. & Film Buy.
Chas. Doss, Com. Mgr. &
Vice Pres.
Blair Jessee, Prog. Dir.
T. H. Robertson, Ch. Eng.

Ivan Hoge, Film Dir.
Dorothy McKay, Traffic & Ops.
Desk
Bries Salky, Speets Die

Price Selby, Sports Dir. Geo. Swearingen, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Frequency discounts from 5% for 26 times up to 25% for 256 times. Rate Card No. I.

MARKET INFORMATION:

	•		Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	185,500	818,000	2,550,000
Families in Area	46,400	217,300	637,000
Area in Square Miles	2,290	7.235	13,267
No. of Sets (June 1)	23,500	102,150	405,203
Retail Sales	\$123,000,000	\$600,000,000	\$2,086,000,000
Income per Family	\$ 4,000	\$ 4,000	\$ 4,500
Income per Capita	\$1,000	\$ 1,000	\$ 1,125

SAVANNAH

(Chatham County)

WTOC-TV

LICENSEE: Savannah Broadcasting Co. Inc. Address: 516 Abercorn St. Phone: 2-0127.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, 516 Abercorn St. Make, GE. Model TT 6 E. Antenna: Make, GE. Type TY28C. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Began Feb. 14, 1954. Hours, 1:00 p.m.-11:20 p.m.

AFFILIATIONS: Networks, CBS, ABC, NBC, DuMont. Stations, AM, WTOC. FM, WTOC-FM.

REPRESENTATIVES: Sales. The Katz Agency. Washington Altorney, Miller & Schroeder. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 60x40 ft. and one 14x16 ft.). Two GE PC-7-A camera chains. Kliegl Brothers rear screen projector. Two GPL PA-100-A film projectors. One Gray 3-A slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: William T. Knight Jr. (51%), president and treasurer; S. P. Driscoll (3.6%), vice president and secretary; Grace Schley Knight (16.6%), F. Schley Knight (4.6%) and 83 minority stockholders.

EXECUTIVES:

William T. Knight Jr., Pres. & Gen. Mgr. Ben B. Williams, Com. Mgr. Dwight J. Bruce, Prog. Dir. & Film Buy. Kyle E. Goodman, Ch. Eng. F. Schley Knight, Vice Pres. in Charge of TV

RATE INFORMATION: Class A one hour Live \$230, Film \$200. Minute spot Live \$45, Film \$40.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	256,500	139,700	396,200
Families in Area	69,600	35,100	104,700
No. of Sets (June 1)	28,000	12,000	40,000
Retail Sales	\$194,893,000	\$80,782,000	\$275,675,000
Income per Family	\$ 3,050	\$ 2,786	\$ 2,918
Income per Capita	\$ 772	\$ 702	\$ 737

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

(CBS)

THOMASVILLE

(Thomas County)

WCTV (TV)

(Target Date, Not Set)

LICENSEE: E. D. Rivers Sr. Address: Rt. I, Lakeland, Ga. Phone: 14.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 6.03 kw. Aural 3.02 kw. Transmitter: Address, Thomasville. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 350 ft. Above ground 365 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Sales, Stars National. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, W. J. Holey, Atlanta.

PRINCIPAL STOCKHOLDERS: Mr. Rivers is also 60% owner of WOBS-AM-TV Jacksonville, Fla., 66.5% owner of Sun Coast Broadcasting Co. (WMIE) which is 50% owner of WMIE-TV Miami, and owns WLBS Birmingham, Ala.

EXECUTIVES:

E. D. Rivers Sr., Pres.

VALDOSTA

(Lowndes County)

WGOV-TV

(Target Date, Sept. 1954)

LICENSEE: WGOV-TV Inc. Address: Daniel Ashley Hotel. Phone: 1420.

FACILITIES: Ch. 37. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 52 kw. Transmitter: Address, Valdosta. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 342 ft.

OPERATION: Target date Sept. 1954.

AFFILIATION: Station, AM, WGOV.

REPRESENTATIVES: Sales, Stars National Inc. Washington Attorney, Philip M. Baker. Consulting Engineer, W. J. Holey, Atlanta.

SERVICES: One studio (30x50 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA slide projector.

PRINCIPAL STOCKHOLDERS: E. D. Rivers Jr. (99.97%), W. H. Keller Jr. (0.01%) and A. B. Smith (0.01%) and H. E. Ulmer (0.01%). Mr. Rivers also owns WEAS Decatur, WJIV Savannah, Ga., and KWEM W. Memphis, Ark.

EXECUTIVES:

E. D. Rivers Jr., Pres. W. H. Keller Jr., Vice Pres. & Gen. Mar.

BROADCASTING • TELECASTING

A. B. Smith, Com. Mgr. Vince Randolph, Prog. Dir. L. E. Gradick Jr., Ch. Eng.

IDAHO.

IDAHO MARKET INDICATORS

Total Population, July 1, 1953	598,000
Total Families, 1950	148,710
Total Urban Population, 1950	252,549
Total Rural Nonfarm Population, 1950	171,128
Total Farm Population, 1950	164,960
Employed in Nonagricultural Establishments, April	
1954	127,800
Employed in Agriculture, 1950	55,241
Employed in Mining, April 1954	4,600
Employed in Manufacturing, April 1954	19,900
Employed in Construction, April 1954	6,900
Employed in Transportation & Public Utilities, April	,
1954	16,100
Employed in Wholesale & Retail Trade, April 1954	33,600
Employed in Finance, Insurance and Real Estate,	
April 1954	4,300
Employed in Service & Miscellaneous, April 1954	15,500
Employed in Government Service, April 1954	26,900
Retail Sales, 1953 \$	699,994,000

Bank Assets, Jan. 1, 1954	512,160,000 nment
22.5%.	874,000,000
Total Income Payments, 1952	1,438
Total Internal Revenue Collections, 1953\$	115,071,035
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$	75.36
Cash Receipts from Farm Marketing, 1953 \$	342,577,000
Government Payments to Farmers, 1953 \$	3,828,000
Value of Mineral Production, 1951\$	82,793,000
New Public Construction in 1952\$	68,200,000
Motor Vehicle Registration, 1953	304,062
Number of Telephones, Jan. 1, 1954	158,700
Number of Electrical Connections, Jan. 1, 1954	205,551
Number of Gas Utilities Connections, 1953	500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

IDAHO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1 9 53 (\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	TV Sets 1954	TV % 1954
Ada Adams		\$92,616	\$16,434 961	\$2,321 80	9,010	36%
Bannock		2,558 $48,723$	11,191	1,380	1.440	11%
Bear Lake	6,834	7,359	1,199	230	190	11%
Benewah		5,835	1,495	41		
Bingham		22,930	4,591	566		
Blaine	= 000	6,354	1,375	147		
Boise		1,065	375		70	11%
Bonner	14,853	13,098	3,308	299	1,850	41%
Booneville		52,673	8,723	990		
Boundary		6,705	1,776	77	660	41%
Butte		2,002	442	30		
Camas		871	145	34		::::
Canyon	53,597	65,328	12,878	1,693	3,050	18%
Caribou	5,576	9,835	1,522	55	230	11%
Clark		$19,850 \\ 794$	3,309 167	446	• • • •	
		5,798	1,255	259	330	15%
Clearwater		2,570	734	69		
Elmore		7,268	797	67	370	16%
Franklin		9.860	1.790	258	290	11%
Fremont		9,531	1,847	280	220	
Gem		7,130	1,749	71	270	11%
Gooding		15,497	3,248	365		
Idaho	11,423	10,884	1,838	202		
Jefferson		7,921	1,815	275		
Jerome		15,324	3,232	344		
Kootenai		26,695	7,648	697	3,300	40%
Latah		18,626	4,132	562		• • • •
Lemhi	6,278	5,714	1,633	108	• • • •	• • • •
Lewis		4,198	619	157	• • • •	
Lincoln		3,316 $12,423$	$741 \\ 1.995$	72	• • • •	• • • •
Madison Minidoka	9,156 9,785	8,872	1,751	286 210		
Nez Perce		41,528	6,827	971		
Oneida	4 00=	4.764	836	77	110	11%
Owyhee		5,605	1,622	89	290	17%
Payette		10,949	2,628	258	390	10%
Power		4,922	848	40	90	11%
Shoshone		22,509	7,153	643	1,020	14%
Teton	3,204	2,759	558	87		,0
Twin Falls		58,508	8,652	1,297		
Valley		5,324	1,380	95		
Washington	8,576	13,803	1,725	199	290	11%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

BOISE

(Ada County)

KIDO-TV

LICENSEE: KIDO Inc. Address: 709 Idaho St. Phone: Boise 2-4611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 51 kw, Aural 26 kw. Operating Pow.: Visual 51 kw, Aural 26 kw. Transmitter: Address, 700 Crestline Dr. Make, RCA. Model TT 10 AH. Antenna: Make, RCA. Type TF 6A1. Height, Above average terrain 80 ft. Above ground 387 ft.

OPERATION: Began July 12, 1953. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Network NBC, ABC. Station, AM, KIDO.

SERVICES: One studio (33x50 ft.). Two TK31A RCA camera chains. One Television Specialty rear screen projector. One TK 20D film camera. Two RCA TP 16D projectors. One Gray Telejector type 34A slide projector. Multiscope opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Georgia M. Davidson, pres. (88.5%); Walter E. Wagstaff, vice pres. (11.5%).

BOISE (Cont.)

KIDO-TV (Cont.)

IARKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Families in Area	43,000	16,000	67,000
No. of Sets (June 1)			34,400
Retail Sales		***************************************	\$257,600,000
Income per Family			\$ 4,989
Income per Capita	·····		\$ 1,587

KBOI (TV) (MERIDIAN)

LICENSEE: Boise Valley Broadcasters Inc. Address: 1004 N. 10th St. Phone 2-2222. (For full listing see Meridian)

IDAHO FALLS

(Bonneville County)

KID-TV

LICENSEE: Idaho Radio Corp. Address: Ammon Rd. Phone: Idaho Falis 3.

FACILITIES: Ch. 3. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, 32 miles west of Idaho Falls. Make, GE Driver, RCA Amplifier. Model GE TT6C, RCA-TT25BL. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 1,600 ft. Above ground 201 ft.

OPERATION: Began Dec. 20, 1953. Hours, 4:45 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KID.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, Wilkinson, Boyden, Cragun & Barker. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (one 25x50 ft. and one 25x25 ft). One RCA-TK-11A camera chain. One RCA-TK-20P film camera. One RCA-TP-16F film projector. One Gray Telejector slide projector. One Gray Telejector slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: A. W. Schweider (7.3%), president; Guy A. Poulson (6.7%), vice president. KSL-AM-FM-TV, Salt Lake City owns 25.9% of licensee and Zions Securities Corp. (business rentals), Salt Lake City, owns 17.4%. Ten remaining stockholders own less than 10% each.

EXECUTIVES:

C. N. Layne, Gen. Mgr.	Carroll Secrist, Ch. Eng.
Claude W. Cain, Com. Mgr.	Roy Southwick, Film Buy.
	& Prog. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$33, Film \$25. Rate Card No. I.

MARKET INFORMATION:

RKET INFORMATION:			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	000,601	171,000	230,000
Families in Area	26,500	42,500	62,000
No. of Sets (June 1)	10,600	9,200	36,500
Retail Sales			\$271,970,000
Income per Family	***************************************		\$ 3,811

KIFT (TV)

(Target Date, 1955)

LICENSEE: Idaho Falls Television Inc. Address: P. O. Box 581, North Yellowstone Highway. Phone: Idaho Falls 1054.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 23.5 kw, Aural 12 kw. Transmitter: Height, Above average terrain 240 ft. Above ground 349 ft.

OPERATION: Target date, 1955. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, KIFI.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, John Midlen. Consulting Engineer, Grant Wrathall.

SERVICES: One studio (30x40 ft.). News Service, AP. Library, Standard.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co. (80%), also owns 50% of KIFI Idaho Falls, 50% of KWIK-AM-TV Pocatello, 50% of KLIX-AM-TV Twin Falls, all Idaho, and owns Idaho Falls Post-Register.

EXECUTIVES:

James M. Brady, Pres., Gen. Mgr. & Film. Buy.

George Stone, Ch. Eng.

MERIDIAN

(Ada County)

KBIO (TV) (BOISE)

LICENSEE: Boise Valley Broadcasters Inc. Address: 1004 N. 10th St., Boise. Phone: 2-2222.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: Address, Deer Point on Shafer Butte. Make, DuM. Model 7000. Antenna: Make, RCA. Type TF 3C. Height, Above average terrain 2,540 ft. Above ground 140 ft.

OPERATION: Began Nov. 26, 1953. Hours, 3:00 p.m-11:00 p.m.

AFFILIATION: Networks, CBS, DuMont. Station, AM, KDSH.

REPRESENTATIVES: Sales, Free & Peters Inc.

SERVICES: Two studios (one 30x30 ft. and one 40x50 ft.). Two DuMont and RCA camera chains. One DuMont Scanner film camera. Two 16mm film projectors. One Scanner slide projector. One DuMont opaque projector. One mobile unit. News Service, CBS News Film. Library, Official.

PRINCIPAL STOCKHOLDERS: Westerman Whillock (8.6%), Earl Glade Jr. (5.3%), Willis C. Moffatt (11.6%), Fred M. Taylor (10.3%), Stanley E. King (16%), Edwin Snow (5.3%), Rudy Anderson (3.4%) and Theresa Whillock (8.6%).

EXECUTIVES:

Westerman Whillock, Pres. & Gen. Mgr. Earl Glade Jr., Asst. Gen. Mgr., Com. Mgr. & Film Buy. Bill Gratton, Prod. Dir. James A. Johntz Jr., Ch. Eng. Robert Howell, Film Editor Dave Johnson, News Editor

RATE INFORMATION: Class A one hour Live \$170, Film \$150. Minute spot Live \$36, Film \$30. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	173,300	52,800	325,400
Families in Area	53,100	15,400	99,400
Area in Square Miles	6,936	13,920	44,316
No. of Sets (June 1)	24,550	5,390	34,190
Retail Sales	\$189,961,000	\$70,739,000	\$447,983,000
Income per Family	\$ 4,520	\$4,507	\$4,543
Income per Capita	\$ 1,384	\$1,314	\$1,388

NAMPA

(Canyon County)

KTVI (TV)

(Target Date, Not Set)

LICENSEE: Idaho Broadcasting & Television Co. Address: Cassia St., Boise.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow: Visual 19.5 kw, Aural 9.8 kw.
Transmitter: Address, Deer Point Peak. Make, RCA. Antenna: Make,
RCA. Height, Above average terrain 2,250 ft. Above ground 108.8 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, KGEM (Boise).

REPRESENTATIVES: Washington Attorney, John H. Midlen. Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: Frank C. Carman and associates, who also own KGEM Boise. Mr. Carman and Grant Wrathall and associates also own 50% of KIFI Idaho Falls, 100% of KUTA and 50% of KUTV (TV) Salt Lake City, 663/3% of KOPR-AM-TV Butte, Mont., 50% of KWIK-AM-TV Pocatello, 50% of KLIX-AM-TV Twin Falls, all Idaho.

POCATELLO

(Bannock County)

KISJ (TV)

(Target Date, Nov. 1954)

LICENSEE: Tribune-Journal Co. Inc. Address: 305 S. Arthur St.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 7.2 kw, Aural 3.6 kw. Transmitter: Address: .72-mi. SW of Tyhee. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 20 ft. Above ground 320 ft.

OPERATION: Target date, Nov. 1954.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: Western Publishing Co. (50%), owned 37% by Robert S. Howard, president who owns more than 25% of The Dalles (Ore.) Chronicle, less than 25% of Logan (Utah) Herald-Journal, and less than 25% of Kalispell (Mont.) Inter Lake; G. Nicholas Ifft, chairman (25%), Catherine Ifft Kirchof, secretary (25%) and James G. Scripps, treasurer. Mr. Scripps owns 48% of Scripps Newspapers Inc.

KWIK-TV

(Target Date, 1955)

LICENSEE: Eastern Idaho Broadcasting & Television Co. Address: Bannock Hotel. Phone: 3400.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 3.2 kw, Aural 1.9 kw. Transmitter: Address, 3.5 mi. W. of Pocatello. Make, Composite. Antenna: Height, Above average terrain 870 ft. Above ground 88 ft.

OPERATION: Target date, 1955.

AFFILIATIONS: Network, ABC. Station, AM, KWIK.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, John H. Midlen. Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co., 50%; Frank C. Carman and Grant Wrathall and associates, 50%. J. Robb Brady Trust Co. also owns 50% of WLIX-AM-TV Twin Falls, 50% of KIFI and 80% of KIFT (TV) Idaho Falls, and owns Idaho Falls Post-Register. Messrs. Carman and Wrathall and associates own 50% of KIFI Idaho Falls, 100% of KUTA and 50% of KUTV (TV) Salt Lake City, and 66%3% of KOPR-AM-TV Butte, Mont. Mr. Carman and other associates also own KGEM Boise and KTVI (TV) Nampa Ida KTVI (TV) Nampa, Ida.

EXECUTIVES:

James M. Brady, Pres. John R. Taylor, Gen. Mgr. & Film Buy.

Tom Morrison, Com. Mgr. Bert Godfrey, Prog. Dir.

TWIN FALLS

(Twin Falls County)

KLIX-TV

(Target Date, Sept. 1954)

LICENSEE: Southern Idaho Broadcasting & Television Co. Address: Elizabeth Blvd. & Eastland Drive.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow: Visual 26.9 kw, Aural 13.5 kw. Transmitter: Address, Flat Top Butte. Make, Composite. Antenna: Make, RCA. Height, Above average terrain 660 ft. Above ground 250 ft.

OPERATION: Target date, Sept. 1954.

AFFILIATIONS: Network, ABC. Station, AM, KLIX.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, John H. Midlen. Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co., 50%, and Frank C. Carman and Grant Wrathall, 50%. J. Robb Brady Trust Co. also owns 50% of KWIK-AM-TV Pocatello, 50% of KIFI and 80% of KIFT (TV) Idaho Falls, and owns Idaho Falls Post-Register. Messrs. Carman and Wrathall also own 50% of KIFI Idaho Falls, 100% of KUTA and 50% of KUTV (TV) Salt Lake City, 66%3% of KOPR-AM-TV Butte, Mont. Mr. Carman and other associates own KGEM Boise and KTVI (TV) Nampa, Idaho Falls (TV) Remains the contraction of the co

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

ILLINOIS MARKET INDICATORS

Total Population, July 1, 1953 9,093,000 Total Families, 1950 2,287,955 Total Urban Population, 1950 6,759,271 Total Urban Nonfarm Population, 1950 1,189,709 Total Farm Population, 1950 763,196 Employed in Nonagricultural Establishments, April 1954 Employed in Agriculture, 1950 251,123 Employed in Manufacturing, April 1954 32,300 Employed in Manufacturing, April 1954 1,220,700 Employed in Construction, April 1954 155,000 Employed in Transportation & Public Utilities, April 1954 293,000 Employed in Wholesale & Retail Trade, April 1954 712,300 Employed in Finance, Insurance and Real Estate, April 1954 379,300 Employed in Service & Miscellaneous, April 1954 379,300 Employed in Government Service, April 1954 345,500 Retail Sales, 1953 \$11,352,340,000 Bank Assets, Jan. 1, 1954 \$15,910,328,000 Bank Deposits, Jan. 1, 1954 \$15,910,328,000 Bank Deposits, Jan. 1, 1954 \$17,91,328,000 Manufacturing Payrolls 29.4% Trade and Service 25.7%. \$17,681,000,000 Per Cap
Total Families, 1950 2,287,955 Total Urban Population, 1950 6,759,271 Total Total Farm Population, 1950 1,189,709 Employed in Nonagricultural Establishments, April 1954 3,304,900 Employed in Agriculture, 1950 251,123 Employed in Mining, April 1954 32,300 Employed in Manufacturing, April 1954 1,220,700 Employed in Construction, April 1954 1,220,700 Employed in Transportation & Public Utilities, April 1954 293,000 Employed in Wholesale & Retail Trade, April 1954 712,300 Employed in Finance, Insurance and Real Estate, April 1954 166,800 Employed in Service & Miscellaneous, April 1954 379,300 Employed in Government Service, April 1954 379,300 Employed in Government Service, April 1954 345,500 Retail Sales, 1953 \$11,352,340,000 Bank Assets, Jan. 1, 1954 \$15,910,328,000 Bank Deposits, Jan. 1, 1954 \$15,910,328,000 Bank Deposits, Jan. 1, 1954 \$14,794,061,000 Major Income Sources, 1952: Agriculture 4.8%; Government 12.1%; Manufacturing Payrolls 29.4% Trade and Service 25.7%. \$17,681,000,000 Total Income Paymen
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Total New Construction in 1952
New Private Construction in 1952 \$ 1,388,600,000
New Public Construction in 1952 \$ 397,100,000
Motor Vehicle Registration, 1953
Number of Telephones, Jan. 1, 1954
Number of Electrical Connections, Jan. 1, 1954 2,832,025
Number of Gas Utilities Connections, 1953 1,855,400
For sources see Foreword. Retail Sales, copyright 1954 Sales Management.

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ILLINOIS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	. 64,690	\$72,345	\$15,606	\$1,998	6,370	29%
Alexander		19,629	3,884	469	1,210	17%
Bond		13,697	2,961	166	2,540	54%
Boone	17,070	19,474	4,641	361	2,050	38%
Brown	7,132	9,573	1,571	79	620	27%
Bureau	37,711	36,902	7,319	505	4,950	41%
Calhoun	6,898	4,675	957	60	900	53%
Carroll	18,976	23,836	5,063	149	4,860	76%
Cass	15,097	15,831	4,175	411	1,690	36%
Champaign	106,100	128,154	24,596	4,232	4,460	14%
Christian	38,816	38,494	8,866	732	3,690	29%
Clark	17,362	17,946	3,490	274	2,000	35%
Clay	17,445	14,379	2,432	252	1,010	18%
Clinton	22,594	18,837	4,333	188	3,790	55 <i>%</i>
Coles	40,328	53,636	10,609	1,092	3,330	25%
Cook	4,508,792	6,490,654	1,358,178	190,674	1,208,970	82%
Crawford	21,137	21,006	4,725	414	2,580	35%
Cumberland	10,496	5,909	1,432	102	1,160	35%
De Kalb	40,781	54,432	11,025	1,558	7,320	56%
De Witt	16,894	19,883	4,174	375	590	11%
Douglas	16,706	18,329	4,484	332	1,400	26%
Du Page	154,599	173,848	52,560	5,502	44,930	85%
Edgar	23,407	25,234	5,309	777	2,060	26%
Edwards	9,056	9,679	1,495	111	570	19%
Effingham	21,675	29,960	5,201	401	2,610	39%
Fayette	24,582	18,566	3,441	328	2,950	40%
Ford	15,901	19,521	4,134	411	1,660	32%
Franklin	48,685	35,112	10,210	804	3,900	24%
Fulton	43,716	41,799	11,052	972	5,180	35%
Gallatin	9,818	8,423	1,763	118		
Greene	18,852	17,057	4,825	360	3,240	52%
Grundy	19,217	21,749	5,651	346	3,930	62%
Hamilton	12,256	7,516	1,644	215		
Hancock	25,790	24,095	5,376	433	3,720	43%
Hardin		4,285	1,420	116		
Henderson	8,416	8,202	1,824	77	1,160	43%

ILLINOIS MARKET DATA BY COUNTIES (Cont.)

	1950	1052 (\$000)	1953 (\$000)	1953 (\$000)	(CBS) 1954	(CBS) 1954
County		Retail Sales	Food Sales	Drug Sales	TV Sets	TV %
Henry	46,492	60,632	12,978	1,341	11,440	73%
Iroquois Jackson	$32,348 \\ 38,124$	38,008 37,948	7,827 8,250	$\frac{601}{778}$	3,400 4,500	33% 37%
Jasper	12,266	9,256	1.929	62	1,370	35%
Jefferson	35,892	35,233	6,682	648	3,900	33%
Jersey	15,264	12,413	2,895	342	2,540	53%
Jo Daviess	21,459	21,227	4,803	400	2,720	40%
Johnson Kane	8,729 150,388	4,248 232,624	1,012 55,263	$60 \\ 6,523$	36.730	78%
Kankakee	73,524	103,840	20,223	2,494	36,730 14,370	71%
Kendall	12,115	13,169	3,637	212	2,420	62%
Knox	54,366	78,732	16,803	2,109	12,440	68%
Lake La Salle	179,097 100,610	198,322 131,396	51,215 33,384	$5,140 \\ 3,255$	$48,130 \\ 8,190$	$\frac{84\%}{26\%}$
Lawrence	20,539	16,976	3,909	386	1,230	18%
Lee	36,451	39,270	8,953	837	4,870	48%
Livingston	37,809	38,590	7,802	661	2,400	21%
Logan	30,671 28,199	30,033 40,932	6,117	508 765	1,930 2,480	$\frac{22\%}{26\%}$
McDonough McHenry	50,656	78,068	8,379 17,248	1,944	11,160	64%
McLean	76,577	111,384	21,735	2,956	5,390	22%
Macon	98,853	136,728	28,980	2,951	9,720	28%
Macoupin	44,210	40,114	10,604	808	6,750	46%
Madison Marion	182,307 41,700	195,915 42,868	55,296 9,072	5,015 1,103	45,000 5,870	$74\% \\ 44\%$
Marshall	13,025	13,169	3,377	198	670	16%
Mason	15,326	19,476	4,116	460	1,140	22%
Massac	13,594	8,967	2.048	305		99.01
Menard Mercer	9,639 17,374	7,733 17,088	1,710 3,553	$^{144}_{299}$	$680 \\ 3,470$	22% 63%
Monroe	13,282	12,089	2,229	133	2,600	62%
Montgomery	32,460	32,880	7,679	549	3,760	34%
Morgan	35,568	46,480	8,447	941	3,640	36%
Moultrie Ogle	$13,171 \\ 33,429$	12,212 $41,302$	2,330 10,608	163 848	840 4,160	$\frac{20\%}{38\%}$
Peoria	174,347	235,638	53,459	6,340	25,030	44%
Perry	21,684	18,228	4,714	449	2,590	37%
Piatt	13,970	12,285	2,757	272	440	10%
Pike Pope	22,155 5,779	17,055 1,893	4,521 388	$\begin{array}{c} 271 \\ 26 \end{array}$	2,480	34%
Pulaski	13,639	5,384	1,573	157	750	17%
Putnam	4,746	3,848	867	34	210	16%
Randolph	31,673	30,952	7,529	579	5,430	62%
Richland Rock Island	16,889 133,558	$18,222 \\ 172,056$	3,791 41,496	380 5.077	$1,100 \\ 34,900$	$\frac{19\%}{80\%}$
St. Clair	205,995	215,784	57,015	4,953	50,650	75%
Saline	33,420	33,384	7,239	722	1,980	18%
Sangamon	131,484	185,818	37,595	6,030	8,090	18%
Schuyler Scott	9,613 7,245	7,272 7,038	1,871 1,606	106 101	890 820	$\frac{27\%}{34\%}$
Shelby	24,434	20,684	4,940	417	1,580	20%
Stark	8,721	7,209	1,797	143	1,120	40%
Stephenson	41,595	52,615	11,428	953	5,400	40%
Tazewell Union	76,165 20,500	64,408 $14,423$	17,190 3,440	859 · 315	13,520 950	$\frac{52\%}{17\%}$
Vermilion	87.079	105,181	22,651	3.570	5.610	20%
Wabash	14,651	16,235	3,586	290	910	19%
Warren	21,981	26,915	4,919	442	4,530	63%
Washington	14,460 20,933	11,933 19,009	2,355 3,685	$\frac{122}{264}$	$\frac{2,540}{1,220}$	54% 18%
Wayne	20,935	19,551	4,147	446	1,220	10 70
Whiteside	49,336	60,241	13.832	1.466	12,500	77%
Will	134,336	171,361	45,941	4,700	33,670	80%
Williamson	48,621	39,050	10,300	906	3,820	23%
Winnebago	152,385	233,928	54,723	6,104	25,890	50%
Woodford	21,335	22,751	4,629	270	1,080	16%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BELLEVILLE

(St. Clair County)

WTVI (TV) (ST. LOUIS)

LICENSEE: Signal Hill Telecasting Corp. Address: 10200 W. Main St. Phone: Express 7-0054.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 129 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, 10200 W. Main St. Make, GE. Model TT25A. Antenna: Make, Gaberial-Workshop. Type WA25NFIXX. Height, Above average terrain 630 ft. Above ground 589 ft.

OPERATION: Began Aug. 10, 1953.

AFFILIATIONS: Network Dumont, CBS.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Sher, Oppenheimer & Harris.

SERVICES: One studio (20x30 ft.). Three DuMont camera chains. One DuMont film camera. Two Type AQ-2 Model 11000CD film projectors. Two Selectroslide Jr. slide projectors. One Poly-F-X Federal scanner. One mobile unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Paul E. Peltason (25%) and Harry Tenenbaum (25%) plus nine other stockholders.

EXECUTIVES:

Paul E. Peltason, Pres.
John D. Scheuer Jr., Exec. Vice
Pres. & Gen. Mgr.
Ted Westcott, Prog. Dir.

Richard Trumpeter, Ch. Eng.
James F. Jae Jr., Prom. Dir.
James Bonfils, Loc. Sls. Mgr.

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RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,136,946; Families in Area, 650,643; No. of Sets (June I), 255,052 (uhf); Retail Sales, \$3,260,774,000; Income per Family, \$4,111; Income per Capita, \$1,251.

BLOOMINGTON

(McLean County)

WBLN (TV)

LICENSEE: WBLN Television Inc. Address: Post Office Box 646. Phone: 4-3031.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw.
Transmitter: Address, Routes 150 and 66. Make, GE. Antenna: Make, GE.
Type Uhf Helical. Height, Above average terrain 480 ft. Above ground
443 ft

OPERATION: Began Dec. 6, 1953. Hours, 8:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra.

SERVICES: One studio (20x30 ft.). One GE Image Orthicon camera chain. One GE Iconoscope, and one GPL Vidicon film camera. Two GPL 16mm film projectors. Two Selectroslide 2x2 in. and one GE 2!/4x3!/4 in. slide projector. One GE opaque projector. News Services, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Cecil W. Roberts 100%, is also 100% awner of KREI Farmington. Mo., KCRB Chanute, Kan., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan.

EXECUTIVES:

Cecil W. Roberts, Pres.
Ralph Jerrell Henry, Gen. Mgr.
Robert H. Coddington, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 961,000; Families in area, 259,730; No. of Sets (June 1), 113,202; Retail Sales, \$918.348.000.

CHAMPAIGN

(Champaign County)

WCIA (TV)

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Seymour, Ill. Make, RCA. Model TT 25-BL. Antenna: Make, RCA. Type TF 6AL. Height, Above average terrain 940 ft. Above ground 981 ft.

OPERATION: Began Nov. 14, 1953. Hours, 7:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, CBS, DuMont, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, Paul F. Godley, Montclair, N. J.

SERVICES: One Studio (30x45 ft.). Two RCA TK 31-A camera chains. One TK 20-D RCA film camera. Two RCA TP 16-E film projectors. Two Spindler & Sauppe automatic slide projectors. Complete Darkroom. One Auricon SOF camera. News Services, UP, NBC Newsfilm.

PRINCIPAL STOCKHOLDERS: August C. Meyer (24.9%), Clara R. Meyer (26.1%), Illinois Broadcasting Co., licensee of WSOY-AM-FM Decatur, III. (20%), Marajen S. Chinigo (10%), Helen M. Stevick (10%) and Russel O. Derby (5%). Miss Stevick owns 60% and Miss Chinigo 40% of the Champaign News-Gazette, licensee of WDWS-AM-FM-Champaign. paign.

EXECUTIVES:

August C. Meyer, Pres.
Guy Main, Sls. Mgr.
James F. Fielding, Prod. Mgr.
Robert Myers, Ch. Eng.
Robert Myers

Robert Schaub, Film Editor Fred Sorenson, News Editor John Ketterer, Prog.-Traffic Coor.

RATE INFORMATION: Class A one hour Live \$510, Film \$450. Minute spot Live \$110, Film \$100. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	501,697	1,272,585	1,774,282
Families in Area	155,798	402,787	558,585
No. of Sets (June 1)	83,000	224,000	307,000
Retail Sales	\$614,775,000	\$1,437,024,000	\$2,051,799,000
Income Total	\$817,081,000	\$1,968,764,000	\$2,785,845,000

Broadcasting • Telecasting

CHAMPAIGN (Cont.)

WTLC (TV)*

(Target Date, Oct. 1954) (*Non-Commercial Educational)

LICENSEE: U. of Illinois. Address: 1010 S. Wright St., Urbana, III. Phone: 7-6611.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.12 kw Transmitter: Address, Gate 24, Stadium, First St., Champaign. Make. GE, Model TT6-D. Antenna: Make, GE. Height, Above average terrain 160 ft. Above ground, 154 ft.

OPERATION: Target date, Oct. 1954. Hours, 6:30 p.m.-9:30 p.m.

AFFILIATIONS: Stations, AM, WILL. FM, WILL-FM.

REPRESENTATIVES: Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (35x75 ft.). Three GPL camera chains. Six Mauers (2) film cameras. One GPL and one GE Synchrolite film projector. One Gray Telojector slide projector.

PRINCIPAL STOCKHOLDER: U. of Illinois, a public corporation.

EXECUTIVES:

Frank E. Schooley, Gen. Mgr. Richard L. Rider, Prog. Dir.

John R. Brugger, Ch. Eng.

CHICAGO

(Cook County)

WBBM-TV

LICENSEE: Columbia Broadcasting System. Address: 410 N. Michigan Ave. Phone: Whitehall 4-6000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 7.2 kw. Operating Pow.: Visual 11.5 kw, Aural 7.2 kw. Transmitter: Address, 33 N. La Salle St. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type 5-Bay Superturnstile. Height, Above average terrain 650 ff. Above ground 686 ft.

OPERATION: Began Sept. 6, 1946. Hours, 6:45 a.m.-1:30 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WBBM. FM, WBBM-FM.

REPRESENTATIVES: Sales, CBS TV Spot Sales.

SERVICES: Four studios (14x24 ft., 24x46 ft., 35x55 ft. and 46x48 ft.). Four RCA studio and eleven RCA interchangeable field camera chains. One Translux rear screen projector. Four RCA film cameras. Three RCA 35mm and four RCA 16mm film projectors. Four Lebel slide projectors. Four field cameras. Two microwave transmitters. News Services, AP, UP, INS. Library, Associated, SESAC, World.

PRINCIPAL STOCKHOLDERS: CBS also owns and operates WCBS-AM-FM-TV New York: KCBS-AM-FM San Francisco; KMOX St. Louis; KNX-AM-FM and KNXT (TV) Los Angeles and WEEI-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington, 47% of WCCO-AM-TV Minneapolis and 45% of KQV Pittsburgh.

EXECUTIVES:

Frank Stanton, Pres., CBS J. L. Van Volkenburg, Pres., CBS-TV

H. L. Atlass, Vice Pres. & Gen.

E. H. Shomo, Asst. Gen. Mgr.

George Arkedis, Sls. Mgr. William Ryan, Prod. Dir. J. F. Novy, Ch. Eng. Vann Cominos, Film Buy. Julian Kanter, Sls. Service Mgr. C. W. Doebler, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$3,000, Film \$3,000. Frequency discounts. · Rate Card No. 3.

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address, 20 N. Wacker Dr. Phone: Andover 3-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 20 N. Wacker Dr. Make, GE. Model 4TF5A. Antenna: Make, GE. Type 12 Bay. Height, Above average terrain 629 ft. Above ground 658 ft.

OPERATION: Began Sept., 1948. Hours, 7:30 a.m.-2 a.m.

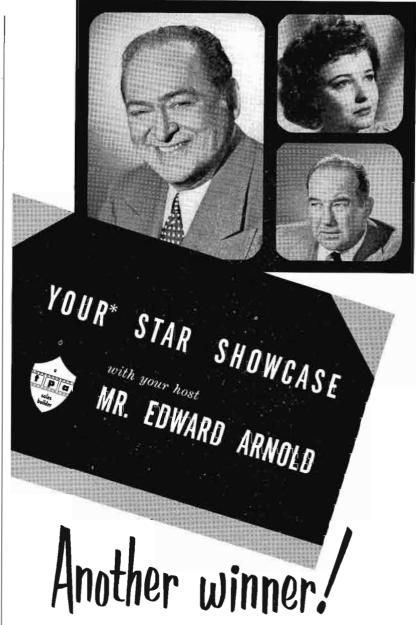
AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

SERVICES: Five studios (one 38x45 ft., one 28x51 ft., one 32x72 ft., one 26x31 ft. and one 25x16 ft.). Twenty-two RCA and three GE I.O. camera chains. Three Iconoscope RCA film cameras. Four 16mm TP6A and two RCA 35 mm film projectors. Four Selectroslide projectors. Two RCA 16mm Kinescope recorder film processing units. One mobile unit. News Services, AP INS

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.





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CHICAGO (Cont.)

WBKB (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Licensee also owns and operates WABC-AM-FM-TV New York, WXYZ-AM-FM-TV Detroit, KABC-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco and a chain of 650 motion picture theatres.

EXECUTIVES:

Leonard H. Goldenson, Pres. Robert E. Kintner, Pres. (ABC Div.) Robert H. O'Brien, Exec. Vice Pres. (ABC Div.) Sterling C. Quinlan, Vice Pres. & Gen. Mgr.

James Beach, Com. Mgr. Dan Schuffman, Prog. Dir. William P. Kusack, Ch. Eng. George C. Rice, Film Buy. Elliott W. Henry, Adv. Pub. Prom. & News Dir.

RATE INFORMATION: Class A one hour Live \$1,650, Film \$1,650. Minute spot Live \$350, Film \$350. Frequency discounts from 2½% for 13 times up to 20% for 208 times. Rate Card No. 7.

WGN-TV

LICENSEE: WGN Inc. Address: 441 N. Michigan Ave. Phone: Superior 7-0100.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 120 kw, Aural 60 kw. Transmitter: Address 435 N. Michigan Ave. Make, GE Driver, RCA Amplifier. Model GETT 6D; RCA TT 25 BH. Antenna: Make, RCA. Type 6 Bay Super Turnstile. Height, Above average terrain 600 ft. Above ground 638 ft.

OPERATION: Began April 5, 1948. Hours, 8:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, DuMont. Station, AM, WGN.

REPRESENTATIVES: Sales, WGN Inc. and George P. Hollingbery Co. Washington Attorney, Kirkland, Fleming. Green, Martin & Ellis.

SERVICES: Six studios (one 65x45 ft., one 43x68 ft., one 31x25 ft., one 34x51 ft., one 32x60 ft. and one 12x16 ft.). Ten RCA remote and thirteen RCA studio camera chains. One Translux and one Bodde rear screen projector. Two RCA TK 20A and two GE film cameras. Two 35mm Simplex, one 16mm RCA, one 16mm GE and one RCA film projector. Two Bausch & Lomb slide projectors. Two Houston 16mm film processing units. Three mobile units. News Services, AP, UP, INS. Library, Standard & Associated.

PRINCIPAL STOCKHOLDERS: Tribune Co. (100%), publishes Chicago Tribune. Same interests own WPIX (TV) New York and publish New York News.

EXECUTIVES:

Col. Robert R. McCormick, Pres. Frank R. Schreiber, Gen. Mgr. Ted Weber, Sls. Mgr. Jay E. Faraghan, Prog. Dir. Carl J. Meyers, Ch. Eng. Elizabeth Bain, Film Buy. George Petterson, Facilities Dir. Robert Hibbard, Asst. to Mgr. Jim Hanlon, Pub. Rel. Dir. Charles A. Wilson, Sls. Prom. Mgr. Spencer Allen, News Dir.

RATE INFORMATION: Class A one hour Live \$1,320, Film \$1,125. Minute spot Live \$280, Film \$280. Frequency discounts from $2^{1}/_{2}\%$ for 2 times per week up to 15% for 7 times per week. Rate Card No. 12.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 7,136,400; Families in Area, 1,948,900; No. of Sets (June 1), 1,830,000; Retail Sales, \$8,556,215,000; Income per Family, \$5,010; Income per Capita, \$1,567.

WHFC-TV

(Target Date, Not Set)

LICENSEE: WHFC Inc. Address: 3350 S. Kedzie Ave.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 110 kw. Transmitter: Address, 188 W. Randolph St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 600 ft. Above ground 627 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WHFC. FM, WEHS.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Richard W. Hoffman, president (75.5%), member of Congress and publisher of tri-weeklies Cicero Life, Berwyn Life, Stickney Life, and Community Reporter (Chicago) and Rose M. Hoffman, secretary (24.5%).

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√ Finest physical plant and facilities

√ Largest news gathering facilities

√ Most exclusive sports features

√ Top availabilities at lowest cost

Ask your WGN-TV Representative to show you the film of WGN-TV's extensive facilities.

WGN-TV -- CHANNEL 9 -- CHICAGO II, Illinois

CHICAGO (Cont.)

WIND-TV

(Target Date, Fall, 1955)

LICENSEE: WIND Inc. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: Address 400 W. Madison St. Make RCA. Model TTU-60A. Antenna: Make RCA. Type, TFU-24C. Height, Above average terrain 570 ft. Above ground 602 ft.

OPERATION: Target date, Fall 1955.

AFFILIATIONS: Station, AM, WIND.

REPRESENTATIVES: Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Ralph Atlass (11.1%); John T. Carey (5.5%); H. Leslie Atlass Jr. (9.9%); Frank Atlass (9.9%); Harriet Jane Atlass (9.9%); John S. Knight (Chicago Daily News) (27.7%); Helen A. Wrigley (6.7%); William Wrigley (6.7%); Blanche W. Hagenah (6.5%); Dorothy W. Rich (6.5%). Ralph Atlass also owns WLOL Minneapolis. Mr. Knight also owns WQAM-AM-FM Miami, Fla. (Miami Herald), 45% of WAKR-AM-FM-TV Akron, Ohio (Akron Beacon-Journal), and the Detroit Free Press.

EXECUTIVES:

Ralph L. Atlass, Pres. & Gen. Mgr. John T. Carey, Com. Mgr. H. Leslie Atlass Jr., Prog. Dir. Kenneth D. Shirk, Ch. Eng.

WNBQ (TV)

LICENSEE: National Broadcasting Co. Address: Merchandise Mart. Phone: Superior 7-8300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Kemper-Civic Opera Bldg. Make, RCA. Model TT25AL. Antenna: Make, RCA. Type 6 Bay Super turnstile. Height, Above average terrain 720 ft. Above ground 758 ft.

OPERATION: Began Oct. 8, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations AM, WMAQ. FM, WMAQ-FM.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney, Cahill, Gordon, Zachry & Reindel.

SERVICES: Six studios (one 18x22 ft., one 10x13 ft., one 43x60 ft., one 30x45 ft., one 40x52 ft. and one 40x60 ft.). Seventeen RCA camera chains. Three RCA modified TK20 film cameras. Three 35mm RCA, two 16mm RCA, one 16mm Eastman film projectors. Two Selectroslide Jr. slide projectors. One Gray Telop II opaque projector. News Services, AP, UP, INS. Library, Sneder, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is wholly owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco and KNBH (TV) Los Angeles.

EXECUTIVES:

Sylvester Weaver, Pres., NBC Jules Herbuveaux, Gen. Mgr. Floyde Beaston, Com. Mgr. George Heinemann, Prog. Dir. Howard C. Luttgens, Ch. Eng. George Heinemann & Isabelle Cooney, Film Buys. Henry Sjogren, Asst. Gen. Mgr. Charles Dresser, Dir. of Sls. John T. Whalley, Dir. of Opr.

RATE INFORMATION: Class A one hour Live \$2,500. Minute spot Live \$400. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 7,406,700; Families in Area, 2,245,400; Area in Square Miles, 200; No. of Sets(June I), 2,050,000; Retail Sales, \$9,206,611,000; Income per Family, \$6,292.75; Income per Capita, \$1,907.69.

WOPT (TV)

(Target Date, Late 1955)

LICENSEE: WOPA-TV Inc. Address: 408 S. Oak Park Ave., Oak Park, III. Phone: Austin 7-2265.

BROADCASTING • TELECASTING

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Address, 105 W. Adams St. Antenna: Height, Above average terrain 660 ft. Above ground 682 ft.

OPERATION: Target date, late 1955.

AFFILIATIONS: Stations, AM, WOPA. FM, WOPA-FM.

REPRESENTATIVES: Washington Attorney, A. Harry Becker. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Egmont Sonderling, president (25%), Richard Goodman, vice president (55%) and Mason A. Loundy, secretary (20%).

WTTW (TV)*

(Target Date, Fall 1954) (*Non-Commercial Educational)

LICENSEE: Chicago Educational Television Foundation. Address: 38 S. Dearborn St.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: Address, 1500 N. Washington Ave. Make, RCA. Model TTU-1-B. Antenna: Make, RCA. Type TFU-24BL. Height, Above average terrain 410 ft. Above ground 445 ft.

OPERATION: Target date, Fall 1954.

REPRESENTATIVES: Chicago Attorney, Sidley, Austin, Burgess & Smith. Consulting Engineer, G. William Lang.

EXECUTIVE: Robert L. Fotte, secretary.

DANVILLE

(Vermilion County)

WDAN-TV

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: Address, 1500 N. Washington Ave. Make, RCA. Model TTU-1-B. Antenna: Make, RCA. Type TFU-24BL. Height, Above average terrain 410 ft. Above ground 445 ft.

OPERATION: Began Dec. 20, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: One RCA and two Dage film cameras. Two Holmes projectors. One 2x2 in. slide projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Danville Commercial News and is owned by the Gannett Co. Gannett Co., through newspapers, also owns minority interest in WHDL Olean, N. Y.; WENY and 49% of WECT (TV) Elmira, N. Y., and 45% of WGTH-AM-TV Hartford, Conn. Other Gannett newspapers are Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser, Binghamton Press, all New York, Hartford (Conn.) Times and Plainfield (N. J.) Courier-News.

EXECUTIVES:

Robert J. Burow, Gen. Mgr. John Eckert, Com. Mgr. Max Shaffer, Sta. Mgr.

Honore Ronan, Prog. Dir. Orville Neely, Ch. Eng. Bill Dorn, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Rate Card No. I.

MARKET INFORMATION:	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population			300,000
Families in Area			87,400
No. of Sets (June 1)	30,000	15,000	45,000

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The American Research Bureau asked 637 leading television agencies and advertisers the following:

Q.

As an advertising medium, which of these publications should a television station use to best reach you?

A.

BROADCASTING TELECASTING

overwhelmingly the first choice among leading TV agencies and advertisers*

Nearly 50% (289) responded as follows:

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Publication	"B"												65
Publicatian	"C"									,			36
Publication	"D"												24
All others .													56

* For complete brochure describing this study in detail write your nearest BoT office.

DECATUR

(Macon County)

WTVP (TV)

LICENSEE: Prairie Television Co. Address: South Side Dr. Phone: 8-4304.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.3 kw.

Operating Pow.: Visual 17 kw, Aural 9.3 kw. Transmitter: Address,
South Side Dr. Make, RCA. Model TTU-IB. Antenna: Make, RCA. Type
TFU-24BL. Height, Above average terrain 540 ft. Above ground 602 ft.

OPERATION: Began Oct. 16, 1953. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Bolling Co. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Walter F. Kean.

SERVICES: One studio (54x36 ft.) one announce booth. Two RCA Image Orthicon and one Dage camera chain. One RCA Iconoscope film camera. Two RCA I6mm film projectors. Two 2x2 in. Gray Dual Disc slide projectors. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: W. L. Shellabarger (68.75%), Harold G. Cowgill (5%), David S. Shellabarger (1.25%), John A Wagner (2.5%), Dr. Arthur O. Simon (3%) and eight others.

EXECUTIVES:

William L. Shellabarger, Pres.
Stephen W. Pozgay, Gen. Mgr.
& Flm Buy.

Saunders A. Devine, Com. Mgr. Robert G. Wright, Prog. Dir. Hubert F. Abfalter, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A	Grade B
	(FCC Contour)	(FCC Contour)
Population	516,077	1,019,609
Families in Area	158,410	283,157
No. of Sets (June 1)	74,237	132,707
Retail Sales	\$547,967,000	\$891,873,000
Income per Family	\$ 5,276	***************************************
Income per Capita	\$ 1,650	

EVANSTON

(Cook County)

WTLE (TV)

(Target Date, Not Set)

LICENSEE: Northwestern Television Broadcasting Corp. Address: 2201 Oakton St.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12.9 kw. Transmitter: Address, 2201 Oakton St. Make, GE. Antenna: Make, GE. Height, Above average terrain 160 ft. Above ground 233 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Angus D. Pfaff, president-treasurer (50%) Howard S. Martin, vice president-secretary (50%). Mr. Pfaff owns 331/3% of WNMP Evanston.

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HARRISBURG

(Saline County)

WSIL-TV

LICENSEE: Turner Farrar Assn. Address: 21 W. Poplar. Phone: 373.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 7.41, Aural 3.72 kw.

Operating Pow.: Visual 7.41 kw. Aural 3.72 kw. Transmitter: Address,
21 W. Poplar. Make, RCA. Model TTU IB. Antenna: Make, RCA, Type
TFU 24 DL. Height, Above average terrain 520 ft. Above ground 549 ft.

OPERATION: Began Dec. 6, 1953. Hours, 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Walker Representation. Washington Attorney, Mc-Kenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (30x40 ft.). One RCA film camera. Two RCA film projectors. Two Spindle & Saupe slide projectors. News Service, NBC film.

PRINCIPAL STOCKHOLDERS: O. L. Turner (25%), Oscar L. Turner (25%), Charles O. Farrar (25%), Ethel M. Turner (20%) and Harry R. Horning (5%). Same group operates chain of theatres in Illinois.

EXECUTIVES:

Oscar L. Turner, Pres.
O. L. Turner, Gen. Mgr.

Jim Bolen, Prog. Dir. Charles Gilliam, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$35, Film \$30. Rate Card No. 2.

JOLIET

(Will County)

WJOL-TV

(Target Date, Not Set)

LICENSEE: Joliet Television Inc. Address: 601 Walnut St.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw.
Transmitter: Address, 601 Walnut St. Make, RCA. Antenna: Make,
RCA. Height, Above average terrain 500 ft. Above ground 538 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, WJOL.

REPRESENTATIVES: Sales, Hal Holman. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Geo. C. Davis.

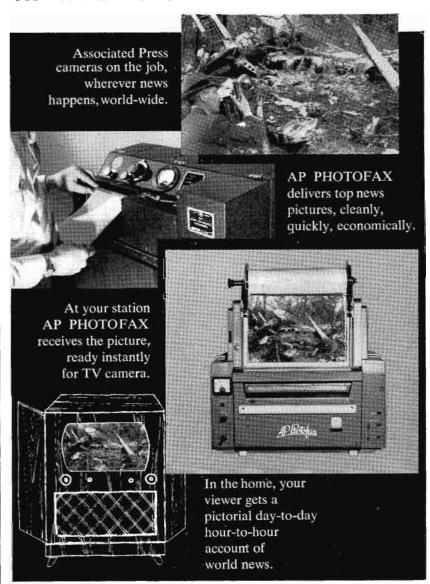
PRINCIPAL STOCKHOLDERS: Owned 100% by Joliet Broadcasting Co. WJOL. Willard H. Erwin Jr., president-treasurer (owns 32.7% of WGKV Charleston, W. Va.); Robert W. Thomas, vice president; Joseph J. Garvey, secretary; Joliet Broadcasting is owned by Calvin F. Wilson (23%); W. H. Erwin Jr. (20%); Gerald G. Smith (23%); Norman S. Fitzhugh Jr. (14%); Arthur C. Litton (10%); Estate of Clint Litton (10%).

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PEORIA

(Peoria County)

WEEK-TV

LICENSEE: West Central Broadcasting Co. Address: Commercial National Bank Bldg. Phone: 3-3688.

FACILITIES: Ch. 43. Operating Pow.: Visual 175 kw, Aural 88 kw. Transmitter: Address, 2907 Springfield Rd. Make, GE. Antenna: Make, GE. Type 20-gain. Height, Above average terrain 550 ft. Above ground 432 ft.

OPERATION: Began Feb. 1, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, WEEK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Pierson & Ball. Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (80x50 ft.). One GE camera chain. Two GE film cameras.

Two GE Synocrolite film projectors. One GE Selectroslide Jr. slide projector. Baloptican opaque projector, Complete editing facilities. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: U. S. Sen. Robert S. Kerr (50.611%), Grayce B. Kerr (11.488%), D. A. McGee (15.525%), Geraldine H. Kerr (3.235%), T. M. Kerr (11.141%), Fred C. Mueller (5%) and C. B. Akers (3%). Kerr-McGee interests also own 50% of KVOO-TV Tulsa, Okla.

EXECUTIVES:

Fred C. Mueller, Gen. Mgr.

William J. Flynn, Com. Mgr. & Wayne Lovely, Ch. Eng.

Film Buy.

RATE INFORMATION: Class A one hour Live \$400. Minute spot Live \$80.
Rate Card No. 2.

MARKET INFORMATION: (Metropolitan Peoria): Population, 260,500; Annual Buying Ability per Family, \$5,241; Retail Sales, \$288,435,000; No. of Sets (June 1), 146,000.

WTVH-TV

LICENSEE: Hilltop Broadcasting Co. Address: 410 Fayette St. Phone: Peoria 6-5561.

FACILITIES: Ch. 19. Authorized Eff Rad. Pow.: Visual 97.7 kw, Aural 53.7 kw.

Operating Pow.: Visual 22 kw, Aural 15 kw. Transmitter: Address, 500

N. Stewart St., Creve Couer, III. Make, RCA. Model TTV-1B. Antenna:

Make, RCA. Type Pylon. Height, Above average terrain 280 ft. Above ground 241 ft.

*OPERATION: Began Oct. 12, 1953. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, WTVH.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Cohn & Marks. Consulting Engineer, George Davis.

SERVICES: One studio (25x30 ft.). Two RCA Image Orthicon and three Dage Videcon camera chains. One 16mm Auricon-Cinevoice film camera. Two 16mm RCA film projectors. Two slide projectors. Two opaque projectors. News Service, AP. Library, Associated.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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PRINCIPAL STOCKHOLDERS: Licensee is owned by Peoria Journal Star Co., publisher of Peoria Star and Journal.

EXECUTIVES:

Henry P. Slane, Pres. Edward G. Smith, Gen. Mgr. Ralph L. Jawer, Asst. Gen. Mgr. & Sls. Mgr. John Leslie, Loc. Sls. Mgr. Don Roper, Prog. Dir. & Film Buy. Wallace Wurz, Ch. Eng. Robert G. Holben, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts up to 25% for 312 times. Rate Card No. 1.

QUINCY

(Adams County)

WGEM-TV

LICENSEE: Quincy Broadcasting Co. Address: 513 Hampshire. Phone: Baldwin 2-6840.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316.0 kw, Aural 158.5 kw.
Operating Pow.: Visual 50.2 kw, Aural 25.0 kw. Transmitter: Address,
Columbus Rd. Make, DuM. Model 12000. Antenna: Make, RCA. Type
TF-12AG. Height, Above average terrain 780 ft. Above ground 673 ft.

OPERATION: Began Sept. 4, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WGEM. FM, WGEM-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 21x49 ft. and one 6x7 ft.). Two DuMont TA-124E camera chains. Two Cinecon and two DeVry film projectors. DuMont monochrome scanner. Multiscanner dual slide equipment. One DuMont Dual opaque projector. One DuMont multiscanner. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: T. C. Oakley and Joseph S. Bonansinga (5%), Donald S. Gardiner (8.5%), Clarence H. Quest (7%), Anita C. Lavery (5%) and Quincy Newspapers Inc. (70%), publisher of Quincy Herald Whig.

EXECUTIVES:

T. C. Oakley, Pres. Joseph S. Bonansinge, Gen. Mgr. & Film Buy. James E. Muse, Com. Mgr. T. W. Austin, Prog. Dir. Frank E. Laughlin, Ch. Eng.

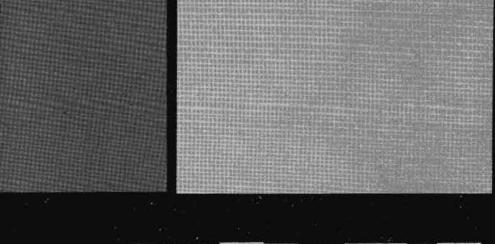
RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	199,252	439,869	***************************************
Families in Area	69,580	130,760	*************
No. of Sets (June 1)	31,945	82,055	114,000
Retail Sales	\$181,699,000	\$437,630,370	**********
Ketall Sales	\$181,079,000	\$437,63U ₁ 37U	•

KHQA-TV (HANNIBAL, MO.)

LICENSEE: Lee Broadcasting Inc. Address: W.C.U. Bldg. Phone: Quincy 6200. (For full listing see Hannibal, Mo.).



MATCHENA

R in Peoriarea

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National Representatives

EDWARD PETRY & CO., INC.

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225,000 watts radiated power saon—and more



Power that opens the doors of TV homes in the 2nd market in Illinois -rich, prosperous, willing to buy.



PROGRAMMING

Power represented by top-rated CBS-ABC-Du-Mont shows.



PERSONALITIES

Power provided by local artists who have become area favorites.



Power of follow-through. Carefully planned, properly executed merchandising helps second

ROCKFORD

(Winnebago County)

WREX-TV

LICENSEE: Greater Rockford Television Inc. Address: P. O. Box 530. Phone: 8-1813.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Operating Pow.: Visual 45.7 kw, Aural 22 kw. Transmitter: Address, Auburn & Winnebago Rds. Make, DuM. Model Oak 8000. Antenna: Make, RCA. Type, Super turnstile. Height, Above average terrain 710 ft. Above ground 649 ft.

OPERATION: Began Sept. 18, 1953. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks CBS, ABC.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (one 18x20 ft. and one 32x64 ft.). Two DuMont camera chains. One DuMont film camera. Two DeVry film projectors. One DuMont slide scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: L. E. Caster, president (10%), Stanley Guyer, vice president (3%), Rockford Broadcasters Inc. (WROK-Rockford Star and Register-Republic) (10%), and more than 40 other stockholders, none holding more than 8%.

EXECUTIVES:

L. E. Caster, Pres.Joseph Michael Baisch, Gen. Mgr.Jack Gennaro, Com. Mgr.Elden Anspach, Prog. Dir. Howard Elliott, Ch. Eng. Donna Mazzie, Film Buy. Jack Mazzie, Prod. Mgr. Grace Jakubosky, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$16.60, Film \$16.60. Frequency discounts from $2^{1}/_{2}$ % for 13 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

			Iotai
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	325,900	357,200	931,921
Families in Area	101,400	105,800	323,600
Area in Square Mile	s 2,867	7,193	10,060
No. of Sets (June 1	50,010	65,250	190,385
Retail Sales	\$411,084,000	\$431,892,000	\$1,298,006,000
Median Income per	Family \$ 3,379	\$ 3,215	\$ 3,263
Median Income per	Capita \$ 1,059	\$ 97 4	\$ 988

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: North Meridian Rd. Phone: 3-54|3.

FACILITIES Ch. 39. Authorized Eff. Rad. Pow. Visual 19.5 kw, Aural 9.8 kw. Operating Pow.: Visual I kw, Aural .6 kw. Transmitter: Address, North Meridian Rd. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-S4-BU. Height, Above average terrain 660 ft. Above ground 691 ft.

OPERATION: Began May 3, 1953.

AFFILIATIONS: Networks, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Krooth & Altman. Consulting Engineer, Walter F. Keen (Riverside, III.).

SERVICES: One studio (16x20 ft.). One announcer's booth (7x9 ft.). One RCA studio camera chain. One RCA Iconoscope film camera chain. Two GPL 40008 16mm film projectors. One Super Projectall Model 300 slide projector. One Super Projectall Model 300 opaque projector. News Services, UP, Telenews Film. Library, World.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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PRINCIPAL STOCKHOLDERS: H. & E. Balaban Corp. (50%) and Dubinsky Brothers Theatre Corp. (50%). H. & E. Balaban Corp. also owns 331/3% of WICS (TV) Springfield, III., and holds option to buy 331/3% of WOKY-TV Milwaukee.

EXECUTIVES:

Harry Balaban, Pres. Harold Froelich, Gen. & Com. Mgr. & Film Buy. Jack Kelin, Prod. Dir. Herbert Eckstein, Ch. Eng. Carl P. Stempler, Film Dir.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION: (Grade A, FCC Contour): Families in Area, 134,300; Area in Square Miles, 3,500; No. of Sets (June 1), 29,000; Retail Sales, \$450,631,000; Income Per Family, \$5,029; Income Per Capita, \$1,472.

ROCK ISLAND

(Rock Island County)

WHBF-TV

LICENSEE: Rock Island Broadcasting Co. Address: 231 18th St. Phone: Rock Island 6-5441.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Telco Bldg. Make DuM, GE. Model DuM Master Ser., GE TF-3-A. Antenna: Make, RCA. Type TF-5Al. Height, Above average terrain 370 ft. Above ground 479 ft.

OPERATION: Began July 1950. Hours 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuM. Station, AM, WHBF. FM, WHBF-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, E. C. Page.

SERVICES: Two studios (one 30x80 ft. and one 18x28 ft.). Three DuM. Image-Orthicon camera chains. One Trans-Lux screen projector. One DuM. Image-Orthicon film camera. Two Holmes film projectors. One DuM. 2x2 in. scanner. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Ben H. Potter and family, 75%; Leslie C. Johnson, 25%. Potter family owns Rock Island Argus.

EXECUTIVES:

Ben H. Potter, Pres.
Leslie C. Johnson, Vice Pres. &
Gen. Mgr.
Maurice Corken, Asst. Mgr. &
Sls. Dir.
Ted Arnold, Sls. Mgr.
Forest W. Cooke, Prog. Dir. &
Film Buy.

Phil Nesbitt, Asst. Prog. Dir. Robert J. Sinnett, Ch. Eng. Miss Fern Hawks, Publ. Dir. Paul Liggitt, Sp. Eve. Dir. Wm. Ellison, Dir. of News Jerry Keefe, Asst. Ch. Eng., TV

RATE INFORMATION: Class A one hour Live \$560, Film \$500. Minute spot Live \$120, Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Total
Grade A	(Including
(FCC Contour)	Fringe Area)
1,507,300	2,315,400
44 1,050	737,400
22,500	28,625
264,811	350,671
\$1,859,761,000	\$3,049,397,000
\$ 5,565	\$ 5,582
\$ 1,590	\$ 1,595
	(FCC Contour) 1,507,300 441,050 22,500 264,811 \$1,859,761,000 \$5,565



SPRINGFIELD

(Sangamon County)

WICS (TV)

LICENSEE: Plains Television Corp. Address: 523 E. Capitol Ave. Phone: 8-0465. FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 10 kw. Operating Pow.: Visual 18 kw, Aural 10 kw. Transmitter: Address, 3000 S. 4th St. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24 DL. Height, Above average terrain 582 ft. Above ground 430 ft.

OPERATION: Began Sept. 17, 1953. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, NBC, ABC, DuMont.

REPRESENTATIVES: Sales, Adam Young Television Corp. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 30x30 ft. and one 7x11 ft.). RCA studio camera chains. One RCA film camera. Two RCA 16mm film projectors. One dual automatic Gray slide projector. One 16mm Auricon camera processing unit. News Services, AP, Telenews Newsreel. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Transcontinental Properties Inc. (331/3%), H. & E. Balaban Corp. (331/3%). WCBS Inc. (WCVS Sprinfield) (331/3%). Transcontinental Properties (Herbert Scheftel, president: Alfred G. Burger, treasurer) also owns KFTV (TV) Little Rock, Ark.; KCTV (TV) Sioux City, Iowa, and WFTV (TV) Duluth, Minn. H. & E. Balaban Corp. also owns 50% of WTVO (TV) Rockford III., and holds an option to purchase 331/3% of WOKY-TV Milwaukee, Wis.

EXECUTIVES:

L. G. Pefferle, Pres. Elmer Balaban, Vice Pres. H. L. Dewing, Vice Pres.

H. L. Dewing, Vice Pres.

Milton D. Friedland, Gen. Mgr. & Film Buy. Warren King, Com. Mgr. Basil O'Hagan, Ch. Eng. H. J. Hoskins, Prog. Dir. Robert Steffan, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION: Total (Including Fringe Area): Population, 498,466; Families in Area, 153,475; No. of Sets (June 1), 78,000; Retail Sales, \$539,793,350.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

INDIANA MARKET INDICATORS

Total Population July 1, 1953	4,186,000 1,039,100 2,357,190
Total Rural Nonfarm Population, 1950	909,874 667,154
Employed in Nonagricultural Establishments, April	1,315,800
1954 Employed in Agriculture, 1950	175,64
Employed in Mining, April 1954	10,400
Employed in Manufacturing, April 1954	583,400
Employed in Construction, April 1954	49,800
Employed in Transportation & Public Utilities, April	40,000
1954	99,200
Employed in Wholesale & Retail Trade, April 1954	276,700
Employed in Finance, Insurance and Real Estate,	210,100
April 1954	43,900
Employed in Service & Miscellaneous, April 1954	100,700
Employed in Government Service, April 1954	151,800
Retail Sales, 1953 \$	4,725,445,000
Bank Assets, Jan. 1, 1954 \$	4,247,884,000
Bank Deposits, Jan. 1, 1954 \$	3,968,780,000
Major Income Sources, 1952: Agriculture 7.6%; Gove	rnment
12.3%; Manufacturing Payrolls 35.7%; Trade and	Service
22.6%.	
Total Income Payments, 1952\$	6,917,000,000
Per Capita Income, 1952\$	1,68
Total Internal Revenue Collections, 1953 \$	1,665,342,072
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$	74.48
Cash Receipts from Farm Marketing, 1953 \$	1,078,684,000
Government Payments to Farmers, 1953	5,493,000
Value of Mineral Production, 1951\$	174,389,000
Total New Construction in 1952	786,100,000
New Private Construction in 1952\$	606,000,000
New Public Construction in 1952\$	180,100,000
Motor Vehicle Registration, 1953	1,610,751
Number of Electrical Connections, Jan. 1, 1954	1,297,500 1,379,438
Number of Gas Utilities Connections, 1953	635,500
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For sources see foreword. Retail Sales, copyright 1954 Sales Man	agement

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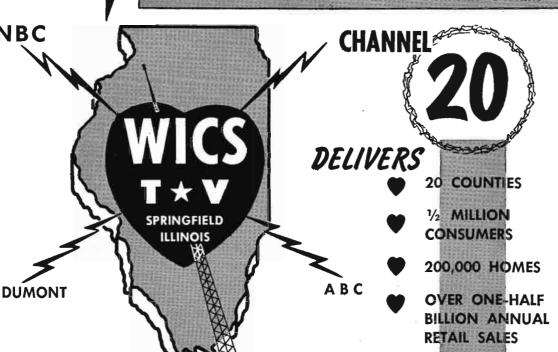
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ONE OF THE BEST UHF MARKETS

OVER 95% CONVERSION HOME COUNTY

OVER 75% ALL OTHERS

- Shopping center 45 mile radius
- Economic heart of Illinois center of government, commerce, agriculture, industry
- State capital! Largest convention city outside Chicago
- Home of Illinois State Fair (world's largest) over 1 1/2 million visitors



SERVING ILLINOIS' CAPITOL CITY MARKET IN THE RICH ILLINOIS HEARTLAND!

MILTON D. FRIEDLAND, General Manager

ADAM YOUNG TELEVISION, Inc., National Representatives

INDIANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	22,393	\$24,087	\$5,326	\$ 452	1,700	25%
Bartholomew		266,640 35,498	56,281 8,597	7,938 873	13,870 10,220	$\frac{23\%}{72\%}$
Benton	. 11,462	13,190	2,645	345	2,280	65%
Blackford		$16,706 \\ 32,602$	3,835 5,978	490 880	1,130 5,810	$\frac{25\%}{70\%}$
Brown	6,209	2,612	972	51	830	55 <i>%</i>
'arroll	16,010	14,482 50,254	3,434 8,623	230 1,528	2,970 5,760	55% 48%
lark		37,440	11,093	862	12,930 2,740	76%
:lay	23,918	18,394	5,246 6,703	542 800	2,740 6,960	34 % 70 %
linton	. 29,734 . 9,289	32,390 5,120	1,123	99	1,180	42%
Daviess	. 26,762	26,318	5,490 7,700	571 596	4,770 4,640	57% 58%
Dearborn		27,251 18,511	3,734	372	3,360	59%
De Kalb	26,023	25,200 98,226	$6,451 \\ 21,632$	538 3,076	$\frac{2,680}{21,830}$	31 % 71 %
Delaware	90,252 23,785	24,706	4,395	534	2,350	34%
lkhart	84,512	115,445	24,911	3,553	13,610 3,860	48% 51%
'ayette'loyd		29,126 48,612	6,911 1 1,844	883 1,167	13.050	87%
'ountain	17,836	17,609	3,756	476	2,380 2,300	39%
'ranklin	. 16,034 . 16,565	10,226 21,751	2,382 3,904	98 484	2,300	51% 54%
ibson	30,720	35,844	7,849	563	2,720	27%
Freene		65,537 22,275	14,723 6.089	2,040 634	12,460 4,620	62% 50%
Freene	28,491	28,664	5,725	658	6,700	70%
Iancock	20,332	19,243 11,683	4,868 2,278	413 150	4,970 2,240	70% $42%$
Iarrison	. 17,858 24,594	16,539	3,434	691	6,560	80%
Ienry	45,505	46,635 61,614	$13,381 \\ 13,423$	$\frac{1,213}{1,781}$	$8,750 \\ 12,090$	$60\% \\ 66\%$
Iuntington	54,498 31,400	37,099	8,518	939	1,250	12%
ackson	28,237	30,901	6,714 4,178	500 310	4,990 3,440	55 <i>%</i> 65 <i>%</i>
asper		$18,567 \\ 21,589$	5,048	489	1,910	25%
efferson	21,613	20,379	4,395	687 175	3,760 2,420	59% 59%
ennings		10,791 25,605	2,658 6,161	830	6,950	80%
(nox	43,415	51,145	10,751	1,273	9,120	65 <i>%</i> 50 <i>%</i>
Cosciusko		38,955 11,478	8,895 2,731	862 239	5,560 2,160	48%
ake	368,152	498,675	123,596	12,519	111,910	96% 79%
a Porte		90,549 33,218	$23,116 \\ 7,751$	2,200 928	19,740 6,160	57%
Aadison	103,911	116,028	27,008	3,866	28,560	81 <i>%</i> 83 <i>%</i>
Marion	551,777 29,468	841,320 37,941	173,881 6,968	35,616 701	156,590 5,170	53%
Martin	. 10,678	6,295	1,850	208	1,620	49%
Miami	28,201 50,080	28,803 43,021	6,673 10,114	$666 \\ 1.640$	2,730 8,310	29% 58%
Monroe	29,122	33,382	7,481	825	7,190	73%
Montgomery	23,726 11,006	22,202 13,015	5,942 2,595	474 403	6,320 2,340	80 <i>%</i> 65 <i>%</i>
Vewton	. 25,075	32,901	6,471	647	3,980	49% 59%
Ohio		2,693 11,937	709 3,225	44 4 64	770 2,180	42%
Orange	11,763	7,439	1,979	21 3	1,860	49%
Parke	15,674	12,050 14,661	2,822 3,758	341 356	$\frac{1,910}{2,180}$	$\frac{39\%}{42\%}$
Pike		12,181	3,135	92	2,670	58%
Porter	40,076	$\frac{40,962}{17,270}$	10,185 3,848	1,069 255	10,830 1,670	82% 27%
Posey	12,493	14,131	2,852	265	2,150	55%
Putnam	22,950	24,976 35,843	4,770 6,202	608 794	2,280 5,980	33 <i>%</i> 65 <i>%</i>
Randolph	18,763	20,592	4,642	518	3,540	59%
Rush	18,763 19,799	20,989 304,668	3,728 63,423	390 8,003	3,680 39,250	59% 58%
		13,147	3,603	179	2,320	58%
Shelby	28,026	30,003 12,721	6,374 2,442	708 330	6,640 1,560	69 % 34 %
Starke	16,174 15,282	18,620	3,787	15 9	4,030	79%
Steuben Sullivan Switzerland	17,087	23,531 20,378	4,881 5,438	514 410	1,770 3,910	31% 49%
Sullivan	23,667 7,599	4,214	1,024	99	1.300	59 <i>%</i>
rippecanoe	74,473	87,010	19,013 2,918	$3,326 \\ 316$	$9,170 \\ 3,430$	40% 70%
Union	15,566 6,412	11,935 6,303	1,498	172	970	51%
Union	160,422	202,575	43,741 4,946	7,083 481	15,750 2.800	51% 29% 39%
Vermillion	19,123	18,711 127,662	27,949	3,816	2,800 24,790 2,760	69%
Wabash	29,047	30,953 4,571	6,598 1,239	957 90	2,760 1,090	29% 39%
Warren Warrick	8,535 21,527	18,997	4,686	309	2,340	33%
Washington	16,520	20,214	2,440 18 375	251 2,605	3,020 14,500	58% 65%
Wayne Wells	21,527 16,520 68,566 19,564	90,181 20,102	18,375 4,489	341	780	12%
White	10,042	17,545 21,391	3,597	689 436	3,280 3,070	54 <i>%</i> 48 <i>%</i>
Whitley	18,828	21,391	4,418	400	0,010	10 /0

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BLOOMINGTON

(Monroe County)

WTTV (TV)

LICENSEE: Sarkes Tarzian Inc. Address: 535 S. Walnut. Phone: 2-1407.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Cloverdale, Ind. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type Batwing. Height, Above average terrain 1,000 ft. Above ground 973 ft.

BROADCASTING • TELECASTING

OPERATION: Began Nov. 11, 1949. Hours, 6:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WTTS.

REPRESENTATIVES: Sales, Robert Meeker Assoc. Washington Attorney, A. L. Stein. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 25x50 ft. and one 14x20 ft.). Two RCA I.O. camera chains. One Tv Specialty rear screen projector. One RCA Iconoscope film camera. Two RCA I6mm film projectors. One Super Projectall slide projector. One opaque projector. One remote truck complete switching for four cameras, audio console etc. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Sarkes Tarzian, president (51%), Mary Tarzian, secretary-treasurer (18%), Thomas Tarzian (15½%) and Patricia Tarzian (15½%). Firm also manufactures radio-tv parts and tubes.

EXECUTIVES:

Sarkes Tarzian, Pres. Robert Lemon, Gen. Mgr. Norman Cissna, Asst. Mgr. & Com. Mgr. Robert Petranoff, Prog. Mgr. & Film Buy. Carl Onken, Ch. Eng. Susan Bartlett, Traffic-Copy Dir. Warren Perney, Film Dir. Keith Wilson, Merc. Dir.

Total

RATE INFORMATION: Class A one hour Film \$800. Minute spot Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade B (FCC Contour)	(Including Fringe Area)
Population	1,922,150	2,209,800
Families in Area		669,015
Area in Square Miles	15,386	22,700
No. of Sets (June 1)		545,535
Retail Sales	***************************************	\$2,279,081,000

ELKHART

(Elkhart County)

WSJV (TV) (SOUTH BEND)

LICENSEE: Truth Publishing Co. Address: 416 S. Second St. Phone: Elkhart

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 115 kw. Operating Pow.: Visual 21.893 kw, Aural 12.250 kw. Transmitter: Address, Mishawaka at Oakland Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 415 ft. Above ground 500 ft.

OPERATION: Began March 15, 1954. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WTRC. FM, WTRC-FM.

REPRESENTATIVES: Sales, H-R Television.

SERVICES: Two studios (one 57x30 ft. and one 9x6 ft.). One 16mm RCA camera chain. One rear screen projector. Two Bell & Howell 16mm sound film cameras. Two RCA 16mm film projectors. RCA 2x2 in. slide projector. One scanner. One film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Walter Beardsley (49%), Chas. Greenleaf (14%) and John F. Dille Jr. (37%). Licensee publishes Elkhart Truth.

EXECUTIVES:

John F. Dille Jr., Pres. John J. Keenan, Com. Mgr. Edwin J. Lasko, Prog. Dir. Lester E. Zellmer, Ch. Eng. Arthur Whitaker, Film Buy.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$55, Film \$50. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	230,000	520,017	750,017
Families in Area	72,2 50	157,800	230,050
No. of Sets (June 1)			123,000
Retail Saels			\$1,194,710,500
Income per Family	****		\$ 4,820
Income per Capita	** * **********************************	***************************************	\$ 1,483

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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EVANSVILLE

(Vanderburgh County)

WFIE (TV)

LICENSEE: Premier Television Inc. Address: 1115 Mt. Auburn Rd. Phone: 5-6201.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 36.3 kw. Operating Pow. Visual 23.5 kw. Aural 12 kw. Transmitter: Address, 1115 Mt. Auburn Rd. Make, GE. Model TT25-A. Antenna: Make, RCA. Type TF-27-DH. Height, Above average terrain 550 ft. Above ground 500 ft.

OPERATION: Began Nov. 15, 1953. Hours, 1:25 p.m.-12:00 midnight.

AFFILIATIONS: Network NBC, ABC, DuMont.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, George Adair.

SERVICES: Two studios (one 32x50, one 30x28). Two RCA and one Dage camera chain. One Television Specialty Co. rear screen projector. One RCA film camera. Two GPL film projectors. One Gray slide projector. Raytheon Microwave mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Grand-Carlton Corp. (theatres) owns 99.6%; Jesse D. Fine, Pres., 0.1%; Isadore J. Fine, V. P., 0.1%; Oscar K. Fine, Treas., 0.1%; Eugene P. Fine, Sec., 0.1%; Jesse, Isadore & Oscar Fine own Grand-Carlton Corp.

EXECUTIVES:

Jesse D. Fine, Pres. Ted M. Nelson, Gen. Mgr. & Film Buy. Shaun F. Murphy, Com. Mgr. Charles J. Carey, Prog. Dir. Harvey H. Shellito, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WEHT (TV) (HENDERSON, KY.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville. Phone: Evansville 5-2634. (For full listing see Henderson, Ky.).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword

FORT WAYNE

(Allen County)

WKJG-TV

LICENSEE: Northeastern Indiana Broadcasting Co. Inc. Address: 220 E. Jefferson St. Phone: Anthony 2295.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 145 kw. Operating Pow.: Visual 270 kw, Aural 145 kw. Transmitter: Address, West State Blvd. Make, GE. Model TT 25 A. Antenna: Make, GE. Type TT 25 D. Height, Above average terrain 775 ft. Above ground 793 ft.

OPERATION: Began Nov. 21, 1953. Hours, 8:00 a.m.-12:30 a.m.

AFFILIATIONS: Network NBC, ABC, DuMont. Station, AM, WKJG. FM, WKJG-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Pierson & Ball. Consulting Engineer, George Gautney.

SERVICES: One studio (35x50 ft.). One GE Dual camera chain. One GE film camera. Two GE film projectors. One 2x2 in. and one 3x4 in. slide projector. One mobile unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Clarence L. Schust (28.52%), president, H. Leslie Popp (28.52%), vice president-treasurer, Edward G. Thoms (18.76%), vice president-secretary and Walter L. Thoms (18.76%).

EXECUTIVES:

Clarence L. Schust, Pres. Edward G. Thoms, Gen. Mgr. Carleton B. Evans, Com. Mgr. Calo Mahlock, Prog. Dir. Eugene A. Chase, Ch. Eng. Hillard Gates, Asst. Mgr. & Sports Dir.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60.

INDIANAPOLIS

(Marion County)

WFBM-TV

LICENSEE: WFBM Inc. Address: 1330 N. Meridian. Phone: Melrose 4-8527.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 79th & Township Line Rd. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type TF 6BM. Height, Above average terrain 992 ft. Above ground 1,019 ft.



UHF in the Evansville, Indiana - Henderson, Kentucky Tri-State market is worth singing about. With the nearest VHF station 115 miles north, the Evansville market is isolated from VHF reception. Fringe area reception includes all networks but CBS—and the lineup of CBS-TV shows is really impressive!

Then too, the 65,000 television sets in the Evansville area are all UHF—ALL FACTORY ALL-BAND SETS OR UHF CONVERTED.

In the Evansville market ONLY UHF television does the job and ONLY WEHT can deliver this market with its unduplicated CBS network coverage. For the full story ask for the June 1954 ARBI.

Represented Nationally by

MEEKER TV, INC.

Represented Regionally by

ADAM YOUNG

St. Louis, Mo.

WEHT CHANNEL 50





add 12,000 sq. miles coverage area

Tower: IIP Now 1019 feet

Power: UP Now 100,000 watts

Households: UP 76.1%*

Farm Households: UP 147.3%

Tv Homes: **UP 65.4%**

Retail Sales: UP 71.8%

141.1% Farm Income: UP

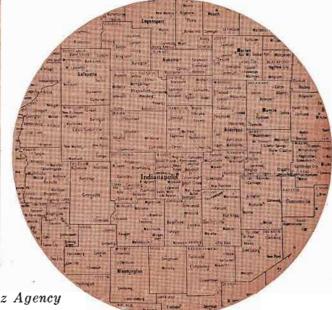
Food Store Sales: UP

Drug Store Sales: UP

Counties Covered: UP 122.2%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.

> * Data, based on Nov. Nielsen, compares new coverage area with coverage prior to power-tower increase.



Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV. Grand Rapids

INDIANAPOLIS (Cont.)

WFBM-TV (Cont.)

OPERATION: Began May 30, 1949. Hours, 7:00 a.m.-1:30 a.m.

AFFILIATIONS: Network CBS. Station, AM, WFBM.

REPRESENTATIVES: Sales Katz. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 60x40 ft. and one 30x40 ft.). Six RCA camera chains. One RCA film camera. Two RCA film projectors. One Shadow Box 6x8 in. scanner. Projectal 3x4 in. opaque projector. Two mobile units. News Service, INS, AP.

PRINCIPAL STOCKHOLDERS: Harry M. Bitner and family are principal stock-holders. Same interests own WFDF Flint, WOOD-AM-TV Grand Rapids, Mich., and WEOA Evansville, Ind.

EXECUTIVES:

Harry M. Bitner Jr., Pres. & Harold Gen. Mgr. Hugh William F. Kiley, Com. Mgr. Bernie William Fall, Prog. Dir. Melvir

Harold Holland, Ch. Eng. Hugh L. Kibbey, Film Buy. Bernie Carney, Prom. Mgr. Melvin Green, Secy.-Treas.

RATE INFORMATION: Class A one hour Film \$960. Minute spot Film \$180. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Families in Area	608,920	669,264
Area in Square Miles	16,000	
No. of Sets (Nov. 1953)	475,000	
Retail Sales	\$1,930,167, 44 9	\$2,218,116,670

WISH-TV

LICENSEE: Universal Broadcasting Co. Inc. Address: 1440 N. Meridian St. Phone: Melrose 4-6411.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual, 316 kw; Aural, 158 kw. Transmitter: Address, Rawls Ave. & Post Rd. Make, RCA Model TT-50 AH. Antenna: Make, RCA Type TF-12 AH. Height, Above average terrain 476 ft. Above ground 473 ft.

OPERATION: Began July 1, 1954. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WISH.

REPRESENTATIVES: Sales, Bolling. Washington Attorney, Segal, Smith & Hennessy. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 26x75 ft. and one 26x50 ft.). Four RCA TK-II camera chains. One RCA TK 20 D film camera. Two RCA TP 6 film projectors. One Projectall slide projector. One Projectall scanner. One Super Projectall opaque projector. One Bridgematic film processing unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: C. Bruce McConnell, president (50.69%); Robert B. McConnell, vice president (.09%); Frank E. McKinney, treasurer (10%); Earl H. Schmidt, secretary (7%). Applicant is also licensee of WHBU Anderson; WANE Fort Wayne and WHOT South Bend.

EXECUTIVES:

C. Bruce McConnell, Pres. Robert B. McConnell, Vice Pres., Gen. Mgr. & Film Buy. Stokes Gresham Jr., Vice Pres. & Ch. Eng. Robert F. Ohleyer, Com. Mgr. Steve Briggs, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$150. Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate card No. I.

LAFAYETTE

(Tippecanoe County)

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.5 kw.
Operating Pow.: Visual 20 kw, Aural 10.5 kw. Transmitter: Address,
McCarty Lane. Antenna: Make, Wincharger with RCA. Type Slotted
RCA. Height, Above average terrain 400 ft. Above ground 380 ft.

OPERATION: Began June 15, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, DuMont.

REPRESENTATIVES: Sales, Wm. G. Rambeau. Washington Attorney, Guilford Jameson. Consulting Engineer, Frank McIntosh.

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SERVICES: Two studios (one 60x40 ft. and one 6x8 ft.). Two RCA camera chains. One Tv Specialty rear screen projector. Two RCA film cameras. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: O. E. Richardson (100%).

EXECUTIVES:

O. E. Richardson, Pres. & Own. Dave Milligan, Gen. & Com. Mgr. & Film Buy.

Richard Cochran, Ch. Eng. James Potter, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$37.50, Film \$30. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 336,122; Families in Area, 101,856; No. of Sets (June I), 50,700; Retail Sales, \$310,822,600; Income per Family, \$3,100; Income per Capita, \$1,274.

MUNCIE

(Delaware County)

WLBC-TV

LICENSEE: Tri City Radio Corp. Address: P. O. Box 271. Phone: 4403.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 14.6 kw, Aural 7.3 kw. Operating Pow.: Visual 14.6 kw, Aural 7.3 kw. Transmitter: Address, P. O. Box 271. Make, RCA. Model TTU-IB. Antenna: Make, RCA. Type Slot. Height, Above average terrain 960 ft. Above ground 550 ft.

OPERATION: Began May 8, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Network NBC, CBS, ABC, DuMont. Station, AM, WLBC. FM, WMUN (FM).

REPRESENTATIVES: Sales, Walker Co., N. Y.; Hal Holman, Chicago, Washington Attorney, John H. Midlen. Consulting Engineer, George Davis.

SERVICES: One studio (50x24 ft.). One RCA camera chain. One RCA Iconoscope film camera. Two RCA I6mm film projectors. Super Projectal slide projector. Super Projectal opaque projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Donald A. Burton (51.0%), William F. Craig (47.0%), Garnet Burton (1.4%), Maury Crain (0.3%), Jack Craig (0.2%) and Fred Hinshaw (0.1%).

EXECUTIVES:

Don Burton, Pres. & Gen. Mgr. & Treas. Bill Craig, Com. Mgr. & Film Buy. Lee Allerton, Prog. Dir. Maury Crain, Ch. Eng. Geor. Marks, TV Prod.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$45. Film \$40. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 1.

MARKET INFORMATION: (Total for WLBC market area): Population, 446,200; Families, 136,300; Retail Sales, \$417,368,000; Buying Income, \$654,171,000; Average per Capita Income, \$1,419.

PRINCETON

(Gibson County)

WRAY-TV†

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Box 8, Princeton, Ind. Phone: 52.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 40 kw, Aural 21 kw. Transmitter: Address, Outer West Broadway. Make, RCA. Model TTU-IB. Antenna: Make, RCA. Type TFU-27-DAH. Height, Above average terrain 478 ft. Above ground 471 ft.

OPERATION: Began Dec. 6, 1952. Hours, 3:20 p.m.-11:15 p.m.

AFFILIATIONS: Station AM, WRAY.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Washington Attorney, Leon L. Sclawy. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (32x42 ft.). One RCA and one Dage camera chain.
One RCA film camera. Two RCA film projectors. Two 2x2 slide projectors. Two 3x4 opaque slide projectors.

PRINCIPAL STOCKHOLDERS: Sole owner is M. R. Lankford.

EXECUTIVES:

M. R. Lankford, Pres., Gen. Mgr. & Film Buy.

Jack Wiedemann, Prog. Dir. Ray Shigley, Ch. Eng.

Ray Harry, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts. Rate Card No. 1.

PRINCETON (Cont.)

WRAY-TV (Cont.)

MARKET INFORMATION:

	Grade A	Grade B	Total (Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	375,050	291,989	773,039
Families in Area	110,308	85,880	236,188
No. of Sets (June 1)	48,000	18,000	75,000
Retail Sales	\$374,050,000	\$260,350,000	\$774,700,000
Income per Family	\$ 4,755	\$ 4,348	\$ 4,000
Income per Capita	\$ 1,398	\$ 1,279	\$ 1,100

†WRAY has suspended operation but has not returned its CP.

SOUTH BEND

(St. Joseph County)

WSBT-TV

LICENSEE: South Bend Tribune. Address: 223 West Colfax Ave. Phone: 3-6161.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 100 kw. Operating Pow.: Visual 17.7 kw, Aural 10.6 kw. Transmitter: Address, Route 6, Box 32, South Bend. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24 BM. Height, Above average terrain 540 ft. Above ground 479 ft.

OPERATION: Began Dec. 21, 1952. Hours, 7:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WSBT.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (27x38 ft.). Four RCA TK-31 field cameras. One RCA TK-20C film camera. Two RCA TP-16 D film projectors. Two Spindler & Sauppe TP-2A slide projectors. Custom built mobile unit. News Service, UP, INS. Library, Standard.

PRINCIPAL STOCKHOLDER: South Bend Tribune.

EXECUTIVES:

F. A. Miller, Pres.

Neal B. Welch, Gen. Mgr.

Robert H. Elrod, Natl. Sls. Mgr.

Robert J. Drain, Prog. Dir.

Arthur R. O'Neil, Ch. Eng.

Walter A. Sweitzer, Film Buy.

Justin R. Meacham, Prod. Mgr.

Mgr.

Paul F. Kruyer, Asst. Prog. Dir.

Scott N. Hagenau, Asst. Ch.

Eng. & Prog. Mgr.

RATE INFORMATION: Class A one hour Film \$300. Minute spot Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A	Grade B	Total (Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	•		658,800
Families in Area			203,800
Area in Square Miles	5,311	1,963	7,854
No. of Sets (June 1)			108,304
Retail Sales			\$818,81,000
Income per Family	\$ 6,619		
Income per Capita	\$ 1,997		

WSJV (TV) (ELKHART)

LICENSEE: Truth Pub. Co. Address: 416 S. Second St., Elkhart, Ind. Phone: 2-1518. (For full listing see Elkhart.)

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BROADCASTING • TELECASTING



open door to the Nation's Test Market!

WLBC-TV

Muncie... sometimes called Middletown, U.S.A... has been the nation's recognized test market for years. Reach this rich Muncie area market via WLBC-TV.

- ★ 70,000 UHF sets (May 1954)
- ★ 65% tuned to Channel 49
- * \$225 Base Rate
- * All 4 networks
- ★ Proven Test Market



MUNCIE, INDIANA

TERRE HAUTE

(Vigo County)

WTHI-TV

LICENSEE: Wabash Valley Broadcasting Corp. Address: 918 Ohio St. Phone:
Crawford 9481.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
Transmitter: Address, 918 Ohio St. Antenna: Height, Above average
terrain 480 ft. Above ground 549 ft.

OPERATION: Began July 20, 1954. Hours, 4:00 p.m.-12.00 Midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WTHI.

REPRESENTATIVE: Sales, Bolling Co. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, George C. Davis.

SERVICES: One studio. One RCA camera chain. One Tv Specialty rear screen projector. One RCA Videcon film camera. Two RCA film projectors. One Gray slide projector. One Houston Feerless film processing unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Anton Hulman Jr., president (81.65%), J. R. Cloutier, vice president-treasurer (13.35%), and Henry P. Smith (5%).

EXECUTIVES:

Anton Hulman Jr., Pres. J. M. Higgins, Gen. Mgr. Ben Falber Jr., Tv Opr. Dir. Lou Froeb, Com. Dir. Pat Murphy, Tech. Dir. Don Petit, Ch. Eng. Nancy Langan, Film Sup.

RATE INFORMATION: Class A one hour Live \$400. Minute spot Live \$80. Rate Card No. 1A.

MARKET INFORMATION: Grade B (FCC Contour): Population, 715,735; Families in Area, 227,461; No. of Sets (June 1), 107,916; Retail Sales, \$714,500,000.

WATERLOO

WINT (TV)

(Target Date, Not Set)

LICENSEE: Tri-State Television Inc. Address: 114 Engineers Bldg., Cleveland, Ohio.

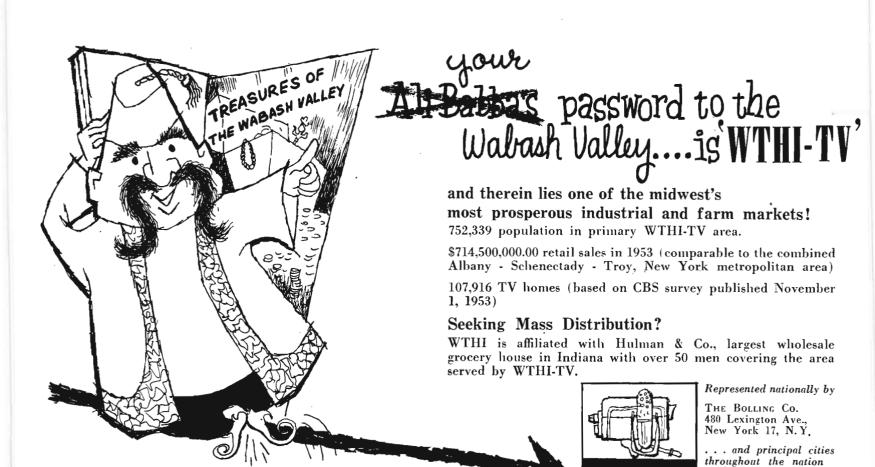
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, Old U. S. Hwy. 6 Make, RCA. Antenna: Make, RCA. Height, Above average terrain 490 ft. Above ground 526 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson. Consulting Engineer, R. Morris Pierce.

PRINCIPAL STOCKHOLDERS: R. Morris Pierde, president (22.5%), president & 27.3% of WDOK Cleveland; E. Harry Camp, vice president (10%), general manager of WDOK; Frederick C. Wolf, treasurer (22.5%), treasurer & 27.3% of WDOK; E. J. Sklenicka, secretary [5%], vice president-secretary & 4.5% of WDOK; Leopold Franci (10%), Elmer Krusell (5%). Messrs. Walberg L. Brown, Ralph G. Rehor, Jerry J. Smid, William S. Hlavin each hold 5% (all are officers & minority stockholders of WDOK). Ralph E. Quay holds 1% (chief engineer for WDOK).

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CHANNEL 10 • 316,000 WATTS • CBS • ABC • DUMONT

BROADCASTING • TELECASTING

TERRE HAUTE, IND.



THAT'S <u>YOU</u> UP THERE

where the living's good!

That's YOU, elevated to the world's best living by the proven brands of products that never let you down—and for a very down-to-earth reason: each manufacturer has to live up to the highest standard set by his competitors. His product has to be good to survive—it's as simple as that. So if he changes it at all, you can be sure he's aiming at something better.

That's why you can shop so confidently, so profitably, so easily, by buying products with responsible names. Living on top of the world?—you bet! But you're on ground as safe and sound as your own back yard.

Easy to keep up on what's good: just read the ads in this magazine.

BRAND NAMES FOUNDATION

INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION 37 WEST 57 STREET, NEW YORK 19, N.Y.

WANT CONFIDENCE? PATRONIZE THE DEALER WHO PROVIDES YOUR FAVORITE BRANDS

IOWA MARKET INDICATORS	
Total Population, July 1, 1953	2,587,000
Total Families, 1950	686,785
Total Urban Population, 1950	1,250,938
Total Rural Nonfarm Population, 1950	487,485
Total Farm Population, 1950	782,650
Employed in Nonagricultural Establishments, April 1954	625,700
Employed in Agriculture, 1950	285,267
Employed in Mining, April 1954	3,200
Employed in Manufacturing, April 1954	161,200
Employed in Construction, April 1954	32,600
Employed in Transportation & Public Utilities, April	•
1954	56,400
Employed in Wholesale & Retail Trade, April 1954	171,200
Employed in Finance, Insurance and Real Estate, April 1954	27,400
Employed in Service & Miscellaneous, April 1954	70,100
Employed in Government Service, April 1954	103,800
Retail Sales, 1953 \$	
Bank Assets, Jan. 1, 1954\$	2,853,379,000
Bank Deposits, Jan. 1, 1954\$	2,646,037,000
Major Income Sources, 1952: Agriculture 28.2%; Gove 13.0%; Manufacturing Payrolls 15.7%; Trade and 21.8%.	rnment
Total Income Payments, 1952 \$	4,087,000,000
Per Capita Income, 1952\$	1,545
Total Internal Revenue Collections, 1953 \$	525,018,379
Average Weekly Earnings Manufacturing Workers, April 1954	69.08
Cash Receipts from Farm Marketing, 1953 \$	2,253,190,000
Government Payments to Farmers, 1953 \$	10,298,000
Value of Mineral Production, 1951 \$	47,706,000
New Public Construction in 1952\$	103,800,000
Motor Vehicle Registration, 1953	1,125,551
Number of Telephones, Jan. 1, 1954	889,600
Number of Electrical Connections, Jan. 1, 1954	890,466
Number of Gas Utilities Connections, 1953	322,500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

IOWA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adair		\$9,286	\$1,523	\$ 213	1,920	48%
Adams		6,740	688	92	1,340	48%
Allamakee	16,351	17,703	3,250	212	560	12%
Appanoose	19,683	14,180	3,107	359	1,390	22%
Audubon	11,579	15,475	2,325	209	1,820	52%
Benton	22,656	21,278	4,087	325	2,840	39%
Black Hawk	100,448	129,907	24,458	3,255	11,680	35%
Boone	28,139	24,155	4,628	574	5,120	60%
Bremer	18,884	22,075	3,667	259	1,280	22%
Buchanan		17,637	3,061	232	2,440	40%
Buena Vista		26,546	4,800	493	1,710	24%
Butler	17,394	20,552	2,930	280	1,270	23%
Calhoun	16,925	15,349	2,946	360	1,370	25%
Carroll	23,065	31,570	4,696	470	3,360	51%
Cass	18,532	24,350	4,147	553	3,810	60%
Cedar	16,910	18,063	2,669	292	4,000	74%
Cerro Gordo	46,053	64,965	12,432	1,412	5, 75 0	39%
Cherokee	19,052	20,492	3,197	493	1,220	23%
Chickasaw	15,228	18,037	4,011	301	630	14%
Clarke	9,369	9,341	2,437	186	620	20%
Clay	18,103	29,256	5,191	530	970	17%
Clayton	22,522	21,348	3,746	396	780	11%
Clinton	49,664	63,036	12,825	1,201	11,990	75%
Crawford		19,215	3,781	378	2,960	52%
Dallas	23,661	25,887	5,575	616	4,820	62%
Davis	9,959	5,126	1,324	167	650	21%
Decatur	12,601	9,151	2,321	246	760	20%
Delaware	17,734	13,495	2,627	301	2,810	54%
Des Moines	42,056	58,195	13,297	1,858	9,620	67%
Dickinson	12,756	15,181	2,617	331	680	17%
Dubuque	71,337	92,288	18,167	1,434	8,050	40%
Emmett	14,102	15,515	3,028	379	770	18%
Fayette		24,183	4,604	421	1,300	15%
Floyd		21,560	4,663	516	880	13%
Franklin		15,610	2,640	210	2.810	54%
Fremont		11,516	2,394	247	2,590	70%
Greene		16,914	3,073	345	2,890	59%
	,	,	0,0.0	0.0	2,000	00 /0

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County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Grundy	13,722	12,883	2,064	297	2,070	47%
Guthrie	15,197	13,190	2,304	259	2,850	62%
Hamilton	19,660	20,698	3,905	474	4,420	69%
Hancock	15,077	13,114	2,578	250	1,540	34%
Hardin	22,218	30,165	5,159	507	5,110	68%
Harrison	19,560	18,071	3,359	503	3,690	64%
Henry	18,708	18,894	3,511	453	1,950	35%
Howard	13,105	14,469	2,575	191	550	14%
Humboldt	13,117	13,658	2,534	212	980	24%
Ida	10,697	15,426	2,574	316	760	23%
Iowa	15,835	16,691	2,731	279	1,570 4,330	32% 76%
Jackson	18,622	17,762	3,326	391	6,050	59%
Jasper	32,305	33,899	8,425 3,042	786 326	1,730	34%
Jefferson	15,696	14,419 49,545	3,042 8,949	1,561	5,460	42%
Johnson	45,756 19,401	21,992	3,542	418	3,160	54%
Jones Keokuk	16,797	16,873	2,386	274	1,790	32%
Keokuk Kossuth	26,241	25,969	. 4,565	497	1,430	19%
Lee	43,102	47,632	10,696	1,571	2,160	16%
Linn	104,274	158,436	26,775	5,130	19,670	56%
Louisa	11,101	14,477	2,182	309	2,520	74%
Lucas	12,069	13,392	2,890	259	780	20%
Lyon	14,697	14,391	2,171	257	1,380	32%
Madison	13,131	12,551	2,170	299	2,410	56%
Mahaska	24,672	27,195	4,280	691	2,250	28%
Marion	25,930	17,869	4,582	455	4,540	59%
Marshall	35,611	45,670	9,199	960	6,320	56%
Mills	14,064	12,299	2,128	278	2,590	70%
Mitchell	13,945	17,540	2,761	174	590	14%
Monona	16,303	14,664	2,706	324	3,150	63%
Monroe	11,814	8,400	2,109	163	710	21%
Montgomery	15,685	19,081	3,329	443	3,710	70%
Muscatine	32,148	41,078	7,383	621	7,880	74%
O'Brien	18,970	24,132	4,070	397	1,010	17%
Osceola	10,181	10,896	1,837	91	510	17%
Page	23,921	36,942	4,531	789	5,130	70%
Palo Alto	15,891	15,843	2,658	338	810	18%
Plymouth	23,252	26,161	4,398	503 359	2,180 1,100	32% 24%
Pocahontas	15,496	14,459	2,794	10,084	56,140	73%
Polk	226,010	341,880	63,318 16,001	1,939	13,870	63%
Pottawattamie	69,682 19,344	69,887 19,521	3,999	400	1,620	28%
Poweshiek	9,528	6,968	963	171	1,540	48%
Ringgold	17,518	18,993	3,412	359	1,270	23%
Scott	100,698	144,330	25,641	3,893	27,030	83%
Shelby	15,942	17,294	2,075	310	2,810	61%
Sioux	26,381	25,848	4,693	550	2,300	31%
Story	44,294	46,363	10,918	1,244	8,420	64%
Tama	21,688	25,158	3,901	317	3,300	47%
Taylor	12,420	8,653	1,672	175	1,920	48%
Union	15,651	16,203	3,218	430	2,470	48%
Van Buren	11,007	7,607	1,409	109	1,260	34%
Wapello	47,397	47,035	10,349	1,495	2,100	14%
Warren	17,758	11,999	2,715	191	3,090	56%
Washington	19,557	25,569	3,507	563	2,040	42%
Wayne	11,737	9,295	1,969	252	750	19%
Webster	44,241	58,906	10,030	1,050	9,210	66%
Winnebago	13,450	15,811	2,511	313	1,400	35%
Winneshiek	21,639	18,068	3,344	316	950	15%
Woodbury	103,917	150,280	27,543	4,600	21,380 1,160	$\frac{62\%}{35\%}$
Worth	11,068	8,878	1,980 4,542	148 551	3,440	54%
Wright	19,652	22,021	7,014	901	0,770	G1 70

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

AMES

(Story County)

WOI-TV

LICENSEE: Iowa State College. Address: Ames, Iowa. Phone: Ames 2500, Ext. 831.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, 4 miles S.W. of Ames. Make, GE. Model TF 3A. Antenna: Make, RCA. Type TF 6BM. Height, Above average terrain 550 ft. Above ground 579 ft.

OPERATION: Began Feb 21, 1950. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WOI. FM, WOI-FM.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

CHANNEL 5 AMES, IOWA **IOWA STATE COLLEGE**

CBS · DUMONT · ABC

TO: Stations, Agencies, Representatives (Please circulate)

Television in Central Iowa

WOI-TV, the primary affiliate in Central Iowa of CBS, ABC and DuMont reaches 240,000 television homes within a 100mile radius of Ames. Owned and operated by Iowa State College, WOI-TV has been Des Moines' and Central Iowa's dominant TV service since February, 1950.

du Pony

Fifty-one prosperous Central Iowa counties are within the WOI-TV coverage area. Population lighted the WOI-TV coverage area.

Dross farm income 1.2 Billion

The goal of the Iowa State College station is to provide total television service to its nearly 750,000 Iowa viewers. Its 17-hour television day is filled with the top-rated network programs plus 24 hours per week of award-winning local produc-

Trainees in 15 Hajor STATIONS and Hetworks

In addition to its 100-member professional radio and television staff, Iowa State College provides a television laboratory designed to train personnel fully-qualified to take their places in the television industry. And programs on kine-scope produced by WOI-TV are now aired on other television sta-tions coast to coast.

For more details on the WOI-TV success story, Weed Television.

contact



WOI-TV first in Central lowa

AMES (Cont.)

WOI-TV (Cont.)

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Cohn & Marks. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 46x79 ft. and one 30x35 ft.). Two RCA TKIIA camera chains. Four DuMont field camera chains. One Translux rear screen projector. Two RCA TK 20 D and two GE lke film cameras. Two RCA TK 16 F and two GE Synchrolite film projectors. One Gray Telojector slide projector. One GE 3½x4 in. opaque projector. One GPL rapid film processing unit. One International Metro trück with four DuMont field camera chains and link. News Services, AP, UP, INS. Library, SESAC, World, Standard.

EXECUTIVES:

James H. Hilton, Pres.
Richard B. Hull, Gen. Mgr.
Merritt C. Ludwig, Asst. to
Gen. Mgr.
Robert C. Mulhall, Com. Mgr.
& Film Buy.

Chris Donaldson, Prog. Dir. Keith Ketcham, Ch. Eng. Donna DeCamp, Film Dir. Marguerite Theobald, Prom. Dir. George Halsey, News Dir.

RATE INFORMATION: Class A one hour Live \$500. Minute spot Live \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	85,000	500,000	730,000
Families in Area	26,000	150,000	220,000
Area in Square Miles	1,260	7,800	15,400
No. of Sets (June 1)	************		240,000
Retail Sales	***************************************		\$1,500,000,000
Income per Family			\$ 4,545
Income per Capita			\$ 2,054

CEDAR RAPIDS

(Linn County)

KCRI-TV

LICENSEE: The Cedar Rapids Television Co. Address: 104 First St., SW. Phone: 4-4194.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 33.1 kw, Aural 16.6 kw.
Operating Pow.: Visual 33.1 kw, Aural 16.6 kw. Transmitter: Address,
Cedar Rapids, Iowa. Make, DuM. Model 8000. Antenna: Make, RCA.
Type TF6AH. Height, Above average terrain 340 ft. Above ground,
364 ft.

OPERATION: Began Oct. 15, 1953. Hours, 8:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, KCRI.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Cohn & Marks. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio. Two RCA TK31A camera chains. One RCA TK20D film camera. Two Eastman 250 film projectors. One Gray Telojector slide projector. News Services, AP, INS. Library, Official.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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PRINCIPAL STOCKHOLDERS: The Gazette Co. (30%), publisher of Cedar Rapids Gazette. Purchase of other 70% pending FCC approval.

EXECUTIVES:

Wade S. Patterson, Gen. Mgr. & Com. Mgr. Ralph D. Willey, Prog. Dir. & Film Buy. Carl R. Rollert, Ch. Eng. Edna A. Herbst, Prom. & Pub. Dir. Richard D. Yoakam. News Dir. Bob Brooks, Sports Dir. Rosemary Castor, Continuity Dir. Sue Darling, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13-26 times up to 25% for 156-260 times. Rate Card No. 2.

MARKET INFORMATION: [Grade A, FCC Contour]: Population, 536,190; Families in Area, 162,150; Area in Square Miles, 5,024; No. of Sets (June 1), 116,444.

WMT-TV

LICENSEE: American Broadcasting Stations Inc. Address: Paramount Theatre Bldg. Phone: 6127.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw.
Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address,
Old Marion Rd., NE. Make, RCA. Model 25 BL. Antenna: Make, RCA.
Type 6 AL. Height, Above average terrain 670 ft. Above ground, 702 ft.

OPERATION: Began Sept. 30, 1953.

AFFILIATIONS: Network, CBS. Station, AM, WMT.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40x60x18 ft.). Two RCA TKIIA camera chains. One RCA 20D film camera. Two RCA 16E 16mm film projectors. One Gray Telojector slide projector. News Services, AP, UP, INS. Library, Thesaurus, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Mrs. Helen Mark and family (100%). Interlocking ownership with KULA-AM-TV Honolulu, KJBS San Francisco, and KGIL San Fernando, Calif.

EXECUTIVES:

Wm. B. Dolph, Pres. Wm. B. Quarton, Vice Pres. & Gen. Mgr. Geo. P. Hixenbaugh, Ch. Eng. Buzz Hassett, Tv Sls. Dir. Leo F. Cole, Bus. Mgr.

Lew Van Nostrand, Sls. Mgr. Douglas B. Grant, Prog. Dir. &

Film Buy.

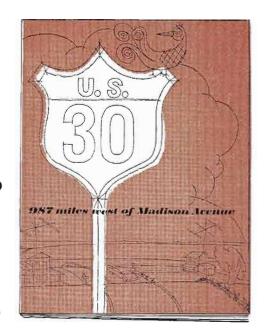
RATE INFORMATION: Class A one hour Film \$450. Minute spot Film \$80. Rate Card No. 2.

MARKET INFORMATION:

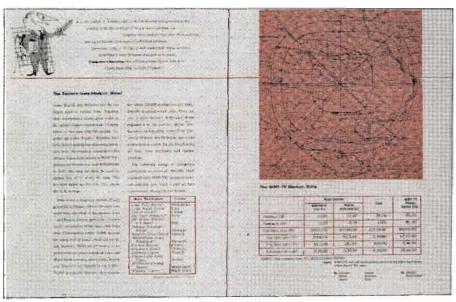
	Primary	Total
	Service	(Including
	Area	Fringe Area)
Population	835,100	1,236,000
Families in Area	253,100	378,800
No. of Sets (June 1)	156,922	234,856
Retail Sales	\$956,029,000	\$1,429,543,000

Have you seen WMT's

TV Yearbook?



(We think it's got it all over Broadcasting's.)



It

tells

you

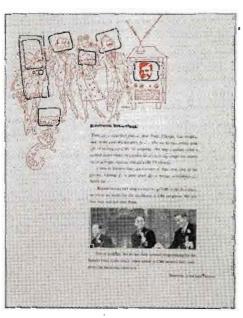
all

kinds

of

things . . .

For a copy, try and pry one loose from the Katz Agency. Or write direct. There is absolutely no truth to the canard about having to buy time on WMT-TV to get a copy. Mail address: Cedar Rapids, Iowa. CBS for Eastern Iowa.





from the portfolio of TPA Sales Builders

Another example of TPA coming in "first with the finest." This time, it's for advertisers who want to make money while the sun shines.

"THE FAMILY NEXT DOOR," now before the cameras, is a fifteen-minute, daytime dramatic serial built around the warm story of a woman alone and those she loves. Produced for TPA by Prockter Television Enterprises, it carries the mark of success prominently displayed by such Prockter features as "The Big Story" and "Treasury Men in Action." It plays like big-time, night-time entertainment.

Recent research has shown that daytime viewers are just the kind of people most advertisers want to reach. They're young, richer; they have more children. And their buying habits reflect these sales-building characteristics.

For local and regional advertisers who want to cash in on the vast potential of daytime television . . . who want to capture the most desirable and easily available periods—"THE FAMILY NEXT DOOR" is the vehicle to do the job. It's coming soon—from TPA.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

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DAVENPORT (Scott County)

WOC-TV

LICENSEE: Central Broadcasting Co. Address: 805 Brady St. Phone: 3-3661.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw.
Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address,
Pleasant Valley Township. Make, RCA. Model TT5A with 25AL amplifier.
Antenna: Make, RCA. Type 6 bay turnstile. Height, Above average
terrain 600 ft. Above ground 625 ft.

OPERATION: Began Oct. 31, 1949. Hours, 6:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, NBC. Stations, AM, WOC. FM, WOC-FM.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios. Four RCA TK-10-A camera chains. Two RCA TK-20-A film cameras. Two RCA TP-16-A film projectors. One Spindler & Sauppe Selectroslide Jr. slide projector. One opaque projector. One RCA mobile unit with two cameras. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and D. D. Palmer, principal stock-holders, also own WHO-AM-TV Des Moines. Licensee owns 25% interest in KMA Shenandoah, Iowa and KMTV (TV) Omaha, Neb.

EXECUTIVES:

Col. B. J. Palmer, Pres.
D. D. Palmer, Vice Pres. & Treas.
Ralph Evans, Exec. Vice Pres.
Paul A. Loyet, Vice Pres.
Wm. D. Wagner, Secy.
Ernest C. Sanders, Res. Mgr. &

Fred A. Reed, Asst. Res. Mgr. Mark Wodlinger, Res. Sls. Mgr. & Film Buy. Raymond E. Guth, Prog. Dir. & Film Buy.

Ernest C. Sanders, Res. Mgr. & Paul G. Arvidson, Ch. Eng. Film Buy.

RATE INFORMATION: Class AA one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 7.

ARREI INFORMATION:	Primary Service Area	(Includ ing Fringe Are a)
Population	1,507,300	2,315,400
Families in Area	441,050	737,400
Area in Square Miles	22,500	28,625
No. of Sets (June 1)	264,811	350,671
Retail Sales `	\$1,859,761,000	\$3,049,397,000
Income per Family	\$ 5,565	\$ 5,582
Income per Capita	\$ 1,590	\$ 1,595

DES MOINES

(Polk County)

KGTV (TV)

LICENSEE: Rib Mountain Television Inc. Address: 2d Avenue & Hobson Dr. Phone: 8-6751.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visua! 162 kw, Aural 87.1 kw. Operating Pow.: Visual 18.5 kw, Aural 10 kw. Transmitter: Address, 2d Ave. & Hobson Dr. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24 BLS. Height, Above average terrain 470 ft. Above ground

OPERATION: Began Nov. 15, 1953. Hours, 1:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, George P. Hollingbery Co. and Bulmer & Johnson Inc. Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, Charles B. Person.

SERVICES: One studio (25x50 ft.). Three RCA TK 31A camera chains. One RCA-Type TK 20D film camera. One TP-16E film projector. One Tressel Projectall slide projector. One RCA mobile unit with two camera field chains. News Service, INS.

PRINCIPAL STOCKHOLDERS: Owned by Morgan Murphy-Walter C. Bridges interests, which also own WEAU-AM-FM-TV Eau Claire, Wis., WEBC Duluth, Minn., WISC-AM-FM Madison, Wis., and 50% of KVOL-AM-FM TV Lafayette, La. Mr. Bridges owns 75% of WJMC-AM-FM Rice Lake, Wis. Murphy newspapers are Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald and Highland Park News-Herald and Lafayette (La.) Advertiser.

EXECUTIVES:

W. C. Bridges, Pres. Leo Howard, Gen. Mgr., Com. Mgr. & Film Buy. Thomas J. Kelly, Prog. Dir. Walter Hariu, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



Builds Telecasts that Build Sales

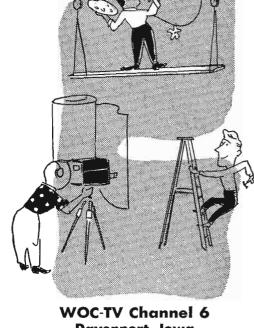
1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week - the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties — 39 counties that have tremendous buying power and the will to use it . . .

Population	1,543,700
Families	477,910
TV Homes - 3/1/54	264,811
Effective Buying Income	\$2,455,549,000
Per Capita	\$1,590
Per Family	\$5,565
Retail Sales	

It's "know-how" and "power" that does it-the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Ernest C. Sanders, resident manager Col. B. J. Palmer, president •



Davenport, Iowa Free & Peters, Inc. **Exclusive National Representatives**

BETTENDORF AND DAVENPORT IN IOWA ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS





DES MOINES (Cont.)

WHO-TV

LICENSEE: Central Broadcasting Co. Address: 1100 Walnut St. Phone: 8-6511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 81.5 kw, Aural 49 kw. Transmitter: Address, Mitchellville, Iowa. Make, RCA. Model TT-50AH. Antenna: Make. RCA. Type TF-12AH, 12-section superturnstile. Height, Above average terrain 780 ft. Above ground 743 ft.

OPERATION: Began April 15, 1954. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Stations, AM, WHO. FM, WHO-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (50x90 ft. and 35x75 ft.). Two RCA TK-30A field camera chains. Two RCA TK-11A studio camera chains. One television Specialty Co. rear screen projector. Two RCA TK-20D film cameras. Two RCA TP16D film projectors. One Gray dual disc slide projector. One Gray Telop opaque projector. News Services, INS, UP, AP. Library, Capital "Q".

PRINCIPAL STOCKHOLDERS: B. J. Palmer and D. D. Palmer are majority stock-holders in licensee as well as WOC-AM-TV Des Moines. Central Broadcasting Co. has 25% stock ownership in KMA Shenandoah, lowa and KMTV (TV) Omaha.

EXECUTIVES:

Col. B. J. Palmer, Pres.
D. D. Palmer, Vice Pres. & Treas.
Ralph Evans, Exec. Vice Pres.
Paul A. Loyet, Vice Pres. &
Res. Mgr.

William D. Wagner, Secy. & Controller W. W. Woods, Asst. Mgr. Harold W. Fulton, Sls. Mgr. Jack Kerrigan, Prog. Dir. Reed E. Snyder, Ch. Eng. Kenneth Gfeller, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$550. Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population: 1,111,-400; Families in Area, 355,100; Area in Square Miles, 25,477; No. of Sets (June 1), 227,000; Retail Sales, \$1,266,200,000; Effective Buying Income per Family, \$4.822; Effective Buying Income Per Capita, \$1,541.

FORT DODGE

(Webster County)

KQTV (TV)

LICENSEE: Northwest Television Co. Address: 912 1st Ave. South. Phone: Walnut 3761.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 11 kw. Operating Pow.: Visual 18 kw, Aural 11 kw. Transmitter: Address, Television Square. Make, GE. Antenna: Make, Workshop. Height, Above average terrain 620 ft. Above ground 650 ft.

OPERATION: Began Nov. 23, 1953. Hours, 4:15 p.m.-10:30 p.m.

AFFILIATIONS: Station, AM, KVFD. FM, KFMY (FM).

REPRESENTATIVES: Sales, John E. Pearson. Washington Attorney, Fisher, Wayland, Duvalí & Southmayd. Consulting Engineer, Everett Dillard.

SERVICES: One studio (40x40 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One Projectall slide projector. News Service, INS. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Mr. & Mrs. Edward Breen are principal stockholders.

EXECUTIVES:

Edward Breen, Pres. & Gen. Mgr. Max Landes, Com. Mgr. Drex Peterson, Prog. Dir. Dave Sinclair, Ch. Eng. Verne Gielow, Asst. Mgr. & Film Buy.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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RATE INFORMATION: Class A one hour Live \$150. Film \$150. Minute spot Live \$22.50, Film \$22.50. Frequency discounts from 5% for 26 times up to 25% for 365 times. Rate Card No. 1.

MARKET INFORMATION:

			Готаг
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	78,937	153,044	232,181
Retail Sales	\$95,250,850		\$252,546,900

Takal

MASON CITY

(Cerro Gordo County)

KGLO-TV

LICENSEE: Lee Radio Inc. Address: Mason City, Iowa. Phone: 2800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Kensett, Iowa. Make, DuM. Model 9000. Antenna: Make, RCA. Type 6 bay. Height, Above average terrain 460 ft. Above ground 500 ft.

OPERATION: Began May 5, 1954. Hours, 4:45 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, KGLO. FM, KGLO-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: One studio (40x60 ft.). Two DuM. camera chains. One Multiscanner DuM. film camera. One Multiscanner DuM. film projector. One DuM. Multiscanner opaque projector. News Services, AP, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Lee P. Loomis (9%) and more than 50 stockholders. Affiliated in ownership of WTAD-AM-FM Quincy, Ill., KHQA-TV Hannibal, Mo., and WKBT (TV) La Crosse, Wis. Lee newspapers are Mason City (Iowa) Globe-Gazette, Hannibal (Mo.) Courier-Post, La Crosse (Wis.) Tribune, Davenport (Iowa) Times and Democrat: & Leader, Oftumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

EXECUTIVES:

Lee P. Loomis, Pres. Herbert R. Ohrt, Vice Pres. & Gen. Mgr. Lloyd D. Loers, Sls. Mgr. & Film Buy. Bud Suter, Prog. Dir. Roger Sawyer, Ch. Eng. Don Harrer, Prom. Dir. Doug Sherwin, Prod. Dir. Don Shargent, Film Dir.

Total

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40. Rate Card No. 1

MARKET INFORMATION:

	Grade B (FCC Contour)	(Including Fringe Area)
Population Families in Area No. of Sets (June 1) Retail Sales Income per Farm Family	379,000 109,300 65,000 \$431,658,000	580,700 165,740 80,000 \$674,758,000 \$11,860

SIOUX CITY

(Woodbury County)

KCTV (TV)

(Target Date, Not Set)

LICENSEE: Great Plains Television Properties of Iowa Inc. Address: c/o U. S. Corp. Co. of Ill., 33 N. LaSalle St., Chicago.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: Address, 3 miles NNE of center of Sioux City. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 530 ft. Above ground 345 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by Transcontinental Properties Inc. (Herbert Scheftel, president; Alfred G. Burger, treasurer). Transcontinental also owns KFTV (TV) Little Rock, Ark., WFTV (TV) Duluth, and 331/3% of WICS (TV) Springfield, III.

You must face the FACTS!

hanks to the annual "Iowa Radio-Television Audience Survey" conducted for the past sixteen years by famed Dr. Forest L. Whan, you can know more about the listening-viewing facilities, habits and trends in this State than in any other area in the Nation.

Projecting all recent figures, you'll find that WHO-TV offers you ready access to 227,000 television sets in Central Iowa — an area that includes an urban population of 566,300, a rural population of 545,100. These 1,111,400 people have an effective buying income of over 1.7 billion dollars.

WHO-TV is, we believe, the first station ever to go on the air with programming from 6 a.m. to 12 midnight with the finest NBC-TV network programs . . . the best local programs, plus one of the Nation's largest local-talent staffs. Ask Free & Peters!





Channel 13 • Des Moines



Col. B. J. Palmer, President P. A. Loyet, Resident Manager Free & Peters, Inc. National Representatives

SIOUX CITY (Cont.)

KVTV (TV)

LICENSEE: Cowles Broadcasting Co. Address: 614 Pierce St. Phone: 2-2711.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 107 kw. Aural 57.5 kw. Operating Pow.: Visual 107 kw. Aural 57.5 kw. Transmitter: Address, 41st and Howard Sts. Make, GE. Model TT23A. Antenna: Make, GE. Type TY28F. Height, Above average terrain 705 ft. Above ground 500 ft.

OPERATION: Began March 29, 1953. Hours, 10:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (45x25x12 ft.). Two RCA interchangeable cameras. One RCA film camera. Two RCA film projectors. Two slide projectors. One GE opaque projector. News Services, AP, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Cowles is also licensee of KRNT-AM-FM Des Moines, Iowa, and WNAX Yankton, S. D. Cowles publishes Des Moines Register and Tribune, Minneapolis Star and Tribune and Look Magazine.

EXECUTIVES:

Gardner Cowles, Pres. Robert R. Tincher, Gen. Mgr. Art Smith, Res. Mgr. Donald D. Sullivan, Com. Mgr. Norman Bacon, Prog. Dir. & Film Buy. Jack Iverson, Trans. Sup. Charles Prohaska, Studio Sup. Ben Roen, Film Dir.

RATE INFORMATION: Class A one hour Live \$260, Film \$260. Minute spot Live \$52, Film \$52. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KTIV (TV)

(Target Date, Sept. 15, 1954)

LICENSEE: KCOM Broadcasting Co. Address. 10th & Grandview Blvd. Phone: 8-0545.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 51.3 kw, Aural 25.7 kw. Transmitter: Address, I mile north of 54th & N. Rustin. Make, DuMont. Model 9000. Antenna: Make, RCA. Type TF-6BM. Height, Above average terrain 770 ft. Above ground 633 ft.

OPERATION: Target date Sept. 15, 1954. Hours, 12:00 noon-11:00 p.m.

AFFILIATIONS: Network, NBC. Station, AM, KCOM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, George Davis.

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SERVICES: One studio (44x56 ft.). Two TK-31A RCA camera chains. One TK-21 RCA film camera. TP-16F RCA film projector. TP-3B RCA slide projector.

PRINCIPAL STOCKHOLDERS: Dietrich Dirks (70%), eight other stockholders (30%). Perkins Bros. Co. (KSCJ-AM-FM-Sioux City Journal and Journal Tribune) has option to purchase 50% interest.

EXECUTIVES:

Dietrich Dirks, Pres., Gen. Mgr. & Film Buy. Gene Flaherty, Vice Pres. Al Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

		Total
	Grade B	(Including
	(FCC Contour)	Fringe Area)
Population	488,500	764,500
Families in Area	152,200	228,100
Area in Square Miles	15,831	21,550
No. of Sets (June 1)	83,685	118,705
Retail Sales	\$570,038,000	\$925,459,000

WATERLOO

(Black Hawk County)

KWWL-TV

LICENSEE: Black Hawk Broadcasting Co. Address: Hotel Russell Lamson.
Phone: Adams 4-4404.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw.
Transmitter: Address, Rt. 20, .8 miles east of city limits. Antenna: Height,
Above average terrain 550 ft. Above ground 576 ft.

OPERATION: Began Nov. 15, 1953.

AFFILIATIONS: Networks, NBC, DuMont. Station, AM, KWWL.

REPRESENTATIVE: Sales, Headley-Reed. Washington Attorney, Roberts & McInnis. Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, president (50%), Donald M. Graham, vice president (2%), E. Horslund, treasurer (3%), Glenn B. Beers, secretary (1%), Robert A. Buckmaster (6%), C. K. Croper (3%), Robert H. Dunkelberg (2%), Vivian Johnson (2%), A. D. Donnell (1%), William Bolster (4%), Robert McCoy (3%), (2% as executor of Jackson R. McCoy estate), John G. Miller (2%), R. A. Rath (2%), Gene Thorne (2%) and 14 others none owning more than 1%.

EXECUTIVES:

Ralph J. McElroy, Pres. & Gen. Mgr. Donald Inman, Sls. Dir.

Warren Mead, Prog. Dir.

Jack Turley, Opr. Dir. Ed. Falk, News Dir. T. W. Kirksey, Eng. Dir. Wally Blake, Prom. Dir.

RATE INFORMATION: Class A one hour \$400. Minute spot \$80. Rate Card No. 4

noteworthy

The White Space is for note-jotting, Courtesy of KVTV. While you're at it, you might care to note: Sioux City Sue has sold: 50 desk pads, 36 tv tables on a single morning show; 101 Bulova watches with 12 one-minute film spots; 9 Servel refrigerators (@ \$529) with 4 live announcements; 2,000 cheese spread snack glasses with 3 announcements.

footnotes will gladly be provided by The Katz Agency—our reps.



EVTV. a Cowles Station, is under the same management as WNAX-570, the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.

KANSAS MARKET INDICATORS	
Total Population, July 1, 1953	2,005,000
Total Families, 1950	507,665
Total Urban Population, 1950	993,220
Total Rural Nonfarm Population, 1950	468,340
Total Farm Population, 1950	443,739
Employed in Nonagricultural Establishments, April	
1954	537,400
Employed in Agriculture, 1950	162,773
Employed in Mining, April 1954	18,200
Employed in Manufacturing, April 1954	131,500
Employed in Construction, April 1954	34,700
Employed in Transportation & Public Utilities, April	
1954	64,000
Employed in Wholesale & Retail Trade, April 1954	129,800
Employed in Finance, Insurance & Real Estate, April	
1954	17,600
Employed in Service & Miscellaneous, April 1954	54,700
Employed in Government Service, April 1954	86,900
Retail Sales, 1953\$	
Bank Assets, Jan. 1, 1954\$	
Bank Deposits, Jan. 1, 1954 \$	1,966,030,000
Major Income Sources, 1952: Agriculture 22.3%; Gove	
13.8%; Manufacturing Payrolls 15.7%; Trade and 21.2%.	Service
Total Income Payments, 1952 \$	0 400 000 000
Per Capita Income, 1952\$	3,400,000,000
Total Internal Revenue Collections, 1953 \$	1,698
Average Weekly Earnings Manufacturing Workers,	524,208,309
4 13 40 8 4	76.30
April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$	
Government Payments to Farmers, 1953\$	1,007,590,000
Value of Mineral Production, 1951\$	6,049,000 400,087,000
New Public Construction in 1952 \$	177,400,000
Motor Vehicle Registration, 1953	957,077
Number of Telephones, Jan. 1, 1954	673,800
Number of Electrical Connections, Jan. 1, 1954	681,226
Number of Gas Utilities Connections, 1953	440,900
	440,300

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

KANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1983 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Allen	18,187	17.399	3,429	391	860	14%
Anderson	10,267	8,100	1,450	235	480	14%
Atchison	21,496	17,611	4,085	571	3,480	51%
Barber		9,901	2,015	327	560	20%
Barton'	29,909	51,474	10,109	1.347	2,850	28%
Bourbon		15,922	3,773	413	1,650	24%
Brown		16,064	2,718	471	2,700	52%
Butler		37,856	8,353	1,043	3,340	29%
Chase		3,439	911	106	250	18%
Chautauqua		5,779	1,164	195	380	16%
Cherokee		15,115	5,251	475	850	10%
Cheyenne	5,668	8,718	1,812	240		
Clark		4,573	722	62		
Clay	11,697	12,226	2,278	272	440	11%
Cloud	16,104	18,972	3,693	465		
Coffey		7,848	1,366	191	450	14%
Comanchee		3,882	632	173	260	20%
Cowley	36,905	41,797	9,282	1,030	2,070	17%
Crawford	40,231	37,939	9,171	1,154	1,490	10%
Decatur		7,826	1,573	192		
Dickinson		21,535	4,335	579	680	10%
Doniphan		5,697	1,523	218	1,660	52%
Douglas		34,424	7,494	1,265	4,920	45%
Edwards		6,993	1,583	263	420	20%
Elk		3,884	991	133	340	16%
Ellis	19,043	25,379	5,025	730		,
Ellsworth		9,310	2,051	300	360	14%
Finney		29,312	4,644	534		
Ford		36,965	5,572	1,004		
Franklin		19,283	4,109	572	2.640	39%
Geary		18,902	4,188	547	680	10%
Gove	4,447	5,833	974	113		70
Graham		6,288	627	201		
Grant		8,728	1,774	92		
Gray		6,433	1,146	238		
Greeley		3,282	904	61		
Greenwood		14,808	3,127	369	700	16%
Hamilton	3,696	7,652	1.231	88	,	
Harper	10,263	11,042	2,337	379	590	18%
Daga 132 • 1	051 Txx		. 37 7	7 3 4 7 7		

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County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000		(CBS) TV % 1954
Harvey	21,698	23,109	4,336	419	2,100	30%
Haskell	2,606	4,251	673	229		
Hodgeman	3,310	3,215	618	36		
Jackson	11,098	9,781	2,059	189	1,920	52%
Jefferson	11,084	9,249	2,389	246	1,620	45%
Jewell	9,698	5,829	1,276	178	0= 000	
Johnson	62,783	51,076	17,820	2,653	25,600	91%
Kearney	3,492	5,736	$999 \\ 2,171$	96		1007
Kingman	$10,324 \\ 4,743$	$9,432 \\ 6,729$	1,438	$\frac{255}{177}$	590 300	$\frac{18\%}{20\%}$
Kiowa Labette	29,285	30,888	7,484	765	990	10%
Lane	2,808	4,873	1,111	41	330	10 /0
Leavenworth	42,361	29,744	7,312	1,061	8,340	70%
Lincoln	6,643	5.820	1,234	149	250	14%
Linn	10,053	6,234	1,051	188	1,760	49%
Logan	4,206	7,341	1,448	178		
Lyon	26,576	28,262	5,664	987	1,680	19%
McPherson	23,670	25,907	5,130	792	1,480	19%
Marion	16,307	17,157	3,594	381	940	18%
Marshall	17,926	16,488	3,715	493	840	14%
Meade	5,710	8,245	1,418	235	2,000	4007
Miami Mitchell	19,698 10,320	14,160	3,498	453 483	3,080	49%
	46,487	16,460 52,221	2,687 13,093	1,711	2,900	17%
Montgomery	8,485	6,544	1,544	177	260	10%
Morris Morton	2,610	4,727	1,073	222	200	10 /0
Nemaha	14,341	13,443	2,766	522	660	15%
Neosho	20,348	18,671	4,531	491	1,700	25%
Ness	6,322	8,338	1,523	276		
Norton	8,808	12,878	2,078	337		
Osage	12,811	8,377	2,075	207	1,600	39%
Osborne	8,558	9,970	2,210	289	****	::::
Ottawa	7,265	6,255	1,444	159	340	14%
Pawnee	11,041	14,054	2,339 1.841	353	600	20%
Phillips Pottawatomie	,9,273 12,344	$9,192 \\ 11,872$	2,168	168 334	570	15%
Pratt	12,156	16,335	3,153	438	840	$\frac{10}{20}\%$
Rawlins	5,728	8,074	1,356	228		20 70
Reno	54 058	75,296	14,342	2.289	7,110	38%
Republic Rice	11,478	8,446	1,874	276		
Rice	15,635	14,323	3,369	503	1,480	28%
Riley Rooks Rush	33,405	31,395	6,358	1,051	1,040	10%
Rooks	9,043	13,155	2,446	471		
Rush	7,231	10,287	1,779	278	• • • • .	
Russell	13,406	15,639	3,441	$\frac{360}{1,238}$	1,630	1407
Saline Scott	33,409 4.921	58,629 8,138	$9,633 \\ 2,146$	128	1,050	14%
Sedgwick	222,290	350,480	64,337	10,914	37,270	40%
Seward	9,972	23,165	4,504	551	01,210	10 /0
Shawnee	105,418	120,505	25,251	3,490	19,790	51%
Sheridan	4,607	5.330	928	79		
Sherman	7,373	14,324	2.228	330		
Smith	8,846	7.445	1,945	230	1111	1117
Stafford	8,816	7,892	2,007	235	560	20%
Stanton	2,263	3.112	521	78		
Stevens Sumner	4,516	7,963	$1.739 \\ 4.068$	105	1,580	1907
	$23,646 \\ 7,572$	$19,655 \\ 13.718$	2,063	623 475	, , , , , ,	18%
Thomas	5.868	6.353	1,084	107		
Wabaunsee	7,212	4,724	1,349	148	420	19%
Wallace	2,508	4,157	659	42		/0
Washington	12,977	7.791	1,291	184	460	11%
Wichita	2,640	6,913	1,180	47		
Wilson	14,815	11,357	2,733	243	760	16%
Woodson	6,711	5,154	1,221	119	310	14%
Wyandotte	165,318	151,095	39,596	6.217	41,180	74%
Note: For source	s see For	eword Food	i drug an	a lietari h	ales convri	oht 1954

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

GREAT BEND

(Barton County)

KCKT (TV)

(Target Date, Oct. 15, 1954)

LICENSEE: Central Kansas Tv Co. Address: P. O. Box 182. Phone 9313.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 4 miles north of city limits of Great Bend. Make, GE Model TT-22-A. Antenna: Make, GE Type 6 bay TY-26-F. Height, Above average terrain 1,002 ft. Above ground 1,000 ft.

OPERATION: Target date Oct. 15, 1954. Hours, 5:00 p.m. to 11:00 p.m.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: E. C. Wedell (9%), R. R. Rinker (7%), C. O. Deighton (7%), M. O. Tanberg (5%), Herbert Dietz (3%), Fred W. Thies (3%) and 30-odd other stockholders.

EXECUTIVES:

Otis Cowan, Com. Mgr. E. C. Wedell, Pres. Leslie P. Ware, Gen. Mor. Ken Cook, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$225. Minute Spot Film \$30. Frequency discounts, 5% for 13 times to 45% for 260 times. Rate Card No. I.

ARKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	153,900	643,300	899,800
Families in Area	48,200	201,300	290,400
No. of Sets (June 1)	17,912	68,855	88,551
Retail Sales	\$198,697,000	\$812,663,000	\$1,106,575
Income per Family	\$5,198	\$5,234	\$4,854
Income per Capita	\$1,693	\$1,678	\$1,566

HUTCHINSON

(Reno County)

KTVH (TV) (WICHITA)

LICENSEE: Hutchinson TV Inc. Address: 1800 N. Plum. Phone Hutchinson 2-8280.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: Address, RFD I Hutchinson, Kans. Make, RCA. Model TT 25 BH. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 800 ft. Above ground 779 ft.

OPERATION: Began June 25, 1953. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (one 55x43 ft. and one 30x20 ft.). Four RCA TK 20 D camera chains. Two RCA TK 30 film cameras. Three Eastman film projectors. Two Gray Telojectors slide projectors. News Service, AP. Library, Guild.

PRINCIPAL STOCKHOLDERS: James A. Davis (5.60%), J. H. Child (5.60%), L. T. Child (5.60%), G. N. Waddell (4.00%), Wesley E. Brown (1.60%), Chas. E. Carey (6.48%), Howard J. Carey (6.98%), W. D. P. Carey (7.74%), John P. Harris (11.20%), Sidney F. Harris (11.20%), Ray E. Dillon (4.00%), R. J. Laubengayer (6.00%), Bess M. Wyse (12.00%), Harry L. Stevens (4.00%) and Howard O. Peterson (8.00%). John P. & Sidney F. Harris publish Hutchinson News-Herald. Merger with KFBI Wichita pending FCC approval.

EXECUTIVES:

W. D. P. Carey, Pres. Howard O. Peterson, Gen. Mgr. E. W. Dallier, Sls. Mgr. Ray Huffer, Prog. Dir. & Film Buy. Robert B. Marye, Ch. Eng. Harold F. Means, Opr. Mgr. William S. Ritchie, Prom. Mgr. Ben Butler, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Live \$100, Film \$100. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: {Grade A FCC Contour}: Population, 697,300; Families in Area, 230,140; Area in Square Miles, 14,400; No. of Sets (June 1), 119,096; Retail Sales, \$941,344,000.

MANHATTAN

(Riley County)

KSAC-TV*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: Kansas State College. Address: Manhattan, Kan. Phone: Prescott 6-8811.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Address, 2.9 miles NW of Manhattan. Make, GE. Antenna: Make, GE. Height, Above average terrain 450 ft. Above ground 273 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, R. G. Kloeffler, Dept. of Electrical Engineering, Kansas State College.

PITTSBURG

(Cherokee County)

KOAM-TV (JOPLIN, MO.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 609.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 49 kw. Operating Pow.: Visual 98 kw, Aural 49 kw. Transmitter: Address, II miles south of Pittsburg. Make, RCA. Model, TT-10AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 540 ft. Above ground 574 ft.

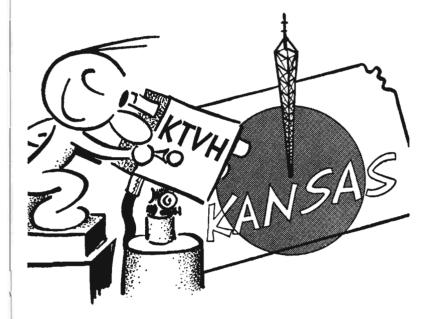
OPERATION: Began Dec. 13, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, KOAM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Geo. O. Sutton. Consulting Engineer, T. A. M. Craven.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



Only TV Covering Entire Rich Central Kansas!

- 50% Saturation
- Wichita Studios
- Bonus Coverage
- Viewer Loyalty

For the biggest television buy in Kansas, contact the Hutchinson or Wichita KTVH Sales Office and see how you can get viewer domination in the largest metropolitan market in Kansas.



CHANNEL 12 VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS

PITTSBURG (Cont.)

KOAM-TV (Cont.)

SERVICES: One studio (40x52x18 ft.). Two RCA TK-11A camera chains. Two RCA TK-20D film cameras. Two RCA TP-16E 16mm film projectors. Two Gray, TP-3A Dual Disc slide projectors. One Monoscope scanner. One Gray Telop 2R opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pittsburg Broadcasting Co. (KOAM Pittsburg, Kan.) (66%) and Joplin Globe Publishing Co., publisher of Joplin Globe and News Herald, (33%).

EXECUTIVES:

E. V. Baxter, Pres.
R. E. Wade, Gen. Mgr., Com.
Mgr. & Film Buy.

Louis R. Martin, Prog. Dir.
Leo S. Stafford, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

	Grade B (FCC Contour)	(Including Fringe Area)
Population	378,200	636,600
Families in Area	123,200	206,600
Area in Square Miles		3,217
No. of Sets (June 1)	44,250	67,565
Retail Sales	\$335,247,000	\$553,595,000

TOPEKA

(Shawnee County)

KTKA (TV)

(Target Date, Not Set)

LICENSEE: Alf. M. Landon. Address: National Bank of Topeka Bldg.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 4.62 kw, Aural 2.51 kw.
Transmitter: Address, 3.5 miles WNW of State Capital Bldg. Make,
DuMont. Antenna: Make, RCA. Height, Above average terrain 380 ft.
Above ground 395 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WREN.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Alf M. Landon also owns KCLO Leavenworth, Kan., and controls KSCB Liberal, Kan.

WIBW-TV

Total

LICENSEE: Topeka Broadcasting Assn. Address: 1035 Topeka Blvd. Phone: 3-2377.

FACILITIES: Ch. 13. Authorized Eff: Rad. Pow.: Visual 87.1 kw, Aural 52.5 kw. Transmitter: Address, 1.5 miles west of city limits. Make, RCA. Model TT10AH. Antenna: Make, RCA. Type TF2AH. Height, Above average terrain 1,010 ft. Above ground 950 ft.

OPERATION: Began Nov. 15, 1953. Hours 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, WIBW.

REPRESENTATIVES: Sales, Capper Publications Inc. Washington Attorney, Hogan & Hartson. Consulting Engineer, Page, Cruetz, Garrison & Waldschmitt.

SERVICES: One studio (45x65 ft.). Two RCA TK 31A field camera chains. Two RCA TK 20D film cameras. Three RCA TP 16 F film projectors. Two Gray Telojector slide projectors. One Gray Telop II opaque projector. One mobile unit. News Services, AP, UP. Library, Official, MPTV.

PRINCIPAL STOCKHOLDERS: Capper Publications Inc. (100%) also owns 94% of KCKN Broadcasting Co. and publishes Topeka Daily Capital and Kansas City (Kan.) Kansan.

TOPEKA IS AMERICA'S TOP "SLEEPER MARKET"

Here's a market that's just waiting to be exploited. Topeka ranks 14th in the nation in Consumer Spendable Income * with \$6,804 per household. That's 29.7% above the national average!

Topeka has only one television station—WIBW-TV. We blanket America's No. 14

market and give you a good solid "plus" outside. By the time you read this, our new 1010 foot tower and full 87.1 KW power should be delivering over 110,000 homes . . . without counting a single home in either Kansas City or St. Joseph.

* Consumer Markets—1954



CBS-ABC-DUMONT, INTERCONNECTED

Topeka, Kansas

Ben Ludy, General Manager

WIBW & WIBW_TV in Topeka

KCKN in Kansas City

TOPEKA (Cont.)

WIBW-TV (Cont.)

EXECUTIVES:

H. S. Blake, Pres. Ben Ludy, Gen. Mgr. Art Holbrook, Tv Mgr. Hilton Hodges, Com. Mgr. Lewis Dickensheets, Dir. of Eng. Claude Mann, Prod. Mgr. LeRoy Carlson, Studio Dir. Bill Barton, Film Dir.

RATE INFORMATION: Class A one hour \$300. Minute spot \$60. Rate Card No. I.

MARKET INFORMATION:

		Total
Grade A	Grade B	(Including
(FCC Contour)	(FCC Contour)	Fringe Area)
214,947	495,673	1,534,904
67,962	158,437	488,602
4,778	10,387	18,146
45,850	92,800	371,300
\$229,500,000	\$486,224,000	\$1,816,096,000
\$ 5,669	\$ 5,366	\$ 5,741
\$ 1,792	\$ 1,715	\$ 1,827
	(FCC Contour) 214,947 67,962 4,778 45,850 \$229,500,000 \$ 5,669	[FCC Contour] [FCC Contour] 214,947

WICHITA

(Sedgwick County)

KAKE-TV

(Target Date, Early Fall 1954)

LICENSEE: KAKE-TV Inc. Address: 204 N. Waco. Phone: Amherst 7-1239.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw. Transmitter: Address, W. 53d at 151st St. Make, RCA. Model TT50AH. Antenna: Make, RCA. Type TF12AH. Height, Above average terrain 1,030 ft. Above ground 1,079 ft.

OPERATION: Target date, early fall, 1954.

AFFILIATIONS: Station, AM, KAKE.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Cohn & Marks. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 60x80 feet, one 30x40 feet). Two RCA TK 31 A camera chains. Dual Bodde rear screen projector. Two RCA TK 21 A Vidicon film cameras. Two RCA TP 6 A 16mm film projectors. One Gray TP 3B dual disc slide projector. Gray Telop 2R opaque projector. Bell & Howell film camera. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mark H. Adams (6.25%), Sherrill C. Corwin (13%), Robert B. Dockum (91/2%), Theodore Gore 7%), Ralph Gore (7%), Charles E. Jones (6.25%), Owen Coe McEwen (5%), Tom Palmer (15%), Dwight Merle Rounds (5%), H. E. Zoller (12%) and eight others none holding more than 2% each. Messrs. Adams, Dockum, Jones, McEwen, Rounds and Zoller are principal stockholders in KAKE.

EXECUTIVES:

Mark H. Adams, Pres. Martin Umansky, Gen. & Com. Mgr. Harold H. Newby, Ch. Eng. Jack Miller, Prom. Mgr. Don Waldron, Reg. Sls. Mgr.

John Q. Quigley, Oper. Mgr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see 'Foreword.

BROADCASTING • TELECASTING



KAKE-TV — Wichita's first VHF station, channel 10 — now ready for fall schedules

A "MAXIMUM" STATION - \$1,250,000 FACILITY - 30,000 SQUARE FEET OF AIR-CONDITIONED BUILDING

Tower 1,079 feet

Video Power . . . 316,000 watts

Aural Power . . . 219,000 watts

Studio No. 1 60' x 80'

Studio No. 2 . . . 30' x 40'

Century Electronic Lighting Board

Rear Screen Projection

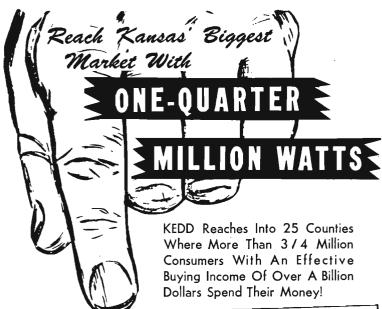
Studio Zoomar Lens

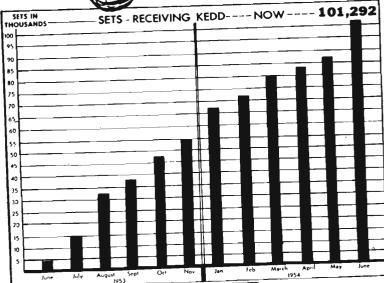
Two RCA Vidicon Film Chains

Network Color

Call the KAKE MAN at your nearest George P. Hollingbery Company office, or call KAKE-TV direct.







KEDD

WICHITA, KANSAS

Is Now Serving Over 850,000 Consumers In Kansas' Richest Market With Kansas' HIGHEST

REPRESENTED BY Edward Petry & Co., Inc.

POWER!

INTERCONNECTED

NBC · ABC NETWORKS

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WICHITA (Cont.)

KEDD (TV)

LICENSEE: KEDD Inc. Address: P. O. Box 1740. Phone: Temple 8-3321.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 132 kw.
Operating Pow.: Visual 245 kw, Aural 132 kw. Transmitter: Address,
37th & Hillside. Make, RCA; GE. Model, RCA—TTV 1B; GE—TF 8A.
Antenna: Make, RCA. Type TFU 24 DL. Height, Above average terrain
670 ft. Above ground 708 ft.

OPERATION: Began Aug. 22, 1953. Hours, 10:30 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, George Adair.

SERVICES: One studio (40x50 ft.). Two RCA studio TK 11A camera chains. Two RCA TK 20 D film cameras. Two RCA TP 16 E film projectors. Two Gray Telojector TP 3 A slide projectors. News Service, UP. Library, Capitol "Q".

PRINCIPAL STOCKHOLDERS: Stanley H. Durwood interests (85%) and Wichita Beacon-KWBB (15%).

EXECUTIVES:

Stanley H. Durwood, Pres.

John E. North, Gen. Mgr.

Robert C. Currie, Prog. Dir.

George Smith, Ch. Eng.

Charles K. Bloomquist, Film Buy.

Robert O. Paxson, Regional

Sls. Mgr.

Nevin McCord, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Film \$300. Minute spot Film \$60. Frequency discounts from 21/2% for 13 times up to 25% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A	Grade B	100 Microvolt
	(FCC Contour)	(FCC Contour)	Contour
Population	410,400	52 4 ,300	860,800
Families in Area	133,050	169,910	281,150
Area in Square Miles	2,641	5,806	21,113
No. of Sets (June 1)	85,064	93,362	101,292
Retail Sales	\$558,531,000	\$677,668,000	\$961,883,000
Average income per F	amily \$ 4,683	\$ 4,599	\$ 4,504
Average income per C	apita \$ 1,5 4 3	\$ 1,517	\$ 1, 4 85

KTVH (TV) (HUTCHINSON)

LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Hutchinson 2-8280. (For full listing see Hutchinson, Kan.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data cap Foreword

KENTUCKY -

KENTUCKY MARKET INDICATORS

Total Population, July 1, 1953	2,934,000
Total Families, 1950	717,535
Total Urban Population, 1950	1,084,070
Total Rural Nonfarm Population, 1950	886,566
Total Farm Population, 1950	974,170
Employed in Agriculture, 1950	$245,\!596$
Employed in Mining, April 1954 (See footnote 4,	Foreword)
Employed in Manufacturing, April 1954 (See footnote 4,	
Employed in Transportation & Public Utilities, April	
1954(See footnote 4,	Foreword)
Employed in Wholesale & Retail Trade, April 1954	
(See footnote 4,	Foreword)
Employed in Finance, Insurance & Real Estate, April 1954 (See footnote 4,	Foreword)
Employed in Service & Miscellaneous, April 1954	
(See footnote 4,	,
Employed in Government Service, April 1954	93,900
Retail Sales, 1953 \$ 2	
Bank Assets, Jan. 1, 1954 \$ 2,	,025,214,000
Bank Deposits, Jan. 1, 1954 \$ 1	,863,129,000
Major Income Sources, 1952: Agriculture 11.9%; Govern	ment
19.2%; Manufacturing Payrolls 14.8%; Trade and Se 23.4%.	rvice
Total Income Payments, 1952 \$ 3	,311,000,000

Broadcasting • Telecasting

Per Capita Income, 1952	1,135 1,323,954,439
Average Weekly Earnings Manufacturing Workers, March 1954\$	66.60
Cash Receipts from Farm Marketing, 1953\$	544,494,000
Government Payments to Farms, 1953\$	6,074,000
Value of Mineral Production, 1951\$	442,264,000
New Public Construction in 1952\$	418,500,000
Motor Vehicle Registration, 1953	907,484
Number of Telephones, Jan. 1, 1954	551,400
Number of Electrical Connections, Jan. 1, 1954	799,329
Number of Gas Utilities Connections, 1953	311,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

KENTUCKY MARKET DATA BY COUNTIES

KE	NTUCK	Y MARKE	T DATA	BY COUN	TIES	
County F	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adair	17,603 13,787 8,984	\$6,183 6,934 7,639	\$1,189 1,536 1,718	\$ 253 206 77	1,640 1,440 1,170	36% 36% 45%
Ballard Barren Bath	8,545 28,461 10,410	4,143 22,535 2,801	1,316 4,589 1,051	98 755 59	2,760 310	32% 11%
Bell Boone Bourbon Boyd	47,602 13,015 17,752 49,949	36,588 6,555 15,713 47,260	8,902 1,759 4,281 13,199	807 113 407 1,495	1,110 2,560 2,210 9,690	10% 64% 43% 67%
Boyle Bracken Breathitt	20,532 8,424 19,964	23,164 4,403 3,932	4,776 1,227 1,483	799 79	1,990 1,090	35% 42%
Breckenridge Bullitt Butler	15,528 11,349 11,309	5,410 4,445 2,121	1,708 1,451 769	214 71 64	2,020 2,520 650	48% 74% 25%
Caldwell Calloway Campbell	13,199 20,147 76,196	8,602 15,333 58,960	2,422 3,703 21,593	261 388 2,344	720 1,810 21,130	18% 30% 89%
Carlisle Carroll Carter	6,206 8,517 22,559 17,446	2,809 9,530 7,470 4,598	879 2,212 2,253 1,029	81 310 182 36	1,660 2,540	64% 48% 37%
Casey	42,359 18,898 23,116	39,442 19,036 5,031	7,856 4,546 1,227	674 454 76	1,520 4,720 1,310	41 % 23 %
Clinton Crittenden Cumberland	10,605 10,818 9,309	3,044 5,471 3,212	648 1,737 866	67 67 65	490 580 400	18% 18% 18%
Daviess Edmonson Elliott	57,241 9,376 7,085	57,463 1,920 580	12,515 587 345	1,519 62	8,330 620 620	50% 27% 48% 23%
Estill Fayette Fleming Floyd	14,677 100,746 11,962 53,500	4,611 139,496 5,523 25,268	1,599 27,192 1,664 6,276	179 5,398 67 349	830 6,370 940 5,650	21% 27% 47%
Franklin Fulton Gallatin	25,933 13,668 3,969	22,662 15,251 1,949	5,559 3,910 640	769 408 64	3,150 770	40% 64%
Garrard Grant Graves	11,029 9,809 31,364 17,063	5,444 6,038 23,488 6,554	1,241 1,761 5,533 1,209	67 178 594 169	1,120 1,920 1,290	36% 64% 27%
Grayson Green Greenup Hancock	11,261 24,887 6,009	5,155 7,799 2,079	1,083 3,722 581	73 294 60	1,220 3,000 380	37% 47% 25%
Hardin Harlan Harrison	50,312	25,487 44,409 10,467	6,921 12,213 2,596	452 1,029 280	5,420 3,500 1,720	48% 21% 42%
Hart	13,736 15,321 30,715 11,394 7,778	8,702 28,352 6,418 2,958	1,608 7,184 1,492 1,115	265 785 269	1,190 1,900 1,390	27% 19% 41%
Hopkins Jackson Jefferson	38,815 13,101 484,615	$\begin{array}{c} 32,934 \\ 2,236 \\ 601,440 \end{array}$	7,866 824 140,046	733 63 25,649	1,360 123,510	12% 81%
Jessamine Johnson Kenton	12,458 23,846 104,254	6,421 12,726 99,770	1,975 3,214 32,592	249 35 3,769	$^{1,300}_{2,340}_{28,450}$	36% 40% 84%
Knott Knox Larue Laurel	20,320 30,409 9,956 25,797	3,387 $7,757$ $6,361$ 11.996	1,124 2,508 884 3,755	73 69 72 210	410 1,220	10% 45%
Lee Leslie	14,418 8,739 15,537	5,345 1,563 3,288	1,675 488 1,804	130 69 77	1,680 200 320	48% 11% 10%
Letcher Lewis Lincoln	39,522 13,520 18,668	20,956 4,338 7,921 2,425	6,732 1,377 1,632 901	266 73 160 71	910 830 1,760 410	10% 26% 36% 18%
Livingston Logan Lyon McCracken	7,184 22,335 6,853 49,137	15,860 1,674 82,620	4,089 548 17,115	432 59 3,053	2,340 410 4,940	37% 29% 17%
McCreary McLean Madison	16,660 10,021 31,179	$6,651 \\ 3,543 \\ 19,901$	2,667 1,259 4,684	123 119 789	700	25%
Magoffin Marion Marshall Martin	13,839 17,212 13,387 11,677	2,185 12,794 6,095 2,287	830 2,080 1,643 1,076	30 80 113	1,110 1,860 1,220 1,030	41% 44% 29% 41%
Mason Meade Menifee	18,486 9,422 4,798	20,532 4,924 601	4,098 865 249	754 70	2,190 1,340 110	41% 48% 11%
Mercer Metcalfe Monroe	14,643 9,851 13,770	10,699 2,851 6,134	2,296 345 1,459	422 76 131	1,620 860 1,150	36% 32% 32%
Montgomery Morgan Muhlenberg	13,025 13,624 32,501	11,261 2,204 18,319	3,059 633 6,134 2,399	283 32 383 429	870 330 2,110 3,600	23% 10% 25%
Nelson Nicholas Ohio Oldham	19,521 7,532 20,840 11,018	13,666 3,400 7,237 5,659	2,399 1,115 2,832 1,257	149 149 217 79	3,690 920 1,360 1,110	74% 42% 24% 41%
Owen	9,755 7,324	4,357 402	1,018 171	153	1,920	64%

BROADCASTING • TELECASTING

County	Popu'arion 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Pendleton	9.610	3,681	1,151	96	1,260	42%
Perry		26,749	6,253	407	1,040	10%
Pike	81,152	44,153	11,921	526	8,280	44%
Powell	6,812	1,889	238		320	23%
Pulaski	38,452	21,725	5,049	559		1211
Robertson	2,881	684	219	56	340	42%
Rockcastle	13,925	4,138	1,497	101		
Rowan	12.708	6,064	1,384	66	810	26%
Russell		3,864	1,143	91	650	18%
Scott	15,141	10,408	3,202	256	1,940	43%
Shelby		14,941	3,286	419	2.090	41%
Simpson		11,348	2,350	442	1,260	36%
Spencer		3,975	725	37	1,040	74%
Taylor		10,907	2,095	78	1,520	37%
Todd	40.000	5,960	1,712	25 0	1,330	36%
Trigg	0.000	4,481	958	68	670	29%
Trimble	5,148	1,242	378		620	41%
Union	14,893	14,353	3,208	522	740	18%
Warren	42,758	42,002	7.865	1,501	4,140	33%
Washington	12,777	6,695	1,144	67	1,490	45%
Wayne	16,475	5,471	1,795	72	710	18%
Webster	15,555	8,379	2,192	185	830	18%
Whitley	31,940	19,651	5,281	565		
Wolfe	7,615	1,180	267		150	11%
Woodford	11,212	6,869	1,920	293	1,460	43%

Note: For sources see foreword. Food. drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ASHLAND

(Boyd County)

WPTV (TV)

(Target Date, Not Set)

LICENSEE: Polan Industries. Address: 321 8th St., Huntington, W. Va.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw. Transmitter: Address, N. Kenova. Make, DuMont. Antenna: Make, DuMont. Height, Above average terrain 470 ft. Above ground 234 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr. are equal partners in Polan Industries which also owns WLTV (TV) Wheeling, W. Va.

HENDERSON

(Henderson County)

WEHT (TV) (EVANSVILLE, IND.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville, Ind. Phone: Henderson 9566.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual II kw, Aural 5.89 kw. Operating Pow.: Visual II kw, Aural 5.89 kw. Transmitter: Address, Marywood Dr., Henderson. Make, RCA, Model TTU IB. Antenna: Make, RCA. Type TFU-24BMS. Height, Above average terrain 590 ft. Above ground 537 ft.

OPERATION: Began Sept. 27, 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Sales, Meeker Tv Inc. and Adam Young Television Co. (St. Louis only). Washington Attorney, Pierson & Ball. Consulting Engineer, George E. Davis.

SERVICES: One studio (38x33 ft.). Two RCA TK 11A camera chains. One RCA TK 20D film camera. Two RCA TP 16D film projectors. One Spindler & Sauppe Selectroslide Jr. slide projector. News Service, UP. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: Malco Theatres Inc. (60%), Citizens Theatre Inc. (21%) and local stockholders (19%).

EXECUTIVES:

Herbert R. Levy, Pres.

Cecil M. Sansbury, Gen. Mgr.

Chester T. Behrman, Prog. Dir.,
Dir. of Opr. & Film Buy
Robert M. Cleveland, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$275, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 21/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Uhf Contour only): Population 454,050; Families in Area, 138,160; Area in Square Miles, 5,026.56; No. of Sets (June 1), 56,000; Retail Sales, \$437,308,500.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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LEXINGTON

(Fayette County)

WLAP-TV†

(Target Date, Not Set)

LICENSEE: American Broadcasting Corp. Address: Radio Bldg., Shout & Walnut Sts., Phone: 3-2727.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 251 kw. Aural 126 kw. Transmitter: Address, Northern Belt Line & Liberty Rd. Make, GE. Antenna. Make, GE. Height, Above average terrain 625 ft. Above ground 548 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WLAP.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Čullum Jr.

PRINCIPAL STOCKHOLDERS: J. Lindsay Nunn, chairman (40%), Gilmore N. Nunn, president (51%), J. E. Willis, vice president (4.80%), Miller Welch (3.20%), and Bettie N. Nunn (1%). For other holdings see Group Ownership.

EXECUTIVES:

Gilmore N. Nunn, Pres.

Miller Welch, Com. Mgr.

J. Ed Willis, Gen. Mgr.

†WLAP has temporarily suspended construction but has not returned its CP.

WLEX-TV

(Target Date, Nov. 1, 1954)

LICENSEE: Central Kentucky Broadcasting Co. Address: 136 N. Limestone St. Phone: 3-0433.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 92 kw. Transmitter: Address, Russell Cove Pike. Make, GPL. Antenna: Make, GPL. Height, Above average terrain 630 ft. Above ground 651 ft.

OPERATION: Target date Nov. 1, 1954.

AFFILIATIONS: Station, AM, WLEX.

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Spearman & Roberson. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: J. D. Gay Jr., president (48.6%), H. Guthrie Beli, secreatary-treasurer (48.6%), William B. Gess, vice president (.15%), John G. Atchison Jr. (.15%) and Gay-Bell Corp. (2.5%).

LOUISVILLE

(Jefferson County)

WAVE-TV

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Phone: Wabash 2201.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 km, Aural 50 km. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Bald Knob, Ind. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 914 ft. Above ground 600 ft.

OPERATION: Began Nov. 24, 1948. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WAVE.

REPRESENTATIVES: Sales, NBC_Spot Sales. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 36x55 ft. and one 22x33 ft.). Four RCA camera chains. One Profit Maker rear screen projector. Two RCA TK 20 A film cameras. Two RCA TP 16B film projectors. Two Selectroslide slide projectors. Two Composite opaque projectors. One mobile unit. News Service, AP. Library, Thesaurus, Standard.

PRINCIPAL STOCKHOLDERS: George W. Norton Jr.

EXECUTIVES:

George W. Norton Jr., Pres. Nathan Lord, Gen. Mgr. Ralph Jackson, Com. Mgr. George Patterson, Prog. & Prod. Dir. & Film Buv.

Wilbur Hudson, Ch. Eng. Charles Hill, Prom. Mgr. Cy Crites, Research Dir.

RATE INFORMATION: Class AA one hour Live \$956, Film \$885. Minute spot Live \$170, Film \$170. Frequency discounts from 5% for 13 times up to $25\frac{1}{2}$ % for 260 times. Rate Card No. 10.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	739,552	1,339,942	2,401,000
Families in Area	221,264	386,998	700,800
Area in Square Miles	3,780	14,200	
No. of Sets (May I)	187,126	96,259	385,034
Retail Sales	\$781,631,000	\$1,222,790,000	\$2,148,216,000
Income per Family	\$ 5 ,1 2 8	\$ 4 ,677	\$ 4,338
Income per Capita	\$ 1,534	\$ 1,351	\$ 1,266

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WHAS-TV

LICENSEE: WHAS Inc. Address: 525 West Broadway. Phone: Wabash 2211. FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Sixth & Broadway. Make, GE. Antenna: Make, GE. Type 12-Bay. Height, Above average terrain 490 ft. Above ground 600 ft.

OPERATION: Began March 27, 1950. Hours, 9:60 a.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WHAS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney, Miller & Schroeder.

SERVICES: Two studios (one 40x60 ft. and one 30x55 ft.). Three DuM. dual camera chains. Two GE 16mm film projectors. Two GE film cameras. One GE Bausch & Lomb slide and opague projector. One opaque projector plus combination unit. One 16mm negative film processing unit. One completely equipped mobile unit. News Service, AP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: WHAS Inc. is wholly owned subsidiary of Courier-Journal and Louisville Times Co.

EXECUTIVES:

Barry Bingham, Pres. Victor A. Sholis, Vice Pres. & Dir. Neil Cline, Sta. Mgr. Albert A. Gillin, SIs. Dir.

Ralph Hansen, Prog. Dir. Orrin W. Towner, Eng. Dir. Charles McDaniel, Film Dir. William A. Loader, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$170, Film \$170. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 7.

WKLO-TV†

LICENSEE: Mid-America Broadcasting Corp. Address: Henry Clay Hotel. Phone: Clay 4441.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 251 kw. Aural 129 kw. Transmitter: Address, Near Bald Knob, New Albany, Ind. Make, GE. Antenna: Make, GE. Type TY-25B. Height, Above average terrain, 730 ft. Above ground 404 ft.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

PRINCIPAL STOCKHOLDERS: James F. Brownlee, chairman of the board (4.9%);
Emanuel Levi, president (10.5%); Milton S. Trost, first vice president (10.2%); William H. Veeneman, second vice president (5%); E. L. Altshelter, secretary-treasurer (5%); E. R. Plunkett (15%); Harold J. Plunkett (15%); Henry Fitzhugh Jr. (5%); Mary Peabody Fitzhugh (5%); John Kadel (5%), and Allan D. Emil (5%).

EXECUTIVES:

D. C. Summerford, Gen. Mgr. & Ch. Eng. Charles Farmer, Com. Mgr.

†WKLO has suspended operation but has not returned its CP.

WQXL-TV

(Target Date, Summer 1954)

LICENSEE: Robert W. Rounsaville. Address: 2549 S. Third St. Phone: Calhoun

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: Address, 2549 S. 3d St. Make, GE. Antenna: Make, GE. Height, Above average terrain 210 ft. Above ground 293 ft.

OPERATION: Target date, summer 1954.

AFFILIATIONS: Station, AM, WLOU.

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (100%), also owns WMBM Miami Beach, WQXI Atlanta, WBAC Cleveland, Tenn., 51% of WBEJ Elizabethtown, Tenn. and is TV grantee for Cincinnati, Ohio.

NEWPORT

(Campbell County)

WNOP-TV

(Target Date, Not Set)

LICENSEE: Tri-City Broadcasting Co. Address 606 Monmouth St. Phone: Juniper 7-4100.

FACILITIES: Ch. 74. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 8.71 kw. Transmitter: Address, Race & Center Sts. Make, GE. Antenna: Make, GE. Height, Above average terrain 510 ft. Above ground 500 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WNOP.

REPRESENTATIVES: Washington Attorney, Maurice R. Barnes. Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: James G. Lang, president (52.52%), Vincent Herold, vice president (6.5%), Ann R. Lang, secretary-treasurer, Olin W. Davis (17.58%), William A. Geoghegan (6.5%), Earl M. Britenberg (5.3%) and six others none holding more than 2.3% each.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



Good Programs Grow at WHAS-TV



21,800 laughing, happy viewers have ottended "Waltan Calling" in its first 4 years. (7:30 p.m.,



The "Haylaft Haedawn" with its regular cast of 18 is the market's biggest talent show. (8:00 p.m., Friday)



"WHAS-TV News", with Kentuckiana's exclusive doily newsreel, sets an unmatched pace in local news coverage. (6:30, 10:30 p.m., daily)



"Small Talk" hostess Mary Snaw Ethridge, chosen by TV PRESS readers as their Favarite Female Personality. (6:15 p.m., daily)



Good Living" with McCall's "Mike Award" winner Marian Gifford, is the market's outstanding homemaker program. (10:00 a.m., daily)



"Sportraits" with Phil Sutterfield, is Louisville's only daily sports program. (6:00 p.m., daily)









VICTOR A. SHOLIS, Director—NEIL CLINE, Station Mgr. Represented Nationally by Harrington, Righter & Parsons, New Yark, Chicogo, San Francisco

Associated with The Courier-Journal & The Louisville Times

154,100

Total Population, July 1, 1952	2,817,000
Total Families, 1950	648,410
Total Urban Population, 1950	1,471,696
Total Rural Nonfarm Population, 1950	$644,\!365$
Total Farm Population, 1950	$567,\!455$
Employed in Nonagricultural Establishments, April	
1954	690,800
Employed in Agriculture, 1950	$151,\!574$
Employed in Mining, April 1954	32,000

Employed in Manufacturing, April 1954

LOUISIANA MARKET INDICATORS

Employed in Construction, April 1954	54,500
Employed in Transportation & Public Utilities, April	
1954	81,400
Employed in Wholesale & Retail Trade, April 1954	161,800
Employed in Finance, Insurance & Real Estate,	
April 1954	24,100
Employed in Service & Miscellaneous, April 1954	73,100
Employed in Government Service, April 1954	109,800
Retail Sales, 1953	\$ 2,350,993,000
Bank Assets, Jan. 1, 1954	
Bank Deposits, Jan. 1, 1954	\$ 2,239,211,000

Major I	ncome	Sources,	1952:	Agri	culture	9.4%;	Gove	rnment	
20.2	%; Ma	ınufacturi	ng Pay	rolls	14.4%;	Trade	and	Service	
24.5	%.			٠					
Total In	aomo D	armonta	1059				OP-	2 200 0	$\Lambda \Lambda$

Total Income Payments, 1952	\$ 3,396,000,000
Per Capita Income, 1952	\$ 1,206
Total Internal Revenue Collections, 1953	
Average Weekly Earnings Manufacturing Workers,	, , ,
April 1954	\$ 63.92
Cash Receipts from Farm Marketing, 1953	\$ 395,533,000
Government Payments to Farmers, 1953	\$ 6,720,000
Value of Mineral Production, 1951	\$ 787,678,000
New Public Construction in 1952	\$ 193,800,000
Motor Vehicle Registration, 1953	816,113
Number of Telephones, Jan. 1, 1954	636,000
Number of Electrical Connections, Jan. 1, 1954	801,506
Number of Gas Utilities Connections, 1953	486,200

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

LOUISIANA MARKET DATA BY PARISHES

Parish	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Acadia	47,050	31,460	5,457	690	1.720	13%
Allen	18,035	11,143	2,141	263	650	12%
Ascension	22,387	12,601	3,239	322	1,680	28%
Assumption	17,278	5,321	1,103	164	1,380	32%
Avoyelles		17,429	3,690	555	1,410	13%
Beauregard	17,766	13,722	4,356	310	800	15%
Bienville	19,105	8,226	2,507	233	610	13%
Bossier	40,139	23,400	6,233	414		
Caddo	176,547	229,072 L	46,566	7,640		
Calcasieu		104,309	22,896	2,354	4.700	15%
Caldwell		5,540	1,147	246	390	14%
Cameron	6, 24 4	2,140	944	59	130	11%
Catahoula	11,834	5,802	1,845	224	420	14%
Claiborne	25,063	14,515	4,053	625	980	15%

LAUGH-



FUNNY FAMILY!

see pages 433, 434 & 435

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Concordia 14,388 6,094 2,108 162 580 15% De Soto 24,398 14,406 3,730 619 18 E. Baton Rouge 158,236 184,356 35,385 6,720 17,350 32% E. Felicina 19,133 5,908 1,688 113 Evangeline 31,629 13,125 2,793 145 1,080 12% Franklin 29,376 13,998 3,430 458 1,340 18% Grant 14,263 4,899 1,668 61 520 14% Iberia 40,059 37,440 8,045 910 2,150 19% Jefferson 103,873 81,774 23,058 2,754 30,510 78% Jefferson Davis 26,298 25,566 5,214 443 820 11% Lafayette 57,743 48,883 7,523 1,029 1,370 28% Lafourche	Parish	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000		(CBS) TV % 1954
De Soto	Concordia	14,398	6.094	2,108	162	580	15%
E. Baton Rouge		24,398	14,406	3,730	619		
E. Carroll					6.720		
E. Felicina							
Evangeline 31,629 13,125 2,793 145 1,080 12% Franklin 29,376 13,998 3,430 458 1,340 18% Grant 14,263 4,899 1,668 61 520 14% Iberia 40,059 37,440 8,045 910 2,150 19% Iberville 26,750 14,265 3,804 296 730 10% Jackson 15,434 9,634 1,996 209 510 13% Jefferson 103,873 81,774 23,058 2,754 30,510 78% Jefferson Davis 26,298 25,566 5,214 443 820 11% Lafayette 57,743 48,888 7,528 1,029 Lafourche 42,209 38,396 8,836 840 5,130 48% Lasalle 12,717 8,340 2,102 255 530 14% Livingston 20,054 11,968 4,555 216 1,570 28% Madison 17,451 10,248 2,244 237 1,550 33% Morehouse 32,038 24,429 6,459 740 Natchitoches 38,144 14,730 4,069 541 1,410 15% Orleans 570,445 700,652 144,372 28,248 120,490 67% Ouachita 74,713 10,2827 17,056 2,730 6,680 28% Pointe Coupee 21,841 9,194 1,719 257 Rapides 90,648 83,450 19,287 2,227 6,120 22% Red River 12,113 5,206 1,355 31 Richland 26,672 18,787 4,074 637 2,290 34% St. Helena 9,013 1,817 583 31 St. James 15,334 7,208 2,072 150 1,690 45% St. James 15,334 7,208 2,072 150 1,690 46% St. Mary 35,848 28,219 9,217 579 3,250 32% St. Mary 35,848 28,219 4,444 8,404 1,357 9,680 63% Tensas 13,209 6,514 1,622 26						,	
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Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Parishes for which no tv sets or percentage are given have less than 10% ownership and are not new television parishes. Set and per cent figures from CBS-TV Research.

ALEXANDRIA

(Rapides Parish)

KALB-TV

(Target Date, Oct. I, 1954)

LICENSEE: Alexandria Broadcasting Co. Address: 601 Washington St. Phone:

FACILITIES: Ch. 5, Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 15.1 kw. Transmitter: Address, 9 miles SE of Pineville. Make, GE. Antenna: Make, GE. Height, Above average terrain 550 ft. Above ground 583 ft.

OPERATION: Target date, Oct. 1, 1954. Hours, 3:00 p.m.-10:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, KALB. FM, KALB-FM.

REPRESENTATIVES: Sales, Weed. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Commercial Radio Equip-

SERVICES: Two studios (34x44 ft. and 30x20 ft.). Two GE camera chains. Television Specialty Co. rear screen projector. One DuMont film camera. Two DuMont film projectors. DuMont scanner. DuMont opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: W. H. Allen (52%); T. B. Lanford (47.2%), also owns 88% of KRRV Sherman, Tex., 23% of WSLI Jackson, Miss., 33 1/3%of KPLC Lake Charles, La., and 48% of KRMD Shreveport, La.; Grove Stafford (.8%).

EXECUTIVES:

W. H. Allen, Pres Willard L. Cobb, Gen. Mgr. Marvin Reuben, Com. Mgr. Jesse Sexton, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$225. Film \$200. Minute spot Live \$50. Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

BATON ROUGE

(East Baton Rouge Parish)

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc. Address: 844 Government St. Phone: 4-8571.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 216 kw, Aural 108 kw. Operating Pow.: Visual 15 kw, Aural 7.5 kw. Transmitter: Address, 844 Government St. Make, RCA. Antenna: Make, Emsco. Type Self-supporting. Height, Above average terrain 490 ft. Above ground 500 ft.

OPERATION: Began April 19, 1953. Hours, 4:30 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WAFB. FM, WAFB-FM.

REPRESENTATIVES: Sales, Adam J. Young Television Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Gautney & Jones.

SERVICES: One studio (52x40 ft.). One announcer's room (6x12 ft.). Two RCA TK31A camera chains. One Profitmaker 9x12 in. rear screen projector. One RCA TKIIA film camera. Two RCA TPI6D film projectors. 16mm SOF and all types of still photography film processing units. News Service, AP.

PRINCIPAL STOCKHOLDERS: Louis S. Prejean (16.05%), T. E. Gibbens (2.8%), Jack S. Burk (11%), Francis H. Lee (2.8%), C. C. Barnard (13%) and Charles Lamar Jr. (12%).

EXECUTIVES:

C. C. Barnard, Pres. Tom E. Gibbens, Vice Pres. & Gen. Mgr.

Ron C. Litteral, Com. Mgr.

John Ferguson, Prog. Dir. & Film Buy. Donald K. Allan, Ch. Eng. Don Hallman, Prog. Mgr. G. Cranow, Pub. Dir.

Tatal

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Rate Card No. 1.

MARKET INFORMATION:

~			lotal
	Grade A	Grade 8	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	185,800	334,600	. 520,400
Families in Area	53,085	95,600	139,800
Area in Square Miles	907	5,025	5,932
No. of Sets (June 1)			49,000
Retail Sales	\$240,700,000	\$345,093,000	\$585,793,000
Income Per Family	\$ 6,457		
Income Per Capita	· \$ 1,892		

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data

WATCH YOUR SALES

in BATON ROUGE-

THE SOUTH'S

marke

To see your sales skyrocket in this rich market, use WAFB-TV. Since April 1953, we have provided Baton Rouge with entertainment from all 4 networks, plus top-notch local shows.

Tom E. Gibbens, Vice Pres. & Gen. Mgr. Adam J. Young, Jr., Inc. Nat'l Representative

> CHANNEL 28

The FIGURES

POPULATION

1940												88,415
1953									-			197,000

RETAIL SALES

1940									:	\$ 20,251,000
1953									-	\$184,356,000*

and the FACTS

CHEMICAL CENTER OF THE SOUTH FARTHEST INLAND DEEP WATER PORT HOME OF LA. STATE UNIVERSITY AMERICA'S MOST BEAUTIFUL CAPITOL WORLD'S MOST COMPLETE OIL CENTER

most significant: Baton Rouge has the highest per capita income in Louisiana; in fact, workers here are among the highest paid in the country. They make money, and they spend it! Sell your product to this prosperous petro-chemical market—and its surrounding area-via WAFB-TV, Baton Rouge's first TV station.

> *East Baton Rouge Parish, Survey of Buying Power, 1954

BATON ROUGE, LA.



The BIGGEST thing in Louisiana Television

More TOWER

It's 1,001 feet above mean sea level, and believe us, in Level Louisiana, that's practically the same as average terrain. Our signal will reach, Reach, REACH! WBRZ's tower covers more geography than any other TV tower in the state . . . and it's thickly populated geography too!

More POWER

We've got that tested, proved and improved VHF power, and we have 100,000 watts of it (equals more than a million watts of ultra high frequency power). And that's not the only power in the market; dip into the next paragraph.

How about BUYING power?

Baton Rouge is right up with the leaders in Buying Power. See what Sales Management reports for our predicted Class B service area.

Population	0
Families	0
Area (Square Miles) 14,187.4	7
Effective Buying Power \$899,481,00	
Retail Sales	
Food\$129,460,00	0
General Merchandise \$ 72,014,00	
Furniture, Household, Radio\$ 34,003,00	
Automotive \$122,571,00	
Drugs	0
Income Per Capita\$ 2,01	7
Income Per Family \$ 7,90	9

BUY **TOWER**BUY **POWER**

BUY WBRZ for COVERAGE

On the air on or about December 1, 1954.



Page 142 • 1954 Telecasting Yearbook-Marketbook

-LOUISIANA—

BATON ROUGE (Cont.)

(Target Date, Dec. I, 1954)

WBRZ (TV)

LICENSEE: Louisiana Television Broadcasting Corp. Address: P. O. Box 1926, Baton Rouge, La. Phone: 8-1491

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 56.2 kw. Operating Pow.: Visual 97.7 kw, Aural 56.2 kw. Transmitter: Address, 1650 Highland Rd. Make, RCA. Model TT-10AL. Antenna: Make, RCA. Type TF12AL. Height, Above average terrain 890 ft. Above ground 954 ft.

OPERATION: Target date, Dec. 1, 1954

AFFILIATIONS: Network, NBC. Stations, AM, WJBO. FM, WBRL (FM).

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Cohn & Marks. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios. Two RCA TK 11A studio camera chains. One Television Specialty Co. rear screen projector. One RCA TK 20 Vidicon film camera. Two RCA TP 6A film projectors. One RCA special Dual Disc slide projector. One Gray 11R—reverse image for use with Vidicon Multiplexer opaque projector.

PRINCIPAL STOCKHOLDERS: Baton Rouge Broadcasting Co. (WJBO) [96.4%]; Douglas L. Manship (0.3%); Charles P. Manship Jr., (0.3%), C. V. Porter [1%]. Air Waves Inc. holds option for 50%.

EXECUTIVES:

Douglas L. Manship, Pres. J. Roy Dabadie, Gen. Mgr. J. Patrick Weathersby, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts from 5% for 26 times up to 20% for 156 times.

MARKET INFORMATION:

			Готал
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	339,500	860,900	1,675,100
Families in Area	98,400	226,100	471,100
Area in Square Miles	3,782.80	14,187.47	19,606.73
No. of Sets (June 1)	38,868	81,370	208,705
Retail Sales	\$245,257,000	\$580,937,000	\$1,415,996,000
Income per Family	\$ 5,975	\$ 7,909	***************************************
Income per Capita	\$ 1,686	\$ 2,017	

LAFAYETTE

(Lafayette Parish)

KLFY-TV

(Target Date, Nov. 15, 1954)

LICENSEE: Camelia Broadcasting Co. Address: Box 992. Phone: 8-9494.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 15.8 kw. Transmitter: Address, Eraste Landry Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 450 ft. Above ground 457 ft.

OPERATION: Target date, Nov. 15, 1954. Will share time and transmission facilities with KVOL-TV.

AFFILIATIONS: Station, AM, KLFY.

REPRESENTATIVES: Sales, Rambeau. Washington Attorney, Cohn & Marks. Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: Paul H. DeClouet, president (25%), Thomas A. DeClouet, vice president (25%), Harold J. Delhommer, vice president (25%) and John W. Mitchell, secretary-treasurer (25%).

EXECUTIVES:

Paul H. DeClouet, Pres.

W. A. Patton, Gen. Mgr.

KVOL-TV

(Target Date, Nov. 15, 1954)

LICENSEE: Evangeline Broadcasting Co. Address: 519 S. Buchanan St.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.6 kw, Aural 15.8 kw. Transmitter: Address, Eraste Landry Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 450 ft. Above ground 457 ft.

OPERATION: Target date, Nov. 15, 1954. Will share time and transmission facilities with KLFY-TV.

AFFILIATIONS: Station, AM, KVOL.

REPRESENTATIVES: Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: George H. Thomas, treasurer (50%), general manager of KVOL, and Lafayette Advertiser (50%).

- LOUISIANA -

LAKE CHARLES

(Calcasieu Parish)

KPLC-TV

(Target Date, Sept. 15, 1954)

LICENSEE: Calcasieu Broadcasting Co. Address: P. O. Box 1521. Phone: 2713.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 35.5 kw.

Operating Pow.: Visual 52.5 kw, Aural 35.5 kw. Transmitter: Address,
P. O. Box 1521. Make, GE. Model TT-6-E. Antenna: Make, GE. Type
12-Bay. Height, Above average terrain 440 ft. Above ground 474 ft.

OPERATION: Target date, Sept. 15, 1954. Hours, 3:00 p.m.-11:30 p.m.

AFFILIATIONS: Station, AM, KPLC.

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 35x45 ft. and one 17x26 ft.). Two GE Synchrolite camera chains. One TV Specialty rear screen projector. Two GE film cameras. Two GE Synchrolite film projectors. One GE slide projector. Houston-Fearless film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: T. B. Lanford (331/3%), L. M. Sepaugh (331/3%), R. M. Dean (161/3%) and Viola Lipe Dean Trust (161/3%). Stockholders also hold interest in KRRV Sherman; KRMD Shreveport; KALB-AM-TV Alexandria; WSLI-AM-TV Jackson, Miss.

EXECUTIVES:

T. B. Lanford, Pres. David Wilson, Gen. Mgr. Pelham Mills, Com. Mgr. Bob Thompson, Prog. Dir. & Film Buy. Wm. Shock, Ch. Eng. Enid Norred, Continuity Dir.

KTAG-TV

LICENSEE: KTAG-TV Inc. Address: 631 15th St. Phone 9-9413.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural II kw. Operating Pow.: Visual 20.4 kw, Aural II kw. Transmitter: Address, NW corner of Center & Parkway Sts. Make, GE. Model TT-20-A. Antenna: Make, GE. Type TY-25-C. Height, Above average terrain 330 ft. Above ground 348 ft.

OPERATION: Began Nov. 2, 1953.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Adam Young Television Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (40.6%), also holds 64% interest in WPFA-TV Pensacola, Fla. and owns KCIL Houma, La.; Warren Berwick (30.4%); Harold Knox (10.1%); Robert B. McCall (10.1%).

EXECUTIVES:

James W. Lucas, Gen. Mgr.

MARKET INFORMATION:

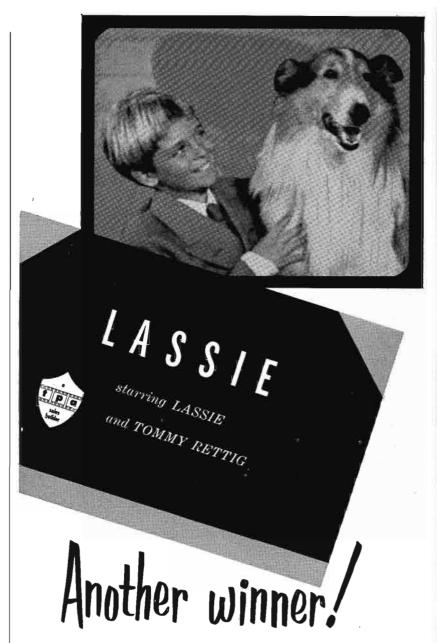
Population

Total
Grade A Grade B (Including
(FCC Contour) (FCC Contour) Fringe Area)

115,000 135,000 250,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



from the portfolio of TPA Sales Builders

This is the show BBD&O grabbed for Campbell Soupeven before it was offered for regional sale. It's scheduled for showing and selling next Fall over a coast-to-coast CBS hookup.

Agency and client immediately recognized a sure winner in this TPA property.

For this TPA program has a story line that's irresistible to young and old—with script to match. Billing credits are evenly divided between that wonder dog "Lassie" and a child star every parent will approve and every kid will envy. Production is tops—all down the line.

Sorry, this one is not available. But for other quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale

Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

MONROE

(Quachita Parish)

KFAZ (TV)†

LICENSEE: Delta Television Inc. Address: 2107 Forsythe Ave. Phone: 2-4442.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, Forsythe Ave. Make, Federal. Model FTL-20B. Antenna: Make, Workshops Assoc. Type WA-25-43. Height, Above average terrain 322 ft. Above ground 338 ft.

OPERATION: Began Aug. II, 1953. Hours, 3:00 p.m.-11:00 p.m.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney, Kirkland, Fleming, Green Martin & Ellis. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (25x37 ft. and 34x54 ft.). Two DuM. camera chains.

One studio camera used as film camera. Two GPL 16mm film projectors. Dua! Flying Spot scanner. News Service, AP, UP, Wirephoto.

PRINC!PAL STOCKHOLDERS: Howard E. Griffith, president (40%); J. O. Willett, vice president (49%), and Maurice Glazer, secretary-treasurer (2%).

EXECUTIVES:

Howard E. Griffith, Pres. & Gen. Mgr. Sylvester Beard, Com. Mgr. Dan Durniak, Prog. Dir. & Film Buy. Courtlandt McCoy, Ch. Eng. Mrs. J. O. Willett, Personnel Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$22.50, Film \$22.50. Rate Card No. I.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	200,000	315,000	476,000
Families in Area	50,000	78,000	119,000
No. of Sets (June	1) 4,800	7,900	10,000
Income Per Family	\$ 5,100		
	and the second of	1 11 00	

†KFAZ has suspended operation but has not returned its CP.

KNOE-TV

LICENSEE: James A. Noe. Address: Knoe Rd. Phone: 8155.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: Address, Knoe Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 750 ft. Above ground 774 ft.

OPERATION: Began Sept. 27, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuMont. Station, AM, KNOE.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Roberts & McInnis. Consulting Engineer, Frank McIntosh.

SERVICES: Three studios. (one, 108 x 58 x 25 ft.) Two camera chains. One rear screen projector. One film camera. Two film projectors. One slide projector. One opaque projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: James A. Noe, sole owner.

EXECUTIVES:

James A. Noe, Pres.
Paul H. Goldman, Vice Pres. &
Gen. Mgr.
Jack Ansell Jr., Com. Mgr. &
Prom. Mgr.
Harry Arthur, Prog. Dir.
Mac Ward, News Dir.

Ray Boyd, Vice Pres. & Tech. Dir. Jack Ratliff, Ch. Eng. Pete McCausland, Opr. Mgr. Gene Milligan, Art Dir. Lee Hunt, Film Dir. Beth Breese, Women's Dir.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

Total (Including Fringe Area): Population, I,664,500; Families in Area, 476,260; Area in Square Miles, I0,000; No. of Sets (June I), I40,500; Retail Sales, \$1,063,415,000; Income per Family, \$3,323; Income per Capita, \$960.

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NEW ORLEANS

(Orleans Parish)

WCKG (TV)

(Target Date, Late 1954)

LICENSEE: CKG-TV Co. Address: Melrose Bldg., Houston, Tex.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw. Transmitter: Address, Whitney Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 330 ft. Above ground 356 ft.

OPERATION: Target date late 1954.

REPRESENTATIVES: Sales, Gill-Perna. Washington Attorney, A. L. Stein. Consulting Engineer, L. J. N. duTriel.

PRINCIPAL STOCKHOLDERS: Lester Kamin, president (33¹/₃%), Pat Coon, vice president (33¹/₃%), Billy B. Goldberg, secretary-treasurer (33¹/₃%). Each owns 25% interest in KCIJ Shreveport.

WCNO-TV

(Target Date, Nov. 1954)

LICENSEE: Community Television Corp. Address: 505 Baronne St.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10.5 kw. Transmitter: Address, 327 S. Rampart St. Make, DuMont. Antenna: Make GE. Height, Above average terrain 420 ft. Above ground 444 ft.

OPERATION: Target date, Nov., 1954.

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Prince, Taylor & Crampton. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Jules J. Paglin, president (123/4%), Stanley W. Ray Jr., vice president (91/4%) and Milton Adler, treasurer (21/2%).

WDSU-TV

LICENSEE: WDSU Broadcasting Corp. Address: 520 Royal St. Phone Tulane 4371

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.

Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address,
Hibernia Bank Bldg. Make, RCA. Model, TT 5 A. Antenna: Superturnstile.
Height, Above average terrain 390 ft. Above ground 424 ft.

OPERATION: Began Dec. 18, 1948. Hours, 6:00 a.m.-12:30 a.m.
AFFILIATIONS: Networks, NBC, ABC, CBS, DuMont. Station, AM, WDSU.

REPRESENTATIVES: Sales. Blair-Tv. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (50x55 ft. each). Five RCA Image Orthicon cameras.

One rear screen projector. Two RCA film cameras. Two RCA 16mm sound projectors. Two automatic-changing 2x2 in. slide projectors. One Baloptican (GE model PF3C) opaque projector. One mobile unit. News Services, AP, UP. Library, Capital, Associated.

PRINCIPAL STOCKHOLDERS: Edgar B. Stern Jr. [67%], Robert D. Swezey (20%), A. Louis Read (10%) and Lester E. Kabacoff (3%). WDSU Broadcasting Corp. owns 19.3% of WAFB-TV Baton Rouge. Messrs. Stern, Swezey, Read and Kabacoff are beneficial owners of 10%, 5%, 3% and 2% respectively, of Mobile Tv Corp., tv applicant for Mobile, Ala.

EXECUTIVES:

Edgar B. Stern Jr., Pres.
Robert D. Swezey, Exec. Vice
Pres. & Gen. Mgr.
A. Louis Read, Vice Pres. in
charge Sls.

Tom Hicks, Vice Pres. in charge Prog. Lindsey Riddle, Ch. Eng. Stanley Holiday, Opr. Mgr. John Muller, Staging Dir. Hubie Weiss, Prog. Dir.

RATE INFORMATION: Class AA one hour live \$800, Film \$700. Minute spot Live \$165, Film \$150. Rate Card No. 8.



HOW ARE Y'ALL FIXED FOR SALES?

ARE YOUR SOUTHERN SALES KEEPING PACE WITH THE SPECTACULAR GROWTH IN KNOE-TV'S RICH . . . THREE STATE MARKET?

AREA INCOME HIGH!

For many years income in this area has been high from oil, natural gas, agriculture, cattle and industry. As more and more industry moves South, such spectacular growth is being shown that KNOE-TV can now deliver you a potential on a par with so-called major metropolitan markets and KNOE-TV's coverage is virtually unduplicated.

TOP SHOWS FROM 4 NETWORKS!

Owners of 145,700 sets in this tri-state area look at and love KNOE-TV — and no wonder. We carry the best programs of all four networks, supported by powerful local presentations. For the past several months our schedule has consistently included 9 or 10 of the top 10 rated shows Plus the best film presentations — like Liberace . . . Amos 'n Andy Racket Squad . . . My Hero . . . I Led 3 Lives . . . Mr. District Attorney . . . and many others.

PLUS ... HARD SELLING LOCAL PARTICIPATION SHOWS

Whatever your product, we have participation shows to sell it. Thumbnail sketches of three of them are given below.



PANTRY PARTY

(11:00-11:30 a.m., M thru F)—a superior kitchen show with hostess Beth Breese assisted by delightful Negro cook, Mammy. National recognition came to Beth and the Pantry Party this year when American Dairy Association presented her a Distinguished Service Award, their first and only one to a TV program or station.



SHOPPERS GUIDE

(3:00-3:30 p.m., M thru F)
—a very popular twosome,
Jane Schubert and Dallas
Wales, present clever, sincere and authoritative sales
messages during this informal half hour afternoon
show. Spotlight shines on
latest fashions, newest gadgets, most modern appliances, products and services.



P. M. PANORAMA

(5:00-5:30 p.m., Tuesday thru Friday)—late afternoon variety show, featuring entertainment, fashions, news, sports, fishing information, talent showcase, kiddie show and interesting personalities. An excellent vehicle to reach all members of the family. Anchorman is Pete McCaus-

LOOK AT THIS MARKET DATA

Population	1,664,500	Restaurants, Drinks, etc\$	53,985,000		
Families	476,260	Drug\$	35,906,000		
Spendable Income	\$1,591,352,000	Building Materials, Hardware\$	96,324,000		
Food Stores	\$ 238,625,000	TOTAL RETAIL SALES\$	1,063,415,000		
General Merchandise Stores	154,806,000	Farms, number operated	143,429		
Auto Stores	\$ 232,292,000	Population Living on Farms	583,600		
Service Stations\$	55,368,000	Dwelling Units	148,070		

KNOE-TV

CBS — NBC —

ABC

DUMONT

CHANNEL 8 - MONROE, LA.

A JAMES A. NOE STATION

PAUL H. GOLDMAN
Vice President and General Manager

H-R TELEVISION, INC.
National Representative

NEW ORLEANS (Cont.)

WJMR-TV

LICENSEE: Supreme Broadcasting Co. 1500 Canal St. Phone: Canal 0356.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1500 Canal St. Make, GE. Model, TT-33A. Antenna: Make, GE. Height, Above average terrain 410 ft. Above ground 416 ft.

OPERATION: Began Nov. 1, 1953. Hours, 5:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WJMR. FM, WRCM (FM).

REPRESENTATIVES: Sales, Joseph H. McGillvra Inc. Washington Attorney, Cohn & Marks. Consulting Engineer, George A. Mayoral.

SERVICES: Two studios. Two GE studio & film camera chains. Two GE film cameras. Two GE film projectors. One GE slide projector. GE opaque projector. DuMont scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: Chester F. Owens (80%), George A. Mayoral (15%) and James E. Gordon (5%).

EXECUTIVES:

Chester F. Owens, Pres. Geo. A. Mayoral, Exec. Vice Patrick J. Shannon, Com. Mgr. Tom Abbott, Prog. Dir. Jack Petrik, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$350, Film \$250. Minute spot Live \$70, Film \$50. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	710,000	980,000	1,110,000
Families in Area	167,000	210,000	240,000
Area in Square Miles	416	502	680
No. of Sets (June 1)	258,412	**** *** ****	*************
Retail Sales	\$1,191,555,000		

WTLO (TV)

(Target Date, Not Set)

LICENSEE: New Orleans Tv Co. Address: Magnolia Blvd., Dallas, Tex.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw.
Transmitter: Address, 1100 S. Liberty St. Make, RCA. Antenna: Make,
RCA. Height, Above average terrain 420 ft. Above ground 444 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Dallas Attorney, Johnson, Bohannon, Prescott & Abney. Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, also hold CPs fcr Houston and Dallas.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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SHREVEPORT

(Caddo Parrish)

KSLA (TV)

LICENSEE: Interim Television Corp. Address: P. O. Box 1661. Phone: 2-0697.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.7 kw.

Operating Pow: Visual 11.5 kw, Aural 5.7 kw. Transmitter: Address, Market at Lake St. Make, RCA. Model, TT-2AH. Antenna: Make, RCA. Type, 6-Bay. Height, Above average terrain 270 ft. Above ground 269 ft.

OPERATION: Began Jan. 1, 1954. Hours, 1:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Weaver & Glassie. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (one 21x54 ft. and one 40x50 ft.). Two RCA studio camera chains. One Tv Specialty rear screen projector. One RCA Image Iconoscope film camera. Two RCA 16mm film projectors. One Gray Telejector for 2x2 in. glass slides. One DuMont Dual opaque scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: Shreveport Tv Co. (331/3%), Radio Station KRMD (331/3%) and Southland Tv Corp. (331/3%).

EXECUTIVES:

Don George, Pres. Deane R. Flett, Sta. Mgr. & Film Buv. Henry J. Davis, Prog. Dir. Hugh Pickett, Film Dir. Carol **V**inson, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$330, Film \$300. Minute spot Live \$75, Film \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	237,000	297,100	472,700
Families in Area	68,310	84,800	133,730
Area in Square Miles	616	2,461	6,650
No. of Sets (June 1)	27,703	32,614	44,670
Retail Sales	\$240,163,000	\$282,758,000	\$394,596,000
Income per Family	\$ 5,975	\$ 3,808	\$ 2,607
Income per Capita	\$ 1,722	\$ 1,517	\$ 1,190

TOUCHED BY THE MAGIC OF YOUTH

ZIV's SUNNY FUNNY TV-FAMILY



see pages 433, 434, 435

MAINE MARKET INDICATORS

Total Population, July 1, 1953 Total Families, 1950 Total Urban Population, 1950 Total Rural Nonfarm Population, 1950 Total Farm Population, 1950 Employed in Nonagricultural Establishments, April	889,000 223,175 472,000 319,946 121,828
1954	256,200
Employed in Agriculture, 1950	29,021
Employed in Mining, April 1954	600
Employed in Manufacturing, April 1954	97,900
Employed in Construction, April 1954 Employed in Transportation & Public Utilities, April	11,000
1954	19,400
Employed in Wholesale & Retail Trade, April 1954	5 1,2 00
Employed in Finance, Insurance & Real Estate,	
April 1954	7,200
Employed in Service & Miscellaneous, April 1954	26,600
Employed in Government Service, April 1954	42,300
Retail Sales, 1953\$	925,737,000 890,874,000
Bank Assets, Jan. 1, 1954 \$	
Bank Deposits, Jan. 1, 1954	793,427,000
18.4%; Manufacturing Payrolls 27.9%; Trade and Se	arvica
23.0%.	ervice
Total Income Payments, 1952 \$ 1	1,246,000,000
Per Capita Income, 1952\$	1,361
Total Internal Revenue Collections, 1953 \$	171,308,249
Average Weekly Earnings Manufacturing Workers, April 1954	55.53
Cash Receipts from Farm Marketing, 1953 \$	171,272,000
Government Payments to Farmers, 1953 \$	972,000
Value of Mineral Production, 1951 \$	8,516,000
New Public Construction in 1952\$	50,400,000
Motor Vehicle Registration, 1953	296,563
Number of Telephones, Jan. 1, 1954	245,500
Number of Electrical Connections, Jan. 1, 1954	329,123
Number of Gas Utilities Connections, 1953	38,500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MAINE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Androscoggin	83,594	\$99,449	\$28,462	\$1,954	3,270	13%
Aroostook	96,039	105,969	27,410	2,271		
Cumberland	169,201	211,904	60,713	5,522	15,490	31%
Franklin	20,682	18,100	5,664	417		
Hancock	32,105	25,120	9,452	434	1,850	19%
Kennebec	83,881	86,096	23,627	2,009	6,170	26%
Knox	28,121	28,011	8,306	551	2,550	29%
Lincoln	18,004	20,023	6,012	268	1,160	21%
Oxford	44,221	35,689	12,421	910		
Penobscot	108,198	120,439	30,499	2,649	14,950	52%
Piscataquis	18,617	15,619	4,885	560	1,240	23%
Sagadahoc	20,911	16,171	6,168	336	1,360	21%
Somerset	39,785	28,601	9,694	778	2,600	23%
Waldo	21,687	15,447	4,746	271	1,860	29%
Washington		23,148	7,893	612		
York	93,541	75,951	26,673	2,031	14,080	51%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; futher reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

BANGOR

(Penobscot County)

WABI-TV

LICENSEE: Community Telecasting Service. Phone: Bangor 6446.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: Address, Copeland Mountain, Holden, Me. Make, RCA. Model II 10 AL. Antenna: Make, RCA. Type TF 3 D. Height, Above average terrain 670 ft. Above ground 120 ft.

OPERATION: Began Jan. 25, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WABI.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, George Davis.

SERVICES: One studio (30x22 ft.). Two RCA camera chains. One composite rear screen projector. One RCA film camera. Two RCA TP 16 D film projectors. Gray Telojector 2x2 in. slide projector. Film processing unit. News Service, A.P. Library, World.

BROADCASTING • TELECASTING

PRINCIPAL STOCKHOLDERS: Horace H. Hildreth (60%), William H. Rea (34%) and Carleton D. Brown (6%).

EXECUTIVES:

Horace Hildreth, Pres.
Leon P. Gorman Jr., Gen. Mgr.
& Film Buy.
Milton C. Chapman, Com. Mgr.
Leon Nelson, Prog. Dir.
Walter Dickson, Ch. Eng. & Opr.
Mgr.
Richard B. Bronson, Sls. Prog. Coordinator & Film Buy.
Ardie Ulpts, Merc. Mgr.

RATE INFORMATION: Class A one hour Live \$235, Film \$200. Minute spot Live \$32.50, Film \$30. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population Families in Area	81,000	250,000 66,667	472,000 125.867
Area in Square Miles	1,200	5,000	10,000
No. of Sets (June 1) Retail Sales			101,000 \$373,000,000

WTWO (TV)

LICENSEE: Murray Carpenter & Assoc. Address: 46 Hammond St. Phone: 2-4822.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw.
Transmitter: Address, Riders Peak, Holden, Me. Make, RCA. Antenna:
Make, RCA. Height, Above average terrain 640 ft. Above ground 99 ft.

OPERATION: Target date, Sept. 12, 1954.

REPRESENTATIVES: Sales: Venard, Rintoul & McConnell, R. C. Foster (Boston). Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: One studio (40x28x18 ft.). Two RCA image orthicon camera chains. Rear screen projector. One RCA Vidicon film camera. Three composite film projectors. One turret-type slide projector. One composite opaque-projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Murray Carpenter and Marie Carpenter are sole owners. WLBZ Bangor has option for 40%. WLBZ is under common ownership with WCSH-AM-TV Portland, Me.

EXECUTIVES:

Murray Carpenter, Pres.	William O. Clark, Ch. Engr. &
Rudolph O. Marcoux, Bus. &	Opr. Mgr.
Coml. Mgr.	Robert Walton, Local Sls. Mgr.
Clifton Reynolds, Prog. Dir. &	
Film Ruy	

RATE INFORMATION: Class A one hour live \$200, film \$200; minute spot live \$40, film \$40. Rate Card No. I.

MARKET INFORMATION:

ARREL MI ORMANION.	Grade B (FCC Contour)	(Including Fringe Area)
Population Families in Area Area in Square Miles No. of Sets (June 1)	230,000 66,000 7,500 53,000	320,000 91,000 13,200 71,000

LEWISTON

(Androscoggin County)

WLAM-TV

LICENSEE: Lewiston-Auburn Broadcasting Corp. Address: 129 Lisbon St. Phone: 4-5401.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw.
Transmitter: Address, Apple-Sass Hill. Make, RCA. Model, TTU-1B.
Antenna: Make, RCA. Type TFU-21DL-14 section slotted. Height,
Above average terrain 370 ft. Above ground 246 ft.

OPERATION: Began Nov. 26, 1953. Hours, 10:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, DuMont. Station, AM, WLAM.

REPRESENTATIVES: Sales. Kettell-Carter (New England) and Everett-McKinney (New York). Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 30x24 ft. and one announce booth). One RCA TK31-A camera chain. One RCA TK20D film camera. Two RCA TP 16-F film projectors. Two TDC 35mm slide projectors. One film processing unit. Three motion picture cameras. News Service, AP. Library, MPTV.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. I. For full list of abbreviations and sources of county and state market data see Foreword.

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LEWISTON (Cont.)

WLAM-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Frank S. Hoy [67%], Gladys Parker Hoy [16%], Fred Parker Hoy [9%], Gerald T. Higgins [2%], Romeo E. Sansoucy (2%), George E. Ouelette (2%) and Elden H. Shute Jr. (2%). Frank Hoy also owns 73% of WPMT (TV) Portland, Me.

EXECUTIVES:

Elden H. Shute Jr., Pres. Frank S. Hoy, Ch. Owner & Gen. Mgr. Gerald T. Higgins, Com. Mgr.

Lester J. Richards, Prog. Dir.

Henry Root, Ch. Eng. Denny Shute, Film Buy. F. Parker Hoy, Asst. Treas., Asst. Gen. Mgr. & News Dir.

RATE INFORMATION: Class A one hour Live \$110 plus 20%, Film \$110. Minute spot Live \$26.40, Film \$22. Frequency discounts up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	105,870	62,853	168,723
Families in Area			42,180
No. of Sets (June 1)		**********	19,667

POLAND

(Androscoggin County)

WMTW (TV)

(Target Date, Sept. 1954)

LICENSEE: Mt. Washington Tv Inc. Address: 477 Congress, Portland, Me.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: Address, Mt. Washington, N. H. Make, RCA. Antenna: Make, Alford. Height, Above average terrain 3,840 ft. Above ground 87 ft.

OPERATION: Target date, Sept. 1954.

AFFILIATIONS: Networks, CBS, ABC.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Irving B. Robinson, Boston; Kear & Kennedy.

SERVICES: RCA studio and film cameras. Film projectors.

PRINCIPAL STOCKHOLDERS: Horace Hildreth (35.2%), 60% owner of WABI-AM-TV Bangor, Me.; John Guider, president (11.8%), owner of WMOU Berlin, N. H.; Tyrone Corp. (35.2%), controlled by stockholders of WPOR Portland, Me., interlocking ownership with WENS (TV) Pittsburgh, Pa.; WTVL Waterville, Me. (11.8%); Granite State Network Inc. (5.9%), owner of WKBR Manchester, N. H., WTSV Claremont, N. H., and WTSL Hanover, N. H.

EXECUTIVES:

John W. Guider, Pres. John H. Norton Jr., Vice Pres.-Gen. Mgr. John T. Madigan, Prog. Dir. Parker Vincent, Chf. Engr.

RATE INFORMATION: Class A one hour live \$300, film \$300; minute spot live \$60, film \$60. Rate card No. 1.

MARKET INFORMATION: Population, 1,512,400; Families, 445,200; Area in Square Miles, 30,000; No. of Sets (June 1), 224,572; Retail Sales, \$1,556,838,000.

PORTLAND

(Cumberland County)

WCSH-TV

LICENSEE: Congress Square Hotel Co. Address: 157 High St. Phone: 2-0181.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw.
Operating Pow.: Visual 100 kw, Aural 50.1 kw Transmitter: Address,
Blackstrap Rd., Falmouth, Me. Make, RCA. Model TT-25BL. Antenna:
Make, RCA. Type TF-6BM. Height, Above average terrain 590 ft. Above
ground 380 ft.

OPERATION: Began Dec. 20, 1953. Hours, 10:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WCSH.

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Segal, Smith & Hennessey.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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SERVICES: Two studios (B—21x35 ft. and D—50x55 ft.). One announce booth.

Two RCA TK11A camera chains. One RCA TK20D film camera. Two RCA TP16F film projectors. One Gray 3B slide projector. Film processing unit.

PRINCIPAL STOCKHOLDERS: Adeline B. Rines, president, trustee of estate of Henry P. Rines, 5176 of 5179 issued common shares of stock of licensee which operates WCSH Portland, 98% of WRDO Augusta, Me., and WLBZ Bangor. The latter holds option for 40% of WTWO (TV) Bangor.

EXECUTIVES:

William H. Rines, Gen. Mgr. Jack S. Atwood, Com. & Sta. Mgr. Arthur Owens, Prog. Dir. Daniel H. Smith, Ch. Eng. William Kerkos, Film Dir.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Grade B (FCC Contour): Population, 697,000; Families in Area, 209,295; No. of Sets (June 1), 116, 527.

WGAN-TV

LICENSEE: Guy Gannett Broadcasting Services. Address: 390 Congress St. Phone: Portland 2-7423.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 126 kw. Transmitter: Address, Blackstrap Mountain. Make, GE. Model TT6E. Antenna: Make, GE. Type, 12-bay, 4TY30H1. Height, Above average terrain 630 ft. Above ground 314 ft.

OPERATIONS: Began May 16, 1954. Hours, 2:25 p.m.-12:05 a.m.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, WGAN.

REPRESENTATIVES: Sales, Avery-Knodel Inc. and Robert C. Foster, Boston. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (221/2x30 ft.). One announce booth (9x15 ft.). Two GE 4PE8C1 camera chains. One Television Specialty Co. rear screen projector. Two GE 4PE5C1 film cameras. Two GE 4PF5A1 16mm film projectors. Two Selectroslide Jr. slide projectors. One Houston-Fearless film processing unit. News Service, AP. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: Guy Gannett Pub. Co. (99%), Guy P. Gannett estate (0.2%), Anne M. Gannett estate (0.2%), Roger C. Williams (0.2%), Laurence H. Stubbs (0.2%) and Creighton E. Gatchell (0.2%).

EXECUTIVES:

Jean Gannett Williams, Pres. Creighton E. Gatchell, Gen. Mgr., Vice Pres., & Treas. Richard E. Bates, Com. Mgr. Samuel G. Henderson Jr., Prog. Dir. Roger W. Hodgkins, Ch. Eng. Earl W. Fenderson, Film Editor Francis H. Farhum Jr., Asst. Treas. Nunzi Casavola, News Editor Duncan Oliphant, Educational Dir. Linn Wells, Sports Editor

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 603,400; Families in Area, 174,600; No. of Sets (May 16), 79,669; Industrial Payroll, \$379,950,360.45.

WPMT (TV)

LICENSEE: Portland Telecasting Corp. Address: Columbia Hotel, 645-A Congress St. Phone: 2-8327.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: Address, Columbia Hotel. Make, RCA. Model, I kw. Antenna: Make, RCA. Height, Above average terrain 260 ft. Above ground 239 ft.

OPERATIONS: Began Aug. 30, 1953. Hours, 10:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, DuMont.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, George P. Adair.

SERVICES: One studio (32x21 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. Studio laboratory for processing film. News Service, AP.

PRINCIPAL STOCKHOLDERS: Frank S. Hoy (73%), Parker Hoy (9%), Gladys P. Hoy (18%). Family controls WLAM-AM-TV Lewiston, Me.

BROADCASTING • TELECASTING

PORTLAND (Cont.)

WPMT (TV) (Cont.)

EXECUTIVES:

Frank S. Hoy, Pres.
George E. Curtis Jr., Sta. Mgr.
Gerald Higgins, Com. Mgr. &
Film Buy.

William Gildersleeve, Prog. Dir.
Fred Crandon, Ch. Eng.
Bob Joyce, Ch. Announcer.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$36, Film \$30. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	139,632	46,253	309,882
Families in Area	50,000	23,000	90,300
No. of Sets (June 1)	35,000	7,100	42,100
Retail Sales	\$192,812,000	\$75,360,000	\$302,000,000
Income per Family	\$ 6,036		

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARYLAND-

MARYLAND MARKET INDICATORS

Total Population, July 1, 1953	2,571,000
Total Families, 1950	581,840
Total Urban Population, 1950	1,615,902
Total Rural Nonfarm Population, 1950	543,623
Total Farm Population, 1950	183,476
Employed in Nonagricultural Establishments, April	
1954	783,800
1954 Employed in Agriculture, 1950	55,017
Employed in Mining, April 1954	2,200
Employed in Manufacturing, April 1954	247,600
Employed in Construction, April 1954	58,800
Employed in Transportation & Public Utilities, April	
1954	75,600
Employed in Wholesale & Retail Trade, April 1954	163,200
Employed in Finance, Insurance & Real Estate,	,
April 1954	36,500
Employed in Service & Miscellaneous, April 1954	83,400
Employed in Government Service, April 1954	116,500
Retail Sales, 1953	
Bank Assets, Jan. 1, 1954	\$ 2,569,416,000
D-1 D 1 To 1 10F4	
Bank Deposits, Jan. 1, 1954	\$ 2,354,299,000
Major Income Sources, 1952: Agriculture 3.0%: Go	\$ 2,354,299,000 vernment
Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 3.0%; Go	\$ 2,354,299,000 vernment
19.6% Manufacturing Payrolls 22.5%; Trade and	\$ 2,354,299,000 vernment
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%.	\$ 2,354,299,000 vernment l Service
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952	\$ 2,354,299,000 vernment l Service \$ 4,109,000,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952	\$ 2,354,299,000 vernment l Service \$ 4,109,000,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953	\$ 2,354,299,000 vernment l Service \$ 4,109,000,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers,	\$ 2,354,299,000 vernment l Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers,	\$ 2,354,299,000 vernment l Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953	\$ 2,354,299,000 vernment I Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953	\$ 2,354,299,000 vernment d Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951	\$ 2,354,299,000 vernment d Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000 \$ 26,027,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952	\$ 2,354,299,000 vernment I Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000 \$ 26,027,000 \$ 566,900,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953' Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952	\$ 2,354,299,000 vernment I Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000 \$ 26,027,000 \$ 566,900,000 \$ 353,200,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952	\$ 2,354,299,000 vernment I Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000 \$ 26,027,000 \$ 566,900,000 \$ 353,200,000 \$ 213,700,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953	\$ 2,354,299,000 vernment of Service \$ 4,109,000,000
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953¹ Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	\$ 2,354,299,000 vernment d Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000 \$ 26,027,000 \$ 566,900,000 \$ 353,200,000 \$ 213,700,000 \$ 819,897 819,500
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953¹ Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 New Public Construction in 1952 Now Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954 Number of Electrical Connections, Jan. 1, 1954¹	\$ 2,354,299,000 vernment of Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000 \$ 566,920,000 \$ 353,200,000 \$ 353,200,000 \$ 19,897 \$ 819,550 \$ 935,531
19.6% Manufacturing Payrolls 22.5%; Trade and 26.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953¹ Average Weekly Earning Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	\$ 2,354,299,000 vernment d Service \$ 4,109,000,000 \$ 1,761 \$ 1,959,564,114 \$ 67.33 \$ 265,601,000 \$ 1,149,000 \$ 26,027,000 \$ 566,900,000 \$ 353,200,000 \$ 213,700,000 \$ 819,897 819,500

¹ Includes District of Columbia.

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MARYLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Allegany	89,556	\$80,288	\$24,314	\$2,451	9,870	36%
Anne Arundel	117,392	84,564	27,889	2,825	28,950	82%
Baltimore	270,273	1,459,120	385,821	49,470	329,670	87%
Calvert	12,100	9,137	2,496	128	2,080	63%
Caroline		25,125	4,595	454	4,060	70%
Carroll		39,006	7,655	880	8,440	69%
Cecil		28,928	9,669	400	7,180	74%
Charles		20,389	4,959	258	3,840	63%
Dorchester		22,364	6,478	456	5,430	64%
Frederick		56,965	13,211	1,259	11,830	63%
Garrett		14,440	3,143	229	1,980	36%
Harford		50,283	13,500	1,094	14,380	88%
Howard		11,984	2,398	301	4,690	69%
Kent		14,784	3,891	338	3,010	70%
Montgomery		194,147	44,346	4,987	52,060	92%
Prince George	194,182	122,407	44,947	4,255	64,950	97%

BROADCASTING • TELECASTING

· Maryland's Most Honored Television Station

-WAAN 13-

Now!
maximum
power
316,000

ADDED
To The Finest Studio
and Production Facilities
in Baltimore

Have You Seen the WAAM Story

?

represented nationally by HARRINGTON, RIGHTER & PARSONS, INC.

-WAAN 13-

TELEVISION HILL BALTIMORE, MD.

MARYLAND MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Queen Annes		12,408	3,584	220	3,150	70%
St. Marys Somerset		23,084 22,798	8,321 6,173	240 465	5,230 1,300	$\frac{63\%}{21\%}$
Talbot	19,428 78,886	$31,244 \\ 80.987$	6,240 21,836	$^{1,166}_{2,035}$	$4,460 \\ 15.680$	$70\% \\ 64\%$
Wilcomico Worcester	39,641	52,682 42,228	9,476 6,699	974 602	4,740 1,670	36% 21%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BALTIMORE

(Baltimore County)

WAAM (TV)

LICENSEE: WAAM Inc. Address: Television Hill: Phone: Mohawk 4-7600.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Make, RCA. Model, TT50AH. Antenna: Make, RCA. Type TF12AH. Height, Above average terrain 550 ft. Above ground 530 ft.

OPERATION: Began Nov. I, 1948. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney, Fisher, Willis & Panzer. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (65x65 ft. and 25x25 ft.). Five RCA TK-30A camera chains. One Translux rear screen projector. Two RCA TK-20A film cameras. Two RCA TP-16B film projectors. Two 2x2 Argus slide projectors. One Gray Telop opaque projector. One mobile unit. News Service, AP, Library, World.

PRINCIPAL STOCKHOLDERS: Ben Cohen (0.7%), Herman Cohen (3.3%), Norman C. Kal (7%), Dr. Harry Goldmann (4.5%), six Cohen family trusts (44.7%), Cohen Bros. (partnership of Ben and Herman) (16.3%), Henry G. Fischer (7%), estate of Herbert Levy (3.5%), Isaac and Etta C. Adelberg (3%), Joseph R. Burns (1.7%), Zelda G. Cohen (1.2%), Rosa L. Cohen (1.2%) and 14 other minor stockholders. Mr. Kal is partner, Kal Ehrlich & Merrick, Washington advertising agency.

EXECUTIVES:

Ben Cohen, Pres. Kenneth L. Carter, Gen. Mgr. Armand Grant, Asst. Gen. Mgr. & Sales Dir. Herbert Cahan, Prog. Dir. & Film Buy.

Benjamin Wolfe, Dir. of Eng. Pel Schmidt, Loc. Sls. Mgr. Glenn Lahman, Ch. Engr. Joel Chaseman, Dir. of Pub. Svc. & Pub.

RATE INFORMATION: Class A one hour Live \$850. Minute spot Live \$150. Frequency discounts from 2.5% for 13 times up to 25% for 312 times. Rate Card No. 8.

WBAL-TV

LICENSEE: The Hearst Corp. Address: 2610 N. Charles St. Phone: Hopkins 7-3000.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 100 kw, Aural 50 kw (under STA). Transmitter: Address, 2401 Violet Ave. Make, RCA. Model TT-5A & TT20AH. Antenna: Make, RCA. Type TF-6B Superturnstile. Height, Above average terrain 540 ft. Above ground 458 ft.

OPERATION: Began March 11, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WBAL.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, A. Earl Cullum Jr. (Dallas).

SERVICES: Three studios (30x50 ft., 40x100 ft. and 25x50 ft.). Seven RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Two 16mm Eastman and one 16mm RCA film projectors. Two SVE Manual (2x2 in.) and two Spindler & Sauppe automatic (2x2 in.) slide projectors. One Gray Telop (4x5 in.) opaque projector. One mobile unit. Animatic 16mm projector. News Services, INS and Telenews.

PRINCIPAL STOCKHOLDERS: The Hearst Corp. owns and operates WBAL-AM-TV Baltimore; WISN Milwaukee, and through affiliation WCAE Pittsburgh. Hearst newspapers are the New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston Record and American, Baltimore News-Post, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light and Seattle Post-Intelligencer.

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EXECUTIVES:

Charles B. McCabe, Vice Pres. &
Exec. Dir.
D. L. Provost, Vice Pres. & Gen.
Mgr.
John T. Wilner, Vice Pres., Eng.
Leslie H. Peard Jr., Vice Pres. &
Sta. Mgr.
Freeman W. Cardall, Bus. Mgr.
Arnold Wilkes, Dir. of Public Af-

Joseph M. Croghan, Sports Editor Willis K. Freiert, Sls. Mgr. Thomas J. White Jr., News & Publ. Mgr. William C. Bareham, Ch. Eng. Jean Conwell, Film Editor Mollie Martin, Women's Dir. Conway Robinson, Farm Prog. Dir

T_4_1

Victor F. Campbell, Prog. Dir.

Soterios Pappas, Prog. Supv.

RATE INFORMATION: Class A one hour Live \$1,000. Minute spot Live \$1.75.
Rate Card No. 10.

*MARKET INFORMATION:

fairs & Educ.

			TOTAL
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,602,000	715,000	2,317,000
Families in Area	450,000	201,000	651,000
Area in Square Miles	2,500	4,150	6,650
No. of Sets (June 1)			552,235
Retail Sales			\$2,211,252,000

WITH-TV

(Target Date, Fall 1954)

LICENSEE: WITH-TV Inc. Address: 7 E. Lexington St. Phone: Lexington 9-7808.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 52.5 kw. Transmitter: Address, Edmondson Ave. between Ingleside & Winters Lane. Make, DuM. Antenna: Make, RCA. Height, Above average terrain 510 ft. Above ground 335 ft.

OPERATION: Target date Fall 1954.

AFFILIATIONS: Stations, AM, WITH. FM, WITH-FM.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Maryland Bostg. Co. (100%), in turn owned by Thomas G. Tinsley Jr. and family.

EXECUTIVES:

Thomas G. Tinsley Jr., Pres. & Gen. Mgr. Robert C. Embry, Vice Pres. & Sls. Mgr.

WMAR-TV

LICENSEE: The A. S. Abell Co. Address: Charles & Redwood Sts. Phone: Mulberry 5-5670.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Mathieson Bldg. Make, RCA. Model, 25BL. Antenna: Make, RCA. Type, TF 5AY. Height, above average terrain 385 ft. Above ground 591 ft.

OPERATION: Began Oct., 1947. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Hogan & Hartson.

SERVICES: Two studios (one 32x50 ft. and one 20x30 ft.). Seven RCA Orthicon chains. One Trans-Lux rear screen projector. Two RCA Iconoscope film chains. Three RCA 16mm film projectors. Two Spindler & Sauppe Selectroslide slide projectors. One Telechrome 2"x2" slide scanner. One custom built opaque projector. Two 16mm Houston-Fearless film processing units. Two custom built mobile units. One completely equipped film department. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is also publisher of The Baltimore Sunpapers.

EXECUTIVES:

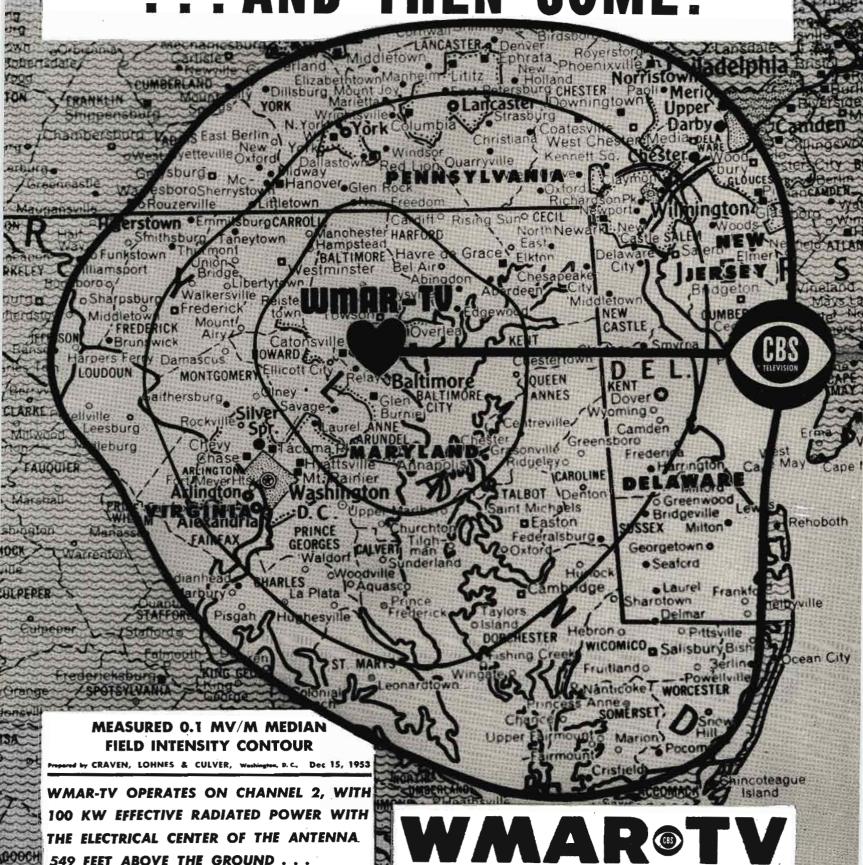
William F. Schmick Sr., Pres. Ewell K. Jett, Vice Pres. and Dir. Ernest A. Lang, Com. Mgr. Robert B. Cochrane, Prog. Dir. Carlton G. Nopper, Ch. Eng. David V. Stickle, Film Buy. T. J. Severin, Prog. Mgr. E. B. Mick, Prod. Mgr. Bernice Harding, Prom. co-ordinator

RATE INFORMATION: Class A one hour Live \$960, Film \$960. Minute spot Live \$180, Film, \$180. Frequency discounts from 21/2% for 26 times up to 25% for 312 times. Rate Card No. 9.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 8,847,900; Families in Area, 2,540,700; Area in Square Miles, 19,010; No. of Sets (June 1), 551,000; Retail Sales, \$10,282,339,000.

Serving MOST OF MARYLAND . AND THEN SOME!



Sunpapers Television

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM Represented by THE KATZ AGENCY, Inc.

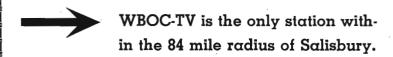
New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles,

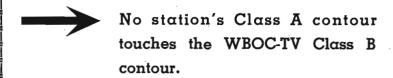
MAXIMUM EFFECTIVE POWER UNDER F.C.C. STANDARDS

50 MILES

WBOC-TV

CHANNEL 16
Salisbury, Md





\$363,533,000 RETAIL SALES!



For 1953, retail sales were 24% above national average.



Average gross farm income \$14,128.

WBOC-TV

CHANNEL 16
Salisbury, Md

Most modern television plant ABC and DuMont Networks

President:

Gen. Mgr.:

John W. Downing

Charles J. Truitt

—— MARYLAND—

WTLF (TV)

BALTIMORE (Cont.) (Target Date, Jan. 1, 1955)

LICENSEE: United Broadcasting Co. of Eastern Maryland Inc. Address: 912 N. Charles St.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12.6 kw.
Transmitter: Address, 912 N. Charles St. Make, DuMont. Antenna:
Make, RCA. Height, Above average terrain 480 ft. Above ground

OPERATION: Target date, Jan. 1, 1955.

AFFILIATIONS: Station, AM, WSID.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Richard Eaton, president (2%), Margaret G. Eaton, secretary-treasurer (1%) and United Bostg. Co., controlled by Mr. Eaton (97%). Mr. Eaton also owns WOOK-AM-TV and WFAN (FM) Eaton (97%). Mr. Eaton also owns WOOK-AM-TV and WFAN (FM) Washington, WANT Richmond, WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland, Ohio.

EXECUTIVES:

Richard Eaton, Pres. Margaret G. Eaton, Secy.-Treas.

A. A. Snowberger, Eng. Dir.

CUMBERLAND (Allegany County)

WTBO-TV

(Target Date, Not Set)

LICENSEE: Maryland Radio Corp. Address: 31 Frederick St. Phone: 299.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: Address, Wills Mountain. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,010 ft. Above ground 446 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WTBO.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: Charles E Smith, president-treasurer (10%), George H. Clinton, vice president (10%), Ben K. Baer (12.5%), Howard L. Chernoff (16.3%), Melva G. Chernoff (16.2%), Frank A. Baer (10%), Helen K. Baer (10%), Edwin S. Clinton (5%), Lydia Busek (5%), May K. Ames, trustee for Dorothy A. Marks (5%). Baers own 35.8% of WTAP (TV) Parkersburg, W. Va. Howard Chernoff owns 42.5% of WTAP and 5% of ch. 2 application for Oakland, Calif. (WTBO-AM-TV sold to Tennessee Valley Broadcasting Co., subject to FCC approval.)

SALISBURY

(Wicomico County)

WBOC-TV

LICENSEE: The Peninsula Broadcasting Co. Address: Radio Park, Salisbury, Md. Phone: Salisbury 6131.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw.
Operating Eff. Rad. Pow.: Visual 15.1 kw, Aural 8.6 kw. Transmitter:
Address, Northwood Dr. Make, RCA. Model TTU-1-B. Antenna: Make,
RCA. Type 21-DL. Height, Above average terrain 620 ft. Above ground 647 ft.

OPERATION: Began July 15, 1954. Hours, weekdays 5 p.m. to 12:20 a.m. Sunday, I p.m. to 12:20 a.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WBOC.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Studio (42x58 ft.). Two RCA camera chains. Television Specialty Co. rear screen projector, two RCA Vidicon film cameras, two RCA film projectors. RCA slide projector, Gray Telop opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John W. Downing, president (15.5%), W. Lee Allen, vice president (8.8%); Charles J. Truitt, vice pres. manager (2.4%); T. Edward Webb, assistant treasurer (2.9%); I. L. Benjamin, treasurer (11.6%), Clinton E. Quillen, director (2.9%), Virginia Phillips Ward (5.9%) and J. Jerome Frampton, director (3%). The Shore Broadcasting Co. (WCEM Cambridge) is wholly owned subsidiary of licensee.

EXECUTIVES:

MARIA

John W. Downing, Pres. Charles J. Truitt, Gen., Com. Mgr. John W. Downing Jr., Prog. Dir. Jack W. Ward, Ch. Eng.

RATE INFORMATION: Class A one hour live \$200, film \$200; minute spot live \$37.50, film \$37.50. Frequency discounts up to 30% for 312 times. Rate card No. I.

MARKET INFORMATION: Total Area: Population, 279,230; Families, 80,780; Area in Square Miles, 3,375; No. of Sets (June 1), 48,245; Retail Sales, \$363,533,000; Income Per Family, \$4,707; Per Capita, \$1,462.

MASSACHUSETTS MARKET INDICATORS

Total Population, July 1, 1953
Total Families, 1950
Total Urban Population, 1950
Total Rural Nonfarm Population, 1950 651,299
Total Farm Population, 1950
Employed in Nonagricultural Establishments, April
1954
Employed in Agriculture, 1950
Employed in Manufacturing, April 1954 674,000
Employed in Mining, April 1954 (See Footnote 3, Foreword)
Employed in Construction, April 1954
Employed in Constitution, April 1994
1954
Employed in Wholesale & Retail 114de, April 1994 507,500
Employed in Finance, Insurance & Real Estate, April 1954
Employed in Service & Miscellaneous, April 1954 212,900
Employed in Government Service, April 1954 230,100
Retail Sales, 1953
Bank Assets, Jan. 1, 1954
Bank Deposits, Jan. 1, 1954 \$ 8,416,832,000
Major Income Sources, 1952: Agriculture .8%; Government
17.1%; Manufacturing Payrolls 30.3%; Trade and Service
25.2%.
Total Income Payments, 1952 \$ 8,385,000,000
Per Capita Income, 1952 \$ 1,749
Total Internal Revenue Collections, 1953 \$ 1,870,280,057
Average Weekly Earnings Manufacturing Workers,
April 1954 \$ 64.02
Cash Receipts from Farm Marketing, 1953 \$ 206,666,000
Government Payments to Farmers, 1953 \$ 547,000
Value of Mineral Production, 1951 \$ 16,951,000
Total New Construction in 1952
New Private Construction in 1952 \$ 509,300,000
New Public Construction in 1952 \$ 313,000,000 Motor Vehicle Registration, 1953 1,421,799
Motor Vehicle Registration, 1953
Number of Telephones, Jan. 1, 1954
Number of Electrical Connections, Jan. 1, 1954 1,600,848
Number of Gas Utilities Connections, 1953 1,015,300
For sources see foreword. Retail Sales, copyright 1954 Sales Management.

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Barnstable	46,805	77,647	23,348	2,576	9,880	60%
Berkshire	132,966	151,547	40,429	3,324	31,920	78%
Bristol	381,569	390,443	116,376	12,810	95,560	80%
Dukes	5,633	7,503	3,084	390	1,080	60%
Essex	522,384	535,074	165,353	15,794	139,420	85%
Franklin	52,747	58,805	15,793	1,162	6,760	40%
Hampden	367,971	470,479	121,160	15,015	71,320	63%
Hampshire	87,594	71,133	17,797	2,052	11,430	47%
Middlesex	1,064,569	1,080,465	313,650	34,814	244,890	78%
Nantucket	3,484	7,532	2,387	282	660	60%
Norfolk	392,308	376,830	117,421	13,166	95,860	79%
Plymouth	189,468	198,801	59,030	5,173	49,590	81%
Suffolk	896,615	1,400,520	318,352	38,148	219,610	83%
Worcester	546,401	596,004	168,370	14,694	131,630	80%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ADAMS

(Berkshire County)

WMGT (TV) (PITTSFIELD)

LICENSEE: Greylock Broadcasting Co. Address: 8 Bank Row, Pittsfield. Phone: Pittsfield 2-1553.

FACILITIES: Ch. 74. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 155 kw.
Operating Pow.: Visual 300 kw, Aural 155 kw. Transmitter: Address,
Mt. Greylock. Make, GE. Model, TT25A. Antenna: Make, RCA.
Type, TFU27 DAH. Height, Above average terrain 2,060 ft. Above
ground 200 ft.

OPERATION: Began Feb. 22, 1954. Hours, 5:00 p.m.-11:15 p.m.

AFFILIATIONS: Network, DuMont. Stations, AM, WBRK.

REPRESENTATIVES: Sales, The Walker Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jas. C. McNary.

SERVICES: One studio (25x32 ft.). One RCA TKIIA camera chain. One Television Specialty Co. rear screen projector. One RCA TK20D film camera. Two RCA TP16F film projectors. One Gray Dual (2x2) TP3A slide projector. Film processing unit. News Service, UP. Library, Unity, Lang-Worth.

BROADCASTING • TELECASTING

PRINCIPAL STOCKHOLDERS: Leon Podolsky (36.06%), Gardner S. Mose (11.56%), Lawrence R. Connor (11.56%), Robert W. McCracken (11.56%), Gordon W. Phelps (1.01%), Winnie Davis L. Crane (10%), Zenas Crane Colt (5.05%) and eight others none holding over 2.52%.

EXECUTIVES:

Leon Podolsky, Pres.

John T. Parsons, Mgr.

Wm. P. Geary, Com. Mgr.

Leonard Lavendol, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$40, Film \$40. Frequency discounts from 10% for 26 times up to 25% for 104 times. Rate Card No. 1.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,415,000	795,000	2,210,000
Families in Area	409,500	232,600	642,100
Area in Square Miles			11,309
No. of Sets (June 1)			135,451
Retail Sales	\$1,600,000,000	\$947,900,000	\$2,547,900,000
Income per Family			· \$6,255
Income per Capita			\$1,818

BOSTON

(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Broadcasting Co. Address: 1170 Soldiers Field Rd. Phone: Algonquin 4-5670.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address,
1170 Soldiers Field Rd. Make, RCA. Model, TT-5A. Antenna: Make,
GE. Type, 6-Bay Turnstile. Height, Above average terrain 530 ft. Above
ground 658 ft.

OPERATION: Began June 9, 1948. Hours, 6:45 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WBZ. FM, WBZ-FM.

REPRESENTATIVES: Sales, Free & Peters.

SERVICES: Two studios (one 40x45x23 ft. and one 30x45x19 ft.). Auditorium studio seating 150 people. Seven RCA camera chains. One rear screen projector. Three RCA film cameras. Two Eastman Kodak and one GE film projector. One RCA 16mm slide projector. One Spindler & Sauppe slide projector. One Bausch & Lomb balop opaque projector. One RCA mobile unit. News Service, UP. Library, Assoc. & Thesaurus.

PRINCIPAL STOCKHOLDERS: Westinghouse Bostg. Co. is, subsidiary of Westinghouse Electric Corp., electrical and radio-tv and electronics manufacturer. For WBC holdings see Group Ownership.

EXECUTIVES:

C. J. Witting, Pres. W. C. Swartley, Gen. Mgr. C. H. Masse, Sls. Mgr. W. G. Swan, Prog. Mgr. W. H. Hauser, Ch. Eng. Robert Duffield, Film Buy. R. E. Farnham, Adv. & Sls. Prom. Mgr.

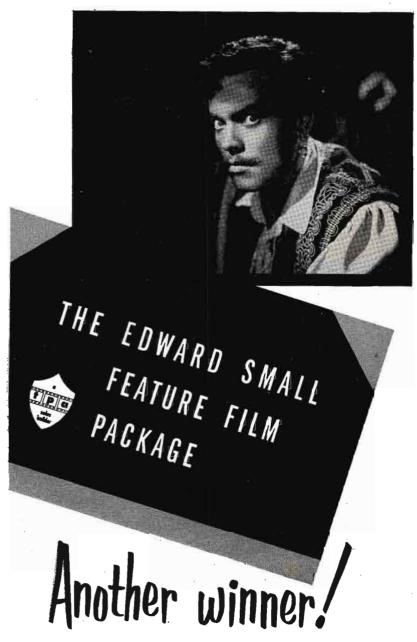
RATE INFORMATION: Class AA one hour Live \$2,000. Minute spot Live \$400. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION:

MARKET INTORMATION.	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,894,986	2,168,686	5,495,695
Families in Area	***************************************		1,526,582
Area in Square Miles	2,170	6,520	12,390
No. of Sets (June 1)			1,179,281
Retail Sales	/ ****		\$6,106,033,000
Income per Family			\$5,596
Income per Capita			\$1,611

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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from the portfolio of TPA Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York)... tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

-MASSACHUSETTS

BOSTON (Cont.)

WGBH-TV*

(Target Date, Fall 1954) (*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Address: Symphony Hall. Phone: Kenmore 6-6522.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw.
Transmitter: Address, Great Blue Hill, Milton, Mass. Make, RCA. Model
TT10-AL. Antenna: Make, RCA. Type TFAL Special. Height, Above
average terrain 660 ft. Above ground 233 ft.

OPERATION: Target date Fall 1954. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATIONS: FM, WGBH-FM.

REPRESENTATIVES: Washington Attorney, Covington & Burling. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (50x70 ft.). Two RCA TK II-A camera chains. One RCA vidicon film camera. Two RCA TP-6A film projectors. RCA TP-3A slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Foundation trustees include trustee of Lowell Institute, president of Harvard and Massachusetts Institute of Technology and others.

EXECUTIVES:

Ralph Lowell, Pres. Parker Wheatley, Gen. Mgr. George Probst, Asst. Gen. Mgr. & Prog. Dir. Arthur Richardson, Ch. Eng.

WJDW (TV)

(Target Date, Not Set)

LICENSEE: J. D. Wrather Jr. Address: 172 Delfern Dr., Beverly Hills, Calif.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 145 kw.
Transmitter: Address, 1.92 miles sw of Dover. Make, GE. Antenna:
Make, GE. Height, Above average terrain 580 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: J. D. Wrather (100%) owns 38.89% of KFMB-TV San Diego.

WNAC-TV

LICENSEE:.. General Teleradio Inc. Address: 21 Brookline Ave. Phone: Commonwealth 6-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address,
Medford, Mass. Make, GE Driver; RCA Final. Antenna: Make, RCA.
Type TF-12AH. Height, Above average terrain 480 ft. Above ground

OPERATION: Began June 21, 1948. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, CBS basic, ABC, DuMont. Stations, AM, WNAC. FM, WNAC-FM.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney, Pierson & Ball.

SERVICES: One studio (25x35 ft.). Three Image Orthicon camera chains. Two GE film cameras. Two Simplex 35mm film projectors. Two Bell & Howell 16mm film projectors. One slide projector for 31/4x4 in. glass or opaque and one for 2x2 in. slides. One mobile unit with three cameras. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is 90% owned by General Tire & Rubber Co., Akron, Ohio. For other holdings see Group Ownership.

EXECUTIVES:

Tom O'Neil, Pres. Linus Travers, Vice Pres. & Gen. Mgr.

Tom Bateson, Sls. Ser. Harry Whittemore, Tech. Dir. James Pike, Film Buy.

George Steffy, Vice Pres. in Charge of Tv Opr.

RATE INFORMATION: Class A one hour Live \$1,700, Film \$1,700. Minute spot Live \$340, Film \$340. Frequency discounts to 20% for 52 weeks. Rate Card No. 7.

MARKET INFORMATION:

	Grade A	Grade B	Total (Including
Population	(FCC Contour)	(FCC Contour)	Fringe Area)
	3,336,676	1,500,643	5, 4 35,608
Families in Area	935,290	430,803	1,537,012
No. of Sets (June 1)	••••		1,186,439

BOSTON (Cont.)

WTAO-TV (CAMBRIDGE)

LICENSEE: Middlesex Broadcasting Corp. Address: 439 Concord Ave. Phone: Eliot 4-0500. (For full listing see Cambridge, Mass.).

BROCKTON

(Plymouth County)

WHEF-TV

(Target Date, Fall 1954)

LICENSEE: Trans American Television Enterprises Inc. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 193.3 kw, Aural 104.4 kw. Transmitter: Address, 1.5 miles east of East Bridgewater. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 431 ft. Above ground 458 ft.

OPERATION: Target date Fall 1954.

REPRESENTATIVES: Washington Attorney, Leo Resnick. Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Harry E. Franks (331/3%), Catherine De Ville, secretary, and Stanley Gruber, director.

CAMBRIDGE

(Middlesex County)

WTAO-TV (BOSTON)

LICENSEE: Middlesex Broadcasting Corp. Address: 439 Concord Ave. Phone: Eliot 4-0500.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw.
Transmitter: Address, Mt. Zion, Woburn, Mass. Make, RCA. Model
TTU-1 B. Antenna: Make RCA. Type TFU-24B. Height, Above average
terrain 470 ft. Above ground 289 ft.

OPERATION: Began Aug. 31, 1953.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WTAO. FM, WXHR (FM).

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George E. Gautney.

SERVICES: One studio. One RCA camera chain. One TK-20D RCA film camera. Two TP-16E RCA film projectors. Two Gray 35mm scanners.

PRINCIPAL STOCKHOLDERS: Licensee is 74% owned by Frank Lyman Jr. and 26% owned by Harvey Radio Labs. Inc.

EXECUTIVES:

Frank J. Lyman, Pres. Theodore B. Pittman Jr., Gen. Mgr. Richard H. Gurley, Sls. Mgr. Richard C. Holbrook, Prog. Supervisor Walter Harrington, Prog. Dir. Carmen Ferraro, Ch. Eng.

MARKET INFORMATION: Population, 3,073,500; Families in Area, 940,000; No. of Sets (June I); Retail Sales, \$3,499,812,000.

HOLYOKE

WHYN-TV (SPRINGFIELD)

LICENSEE: The Hampdon-Hampshire Corp. Address: 1300 Liberty St. Phone: Springfield 4-1126. (For full listing see Springfield, Mass.).

PITTSFIELD

(Berkshire County)

WMGT (TV) (ADAMS) .

LICENSEE: Greylock Bostg. Co. Address: 8 Bank Row. Phone: Pittsfield 2-1553. (For full listing see Adams, Mass.).

SPRINGFIELD

(Hampden County)

WHYN-TV (HOLYOKE)

LICENSEE: The Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Springfield 4-1126.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 180 kw. Aural 91 kw. Operating Pow.: Visual 182 kw, Aural 91 kw. Transmitter: Address, Mt. Tom, Holyoke, Mass. Make, GE. Model, TT-25-A. Antenna: Make, GE. Type, TY-24-E. Height, Above average terrain 990 ft. Above ground 129 ft.

BROADCASTING • TELECASTING

OPERATION: Began April 14, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WHYN. FM, WHYN-FM.

REPRESENTATIVES: Sales, The Branham Co. and Weed & Co. (New England).

Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Kear & Kennedy.

SERVICES: Three studios, main studio (30x40 ft.); one small studio and one outdoor studio (100x100 ft.). Two GE camera chains. One GE IKE film camera. Two GE film projectors. One GE slide projector. One GE opaque projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: William Dwight (13%), president, Charles N. DeRose (0.8%), vice president, Minnie R. Dwight (20%), treasurer, Arthur Ryan (0.16%), assistant treasurer, Harriet W. and Charles N. DeRose (16%), Republican Tv Inc. (50%). Beneficial owners of latter are employes beneficial funds of Springfield Republican Daily News and Union. Licensee also owns and publishes Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette.

EXECUTIVES:

Charles N. DeRose, Gen. Mgr.

Kendall Smith, Prog. Dir.

Patrick J. Montague, Com. Mgr.

Harold Schumacher, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:

Total (Including Fringe Area): No. of Sets (June 1), 136,000.

WWLP (TV)

LICENSEE: Springfield Television Bostg. Corp. Address: 61 Chestnut St. Phone: 2-4181.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 150 kw, Aural 75 kw. Operating Pow.: Visual 150 kw, Aural 75 kw. Transmitter: Address, N. West Street, Provin Mountain, Agawam, Mass. Make, GE. Model, 12 kw. Antenna: Make, GE. Type, 4-Bay Helical. Height, Above average terrain 700 ft. Above ground 347.5 ft.

OPERATION: Began March 17, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, ABC. Station, AM, WSPR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Frank McIntosh.

SERVICES: One studio (38x36 ft.). One GE camera chain. One Profit-Maker rear screen projector. Two GE Image Orthicon film cameras. Two 16mm film projectors. One GE opaque projector. News Service, INS.

PRINCIPAL STOCKHOLDERS: Roger L. Putnam (15.04%), president, William L. Putnam (4.8%), treasurer, Dr. Charles Furcolo (12.03%), James F. Fitzgerald (7.52%), George Vadnais (10.5%), John Oakley (1.8%), James Y. Scott (4.5%), Conrad Fafard (7.5%), John J. Duggan (4%), Foster Furcolo (3%), WSPR Inc. (15.8%), operator WSPR Springfield.

EXECUTIVES:

Roger L. Putnam, Pres.

George R. Townsend, Ch. Eng.

Alan C. Tindal, Vice Pres.

William L. Putnam, Treas. Kristian Solberg, Asst. Treas.

Milton R. Slater, Prog. Dir. &

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

Total (Including Fringe Area): No. of Sets (June 1), 132,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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WORCESTER

(Worcester County)

WAAB-TV

(Target Date, Not Set)

LICENSEE: WAAB Inc. Address: 34 Mechanic St.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 41.7 kw.
Transmitter: Address, Asnebumskit Hill. Make, GE. Antenna: Make,
GE. Height, Above average terrain 820 ft. Above ground 250 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WAAB.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Pierson & Ball.
Consulting Engineer, Felix D. Bonvouloir.

PRINCIPAL STOCKHOLDERS: George F. Wilson, president-treasurer (80%), owns WCNT Centralia, Ill., and Kathleen I. Wilson, secretary (20%).

WWOR-TV

LICENSEE: Salisbury Broadcasting Corp. Address: P. O. Box 609. Phone: Worcester 7-8374.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw.

Operating Pow.: Visual J6.2 kw, Aural 8.71 kw. Transmitter: Address,
Asnebumskit Hill, Paxton, Mass. Make, RCA. Model, TTU-1B. Antenna:
Make, RCA. Type, TFU-24DL. Height, Above average terrain 810 ft.
Above ground 254 ft.

OPERATION: Began Dec. 4, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Mc-Kenna & Wilkinson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Main studio (26x28 ft.). Outdoor studio (30x30 ft).) Two RCA TK31A camera chains. One RCA TK-20D film camera. Two RCA TP16F 16mm film projectors. One Gray TP3A Dual Disc slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: John Z. Buckley (1.6%), Ralph K. Hubbard (9.1%), Ansel E. Gridley (4.1%), Fox, Wells & Co. (26.7%), and about two dozen other stockholders.

EXECUTIVES:

John Z. Buckley, Pres.

Ansel E. Gridley, Gen. Mgr. &

Vice Pres.

Leonard V. Corwin, Com. Mgr. &

Asst. Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$275, Film \$250. Minute spot Live \$55, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	392,800	877,500	
Families in Area	114,500	248,200	
Area in Square Miles	804	2,290	10,000
No. of Sets (June 1)	35,000	15,000	60,000
Retail Sales	\$446,500	\$944,000	***************************************

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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MICHIGAN MARKET INDICATORS

Total Population, July 1, 1953	6,851,000
Total Families, 1950	1,624,875
Total Urban Population, 1950	4,503,084
Total Rural Nonfarm Population, 1950	1,173,940
Total Farm Population, 1950	694,742
Employed in Agriculture, 1950	159,869
Employed in Manufacturing, April 1954	1,062,900
Employed in Government Service, April 1954	242,400
Retail Sales, 1953	\$ 8,477,593,000
Bank Assets, Jan. 1, 1954	\$ 7,515,122,000
Bank Deposits, Jan. 1, 1954	\$ 7,019,379,000
Major Income Sources, 1952: Agriculture 2.9%; Gov	vernment
12.1%; Manufacturing Payrolls 41.6%; Trade and 22.3%.	Service
Total Income Payments, 1952	\$ 12,172,000,000
Per Capita Income, 1952	\$ 1,815
Total Internal Revenue Collections, 1953	\$ 5,719,264,425
Average Weekly Earnings Manufacturing Workers,	
April 1954	\$ 86.56
Cash Receipts from Farm Marketing, 1953	. , ,
Government Payments to Farmers, 1953	\$ 5,697,000
Value of Mineral Production, 1951	\$ 257,939,000
Total New Construction in 1952	\$ 1,358,200,000
New Private Construction in 1952	\$ 1,026,000,000
New Public Construction in 1952	\$ 332,200,000
Motor Vehicle Registration, 1953	2,783,122
Number of Telephones, Jan. 1, 1954	2,376,000
Number of Electrical Connections, Jan. 1, 1954	2,190,610
Number of Gas Utilities Connections, 1953	1,215,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MICHIGAN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Foad Sales 1953 (\$000)		TV Sets 1954	TV % 1954
Alcona	5,856	\$4,411	\$1,353	\$ 85		
Alger	10,007	8,184	2,405	260		
Allegan	47,493	45,459	12,354	861	9,380 .	61%
Alpena	22,189	23,042	6,380	591		
Antrim	10,721	9,704	3,143	313	540	15%
Arenac	9,644	10,417	2,194	224		
Baraga	8,037	6,344	1,863	116		
Barry	26,183	24,507	6,903	701	5,310	61%
Bay	88,461	110,990	27,702	3,758	13,860	51%
Benzie	8,306	8,204	2,714	391	290	11%
Berrien	115,702	166,722	44,604	6,595	31,750	80%
Branch	30,202	31,502	7,632	793	6,340	66%
Calhoun	120,813	168,434	42,436	6,229	29,580	75%
Cass		24,030	6,437	713	7,820	79%
Charlevoix	13,475	11,379	3,384	348		• • • •
Cheboygan	13,731	15,348	4,418	530		
Chippewa	29,206	32,501	8,738	498		
Clare	10,253	9,478	2,740	408 -	1,520	46%
Clinton	31,195	20,540	4,786	396	6,020	64%
Crawford		3,752	1,129	64	180	14%
Delta	32,913	29,796	9,164	718		
Dickinson	24,844	28,728	8,047	476	1,650	21%
Eaton	40,023	43,435	11,615	1,438	7,050	53%
Emmett	16,534	22,814	5,071	601		
Genessee	270,963	396,744	97,822	14,161	48,980	56%
Gladwin	9,451	6,974	1,792	39	1,200	46%
Gogebic	. 27,053	26,128	6,659	594		
Grand Traverse	28,598	39,650	8,314	1,100	940	11%
Gratiot	33,429	34,404	8,738	760	6,530	65%
Hillsdale	31,916	31,087	6,712	530	5,610	48%
Houghton	39,771	32,958	12,191	579		• • • •
Huron	33,149	39,550	7,887	778	2,350	24%
Ingham	172,941	275,964	66,416	8,283	42,200	75%
Ionia	38,158	34,305	9,341	1,055	5,310	47%
Iocso	10,906	13,356	3,914	533		
Iron	17,692	19,740	5,929	313		
Isabella	28,964	25,029	6,743	446	3,460	42%
Jackson		152,320	36,951	5,722	24,900	73%
Kalamazoo	126,707	171,160	40,125	6,885	31,080	74%
Kalkaska		2,998	1,117	71	180	14%
Kent	,	408,760	97,049	17,820	60,860	64%
Keweenaw	,	945	616			
Lake		3,956	1,399	82	200	11%
Lapeer		39,406	10,443	872	5,350	56%
				A OTING:		

BROADCASTING . TELECASTING

(CBS)

MICHIGAN MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Leelanau	8,647	5,136	1,681	144	290	11%
Lenawee	64,629	85,880	22,550	2,408	13,280	63%
Livingston	26,725	33,111	7,815	779	6,790	77%
Luce	8,147	5,672	1,753	72		
Mackinac	9,287	8,736	3,171	166		
Macomb	184,961	225,480	67,976	7,539	58,340	91%
Manistee	18,524	16,028	4,655	665	630	10%
Marquette	47,654	46,090	14,124	924		
Mason	20,474	25,722	7,091	655	1,100	17%
Mecosta	18,968	17,136	4,582	614	2,440	42%
Menominee	25,299	21,297	5,830	223	1,670	22%
Midland	35,662	34,833	10,459	1,123	5,220	47%
Missaukee	7,458	5,306	1,276	74	300	14%
Monroe	75,666	86,576	22,892	2,759	19,490	81%
Montcalm	31,013	44,286	11,466	1,192	5,420	53%
Montmorency	4,125	5,067	1,341	83		
Muskegon	121,545	165,319	47,964	5.779	24,580	61%
Newaygo	21,567	18,560	5,389	471	3,590	52%
Oakland	369,001	513,723	137,655	15,892	125,060	93%
Oceana	16,105	13,725	3,864	376	820	16%
Ogemaw	9,345	10,760	3,016	302		
Ontonagon	10,282	8,991	2,304	153		
Osceola	13,797	12,586	3,253	297	1,720	42%
Oscoda	3.134	2,368	1,008	73		
Ostego	6.435	6,930	1,699	76	240	14%
Ottawa	73,751	90,243	21,708	2,616	14,890	62%
Presque Isle	11.996	9,948	3,139	211		
Rescommon	5,916	10,592	3,211	403	340	14%
Saginaw	153,515	196,620	49,620	6,441	27,750	58%
St. Clair	91,599	111,150	30,081	3,024	25,060	84%
St. Joseph	35,071	40,453	9,696	1,074	7,950	67%
Sanilac	30,837	28,464	7,113	626	2,380	25%
Schoolcraft	9,148	8,669	2,827	108		70
Shiawassee	45.967	44,695	11,781	1.148	10,020	68%
Tuscola	38,258	34,432	8,708	780	3,370	30%
Van Buren	39,184	39,923	11,917	1,149	10,570	79%
Washtenaw	134,606	161.000	40,584	6.992	26.110	65%
Wayne	,	3,646,974	785,547	147,056	653,690	86%
Wexford		19,960	4,750	602	640	11%
Wexterd	10,020	15,500	2,100	302	040	±± 70

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ANN ARBOR

(Washtenaw County)

WPAG-TV

LICENSEE: Washtenaw Broadcasting Co. Address: Hutzel Bldg., Main & E. Liberty Sts. Phone: 2-5517.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1.75 kw, Aural 0.93 kw. Operating Pow.: Visual 1.75 kw, Aural 0.93 kw. Transmitter: Address, 1795 S. Maple Rd. Make, GE. Model TT24-A. Antenna: Make, GE. Type TY-24-B. Height, Above average terrain 340 ft. Above ground 274 ft.

OPERATION: Began April 1953, Hours, 6:30 p.m.-11:00 p.m.

AFFILIATIONS: Network DuMont. Station, AM, WPAG.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Prince, Taylor & Crampton. Consulting Engineer, Commercial Equipment Co.

SERVICES: One GE Iconoscope type film camera. Two Eastman model "250" film projectors. One Selectroslide Jr. slide projector. One Composite opaque projector. News Service, AP. Library, RCA, Thesaurus.

PRINCIPAL STOCKHOLDERS: Arthur E. Greene (50%) and Edward F. Baughn (50%).

EXECUTIVES:

Arthur E. Green, Pres.

Edward F. Baughn, Gen. Mgr.

Ken MacDonald, Com. Mgr.

Albert Samborn, Prog. Dir.

Donald N. Bowdish, Ch. Eng.

R. W. Kirkpatrick, Film Buy.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts. Rate Card No. I.

BROADCASTING • TELECASTING

WUOM (TV)*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Board of Regents of U. of Michigan. Phone: Normandy 3-1511.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Transmitter, Address, Cedar Bend Dr. Make, GE. Antenna: Make, GE. Height, Above average terrain 1,110 ft. Above ground 1,047 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Edmund A. Cummiskey, U. of Michigan. Consulting Engineer, J. J. Swantek, U. of Michigan.

PRINCIPAL STOCKHOLDER: U. of Michigan.

EXECUTIVES:

Garnet R. Garrison, Tv Dir.
W. K. Pierpont, Vice Pres.
Hazen J. Schumacher, Prog. & Prod. Dir.

Prod. Dir.

Frederick M. Remley Jr., Chief
Studio Eng.
Karl B. Lohmann, Film Tech.
Merrill McClatchey, Prod.-Writer
Robert Newman, Prod.-Writer

SERVICES: One studio (44x44 ft.). One RCA camera chain with three cameras.

One GE film camera chain. One GE film projector. One Selectroslide slide projector. One GE opaque projector.

BATTLE CREEK

(Calhoun County)

WBCK-TV

(Target Date, Summer 1954)

LICENSEE: Michigan Broadcasting Co. Address: Security National Bank Bldg.
Phone: Woodward 3-5555.

FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Transmitter: Address, Augusta, Mich. Make, DuMont. Antenna; Make, DuM. Type 5327-A. Height, Above average terrain 580 ft. Above ground 540 ft.

OPERATION: Target date Summer 1954.

AFFILIATION: Station, AM, WBCK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Guilford Jameson. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (15x21 ft.). One DuM image orth. camera chain. One image orth. pickup film camera. Two Holmes 16mm film projectors. One DuM TA-1508 scanner.

PRINCIPAL STOCKHOLDERS: Robert H. Holmes, president (50%) and David N. Holmes, secretary-treasurer (50%).

EXECUTIVES:

Robert H. Holmes, Pres. & Gen. Eugene Cahill, Prog. Dir. Mgr. Robert Willbur, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

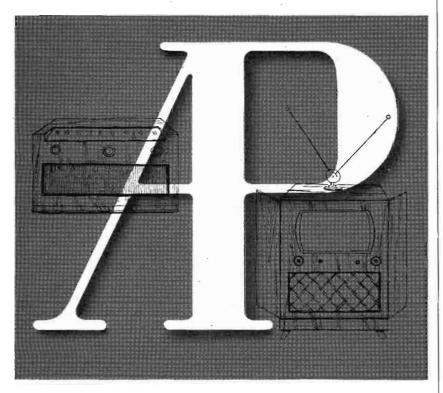
MARKET INFORMATION:

		Total
Grade A	Grade B	(Including
(FCC Contour)	(FCC Contour)	Fringe Area)
130,000	161,500	291,500
45,000	38,660	83,660
\$227,485,000	\$115,485,000	\$332,970,000
\$5,800	\$5,100	\$5,400
	(FCC Contour) 130,000 45,000 \$227,485,000	(FCC Contour) (FCC Contour) 130,000 161,500 45,000 38,660 \$227,485,000 \$115,485,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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Those who know famous brands know the most famous brand in news is



AP newscasts are easier to sell, bring bigger profits. Sponsors and audiences alike *know* AP...recognize its leadership. AP's famous name builds station prestige, guarantees program quality.

If you are not yet using Associated Press service, your AP field representative can give you full information.



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- MICHIGAN ——

BATTLE CREEK (Cont.)

WBKZ-TV†

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg.
Phone: Woodward 2-0220.

FACILITIES: Ch. 64. Authorized Eff. Rad. Pow.: Visual II0 kw, Aural 62 kw. Transmitter: Address, Route I, Climax, Michigan. Make, RCA. Antenna: Make, Blaw Knox. Type Self-Supporting. Height, Above average terrain 554 ft. Above ground 305 ft.

OPERATION: Began May 15, 1953. Hours, 10:30 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Cohn & Marks.

Consulting Engineer, George Davis.

SERVICES: Two studios. RCA camera chain. RCA film camera. RCA film projector. News Service, AP. Library, MPTV.

PRINCIPAL STOCKHOLDERS: John L. Booth (71%), Mrs. John L. Booth (14%), John L. Booth II (11%) and Ralph H. Booth II (4%). Licensee also owns WJLB Detroit.

EXECUTIVES:

John L. Booth, Pres. & Ch. Own. Richard Nason, Gen. & Com. Dick Crowley, Prog. Dir. Elwood Ryan, Ch. Eng. Maxine Elliott, Film Buy.

RATE INFORMATION: Class A one hour Live \$200. Rate Card No. 1. † WBKZ has suspended operation but has not returned its CP.

BAY CITY

(Saginaw County)

WNEM-TV (SAGINAW-MIDLAND)

LICENSEE: North Eastern Michigan Corp. Address: 814 Adams, Bay City, Mich. Phone: 3-6505.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, Becker Rd., Saginaw. Make, DuM. Model Oak Ser. 7000. Antenna: Make, RCA. Type TF-5A-15 Section Superturnstile. Height, Above average terrain 520 ft. Above ground 569 ft.

OPERATION: Began Feb. 16, 1954. Hours, 2:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, Headley-Reed, Michigan Spot Sales.

SERVICES: Two studios. Two camera chains. Two DuMont Multiscanner film cameras. Two Devry 11,000 CD film projectors. La Belle automatic slide projector. One DuMont opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: James Gerity Jr. (66 $\frac{7}{3}$ %) and Milton Greenebaum (33 $\frac{1}{3}$ %).

EXECUTIVES:

James Gerity Jr., Pres.
John H. Bone, Gen. Mgr. &
Com. Mgr.
Harry Travis, Asst. Gen. Mgr.
& Film Buy.

Mo Woolsey, Ch. Eng. Claude F. Mendell, Prom. Mgr. Frank Benesh, News Dir. Virgil O'Dell, Sports Dir.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70, Film \$70. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

		lotal
	Grade A & B	(Including
	(FCC Contour)	Fringe Area)
Population .	874,000	998,400
Families in Area	251,650	285,470
No. of Sets (June 1)	188,250	205,160
Retail Sales	\$1,022,892,000	\$1,163,823,000
Income per Family	\$ 3,393	\$ 2,803

BAY CITY (Cont.)

WKNX-TV (SIGINAW-MIDLAND)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. Phone: 3-4471. (For full listing see Saginaw, Mich.).

WSBM-TV (SAGINAW-MIDLAND)

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg., Battle Creek. (For full listing see Saginaw, Mich.).

CADILLAC

(Wexford County)

WWTV (TV)

LICENSEE: Sparton Broadcasting Co. Address: 214 N. Mitchell St. Phone: Prospect 5-3478.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 93.4 kw, Aural 44 kw. Transmitter: Address, RFD 1, Tustin, Mich. Make, Federal. Model 19B. Antenna: Make, Federal. Type 23A. Height, Above average terrain 1,640 ft. Above ground 1,282 ft.

OPERATION: Began Jan. 1, 1954. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Scharfeld, Jones & Barron.

SERVICES: Two studios (16x17 ft. and 24x35 ft.). One GE Orthicon (2 channel) camera chain. Two Dage Vidicon film cameras. Two 16mm GE Synchrolite film projectors. 2x2 in. Slide Turret slide projector. GE 3x4 in. slide and opaque projector. Custom built film processing unit. News Service,

PRINCIPAL STOCKHOLDER: Sparks-Withington Co., Jackson, Mich. (100%).

EXECUTIVES:

John J. Smith, Pres. L. T. Matthews, Vice Pres. & Gen. Mgr.

John Cundiff, Sls. Mgr. & Com.

Mar.

Donald Cunningham, Prog. Dir. & Film Buy.

A. W. Daubendick, Eng. Dir. & Ch. Eng.

Fred Lamb, Art Prom. & Merch.

W. C. Heisler, Education & Pub. Ser. Dir.

Mary McGuire, Women's Interest

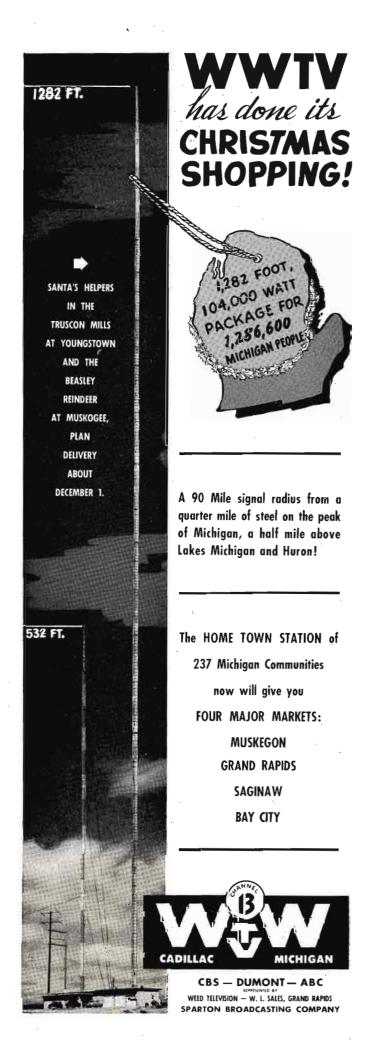
RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40. Film \$40. Frequency discounts from $2\frac{1}{2}\%$ for 13 times up to 25% for 260 times. Rate Card No. 1.

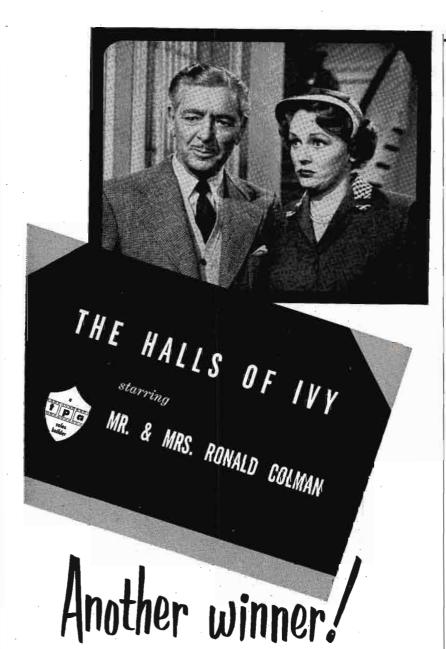
MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	188,200	314,300	502,500
Families in Area	56,550	88,050	145,500
No. of Sets (June 1)	15,901	31,798	47,699

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING





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Television Programs of America, Inc.

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Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

DETROIT

(Wayne County)

WCIO-TV

(Target Date, Not Set)

LICENSEE: Woodward Broadcasting Co. Address: 3315-19 Cadillac Tower.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, Birmingham, Mich. Make, GE. Antenna: Make, GE. Height, Above average terrain 680 ft. Above ground 700 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorneys, Fly, Shuebruk, Blume & Gaguine.
Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Max Osnos, president-treasurer (93%), Jacob Kellman, vice president (4.5%), Waldo Abbott (1.2%), George Edwards (1.2%).

WJBK-TV

LICENSEE: Storer Broadcasting Co. Address: 500 Temple St. Phone: Temple 3-7900.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Nine Mile & Southfield Rds., Southfield Twp. Make, GE. Height, Above average terrain 1,000 ft. Above ground 1,057 ft.

OPERATION: Began Oct. 24, 1948. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WJBK. FM, WJBK-FM.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (40x60 ft.). Three GE and RCA camera chains. Two GE film cameras. Two GE film projectors. Four slide projectors. One GE opaque projector. One RCA mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (100%) also owns and operates WAGA-AM-TV Atlanta, Ga.; WSPD AM-TV Toledo, Ohio; WGBS-AM-FM Miami, Fla.; WWVA-AM-FM Wheeling, W. Va.; owns 100% of the stock of San Antonio Bcstg. Co., licensee of KGBS-AM-TV San Antonio, Tex.; owns 100% of the stock of Birmingham Broadcasting Co. licensee of WBRC-AM-TV Birmingham, Ala.; owns 100% of the stock of the Florida Sun Pub. Co., publisher of the Florida Sun, Miami Beach. Purchaser of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., pending FCC approval.

EXECUTIVES:

George B. Storer Sr., Pres.
Gayle V. Grubb, Gen. Mgr.
Harry R. Lipson, Asst. Gen. Mgr.
Richard E. Fischer, Prog. Dir.
Paul O. Frincke, Ch. Eng.
Robert Buchanan, Film Buy.

Maurice E. McMurray, TV Sls. Mgr. Glenn Boundy Jr., TV Prod. Mgr. Kenneth H. Boehmer, Sls. Prom. Mgr. Peter Storer, Merc. Mgr.

RATE INFORMATION: Class AA one hour Live \$2,000, Film \$2,000. Minute spot Live \$400, Film \$400. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: Total (Including Fringe Area): Population, 5,123,900; No. of Sets (June 1), 1,420,500; Retail Sales, \$7,000,000.000; Income per Family, \$6,500.

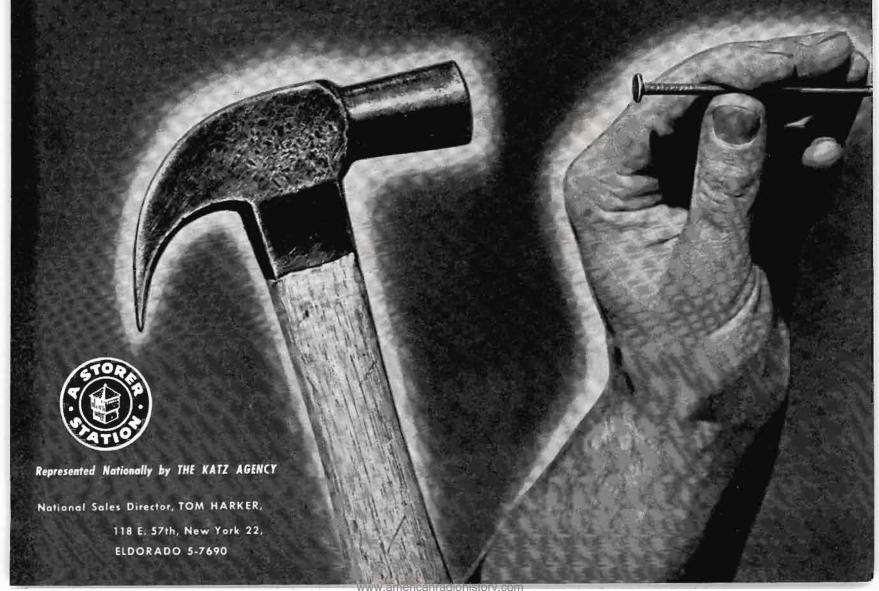
For Your Sake, Mr. Time Buyer, We

keep hammering

This One Important Fact

There is Only One TV Station in the Detroit Area with Maximum Power . . . and that's WJBK-TV

Get MAXIMUM COVERAGE on the 1,468,400 TV sets in the rich Southeastern Michigan market with WJBK-TV's 100,000 watt power, 1,057 ft. tower and commanding Channel 2 dial position.



* Make Room for Daddy * U. S. Steel Hour * NCAA Football * Adventures of Ozzie and Harriet CHANNEL Represented Nationally by Blair-TV

-MICHIGAN—

DETROIT (Cont.)

WTVS (TV)*

(Target Date, Not Set) (*Non-Commercial Educational)

LICENSEE: Detroit Educational Television Foundation. Address: 474 W. Warren Ave.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 115 kw. Transmitter: Address, 9345 Lawton Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 520 ft. Above ground 519 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, FM, WDTR-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, William L. Foss Inc.

EXECUTIVES:

C. Allen Harlan, Pres. James Cope, Vice Pres. William E. Stirton, Exec. Sec.

WWJ-TV

LICENSEE: The Evening News Assoc. Address: 615 W. Lafayette. Phone: Woodward 2-2000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 50.1 kw. Operating Pow.: Visual 20.4 kw, Aural 10.2 kw. Transmitter: Address, Southfield Township, Mich. Make, GE. Model TT-22-A. Antenna: Make, RCA. Type 6-Bay TF-6-BM. Height, Above average terrain 1,010 ft. Above ground 1,063.5 ft.

OPERATION: Began June 3, 1947. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Stations, AM, WWJ-AM. FM, WWJ-FM.

REPRESENTATIVES: Sales, A. A. McDermott (Canadian); George P. Hollingbery Co. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (4,640 sq. ft., 1,900 sq. ft., 2,288 sq. ft.) Fourteen cameras (two DuMont field-type chain, seven RCA Image Orthicon studio type chain, one three-camera RCA field chain, one two-camera RCA field chain). Two Trans-Lux rear screen projectors. Two RCA 16mm film cameras. Two RCA and one Victor film projectors. Two Selectroslide slide projectors. One opaque projector. Two mobile units. News Services, AP, UP. Library, Lang-Worth, Thesaurus.

PRINCIPAL STOCKHOLDERS: The Evening News Assn. also owns The Detroit News and WWJ-AM-FM.

EXECUTIVES:

Warren S. Booth, Pres. Evening News Assoc. Edwin K. Wheeler, Gen. Mgr. Don DeGroot, Asst. Gen. Mgr. Henry C. Rogers, Bus. Mgr. Wendell B. Parmelee, Nat. Sls.

Edgar J. Love, Gen. Eng. Mgr. Russell P. Williams, Ch. Studio Eng. James Schiavone, Prog. & Prod. Mar. Frank A. Picard II, Film Mgr. Glenn Kyker, Sls. Prom. Mgr.

RATE INFORMATION: Class AA one hour Live \$1,600, Film \$1,600. Minute spot Live \$320, Film \$320. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 12.

WXYZ-TV

LICENSEE: WXYZ Inc. Address: 1700 Mutual Bldg. Phone: Woodward 3-8321.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 5057 Woodward Ave. Make, RCA & GE. Model RCA. Type TT5A with GE TF4A Amplifiers. Antenna: Make, GE. Type 12-section. Height, Above average terrain 460 ft. Above ground 468 ft.

OPERATION: Began Oct. 9, 1948. Hours 7:45 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC. Stations, AM, WXYZ. FM, WXYZ-FM.

REPRESENTATIVES: Sales, John Blair & Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

wwj/wwj-TV, together with the George P. Hollingbery Co.

give You FULL MEASURE

ON-THE-AIR PROMOTION MERCHANDISING AIDS "THE MARKETER" NEWSPAPER ADS TRANSPORTATION ADV. **NEWS COLUMNS**

TOP PROGRAMS



General Manager WWJ - WWJ-FM - WWJ-TV



GEORGE P. HOLLINGBERY President George P. Hollingbery Co.

Clients and agencies all across the country are familiar with the hard-working staff of the George P. Hollingbery Company, and with the plus services offered by WWJ and WWJ-TV . . . with the carefully supervised quality of WWJ and WWJ-TV programs—the heavy schedule of on-the-air announcements that backs every show—the publicity resources of the WWJ stations—and such thorough merchandising aids as "The Marketer" which goes monthly to 3100 food and drug retailers.

This combination of foresighted planning, comprehensive promotion and friendly client contacts has made the WWJ stations leaders in the Detroit market. Together, the George P. Hollingbery Company and the WWJ stations pledge themselves anew to give advertisers a full measure of support in every selling effort.

WWJ AM and WWJ-TV

NBC AFFILIATES

FIRST IN MICHIGAN . Owned and Operated by THE DETROIT NEWS National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

DETROIT (Cont.)

WXYZ-TV (Cont.)

SERVICES: Three studios (one 44x66 ft., one 34x40 ft. and one 26x31). Eleven RCA TK-10 studio and field camera chains. One Bodde rear screen projector. Two RCA TK-20 film cameras. Two RCA TP6A 16mm film projectors. Two RCA TP35 film projectors. Two RCA (2x2) slide projectors. One Projectall opaque projector. One RCA mobile unit. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: WXYZ Inc. is owned by American Broadcasting-Paramount Theatres Inc. For other holdings see Group Ownership.

EXECUTIVES:

James G. Riddell, Pres. & Gen. Mgr. John Pival, Vice Pres. & Film Buy. Ralph Dawson, Com. Mgr. John Lee, Prog. Dir. Charles Kocher, Ch. Eng. Robert Baldrica, Dir. of Prom. & Adv.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$275, Film \$275. Frequency discounts from 5% for 13 times up to 30% for 400 times. Rate Card No. 9.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Papulation ·	3,950,250	1,000,000	5,500,000
Families in Area	1,256,000	30,428	1,650,000
Area in Square Miles	s 1,560	3,610	11,875
No. of Sets (June 1)	1,000,000	140,000	1,400,000
Retail Sales	\$4,000,000,000	\$1,000,000,000	\$5,100,000,000
Income per Family	\$ 6.230	\$ 6,200	\$ 6,100
Income per Capita	\$ 1,750	\$ 1,620	\$ 1,750

CKLW-TV (WINDSOR, ONT.)

(Target Date, Sept. 1, 1954)

LICENSEE: Essex Broadcasting Inc. Address: 3300 Guardian Bldg., Detroit.
Phone: Woodward 1-7200. (For full listing see Windsor, Ont.)

EAST LANSING

WKAR-TV*

(Ingham County)
(*Non-Commercial Educational)

LICENSEE: State Board of Agriculture & Michigan State College. Phone: Edgewood 2-1511.

FACILITIES: Ch. 60. (This is a commercial channel, but WKAR-TV is scheduled to be operated non-commercially.) Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Transmitter: Address, intersection Dobie Road & Pera Marquette Railroad tracks, Okemos, Mich. Make, GE. Antenna: Make, GE. Type TY-25F. Height, Above average terrain 980 ft. Above ground 1,034 ft.

OPERATION: Began January 1954.

AFFILIATIONS: Station, AM, WKAR.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson. Consulting Engineer, William L. Foss Inc.

SERVICES: Three studios (30x40 ft., 30x40 ft. and 25x35 ft.). Two RCA field, one GPL field camera chains. One RCA film camera. One 16mm Bell & Howell, one Ampro and one RCA film projector. Mobile unit. News Service, AP.

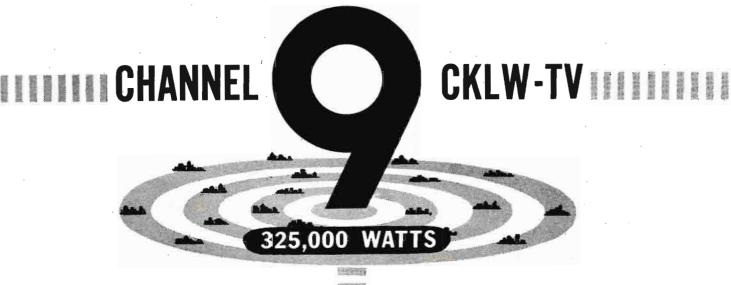
PRINCIPAL STOCKHOLDERS: Michigan State Board of Agriculture & Michigan State College.

EXECUTIVES:

Dr. Armand L. Hunter, Gen. Mgr. Kenneth Richards, Prog. Dir. Linn P. Towsley, Ch. Eng. J. D. Davis, Oprs. Mgr. James B. Tintera, Prod. Supvr. William H. Tomlinson, Dir. of Prom. & Research

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

THE DETROIT AREA'S MOST POWERFUL TV STATION



CHANNEL 9

CKLW-TV

Guardian Building • Detroit 26

Adam J. Young, Jr., Inc., National Rep. J. E. Campeau President

Page 164 • 1954 TELECASTING Yearbook-Marketbook

BROADCASTING • TELECASTING

FLINT

(Genessee County)

WJRT (TV)

(Target Date, Winter 1954)

LICENSEE: WJR, The Goodwill Station Inc. Address: Fisher Bldg., Detroit.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
Transmitter: Address, 3.2 miles NW of Clarkson, Mich. Make, RCA.
Model, TT-50-AH. Antenna: Make, RCA. Type, TF-12-AH. Height, Above average terrain 1,000 ft. Above ground 946 ft.

OPERATION: Target date, Winter 1954.

AFFILIATIONS: Stations, AM, WJR Detroit.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: John F. Patt, president (12½%), Worth Kramer, vice president & general manager (0.3%), George F. Leydorf, engineering vice president (0.21%), Geoge W. Cushing, vice president (0.23%), Elmer M. Krause, secrétary-treasurer (5%), Frances S. Parker (25%), and 26.5% executrix of estate of G. A. Richards.

EXECUTIVES:

John F. Patt, Pres. Gordon Gray, Vice Pres. Worth Kramer, Gen. Mgr. Franklin C. Mitchell, Prog. Dir. Clarence W. Jones, Ch. Eng.

•

RATE INFORMATION: Class A one hour Live \$450.

GRAND RAPIDS

(Kent County)

WOOD-TV

LICENSEE: Grandwood Broadcasting Co. Address: McKay Tower. Phone: 9-4125.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.

Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, 6101 Five Mile Rd., Ada, Mich. Make, RCA. Model TT-50AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 1,000 ft. Above ground 920 ft.

OPERATION: Began June 1949. Hours, 6:30 a.m.-12:30 a.m.

AFFILIATIONS: Network NBC, ABC, CBS, DuMont. Station, AM, WOOD.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (22x33 ft.). Three camera chains. One RCA TK-20A film camera. Two RCA TP-16B film projectors. One Gray Telejector slide projector. One Gray Telop opaque projector. News Services, INS, AP.

PRINCIPAL STOCKHOLDERS: WFBM Inc., Indianapolis, Ind., owns 95% of licensee and also operates WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., and WFDF Flint, Mich.

BROADCASTING • TELECASTING

EXECUTIVES:

Harry M. Bitner, Pres.
Harry M. Bitner Jr., Vice Pres.
Willard Schroeder, Gen. Mgr.
Arthur M. Swift, Com. Mgr.
Frank G. Sisson, Prog. Dir.

Louis Bergenroth, Ch. Eng.
Clark Grant, Film Buy.
Leonard Bridge, Controller
David Hoyle, Continuity Dir.
John Dragomier, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$900, Film \$800. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 3.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	995,800	1,442,900	1,9 9 9,000
Families in Area	241,260	172,650	612,000
Area in Square Miles	6,582	10,630	16,298
No. of Sets (June 1)	157,702	132,319	429,984
Retail Sales	\$883,857,000	\$713,881,000	\$2,335,706,000
Income per Family	\$ 3,330	\$ 3,977	\$ 3,386
Income per Capita	\$ 1,333	\$ 1,684	\$ 1,400

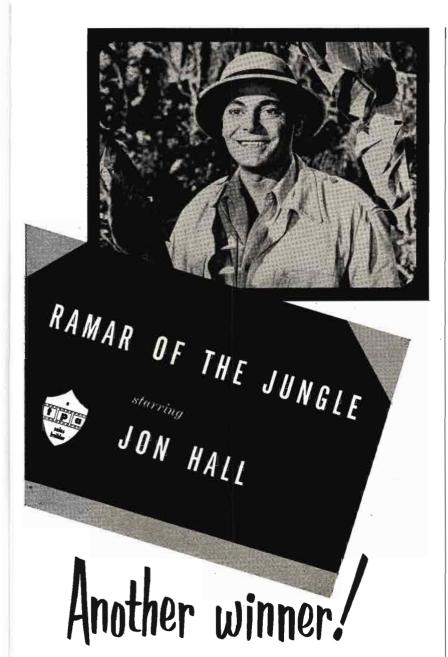
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

FUN-KISSED!



ZIV-TV's FUNNY SUNNY FAMILY

see pages 433, 434, 435



from the portfolio of TPA Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've ever seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue

Hollywood: 6253 Hollywood Boulevard

KALAMAZOO

(Kalamazoo County)

WKZO-TV

LICENSEE: Fetzer Broadcasting Co. Address: 124 W. Michigan Ave. Phone: 5-2101.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, cor. AB Ave. and 24th St. Make, Federal & RCA. Model FTL 17A; RCA 25 AL. Antenna: Make, RCA. Type 12 AL. Height, Above average terrain 1,000 ft. Above ground 952 ft.

OPERATION: Began July 1950. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations: AM, WKZO.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Paul Godley.

SERVICES: One studio (30x40 ft.). Two RCA TK 10A camera chains. One Tv Specialties Co. rear screen projector. Two RCA TK 20A film cameras. Two RCA TP 16E film projectors. Two Telojector slide projectors. Telop opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John E. Fetzer (52%) and Rhea Fetzer (48%).
Fetzer Broadcasting Co. owns 100% of Corn Husker Radio & Tv Corp.,
licensee of KOLN-AM-TV Lincoln, Neb. John E. Fetzer minority interest
WMBD Peoria, III. Licensee also owns WJEF-AM-FM Grand Rapids.

EXECUTIVES:

John E. Fetzer, Pres. Carl E. Lee, Mgng. Dir. Donald DeSmith, Sls. Mgr. Arthur E. Covell, Ch. Eng. Charles T. Lynch, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$900, Film \$800. Minute spot Live \$180, Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

Grade B (FCC Contour): Population, 1,893,990; Families in Area, 653,100; No. of Sets (June 1), 459,930; Retail Sales, \$1,880,782,000; Income per Family, \$4,698; Income per Capita, \$1,411.

LANSING

(Ingham County)

WILS-TV

LICENSEE: Lansing Broadcasting Co. Address: 407 N. Washington. Phone: 2-1655.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Michigan National Tower. Make, RCA. Model TTVIB. Antenna: Make, RCA. Type TFU Z7 BHS. Height, Above average terrain 360 ft. Above ground 378 ft.

OPERATION: Began Aug. 20, 1953. Hours, 8:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, DuMont, ABC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Leo Resnick. Consulting Engineer, John Mullaney.

SERVICES: One studio (30x20 ft.). Two RCA TKIIA camera chains. One RCA TK-20D film camera. Two RCA TPI6E film projectors. One Gray Telojector slide projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: John C. Pomeroy, president (26.92%), W. A. Pomeroy (26.92%), Edwin L. Byrd (17.1%), O. D. Campbell (4.25%), Bessie M. Pomeroy (18.8%) and four others none owning more than 3%.

EXECUTIVES:

John C. Pomeroy, Pres. & Gen. Mgr. Edwin L. Byrd, Vice Pres. David L. Froh, Com. & Prod. Mgr. Richard French, Prog. Dir. William H. Cruse, Ch. Eng. John Maters, Film Buy. William A. Hall, Adv. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$150. Minute spit Live \$30. Rate Card No. 2.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,118,250	541,483	1,659,733
Families in Area	3 40 ,700	156,152	496,852
No. of Sets (June 1)	45,000		45,000
Retail Sales	\$619,969,013		\$619,969,013



YOU MIGHT GET A 916-LB. BEAR*—

BUT . . . YOU NEED WKZO-TV TO BAG AUDIENCES IN WESTERN MICHIGAN!

GRAND RAPIDS-KALAMAZOO HOOPERS JANUARY, 1954 SHARE-OF-TELEVISION-AUDIENCE

	MONFRI. 7 a.m 12 noon	MONFRI. 12 noon- 5 p.m.	SUNSAT. 6 p.m 12 midnight
WKZO-TV	80%†	85%	62%
В	31%†	15%	38%

† Adjusted to compensate for the fact that neither station was on the air all hours.

NOTE: Sampling was distributed approximately 75% in Grand Rapids area, 25% in Kalamazoo area.

WKZO-TV dominates the Western Michigan television market, morning, afternoon and night. January, 1954 Hoopers show that WKZO-TV gets:

158.1% more MORNING viewers than Station B—

466.6% more AFTERNOON viewers—

63.2% more EVENING viewers!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture serves more than 406,922 television homes in the 29 most populated Western Michigan and Northern Indiana counties—a far larger television market than many major cities can claim!

(100,000 WATTS-CHANNEL 3)



WKZO-TY

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

*Arthur Young killed a 916-lb. grizzly bear in Yellowstone National Park.

LANSING (Cont.)

WJIM-TV

LICENSEE: WJIM Inc. Address: Lansing, Mich. Phone: 2-1333.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Lansing, Mich. Make, RCA. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 440 ft. Above ground 500 ft.

OPERATION: Began May 1950. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, ABC, CBS, NBC. Stations, AM, WJIM.

REPRESENTATIVES: Sales, H-R. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios. Two RCA camera chains. One RCA film camera. Opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Harold F. Gross, president-treasurer (75%), Charlotte Gross, secretary (2.12%) and Howard Finch, vice president (1.2%).

EXECUTIVES:

Harold F. Gross, Pres. Willard E. Walbridge, Gen. Mgr., Vice Pres. & Com. Mgr. Howard Finch, Vice Pres. & Prog. Dir. Chas. Brady, Ch. Eng. Philip Sherck, Film Buy.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$130, Film \$130. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 6.

MARQUETTE

(Marquette County)

WAGE-TV

(Target Date, Nov. I, 1954)

LICENSEE: Peninsula Television Inc. Address: 2625 W. Wisconsin Ave., Milwaukee, Wis. Phone West 3-1290.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 24.5 kw. Aural 13.2 kw. Transmitter: Address, Ishpeming, Mich. Make, RCA. Model TT5A. Antenna: Make, RCA. TF9BM66 Type 5 Bay. Height Above average terrain 630 ft. Above ground 508 ft.

OPERATION: Target date, Nov. I, 1954. Hours, 9:00 a.m.-11:00 p.m.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, D. W. Gellerup.

SERVICES: Two studios (one 30x40 ft. and one 10x14 ft.). One RCA TK 31-A camera chain. One RCA TK 20D film camera. Two TR16F RCA film projectors. One Spindler & Sauppe and RCA 400 slide projectors.

PRINCIPAL STOCKHOLDERS: Jerome Sill ($66\frac{7}{3}\%$) and H. R. Herzberg ($33\frac{1}{3}\%$). Mr. Sill also owns 25% interest WMIL Milwaukee.

EXECUTIVE:

Jerome Sill, Pres.

6

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

Grade B (FCC Contour) Population, 320,000; Families in Area, 85,900; No. of Sets (June 1), 8,500; Retail Sales, \$136,000,000.

MIDLAND

(Midland County)

WKNX-TV (BAY CITY-SAGINAW)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. (For full listing see Saginaw, Mich.).

WNEM-TV (BAY CITY-SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams, Bay City. (For full listing see Bay City, Mich.).

WSBM-TV (BAY CITY-SAGINAW)

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg. (For full listing see Saginaw, Mich.).

MUSKEGON

(Muskegon County)

WTVM (TV)

(Target Date, Not Set)

LICENSEE: Versluis Radio & Television Inc. Address: 6 Fountain St., N. E. Phone: Glendale 6-5461.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 141 kw.
Transmitter: Address, Conklin, Mich. Make, GE. Type TT12A. Antenna:
Make, GE. Type TY25D. Height, Above average terrain 973 ft. Above ground 843 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Stations, AM, WLAV. FM, WLAV-FM.

REPRESENTATIVES: Washington Attorney, Pierson & Ball.

 $\label{eq:principal stockholder: Leonard A. Versluis, president-treasurer (100\%).}$

EXECUTIVES:

Leonard A. Versluis, Pres. Lee G. Stevens, Vice Pres. & Ch. Eng.

MARKET INFORMATION:

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

.... For Complete Data on

SEE THE BROADCASTING
YEARBOOK-MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
ON ANY GIVEN COUNTY IN
MICHIGAN—OR IN ANY OF THE
48 STATES FOR THAT MATTER.

Michigan Radio Markets

Published every January as the 53rd issue of BROAD-CASTING • TELECASTING this 500-page volume carries complete state and city directories of am and fm. stations. Market data includes population, radio homes, retail sales and other basic statistical information concerning national, spot and network radio (including services) available in no other single source.

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BROADCASTING • **TELECASTING**

1735 DeSales Street, N.W., Washington 6 D.C.

Coverage that counts!

...in rich, industrial, outstate Michigan





Northeastern Michigan's Pioneer TV Station

First in every respect!

NOW 207,000 watts ERP.



COVERAGE embracing all or part of 23 rich, productive, television-minded counties. All served by the strongest television signal in Northeastern Michigan, the 207,000 watt crystal clear picture of WKNX-TV!

NOW 207,000 watts ERP



sales story in the new and greater area served by this big 207,000 watt picture. 1,083,925 people live within view of this picture, and they spend \$1,499,-800,000 annually!

NOW 207,000 watts ERP.



SALES are big in the new WKNX-TV picture! In this impressive 23-county coverage area, now being saturated with 207,000 watts of salespower, annual retail sales reach the impressive total of \$1,224,629,000!

207,000 watts ERP. Delivering your sales story at the lowest cost-per-thousand of any CBS station in Michigan!

National Representative: Gill-Perna, Inc.

New York Chicago Los Angeles San Francisco





WKNX-TV



WILLIAM J. EDWARDS President and General Manager

SAGINAW

(Saginaw County)

WKNX-TV (BAY CITY-MIDLAND)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. Phone: 3-4471.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw.

Operating Pow.: Visual 178 kw, Aural 93.3 kw. Transmitter: Address,
Farmer St. Make, GE. Model 12kw. Antenna: Make, RCA. Type
Slotted TFN 278H. Height, Above average terrain 450 ft. Above ground
465 ft.

OPERATION: Began May 4, 1953. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, WKNX.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, Frank U. Fletcher. Consulting Engineer, John Creutz.

SERVICES: One studio (35x22 ft.). One RCA TK-IIA camera chain, One TK 20-D RCA film camera. Two TP I6 D RCA film projectors. One RCA Turret Selectroslide slide projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Wm. J. Edwards (331/3%), Howard H. Wolfe (331/3%) and Alvin M. Bentley (331/3%).

EXECUTIVES:

William J. Edwards, Pres. & Gen. Mgr. Alvin M. Bentley, Vice Pres. Howard H. Wolfe, Secy.-Treas. & Sta. Mgr. Robert M. Chandler, Com. Mgr. Thomas A. Taylor, Prog. Dir. & Film Buy. Max W. Thomas, Ch. Eng.

RATE INFORMATION: Class A one hour, Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from $2^{1}/_{2}\%$ for 13 times up to 15% for 260 times. Rate Card No. I.

MARKET INFORMATION:

			TOTAL
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	341,100	761,500	1,083,925
Families in Area	98,140	222,520	325,450
Area in Square Miles	1,662	4,300	11,310
No. of Sets (June 1)	67,560	103,000	152,000
Retail Sales	\$317,713,000	\$881,899,000	\$1,224,629,000
Income per Family	\$ 5.785	\$ 5,432	\$ 4,577
Income per Capita	\$1,488	\$ 1,590	\$ 1,308

WSBM-TV (BAY CITY-MIDLAND)

(Target Date, Not Set)

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Transmitter: Address, Washington & Genessee Aves. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 250 ft. Above ground 275 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WSBM.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: John L. Booth, president-treasurer (84.3%), Mrs. John L. Booth (9.4%), John L. Booth III (6.3%). Licensee operates WBKZ (TV) Battle Creek, WJLB Detroit and WBBC Flint.

WNEM-TV (BAY CITY-MIDLAND)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams, Bay City. (For full listing see Bay City, Mich.).

TRAVERSE CITY

(Grand Traverse County)

WPBN-TV

LICENSEE: Midwestern Broadcasting Co. Address: Paul Bunyan Bldg. Phone: 2700

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 51.3 kw, Aural 30.9 kw. FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 51.3 kw, Aural 30.9 kw. Operating Pow.: Visual 51.3 kw, Aural 30.9 kw. Transmitter: Address, 3 miles west of center of Traverse City. Make, RCA. Model, TT-10-AH. Antenna: Make, RCA. Type, 6-AH. Height, Above average terrain 760 ft. Above ground 462 ft.

OPERATION: Began Aug. 1, 1954. Hours, 7:00 p.m.-11:00 p.m. AFFILIATIONS: Network, NBC. Station, AM, WTCM.

REPRESENTATIVES: Sales, Hal Holman Co. Washington Attorney, Dow, Lohnes & Albertson, Consulting Engineer, George C. Davis

Albertson. Consulting Engineer, George C. Davis.

SERVICES: One studio (36x46 tt.). Two RCA Image Orthicon camera chains.

One Tv Specialties Co. rear screen projector. One RCA Iconoscope film camera. Two RCA film projectors. One Tressel Projectall slide & opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Les Biederman, president (30%), William Kiker, vice president (16.25%), Drew McClay, secretary-freasurer (15%), Fred G. Zierle (16.25%), Edward G. Biederman (22.5%). Licensee also owns WATT Clam Lake, WATZ Alpena, WMBN Bear Creek, WATC Gaylord, all Mich.

EXECUTIVES:

Les Biederman, Pres. & Gen. Mgr. R. E. Detwiler, Comm. Mgr. Ken Haven, Prog. Dir. Wm. Kiker, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$120, Film \$120. Minute spot Live \$18, Film \$18. Frequency discounts from 20% for 13 to 25 times to 30% for 26 to 51 times and 40% for 260 times. Rate Card No. 1.

		•	lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	77,804	119,634	232,106
Families in Area	21,605	33,882	67,050
Area in Sq. Miles	707	2,029	3,680
No. of Sets (June 1)	8,100	12,600	19,600
Retail Sales	\$71,804,000	\$ 96,208,000	\$196,351,000
Income per Family	\$ 4,648	\$ 3,976	\$ 4,396
Income per Capita	\$ 1,296	\$ 1,127	\$ 1,242

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MINNESOTA MARKET INDICATORS

MINNESOLA MAKKEL INDICATORS	
Total Population, July 1, 1953	3,052,000
Total Families, 1950	747,680
Total Urban Population, 1950	1,624,914
Total Rural Nonfarm Population, 1950	617,770
Total Farm Population, 1950 Employed in Nonagricultural Establishments, April	739,799
Employed in Nonagricultural Establishments, April	
1954	822,000
Employed in Agriculture, 1950	259,642
Employed in Mining, April 1954	$16,600 \\ 203,300$
Employed in Manufacturing, April 1954 Employed in Construction, April 1954	38,700
Employed in Transportation & Public Utilities, April	30,100
1954	84,100
1954 Employed in Wholesale & Retail Trade, April 1954	204,900
Employed in Finance, Insurance & Real Estate,	,-
April 1954	38,600
Employed in Service & Miscellaneous, April 1954	102,400
Employed in Government Service, April 1954	133,500
Retail Sales, 1953 \$	3,495,264,000
Bank Assets, Jan. 1, 1954 \$	3,832,785,000
Bank Deposits, Jan. 1, 1954\$	3,541,204,000
Major Income Sources, 1952: Agriculture 13.8%; Gove	ernment
14.5%; Manufacturing Payrolls 17.9%; Trade and 25.5%: Other 5.7%.	Service
Total Income Payments, 1952\$	4,505,000,000
Per Capita Income, 1952\$	1,491
Total Internal Revenue Collections, 1953\$	1,029,449,518
Average Weekly Earnings Manufacturing Workers,	1,020,110,010
April 1954\$	72.94
Cash Receipts from Farm Marketing, 1953 \$	1,262,141,000
Government Payments to Farmers, 1953\$	8,071,000
Value of Mineral Production, 1951\$	433,098,000
Total New Construction in 1952 \$	
Motor Vehicle Registration, 1953	1,273,122
Number of Telephones, Jan. 1, 1954	1,009,400
Number of Electrical Connections, Jan. 1, 1954	1,064,787
Number of Gas Utilities Connections, 1953	381,900
For sources see foreword Petail Sales converight 1954 Sales May	nagement

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

Traverse City, Michigan

FOR NORTH

NBC TELEVISION

MICHIGAN

Traverse City, Michigan

Les Biederman, President and General Manager

represented by Holman

MINNESOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)		(CBS) TV Sets 1954	(CBS) TV % 1954
Aitkin	. 14,327	\$9,422	\$2,591	\$ 180	1,150	28%
Anoka Becker		16,392	5,473 3,685	482 300	8,650	79%
Beltrami	24,962	18,884 22,675	4,828	617	720	11%
Benton	. 15,911	15,601	3,720	208	1,150	28%
Big Stone Blue Earth		12,274 57,928	$\frac{2,377}{9,161}$	183 1,153	340 6,080	13% 53%
Brown	25,895	30,847	5,938	832	2,170	29%
Carlton	24,584	19,353	6,313	404	1,190	18%
Carver Cass	. 18,155 . 19,468	16,127 12,559	$\frac{2,469}{3,729}$	396 377	2,290 690	$\frac{44\%}{13\%}$
Chippewa	16,739	22,167	3,370	328		1370
Chisago	. 12.669	10,078	2,168	238	2,540	65%
Clay Clearwater	30,363 10,204	45,996 8,699	$12,340 \\ 1,630$	628 194	4,070	45%
Cook Cottonwood	2,900	2,744	977	40		
Crow Wing	. 15,763 . 30,875	18,575 27,525	3,651 9,620	343 768	1,500 1,260	32%
Dakota	49,019	37,535 39,329	8,161	1,119	11,300	13% 78%
Dodge	12,624	10,234	2,588	194	1,080	30%
Douglas Faribault	. 21,304 . 23,879	25,732 26,395	$\frac{5,231}{4,723}$	460 566	$900 \\ 1,190$	14% 17%
Filimore	24,465	25,200	4,847	537	1,360	19%
Freeborn	34,517	38,957	7,027	565	3,390	33%
Goodhue Grant		37,856 10,225	$\frac{6,706}{1,730}$	708 180	5,670 360	$\frac{58\%}{13\%}$
Hennepin	676,579	951,102	194,797	30,603	182,700	83%
Houston Hubbard	14,435	12,222	2,750	192	182,700 760	18%
Isanti	. 11,085 . 12,123	8,944 9,470	$^{2,556}_{1,932}$	153 234	$\frac{360}{2,080}$	$^{11\%}_{65\%}$
Itasca	. 33,321	32,080	9,379	593	2,000	
Jackson	16,306	17,294	2,915	312	1,500	32%
Kanabec Kandiyohi		7,553 33,770	$\frac{1,472}{6,171}$	262 601	$\begin{array}{c} 790 \\ 2,510 \end{array}$	28% 31%
Kittson	. 9,649	8,027	830	112	2,010	
Koochiching	. 16,910	15,542	4,085 2,560	371 221	• • • •	
Lac Qui Parle Lake	. 14,545 . 7,781	14,663 6,479	2,560 1,900	78		• • • •
Lake of the Woo	ds 4.955	3,510	649	37		
Le Sueur	. 19,088	20,149	3,577	377	3,000	52%
Lincoln Lyon	$\begin{array}{ccc} & 10,150 \\ & 22,253 \end{array}$	10,473 34,058	1,658 5,932	208 627	570 1, 2 00	$^{19\%}_{18\%}$
Lyon McLeod Mahnomen	22,198	27,579	4,450	507	2,900	44%
Mannomen Marshall	. 7,059 . 16,125	4,847 12,546	$\begin{array}{c} 911 \\ 2,329 \end{array}$	83 173	150	11%
Martin	. 26.655	28,502	4,583	607	1,370	18%
Meeker	. 18,966	19,120	3,711	356	1,670	31%
Mille Lacs Morrison		15,151 20,992	2,975 $4,440$	274 333	1,290 680	29% 10%
Mower	42,277	50,045	9,565	1,001	3,740	30%
Mower Murray	. 14,801	13,134	2,023	193	760	19%
Nicollet Nobles		13,214 30,982	3,665 4,924	296 420	$\frac{1,480}{2,090}$	28% 32%
Norman	. 12,909	10,851	2,345	158	1,620	45%
Olmsted	48,228 51,320	66,554 43,766	8,809 6,989	2,825 707	7,330	52%
Otter Tail	12,965	18,427	2,881	365	1,830	13%
Pine	. 18,223	14,151	2,727	244	870	17%
Pipestone Polk	. 14,003 . 35,900	18,754 35,469	2,841 7,118	217 774	740	19%
Pope	12,862	8,887	1,799	181	500	14%
Ramsey	. 355,332	514,800	105,141	13,963	88,230	78%
Red Lake		6,089 24,488	1,696 4,526	42 438	1,860	29%
Renville	. 23,954	23,453	4,192	350	1,930	28%
Rice	36,235	32,653 14,082	$7,463 \\ 2,160$	784	5,340	58%
Rock		12,504	2,340	143 218	650	19%
Roseau St. Louis	206,062	235,620	59,737	5,773	16,110 2,340 1,120	24%
Scott		14,262 6,198	3,070	343 80	2,340	52%
Siblev	15.816	13,034	1,072 1,785	272	2,290	40% 52%
Stearns	70,681	73,769 26,743	12,974	1,413	6,910	40%
Stearns Steele Stevens	70,681 21,155 11,106	20,743 12.432	12,974 5,322 2,275	467 225	$\frac{3,770}{430}$	58% 14%
Swift	. 15.837	12,432 23,705 20,769	4,133	276	640	14%
Todd Traverse	25,420 8,053	20,769 9,985	5,601 1,608	328 179	760	11%
Wabasha	16,878	17,520	3,443	277	300 2,550	52%
Wadena	12,806	17,270	2,378	268	350	10%
Waseca	14,957 34,544	17,035 29,316	$2,688 \\ 6,624$	343 559	1,490 6,960	33% 65%
Watonwan	13,881	15,075	2,664	371	700	17%
Wilkin Winona	10,567 39,841	11,210 43,146	2,776 9,583	195 929	360 1 500	40% 58% 14% 11% 13% 52% 10% 33% 65% 17%
Wright	27,716	31,780	7,821	459	1,500 3,580	45%
Yellow Medicine		18,235	2,640	255		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

AUSTIN

(Mower County)

KMMT (TV)

LICENSEE: Minnesota-lowa Television Co. Inc. Address: 405A N. Main St. Phone: 8836.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.3 kw. Operating Pow.: Visual 18.5 kw, Aural 9.3 kw. Transmitter: Address, 2½ miles south of Austin on Highway No. 105. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 420 ft. Above ground 445 ft.

OPERATION: Began July 1953. Hours, 5:00 p.m.-12:00 midnight.

AFFILIATIONS: Network ABC. Station AM, KAUS.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Harry J. Daly. Consulting Engineer, Fred O. Grimwood & Co., St. Louis.

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SERVICES: One studio (44x60 ft.). One DuM. camera chain. One DuM. film camera. One DuM. film projector. One DuM. scanner. One DuM. opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Harry M. Smith (14.2%), president, Albert W. Smith (14.2%), vice president, George Wilson (14.2%), secretary-treasurer, Harold O. Westby (14.2%), Martin Bustad (14.2%), Chester A. Weseman (14.2%), William B. Wolf (3.7%), George J. Wolf (3.7%), Bennett O. Knudson (3.7%), Myles H. Johns (2.8%), Ted Nelson (0.9%).

EXECUTIVES:

Harry Smith, Pres.
L. L. McCurnin, Gen. Mgr.
Don Jones, Com. Mgr.

Tom Steensland, Prog. Dir. & Film Buy.
John Ecklin, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30. Film \$30.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 650,000; Families in Area, 215,000; No. of Sets (June 1), 92,000.

DULUTH

(St. Louis County)

KDAL-TV (SUPERIOR, WIS.)

LICENSEE: Red River Broadcasting Co. Address: 210 Bladley Bldg. Phone: Randolph 2-4466.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Observation Rd. and 11th St. Make, RCA. Model TT5A. Antenna: Make, RCA. Type TF 6 AL. Height, Above average terrain 810 ft. Above ground 558 ft.

OPERATION: Began March 14, 1954.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KDAL.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, Robert Silliman.

SERVICES: One studio (42x42 ft.). Three RCA camera chains. One TEC Profitmaker rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Telejector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Dalton LeMasurier (70%), Odin S. Ramsland (10%), Robert A. Dettman (10%), Charles LeMasurier (10%). Dalton LeMasurier also controls WQUA Moline, Ill., in which Messrs. Ramsland and Dettman are also stockholders. Same interests also hold stock in WIRL Peoria.

EXECUTIVES:

Dalton LeMasurier, Pres. & Earl Henton, Prog. Dir. & Film Buy
Gen. Mgr.
Odin S. Ramsland, Vice Pres. & Com. Mgr.

Earl Henton, Prog. Dir. & Film Buy
Robert A. Dettman, Vice Pres.
& Ch. Eng.

RATE INFORMATION: Class A one hour Live \$325, Film \$250. Minute spot Live \$65, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

		Grade A (FCC Contour)	Grade B (FCC Contour)
Population		193,264	277,053
Families in Area		63,472	89,820
Area in Square	Miles	2.217	10.912

WFTV (TV) (SUPERIOR, WIS.)†

LICENSEE: Great Plains Television Properties of Minnesota, Inc. Address: 230 E. Superior St. Phone: 7-6881.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.8 kw. Operating Pow.: Visual 14.5 kw, Aural 7.8 kw. Transmitter: Address, 4th Ave. W. 10th St. Make, RCA. Model TTU-IB. Antenna: Make, RCA. Type TFU-24 BMS. Height, Above average terrain 720 ft. Above ground 483 ft.

OPERATION: Began June 4, 1953. Hours, 10:45 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, Adam Young Television Corp. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jansky & Bailey.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

1785 feet above sea level, this cloudscraper that is the KDAL-TV tower and antenna delivers a sharp picture over a vast three state area!

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top of the Nation!

100,000 WATTS

Top NBC and ABC shows . . . and the finest, largest station facilities in the Northwest's second largest market provide the audience in this two billion plus industrial and commercial empire. KDAL-TV is REALLY READY to showcase your client's messages.

Coverage that blankets Paul Bunyan Land . . . transmitting 100,000 watts on Channel 3 brings KDAL-TV loud and clear into a large part of Minnesota and to Northern Wisconsin and Upper Michigan . . . truly giant size coverage in Paul Bunyan Land.

Phone or write your Avery-Knodel representative now!

L·TV Channel 3

MINNESOTA

Radio

MARKETS

Yes siree, for those vital market figures on any given county in Minnesota—or in any of the 48 states—we recommend the BROADCASTING Yearbook.

Published every January as the 53rd issue of **BROAD-CASTING** • **TELECASTING** this 500-page volume carries complete state and city directories of **am** and **fm** stations. Market data includes population, radio homes, retail sales and other basic statistical information concerning national, spot and network radio (including services) available in no other single source.

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BROADCASTING • TELECASTING

The Newsweekly of Radio and Television 1735 DeSales Street, N.W., Washington 6, D.C.

DULUTH (Cont.)

WFTV (TV) (Cont.)

SERVICES: One studio (35x63 ft.). Two TK 31A RCA camera chains. One RCA TK 20D film camera. Two RCA TP 6A film projectors. One RCA Gray type 3A slide projectors. News Services, AP, Telenews.

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. (Herbert Scheftel, president, Alfred G. Burger, treasurer), which also owns KFTV (TV) Little Rock, Ark., KCTV (TV) Sioux City, Iowa, and 331/3% of WICS (TV) Springfield, III.

EXECUTIVES:

Herbert Scheftel, Pres. C. G. Alexander, Gen. Mgr. & Film Buy. Gerry Pearsen, Prog. Dir. Douglas Cole, Ch. Eng. Phil Stangl, Sls. Prom. Mgr.

Tony Marta, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 250,000; Families in Area, 75,000; No. of Sets (June I), 40,000. Income per Family \$4,650.

†WFTV has suspended operation but has not returned its CP.

WDSM-TV (SUPERIOR, WIS.)

LICENSEE: WDSM Television Co. Address: 921 Tower Ave., Superior. (For full listing see Superior, Wis.).

HIBBING

(St. Louis County)

KHTV (TV)

(Target Date, Not Set)

LICENSEE: North Star Television Co. Address: 3100 First National Bank Bldg., St. Paul.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.25 kw. Transmitter: Address, Maple Hill. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 630 ft. Above ground 437 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Q. J. David, president (6.16%); William Peters, vice president (6.25%); Ryland Rothschild, treasurer (12.5%); Oliver Skellet (12.5%); Randolph Light (6.5%); William Riedel (6.5%); Walter Villaume (6.5%); Robert Peters (6.5%); Arthur Gluek (6.5%); Roland Sheadle (6.5%); Paul Hitchcock (6.5%); Robert Albrecht (6.5%); Roland Faricey (12.5%). Messrs. David and Gluek have minority interests in WTCN-AM-TV Minneapolis. Messrs. Rothschild, Skellet, Villaume and Faricey have minority interests in WSPT Stevens Point, Wis. Mr. Hitchcock is president-publisher of Hibbing Tribune.

MINNEAPOLIS

(Hennepin County) (Also See St. Paul)

KEYD-TV (ST. PAUL)

(Target Date, Jan. 1, 1955)

LICENSEE: Family Broadcasting Corp. Address: 15 N. 9th St. Phone: Lincoln 8451.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Foshay Tower. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 450 ft. Above ground 601 ft.

OPERATION: Target date, Jan. 1, 1955.

AFFILIATIONS: Station, AM, KEYD.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (56x60, 20x30).

PRINCIPAL STOCKHOLDERS: Henry C. Klages, president (14.5%), Joseph E. Dahl, vice president (15.7%), Lee L. Whiting, vice president and general manager (40%), Kenneth E. Pettijohn, secretary (2.9%), C. Theodore Skanse, treasurer (5.8%), Will R. Anderson (8.7%), R. C. Logefeil (4.3%), Stanley P. Stone (2.4%), and six others holding less than 2% each.

WCCO-TV (ST. PAUL)

LICENSEE: Midwest Radio-Television Inc. Address: 50 S. 9 St. Phone: Lincoln

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 2815 Foshay Tower. Make, RCA. Model TT-25 AL. Antenna: Make, RCA. Type TF 6 AM. Height, Above average terrain 540 ft. Above ground 601 ft.

In the 3-billion dollar Upper Midwest market, it's as simple as...



Highest Ratings. From sign on to sign off, all week long, in a three channel market, WCCO-TV ratings are 20% higher than the next station.*



Most Quarter Hour Wins. Nearly twice as many for WCCO-TV as the other two channels combined.*



Best Local and CBS Network Programs. Of the top eight shows, seven are on WCCO-TV.



Most Local Advertising Dollars. The men who know our market best . . . local advertisers . . . invest more dollars in WCCO-TV advertising than any other Northwest television station.

*Pulse, May, 1954

WCCO-TV's rich 62 county Northwest market would place eighth among U.S. metropolitan areas in Effective Buying Income. To sell more . . . where more is sold . . . ask Free and Peters for WCCO-TV availabilities.



/CCO-T

The other member of 450,000 Northwest families Minneapolis—St. Paul

MINNEAPOLIS (Cont.)

WCCO-TV (Cont.)

OPERATION: Bogan July 1, 1949. Hours, 5:45 a.m.-12:45 a.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WCCO.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorneys, Fly, Shuebruk, Blume & Gaquine.

SERVICES: Two studios, (30' x 60'). Seven RCA camera chains. One TV Specialty Co. rear screen projector. Two RCA TK20 film cameras. One RCA Vidicon film camera. Two RCA TP16 film projectors. One RCA TP6 film projector. One Selectroslide slide projector. One Gray slide projector. One GE opaque projector. One RCA mobile unit. News Services, AP, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Mid Continent Radio-Television Inc. (53%) and
Columbia Broadcasting System (47%). Mid Continent is owned equally
by Northwest Publications Inc., St. Paul and Minnesota Tribune Co.,
Minneapolis Northwest controls St. Paul Dispatch-Pioneer Press, Duluth
Herald-News Tribune and WDSM-AM-TV Superior, Wis., and other radio
stations.

EXECUTIVES:

William J. McNally, Chmn. of Bd. Robert B. Ridder, Pres. F. Van Konynenburg, Exec. Vice Pres. & Gen. Mgr. Robert Ekstrum, Com. Mgr. Gwen Harvey, Prog. Dir. John M. Sherman, Dir. of Eng. Harry Jones, Film Buy. Sherman K. Headley, Asst. Mgr. C. D. Miller, Prod. Mgr. D. F. Gillies, Merc. Mgr. Gene Godt, Dir. of Prom.

RATE INFORMATION: Class AA five minutes Live \$330. Minute spot Live \$275.
Rate Card No. 7.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,220,000	1,550,000	2,578,000
Area in Square Miles	2,480	13,080	45,500
No. of Sets (June 1)			455,000
TV Families in Area	336,110	386,910	741,400

WTCN-TV (ST. PAUL)

LICENSEE: Minnesota Television Public Service Corp. Address: 2925 Dean Blvd. Phone: Mohawk 9-6771.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw.

Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address,
Foshay Tower. Make, RCA. Model TT 50AH. Antenna: Make, RCA.

Type TF9A Super Gain. Height, Above average terrain 470 ft. Above
ground 601 ft.

OPERATION: Began Sept. I, 1953. Shares time with WMIN-TV St. Paul.

AFFILIATIONS: Network ABC, DuMont. Station, AM, WTCN. FM, WTCN-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George P. Adair.

SERVICES: One studio (84x40 ft.). Three RCA field camera chains. One Television Specialty Co. rear screen projector. One GE PC I C film camera. Two GE Syncro-lite 16mm film projectors. One Selectroslide slide projector. One GE PF 4 A opaque projector. News Services, UP, AP. Library, Assoc.

PRINCIPAL STOCKHOLDERS: Robert Butler, president (68.63%) and Arthur Gluek, vice president (7.84%).

EXECUTIVES:

Robert Butler, Pres. Walter Butler, Gen. Mgr. Donald G. Kraatz, Prog. Dir. Myron Fleming, Ch. Eng. Gene Wecker, Film Buy.

RATE INFORMATION: Class A one hour Live \$750. Minute spot Live \$150. Frequency discounts. Rate Card No. I.

KSTP-TV (ST. PAUL)

LICENSEE: KSTP Inc. Address: 3415 University Ave., S.E., Minneapolis. Phone: Prior 2717. (For full listing see St. Paul).

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WMIN-TV (ST. PAUL)

LICENSEE: WMIN Broadcasting Co. Address: 538 Hamm Bldg. Phone: Capitol 4-4831. (For full listing see St. Paul).

ROCHESTER

(Olmsted County)

KROC-TV

LICENSEE: Southern Minnesota Broadcasting Co. Address: 100—1st Ave. Bldg. Phone: 2-7721.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 54 kw. Operating Pow.: Visual 105 kw, Aural 54 kw. Transmitter: Address, 3 miles West of Rochester on Highway 16. Make, RCA. Model TT 10. Antenna: Make, RCA. Type 12 Bay. Height, Above average terrain 630 ft. Above ground 575 ft.

OPERATION: Began July 16, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Network NBC, Station, AM, KROC.

REPRESENTATIVES: Sales, Meeker TV. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 34x48 ft. and one 12x24 ft.). One RCA camera chain. Two RCA film cameras. One RCA film projector. One RCA slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mrs. G. P. Gentling, president (12.25%), Estate of G. P. Gentling (63.6%) and G. David Gentling, vice president (8.31%).

EXECUTIVES:

Mrs. G. P. Gentling, Pres. & Ray Skaran, Prog. Dir. & Film Buy.
G. David Gentling, Gen. Mgr. Robert Cross, Ch. Eng. William Lampman, Station Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 550,000; Families in Area 145,000; No. of Sets (June 1), 80,000; Retail Sales, \$650,000,000.

ST. PAUL

(Ramsey County)
(Also See Minneapolis)

KSTP-TV (MINNEAPOLIS)

LICENSEE: KSTP Inc. Address: 3415 University Ave., St. Paul. Phone: Prior 2717.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw.
Operating Pow.: Visual 100 kw, Aural 58.9 kw. Transmitter: Address,
3415 University Ave. Make, RCA. Model TT-25-AL. Antenna: Make,
RCA. Type TF-5-AL. Height, Above average terrain 560 ft. Above
ground 569 ft.

OPERATION: Began April 23, 1948. Hours, 6:00 a.m.-12:15 a.m.

AFFILIATIONS: Network NBC. Station, AM, KSTP.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: New Services, AP, UP. Library, World, Thesaurus.

PRINCIPAL STOCKHOLDERS: Stanley E. Hubbard (55.17%), Didrikke S. Hubbard (14.06%), Siems Bros. Inc. (11.25%), Thomas E. Bragg (7.26%), Vera S. Bragg (7.26%) and Paulette E. Godfrey (5%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Broadcasting • Telecasting

ST. PAUL (Cont.)

KSTP-TV (Cont.)

EXECUTIVES:

Stanley E. Hubbard, Pres. & Gen. Mgr. K. M. Hance, Exec. Vice Pres. & Treas. Karl A. Plain, Nat. Sls. Mgr. James E. Blake, Asst. Nat. Sls. Mgr. William R. Brazzil, Loc. TV Sls. Mgr. William Sadler, Ch. Eng. Ben G. Lèighton, Film Dir. Del Franklin, Prod. Sup.

RATE INFORMATION: Class AA one hour Live \$1,100. Minute spot Live \$220. Frequency discounts. Rate Card No. 11.

WMIN-TV (MINNEAPOLIS)

LICENSEE: WMIN Broadcasting Co. Address: 538 Hamm Building. Phone: Capitol 4-4831.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, 2900 Foshay Tower. Make, RCA. Model TT 50 AH. Antenna: Make, RCA. Type TFS 9B/11.9. Height. Above average terrain, 470 ft. Above ground 601 ft.

OPERATION: Began Sept. I, 1953. Shares time with WTCN-TV Minneapolis.

AFFILIATIONS: Network ABC, DuMont. Station, AM, WMIN. FM, WMIN-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney, Dow Lohnes & Albertson. Consulting Engineer, A. D. Ring Assoc.

SERVICES: Two studios (40x20 ft. and 16x16 ft.). Two RCA TK 31A camera chains. One Tv Specialty Co. rear screen projector. One RCA TK 20 B film camera. Two RCA TP 16 E film projectors. One Gray TP 3A slide projector. One Gray opaque projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: N. L. Bentson, president (87% jointly with Mort Bentson as trustee of Edward Hoffman estate), Mort Bentson, secretary, Frank M. Devaney, executive vice president (10%) and L. C. Borgstrom (3%), Mr. N. L. Bentson, with Joseph L. Floyd and Edmund R. Ruben own KELO-AM-TV Sioux Falls, and KTLV (TV) Rapid City, both South Dakota. The Messrs. Bentson also own 10% of WRFW Eau Claire, Wis.

EXECUTIVES:

N. L. Benton, Pres. Frank M. Devaney, Exec. Vice Pres. & Sls. Mgr. Fred H. Kaufman, Prod. Mgr. Warren Fritze, Ch. Eng. Oscar Backlund, Film Dir. Dick Quaas, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$750. Minute spot Live \$150. Rate Card No. I.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,416,900	396,753	2,774,400
Families in Area	367,357	77,403	757,400
Area in Square Miles No. of Sets (June 1)	2,495	10,650	45,600 487,000
Retail Sales	\$1,537,352,000	\$287,874,000	\$2,994,764,000
Income per Family	\$5,382	\$ 3,767	\$ 4,740
Income per Capita	\$ 1,647	\$ 1,122	\$ 1,428

KEYD-TV (MINNEAPOLIS)

(Target Date, Not Set)

LICENSEE: Family Broadcasting Co. Address: 15 N. 9th St. (For full listing see Minneapolis).

WCCO-TV (MINNEAPOLIS)

LICENSEE: Midwest Radio-Television Inc. Address: S. 9th St., Minneapolis.
Phone: Lincoln 0552. (For full listing see Minneapolis).

WTCN-TV (MINNEAPOLIS)

LICENSEE: Minnesota Television Public Service Corp. Address: 2925 Dean Blvd., Minneapolis. Phone: Mohawk 9-6771. (For full listing see Minneapolis).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

MISSISSIPPI MARKET INDICATORS

Total Population, July 1, 1953	2,153,000
Total Families, 1950	508,960
Total Urban Population, 1950	607,162
Total Rural Nonfarm Population, 1950	474,545
Total Farm Population, 1950	1,097,207
Employed in Agriculture, 1950	302,086
Employed in Manufacturing, April 1954	93,500
Employed in Transportation & Public Utilities, April	,
1954	26,000
Employed in Finance, Insurance & Real Estate,	,
April 1954	9,100
Employed in Service & Miscellaneous, April 1954	,
Employed in Government Service, April 1954	69,900
Retail Sales, 1953	,
Bank Assets, Jan. 1, 1954	
Bank Deposits, Jan. 1, 1954	
Major Income Sources, 1952: Agriculture 24.1%; Go	vernment
21.1%; Manufacturing Payrolls 12.5% Trade and	d Service
23.7%.	
Total Income Payments, 1952	\$ 1,778,000,000
Per Capita Income, 1952	
Total Internal Revenue Collections, 1953	
Average Weekly Earnings Manufacturing Workers,	. ,
April 1954	\$ 47.33
Cash Receipts from Farm Marketing, 1953	\$ 656,982,000
Government Payments to Farmers, 1953	
Value of Mineral Production, 1951	
New Public Construction in 1952	
Motor Vehicle Registration, 1953	556,725
Number of Telephones, Jan. 1, 1954	268,500
Number of Electrical Connections, Jan. 1, 1954	527,053
Number of Gas Utilities Connections, 1953	192,600
2. dans de des desiries desiries de la constante de la constan	102,000
For sources see foreword Retail Sales convright 1954 Sales N	

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MISSISSIPPI MARKET DATA BY COUNTIES

(CBS)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	TV Sets 1954	TV % 1954
Adams	32,256	\$31,797	\$8,077	\$1,245	980	10%
Alcorn	27,158	19,862	3,644	454	1,780	23%
Amite	19,261	9,123	2,898	225	780	17%
Attala	26,652	15,552	3,008	355	730	11%
Benton	8,793	1,521	523	59	670	32%
Bolivar	63,004	32,070	9,651	849	2,860	17%
Calhoun	18,369	6,236	1,374	234	640	14%
Carroll	15,499	2,748	871	49	410	12%
Chickasaw	18,951	7,659	2,004	238	560	12%
Choctaw	11,009	3,192	945	116	340	12%
Claiborne	11,944	5,691	1,826	149	780	26%
Clarke	19,362	6,302	2,256	247		
Clay	17.757	8,935	1,684	320	530	12%
Coahoma	49,361	34,581	8,641	971	1.540	11%
Copiah	30,493	13,592	4,002	390	2,020	26%
Covington	16,036	6,444	1,268	220	610	16%
De Soto	24,599	7,299	2,028	55	1,980	33%
Forrest	45,055	47,965	9,372	1,105	4,210	30%
Franklin	10,929	5,290	1,628	181	290	10%
George	10,012	5,068	1,680	135	840	31%
Greene	8,215	2,508	664	130		
Greenada	18,830	12,108	3,493	345	650	13%
Hancock	11,891	6,928	2,815	194	2,050	62%
Harrison	84,073	76,214	19,385	2,257	9,880	33%
Hinds	142,164	156,492	26,880	4,388	17,410	40%
Holmes	33,301	14,621	3,563	384	880	11%
Humphreys	23,115	12,252	3,722	330	1,260	23%
Issaguena	4,966	691	537		250	23%
Itawamba	17,216	3,106	1,130	27	700	16%
Jackson	31,401	24,251	7,990	1,157	3,100	31%
Jasper	18,912	4,798	1,181	154		
Jefferson	11,306	3,707	1,178	103	290	10%
Jeff Davis	15,500	6,387	1,077	214	530	14%
Jones	57,235	44,070	10,117	1,040	2,610	16%
Kemper	15,893	4,314	1,133	190		
Lafayette	22,798	11,999	2,944	364	850	15%
Lamar	13,225	5,180	1,761	185	1,080	30%
Lauderdale	64,171	50,668	10,410	1,651	2,800	14%
Lawrence	12,639	5,490	1,381	145	430	14%
Leake	21,610	5,987	1,202	130	570	11%
Lee	38,237	30,520	5,695	728	3,340	30%
Leflore	51,813	44,091	8,712	899	2,980	22%
Lincoln	27,899	20,965	4,974	527	1,310	17%
Lowndes	37,852	25,084	5,185	793		
Madison	33,860	15,551	3,683	290	1,050	13%
Marion	23,967	12,220	1,974	358	970	15%
Marshall	25,106	7,868	2,353	234	1,860	32%
Monroe	36,543	14,593	4,272	383	1,210	12%
	00,0.0	,	-,	555	1,220	12 /0

MISSISSIPPI MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Montgomery	14.470	7.028	1.684	202	420	11%
Nashoba	25,730	11.428	2,536	398		/0
Newton	22,681	11.143	2,356	330		
Noxubee	20,022	8,118	1.509	216		
Oktibbeha	24,569	10,029	2.179	352		
Panela	31,271	16,181	4,398	370	4.030	52%
Pearl River	20.641	12,908	2,381	314	3,590	62%
Perry	9.108	4,022	737	113		, -
Pike	35,137	24,850	5.321	803	1.610	17%
Pontotoc	19,994	8.438	1.480	184	780	15%
Prentiss	19,810	8,710	0,111	145	790	15%
Quitman	25,885	11,107	3,002	253	1,170	18%
Rankin	28,881	7,570	2,454	147	830	13%
Scott	21,681	15.599	2,637	324	610	11%
Sharkey	12,903	7.253	1.520	217	710	23%
Simpson	21,819	8,578	1.572	204	720	13%
Smith	16,740	3,386	1.494	127	430	11%
Stone	6,264	4.992	1.538	29	420	30%
Sunflower	56,031	27,967	7.493	644		. , .
Tallahatchie	30,486	10.784	3,702	290	1.430	19%
Tate	18,011	8.669	1.831	170	2,300	51%
Tippah	17.522	6.226	1,355	152	1.010	23%
Tishomingo	15,544	3.954	1.104	101	670	16%
Tunica	21,664	8.310	2,857	181	2.860	51%
Union	20.262	9,340	2,108	266	1,310	23%
Walthall	15,563	4,340	777	46	500	14%
Warren	39.616	34,917	9,633	836	3,160	25%
Washington	70,504	57.081	14,369	1,700	2,980	14%
Wayne	17,010	6.253	1,490	114	-,	/0
Webster	11.607	5,785	1,011	153	350	12%
Wilkinson	14.116	6.856	1.981	253	340	10%
Winston	22,231	10.959	2,199	273	• • • • •	
Yalobusha	15,191	7.384	1.961	194	550	14%
Yazoo	35,712	18,812	4,588	687	1,200	13%
	00,114	20,012	2,500	201	2,200	10 /0

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties.

COLUMBUS

(Lowndes County)

WCBI-TV

(Target Date, Early 1955)

LICENSEE: Birney Imes Jr. Address: Columbus, Miss.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: Address, Gilmer Hotel. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 390 ft. Above ground 425 ft.

OPERATION: Target date, early 1955.

AFFILIATIONS: Station, AM, WCBl.

REPRESENTATIVES: Joseph Hershey McGillvra. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Birney Imes Jr. is president—97.4% stockholder in WCBI and WELO Tupelo, owner of WNAG Granada, WMOX Meridian, and WROX Clarksdale, all Miss. and owner-publisher of Commercial Dispatch, Columbus.

JACKSON

(Hinds County)

WJTV (TV)

LICENSEE: Mississippi Publishers Corp. Address: P. O. Box 3459. Phone: 4-7642.
FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 98 kw.
Operating Pow.: 180 kw visual, 98 kw aural. Transmitter: Address, Robinson Rd. Extension. Make, RCA. Model TTU 12A. Antenna: Make, RCA. Type TFU 21 BL Pylon. Height, Above average terrain 720 ft. Above ground 670 ft.

OPERATION: Began Jan. 20, 1953. Hours, 10:45 a.m.-11:45 p.m.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Katz. Washington Attorneys, Wheeler & Wheeler. Consulting Engineer, Raymond A. Willmotte.

SERVICES: One studio (30x40 ft.). Two studio RCA TK 11 and one field TK 30 camera chains and TSP Profitmaker screen projector. One RCA Iconoscope TK 20 C film camera. Two RCA TP 16 D film projectors. One Selectroslide projector. One RCA mobile unit. News Service, AP. Library, Muzak.

PRINCIPAL STOCKHOLDERS: Mississippi Publishers Corp., publishers of Clarion Ledger and Jackson Daily News.

EXECUTIVES:

H. V. Watkins, Pres.

J. R. Whitworth Ch. Eng.

Jay Scott, Gen. Mgr.

Dale Baum, Film Buy.

Frank B. Willis, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

MARKET INFORMATION:

			Total
ı	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including
Population	182,242	94,826	396,382
Families in Area	45,330	23,741	99,095
Area in Square Miles	4 52.1	2,010.8	5,543.7
No. of Sets (June 1)	17,981	3,826	50,22 4
Income per Family	\$ 5,063	\$ 3,262	\$ 2,373

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WLBT (TV)

LICENSEE: Lamar Life Broadcasting Co. Address: 715 S. Jefferson St. Phone 2-2691.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, RFD #3, Florence, Miss. Make, RCA. Model TT-25BL. Antenna: Make, RCA. Type TF-GAL. Height, Above average terrain 680 ft. Above ground 589 ft.

OPERATION: Began Dec., 1953. Hours, 8:00 a.m.-11:15 p.m.

AFFILIATIONS: Network, NBC. Stations, AM, WJDX. FM, WJDX-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorneys, Spearman & Roberson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (one 40x60 ft. and one 25x40 ft.). Three RCA TK-11A camera chains. One Trans-Lux, rear screen projector. One RCA TK-20D film camera. Two RCA TP-16E film projectors. One Gray TP-3A slide projector. Complete darkroom. Complete sound on film recording and photographic equipment. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wiley P. Harris, president (20%), Fred L. Beard, secretary-treasurer (20%), L. E. Alfred, vice president, Maurice Thompson, vice president (20%), Peter Koch Lutken, vice president (20%) and William Calvin Wells III (20%).

EXECUTIVES:

Wiley P. Harris, Pres.
Fred L. Beard, Gen. Mgr.
Frank Gentry, Com. Mgr.
Maurice Thompson, Prog. Dir.

Robert R. Smathers, Ch. Eng.
George Land, Film Buy.
Walter Henson, Adv. & Prom.
Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	322,000	784,000	1,600,000
Families in Area	65,180	158,535	324,000
Area in Square Miles	1,675	12,500	***************
No. of Sets (June 1)	29,205	48,956	105,000
Retail Sales	\$501,173,000	*****	\$1,000,000,000

WSLI-TV

LICENSEE: Standard Life Broadcasting Co. Address: P. O. Box 8187. Phone 2-6625.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw. Operating Pow.: Visual 214 kw, Aural 112 kw. Transmitter: Address, Robinson Rd. Extension. Make, GE. Model TT-23-A. Antenna: Make, GE. Type TY-30-H. Height, Above average terrain 700 ft. Above ground 666 ft.

OPERATION: Began March 27, 1954. Hours, 7:00-9:00 a.m.; 4:00-11:30 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WSLI.

REPRESENTATIVES: Sales, Weed Television. Washington Attorneys, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (30x50 ft.). Two GE Type PE-8-C studio camera chains.

One TSC Profitmaker rear screen projector. One GE Type PE-5-C film camera. Two GE Type PF-5-A film projectors. One Selectroslide Jr. slide projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Standard Life Ins. Co. (54%), L. M. Sepaugh (23%), T. B. Langford (23%). Mr. Langford owns 33% KPLC Lake Charles, La.; 48% KRMD Shreveport, La.; 48% KALB Alexandria, La., 88% KRRV Sherman, Tex. Mr. Sepaugh owns 33% KPLC Lake Charles.

EXECUTIVES:

L. M. Sepaugh, Gen. Mgr.
Owens F. Alexander, Opr. Mgr. &
Film Buy.
Evan Hughes, Com. Mgr.
lona Edgett, Traffic Dir.

C. A. Perkins, Ch. Eng. Fitz Hooton, Film Dir. Bill Robertson, News Dir. Lyman Hellums, Sports Dir.

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	401,000	683,000	1,400,000
Families in Area	10 4 ,900	187,000	376,000
No. of Sets (June 1)	34,000	51,000	89,000
Retail Sales	\$274,600,000	000,001,104	\$838,500,000
Income per Family	\$ 2,618	\$ 2,618	\$ 2,618
Income per Capita	\$ 6 55	\$ 655	\$ 655

MERIDIAN

(Lauderdale County)

WCOC-TV+

LICENSEE: Mississippi Broadcasting Co. Address: 15th Floor—Threefoot Bldg. Phone: 7714.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw.
Transmitter: Address, Highway 35 South. Make, GE. Antenna: Make, GE.
Height, Above average terrain 560 ft. Above ground 319 ft.

OPERATION: Began Dec. 1953. Hours, 11:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, CBS. Station, AM, WCOC.

REPRESENTATIVES: Washington Attorney, Harry J. Daly. Consulting Engineer, Fred O. Grimwood & Co. (St. Louis).

SERVICES: Two studios (one with provision for audience). Two GE studio cameras. One GE field camera. One rear screen projector. Two film cameras. Two film projectors. Two slide projectors. One opaque projector. One scanner. One motion picture camera. One film processing unit.

PRINCIPAL STOCKHOLDERS: D. Withers Gavin, pres.-secy. (75%) and Mrs. R. S. Gavin, vice pres. (25%). They also own WJQS Jackson, WMBC Macon and WACR Columbus, all in Miss., and weekly Clark County Tribune (Quitman, Miss.) and Meridian Record.

EXECUTIVES:

D. Withers Gavin, Pres.

† WCOC-TV has suspended operations but has not returned its CP.

WTOK-TV

LICENSEE: Southern Television Corp. Address: Box 1771. Phone: 3-1441.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 31 kw, Aural 15.5 kw.
Transmitter: Address, Highway 45, 1.8 miles south of Meridian. Make,
DuM. Model 8,000. Antenna: Make, RCA. Type 6-A1. Height, Above
average terrain 580 ft. Above ground 319 ft.

OPERATION: Began Sept. 27, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WTOK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, George Gautney.

SERVICES: One studio (25x30 ft.). One DuM. TA-124E camera chain. One DuM. film camera. Two 16mm DuM. film projectors. One DuM. slide projector. One monochrome scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Robert F. Wright, president (25.5%); William B. Crooks, vice president (18%); Thomas Y. Minniece, secretary (6%); S. A. Rosenbaum, treasurer (12%); James H. Skewes (6.5%); H. M. Minniece (6%); I. A. Rosenbaum Jr. (12%); and five others, none holding over 5% each. Mr. Skewes is president-publisher of the Meridian Star.

EXECUTIVES:

Robert F. Wright, Pres. & Gen.
Mgr.
William B. Crooks, Com. Mgr.
Cecil Germany, Prog. Dir.
Joe H. Saxon, Ch. Eng.
Jerry Joiner, Film Buy.
George E. Shannon, News &
Sports Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Rate Card No. I.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	127,100	267, 4 00	395,600
Families in Area	34,500	68,500	104,000
Area in Square Miles	1,707	5,911	11,300
No. of Sets (June 1)	1,600	3,100	5,500
Retail Sales	\$72,040,000	\$133,227,000	\$219,660,000
Income per Family	\$ 3,460	\$ 2,706	\$ 2,860
Income per Capita	\$ 962	\$ 693	\$ 760

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

-MISSOURI **-**

MISSOURI MARKET INDICATORS

MISSOCKI MICKEL MESICONO	
Total Population, July 1, 1953	4,056,000
Total Families, 1950	1,057,260
Total Urban Population, 1950	2,432,715
Total Rural Nonfarm Population, 1950	658,442
Total Farm Population, 1950	863,496
Employed in Nonagricultural Establishment, April	•
1954	1,243,600
Employed in Agriculture, 1950	266,872
Employed in Mining, April 1954	8,400
Employed in Manufacturing, April 1954	385,700

BROADCASTING • TELECASTING

Employed in Construction, April 1954	53,200
Employed in Transportation & Public Utilities, April	
1954	128,100
Employed in Wholesale & Retail Trade, April 1954	301,700
Employed in Finance, Insurance & Real Estate,	•
April 1954	61,200
Employed in Service & Miscellaneous, April 1954	152,500
Employed in Government Service, April 1954	152,800
Retail Sales, 1953 \$	4,387,170,000
Bank Assets, Jan. 1, 1954 \$	
Bank Deposits, Jan. 1, 1954\$	5,134,842,000
Major Income Sources, 1952: Agriculture 9.4%; Gove	rnment
14.5%; Manufacturing Payrolls 21.9%; Trade and	
27.7%.	
Total Income Payments, 1952\$	6,420,000,000
Per Capita Income, 1952\$	
Total Internal Revenue Collections, 1953 \$	
Average Weekly Earnings Manufacturing Workers,	
April 1954\$	67.03
Cash Receipts from Farm Marketing, 1953 \$	1,014,899,000
Government Payments to Farmers, 1953 \$	10,780,000
Value of Mineral Production, 1951\$	135,246,000
Total New Construction in 1952\$	626,600,000
New Private Construction in 1952\$	492,800,000
New Public Construction in 1952 \$	133,800,000
Motor Vehicle Registration, 1953	1,385,938
Number of Telephones, Jan. 1, 1954	1,288,700
Number of Electrical Connections, Jan. 1, 1954	1,306,079
Number of Gas Utilities Connections, 1953	659,400

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MISSOURI MARKET DATA BY COUNTIES

(CBS)

•	D I 41	D-4-31 C-1	Food Cales	Dave Cales	TV Sets	TV %
County	1950	Retail Sales	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	1954	1954
A 3-1-					1754	. 1734
Adair	19,689	\$19,937	\$4,553	\$ 422 148	2.230	56%
Andrew		5,553 11,399	1,525 2,398	268	1,050	30%
Atchison	11,127 23,829	24.881	5,215	538	1,880	22%
Audrain		19,712	3,543	523	1,270	19%
Barry		9,602	1,870	281	720	16%
Barton		12,967	2,426	408	3,290	53%
Bates		7,126	1,405	227	570	21%
Bollinger	11,019	3.420	864	59	840	27%
Boone	48,432	42,288	8,298	1,482	1,950	14%
Buchanan	96.826	95,619	20,913	4,757	19,620	62%
Butler		27,907	6,038	597	,	,0
Caldwell	9,929	9,491	1,856	167	2.010	56%
Callaway		12,928	2,663	377	1,500	23%
Camden		4,283	987	63	530	21%
Cape Giradeau		40,221	8,713	1,283	1,250	10%
Carroll		12,667	2,902	364	2,500	49%
Carter		1,937	443	24	200	15%
Cass		18,024	3,414	540	3,550	53%
Cedar		7,617 11,776	1,218 2,345	255	650	17%
Chariton	14,944	11,776	2,345	190	1,180	24%
Christian	12,412	7,219	1,371	180	900	23%
Clark	9,003	8,505	1,564	112	750	25%
Clay	45,221	52,537	11,544	2,741	14,790	80%
Clinton	11,726	16,234	2,538	461	2,230	56%
Cole	35,464	37,369	7,079	1,411	2,080	21%
Cooper	16,608	14,053	2,591	451	1.010	612
Crawford	11,615	6,044	1,431	205	1,210	34% 17%
Dade	. 9,324	7,557	1,189	207	510	17%
Dallas	10,392	9,540	976	207	320	10%
Daviess De Kalb	. 11,180	9,072	1,817	220	2,060	56%
De Kalb	8,047	5,572	1,229	151 174	1,680 1,160	56% 34%
Dent	10,936	8,211	$2{,}046$ 748	60	860	$\frac{34\%}{24\%}$
Douglas	12,638	5,141 35,256	6,474	964	3,850	30%
Dunklin	45,329	33,757	8,151	777	4,340	37%
Franklin	$\begin{array}{c} 36,046 \\ 12,342 \end{array}$	11,787	2 227	153	1,150	28%
Gasconada Gentry		10,673	2,227 2,297	303	1,080	30%
		114,375	19,561	3,735	13,480	36%
Greene Grundy		14,458	2,708	429	1,890	42%
Harrison		10,720	2,512	339	1,370	30%
Henry	20,043	18,380	3,408	611	3,660	53%
Henry	5,387	3,122	217	62	360	21%
Holt	9,833	10,356	2,466	282	930	30%
Howard		8,229	1,815	413		
Howell		14,511 5,259	2,864	4,564		
Iron		5,259	1,784 168,165	58	880	34%
Jackson		1,010,568	168,165	51,061	132,120	68%
Jasper	79,106	86,651	18,069	2,488	4,430	16%
Jefferson	. 38,007	32,821	9,156	697	8,200	66%
Johnson	. 20,716	13,186	2,618	447	3,800	55%
Knox		3,896	760	115	680	25%
Laclede	. 19,010	19,854	3,517	528	1,330	22%
Lafayette	. 25,272	. 27,984	5,160	1,102	4,460	54%
Lawrence	. 23,420	14,780	3,003	635	1,550	19%
Lewis	. 10,733	9,828	1,729	171	890	25%
Lincoln	. 13,478	13,722	2,476	159	2,020	43%
Linn	18,865	16,857	3,259	615	1,150	17%
Livingston	. 16,532	18,530	3,422	456	2,310	42%
McDonald	. 14,144	12,670	1,688	285	650	15%
Macon	. 18,332	11,857	2,543	392	1,090	17%
Madison	. 10,380	7,874	1,864	188	860	27%
Maries	. 7.423	3,435	813	103	590	28%
Marion	. 29,765 7,235	32,723	7,913	758	3,420	33%
Mercer		5,186	818	151	750	30%
Miller	. 13,734	9,662	1,952	111	900	21%
Mississippi	. 22,551	16,207	4,330	490		• • • •

BROADCASTING TELECASTING

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... WHATEVER YOU SELL

MISSOURI MARKET DATA BY COUNTIES (Cont.)

County	Population			Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1953 (\$000)	1953 (\$000)	1953 (\$000)	1954	1954
Moniteau	10.840	8,812	1.027	216		
Monroe	11,314	10,931	1,806	253	820	21%
Montgomery	11,555	9,368	1.955	88	1.720	43%
Morgan	10,207	6,867	1,652	120	630	20%
New Madrid	39,444	22,354	6,806	533	2.130	21%
Newton	28,240	16,877	3,750	324	1,310	14%
Nodaway	24,033	20,232	4,140	484	2,300	29%
Oregon	11,978	5.132	796	174	530	15%
Osage	11,301	7.498	1.199	109	870	28%
Ozark	8,856	2,826	218	61	580	24%
Pemisot	45,624	24,324	6,293	782	5,520	44%
Perry	14,890	11,588	1,701	208	1,150	27%
Pettis	31,577	31,315	6,241	813	4,240	38%
Phelps	21,504	16,865	3,939	296	2,260	28%
Pike	16,844	16,330	4.261	418	2,540	42%
Platte	14,973	8,108	1.714	181	2,700	55%
Polk	16,062	14,988	1,759	322	500	10%
Pulaski	10,392	8,470	949	282	710	21%
Putnam	9,166	4.766	976	228		
Ralls	8,686	4,533	918	122	920	34%
Randolph	22,918	19,416	4.183	598	1,730	21%
Ray	15,932	12,462	2.457	349	2,740	50%
Reynolds	6,918	2,675	612	56	230	15%
Ripley	11,414	4.739	1.115	204	550	16%
St. Charles	29,834	28,248	6,573	624	5,740	61%
St. Clair	10,482	6,138	906	120	880	25%
St. Francois	35,276	27,499	8.517	749	6,680	62%
St. Louis	406,349	1.591.980	374.508	52,177	327,410	78%
St. Genevieve	11,237	8,033	1,971	175	1,980	62%
Saline	26,694	23,939	4.693	709	2,100	25%
Schuyler	5,760	5,525	577	144	,	20 /0
Scotland	7,332	6.427	1.579	58	630	25%
Scott	32,842	29.536	6,359	699		, -
Shannon	8.377	2.224	354	68	330	15%
Shelby	9,730	7,847	1,418	130	1,260	34%
Stoodard	33,463	20,051	4,110	298	1,940	20%
Stone	9,748	4,372	814	197	700	24%
Sullivan	11.299	$\frac{1}{7}$,970	1.939	140		
Taney	9,863	6.133	1,225	114	740	24%
Texas	18,992	8,519	1,752	245	140	24 /0
Vernon	22,685	19,487	3,705	428	1,710	24%
Warren	7,666	7,534	1,334	108	1,120	43%
Washington	14,689	6,326	1,955	82	1,340	33%
Wayne	10,514	3,966	828	121	1,010	33 /0
Webster	15.072	10.569	1.484	148	450	10%
Worth	5,120	4,195	770	86	420	30%
Wright	15,834	13,593	1.699	262	1.050	$\frac{30\%}{21\%}$
Wright	10,004	10,000	1,000	202	,	21%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

CAPE GIRARDEAU

(Cape Girardeau County)

KFVS-TV

(Target Date, Sept. 15, 1954)

LICENSEE: Hirsch Broadcasting Co. Address: 324 Broadway. Phone: 5-5511.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 85 kw. Aural 42.5 kw. Transmitter: Address, 3 miles NW of Cape Girardeau, U. S. 61. Make, DuMont. Antenna: Make, RCA. Type: 12 bay, 12-AH. Height, Above average terrain 990 ft. Above ground 882 ft.

OPERATION: Target date, Sept. 15, 1954. Hours 5 p.m. to 10:30 p.m.

AFFILIATIONS: Network, CBS. Station, AM, KFVS.

REPRESENTATIVES: Sales, Pearson. Washington Attorney, George O. Sutton. PRINCIPAL STOCKHOLDERS: Oscar C. Hirsch, president (98.66\%3\%), Geraldine F. Hirsch, vice president (0.66\%3\%), and David E. Hoche, secretary (0.66\%3\%). Mr. Hirsch also controls KFMO Flat River, Mo., and WKRO Cairo, 1||.

EXECUTIVES:

Oscar C. Hirsch, Pres. Jack Ramey, Com. Mgr. Robert O. Hirsch, Gen. Mgr. & Ch. Eng.

RATE INFORMATION: Class A one hour live, \$250, one minute \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

ARKEL INFORMATION:			lotai
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	241,266	555,521	932,713
Families in Area			302,000
Area in Square Miles	4,750	10,200	18,700
No. of Sets (June 1)		45,500	Over 91,000
Retail Sales:	\$202,409,000	\$462,150,000	\$831,575,000

KGMO-TV

(Target Date, Not Set)

LICENSEE: KGMO Radio Television Inc. Address: P. O. Box 63.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw.
Transmitter: Address, U. S. 61 & State Rt. 74. Make, DuMont. Antenna:
Make, Workshop Assoc. Height, Above average terrain 640 ft. Above ground 345 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, Fred O. Grimwood & Co.

PRINCIPAL STOCKHOLDERS: Richard C. Brandt (19.7%), William C. Brandt (19.7%), William M. Bryan (19.7%), John J. Parker (19.7%), Edwin Erlbacher (19.7%), Rush H. Limbaugh Jr. (1.5%).

BROADCASTING • TELECASTING

CLAYTON

(St. Louis County)

KFUO-TV

(Target Date, Not Set)

LICENSEE: Lutheran Church-Missouri Synod. Address: 210 N. Broadway.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 91 kw. Transmitter: Address, 801 DeMun Ave. Make, GE. Antenna: Make, GE. Height, Above average terrain 580 ft. Above ground 536 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, KFUO.

REPRESENTATIVES: Washington Attorney, Cummings, Stanley, Truitt & Cross.
Consulting Engineer, George E. Gautney.

PRINCIPAL STOCKHOLDERS: Rev. J. W. Behnken, president, and H. H. Hohenstein, general manager.

COLUMBIA

(Boone County)

KOMU-TV

LICENSEE: Curators of U. of Missouri. Address: Columbia, Mo. Phone: 2-1122.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 162 kw. Operating Pow.: Visual 48.7 kw, Aural 24.55 kw. Transmitter: Address, Columbia, Mo. Make, GE. Model TT-6E2. Antenna: Make, GE. Type 4TY-28H. Height, Above average terrain 790 ft. Above ground 774 ft.

OPERATION: Began Dec. 21, 1953. Hours, I p.m. to 10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (30x64 ft.). Two GE PE-4B and one GE PE-8C camera chains. Two GE PE-5C film cameras. Two GE PF-5A 16mm film projectors. Two Selectroslide 2x2 inch slide projectors. One GE PF-4A Balop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: U. of Missouri, of which Powell B. McHaney is president.

EXECUTIVES:

Dr. Edward C. Lambert, Dir. of Tv Geo. J. Kapel, Gen. Mgr. John Conwell, Loc. Sls. Mgr. William A. Vaughn, Prog. Dir. & Film Buy. Duane Weise, Ch. Eng. Phil Berk, News Dir. Milton E. Gross, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Grade B (FCC Contour): Population, 379,161; Families in Area, 117,093; Area in Square Miles, 7,860; No. of Sets (June 1), 49,595; Retail Sales, \$328,604,811.

FESTUS

(Jefferson County)

KACY (TV)†

LICENSEE: Ozark Television Corp. Address: 702 Louderman Bldg., 317 N. 11th St., St. Louis, Mo. Phone: Chestnut, 4262.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 123 kw. Transmitter: Address, 3.5 miles west of Kimmswick, Mo. Make, GE. Model TT25A. Antenna: Make, GE. Type TY-14A, 4-section Helical. Height, Above average terrain 930 ft. Above ground 742 ft.

OPERATION: Began Oct. 31, 1953.

REPRESENTATIVES: Washington Attorney, George M. Moore. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two GE camera chains. GE film camera. Two GE film projectors.

PRINCIPAL STOCKHOLDERS: Jack G. Garrison (15%), Philip L. Sincoff (17.5%), Carl G. McIntire (16.4%), Robert S. Kilker (2.8%), William E. Gallagher (2.8%), John E. Simon (7%), Julian J. Sincoff (7%).

EXECUTIVES:

Jack G. Garrison, Pres. Carl G. McIntire, Vice Pres. Philip L. Sincoff, Treas.

† KACY has suspended operation but has not returned its CP.

FULL POWER

239 Advertisers . . . first 7 months and FULL POWER THIS FALL

Columbia, Mo. 8

250,000 watts this fall . . .

794 feet above average terrain . .

More than 110 network hours a month . .

KOMU-TV viewers enjoy more than 230 network shows every month—and YOU are GUARANTEED coverage of the huge area in Mid-Missouri you CAN'T COVER with St. Louis or Kansas City TV stations, when you buy KOMU-TV. You get EXCLUSIVE COVERAGE of this rich rural-urban market ONLY when you buy KOMU-TV.

 Population
 379,671

 Families
 117,093

 University and College Students
 14,255

 Effective Buying Income
 \$393,783,266

 Farm Income
 \$123,875,687
 Sixty-two national advertisers, and 177 local advertisers from 46 cities and towns in Central Missouri, PROVE KOMU-TV's client-satisfying power. Businessmen within the KOMU-TV area KNOW how fast their customers are buying sets. They KNOW their customers watch KOMU-TV. And they're enjoying profitable sales increases produced by their advertising on KOMU-TV. You get quality coverage of a quality market . . . 117,000 families who live well, in an area evenly divided among urban, small city and rural populations—when you buy KOMU-TV.

CONTACT YOUR H-R TELEVISION REP

The University of Missouri's Television Service

HANNIBAL

(Marion County)

KHQA-TV (QUINCY, ILL.)

LICENSEE: Lee Broadcasting Inc. Address: W. C. U. Bldg., Quincy, Ill. Phone: Hannibal 2762, Quincy 6200.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 37 kw, Aural 18.5 kw. Transmitter: Address: Ellington Township. Make, DuMont. Model 8000. Antenna: Make, RCA. Type 12AH. Height, Above average terrain 890 ft. Above ground 804 ft.

OPERATION: Began Sept. 1953. Hours, 12:30 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WTAD. FM, WTAD-FM. REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Elliot Lovett. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (one in Quincy 24x40 ft. and one in Hannibal 28x48 ft.).

Four DuMont camera chains. One rear screen projector. Four film projectors. Two DuMont scanners. News Service, AP.

PRINCIPAL STOCKHOLDERS: Hannibal Courier-Post (20%) and Lee Radio Inc. (54%), licensee of KGLO-AM-TV Mason City, lowa (Mason City Globe Gazette). Lee newspapers are La Crosse (Wis.) Tribune (WKBT [TV].) Davenport (Iowa) Democrat and Times, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (III.) Star-Courier and Lincoln (Neb.) Star.

EXECUTIVES:

Lee P. Loomis, Pres.
Walter Rothschild, Gen Mgr. &
Nat. Sls. Mgr.
Glen Morton, Loc. Com. Mgr.
Merritt Milligan, Prog. Dir. &

J. E. Gray, Ch. Eng.
Charles Lotz Jr., Film Buy.
Paul Millen, Asst. Natl. Sis.
Don Nicholson, News Editor
Tom Robey, Prod. Mgr. Hannibal
Paul McClelland, Prod. Mgr.
Quincy

RATE INFORMATION: Class A one hour Live \$287.50, Film \$250. Minute spot Live \$43.50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

Asst. Mgr.

Grade A	Grade B	[Including]
(FCC Contour)	(FCC Contour)	Fringe Area)
235,500	450,050	782,000
75,210	142,400	2 44 ,550
6,080	11,683	19,596
37,645	66, 44 9	113,978
\$233,269,000	\$465,048,000	\$791,529,000
\$ 3,114.80	\$ 3,265	\$ 3,238
\$ 990	\$ 1,133	\$ 1,013
	(FCC Contour) 235,500 75,210 6,080 37,645 \$233,269,000 \$ 3,114.80	(FCC Contour) (FCC Contour) 235,500 450,050 75,210 142,400 6,080 11,683 37,645 66,449 \$233,269,000 \$465,048,000 \$ 3,114.80 \$ 3,265

WGEM-TV (QUINCY, ILL.)

LICENSEE: Quincy Broadcasting Co. Address: Hotel Quincy. Phone: 6840. (For full listing see Quincy, III.).

JEFFERSON CITY

(Cole County)

KRCG (TV)

(Target Date, Early Fall)

LICENSEE: Jefferson Television Co. Address: 210 Monroe St. Phone 5-3122.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 51.3 kw. Operating Pow.: Visual 51.8 kw. Transmitter: Address, U. S. 54, 2 miles south of New Bloomfield. Make, RCA. Model TT-IDAH. Antenna: Make, RCA. Type TF-12-AH. Height, Above average terrain 659 ft. Above

ground 573 ft.

OPERATION: Target date early Fall. Hours, 4:30 p.m. to 11 p.m.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x45 ft.). One RCA TK 31 A camera chain. One Tv Specialty Profitmaker rear screen projector. One RCA TK AL Vidicon film camera. Two RCA TP-16F 16mm projectors. One RCA TP-3B dual disc slide projector.

PRINCIPAL STOCKHOLDERS: Mrs. Betty G. Handy, president (60.5%), vice president-stockholder KWOS Jefferson City, and vice president and stockholder in News Tribune Co., publisher of Daily Capitol News and Post Tribune; Lenore R. Goshorn, vice president (18.1%), president-stockholder, KWOS, and president of News Tribune Co.; Russell L. Rose, secretary-treasurer (6.0%), vice president-stockholder, KWOS, and vice president-general manager, News Tribune Co.; and Leroy S. Hackman (10.1%), chief engineer KWOS.

EXECUTIVES:

Mrs. Betty G. Handy, Pres. & Gen. Mgr. Jean E. Duensing, Com. Mgr. Ralph L. Rose, Prog. Dir. Edward J. Schuelein, Ch. Eng. Robert O. Blosser, Film Dir. Camille L. Williams, Off. Mgr.

MARKET INFORMATION: {Total Including Fringe Area}: Population, 653,934; Families in Area, 199,600; Area in Square Miles, 17,663; No. of Sets {Nov. 1, 1953}, 55,750; Retail Sales, \$69,334,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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JOPLIN

(Jasper County)

KSWM-TV

(Target Date, Sept. 12, 1954)

LICENSEE: Air Time Inc. Address: 1928 West 13th St. Phone: 7260.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 34.7 kw.
Transmitter: Address, 1928 W. 13th St. Make, RCA. Model TT-10AH.
Antenna: Make, RCA. Type TF-6AH. Height, Above average terrain 510
ft. Above ground 440 ft.

OPERATION: Target date, Sept. 12, 1954.

AFFILIATIONS: Network CBS. Station, AM, KSWM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Two studios (42x28 ft. and 22x20 ft.). One RCA Image Orthicon camera chain. One RCA Iconoscope film camera. Two RCA TF 16 film projectors. One RCA dual disc slide projector. One Gray Telop II opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Austin A. Harrison, president (50%), and Eleanor F. Harrison (46.7%).

EXECUTIVES:

Austin A. Harrison, Pres., Gen. Mgr. & Film Buy. D. T. Knight, Sls. Mgr.

Jack Langford, Ch. Eng. Noel Ball, Prod. Mgr. Ronald Robson, Opns. Mgr.

RATE INFORMATION: Class A one hour Live \$210, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. I.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	186,900	359,000	554,000
Families in Area	61,700	116,100	179,700
No. of Sets (June 1)	31,000	58,000	91,000
Retail Sales	\$180,600,000	\$320,000,000	\$495,000,000

KOAM-TV (PITTSBURG, KAN.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 609, Pittsburg, (For full listing see Pittsburg, Kan.).

KANSAS CITY

(Jackson County)

KCMO-TV

LICENSEE: Meredith Engineering Co. Address: 125 E. 31st St. Phone: Jefferson 6789.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 71.1 kw, Aural 42.6 kw. Transmitter: Address, 125 E. 31st St. Make, RCA. Model TT 25AL. Antenna: Make, RCA. Type TF 3 D. Height, Above average terrain 830 ft. Above ground 749 ft.

OPERATION: Began Sept. 8, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, KCMO. FM, KCMO-FM.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One studio (35x35 ft.). Two RCA TKIIA camera chains. Two RCA TK20C film cameras. Two RCA UP 16C film projectors. One Gray Telejector slide projector. One Gray Telop II slide projector. Two RCA TK 31A field cameras and switchers. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Meredith Publishing Co. (Better Homes & Gardens, Successful Farming) also owns WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz.

EXECUTIVES:

E. K. Hartenbower, Gen. Mgr. Sid B. Tremble, Com. Mgr. Ken Heady, Prog. Dir.

Karl Troeglen, Ch. Eng. T. R. Thompson, Film Buy. F. C. Strawn, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 31/3% for 13 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 1,586,900; Families in Area, 532,320; No. of Sets (June 1), 399,555; Retail Sales, \$1,768,156,000.

BROADCASTING • TELECASTING

KANSAS CITY (Cont.)

KMBC-TV

LICENSEE: KMBC Broadcasting Co. Address: 222 West 11th St. Phone: Harrison 2650.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Power & Light Bldg. Make, DuM. Model 8,000. Antenna: Make, RCA. Type 12-AH. Height, Above average terrain 1,080 ft. Above ground 1,023 ft. (temporary 521 ft.).

OPERATION: Began Aug. 1, 1953.

AFFILIATIONS: Network, CBS. Station, AM, KMBC.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Tv Playhouse, seating 2,600, and KMBC Bldg. Two RCA and two DuM camera chains. One RCA film camera. Two Eastman film projectors. One RCA scanner. Gray Telop. Composite mobile unit, with DuM dual camera chain. News Services, UP, AP.

PRINCIPAL STOCKHOLDERS: Cook Paint & Varnish Co. (100%).

EXECUTIVES:

Donald D. Davis, Vice Pres. John T. Schilling, Vice Pres. & Gen. Mgr. George J. Higgins, Vice Pres.

Edwin L. Dennis, Local Sls. Mgr. Morris Greiner, Dir. of Tv. Henry Goldeberg, Ch. Eng.

RATE INFORMATION: Class A half hour \$540, minute spot \$180.

MARKET INFORMATION:

& Sis. Mgr.

	Grade A	Grade B	lotal (Includina
,	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	849,800	200,400	1,050,200
Area in Spuare Miles	1,510	5,350	290,000
No. of Sets (June 1)		***************************************	290,000

WDAF-TV

LICENSEE: The Kansas City Star Co. Address: 3030 Summit St. Phone: Harrison 1200.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3030 Summit St. Make, RCA. Model TT25AL. Antenna: Make, RCA. Type TF5A 5-bay superturnstile. Height, Above average terrain 750 ft. Above ground 724 ft.

OPERATION: Began Oct. 16, 1949. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Station, AM, WDAF.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, George E. Gautney.

SERVICES: Two studios (one 40x65 ft. and one 20x30 ft.). Three RCA TKIIA. two TKI0A and two TK30A camera chains. One Trans-Lux rear screen projector. Two RCA TK20A film cameras. Two RCA and two Eastman film projectors. One Selectroslide slide projector. One Gray Telop opaque projector. One mobile unit. Network color equipment and RCA slide scanner, film chain. News Service, AP. Library, Thesaurus, United.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Kansas City Star.

EXECUTIVES:

H. Dean Fitzer, Mgng. Dir. Bill Bates, Mgr. E. Manne Russo, Com. Mgr. Al Christy, Prog. Dir. J. A. Flaherty, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$860. Minute spot Live \$172. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 1,959,500; Families in Årea, 648,100; No. of Sets (June 1), 399,555; Retail Sales, \$2,210,795,000.

BROADCASTING • TELECASTING

KIRKSVILLE

(Adair County)

KTVO (TV)

(Target Date, Not Set)

LICENSEE: KBIZ Inc. Address: 2513 N. Court, Ottumwa, Iowa.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3 miles south of Downing. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,080 ft. Above ground 1,101 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd.
Consulting Engineer: Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: James J. Conroy, president (66/3%), also controls WBIZ Eau Claire and WLCX La Crosse, both Wis.; Merrill Gilmore, vice president (0.16%); Alice E. Fisher, secretary-treasurer (0.16%); Roland C. Buck (33/3%); B. E. Allison (0.16%), Sam M. Arnold (0.16%), and Samuel A. Buck (0.16%).

ST. JOSEPH

(Buchanan County)

KFEQ-TV

LICENSEE: KFEQ Inc. Address: KFEQ Bldg., 814 Frederick Ave. Phone: 3-2528.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Operating Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Address, 40th & Faraon St. Make, RCA. Model TT-10AL. Antenna: Make, RCA. Type 6 bay batwing. Height, Above average terrain 810 ft. Above ground 750 ft.

OPERATION: Began Sept. 27, 1953. Hours, 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KFEQ.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Pierson & Ball. Consulting Engineer, George C. Davis.

SERVICES: One studio (23x34 ft.). Two RCA TK-31 camera chains. One RCA TK-20D film camera. Two RCA TP-16D film projectors. One Gray 3A Telojector slide projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Barton Pitts, president (98%). Mr. Pitts is owner of St. Joseph News & Gazette.

EXECUTIVES:

Barton Pitts, Pres. & Gen. Mgr. Glenn G. Griswold, Com. Mgr. E. Carleton Schirmer, Prog. Dir.& Film Buy.J. Wesley Koch, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	173,103	518,720	1,084,692
Families in Area	2.440	187,770	
Area in Square Miles	2,660	11,620	
No. of Sets (Apr. 1)		102,435	-

ST. LOUIS

KETC (TV)*

(Target Date, Not Set)
*(Non-Commercial Educational)

LICENSEE: St. Louis Educational Television Commission. Address: c/o McMillan Hall, Washington Univ. Phone: Volunteer 3-0995.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: Address, 5031 Berthold Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 560 ft. Above ground 638 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: St. Louis Attorney, Martin, Peper & Martin. Consulting Engineer, Fred O. Grimwood & Co.

PRINCIPAL STOCKHOLDERS: Arthur H. Compton, chairman and chancellor of Washington U., is chairman of licensee.

EXECUTIVES:

Richard J. Goggin, Gen. Mgr. Jack Chenoweth, Ch. Engr. Vic Duncan, Film Supvr. John White, Bus. Mgr. William Gangle, Dir. of Pub. Rel.

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ST. LOUIS (Cont.)

KSD-TV

LICENSEE: The Pulitzer Publishing Co. Address: IIII Olive St. Phone: Main 1-1111.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, 1111 Olive St. Make, RCA, Model TT-5A & TT-25AL. Antenna: Make, RCA. Type 6-Bay Superturnstile. Height, Above average terrain 510 ft. Above ground 544 ft.

OPERATION: Began Feb. 8, 1947. Hours 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, NBC, CBS, ABC. Station, AM, KSD.

REPRESENTATIVES: Sales NBC Spot Sales. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Assoc.

SERVICES: News Service, AP, INS.

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

EXECUTIVES:

Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr. Harold Grams, Prog. Dir.

J. E. Risk, Ch. Eng. David Pasternak, Prom. Mgr. Guy E. Yeldell, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$175, Film \$175. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 9.

KSTM-TV†

LICENSEE: Broadcast House Inc. Address: 5915 Berthold Ave. Phone: Sterling 1-3636.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 215 kw. Aural 110 kw. Operating Pow.: Visual 215 kw, Aural 110 kw. Transmitter: Address, 5915 Berthold Ave. Make, GE. Model GE TT 25-A. Antenna: Make, GE. Type GE TY 25-D. Height, Above average terrain 590 ft. Above ground 592 ft.

OPERATION: Began Oct. 1953. Hours, 3:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC, Station, AM, KSTL.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Franklin C. Salisbury.

SERVICES: Three studios (45x25 ft. each). Two GE camera chains. Two GE film cameras. Two Eastman film projectors. Two Selecto-Slide slide projectors. One Gray Telop opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Oscar D. Guth (10%), William H. Biggs (16%), Albert G. Blanke Jr. (15%), Ray Roberts Inc. (10%).

EXECUTIVES:

P. H. Wire, Pres. Dick J. Kasten, Gen. Mgr. William A. Knight, Com. Mgr. Edward Brown, Prog. Dir.

Edward B. Bench Jr., Ch. Eng. Tom Taylor, Film Buy. Charley Packard, Sports Dir.

RATE INFORMATION: Class A one hour Live \$450. Minute spot Live \$90. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Grade A (FCC Contour): No. of Sets (June 1), 250,000.

† KSTM-TV has suspended operation but has not returned its CP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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KWK-TV

LICENSEE: KWK Inc. Address: Globe-Democrat Bldg. Phone: Main 1-9100.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 12th & Cole Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 520 ft. Above ground 561 ft.

OPERATION: Began July 8, 1954. Hours: 7 a.m. to 12 midnight.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, KWK.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: When options under merger are taken, KWK-TV will be owned 23% by present part owner St. Louis Globe Democrat, 28% by other part owners Robert T. Convey and associates, 23% by KXOK Inc. (KXOK), 23% by KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul) and 3% by St. Louis residents.

EXECUTIVES:

Robert T. Convey, Pres. & Gen. Mgr.

Ray E. Dady, Vice Pres. & Sta.

Dir. V. E. Carmichael, Vice Pres. & Com. Dir.

J. Edward Goldsmith, Sls. Mgr.

John W. Tinnea, Asst. Sta. Dir. chg. Prog. N. J. Zehr, Chf. Engr. John Traxel, Film Buyer.

Ted Liss, Prod. Mgr. Fred J. Mueller, Mchd. & Prom. Mar.

SERVICES: Three studios (two 47x45 ft., one 19x28 ft.). Six RCA TK-11A camera chains. Two Television Specialty Co. rear screen projectors. Two RCA TK-20D film cameras. Two RCA TP-6A film projectors. Two Gray slide projectors. One Gray Telop opaque projector. Two camera remote facilities. News Services, AP, Fotofax Fax, UP, Western Union.

RATE INFORMATION: Class A one hour live \$1,000, film \$1,000; minute spot live \$200, film \$200. Frequency discounts. Rate Card No. 1.

WIL-TV

(Target Date, Not Set)

LICENSEE: Missouri Broadcasting Co. Address: Chase Hotel.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 79 km, Aural 46 km. Transmitter: Address, 520 DeBalivere Ave. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 490 ft. Above ground 542 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WIL.

REPRESENTATIVES: Washington Attorney, John Giesecke. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Lester A. Benson, president (100%).

KACY (TV) (FESTUS)

LICENSEE: Ozark Television Corp. Address: 702 Louderman Bldg. Phone: Chestnut 4262. (For full listing see Festus.)

WTVI (TV) (BELLEVILLE, ILL.)

LICENSEE: Signal Hill Telecasting Corp. Address: 1939 Boatman's Bank Bldg. Phone: Geneva 5454. (For full listing see Belleville, III.)

SEDALIA

(Pettis County)

KDRO-TV

LICENSEE: Milton J. Hinlein. Address: Terry Hotel. Phone: 4004.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: Address, W. Broadway and State Fair Blvd. Make, GE. Antenna: Make, GE. Height, Above average terrain 360 ft. Above ground 321 ft.

OPERATION: Began July 15, 1954.

AFFILIATIONS: Station, AM, KDRO.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Milton J. Hinlein (100%).

Herb Brandes, Gen. Mgr. James Glenn, Sls. Mgr.

Bob Smith, Chf. Eng.

RATE INFORMATION: One hour \$200, one minute \$30.

BROADCASTING • TELECASTING

FIRST CHOICE...

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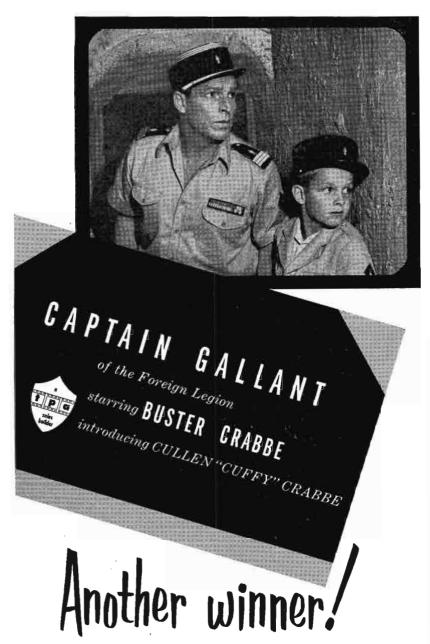
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National Advertising Representative:

NBC SPOT SALES

KSD-TV is owned and operated by the ST. LOUIS POST-DISPATCH



from the portfolio of TPA Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted cooperation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal contained in the words, "The Foreign Legion" and "The Sahara"—a combination that has incubated one of the highest percentages of smash box-office hits in show business.

It stars Buster Crabbe who's been in the public eye (and always favorably) since he was 16. And for extra audience impact, it introduces his son "Cuffy" in one of the most appealing roles ever created. Both are available for commercials.

And on top of all this, it comes complete with a built-in, powerful merchandising package for each market that's absolutely free.

This is one that will go fast. Check any TPA office for availabilities on a sure winner.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

SPRINGFIELD (Greene County)

(C. come County)

LICENSEE: The Independent Broadcasting Co. Address: Post Office Box 1716 S. S. S. Phone: 2-7474.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 12.6 kw, Aural 6.31 kw. Transmitter: Address, Walnut at Jefferson St. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type TF6AH. Height, Above average terrain 260 ft. Above ground 232 ft.

OPERATION: Began March 14, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, KTTS. FM, KTTS-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, James C. McNary.

SERVICES: One studio (36x36 ft.). One studio RCA TK-IIA camera chain. One RCA film camera. Two RCA I6mm film projectors. One RCA automatic 35mm slide projector. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: J. H. G. Cooper, president (61%), Frank Sedgwick, vice president-treasurer (5%), G. Pearson Ward, vice president (8.8%) and Irving W. Schwab, secretary (14.6%).

EXECUTIVES:

KTTS-TV

J. H. G. Cooper, Pres. G. Pearson Ward, Vice Pres. & Gen. Mgr. Bob Burke, Com. Mgr. Kevin McAndrews, Prog. Dir. William H. Curry, Ch. Eng. C. L. Lloyd, Sls. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. I.

MARKET INFORMATION: Grade B (FCC Contour): Population, 385,900; Families in Area, 122,450; No. of Sets (June I), 47,000; Retail Sales, \$408,117,500.

KYTV (TV)

LICENSEE: Springfield Television Inc. Address: 999 W. Sunshine. Phone: 6-2766.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 61 kw, Aural 31 kw. Transmitter: Address, 999 W. Sunshine. Make, RCA. Model TT10-AL. Antenna: Make, RCA. Type TF-6AL. Height, Above average terrain 520 ft. Above ground 550 ft.

OPERATION: Began Oct. I, 1953. Hours, 12:00 noon-11:00 p.m.

AFFILIATIONS: Network ABC, NBC.

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Consulting Engineer, T. A. M. Craven.

SERVICES: One studio (41x60 ft.). Two RCA TKIIA camera chains. One Kleigel rear screen projector. One RCA film camera. Two 16D RCA film projectors. One Selectroslide slide projector. News Service, AP. Library, NBC.

PRINCIPAL STOCKHOLDERS: Springfield Newspapers Inc. (T. W. Duvall, president, Tams Bixby Jr., vice president), 49.6%; Lester L. Cox, vice president (24.9%); Lynn E. Bussey, secretary (24.9%). Springfield Newspapers Inc. publishes Springfield News and Leader Press and owns KGBX Springfield. Mr. Bixby is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat and of KBIX Muskogee.

EXECUTIVES:

Tams Bixby Jr., Pres. R. L. Stufflebam & Carl Fox, Co.-Mgrs. R. L. Stufflebam, Com. Mgr. Carl Fox, Prog. Dir. & Film Buy. E. Dennis White, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	137,700	297,400	839,431
Families in Area	43,941	118,69	268,618
Area in Square Miles	1,910	9,310	22,708
No. of Sets (June 1)	10,000	25,000	50,000
Retail Sales	\$128,396,000	\$264,383,000	\$668,745,000
Income per Family	\$ 4,350	\$ 3,765	\$ 2,49 4
Income per Capita	\$ 1,395	\$ 1,271	\$ 8 6 0

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MONTANA MARKET INDICATORS	1
Total Population, July 1, 1953	618,000
Total Families, 1950	145,775
Total Urban Population, 1950	258,034
Total Rural Nonfarm Population, 1950	197,051
Total Farm Population, 1950	135,939
Employed in Nonagricultural Establishments, April	
1954 Employed in Agriculture, 1950	149,200
Employed in Agriculture, 1950	54,105
Employed in Mining, April 1954	11,400
Employed in Manufacturing, April 1954	16,400
Employed in Construction, April 1954	8,200
Employed in Transportation & Public Utilities, April	99.000
1954 Employed in Wholesale & Retail Trade, April 1954	22,000
Employed in Wholesale & Retail Trade, April 1954	38,500
Employed in Finance, Insurance & Real Estate,	5,000
April 1954	18,700
Employed in Service & Miscellaneous, April 1954	29,000
Employed in Government Service, April 1954	
Retail Sales, 1953	
Bank Assets, Jan. 1, 1954	\$ 663,040,000
Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 21.2%; Go	φ 000,040,000 vernment
17.4%; Manufacturing Payrolls 7.2%; Trade and	Service
24.2%.	Dervice
Watel Treems Dormonts 1959	\$ 1,003,000,000
Total Income Payments, 1952 Per Capita Income, 1952	\$ 1,697
Total Internal Revenue Collections, 1953	\$ 119,259,034
Average Weekly Earnings Manufacturing Workers,	φ 110,200,000
April 1054	\$ 77.89
April 1954	\$ 373,069,000
Government Payments to Farmers, 1953	\$ 5,124,000
Value of Mineral Production, 1951	\$ 126,166,000
New Public Construction in 1952	\$ 70,300,000
Motor Vehicle Registration, 1953	302,302
Number of Telephones, Jan. 1, 1954	172,300
Number of Electrical Connections, Jan. 1, 1954	199,560
Number of Gas Utilities Connections, 1953	86,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MONTANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	TV Sets 1954	TV % 1954
Beaverhead	6.671	\$10,208	\$1,925	\$ 1 56		
Big Horn	9,824	8,920	2,448	199		
Blaine		$6,934 \\ 2,844$	1,545 624	120 19		
Broadwater Carbon		7,793	1,702	232		
Carter		1,956	428	23		
Cascade		75,807	14,939	1,431		
Chouteau		9,549	1,662	25		• • • •
Custer		$22,175 \\ 5,403$	$\frac{3,286}{1,274}$	604 166		
Daniels		14,545	2,172	206		
Dawson Deer Lodge		12,018	3,746	172		
Fallon		5,544	1,301	46		
Fergus		17,849	3,808	415		
Flathead	04 405	41,851	8,461	1,067		
Gallatin		27,667	5,328	513		
Garfield		1,813	588	20		
Glacier		11,539	2,706	282		
Golden Valley	1,337	558	136	38		
Granite	2,773	2,837	760	59		• • • •
Hill	14,285	16,852	3,641	44		
Jefferson	4,014	2,565	624	90		• • • •
Judith Basin	3,200	3,106	523	40		• • • •
Lake	13,835	11,406	3,829	278	• • • •	• • • •
Lewis & Clark	, .	30,112	6,946	704	• • • •	• • • •
Liberty		2,791	429	20		• • • •
Lincoln		6,814	2,278	202		• • • •
McCone		2,594	444	25	• • • •	• • • •
Madison		3,640	768	143		• • • •
Meagher		1,348	187	16		• • • •
Mineral	2,081	1,674	442	39		• • • •
Missoula		42,080	9,219	1,558	• • • •	• • • •
Musselshell	5,408	5,345	1,313	160		
Park	. 11,999	16,529	3,555	464		
Petroleum	1,026	623	215	16		
Phillips	6,334	6,493	1,283	151		
Pondera	6,392	9,431	1,306	253		
Powder River		1,212	313	19		
Powell	6,301	5,068	1,534	57		
Prairie	. 2,377	2,340	541	19		
Ravalli		10,822	2,540	268		
Richland		15,568	3,048	356		
Roosevelt		16,230	2,829	419		
Rosebud		5,477	1,270	153		
Sanders		4,295	1,016	151		
Sheridan		9,768	1,935	202		
Silver Bow		58,479	15,582	1,267	6.080	33%
Stillwater		4,909	900	204	****	
. Sunwater	. 5,115	2,000			,	

BROADCASTING • TELECASTING

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Sweet Grass	3.621	4.829	821	24		
Teton		10,012	1,597	279		
Toole		8,925	1,590	189		
Treasure		1,491	239	37		
Valley	11,353	10.726	2,088	295		
Wheatland	3,187	3,819	753	20		
Wibaux	1,907	1,872	619	19		
Yellowstone	EE 07E	85,890	15,402	2,338		
Yellowstone						
Nat'l Park	58					

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 19% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

BILLINGS

(Yellowstone County)

KOOK-TV

LICENSEE: The Montana Network. Address: Box 1498. Phone: 9-2382.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 7.59 kw. Operating Pow.: Visual 13.5 kw, Aural 7.59 kw. Transmitter: Address, Westergard Hill. Make, DuMont. Model Series 7000. Antenna: Make, RCA-3 Bay. Type Superturnstile. Height, Above average terrain 520 ft. Above ground 199 ft.

OPERATION: Began Nov. 9, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KOOK.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, John C. Midlen. Consulting Engineer, Grant R. Wrathall.

SERVICES: Two studios (one 20x40 ft. and one 20x30 ft.). One DuMont camera chain. Two DeVry 16mm film projectors. One Selectroslide slide projector. One DuMont scanner. One DuMont opaque projector. News Service, AP. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: C. L. Crist (32.46%), president: J. Carter Johnson (31.55%), vice president; Carl O. Hansen (5.33%), director; R. I. Riedesel (5.33%), director; Malcolm Long (5.33%), director, and Alice C. Hoiness (5.33%) (as executrix of will of Melvin H. Hoiness), and 9 others, none owning over 3%.

EXECUTIVES:

(CBS)

(CBS)

C. L. Crist, Pres. Grant French, Ch. Eng. V. V. Clark, Gen. Mgr. John Conner, Com. Mgr. Ed Peiss & Bud Clark, Film Buys. Rae Rita Taggert, Traffic Mgr. Ed Peiss, Prog. & Oper. Dir. Lee Peer, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Rate Card No. I.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 144,000; Families in Area, 46.248; Area in Square Miles, 30,000; No. of Sets (June 1), 10,500; Retail Sales, \$225,000,000; Income per Family, \$5,314; Income per Capita, \$1,785.

BUTTE

(Silver Bow County)

KOPR-TV

LICENSEE: Copper Broadcasting Co. Address: Finlen Hotel. | Phone: 6546.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.3 kw. Operating Pow.: Visual .6 kw, Aural .5 kw. Transmitter: Address, Lookout Point. Make, RCA. Antenna: Make, RCA. Type 3 Bay. Height, Above average terrain 350 ft. Above ground 300 ft.

OPERATION: Began Aug. 23, 1953. Hours, 4:30 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, KOPR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, John Midlen. Consulting Engineer, Grant Wrathall.

SERVICES: One studio (40x80 ft.). Two RCA TK-10A camera chains. Two RCA TK 20A film cameras. Two RCA TP-16D film projectors. Two TP-3A slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: Frank C. Carman (16.75%), Grant R. Wrathall (16.75%), R. D. Corette (10.5%), Ed Conney (10%), Edna Powers (16.75%) and Estate of David G. Smith (16.75%). Messrs. Carman and Wrathall each own 12.5% of KUTV (TV) and 25% of KUTA, both Salt Lake City; 50% of KGEM Boise, Idaho, and interests in KLIX Twin Falls, Idaho. ldaho.

EXECUTIVES:

Frank C. Carman, Pres. George Chance, Com. Mgr. James O. Harrold, Prog. Dir. Ed Cooney, Gen. Mgr., Vice Pres. & Film Buy. John Gort, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$34.50, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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BUTTE (Cont.)

KXLF-TV

LICENSEE: Television Montana. Address: 1681 George St. Phone: 2-2696.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, 1681 George St. Make, RCA. Model TT 500 A. Antenna: Make, RCA. Type 3 Bay. Height, Above average terrain 690 ft. Above ground 120 ft.

OPERATION: Began Aug. 14, 1953. Hours, 5:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, NBC, DuMont. Station, AM, KXLF.

REPRESENTATIVES: Washington Attorney, Wheeler & Wheeler. Consulting Engineer, George Adair.

SERVICES: Two studies. One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray (Dual) slide projector. One opaque projector.

PRINCIPAL STOCKHOLDERS: Licensee is owned by KGIR Inc. (KXLF), 58.95%; Peoples Forum of the Air (KXLJ Helena), 22.68%; KRBM Broadcasters (KXLQ Boseman), 11.33%, and Western Montana Assn. (KXLL Missoula), 4.54%. Ed Craney is principal stockholder in each of the stockholding corporations (49.4% of KGIR Inc., 42% of Peoples Forum of the Air, 49.6% of KRBM Inc., and 30% of Western Montana Assn.). Mr. Craney also owns 46.8% of KXL Portland, Ore.

EXECUTIVES:

E. B. Craney, Pres. & Film Buy. Jim Manning, Gen. Mgr.

J. Wythe Walker, Com. Mgr. Jack Provis, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$125, Film \$100. Minute spot Live \$25, Film \$20. XL Statian Group discounts from 5% for 2 markets up to 20% for 5 markets. Rate Card No. 1.

MARKET INFORMATION: Total, Including Fringe Area: Families in Area, 22,970; No. of Sets (June !), 5,500; Retail Sales, \$81,629.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

GREAT FALLS

(Cascade County)

KFBB-TV

LICENSEE: Wilkins Broadcast Inc. Address: P. O. Box 1139. Phone: 4-4377. FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: Address, I mile west of Great Falls. Make, DuMont. Model 7,000. Antenna: Make, RCA. Type TF 6 BM (6 Bay). Height, Above average terrain 240 ft. Above ground 440 ft.

OPERATION: Began March 21, 1954. Hours, 6:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont, Station, AM, KFBB.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Wheeler & Wheeler. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (one 40x26 ft. and one 16x26 ft.). One DuMont camera chain. One DuMont film camera. One DuMont film projector. One DuMont slide projector. One DuMont opaque projector. News Service, UP. Library, Thesaurus.

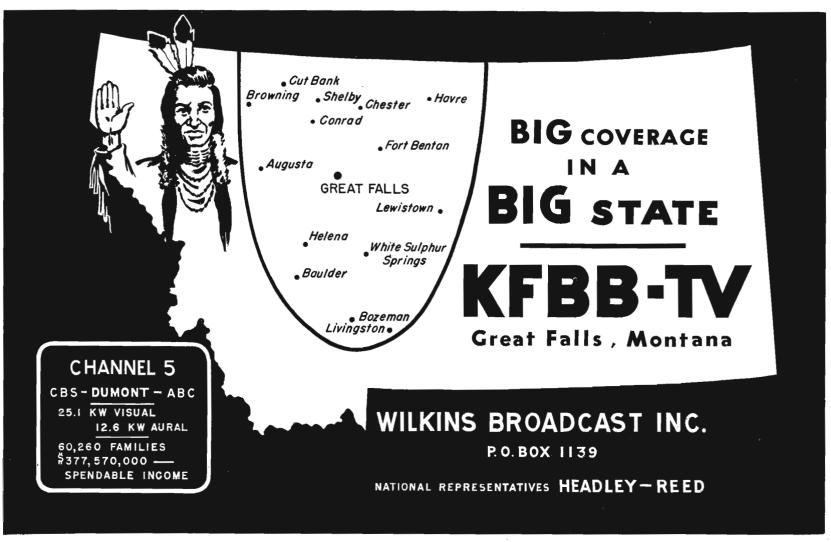
PRINCIPAL STOCKHOLDERS: J. P. Wilkins, (50.4%), Fairmont Corp. (subsidiary of Anaconda Copper Co.) (27%), Roy H. Glover and wife (5%), and five other stockholders. Mr. Glover is president of Fairmont Corp., which publishes Missoulia Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5% ownership), Billings Gazette (66%), ownership), and the weekly Libby Western News (331/3% ownership).

EXECUTIVES:

J. P. Wilkins, Pres. & Gen. Mgr. LeRoy Stahl, Com. Mgr. Bob Froemming, Prog. Dir. Wilbur Myhre, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$32.50, Film \$25. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

ARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	56,400	17,100	204,800
Families in Area	17,220	5,210	60,260
Area in Square Miles	2,658	8,094	54,309
No. of Sets (June 1)	3,500	1,900	6,100
Retail Sales	\$88,193,000	\$22,593,000	\$271,681,000
Income per Family	\$6,099	\$ 7.517	\$ 5,968
Income per Capita	\$1,906	\$ 2,349	\$ 1.865



MISSOULA

(Missoula County)

KGVO-TV

LICENSEE: Mosby's Inc. Address: 127 E. Main St. Phone: 9-7668.

Operating Pow.: Visual 38 kw, Aural 20.9 kw. Transmitter: Address, Television Mtn., 17 mi. NW of Missoula. Make, GE TT6E. Antenna: Make GE. Type, 12 bay. Height, Above average terrain 2,030 ft. Above ground 274 ft. FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.9 kw.

OPERATION: Began July 1954. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATION: Station, AM, KGVO.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Archer S. Taylor (Missoula).

SERVICES: Three studios (20x40 ft.). One Dage camera chain. One Dage film camera. Two Holmes film projectors. Two Selectroslide Jr. slide projectors. News Service, UP. Library, Langworth.

PRINCIPAL STOCKHOLDER: A. J. Mosby, 97%; Mrs. Hugh Bader, 1%; Aline Mosby, 1%; Mrs. Ruth Mosby, .75%; Don Bradley, .25%. Mr. Mosby also owns KANA. Anaconda, Mont.

EXECUTIVES:

Richard Coon, Prog. Dir. Amos Hargrave, Ch. Eng. John Harrington, Mgr. Stud. Ops. A. J. Mosby, Pres., Mgr. & Film Buy. Al Kostelic, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 26 times to 30% for 312 times. Rate Card No. I.

MARKET INFORMATION: Total retail sales, \$133,900,000. Income per Family, \$4,444. Population 128,374. Families, 36,570.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

-NEBRASKA—

1 950 000

NEBRASKA MARKET INDICATORS

Total Population, July 1, 1953	1,358,000
Total Families, 1950	344,720
Total Urban Population, 1950	621,905
Total Rural Nonfarm Population, 1950	312,170
Total Farm Population 1950	391,435
Total Farm Population, 1950	00.0,200
1054	346,300
1954 Mining April 1954	1,600
Employed in Mining, April 1954	151,438
Employed in Agriculture, 1950	57,200
Employed in Manufacturing, April 1954	21,300
Employed in Construction, April 1954	21,500
Employed in Transportation & Public Utilities,	40.500
April 1954	40,700
Employed in Wholesale & Retail Trade, April 1954	93,200
Employed in Finance, Insurance & Real Estate,	
April 1954	87,700
Employed in Service & Miscellaneous, April 1954	45,800
Employed in Government Service, April 1954	67,900
Retail Sales, 1953	\$ 1,645,883,000
Bank Assets, Jan. 1, 1954	\$ 1,671,579,000
Bank Deposits, Jan. 1, 1954	\$ 1,555,386,000
Major Income Sources, 1952: Agriculture 27.1%; Go	vernment
15.0%; Manufacturing Payrolls 9.7%; Trade and	Service
24.4%.	202.100
Total Income Payments, 1952	\$ 2,147,000,000
Per Capita Income, 1952	\$ 1.566
Total Internal Revenue Collections, 1953	\$ 408,447,356
Arrange Woolds Forming Manufacturing Workers	φ 400,441,000
Average Weekly Earnings Manufacturing Workers,	\$ 66.32
April 1954	\$ 1.106.679,000
Cash Receipts from Farm Marketing, 1999	\$ 7,885,000
Value of Mineral Production, 1951	\$ 18,469,000
New Public Construction in 1952	
Motor Vehicle Registration, 1953	631,796
Number of Telephones, Jan. 1, 1954	442,400
Number of Electrical Connections, Jan. 1, 1954	444,963
Number of Gas Utilities Connections, 1953	218,700

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEBRASKA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	28,855	\$47,1 7 0	\$6,994	\$1,404	1,600	17%
Antelope		13,157	2,248	236	810	22%
Arthur	803	258	70			
Banner		29	9			
Blaine		786	106	15		
Boone	10,721	10,197	1,598	206	420	13%
Box Butte	12,279	18,534	3,582	324		

BROADCASTING • TELECASTING

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)		(CBS) TV Sets 1954	(CBS) TV % 1954
Boyd	4,911	4,929	1,001	96	• • • •	• • • •
Brown	5,164 $25,134$	8,815 35,401	1,475 6,285	171 911	1,060	12%
Burt	11,536	13,102	2,808	343	2,770	77%
Butler	11,432	9,511	1,824	257	1,360	36%
Cass	16,361	13,741	2,959	422	4,000	74%
Cedar	13,843	12,793	2,243	391	860	22%
Chase	5,176	7,898	1,411	148		
Cherry	8,397	12,211	1,724	257		
Cheyenne	12,081	17,777	3,281	443	• • • •	
Clay	8,700	6,496	1,584	137		
Colfax	10,010	16,959	2,656	270	1,600	47%
Cuming	12,994	16,691	2,437	365 57 8	1,840	47%
Custer	19,170 10,401	18,650 12,157	3,890 2,834	304	1,250	39%
Dakota Dawes	9,708	12,137	2,642	263		
Dawson	19,393	35,661	5,424	798	860	13%
Deuel	3,330	6,003	822	143		
Dixon	9,129	8,584	1,582	189	1,130	39%
Dodge	26,265	42,521	8,065	773	7,260	76%
Douglas	281,020	391,007	77,174	12,695	78,200	85%
Dundy	4,354	7,102	988	49		
Filimore	9,610	7,001	1,810	296	640	44%
Franklin	7,096	8,428	1,821	183		
Frontier	5,282	3,302	491 2.484	38		
Furnas	9,385	11,446 28,751		329 971	3,960	44%
Gage	28,052 4,114	3,755	5,880 982	108	3,960	44%
Garfield	2,912	3,469	606	43		
Gosper	2,734	2,110	265	41		
Grant	1,057	945	251	13		
Greeley	5,575	5,414	980	203	200	14%
Hall	32,186	46,796	9,236	1,124	1,940	18%
Hamilton	8,778	7,782	1,736	144	1,080	36%
Harian	7,189	7,450	1,671	135		
Hayes	2,404	565	25			• • • •
Hitchock	5,867	5,624	825	187		• • • •
Holt	14,859	16,960	3,017	344	••••	
Hooker	1,061	1,706	82	14	200	1407
Howard Jefferson	7,226 13,623	6,155 14,995	1,277 2,836	136 378	320 880	14% 20%
Johnson	7,251	7,855	1,480	207	1,080	45%
Kearney	6,409	10,096	2,478	205		
Keith	7,449	11,688	1,732	219		
Keya Paha	2,160	1,150	397	20		
Kimball	4,283	6,886	1,254	170		
Knox	14,820	17,162	2,584	468	1,040	23%
Lancaster	119,742	154,770	25,194	5,263	25,140	62%
Lincoln	27,380	38,874	8,385	1,001	• • • • •	• • • •
Logan	1,357	627	180	15		
Loup	1,348	669	116	18	• • • •	• • • •
McPherson Madison	825 24,338	275 41,304	49 6,556	738	3,050	40%
Merrick	8,812	11,115	1,567	249	410	14%
Morril	8,263	8,946	1,797	297		
Nance	6,512	5,746	996	125	250	14%
Nemaha	10,973	8,771	1,937	152	1,220	36%
Nuckolls	9,609	10,811	2,283	303		
Otoe	17,056	18,206	3,377	465	4,090	74%
Pawnee	6,744	4,406	846	112	790	36%
Perkins	4,809	5,814	1,084	143		• • • •
Phelps	9,048	14,899	3,070	328		
Pierce	9,405 19,910	10,029 27,133	1,289 4,637	218 613	660 2,380	22% 39%
Polk	8,044	9,308	1,658	334	900	36%
Red Willow	12,977	22,138	3,839	501		
Richardson	16,886	20,581	3,755	419	1,990	36%
Rock	3,026	3,411	566	19		
Saline	14,046	13,988	2,799	306	1,030	21%
Sarpy	15,693	5,771	1,639	238	3,820	78%
Saunders	16,923	16,412	4,035	325	4,420	79%
Scotts Bluff	33,939	48,202	9,277	1,104		
Seward	13,155	12,503	2,863	360	1,500	36%
Sheridan Sherman	9,539 6,421	11,580 4,290	2,331 1,073	303 42	• • • • •	• • • •
Sioux	3,124	1,769	395	22	• • • •	
Stanton	6,387	4,356	901	104	890	47%
Thayer	10,563	10,274	2,141	280		1170
Thomas	1,206	670	165	15		
Thurston	8,590	7,407	1,072	194	980	39%
Valley	7,252	7,093	1,853	196		
$Washington\ \dots.$	11,511	11,113	2,863	199	2,850	77%
Wayne	10,129	10,791	1,797	157	1,170	39%
Webster	7,395	6,827	1,458	186		
Wheeler	1,526	418	119	15	1.000	
York	14,346	16,276	2,846	392	1,63 0	35%
Note: For source Sales Man			d, drug, a	nd retail sal	es, copyri	ght 1954,

rui sources see ioreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

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KEARNEY

(Phelps County)

KHOL-TV

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Neb. Phone: Holdrege 338.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Operating Pow.: Visual 56.05 kw, Aural 30.2 kw. Transmitter: Address, 2½ miles northeast of Axtell, Neb., on Highway 44. Make, GE. Model TT-6E. Antenna: Make, GE. Type 5 kw. Height, Above average terrain 550 ft. Above ground 581 ft.

OPERATION: Began Dec. 25, 1953. Hours, 2:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (18x42 ft.). One GE camera chain. One GE film camera.

Two GE 16mm film projectors. One Spindler 2x2 slide projector. One GE Balopticon opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: General Partners F. Wayne Brewster (40%), half owner of hospital; C. E. Freas Jr. (12.5%), merchant-farming-real estate; William S. Bivens (2.5%), physician; Mrs. W. G. Huff (10%), bottler; Brewster Hospital Inc. (20%); Harold J. Hamilton (5%), hospital administrator; Willard F. Anderson (10%), plumbing and heating.

EXECUTIVES:

F. Wayne Brewster, Pres. Harold J. Hamilton, Gen. Mgr. Duane L. Watts, Sta. Mgr. Jack Gilbert, Prog. Dir. and Asst. Sta. Mgr. Jack Lewis, Ch. Eng. Gordon E. Morehouse, Reg. Sls. Dir. Maurine Nelson, Traffic Mgr. J. R. Hackney, Publ. and Prom. Mgr. Bob Schnuelle, News Dir.

Howard Morgan, Art Dir.

RATE INFORMATION: Class A one hour Live \$215, Film \$200. Minute spot Live \$35, Film \$30. Frequency discounts from 10% for 26 times up to 40% for 312 times. Rate Card No. I.

MARKET INFORMATION: Total, Including Fringe Area: Population, 403,300; Families in Area, 128,300; No. of Sets (May 15), 33,000; Retail Sales, \$483,682,000.

LINCOLN

(Lancaster County)

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp. Address: 40th & W Sts. Phone: 6-2367.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.

Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, K
Township, six miles east of Beaver Crossing. Make, RCA. Model TT50-AH.

Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 1,000 ft. Above ground 999 ft.

OPERATION: Began Feb. 18, 1954. Hours, 1:30 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KOLN.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (32x45 ft.). Two Model TK-11A, TK-31A RCA camera chains. One Bodde single head rear screen projector. One TK-20D Ike RCA film camera chain. Two RCA TP-16D film projectors. One TK-20D

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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Ike chain used with Gray Duel-disc slide projector Model TP-3A. One Gray Telop with Ike chain opaque projector. One Houston Fearless 16mm developer processing unit. Two press, three 35mm still cameras, one 16mm, one 16mm sound on film movie cameras. News Services, UP, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Fetzer Broadcasting Co., principals of which are John E. Fetzer (52%) and his wife, Rhea H. Fetzer (48%). Fetzer Broadcasting Co. granted transfer of control on Aug. 19, 1953, from Cornhusker Radio & Tv Corp. Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO-AM-TV Kalamazoo. Mr. Fetzer is minority stockholder KXEL Waterloo, lowa, tv applicant in Waterloo; vice president and 331/3% stockholder WMBD-AM-FM Peoria, Ill., tv applicant that city.

EXECUTIVES:

John E. Fetzer, Pres.

William Lucas, Prog. Dir.

A. James Ebel, Gen. Mgr.

D. R. Taylor, Ch. Eng.

Thomas L. Young, Sls. Mgr.

Paul Jensen, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Grade B (FCC Contour): Population, 577,600; Families in Area, 182,900; Area in Square Miles, 26,200; No. of Sets (June 1), 90,000; Retail Sales, \$642,926,000; Income per Family, \$4,162; Income per Capita, \$1,318.

KUON (TV)†

LICENSEE: Byron J. Dunn, Trustee.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: Address, 48th & Vine Sts. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 360 ft. Above ground 407 ft.

OPERATION: Began May 31, 1953.

SERVICES: Two studios (31x54 ft. and 76x10 ft.). Two RCA studio camera chains. Two RCA film cameras. Two RCA film projectors. Gray Telejector. Gray Teope II. Houston Fearless Model 22 film processing unit. News Service, AP Wirephoto. Library, Snader Film Library, Standard, Guild Sports Library.

PRINCIPAL STOCKHOLDER: Licensee is trustee for eventual operation by U. of Nebraska.

† KUON (TV) has suspended operation but has not returned its CP.

ОМАНА

(Douglas County)

KMTV (TV)

LICENSEE: May Broadcasting Co. Address: 2615 Farnam St. Phone: Webster 9800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 2615 Farnam St. Make, RCA. Model TT-25AL. Antenna: Make, RCA. Type TF-6AL. Height, Above average terrain 590 ft. Above ground 550 ft.

OPERATION: Began Sept. 1, 1949. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuM. Station, AM, KMA Shenandoah, Iowa.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Mc-Kenna & Wilkinson. Consulting Engineer, Robert M. Silliman.

SERVICES: Two studios (one 45x70 ft. and one 1800 sq. ft.). Five RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman 2x2 in. and two Selectroslide (2x2) slide projectors. One Bodde rear screen projector. One Multiscope. Houston-Fearless film processing unit. Mobile unit with two RCA camera chains. News Service, UP. Library, Capitol.

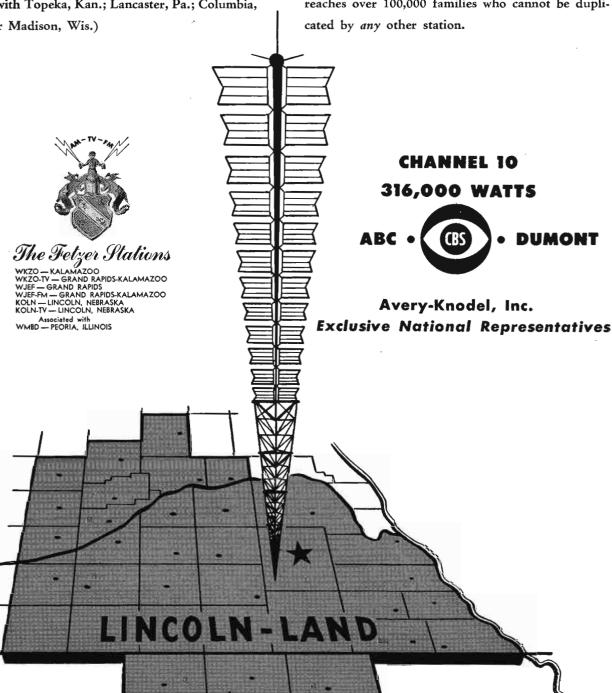
BROADCASTING • TELECASTING

KOLN-TV GIVES YOU LINCOLN-LAND-

Nebraska's Other Big Market!

The map below shows Lincoln-Land—34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Topeka, Kan.; Lancaster, Pa.; Columbia, S. C.; or Madison, Wis.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, KOLN-TV reaches over 100,000 families who cannot be duplicated by *any* other station.



OMAHA (Cont.)

KMTV (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Edward W. May, president, is principal stock-holder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, owners of WOC-AM-FM-TV Davenport, lowa, and of WHO-AM-FM-TV Des Moines, lowa.

EXECUTIVES:

Edward W. May, Pres. Owen L. Saddler, Exec. Vice Pres. & Gen. Mgr. Arden E. Swisher, Com. Mgr. Glenn E. Harris, Prog. Dir. & Film Buy. Ray J. Schroeder, Ch. Eng. Lew Jeffrey, Prod. Mgr. Floyd M. Kalber, News Dir. Joe H. Baker, Prom. & Merch. Mgr. Amos Eastridge, Pub. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 21/2% for 13 times up to 20% for 260 times. Rate card No. 8.

MARKET	INFORMATIC	١N٠

Families in Area 152,550 270,950 474,650 Area in Square Miles 2,656 11,184 31,416 No. of Sets (June 1) 130,000 205,000 280,000 Retail Sales \$555,577,000 \$1,008,562,500 \$1,712,324,500 Income per Family \$4,451 \$4,231 \$4,132	ARREL INFORMATION:	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
	Families in Area Area in Square Miles No. of Sets (June 1) Retail Sales Income per Family	152,550 2,656 130,000 \$555,577,000 \$ 4,451	270,950 11,184 205,000 \$1,008,562,500 \$4,231	1,500,850 474,650 31,416 280,000 \$1,712,324,500 \$4,132 \$1,309

WOW-TV

LICENSEE: Meredith WOW Inc. Address: 3509 Farnam St. Phone: Webster 3400.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3509 Farnam St. Make, RCA. Model TT25-AL. Antenna: Make, RCA. Type TT5A. Height, Above average terrain 580 ft. Above ground 496 ft.

OPERATION: Began Aug. 29, 1949. Hours, 6:00 a.m.-12:05 a.m.

AFFILIATIONS: Networks, NBC, DuMont. Station, AM, WOW.

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one. 75x45x25 ft. and one 30x28x18). Two studio type and two field type camera chains. Two RCA TK20-A film cameras. Two GE 4PF28 16mm film projectors. One 31/4x4 GE model PF3C opaque projector. Two Selectroslide for 2x2 transparencies. One Houston Processor film processing unit. One mobile unit. News Services, UP, INS. Library, Standard and Capitol-Q.

PRINCIPAL STOCKHOLDERS: Owned by Meredith Engineering Co. subsidiary of Meridith Pub Co., Des Moines, (Better Homes & Gardens and Successful Farming). Merdith also owns KPHO-AM-TV Phoenix, Ariz.; KCMO-AM-FM-TV Kansas City and WHEN-AM-TV Syracuse, N. Y.

EXECUTIVES:

E. T. Meredith Jr., Pres.
Payson Hall, Vice Pres. & Secy.
Frank P. Fogarty, Vice Pres. &
Gen. Mgr.
Lyle DeMoss, Asst. Gen. Mgr.
Fred Ebener, Sls. Mgr.

Bob Seitzer, Prom. Mgr. Bill McBride, Prog. Dir. & Film Buy. Verne Reynolds, Prod. Mgr. Glenn Flynn, Ch. Eng. William J. Kotera, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from $2\frac{1}{2}\%$ for 13-25 times up to 25% for 312 or more times. Rate Card No. 8.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	466,500	341,400	1,297,600
Families in Area	144,500	108,600	408,200
No. of Sets (Nov. 1)	113,400	68,300	212,482
Retail Sales	\$538,301,000	\$412,598,000	\$1,515,037,000
Income per Family	\$ 5 ,295	\$ 4,758	\$ 4,815
Income per Capita	\$ 1,641	\$ 1,514	\$ 1,514



How to Brand Customers in this 2 Billion Dollar Market!

The Iron: Everyone agrees television is a hard-hitting medium for selling name-brand products. In its own Missouri Valley market, WOW-TV is selling brand-conscious customers who spend nearly 2 billion dollars a year.

The Muscle: You need power to burn a sales message in. And WOW-TV has the muscle . . . with its maximum power . . . strong NBC network programming . . . and popular local shows.

The Proof:

Here's One Example of WOW-TV's Tremendous Pulling Power



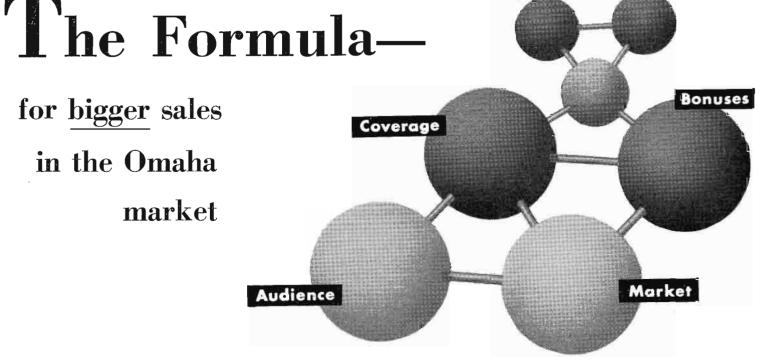
Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines

33,628 Letters

poured in to "Uncle Tom" Chase, star of Trail Time. (June 1, 1953 to June 1, 1954) WOW-TV is making sales every day. It can do it for you!



for bigger sales in the Omaha market



KMTV Has the Biggest Audience

KMTV completely covers the big, prosperous Omaha market—the one dominant TV station. Strong CBS-TV, ABC-TV and DuMont programming coupled with popular local shows gives KMTV 11 of the top 15 nighttime weekly network shows . . . 7 of the 10 most popular multi-weekly shows and Omaha's most popular locally-produced show ... as well as 8 of the top 10 daytime shows. (Get KMTV's complete audience leadership picture from Hooper, Pulse, or ARB.)

KMTV Gives You Regional Coverage

KMTV has a 3-to-1 leadership ratio over all other TV stations in the area as the *one* station best-received and mostwatched within a 100-mile radius of Omaha, according to an impartial survey (name and statistics on request). Because of KMTV's low channel 3, its maximum power, and the flat Nebraska-Iowa terrain, KMTV is the favorite TV station in this bigbuying 250,000-set Missouri Valley market with two billion dollars to spend.



KMTV Serves the Booming Omaha Market

According to the Rand McNally Business Trend bulletins, for the first four months of 1954, Omaha is one of the country's "10 best cities," with business activity 7 per cent above 1953 (considered to be the nation's biggest business year). Chamber of Commerce figures for the first five months of 1954 show building permits up 26.4%, natural gas use up 23.9%, grain receipts up 16.9%. And the FRB reports that for the first four months of 1954, department store sales are up 3%. Businessmen report "people are buying better than ever."

KMTV Offers You These Bonus Services

KMTV's 300-some national and local advertisers (more than any other TV station in the area) all like these KMTV selling extras: strong merchandising helps . . . Midwest's finest live commercial facilities, including rear screen projection . . . KMTV's consistently big mail response . . . special events . . . and other promotional and publicity bonuses.

This formula—of KMTV's dominant popularity in a flourishing market—will produce bigger sales for you, too. Contact KMTV or your Petry representative today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3



NEVADA MARKET INDICATORS

Total Population, July 1, 1953	199,000
Total Families, 1950	40.945
Total Urban Population, 1950	91,625
Total Rural Nonfarm Population, 1950	54,997
Total Farm Population, 1950	13,461
Employed in Nonagricultural Establishments, April	,
	73,700
1954 Employed in Agriculture, 1950	6,673
Employed in Mining, April 1954	4,600
Employed in Manufacturing, April 1954	4,100
Employed in Construction, April 1954	9,200
Employed in Transportation & Public Utilities,	-,
	8,600
April 1954 Employed in Wholesale & Retail Trade, April 1954	15,400
Employed in Finance, Insurance & Real Estate,	-, -,
April 1954	1,800
Employed in Service & Miscellaneous, April 1954	17,700
Employed in Government Service, April 1954	12,300
Retail Sales, 1953 \$	244,121,000
Bank Assets, Jan. 1, 1954 \$	263,288,000
Bank Deposits, Jan. 1, 1954	245,718,000
Major Income Sources, 1952: Agriculture 8.2%; Gover	nment
17.3%; Manufacturing Payrolls 4.3%; Trade and S	ervice
31.8%.	_
Total Income Payments, 1952\$	405,000,000
Per Capita Income, 1952\$	2,250
Average Weekly Earnings Manufacturing Workers,	,
April 1954\$	83.32
Total Internal Revenue Collections, 1953 \$	82,547,186
Cash Receipts from Farm Marketing, 1953 \$	38,108,000
Government Payments to Farmers, 1953 \$	259,000
Value of Mineral Productions, 1951\$	57,626,000
New Public Construction in 1952\$	33,700,000
Motor Vehicle Registration, 1953	106,645
Number of Telephones, Jan. 1, 1954	66,200
Number of Electrical Connections, Jan. 1, 1954	63,670
Number of Gas Utilities Connections, 1953	6,200
	,

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEVADA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Churchill	6,161	\$9,053	\$1,241	\$ 95		
Clark		84,308	17,498	2,876	6,110	27%
Douglas	2,029	2,225	307	115		
Elko	11,654	14,841	2,918	515		
Esmeralda		149	30			
Eureka		838	438	34		
Humboldt		6,449	1,601	93		
Lander		1,639	365	76		
Lincoln		2,422	707	139		
Lyon		3,218	960	102		
Mineral		4,262	1,610	109		•
Nye	3,101	2,798	1,052	73		
Ormsby	4,172	5,161	1,361	322		
Pershing		3,737	682	48		
Storey		420	127	2:11		1111
Washoe		92,804	15,428	6,079	5,460	28%
White Pine	9,424	9,797	2,518	387		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

HENDERSON

(Clark County)

(Target Date, Dec. I, 1954)

KLRJ-TV

LICENSEE: Southwestern Publishing Co. Address: 737 N. Main St. Phone, 4660.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: Address, Boulder City Highway. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 260 ft. Above ground 400 ft.

OPERATION: Target date, Dec. 1, 1954.

REPRESENTATIVES: John E. Pearson Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios. One RCA camera chain. Two RCA film cameras.

PRINCIPAL STOCKHOLDERS: Donald W. Reynolds, president (75%), and A. E. Cahlan, vice president-treasurer (25%). Mr. Reynolds owns KFSA-AM-FM-TV Fort Smith, Ark., KHBG Okmulgee, Okla:, and 75% of KZTV (TV) Reno. Nev.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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LAS VEGAS

(Clark County)

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: P. O. Box 711. Phone: 7138.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5 kw. Operating Pow.: Visual 29 kw, Aural 14.5 kw. Transmitter: Make, GE. Model 4TT6E2. Antenna: Make, GE. Type 4TY28F. Height, Above average terrain 180 ft. Above ground 250 ft.

OPERATION: Began July 22, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Weed Television Corp. Washington Attorney, Mc-Kenna & Wilkinson. Consulting Engineer, Grant R. Wrathall.

SERVICES: Two studios (one 30x50 ft. and one 15x20 ft.). Two GE 7C7A camera chains. Two GE PF5A 16mm film projectors. One 2x2 35mm Monochrome slide scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: R. G. Jolley, president (49.9%), J. Dewey Solomon (10.5%), Edgar W. Fountain (6.3%), and Herman Greenspun (10.1%), publisher of Las Vegas Sun. Mr. Jolley is part owner of Las Vegas Bostrs. Inc., licensee of KLAS.

EXECUTIVES:

R. G. Jolley, Pres.

Jean Paul King, Gen. Mgr.

James C. Rogers, Com. Mgr.
Ray Gallagher, Prog. Dir. & Film
Buy.

Marian Komar, Nat. Sls. Dir.

RATE INFORMATION: Class A one hour Live \$230, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Families in area, 47,812: No. of Sets (June 1), 14,925; Retail Sales, \$111,590,040; Average 1952 income per Family, \$5,891.

RENO

(Washoe County)

KZTV (TV)

LICENSEE: Nevada Radio-Television Inc. Address: P. O. Box 2448. Phone: 3-0721.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.63 kw, Aural 1.32 kw. Operating Pow.: Visual 2.63 kw, Aural 1.32 kw. Transmitter: Address, 770 E. 5th Street, Reno, Nevada. Make, RCA. Model TT-500B. Antenna: Make, RCA. Type TF-6A1 6 section superturnstile. Height, Above average terrain—520 ft. Above ground 137 ft.

OPERATION: Began Sept. 27, 1953. Hours, 1:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Robert L. Hammett, San Francisco.

SERVICES: One studio (50x50 ft.). One RCA I/O camera chain. One RCA Iconoscope film camera. One RCA I6mm film projector. Two Spindler & Sauppe 2x2 in. slide projectors. I6mm Auricon (sound) and silent cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: Donald W. Reynolds (50%) and Southwestern Publishing Co. (50%), chiefly owned by Mr. Reynolds (see KLRJ-TV Henderson, Nev.)

EXECUTIVES:

Donald W. Reynolds, Pres. Harry Huey, Gen. Mgr. & Film Buy. Richard Colon, Com. Mgr. Lou Zegerman, Live Prog. Dir. Loren Logan, Film Prog. Dir. Thomas Hughes, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$270, Film \$225. Minute spot Live \$45, Film \$30.

MARKET INFORMATION:

		Total
	Grade A	(Including
	(FCC Contour)	Fringe Area)
Population	001,10	
Families in Area	20,540	
No. of Sets (June 1)	15,423	15,423
Retail Sales	\$113,914,000	
Income per Family	\$ 7,225	***********

BROADCASTING • TELECASTING

NEW HAMPSHIRE MARKET INDICATORS

Total Population, July 1, 1953 Total Families, 1950 Total Urban Population, 1950 Total Rural Nonfarm Population, 1950 Total Farm Population, 1950	527,000 134,255 306,806 179,266 47,170
Employed in Nonagricultural Establishments, April 1954	169,200
Employed in Agriculture, 1950	13,235
Employed in Mining, April 1954	200
Employed in Manufacturing, April 1954	78,000
Employed in Construction, April 1954	6,400
Employed in Transportation & Public Utilities,	
April 1954	10,600
Employed in Wholesale & Retail Trade, April 1954	30,500
Employed in Finance, Insurance & Real Estate,	
April 1954	5,200
Employed in Service & Miscellaneous, April 1954	17,100
Employed in Government Service, April 1954	21,100
Retail Sales, 1953\$	565,819,000
Bank Assets, Jan. 1, 1954\$	730,278,000
Bank Deposits, Jan. 1, 1954\$	644,657,000
Major Income Sources, 1952: Agriculture 2.5%; Gover 14.5%; Manufacturing Payrolls 32.2%; Trade and S 24.6%.	nment ervice
Total Income Payments, 1952\$	780,000,000
Per Capita Income, 1952\$	1,530
Total Internal Revenue Collections, 1953 \$	121,414,758
Average Weekly Earnings Manufacturing Workers,	, .
April 1954 \$	55.48
Cash Receipts from Farm Marketing, 1953 \$	71,615,000
Government Payments to Farmers, 1953 \$	451,000
Value of Mineral Production, 1951 \$	1,296,000
New Public Construction in 1952 \$	20,600,000
Motor Vehicle Registration, 1953	192,228
Number of Telephones, Jan. 1, 1954	161,500
Number of Electrical Connections, Jan. 1, 1954	209,348
Number of Gas Utilities Connections, 1953	38,900
The sources are foreword. Detail Color commission 1054 Color Mana	

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Belknap	26,632	\$34,864	\$10,262	\$ 853	3,210	38%
Carroll		17,019	5,791	490	1,900	38%
Cheshire	. 38,811	34,684	11,596	906	5,720	49%
Coos	35,932	32,284	10,354	853		
Grafton		50,819	14,050	1,841		
Hillsborough	. 156,987	177,888	53,955	3,707	31,960	65%
Merrimack	63,022	62,856	17,115	2,109	10,900	60%
Rockingham	. 70,059	71,321	23,168	1,734	17,570	78%
Strafford	51,567	51,765	15,511	1,684	7,760	51%
Sullivan	26,441	32,319	8,689	614	4,050	50%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

KEENE

WKNE-TV

(Cheshire County)

(Target Date, Not Set)

LICENSEE: WKNE Corp. Address: 17 Dunbar St. FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 12.5 kw. Transmitter: Address, 7.5 miles northwest of Keene. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 800 ft. Above ground 375 ft.

375 tt.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, WKNE.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Joseph K. Close, president (71.2%), Abbott K. Spencer (4.8%), Lyman Spitzer (5%), Luette S. Close (5.8%), Mildred M. Smith (4.2%), George W. Smith, treasurer (.02%), Robert T. Colwell (4.8%), and William A. H. Birnie (4%).

MANCHESTER

WMUR-TV

(Hillsborough County)

LICENSEE: The Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: Manchester 5-5788.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 67.6 kw. Operating Pow.: Visual 112 kw, Aural 67.6 kw. Transmitter: Address, Mt. Uncanoonuc, Goffstown. Make, RCA. Model TT-10-AH. Antenna: Make, RCA. Type TF-12-AH. Height, Above average terrain 1,030 ft. Above ground 227 ft.

VHF CHANNEL 9 MANCHESTER N. H

70% of entire New Hamp-

PLUS—Coverage of northern Massachusetts—Lowell, Lawrence,

Haverhill, Fitchburg area 115,000 TV families

PLUS—Coverage of south and

Total PRIMARY coverage 235,000 TV families

4 Million People Live in This Area

THE BEST SIGNAL-

AND LOCAL COVERAGE FROM WITHIN THE MARKET



MANCHESTER (Cont.)

WMUR-TV (Cont.)

OPERATION: Began March 28, 1954. Hours, 5:00 p.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WMUR.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Cummings, Stanley, Truitt & Cross. Consulting Engineer Jansky & Bailey.

SERVICES: One studio (25x35 ft.). Two RCA TK11 camera chains. One RCA Iconoscope and one RCA Vidicon film camera. Two GPL Pa-100-A film projectors. Two Spindler & Sauppe slide projectors. Bridgamatic, Jr. film processing unit. One Bolex L6mm film camera. Auricon Pro SOF camera. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Francis P. Murphy 96.66%. James J. Powers, 3.33%.

EXECUTIVES:

Hon. Francis P. Murphy, Pres. & Treas. Hervey Carter, Gen. Mgr., Nat. Sls. Mgr. & Film Buy.

Gordon E. Moore, Loc. Sls. Mgr. Robert Boak, Prog. Dir. Charles Halle, Ch. Eng. Edward F. O'Brien, Exec. Vice Pres.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Families in Area	140,000	160,000	300,000
No. of Sets (June 1)	100,000	120,000	220,000

MT. WASHINGTON WMTW (TV) (POLAND, ME.)

(Target Date, Summer 1954)

LICENSEE: Mt. Washington Tv Inc. Address: Box 1120, Portland, Me. (For full listing see Poland, Me.).

-NEW JERSEY —

NEW JERSEY MARKET INDICATORS

Total Population, July 1, 1953	5,191,000
Total Families, 1950	1,263,570
Total Urban Population, 1950	4,186,207
Total Rural Nonfarm Population, 1950	543,822
Total Farm Population, 1950	105,300
Total Farm Population, 1950	,
	1,775,700
Employed in Agriculture, 1950	49,245
Employed in Agriculture, 1990	
Employed in Mining, April 1954	4,400
Employed in Manufacturing, April 1954	779,200
Employed in Construction, April 1954	96,700
Employed in Transportation & Public Utilities,	
April 1954	144,800
Employed in Wholesale & Retail Trade, April 1954	318,300
Employed in Finance, Insurance & Real Estate,	*
April 1954	63,600
April 1954 Employed in Service & Miscellaneous, April 1954	175,700
Employed in Government Service, April 1954	193,000
Retail Salac 1953	6 026 760 000
Retail Sales, 1953 \$ Bank Assets, Jan. 1, 1954 \$	6 771 046 000
Panle Denogita Ten 1 1054 @	6,250,427,000
Bank Deposits, Jan. 1, 1954 \$ Major Income Sources, 1952: Agriculture 1.6%; Gove	0,230,421,000
major income Sources, 1952: Agriculture 1.5%; Gove	rnment
13.2%; Manufacturing Payrolls 35.3%; Trade and	Service
24.4%.	
Total Income Payments, 1952\$	9,412,000,000
Per Capita Income, 1952\$	1,959
Total Internal Revenue Collections, 1953 \$	2.032.648.565
Average Weekly Earnings Manufacturing Workers,	_,,-
April 1954 \$	72.38
Carl Basista Com Bassa Manhatina 1070	
Cach Receipts from Harm Warketing 1953	
Cash Receipts from Farm Marketing, 1953	361,664,000
Government Payments to Farmers, 1953 \$	361,664,000 791,000
Government Payments to Farmers, 1953	361,664,000 791,000 59,024,000
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$	361,664,000 791,000 59,024,000 1,135,000,000
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$	361,664,000 791,000 59,024,000 1,135,000,000 822,400,000
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$	361,664,000 791,000 59,024,000 1,135,000,000 822,400,000 312,600,000
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953	361,664,000 791,000 59,024,000 1,135,000,000 822,400,000 312,600,000 1,836,914
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$	361,664,000 791,000 59,024,000 1,135,000,000 822,400,000 312,600,000
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953	361,664,000 791,000 59,024,000 1,135,000,000 822,400,000 312,600,000 1,836,914 1,989,000
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953 \$ Number of Telephones, Jan. 1, 1954 \$ Number of Electrical Connections, Jan. 1, 1954	361,664,000 791,000 59,024,000 1,135,000,000 822,400,000 312,600,000 1,836,914 1,989,000 1,750,697
Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	361,664,000 791,000 59,024,000 1,135,000,000 822,400,000 312,600,000 1,836,914 1,989,000

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NEW JERSEY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Atlantic	132,399	\$21 3,854	\$52,552	\$6,394	31,930	72%
Bergen	539,139	601,806	200,466	15,232	172,850	91%
Burlington	135,910	120,710	34,841	2,655	34,840	88%
Camden	300,743	356,421	104,544	7,463	80,790	84%
Cape May		62,246	18,681	1,284	11,370	84%
Cumberland		108,594	28,170	1,971	25,310	86%
Essex	905,949	1,318,020	334,589	34,236	242,840	85%
Gloucester		76,580	22,859	1,835	27,000	88%
Hudson		652,212	212,205	16,854	192,250	95%
Hunterdon		52,342	12,255	886	12,360	87%
Mercer		342,164	82,357	6,982	60,540	89%
Middlesex	264,872	299,434	87,280	6,265	71,160	85%
Monmouth		318,906	88,966	8,007	72,360	94%
Morris		183,668	56,478	4,280	42,360	81%
Ocean		110,286	29,462	2,717	17,540	80%
Passaic		486,358	120,628	9,191	97,800	88%
Salem		49,115	13,668	1,014	14,950	92%
Somerset		104,703	30,206	2,258	26,530	85%
Sussex		38,630	11,225	578	8,200	73%
Union		475,152	137,544	11,164	119,420	92%
Warren	54,374	55,559	14,615	662	12,390	70%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ASBURY PARK

(Monmouth County)

WRTV (TV)

LICENSEE: Atlantic Video Corp. Address: Eatontown, N. J. Phone: Eatontown 3-1520.

FACILITIES: Ch. 58. Operating Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: Address, Eatontown Traffic Circle. Make, RCA. Model TTU.
Antenna: Make, RCA. Height, Above sea level 440 ft. Above ground 465 ft.

OPERATION: Began Jan. 23, 1954. Hours, 5:00 p.m.-11:00 p.m.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer. Weldon & Carr.

SERVICES: One studio (19x27 ft.). One RCA camera chain. One RCA film camera. One RCA film projector. One Gray slide projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Walter Reade Jr., president-treasurer [49.7%] and Edwin Gage, vice president-secretary [49.2%] both executives of Walter Reade Theatres chain in New Jersey and New York.

EXECUTIVES:

Walter Reade Jr., Pres. Harold Burke, Gen. Mgr. Allen Preville, Com. Mgr.

Harvey Jerome, Prod. Mgr. Leroy Reckling, Ch. Eng. Lew Ginsburg, Film Buy.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$27.50. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 12.

MARKET INFORMATION: Grade B. FCC Contour: Population, 400,000; Families in Area, 112,000; Area in Square Miles, 25; No. of Sets (June 1), 114,200; Retail Sales, \$461,488,000; Income per Family, \$5,300.

ATLANTIC CITY

(Atlantic County)

WFPG-TV+

LICENSEE: Neptune Broadcasting Corp. Address: Steel Pier, Atlantic City. Phone: 5-2188.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 km, Aural 9 km. Operating Pow.: Visual 18 kw, Aural 9 kw. Transmitter: Address, Murray & Ohio Avenues. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24BM. Height, Above average terrain 430 ft. Above ground 448 ft.

OPERATION: Began Dec. 21, 1952.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WFPG. REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin &

Ellis. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. One Spindler & Sauppe rotary slide projector. One Gray Telop II opaque projector.

PRINCIPAL STOCKHOLDERS: Jack Berkman (20%), Louis Berkman (20%), Allen Berkman (10%), John Laux (10%) and WPIT Inc. (40%). Allen and Jack Berkman each own 13.1%, Louis Berkman, 16%, and Mr. Laux 9.4% of WPIT Pittsburgh. Same group also owns or controls WSTV-AM-FM-TV Steubenville, Ohio, and WBMS Boston.

EXECUTIVES:

Jack Berkman, Chmn. Fred Weber, Pres. & Gen. Mgr. Blair K. Thron, Dir. of Opr. & Ch. Eng. Elaine Bartolomei, Film Buy. Russ Truex, Com. Mgr. Ed Davis, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Film \$20. Frequency discounts from 5% for 26 times up to 25% for 360 times. Rate Card No. I.

† WFPG has suspended operation but has not returned CP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data of the sources.

ATLANTIC CITY (Cont.)

WOCN (TV)

(Target Date, Not Set)

LICENSEE: David E. Mackey. Address: 207 W. Swissvale Ave., Pittsburgh.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: Address, Haddon Hall Hotel. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 360 ft. Above ground 378 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Scharfield, Jones & Barron. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: David E. Mackey (100%).

CAMDEN

(Camden County)

WKDN-TV

(Target Date, Not Set)

LICENSEE: South Jersey Broadcasting Co. Address: 2881 Mt. Ephraim Ave. FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw. Transmitter: Address, 2881 Mt. Ephraim Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 250 ft. Above ground 311 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WKDN.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Ranulf Compton, president-treasurer (34%), Florence J. Compton, vice president (20%), True C. Giffen, secretary (14%), Gordon Giffen, vice president (1%), William R. Compton (14%), Douglas M. Compton (14%).

NEWARK

(Essex County)

WATV (TV)

LICENSEE: Bremer Broadcasting Corp. Address: Television Center, 1020 Broad St. Phone: Mitchell 2-6400.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw. Operating Pow.: Visual 22.5 kw, Aural 10.7 kw. Transmitter: Address, Empire State Bldg., N. Y. Make, DuMont. Model Series 12,000. Antenna: Make, Andrews. Type, Special Design. Height, Above average terrain 1,190 ft. Above ground 1,200 ft.

OPERATION: Began May 15, 1948. Hours, 12:00 noon-12:30 a.m.

AFFILIATIONS: Stations, AM, WAAT. FM, WAAT-FM.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Three studios (90x100 ft., 12x20 ft., and 70x48 ft.). Six RCA field camera chains. Two RCA film cameras. Four RCA film projectors. Four SVE slide projectors. DuMont scanner. INS opaque projector. RCA mobile unit. News Services, AP, INS. Library, SESAC, Associated.

PRINCIPAL STOCKHOLDERS: Irvin R. Rosenhaus and family are principal stockholders. Frank V. Bremer holds 10%.

EXECUTIVES:

Irving R. Rosenhaus, Pres. & Gen. Mgr.
Edmond S. Lennon, Vice Pres. & Com. Mgr.
George Green, Prog. Dir.
Frank Bremer, Vice Pres. Eng.
Henry Dabrowski, Trans. Eng.
Thomas Magee, Studio Eng.

William Kidda, Remote Eng.
Robert Paskow, Film Buy.
Herbert Green, Dir. of Opr.
Lou Frankel, Dir. of Prom.
Robert MacDougall, Pub. Rel. Dir
William Crawford, Sls. Dir.
Grace Reese, Traffic Dir.
Ralph Amatrudi, Art. Dir.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$200, Film \$200. Frequency discounts from 5% for 52 times up to 15% for 500 times. Rate Card No. 4A.

MARKET INFORMATION: Total (Including Fringe Area): Population, 14,832,-100; Families in Area, 4,599,000; Area in Square Miles, 11,876; No. of Sets (June 1), 4,200,000; Retail Sales, \$17,925,584,500; Income per Family, \$6,130 (average).

NEW BRUNSWICK

(Middlesex County)

WTVL (TV)*

(Target Date, Not Set)

*(Noncommercial Educational)

LICENSEE: New Jersey Dept. of Education. Address: State House, Trenton. FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Transmitter: Address, Washington Rock. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 780 ft. Above ground 461 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: Chester Robbins, acting Commissioner of Education.

BROADCASTING • TELECASTING

NEW MEXICO MARKET INDICATORS

NEW MEXICO MARKET INDICATORS	
Total Population, July 1, 1953	756,000
Total Families, 1950	159,885
Total Families, 1950	341,889
Total Rural Nonfarm Population, 1950	207,475
Total Farm Population, 1950	131,823
Total Farm Population, 1950	
1954	174,500
Employed in Agriculture, 1950	37,942
Employed in Mining, April 1954	13,500
Employed in Manufacturing, April 1954	15,900
Employed in Construction, April 1954	13,000
Employed in Transportation & Public Utilities,	10,000
April 1954	18,400
April 1954 Employed in Wholesale & Retail Trade, April 1954	41,600
Employed in Finance, Insurance & Real Estate,	41,000
	5,800
April 1954 Employed in Service & Miscellaneous, April 1954	23,300
Employed in Service & Miscentaneous, April 1994	43,000
Employed in Government Service, April 1954	693,623,000
Retail Sales, 1953\$	491,234,000
Bank Assets, Jan. 1, 1954\$	
Bank Deposits, Jan. 1, 1954 \$	463,323,000
Major Income Sources, 1952: Agriculture 12.4%; Gover	nment
23.4% Manufacturing Payrolls 6.3%; Trade and S	ervice
23.3%.	
Total Income Payments, 1952\$	965,000,000
Per Capita Income, 1952\$	1,331
Total Internal Revenue Collections, 1953 \$	112,379,964
Average Weekly Earnings Manufacturing Workers,	
April 1954\$ Cash Receipts from Farm Marketing, 1953\$	76.36
Cash Receipts from Farm Marketing, 1953 \$	195,421,000
Government Payments to Farmers, 1953 \$	1,173,000
Value of Mineral Production, 1951\$	256,304,000
New Public Construction in 1952\$	82,200,000
Motor Vehicle Registration, 1953	303,096
Number of Telephones, Jan. 1, 1954	158,900
Number of Electrical Connections, Jan. 1, 1954	195,392
Number of Gas Utilities Connections, 1953	115,400
For sources see foreword. Retail Sales, copyright 1954 Sales Mana	gement.

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEW MEXICO MARKET DATA BY COUNTIES

(CBS)

County	Population 1950	Retail Sales 1953(\$000)	Food Sales. 1953(\$000)	Drug Sales 1953(\$000)	TV Sets 1954	TV % 1954
Bernalillo		\$196,900	\$40,660	\$5,875	22 ,930	45%
Catron		1,298	514			
Chaves		55,110	10,721	1,760	4,270	31%
Colfax		15,527	2,945	440		
Curry		34,344	5,859	979	1,010	13%
De Baca		4,490	699	182	310	31%
Dona Ana		33,681	7,441	823	2,290	21%
Eddy		51,749	11,934	2,090	3,480	24%
Grant		20,369	4,463	568		
Guadalupe	6,772	4,705	1,417	191	430	31%
Harding	3,013	1,900	183	52		
Hidalgo	5,095	5,776	880	86		
Lea	30,717	51,850	9,499	1,273		
Lincoln		5,331	1,191	172	270	16%
Los Alamos		6,44 2	2,932	963	680	19%
Luna	8,753	9,097	2,241	243	590	21%
McKinley	27,451	21,546	3,563	290		
Mora		2,012	508	88		
Otero		10,649	2,954	417	680	15%
Quay		18,760	3,884	810	560	13%
Rio Arriba		9,130	2,642	309		
Roosevelt		16,881	3,591	686		
Sandoval		2,661	600	81	540	22%
San Juan		11,196	1,661	363		
San Miguel		15,081	3,872	531		
Santa Fe		41,728	7,381	1,781	2,100	20%
Sierra	7,186	7,681	1,682	384		
Socorro		4,811	1,005	223		
Taos		6,911	2,292	249		1111
Torrance		4,310	761	141	320	19%
Union	7,372	7,854	1,469	164	2:::	
Valencia	22,481	13. 843	3,265	554	2,090	39%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ALBUQUERQUE

(Bernalillo County)

KGGM-TV

LICENSEE: New Mexico Broadcasting Co. Address: 1414 Coal Ave., S.W.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 45 kw. Transmitter: Address, Sandia Crest. Make, RCA. Antenna: Make, RCA. Type 6-Bay. Height, Above average terrain 4,200 ft. Above ground 174 ft.

OPERATION: Began Oct. 4, 1953. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, KGGM, KVSF Santa Fe.

REPRESENTATIVES: Sales, Weed TV Inc. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, A. Earl Cullum, Jr.

SERVICES: Two studios (one 35x50 ft. and one 16x24 ft.). Two RCA TK 11A camera chains. One RCA TK 20D film camera. One Tv Specialty Co. rear screen projector. Two RCA TP16-D film projectors. One Gray dual slide projector. News Services, UP, AP. Library, World.

1954 TELECASTING Yearbook-Marketbook • Page 197

ALBUQUERQUE (Cont.)

KGGM-TV (Cont.)

PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, 62.2%, S. P. Vidal, 21%, U. S. Sen. C. P. Anderson, 5.6%, Maurice Liberman, 5.6%.

EXECUTIVES:

A. R. Hebenstreit, Pres. & Film Buy. Bob VanDriel, Prog. Dir. Leonard Dodds, Ch. Eng. Vergie Abeyta, Exec. Sec. and Traffic Dir.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$42. Frequency discounts up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	367,798	73,051	440,949
Families in Area	94,000	112,000	********
Area in Sq. Miles		70,000	***************************************
No. of Sets (June 1)		48,000	
Retail Sales		***************************************	\$371,119,000
Income per Family		***************************************	\$ 5,156
Income per Capita	***********	\$ 1,274	\$ 1,680

KOAT-TV

LICENSEE: Alvarado Television Co. Inc. Address: 122 Tulane Dr. S. E. Phone: 5-8716.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 25.6 kw, Aural 12 kw. Operating Pow.: Visual 25.6 kw, Aural 12 kw. Transmitter: Address, Six miles west of downtown Albuquerque on Highway U. S. 66. Make, DuMont. Model 8000. Antenna: Make, RCA. Type 6A1. Height, Above average terrain 540 ft. Above ground 318 ft.

OPERATION: Began Oct. 2, 1953. Hours, 10:00-12:00 a.m.-5:00-12:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, KOAT.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Cohn & Marks.

SERVICES: Two studios (one 20x40 ft. and one 15x30 ft.). Three DuM. Image Orthicon camera chains. One Bodde rear screen projector. One DuM. Multi-scanner film camera. One DuM. Multi-scanner film projector. One DuM. Multi-scanner slide projector. One DuM. opaque projector. One DuM. scanner. One Raytheon mobile unit. One Motorola microwave. News Service, UP.

PRINCIPAL STOCKHOLDERS: Alvarado Broadcasting Co., 60%; Albuquerque Exhibitors Inc., 35%; Pearce C. Rodey, 3%; J. D. Stephenson, 2%.

EXECUTIVES:

A. M. Cadwell, Pres. Ted. L. Snider, Prog. Mgr. & Film Buy. William H. Carman, Ch. Eng. Herbert Wimberly, Secy.-Treas.

RATE INFORMATION: Class A one hour Live \$160, Film \$160. Minute spot Live \$26, Film \$26. Rate Card No. 2.

KOB-TV

LICENSEE: Albuquerque Broadcasting Co. Address: 1430 Coal Ave., S.W. Phone: 3-4411.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual II kw, Aural 5.6 kw.
Operating Pow.: Visual II kw, Aural 5.6 kw. Transmitter: Address,
Crest of Sandia Mountains, Make, RCA. Model TT2-AL. Antenna: Make,
RCA. Type TT-6M Special. Height, Above average terrain 4,200 ft.
Above ground 183 ft.

OPERATION: Began Oct. 1948. Hours, 1:30 p.m.-11:00 p.m.

AFFILIATIONS: Networks, NBC, DuMont. Station, AM, KOB.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Pierson & Ball.

SERVICES: Two studios (one 50x30 ft. and one 20x25 ft.). Two RCA and one GPL camera chains. One RCA film camera. Two RCA 16C and two Bell & Howell film projectors. Two Selectroslide and one Bell & Howell slide projectors. Complete film department and photographic laboratory. Remote Truck with two cameras and RCA microwave. News Services, AP, UP (with facsimile). Library, SESAC.

PRINCIPAL STOCKHOLDERS: Wayne Coy, former FCC Chairman, 50% and Time Inc., 50%. Time Inc. publishes Time, Life, Fortune, Architectural Forum, Sports Illustrated. Time Inc. owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City; and 100% of KLZ-AM-FM-TV Denver.

EXECUTIVES:

Wayne Coy, Pres. & Gen. Mgr. J. I. Meyerson, Sta. Mgr. Rolf S. Nielsen, Com. Mgr. Dorothy B. Smith, Prog. Dir. George S. Johnson, Ch. Eng. Rolf S. Nielsen, Film Buy. Al Jarrett, Prod. Sup.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NOW! OVER 43,000 TV SETS!

ALBUQUERQUE CABLE-GRAM

50,000 SETS BY OCT. 1! Looking forward to live network Inter-Connection September 26 are viewers in these 15 New Mexico counties, where KOB-TV provides Regular Service. The station also serves portions of 6 other New Mexico counties, plus Alamosa and LaPlata counties, Colorado.

KOB-TV INTER-CONNECTED SEPT. 26!

The Cable's a-Comin' -

September 261
Take the tingle of seeing the first stagecoach rumble into Albuquerque. Add
the welcome arrival of its first chugging
train; its pioneer view of the flying machine. Put 'em all together — and you'll
have some idea of the excitement rampant in the Albuquerque area these
August days! In step with the atomic age
(and leading the way for most of itl),
the Albuquerque market is thus poised
for this next forward stride in its long
and colorful history. So is KOB-TV!



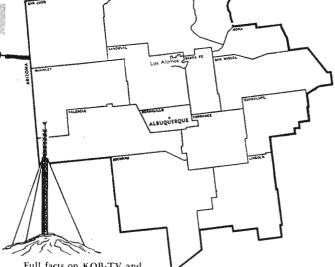
LOW BAND CHANNEL 4
ALBUQUERQUE

MARKET FACTS *

In the KOB-TV 15-county
Regular Service area only:
POPULATION 429,000
FAMILIES 110,400
Effective Buying Income. \$537,843,000
Total Retail Sales \$346,607,000
Total Food Sales \$73,750,000
Total Gen. Mdse, Sales \$37,231,000
Total Furn. Hhold Goods

Total Furn. Hhold Goods & Radio Sales \$ 20,710,000 Total Automotive Sales \$ 69,054,000 Total Drug Sales \$ 11,811,000 *Copr. 1954 Sales Management "Survey of Buying Power"; further reproduction not licensed.

Live network programs will be added to top-calibre *local* shows beginning September 26, and beamed to the Albuquerque area from the KOB-TV antenna atop Sandia Crest, 10,832 feet above sea level; 5,800 feet above Albuquerque, and 4,200 feet above average terrain. Highest television antenna site in the United States!



Full facts on KOB-TV and the soon-to-be-Inter-Connected Albuquerque Market are yours for the asking! Simply wire or write us, or contact The Branham Company representative who serves you.

Represented Nationally by The BRANHAM COMPANY T-4-1

RATE INFORMATION: Class A one hour Film \$250. Minute spot Live \$51.20, Film \$42. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3-A.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	253,000	102,000	490,000
Families in Area	67,185	16.676	111,934
Area in Square Miles	4,800	26.000	76,200
No. of Sets (June 1)	30,000	10,000	44,000
Retail Sales	\$220,000,000	\$86,000,000	\$420,000,000
Income per Family	\$ 5,988	\$ 5,576	\$ 4,914
Income per Capita	\$ 1,674	\$ 1,569	\$ 1,331

ROSWELL

(Chaves County)

KSWS-TV

LICENSEE: John A. Barnett. Address: Box 670. Phone: 3737.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 57.5 kw. Operating Pow.: Visual 115 kw, Aural 57.5 kw. Transmitter: Address, Comanche Hill 8 miles east of Roswell. Make, Federal. Model FTL-19A. Antenna: Make, Federal. Type 16 Bay. Height, Above average terrain 905 ft. Above ground 790 ft.

OPERATION: Began June 24, 1953. Hours, 4 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuM. Station, AM, KSWS.

REPRESENTATIVES: Sales, Meeker Tv & Clyde Melville (Dallas). Washington Attorney, A. L. Stein. Consulting Engineer, George Gautney.

SERVICES: One studio (20x30 ft.). Two Federal camera chains. One Federal film camera. Two GPL 16mm film projectors. One Federal scanner slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mr. Barnett is an oil producer and a consulting geologist.

EXECUTIVES:

John A. Barnett, Pres.
J. C. Porter, Gen. Mgr.
Paul B. McEvoy, Com. Mgr.
Jack Shafer, Prog. Dir.
Ray Summersgill, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150. Film \$150. Minute spot Live \$20, Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

– NEW YORK ——

NEW YORK MARKET INDICATORS

Total Population, July 1, 1953 15,257,0 Total Families, 1950 3,862,0 Total Urban Population, 1950 12,682,4 Total Rural Nonfarm Population, 1950 1,570,0)50 46 92
Total Farm Population, 1950	200
Employed in Mining, April 1954 11,5 Employed in Manufacturing, April 1954 1,879,3 Employed in Construction, April 1954 216,4	00 300
Employed in Transportation & Public Utilities, April 1954	000
Employed in Finance, Insurance & Real Estate, April 1954	00
Employed in Government Service, April 1954 731,3 Retail Sales, 1953 \$ 18,809,171,0 Bank Assets, Jan. 1, 1954 \$ 55,622,639,0 Bank Deposits, Jan. 1, 1954 \$ 49,594,140,0	000
Major Income Sources, 1952: Agriculture 1.0%; Government 14.1%; Manufacturing Payrolls 24.1%; Trade and Service 30.8%.	700
Total Income Payments, 1952 \$ 31,519,000,0 Per Capita Income, 1952 \$ 2,0 Total Internal Revenue Collections, 1953 \$ 12,546,360,7	38
Average Weekly Earnings Manufacturing Workers, April 1954	.57
Government Payments to Farmers, 1953 \$ 4,949,0 Value of Mineral Production, 1951 \$ 188,256,0 Total New Construction in 1952 \$ 2,471,300,0	000

 New Private Construction in 1952
 \$ 1,581,100,000

 New Public Construction in 1952
 \$ 890,200,000

 Motor Vehicle Registration, 1953
 4,176,495

 Number of Telephones, Jan. 1, 1954
 6,499,100

 Number of Electrical Connections, Jan. 1, 1954
 5,054,260

 Number of Gas Utilities Connections, 1953
 3,714,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEW YORK MARKET DATA BY COUNTIES

County	1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)		(CBS) TV Sets 1954	(CBS) TV % 1954
Albany	239,386	\$385,628	\$81,432	\$5,555	59,350	75%
Allegany Bronx	43,784	39,574	10,534	964	7,830	58%
Brooms	1,451,277	1,176,513	480,439	28,583	360,970	79%
Broome Cattaraugus	184,698 77,901	219,989 89,254	$52,674 \\ 21,900$	$5,324 \\ 2,205$	42,860 16,850	74% 70%
Cayuga	70,136	78,038	18,427	1,465	17,690	82%
Chautauqua	135,189	174,401	43,928	3,459	29,000	63%
Chemung	86,827	119,241	26,273	2,173	12,080	42%
Chenango		39,596	9,829	538	7,350	60%
Clinton Columbia	53,622 43,182	51,820 42,781	$12,607 \\ 12,053$	960 836	$\frac{4,690}{10,800}$	34%
Cortland	37,158	48.074	10,498	574	7,350	77% 63%
Delaware	44,420	53,201	10,710	1,004	5,460	39%
Dutchess	136,781	192,192	61,803	4,103	23,960	62%
Erie	899,238	1,207,950	303,238	30,132	243,890	87%
Essex Franklin	35,086 44,830	28,429 53,608	8,686	1,061	2,810	27%
Fulton	51 021	58,171	13,581 16,517	1,025 1,179	1,910 $10,770$	15% 62%
Genesee	51,021 47,584	57,290	12,247	1,071	10,380	71%
Greene	28,745	39,097	10,144	730	5,490	60%
Hamilton	4,105	4,154	1,850	83	770	59%
Herkimer	61,407	64,707	18,567	1,245	14,110	72%
Jefferson Kings	85,521	106,701 2,496,526	23,665 890.134	2,635	10,930	41%
Lewis		21,875	5,165	60,063 282	735,350 3,730	86% 57%
Livingston	40.257	39.565	9,432	778	6,530	58%
Madison	46,214	54,783	12,982	1,379	8,880	62%
Monroe	487,632	659,341	159,848	18,725	131,030	82%
Montgomery	59,594 672,765	73,948	18,995	1,408	11,660	61%
Nassau New York	1 960 101	1,003,784 4,390,729	287,760 679,051	19,301 108,976	233,160 401,750	89% 60%
Niagara	189,992	226,256	56,553	5,374	50,810	84%
Oneida	222,855	263,088	67,830	5,215	64,920	94%
Onondaga	341,719	432,072	107,493	10,544	98,280	90%
Ontario	60,172	70,481	16,622	1,241	12,570	69%
Orange Orleans	152,255 29,832	200,416 33,091	$52,407 \\ 8,673$	$^{4,521}_{654}$	41,100	87%
Oswego	77,181	75,765	20,934	1,959	7,940 17,450	83% 73%
Ostego	50,763	61,779	15,334	1,308	10,820	65%
Ostego Putnam	20,307	29,904	8,663	567	4,010	60%
Queens		1,621,880	594,385	36,210	460,000	88%
Rensselaer Richmond	132,607 $191,555$	$146,729 \\ 171.881$	38,454	2,724	34,290	82%
Rockland	89,276	80,803	66,736 26,823	4,341 1,999	$50,620 \\ 21,420$	$\frac{90\%}{87\%}$
St. Lawrence	98.897	99.783	27,036	2,304	4.200	15%
Saratoga	74,869	78,099	21,253	1,717	16,710	70%
Schenectady	142,497	187,203	46,142	4,225	36,640	75%
Schoharie	22,703	26,609	5,994	372	4,320	60%
Schuyler Seneca	14,182 29,253	15,803 24,569	3,332 6,433	291 604	$\frac{3,450}{6,120}$	75% 76%
Steuben	91,439	97,834	25,074	2.111	11,790	42%
Suffolk	276,129	332,311	98,122	7,250	75,230	82%
<u>S</u> ullivan	40,731	79,590	24,239	2,124	8,850	67%
Tioga	30,166	31,391	8,126	501	6,120	62%
Thompkins Ulster	59,122 92,621	66,927 $114,442$	15,966 33,846	$^{1,351}_{2,127}$	12,420 15,920	69% 53%
Warren	39,205	68,913	15,596	1,514	9,960	53% 78%
Washington	47,144	40,838	12,696	1,147	9,350	67%
Wayne	57,323	61,824	13,676	1,228	14,440	78%
Westchester	625,816	936,888	283,248	22,487	153,610	79%
Wyoming	32,822 17,615	34,293 26.74 9	7,051 9,879	630 446	5,810	60%
Yates	11,019	20,149	9,019	440	4,060	70%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ALBANY

(Albany County)

WPTR-TV (SCHENECTADY-TROY)

(Target Date, Not Set)

LICENSEE: Patroon Broadcasting Co. Address: Hotel Ten Eyck.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow. Visual 257 kw. Aural 135 kw. Transmitter: Address, E. Berne Rd. Make, GE. Antenna: Make, GE. Height, Above average terrain 1,010 ft. Above ground 248 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WPTR.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. J. Myer Schine, Vice Pres. W. R. David (2.5%), Secy. Howard Antevii, Treas. John A. May, Harold E. Blodgett (30%), Bertha Ryan Asch (10%), and M. L. Prescott (2.5%). Schine Chain Theatres Inc., owns 55% and also holds 50% interest in WRNY-AM-FM-TV Rochester, N. Y.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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ALBANY (Cont.)

WROW-TV (SCHENECTADY-TROY)

LICENSEE: Hudson Valley Broadcasting Co. Address: Box 4100. Phone: Albany 3-2225.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Operating Pow.: Visual 269 kw, Aural 138 kw. Transmitter: Address, North Greenbush, N. Y. Make, GE. Model TT-25-A. Antenna: Make, GE. Type TY-25-D. Height, Above average terrain 690 ft. Above ground 690 ft.

OPERATION: Began Oct., 1953. Hours, 4:30 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, WROW.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, D. F. Prince.
Consulting Engineer, Frank McIntosh.

SERVICES: Two studios (one 30x35 ft. and one 30x40 ft.). Two GE camera chains. One Television Specialty rear screen projector. One GE film camera. One Holmes and one GPL film projector. Two Selectroslide slide projectors. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Dean P. Taylor, president (1!.5%); Harry L. Goldman, executive vice president (1!.4%); Dr. John J. Quinlan, vice president (11.5%); Dr. Frank V. Sutland, vice president (3.8%); Louis H. Gross, treasurer (11.5%); Hyman Rosenblum, secretary (11.4%); Homer G. Davis, director (2.8%); Dr. Arthur H. Wellington, director, (1.7%); Hyman Abrams (7%), 14 others with none having more than 5%.

EXECUTIVES:

Dean P. Taylor, pres. Harry L. Goldman, Gen. Mgr. & Film Buy. Leo Rosen, Com. Mgr. Charles Pogan, Prog. Dir. & Ch. Eng. Isabella Arden, Sta. Mgr. Hilda Nauman, Prom. & Merc. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$75, Film \$50. Frequency discounts from 5% for 13 times up to 15% for 52 times or more. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 892,765; Families in Area, 274,876; Area in Square Miles, 25,457; No. of Sets (June I), 95,877 conversions.

WTRI (TV) (SCHENECTADY-TROY)

LICENSEE: Van Curler Broadcasting Corp. Address: 15 N. Pearl St. Phone: 5-5291.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw. Aural 85.2 kw.
Transmitter: Address, Mt. Rafinesque. Make, GE. Antenna: Make, GE.
Height, Above average terrain 990 ft. Above ground 542 ft.

OPERATION: Began Feb. 28, 1954.

AFFILIATIONS: Network, CBS. Station, AM, WTRY (Troy, N. Y.)

REPRESENTATIVES: Sales, Headley-Read. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two GE camera chains. One Translux rear screen projector. Two GE film projectors. Two Spindler & Sauppe slide projectors. One Bridgamatic Jr. film processing unit. One B&H film 16mm, one modified Auricon Cine Voice Sound Camera 16mm and one Speedograph film camera. News service, UP.

PRINCIPAL STOCKHOLDERS: Troy Broadcasting Co. (WTRY) (50%) and Stanley Warner Corp. (50%). Stanley Warner Corp. is controlled by Fabian Theatre chain.

EXECUTIVES:

Col. Harry C. Wilder, Pres. Richard B. Wheeler, Gen. Mgr. Paul L. Jacobson, Asst. Mgr. and Film Buy. John D'Auitolo, Nat. Sls. Mgr. Ray Brown Jr., Com. Mgr. Fred D. Shavor, Prog. Dir. A. H. Chismark, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 26 times to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 980,500; Families in Area, 301,500; No. of Sets (June I), 85,050; Retail Sales, \$1,196,783,000.

W:TVZ (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: Address, Albany. Make, GE. Antenna: Make, GE. Height, Above average terrain 1,410 ft. Above ground 541 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer, Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of State of New York.

WRGB (TV) (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Address: I River Rd. Phone Schenectady 7-2261 (For full listing see Schenectady, N. Y.).

BINGHAMTON

(Broome County)

WNBF-TV

LICENSEE: Clark Associates Inc. Address: 40 Wall St. Phone: Binghamton 3.7311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 310 kw, Aural 160 kw. Operating Pow.: Visual 250 kw, Aural 125 kw. Transmitter: Address, Ingraham Hill Rd. Make, RCA. Model TT20AH. Antenna: Make, GE. Type 12 Bay, TY 28H. Height, Above average terrain 820 ft. Above ground 376 ft.

OPERATION: Began Dec. I, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WNBF.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (18x30 ft.). Two RCA field camera chains. One RCA film camera. Two RCA 16mm film projectors. One TDC 2x2 slide projector. Cine Kodak special film camera. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: John C. Clark is principal stockholder.

EXECUTIVES:

Cecil D. Mastin, Vice Pres. E. William Farneti, Treas. George R. Dunham, Gen. Mgr. Stanley N. Heslop, Sls. Mgr. Edward M. Scala, Prog. Dir. & Film Buy. L. H. Stantz, Ch. Eng.

Total

RATE INFORMATION: Class A one hour Live \$675, Film \$600. Minute spot Live \$133.50, Film \$120. Frequency discounts from 21/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

			TOTAL
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	510,401	626,280	1,136,681
Families in Area	157,175	184,165	341,34 0
Area in Square Miles	5,080	5,222	10,302
Retail Sales	\$5 6 0, 64 7,000	\$738,334,000	\$1,298,981,000
Income per Family	\$ 5,719	\$ 5,142	\$ 5,401
Income per Capita	\$ 1,505	\$ 1,353	\$ 1,421
No. of Sets (June 1)			278,733

WQTV (TV)*

(Target Date, Not Set) (*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Address: On grounds of state Veterans Hospital on eastern edge of Binghamton. Make, GE. Antenna: Make, GE. Height, Above average terrain 540 ft. Above ground 531 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer, Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of State of New York.

BLOOMINGDALE

(Essex County)

WIRI (TV) (LAKE PLACID)

(Target Date, Not Set)

LICENSEE: Great Northern Television Inc. Address: 301-03 Cornelia St., Plattsburg, N. Y. Phone: Plattsburg 2800.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 3.55 kw. Aural 2.19 kw. Transmitter: Address, Terry Mountain. Antenna: Height, Above average terrain 2,750 ft. Above ground 940 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC, NBC, DuMont. Station, AM, WIRY.

REPRESENTATIVES: Washington Attorney, Abe L. Stein. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios. News Service, AP.

Broadcasting • Telecasting

BLOOMINGDALE (Cont.)

WIRI (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Vincent S. Jerry (33¹/₃%), Robert Duley (20%), J. H. Scheier (6²/₃%), Martin Schulman (6²/₃%), E. S. McDowell (6²/₃%), and nine other stockholders. Messrs. Jerry and Scheier control WIRY Plattsburg, N. Y.

EXECUTIVES:

Vincent S. Jerry, Vice Pres. Thos. A. Robinson, Secy.-Treas.

Joel H. Scheier, Gen. & Com. Mgr. John M. Nazak, Ch. Eng.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,322,390; Families in Area, 598,440.

BUFFALO

(Erie County)

WBEN-TV

LICENSEE: WBEN Inc. Address: Hotel Statler. Phone: Mohawk 0930.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 54 kw, Aural 27 kw. Operating Pow.: Visual 54 kw, Aural 27 kw. Transmitter: Address, Center Road, RFD, Holland, N. Y. Make, RCA. Model TTIOAL. Antenna: Make, RCA. Type TFS-14A. Height, Above average terrain 1,210 ft. Above ground 1,057 ft.

OPERATION: Began May 14, 1948. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WBEN. FM, WBFN-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (one 22x37 ft. and one 22x44 ft.). Four TK-10A camera chains. Television Specialty Co. rear screen projector. Two TK-20C film cameras. Two RCA Type TP-16 and two Eastman Type 250 film projectors. Four Selectroslide slide projectors. One mobile unit with two TK-30 cameras. News Services, AP, UP, INS. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Buffalo Evening News.

EXECUTIVES:

Edward H. Butler, Pres. A. H. Kirchofer, Vice Pres. C. Robert Thompson, Gen. Mgr. George R. Torge, Sta. Mgr. Nicholas J. Malter, Sls. Mgr. Fred A. Keller, Prog. Mgr.

Ralph J. Kingsley, Ch. Eng. Robert G. Beerbower, Asst. Ch. Eng. Quintin P. Renner, Film Buy. John Hutchinson, Exec. Prod.

T - 4 - 1

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$140. Film \$140. Rate Card No. 7.

MARKET INFORMATION.

KKEI HYFOKWAHON:			Iolai
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,173,203	1,640,501	2,813,704
Families in Area			444,383
Area in Square Miles	3,490	10,067	13,567
Retail Sales			\$1,488,472,886
Income per Family			\$ 3,216
Income per Capita			\$ 1,766

WBUF-TV

LICENSEE: WBUF-TV Inc. Address: 184 Barton St. Phone: Summer 1717.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 91.2 kw.
Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, 184
Barton St. Make, GE. Model TF-8-A. Antenna: Make, Workshops. Type
24. Height, Above average terrain 420 ft. Above ground 427 ft.

OPERATION: Began Aug. 17, 1953. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.
REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (25x30 ft.). Two DuMont camera chains. One RCA film

camera. Two GPL film projectors. Two slide projectors. News Service, UP. Library, MPTV & Assoc.

PRINCIPAL STOCKHOLDERS: Sherwin Grossman (26%) and Gary L. Cohen (26%).

EXECUTIVES:

Robert L. Brenner, Com. Mgr. Ernest Rety, Ch. Eng. Sherwin Grossman, Pres. & Film Buy.
Gary L. Cohen, Exec. Vice Pres.

RATE INFORMATION: Class A one hour Live \$420, Film \$350. Minute spot Live \$75, Film \$65. Rate Card No. 2.

MARKET INFORMATION:

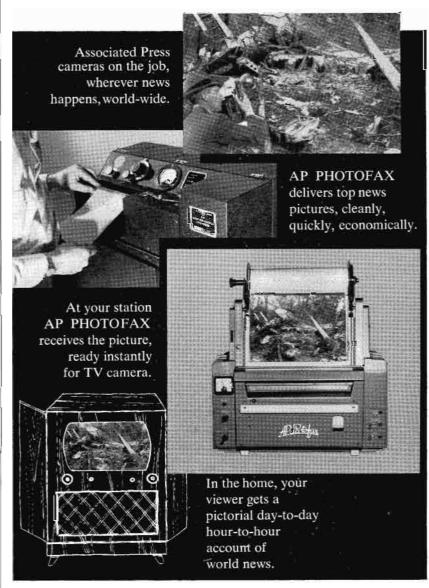
MARKET INFORMATION:			l o†al
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	960,000	250,000	1,300,000
Families in Area	320,000	51,000	430,000
Area in Square Miles			625
No. of Sets (June 1)	110,000	25,000	150,000
Retail Sales			\$1,800,000,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data

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BUFFALO (Cont.)

WGR-TV

LICENSEE: WGR Corp. Address: 184 Barton St. Phone: Summer 7115.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 66.1 kw. Operating Pow.: Visual 100 kw, Aural 66.1 kw, Transmitter: Address, Hotel Lafayette, Buffalo. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type 12 Bay. Height, Above average terrain 380 ft. Above ground 436 ft.

OPERATION: Began Aug. 14, 1954. Hours, 7:00 a.m. to 12:30 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WGR.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Pierson & Ball. Consulting Engineer, George C. Davis.

SERVICES: One studio (45x60 ft.). Three RCA Image Orthicon camera chains.

One rear screen projector. Two RCA Vidicon film cameras. Two RCA film projectors. Two Gray 2x2 in. slide projectors. Micro Model D11 film processing unit. Full color facilities.

PRINCIPAL STOCKHOLDERS: George F. Goodyear (10%), Seymour H. Knox (10%), J. Fred Schoellkopf IV (10%), Paul A. Schoellkopf Jr. (10%), Myron P. Kirk (8%), Peter J. Crotty (6%), Petrick J. McGroder (6%), J. Eugene McMahon (6%), Arthur Victor Jr. (6%), Barbara A. Schick (5.33%), Paul P. Cohen (3.33%), and six others totaling 13.33%. Gazette Pub. Co. (Niagara Falls Gazette—WHLD-AM-FM) has option to acquire a 25% stock interest.

EXECUTIVES:

George F. Goodyear, Pres. J. J. Bernard, Gen. Mgr. Ollie Howard, Com. Mgr. VanBeuren DeVries, Prog. Dir. & Film Buy. Karl B. Hoffman, Ch. Eng. R. H. McPherson, Dir. Pub. Rel.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$150. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:

			l otal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,155,200	489,400	1,644,600
Families in Area	344,800	152,200	497,000
Area in Square Miles	1,600	4,950	6,550
No. of Sets (June 1)			410,000
Retail Sales	\$1,434,206,000	\$571,373,000	\$2,005,579 , 000
Income per Family	\$5,597	\$4,362	\$4,505
Income per Capita	\$1,671	\$1,438	\$1,464

WTVF (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Department of Education, Albany.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: Address, Buffalo. Make, GE. Antenna: Make, GE. Height, Above average terrain 630 ft. Above ground 539 ft.

OPERATION: Target date, Sept. 1954.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer, Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the State of New York.

CARTHAGE

(Jefferson County)

WCNY-TV

(Target Date, Sept. 1954)

LICENSEE: The Brockway Co. Address: 120 Arcade St., Watertown, N. Y.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 91.2 kw.
Transmitter: Address, 6 miles west of Carthage on Carthage-Rutland
Center Rd. Make, GE. Antenna: Make, GE. Height, Above average
terrain 720 ft. Above ground 574 ft.

OPERATION: Target date, Sept. 1954.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: John B. Johnson, president-secretary (1.89%); Catherine C. Johnson, vice president-secretary; estate of Harold B. Johnson (73.04%); estate of Jessie R. Johnson (25.07%). Licensee publishes Watertown Daily Times and is licensee of WWNY Watertown and WMSA Massena.

ELMIRA

(Chemung County)

WECT (TV)+

LICENSEE: El-Cor Television Inc. Address: P. O. Box 1047.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 33 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Hawley Hill. Make, RCA. Antenna: Make, Workshop. Type WA-25-18-NF2-BT. Height, Above average terrain 780 ft. Above ground 324 ft.

OPERATION: Began Sept. 30, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Two studios (24x30 ft. and 9x9 ft.). Two camera chains. DuM scanner film camera. Federal scanner. Houston-Fearless film processing unit. 16mm camera.

PRINCIPAL STOCKHOLDERS: Corning Leader Inc. (51%), also owns daily newspaper, Corning Leader; stockholders own WCLI Corning; Elmira-Star-Gazette Inc. (49%), owns Elmira Star-Gazette (Gannett newspaper) and WENY Elmira. Gannett Co. also owns WHEC-AM-TV Rochester, N.Y.; WDAN-AM-TV Danville, Ill.; 45% of WGTH-AM-TV Hartford, Conn., and a minority interest in WHDL Olean, N.Y. Gannett newspapers are Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Binghamton Press, all New York; Hartford (Conn.) Times, Plainfield (N.J.) Courier-News, Danville (Ill.) Commercial News.

EXECUTIVES:

E. S. Underhill Jr., Pres. Walter A. Valerius, Gen. Mgr. Allen N. Bell, Ch. Eng.

† WECT has suspended operation but has not returned its CP.

WTVE (TV)

LICENSEE: Elmira Television. Address: 159 Madison Ave., Box 89. Phone: 3-6624.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 39 kw, Aural 19.5 kw. Operating Pow.: Visual 39 kw, Aural 19.5 kw. Transmitter: Address, South Mountain, Wellsburg R.R., N. Y. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type TFU24BL. Height, Above average terrain 900 ft. Above ground 480 ft.

OPERATION: Began June 1, 1953. Hours, 9:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Forjoe Tv Inc. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Kear & Kennedy.

SERVICES: Three studios (one 50x30 ft., one 20x24 ft., and one 14x20 ft.). One RCA TK30A camera chain. One TV Specialties rear screen projector. One RCA Iconoscope film camera. Two RCA I6mm film projectors. One Spindler slide projector. One Bessler opaque projector. News Service,

PRINCIPAL STOCKHOLDERS: John S. Booth (50%) and Thompson K. Cassel (50%). Same ownership as WCHA-AM-FM-TV Chambersburg, Pa. Mr. Cassel also owns WATS Sayre, Pa.

EXECUTIVES:

Thompson K. Cassel, Gen. Mgr. Sanford Barcus, Com. Mgr. James E. Pattison, Prog. Dir. Robert Beurkett, Ch. Eng. Sidney Barbet, Film Buy. John Prewitt, Natl. & Regl. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. I.

MARKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	251,700	30,000	381,700
Families in Area	102,200	10,200	112,400
No. of Sets (June 1)	25,000	6,000	31,000
Retail Sales	\$297,050,000	\$109,654,000	\$406,704,000
Income per Capita	\$ 1,996	\$ 1,985	\$ 1,991

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ITHACA

(Tompkins County)

WHCU-TV

(Target Date, November 1954)

LICENSEE: Cornell U. Address: Savings Bank Bldg.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: Address, Connecticut Hill, Newfield. Make, GE. Antenna: Make, GE. Height, Above average terrain 1,220 ft. Above ground 440 ft.

OPERATION: Target date, Nov. 1954.

AFFILIATIONS: Network, CBS.

PRINCIPAL STOCKHOLDERS: Cornell U. is sole owner.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Howard G. Smith.

EXECUTIVE:

Micheal R. Hanna, Gen. Mgr.

WIET (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw.
Transmitter: Address, Connecticut Hill, 10 miles southwest of Ithaca.
Make, GE. Antenna: Make, GE. Height, Above average terrain 1,290
ft. Above ground 544 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer, Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the State of New York.

KINGSTON

(Ulster County)

WKNY-TV

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: Kingston 4500.

FACILITIES: Ch. 66. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 11.5 kw. Operating Pow.: Visual 21.4 kw, Aural 11.5 kw. Transmitter: Address, Highway 9-W, Port Ewen, N. Y. Make, RCA: Model TTU-1B-TV. Antenna: Make, RCA. Type TFU-27BH. Height, Above average terrain 620 ft. Above ground 636 ft.

OPERATION: Began May 24, 1954. Hours, 5:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WKNY.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (13x20 ft.) One GPL Image-Orth. camera chain. One RCA Iconoscope fiilm camera. Two RCA TP-16F film projectors. One Gray Telojector II slide projector. News Service, UP. Library, Official Films.

PRINCIPAL STOCKHOLDERS: WKNE Corp., Arthur H. Wicks, Joseph K. Close, N. LeVan Haver, Robert M. Peebles, Robert T. Colwell, Stanwood A. Morrill, J. William Atherton, Arthur L. Baker, and Elizabeth L. DeVilbiss). WKNE Corp. is licensee of WKNE-AM-TV Keene, N. H.

EXECUTIVES:

Joseph K. Close, Pres. Robert M. Peebles, Vice Pres. & Gen. Mgr. Robert L. Sabin, Mgr. of Tv Opr. Robert D. O. Perry, Prog. Dir. & Film Buy. Carl Egolf, Ch. Eng.

Total

RATE INFORMATION: Class A one hour \$100. Minute Spot \$20. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population Families in Area No. of Sets (June I) Retail Sales Income per Family Income per Capita	237,400 66,700 30,000 \$240,000,000 \$ 5,388 \$ 1,512	318.000 96,000 42,000 \$322,000,000	514,000 110,000 58,000 \$550,000,000 \$ 5,388 \$ 1,512

LAKE PLACID

WIRI (TV) (BLOOMINGDALE)

(Target Date, Not Set)

LICENSEE: Great Northern Television Inc. Address: 301-03 Cornelia St., Plattsburgh, N. Y. Phone: Plattsburgh 2800. (For full listing see Bloomingdale, N. Y.)

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NEW YORK CITY

(New York County)

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 W. 66th St. Phone: Susquehanna 7-5000.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type Special. Height, Above average terrain 1,378 ft. Above ground 1,465 ft.

OPERATION: Began Aug. 10, 1948. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC. Stations, AM, WABC. FM, WABC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

SERVICES: Studio TV-1 (73x90 ft.), four cameras. Studio TV-4 (32x63 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. 58th St. Theatre (30x72 ft. stage), four cameras. School of Radio Technique studio (34x88 ft.), three cameras. Two mobile units with microwave relays. News Services, AP, UP, INS, Movietone.

PRINCIPAL STOCKHOLDERS: AB-PT also owns and operates WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit; KABC-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco, and owns 50% of WLS Chicago. AB-PT also owns a chain of 650 motion picture theatres.

EXECUTIVES:

Leonard H. Goldenson, Pres. (AB-PT) Robert E. Kintner, Pres. (ABC Div.) Robert H. O'Brien, Exec. Vice Pres. (ABC Div.) John M. Mitchell, Vice Pres. & Gen. Mgr. J. Trevor Adams, Sls. Mgr. Ardien B. Rodner, Pgm. Mgr. Freelon Fowler, Film Dir. & Buy. Gene Accas, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour \$3,100. Minute spot \$650. Frequency discounts. Rate Card No. 7.

WABD (TV)

LICENSEE: Allen B. DuMont Laboratories Inc. Address: 515 Madison Ave. Phone: Murray Hill 8-2600.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 37 kw, Aural 18.5 kw. Operating Pow.: Visual 16.7 kw, Aural 8.4 kw. Transmitter: Address, Empire State Bldg. Make, DuMont. Model 7000. Antenna: Make, RCA. Type, Supergain. Height, Above average terrain 1,340 ft. Above ground 1.465 ft.

OPERATION: Began May, 1944. Hours, 11:30 a.m.-12:15 a.m.

AFFILIATIONS: Network, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Roberts & McInnis.

SERVICES: Five studios. Ambassador Theatre (1,720 sq. ft., seating 650 people). Adelphi Theatre (1,890 sq. ft., seating 1.128 people). Twenty-nine DuMont camera chains. Six Bodde, one Holmes (16mm) rear screen projector. One Maurer, one Bell & Howell, two Bolex (16mm) film cameras. Four Holmes, 16mm; three Simplex, 35mm; one DuMont Film Multi-scanner, black and white, 16 mm; one DuMont Film Multi-scanner, color, 16mm. Three DuMont scanners. One mobile unit. Four Tele-transcription units. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is tv and electronics manufacturer and operates DuMont Tv Network. Other owned and operated stations are WTTG (TV) Washington and WDTV (TV) Pittsburgh.

EXECUTIVES:

Allen B. DuMont, Pres., Allen B. DuMont Labs. Ted Bergmann, Dir., DTN Norman Knight, Sta. Mgr. James L. Caddigan, Prog. Dir. Rodney D. Chipp, Ch. Eng. Henry Humphrey, Film Buy.

RATE INFORMATION: Class A one hour Live \$2,200, Film \$2,200. Minute spot Live \$500, Film \$500. Frequency discounts from $2^{1}/_{2}\%$ for 13 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION: Grade A (FCC Contour): Population, 15,700,000; Families in Area, 4,719.000; No. of Sets (June 1), 4,225,000; Retail Sales, \$19,426,220,000; Income per Family, \$5,890; Income per Capita, \$1,770.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NEW YORK CITY (Cont.)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc. Address: 485 Madison Ave. Phone: Plaza 1-2345.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.9 kw. Operating Pow.: Visual 42.7 kw, Aural 21.9 kw. Transmitter: Address, Empire State Bldg., 34th St. & Fifth Ave. Make, GE. Model TT-10-A with TF 3-A amplifier. Antenna: Make, RCA. Type TFS2-5-S-1. Height, Above average terrain 1,290 ft. Above ground 1,465 ft.

OPERATION: Began July 1, 1941. Hours, 6:45 a.m.-1:30 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WCBS. FM, WCBS-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney, Rosenman, Goldmark, Colin & Kaye. Consulting Engineer, CBS Television General Engineering Dept.

SERVICES: Full studio facilities of CBS Television, New York. Fifty-one RCA, eight GPL, eleven DuMont and six GE camera chains. Ten rear screen projectors for 3x4 in. slides. Thirteen RCA and one GE film cameras. One GPL 16mm, one Bell & Howell 16mm and two Simplex 35mm film projectors. One GE 35mm, two GE 16mm, five Eastman 16mm and eight RCA 35mm film projectors. Five Gray Telop opaque projectors. Two mobile units. News Services, AP, UP, INS, CBS Tv Newsfilm.

PRINCIPAL STOCKHOLDER: CBS also owns and operates KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEI-AM-FM Boston. CBS also owns 45% of WCCO-AM-TV Minneapolis {53% owned by Mid Continent Radio & Television Corp.}, 45% of KQV Pittsburgh and 45% of WTOP-AM-FM-TV Washington.

EXECUTIVES:

Frank Stanton, Pres., CBS Inc.
J. L. Van Volkenburg, Pres., CBS
Television Div.
Craig Lawrence, Gen. Mgr.
Frank Shakespeare, Gen. Sls. Mgr.
Hal Hough, Prog. Dir.
Robert G. Thompson, Dir. of
Tech. Opr., CBS Television
William Lacey, Mgr. of Film
Dept.

Clarence Worden, Asst. to Gen. Mgr. & Dir. of Publ. Serv. Robert G. Patt, Adv. & Sls. Prom. Mgr. Dan Gallagher, Asst. Prog. Dir. and Prod. Dir. Marion Lonsberry, Opr. Mgr.

RATE INFORMATION: Class A one hour Live \$6,000, Film \$6,000. Minute spot Live \$1,500. Film \$1,500. Rate Card No. 14.

WGTV (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: Address, New York. Make, GE. Antenna: Make, GE. Height, Above average terrain 680 ft. Above ground 712 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer, Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the state of New York.

WNBT (TV)

LICENSEE: National Broadcasting Co. Address: 30 Rockefeller Plaza. Phone: Circle 7-8300.

FACILITIES: Ch. 4. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT10AL. Antenna: Make, RCA. Type TF4B Modified. Height, Above average terrain 1,445 ft. Above ground 1,456 ft.

OPERATION: Began July 1, 1941. Hours, 6:55 a.m.-1:15 a.m.

AFFILIATIONS: Network NBC. Stations, AM, WNBC. FM, WNBC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales.

SERVICES: Studio facilities of NBC. Thirteen RCA camera chains. One Trans-Lux rear screen projector. Five RCA film cameras. Three RCA 16mm and three 35 mm film projectors. One RCA slide projector. One Gray Telop opaque projector. News Services, UP, AP, INS.

PRINCIPAL STOCKHOLDER: Owned and operated by National Broadcasting Co., a subsidiary of Radio Corp. of America. NBC also owns and operates WRC-AM-FM and WNBW (TV) Washington, D. C.; WMAQ-AM-FM and WNBQ (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco and KNBH (TV) Hollywood.

BROADCASTING • TELECASTING

EXECUTIVES:

Sylvester L. Weaver, Pres., NBC Robert W. Sarnoff, Exec. Vice Pres., NBC Hamilton Shea, Gen. Mgr. Ernest De la Ossa, Sta. Mgr. Jay Heitin, Com. Mgr. Steve Krantz, Prog. Dir. Alfred Jackson, Ch. Eng. Beulah Jarvis, Film Buy. Peter Affe, Opr. Mgr. Arthur Hamilton, Controller Max E. Buck, Dir. of Adv., Prom. & Mech.

RATE INFORMATION: Class AA one hour Live \$6,200, Film \$6,200. Frequency discounts. Rate Card No. 14.

MARKET INFORMATION: (Total Including Fringe Area): Population, 16,326,300; Families in Area 5,045,300; Retail Sales, \$19,846,132,000; Income per Family, \$6,218.

WNYC-TV

(Target Date, Jan. 21, 1955)

LICENSEE: Municipal Broadcasting System, City of New York. Address: 2500 Municipal Bldg. Phone: Whitehall 3-3600.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw.
Transmitter: Address, 2500 Municipal Bldg. Make, RCA. Model TTU12A. Antenna: Make, RCA. Model TFU-24DM. Height, Above average terrain 590 ft. Above ground 625 ft.

OPERATION: Target date Jan. 21, 1955. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Stations, AM, WNYC. FM, WNYC-FM.

REPRESENTATIVES: Washington Attorney, Chas. S. Rhyne.

SERVICES: Three studios (50x60 ft., 18x30 ft., and 16x24 ft.). Five RCA (three TK-11A and two TK-31A) camera chains. One RCA TK-20D film camera. One RCA TP-3A slide projector. Two RCA TP-16F film projectors. Two Telop opaque projectors. RCA TJ-53A mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by the City of New York.

EXECUTIVES:

Hon. Robert F. Wagner, Mayor Seymour N. Siegel, Dir. John de Prospo, Exec. Officer

Bernard Buck, Prog. Dir. William H. Pitkin, Ch. Eng.

MARKET INFORMATION:

		Grade A	Grade B
		(FCC Contour)	(FCC Contour)
opulation		[1,518,877]	12,488,502
rea in Square	Miles	1,311	2,500

WOR-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway. Phone: Longacre 4-8000.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 130 kw, Aural 65 kw. Operating Pow.: Visual 130 kw, Aural 65 kw. Transmitter: Address, 350 Fifth Ave., Empire State Bldg. Make, Standard Electronics. Model TH-654V. Antenna: Make, Special Design by Andrew Alford Consulting Engineers. Height, Above average terrain 1,240 ft. Above ground 1,231 ft.

OPERATION: Began Oct., 1949.

AFFILIATIONS: Stations, AM, WOR. FM, WOR-FM.

REPRESENTATIVES: Sales, H-R Representatives. Washington Attorney, Pierson & Ball.

SERVICES: Two studios (one 30x40 ft. and one 38x45 ft.). Two RCA TK 10 A, seven RCA TK30A and three DuM. TA124 camera chains. One Television Specialty rear screen projector. Two RCA TK20A cameras. Two RCA TP-35, one RCA TP16C and one GE PF 2B film projectors. One Gray Telojector and one Animatic film slide projector. One Gray Telop opaque projector. One mobile unit.

PRINCIPAL STOCKHOLDERS: R. H. Macy Co. (10%) and General Teleradio Inc. (90%). General Teleradio Inc. is owned by General Tire & Rubber Co. and controls Mutual Broadcasting System. General Teleradio Inc. holdings—Yankee Network Div.: WNAC-AM-FM-TV Boston, WGTH-TV Hartford (55% owned by General Teleradio Inc., 45% by Hartford Times-Gannett), WEAN Providence, R. I. Don Lee Div.: KHJ-AM-FM-TV Los Angeles, KFRC San Francisco. WOR Div.: WOR-AM-FM-TV New York. Also owns WHBQ-AM-TV Memphis, Tenn.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NEW YORK CITY (Cont.)

WOR-TV (Cont.)

EXECUTIVES:

Thomas F. O'Neil, Pres.
Gordon Gray, Vice Pres. & Gen.
Mgr.
Earl M. Johnson, Vice Pres. in
Ch. of Eng.
Charles H. Phillips, Dir. of Sls.
Lawrence Menkin, Prog. Dir.
Charles H. Singer, Ch. Eng.
Milford Fenster, Film Buy.
Seymour Handy, Exec. Asst.

Ivan Reinger, Prod. Mgr. George Jeneson, Sls. Mgr. Midwest

Richard A. Jackson, Pub. Mgr. Frank Kizis, Sls. Ser. Mgr. Robert J. Sullivan, Sls. Prom. Mar.

Mgr.
Robert M. Hoffman, Planning
& Development Dir.
Mary Jane MacDougall, Press Ed.

RATE INFORMATION: Class A one hour Live \$1,500. Minute spot Live \$300. Frequency discounts from 21/2% for 13 weeks up to 10% for 52 weeks. Rate Card No. 7.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	14,292,500	15,224,300	15,942,100
Families in Area	4,444,000	4,714,700	4,930,500
Area in Square Miles	4,845	8,850	18,375
No. of Sets (June 1)	4,024,000	4,260,000	4,429,000
Retail Sales	\$17,229,174,000	\$18,382,602,000	\$19,227,034,000
Income per Family	\$6,277	\$6,251	\$6,202
Income per Capita	\$1,951	\$1,936	\$1,918

WPIX (TV)

LICENSEE: WPIX Inc. Address: 220 East 42d St. Phone: Murray Hill 2-6500.
 FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,410 ft. Above ground 1,464 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OPERATION: Began June 15, 1948. Hours, 12:45 p.m.-12:30 a.m.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney, Kirkland, Flemming, Green, Martin & Ellis. Consulting Engineer, A. D. Ring & Assoc.

SERVICES:.. Four studios. Fifteen RCA camera chains. One Trans Lux rear screen projector. Three RCA film cameras. Four 16mm and two 35mm film projectors. Two Telojector slide projectors. Two RCA mobile units. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by News Syndicate Co., publisher of New York Daily News, and in turn owned by Tribune Co., publisher of Chicago Tribune, owner of WGN, WGNB (FM) and WGN-TV, Chicago.

EXECUTIVES:

F. M. Flynn, Pres.
Fred M. Thrower, Vice Pres. &
Gen. Mgr.
L. J. Pope, Opr. Mgr. & Asst. to
Gen. Mgr.
W. Robert Rich, Prog. Mgr.
Otis S. Freeman, Ch. Eng.

John A. Patterson, Sls. Mgr.
Thomas P. Robinson, Bus. Mgr.
of Sls. Dept.
W. Engels, News and Special
Events Mgr.
L. Hollingsworth, Pub. Mgr.
T. E. Mitchell, Controller
Keith Culverhouse, Adv. &
Prom. Dir.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$300, Film \$300. Frequency discounts from 2½% for 13-25 times up to 20% for 260 or more times. Rate Card No. 5.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 16,000,000; Families in Area, 4,212,537; Area in Square Miles, 1,500; No. of Sets (June 1), 4,200,000; Retail Sales, \$19,244,496,000; Income per Family, \$3,670.

WATY (TV) (NEWARK, N. J.)

LICENSEE: Bremer Broadcasting Co. Address: 1020 Broad St., Newark. Phone: Mitchell 2-6400. (For full listing see Newark, N. J.)

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Watv channel 13

Represented nationally by Weed Telev

TELEVISION CENTER • NEWARK 1, NEW JERS

BArclay 7-3260 (N. Y.)

Mitchell 2-6400 (N. J.)



ROCHESTER

(Monroe County)

WCBF-TV

(Target Date, Not Set)

LICENSEE: Star Bostg. Co. Inc. Address: 87 Seneca St., Geneva, N. Y.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 151 kw. Transmitter: Address, Pinnacle Hill. Make, GE. Antenna: Make, GE. Height, Above average terrain 430 ft. Above ground 325 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Maurice R. Forman, president (71.59%); Thomas L. Brown, vice president (11.84%), also general manager WGVA; R. Carleton Greene, secretary (4.73%), also chief engineer WGVA; Edward Menden (11.84%).

WHAM-TV

LICENSEE: Stromberg-Carlson Co. Address: 201 Humboldt St. Phone: Culver 7240.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw.

Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address,
Pinnacle Hill, Brighton. Make, RCA. Model TT 5-A. Antenna: Make,
RCA. Type TF-4-A. Height, Above average terrain 510 ft. Above ground
353 ft

OPERATION: Began June 11, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WHAM. FM, WHFM (FM)

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Two studios (one 44x40x23 ft. and one 26x30x15 ft.). Six RCA TK-30 camera chains. One RCA TK-20 film camera. Two Eastman Kodak film projectors. One GE slide projector. One GE opaque projector. One mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee is radio-tv-receiver and electronics manufacturer.

EXECUTIVES:

William Fay, Vice Pres. & Gen. Mgr., Bost. Div. John W. Kennedy, Com. Mgr. Charles W. Siverson, Prog. Dir. Kenneth G. Gardner, Ch. Eng. David Manning, Film Buy. Ralph Wallace, Pub. Dir. David Kessler, News Editor

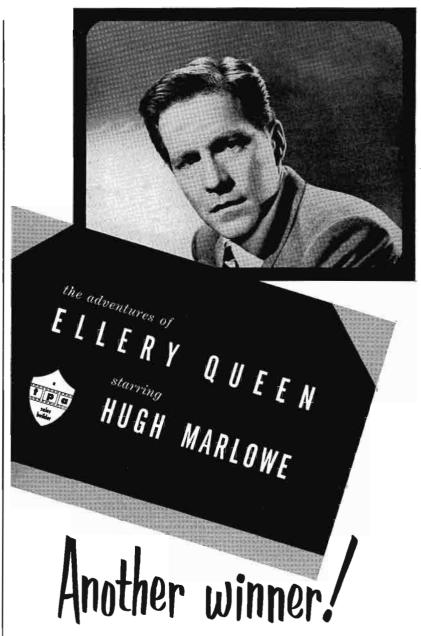
RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spot Live \$150, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	936,000	69,500	1,005,500
Families in Area	218,000	56,500	300,100
Area in Square Miles	8,000	9,000	25,000
No. of Sets (June 1)	196,000	35,000	231,000
Retail Sales	\$1,105,077,000	\$36,844,000	\$1,141,921,000
Income per Family	\$ 4,479	\$ 4,380	\$ 4,462
Income per Capita	\$ 1,334	\$ 1,300	\$ 1,329

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



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No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

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If you're interested in a series where you know how you're going to come out, ELLERY QUEEN is your dish.

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Television Programs of America, Inc.

New York: 477 Madison Avenue

Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

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ROCHESTER (Cont.)

WHEC-TV

LICENSEE: WHEC Inc. Address: 40 Franklin St. Phone: Baker 6740.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 40 kw, Aural 20 kw. Transmitter: Make, GE. Model TT-23A. Antenna: Make, GE. Type TY-42K Helical. Height, Above average terrain 450 ft. Above ground 353 ft.

OPERATION: Began Nov. 1, 1953. Shares time with WVET-TV Rochester.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, WHEC.

REPRESENTATIVES: Sales, Everett-McKinney Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 15x20 ft. and one 15x45 ft.). Three GE TA124E camera chains. One GE film camera. Two GE film projectors. One GE slide projector. One GE opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle, also owning WHEC (AM) Rochester; WENY and 49% of WECT (TV) Elmira, N. Y.; WDAN-AM-TV Danville, III.; and option for 45% in WGTH-AM-TV Hartford, Conn.

EXECUTIVES:

Frank E. Gannett, Pres.
Lowell MacMillan, Asst. Gen.
Mgr. & Film Buy.
Glover DeLaney, Gen. Mgr.

LeMoine C. Wheeler, Com. Mgr. William Adams, Prog. Dir. B. C. O'Brien, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$680, Film \$600. Minute spot Live \$140, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. I.

WRNY-TV

(Target Date, Not Set)

LICENSEE: Genesee Valley Television Corp. Address: 40 N. Main St., Gloversville, N. Y.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 135 kw.

Transmitter: Address, Pinnacle Hill. Make, GE. Antenna: Make, GE. Height, Above average terrain 440 ft. Above ground 325 ft.

OPERATION: Target date, not set.

AFFILIATION: Station, AM, WRNY.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: J. Meyer Schine, chairman; also president Schine Chain Theatres Inc.; Stanley J. Bachman, president (25%); Bernard S. Bachman, treasurer (25%); Schine Chain Theatres Inc. (50%). Louis W. Schine, vice president. Schine Chain Theatres Inc., owns 55% of WPTR-AM-TV Albany.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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WROH (TV)*

(Target Date, Not Set) (*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 100 kw. Transmitter: Address, Rochester. Make, GE. Antenna: Make, GE. Height, Above average terrain 700 ft. Above ground 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer, Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the State of New York.

WVET-TV

LICENSEE: Veterans Broadcasting Co. Address: 17 Clinton Ave. S. Phone: Hamilton 4820.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 40 kw, Aural 20 kw. Transmitter: Address, Pinnacle Hill, Brighton, N. Y. Make, GE, Model TF 4A. Antenna: Make, GE. Type Helical. Height, Above average terrain 450 ft. Above ground 353 ft.

OPERATION: Began Nov. I, 1953. Shares time with WHEC-TV Rochester.

AFFILIATIONS: Networks, ABC, CBS. Station AM, WYET.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (35x25 ft.). One announce booth. Two GE Image Orthicon camera chains. One Tv Specialty Co. Profitmaker rear screen projector. One GE Iconoscope film camera. Two GE Syncrolite film projectors. One Gray Telojector slide projector. GE Balop opaque projector. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Stock is owned by more than 130 stockholders including the following who own more than 1.5%: E. F. Lyke (6.4%), H. W. Bennett (4.8%), Hal James (4.8%), W. B. Maillefert (4.8%), F. T. Finucane (3.9%), F. W. Geib (3.8%), J. S. Houseknecht (3.4%), B. N. Hansford (2.9%), F. C. Taylor (2.7%), J. J. Weed (2.3%), S. P. Connor (2.1%), G. M. Angle (1.9%), W. B. Huntley (1.9%), A. Murrellwright (1.9%), H. R. Carson (1.7%), W. O. Boswell (1.6%), J. G. Frazier (1.6%), D. F. Lawless (1.6%), P. C. Louther (1.6%), R. L. Thompson (1.6%), E. C. Trimble (1.6%).

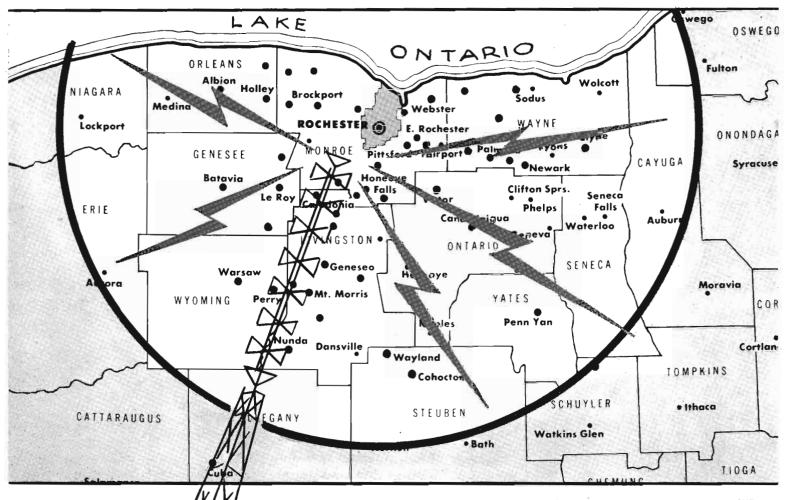
EXECUTIVES:

Ervin F. Lyke, Pres. & Gen. Mgr. Paul C, Louther, Vice Pres., Prog. Dir. & Film Buy. Arthur Murrellwright, Gen Sls. Mgr. F. C. Taylor, Opr. Mgr: Raymond D. Jobes, Ch. Eng. Arthur V. Cook, Film Buy. Donald W. Kallock, Prom. Mgr. George M. Claffey, Comp.

RATE INFORMATION: Class A one hour Live \$680, Film \$600. Minute spot Live \$140, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. I.

MARKET INFORMATION: Total (Including Fringe Area): Population, 925,000; Families in Area, 265,000; Area in Square Miles, 4,000; No. of Sets (June I), 210,000; Retail Sales, \$903,970,000; Income per Family, \$5,503; Income per Capita, \$1,845.

BROADCASTING • TELECASTING



(0.3 MV/M CONTOUR INDICATING ONLY OUR The Rich EXCELLENT RECEPTION COVERAGE AREA) Of New York State!

* Population ★ Income Per Family (Average)...\$5,503 ★ Total Retail Sales......\$903,970,000 ★ Stability of Employment.....Excellent * TV Home Saturation.. Highest in U.S.A.!

★ Station Promotion. Complete, thorough!

NOTE ON DAYTIME OPPORTUNITIES ON CHANNEL 10

The strong CBS network daytime shows plus our own smash local participating programs offer daytime 15 to 20 ratings, some adjacencies to daytime ratings of 21 up to 29-yet you pay only our low, low Class "C" rates!



CBSBASIC ABC AFFILIATE 125,000 WATTS



OPERATED SHARE TIME BY

WHEC.TV-WVET.TV

HESTER, N.Y.

EVERETT-McKINNEY, INC. . NATIONAL REPRESENTATIVES . THE BOLLING CO., INC.

VHF

SCHENECTADY

(Schenectady County)

WRGB (TV) (ALBANY-TROY)

LICENSEE: General Electric Co. Address: 1 River Rd. Phone: Schenectady 7-2261.

FACILITIES: Ch. 6. Operating Pow.: Visual 93 kw, Aural 47 kw. Transmitter: Address, New Scotland, N. Y. Make, GE. Model TT6A and TF3A Amplifier. Antenna: Make, GE. Type 4TY-27-D1. Height, Above average terrain 1,020 ft. Above ground 314 ft.

OPERATION: Began Nov. 6, 1939. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont, NBC. Stations, AM, WGY. FM, WGFM (FM).

REPRESENTATIVES: Sales, NBC Spot Sales.

SERVICES: Three GE studio and two GE field camera chains. Two GE Iconoscope film cameras. Four GE Synchrolite film projectors. One GE 3x4 in. slide projector. One GE 3x4 in. opaque projector. One GE mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Licensee is radio-tv receiver and electronics manufacturer.

EXECUTIVES:

Robert B. Hanna, Mgr.
Broadcasting Stas. Dept.
R. W. Welpott, Stas. Opr. Mgr.
A. G. Zink, Prog. Dir.

W. J. Purcell, Ch. Eng.Robert F. Reid, Sls. Mgr.James Q. Cobb, Prom. & Pub.Mgr.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 21/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,654,500; Families in Area, 807,200; Area in Square Miles, 14,475; No. of Sets (June 1), 371,000; Retail Sales, \$3,197,407,000.

WPTR-TV (ALBANY-TROY)

LICENSEE: Patroon Broadcasting Co. Adress: Hotel Ten Eyck, Albany. (For full listing see Albany).

WROW-TV (ALBANY-TROY)

LICENSEE: Hudson Valley Broadcasting Co. Address: Box 4100, Albany. (For full listing see Albany).

WTRI (TV) (ALBANY-TROY)

LICENSEE: Van Curler Broadcasting Corp. Address: 15 N. Pearl St. Phone: 5-5291. (For full listing see Albany).

SYRACUSE

(Onondaga County)

WHEN-TV

LICENSEE: Meredith Syracuse Television Corp. Address: 101 Court St. Phone: 74-5711.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 190 kw, Aural 100 kw. Operating Pow.: Visual 48 kw, Aural 24 kw. Transmitter: Address, Sentinel Heights, Onondaga, N. Y. Make, GE. Model TT-6-B. Antenna: Make, GE. Type 12-Bay Superturnstile. Height, Above average terrain 960 ft. Above ground 554 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1, For full list of abbreviations and sources of county and state market data see Foreword.

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OPERATION: Began Dec. 1, 1948. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, WHEN.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: Two studios (one 35x50 ft. and one 20x20 ft.). Four RCA interchangeable field/studio camera chains. One Bell & Howell Filmo and one Eastman Cine Special 16mm film camera. Two RCA TP-16-B film projectors. Two Spindler & Sauppe projectors for 2x2 in. slides. Watson film processing unit. Mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming and also owner of WOW-AM-TV Omaha; KPHO-AM-TV Phoenix, Ariz., and KCMO-AM-TV Kansas City, Mo.

EXECUTIVES:

E. T. Meredith Jr., Pres.

Payson Hall, Dir., Meredith RadioTv

Paul Adanti, Vice Pres. & Gen.
Mgr.

W. H. Bell, Com. Mgr.
Gordon Alderman, Prog. Dir. &
Film Buy.
Frank Spain, Ch. Eng.
Robert G. Peel, Prom. Mgr.

Total

RATE INFORMATION: Class A one hour Live \$690, Film \$650. Minute spot Live \$140, Film \$130. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

			loiai
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,093,800	1,298,100	2,679,000
Families in Area	306,400	360,700	750,200
Area in Square Miles	8,673	7,450	24,158
No. of Sets (June 1)	258,670	263,960	551,380
1954 Retail Sales	\$1,094,563,000	\$1,398,232,000	\$2,787,332,000
Effective Buying Income	Э		
per Family	\$ 4,550	\$ 5,366	\$ 4,823
Effective Buying Income	Э		
per Capita	\$ 1,350	\$ 1,415 .	\$ 1,354

WHTV (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o
Dr. Lewis A. Wilson, U. of State of New York, State Education Dept.,
Albany.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw.

Transmitter: Address, Syracuse. Make, GE. Antenna: Make, GE. Height,

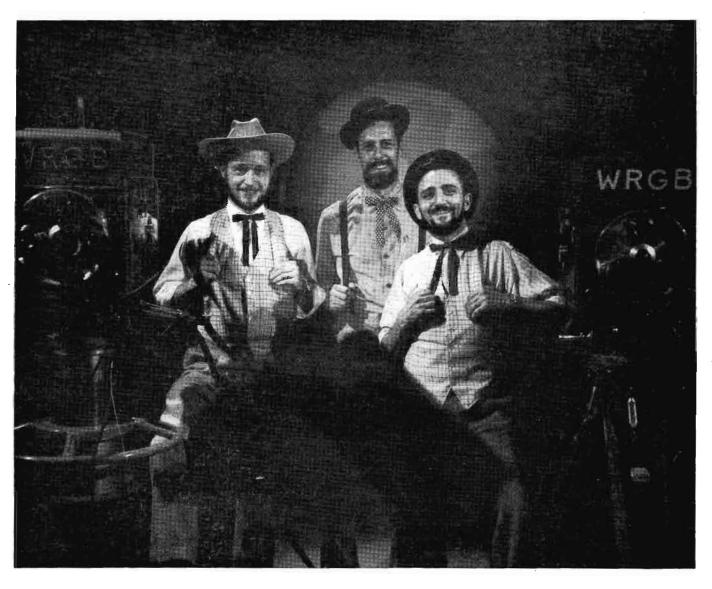
Above average terrain 560 ft. Above ground 532 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer, Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the State of New York.

BROADCASTING • TELECASTING



Television-1890?

No, it's just a picture of one of the many ways that WRGB proves itself a good neighbor to the communities it serves. Even our cameramen, above, went all out with beards, string ties and tattersall vests to help nearby Scotia celebrate its Golden Jubilee. Behind the beavers and costumes, the lads are strictly 1954 personnel, helping to bring the finest modern television to the 375,000 families in WRGB's primary area.

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

WRGB

Represented Nationally by NBC Spot Sales

New York • Cleveland • Chicago • Detroit

Hollywood • San Francisco

THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION

SYRACUSE (Cont.)

WSYR-TV

LICENSEE: Central New York Broadcasting Corp. Address: 224 Harrison St. Phone: 3-7111.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Sentinel Height, Town of Onondaga, N. Y. Make, GE. Model, Driver TT-6C; Power ampl. TF 3A. Antenna: Make, GE. Type 12-E. Height, Above average terrain 1,000 ft. Above ground 597 ft.

OPERATION: Began Feb. 15, 1950. Hours, 6:55 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WSYR. FM, WSYR-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 40x40 ft. and one 20x32 ft.). Two RCA and three DuMont field chains. One Trans-Lux rear screen projector. Two GE iconoscope film cameras. Three I6mm GE projectors. One Gray Telojector. One Goldie slide projector for 2x2 in. slides. One GE opaque projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is owned by S. F. Newhouse and family, publishers of Syracuse Post-Standard and Herald-Journal; Newark (N. J.) Star Ledger, Long Island (N. Y.) Press and Star Journal, Harrisburg (Pa.) Patriot and News, Staten Island (N. Y.) Advance and Portland (Ore.) Oregonian. Same interests own 50% of KOIN-AM-FM-TV Portland, Ore., and WPTA (TV) Harrisburg, Pa.

EXECUTIVES:

E. R. Vadeboncoeur, Pres. &
Gen. Mgr.
W. V. Rothrum, Vice Pres. & Film
Buy.

W. R. Alford Jr., Com. Mgr. A. J. Eichozer, Ch. Eng. James McDonald, Prog. Dir. Thomas McCollum, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$660. Minute spot Live \$132. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population			2,230,800
Families in Area			648,200
Area in Square Miles	8,841	20,700	29,541
No. of Sets (June 1)	***************************************		345,657
Retail Sales			\$2,385,440,000
Income per Family	\$ 5,610		\$ 4,535
Income per Capita	\$ 1,690		\$ 1,390

UTICA

(Oneida County)

WFRB (TV)

(Target Date, Not Set)

LICENSEE: Richard H. Balch. Address: 20 Whitesboro St.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 26.3 kw. Transmitter: Address, Grace Rd. & Smith Hill Rd. Make, DuM. Antenna: Make, RCA. Height, Above average terrain 880 ft. Above ground 531 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Sole owner is Richard H. Balch.

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WKTV (TV)

LICENSEE: Copper City Broadcasting Corp. Address: P. O. Box 386. Phone: Utica 3-0404.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 120 kw. Operating Pow.: Visual 220 kw, Aural 120 kw. Transmitter: Address: Smith Hill Road. Make, GE. Model TT6D with TF4A Amplifier. Antenna: Make, GE. Type TY 28 H. Height, Above average terrain 790 ft. Above ground 447 ft.

OPERATION: Began Dec. 1, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WKAL.

REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney, Hogan & Hartson. Consulting Engineer, George Adair.

SERVICES: Two studios (one 45x45 ft. and one 25x35 ft.). Two GE camera chains. Two GE film cameras. One Translux rear screen projector. Two GE film projectors. Two Spindler & Sauppe and one Gray slide projector. One GE opaque projector. Two Watson film processing units. News Service, UP.

PRINCIPAL STOCKHOLDERS: Myron J. Kallet, who also operates Kallet Theatres Inc., movie theatre chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, Pres. William T. MacNeilly, Exec. Vice Pres. Michael C. Fusco, Gen. Mgr., Com. Mgr. & Film Buy. Jack Fredericks, Prog. Dir. DeForest T. Layton Jr., Ch. Eng.

4,228,000

1,257,004

1,865,388

713,600

71,000

RATE INFORMATION: Class A one hour Live \$475. Minute spot Live \$85. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 6.

- NORTH CAROLINA —

Total Population, July 1, 1953

NORTH CAROLINA MARKET INDICATORS

Total Families, 1950		939,215
Total Urban Population, 1950		1,368,101
Total Rural Nonfarm Population, 1950		1,317,268
Total Farm Population, 1950		1,376,560
Employed in Nonagricultural Establishments, April		, ,
1954		984,300
Employed in Agriculture, 1950		360,097
Employed in Mining, April 1954		3,500
Employed in Manufacturing, April 1954		42,600
Employed in Construction, April 1954		45,900
Employed in Transportation & Public Utilities,		,
April 1954		60,900
Employed in Wholesale & Retail Trade, April 1954		198,400
Employed in Finance, Insurance & Real Estate,		•
April 1954		27,400
Employed in Service & Miscellaneous, April 1954		89,500
Employed in Government Service, April 1954		132,100
Retail Sales, 1953	\$	3,129,400,000
Bank Assets, Jan. 1, 1954	\$	2,430,188,000
Bank Deposits, Jan. 1, 1954	\$	2,215,962,000
Major Income Sources, 1952: Agriculture 15.4%; G	ove	rnment
16.1%; Manufacturing Payrolls 25.8%; Trade ar	ıd	Service
22.9%.		
Total Income Payments, 1952		4,383,000,000
Per Capita Income, 1952	\$	1,049
Total Internal Revenue Collections, 1953	\$	1,552,142,633
Average Weekly Earnings Manufacturing Workers,		
April 1954	\$	46.63
Cash Receipts from Farm Marketing, 1953	\$	884,070,000
Government Payments to Farmers, 1953	\$	3,926,000
Value of Mineral Production, 1951	\$	29,648,000
New Public Construction in 1952	\$	202,500,000
36-4 37-1-1- TO 11-11- 40E0		

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

Motor Vehicle Registration, 1953

Number of Telephones, Jan. 1, 1954

Number of Electrical Connections, Jan. 1, 1954¹

Number of Gas Utilities Connections, 1953

Local Personalities



The Only Low-Band V.H.F. Station in Central New York

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Population 19-0		ood Sales 953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Alamance	71,220	\$64,163	\$15,127	\$1,617	12,090	60%
Alexander Allegany	14,554 8,155	6,375 2,921	$^{1,370}_{452}$	102 49	1,690 970	47% 46%
Anson	26,781	14,275	3,057	358	3,280	52%
Ashe Avery	21,878 13,352	7,042 3,796	1,308 1,018	$\frac{105}{102}$	2,390 860	46% 27%
Beaufort	37,134	29,245	7,249	608	3,800	41%
Bertie	26,439 $29,703$	15,737 14,463	2,735 3,365	229 319	2,260	37%
Bladen Brunswick	19,238	3,963	1,204	165		
Buncombe	124,403	116,440	24,225	4,121	11,330	33%
Burke Cabarrus	45,518 63,783	21,094 60,300	4,802 $16,799$	570 1,782	7,980 11,210	$70\% \\ 64\%$
Caldwell	43,352	25,442	7,454	665	5,280	48%
Camden	5,223	1,023	536	624	760	54%
Carteret Caswell	23,059 20,870	13,271 3,688	4,534 920	634 46	2,070	46%
Catawba	61,794	54,120	12,626	1,220	10,030	58%
Chatham	25,392	15,321	2,351 1,925	276 99	2,900 470	46% 11%
Cherokee Chowan	18,294 12,540	8,916 7,309	1,620	194	810	27%
Clay	6,006	856	223	98	130	10%
Cleveland Columbus	64,357 50,621	44,064 33,598	9,923 $6,542$	869 909	9,570	58%
Craven	48,823	35,416	7,801	1,035	3,550	27%
Cumberland	96,006	87,399	18,347	2,363	2,970	12%
Currituck Dare	6,201 5,405	2,196 3,351	$679 \\ 1,132$	94	970 350	$\frac{54\%}{27\%}$
Davidson	62,244	47,736	11,340	974	9,490	55%
Davie	15,420	6,880	1,661	234	2,200	55%
Duplin Durham	41,074 101,639	16,949 117,968	4,323 21.744	$\frac{498}{3,712}$	14,880	52%
Edgecombe	51,634	35,608	8,868	713	2,040	17%
Forsyth	146,135	128,940	27,132 2,735	3,883 374	23,570 1,530	$\frac{54\%}{21\%}$
Franklin Gaston	31,341 110,836	11,275 87,298	23,137	2,517	21,420	69%
Gates	9,555	2,398	775	41	1,240	54%
Graham Granville	6,886 31,793	2,776 14,735	590 3,462	106 471	170 2,810	10% 40%
Greene	18,024	5,020	913	128	2,010	
Guilford	191,057	263,304	50,190	6,551	24,410	44%
Halifax Harnett	58,377 47,605	42,907 28,969	11,440 6,450	1,060 1,065	1,630 1,300	12% 11%
Haywood	37,631	23,229	4,098	. 890	1,680	17%
Henderson	30,921	25,670	6,195	718 202	2,070	23%
Hertford Hoke	21,453 15,756	15,413 6,030	3,163 1,485	94	2,650 780	54 % 23 %
Hyde	6,479	1,422	881	42	350	27%
Iredell	56,303	43,497	11,130 1,368	1,177 195	6,530 990	$\frac{43\%}{22\%}$
Jackson Johnston	19,261 65,906	7,085 37,209	7,941	970		****
Jones	11,004	2,719	813	59		
Lee Lenoir	23,522 45,953	18,786 43,495	4,103 7,718	540 1,244	1,770	2 9%
Lincoln	27,459	17,027	3,607	100	4,060	58%
McDowell	25,720	15,403	4,132	564	4,220	63%
Macon Madison	16,174 $20,522$	6,513 5,468	1,434 1,150	220 189	400 780	$10\% \\ 17\%$
Martin	27,938	16,250	2,703	311	2,540	41%
Mecklenburg	197,052 15,143	261,722	49,296	7,024 139	35,080 970	60%
Mitchell Montgomery	17,260	6,243 10,979	1,101 2,956	. 200	2,290	27% 52%
Moore	33,129	25,822	6,257	807	2,540	30%
Nash New Hanover	59,919 63,272	49,403 77,172	9,467 18,031	. 1,396 2,482	2,190	15%
Northampton	28,432	10,511	4,107	369	2,300	37%
Onslow	42,047	22,748	5,135 5,149	940	3 050	460%
Orange Pamlico	34,435 9,993	20,314 2,013	5,149 908	739	3,950	46%
Pasquotank	24,347	24,769	5,794	546	3,700	54%
Pender Perquimans	18,423 9,602	4,057 6,145	1,264 1,215	81 43	1,350	54%
Person	24,361	14,693	2,438	412	2,200	40%
Pitt	63,789	48,798	8,838	897	4,600	31%
Polk	11,627 50,804	5,508 36,380	2,030 8,362	91 1,013	2,020 6,080	63% 43%
Richmond	39,597	35,099	10,107	755	5,310	52%
Robeson Rockingham	87,769 64,816	58,357 42,012	11,057 10,920	1,611 1,389	3,400 7,690	17% 44%
Rowan	75,410	57,240	15,244	1,861	11,580	55%
Rutherford	46,356	30,629	7,144	881	7,520	63%
Sampson Scotland	49,780 26,336	20,204 17,848	$\frac{4,419}{3,932}$	490 367	1,420	23%
Stanly	37,130	27,178	6,188	684	8,380	78%
Stokes	21,520	5,080	1,199	1 100	2,240	44%
Surry Swain	45,593 9,921	37,224 4,492	7,274 1 ,5 66	$1,186 \\ 134$	5,380 230	45% 10%
Transylvania	15,194	9,991	2,361	350	860	22%
Tyrell	5,048	1,534	559 5 700	84 646	320 5.470	27%
Union Vance	42,034 32,101	33,103 25,588	5,799 5,190	646 5 7 9	5,470 1,660	$\frac{52\%}{21\%}$
Wake	136,450	144,820	26,551	4,394	11,420	32%
Warren	23, 5 39 13,180	9,851 7,421	2,338 2,439	234	1,070	21%
Washington Watauga	18,342	7,421	2,439	142 291	$\frac{860}{1,140}$	28% 27%
Wayne	64,267	54,104	8,551	1,047	1,970	12%
Wilkes Wilson	45,243 54,506	23,297 43,082	4,201 9,015	550 1,166	4,200	38%
Yadkin	22,133	7,360	1,465	81	3,140	55%
Yancey	16,306	5,834	1,046	60	630	17%
Note: For source	s see Fo	reword. Food	l. drug. a	nd retail s	ales, copyr	ight 1954

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

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ASHEVILLE

(Buncombe County)

WISE-TV

LICENSEE: WISE Inc. Address: 100 College St. Phone: 3-5381.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 13 kw. Operating Pow.: Visual 23 kw, Aural 13 kw. Transmitter: Address, Sunset Mountain. Make, RCA. Antenna: Make, GE. Height, Above average terrain 1,140 ft. Above ground 154 ft.

OPERATION: Began Aug, 2, 1953. Hours, 12:45 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuM., NBC. Station, AM, WISE.

REPRESENTATIVES: Sales, The Bolling Co.

SERVICES: Two studios (one 20x40 ft. and one 5x10 ft.). One RCA camera chair. One RCA film camera. One Holmes TP film projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Harold Thoms (99%), Meredith S. Thoms (1%).

Mr. Thoms owns 25% interest in both WAYS-AM-TV Charlotte and WCOG-AM-TV Greensboro and with his wife, M. S. Thoms, 71% of WEAM Arlington, Va.

EXECUTIVES:

Harold H. Thoms, Pres.
Gordon Williamson, Gen. Mgr.,
Nat. Sls. Mgr. & Film Buy.
Joe Master, Com. Mgr.

Paul Mills, Prog. Dir.
John Randolph, Ch. Eng.
Gordon Anderson, Regional Sls.
Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 45% for 312 times. Rate Card No. I.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	75,000	95,000	225,000
Families in Area		57,000	
No. of Sets (June 1)	25,000	27,500	
Retail Sales	\$200,000,000	••••	

WLOS-TV

(Target Date, Sept. 1954)

LICENSEE: Skyway Broadcasting Co. Address: 288 Macon Ave. Phone: 2-2431.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85 kw. Operating Pow.: Visual 170 kw, Aural 85 kw. Transmitter: Address, Mt. Pisgah, N. C. Make, Federal. Model FTL 98A. Antenna: Make, Federal. Type FTL 23-A8. Height, Above average terrain 2,850 ft. Above ground 340 ft.

OPERATION: Target date Sept., 1954. Hours, 11:30 a.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WLOS. FM, WLOS-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell, New York & Chicago; James S. Ayers, Atlanta. Washington Attorney, Spearman & Roberson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Four studios. Two Federal dual I. O. field camera chains. One Tv Specialty Co. rear screen projector. One I. O. film camera chain FTL-56-A-F-60. Two DeVry tv 16mm film projectors. One FTL-93B polyefex scanner with two 2x2 in. slide projectors mounted in scanner. Morse daylite developing tank. Morse film dryer. Bell & Howell 16mm camera. News Service, UP.

PRINCIPAL STOCKHOLDERS: Chas. M. Britt, president (12.215%); Charles B. Britt, vice president (13.87%); Joe H. Britt (16.84%), and 79 others none holding as much as 6%.

EXECUTIVES:

Charles M. Britt, Pres.
Charles B. Britt, Exec. Vice Pres.
Bradley H. Roberts, Com. Mgr.

Charles E. Newcomb, Prod. Dir.
Charles W. Sumner, Ch. Eng.
Arthur B. Waller, Film Buy.

RATE INFORMATION: Class A one hour Live \$270, Film \$250. Minute spot Live \$43, Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,252,155	806,555	2,058,710
Families in Area	305,685	261,680	567,36 5
No. of Sets (June 1)	106,049	92,781	198,830
Retail Sales	\$929,520,000	\$558,597,000	\$1,488,117,000
Income per Family	\$4,386.81	\$4,090.85	
Income per Capita	\$1,070.93	\$1,327.24	

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

— NORTH CAROLINA-

CHAPEL HILL

(Orange County)

WUNC-TV*

(Target Date, Oct. 1954) (*Non-Commercial Educational)

LICENSEE: University of North Carolina. Address: Chapel Hill. Phone: 8-415.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, Terrell's Mt. Make, RCA. Model, TT-25BL. Antenna: Make, RCA. Type, TF-6BM. Height, Above average terrain 990 ft. Above ground 799 ft.

OPERATION: Target date Oct. 1954.

AFFILIATIONS: Station, FM, WUNC.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios. (State College, 45x45x20 ft.; Chapel Hill, 47x51x22 ft.; Woman's College, 52x60x22 ft.) Eight RCA camera chains (six studio, two field). Three TSC rear screen projectors. Three RCA vidicon film cameras. Three RCA film projectors. Three RCA slide projectors. GPL kinescope recording unit. Houston processor. Mobile unit.

EXECUTIVES:

Gordon Gray, Pres. (U. of North Carolina) Robert F. Schenkkan, Dir. of Tv Ralph Burgin Jr., Prog. Dir. (State College) Richard B. Barnhill, Prod. Dir. David Davis, Prog. Dir. (Woman's College)

CHARLOTTE

(Mecklenburg County)

WAYS-TV

LICENSEE: WAYS-TV Inc. Address: 3229 S. Boulevard. Phone: 4-5373.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 70.8 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, Oakdale Section. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type 24PL. Height, Above average terrain 560 ft. Above ground 542 ft.

OPERATION: Began Jan. 5, 1954. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WAYS.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (small booth and one 20x40 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP. Library, Standard.

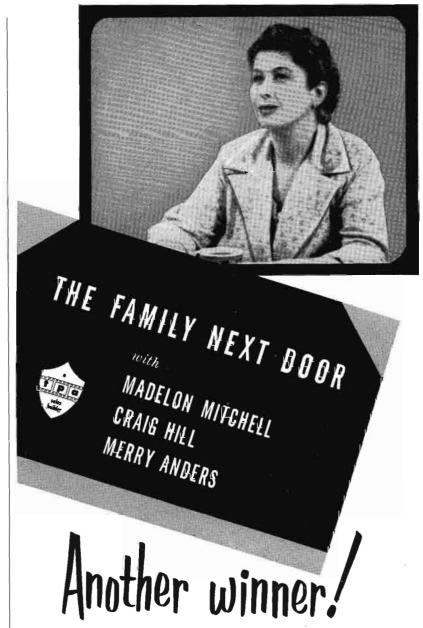
PRINCIPAL STOCKHOLDERS: Harold H. Thoms (25%), G. W. Dowdy (25%), B. T. Whitmire (25%) and J. Horton Doughton (25%). Same principals also own WCOG-AM-TV Greensboro, N. C. Mr. Thoms also owns WISE-AM-TV Asheville, N. C., and 71% of WEAM Arlington, Va. (Washington). Mr. Whitmire also owns 20% of WAKN-AM-TV Aiken, S. C.

EXECUTIVES:

George W. Dowdy, Pres. Harold H. Thoms, Exec. Coordinator. James P. Poston, Gen. Mgr., Com. Mgr. & Film Buy. Bob Davis, Prog. Mgr. B. C. Stewart, Ch. Eng. Richard Frosch, Film Dir.

RATE INFORMATION: Class A one hour Live \$285, Film \$200. Minute spot Live \$48, Film \$40. Rate Card No. I.

BROADCASTING • TELECASTING



from the portfolio of TPA Sales Builders

Another example of TPA coming in "first with the finest." This time, it's for advertisers who want to make money while the sun shines.

"THE FAMILY NEXT DOOR," now before the cameras, is a fifteen-minute, daytime dramatic serial built around the warm story of a woman alone and those she loves. Produced for TPA by Prockter Television Enterprises, it carries the mark of success prominently displayed by such Prockter features as "The Big Story" and "Treasury Men in Action." It plays like big-time, night-time entertainment.

Recent research has shown that daytime viewers are just the kind of people most advertisers want to reach. They're young, richer; they have more children. And their buying habits reflect these sales-building characteristics.

For local and regional advertisers who want to cash in on the vast potential of daytime television . . . who want to capture the most desirable and easily available periods—"THE FAMILY NEXT DOOR" is the vehicle to do the job. It's coming soon—from TPA.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

1954 TELECASTING Yearbook-Marketbook • Page 215

CHARLOTTE (Cont.)

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co. Address: Wilder Bldg. Phone: Edison 3-8833.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, Spencer Mountain, Make, RCA. Model TT25-AL. Antenna: Make, RCA. Type TF6AY. Height, Above average terrain 1,090 ft. Above ground 562 ft.

OPERATION: Began July 15, 1949. Hours, 6:15 a.m.-12:30 a.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WBT.

REPRESENTATIVES: Sales, CBS-TV Spot Sales. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One studio (30x40 ft.). Two RCA camera chains. Two RCA TK-20 film cameras. Two RCA 16mm film projectors. One RCA and one Projectall slide projector. One Projectall opaque projector. One Micro-Record film processing unit. One mobile unit with two RCA camera chains. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee is owned 100% of by Jefferson Standard Life Insurance Co., which owns 100% of WBIG Greensboro; 16.5% of Greensboro News Co., publisher of Greensboro News & Record and licensee of WFMY-TV Greensboro, N. C.; 100% of WBTW (TV) Florence, S. C., and 97% of preferred stock of Storer Bostg. Co.

EXECUTIVES:

Joseph M. Bryan, Pres. Charles H. Crutchfield, Exec. Vice Pres. & Gen. Mgr. J. Robert Covington, Vice Pres.

(Prom. & Sls.).

Kenneth I. Treadwell Jr., Vice
Pres., Prog. & Pub. Rel.

C. Kenneth Spicer, Controller & Asst. Secy.

Thomas E. Howard, Dir. of Eng. Wallace J. Jorgenson, Gen. Sls. Mgr. Paul B. Marion, Carolinas Sls.

Mgr. . Tom Cookerly, Loc. Sls. Rep. J. William Quinn, Prog. Sup. Sam Zurich, Prod. Sup. John P. Dillon, Prom. Sup.

RATE INFORMATION: Class A one hour Live \$950, Film \$900. Minute spot Live \$180 Class A, Film \$180. Frequency discounts, Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,503,700; Families in Area, 649,800; Area in Square Miles, 24,800; No. of Sets (June 1), 403,000; Retail Sales, \$1,908,803,000; Income per Family, \$4,431; Income per Capita, \$1,150.

DURHAM

(Durham County)

WTVD (TV)

(Target Date, Sept. 1954)

LICENSEE: Durham Broadcasting Enterprises Inc. Address: 1730 Newton Rd. Phone: 2-2111.

Operating Pow.: Visual 60 kw, Aural 32 kw. Transmitter: Address, Lebanon Peaks, Guess Road. Make, DuMont. Model 8000. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 1,000 ft. Above ground 783 ft. FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw.

OPERATION: Target date, Sept. 1954. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (35x55 ft.). Two DuMont camera chains. One Bell & Howell 285 C 16mm film camera. DuMont Multiscanner (2x2-in.).

PRINCIPAL STOCKHOLDERS: Harmon L. Duncan (20%), owner of WHIT New Bern, N. C., Floyd Fletcher (20%) and Durham Radio Corp. (25%), licensee of WDNC Durham, N. C., and 61 other stockholders.

EXECUTIVES:

Harmon L. Duncan, Pres. & Gen. Mar. Floyd Fletcher, Vice Pres. & Secy.

Mike Thompson, Com. Mgr. Ernie Greup, Prog. Dir. Henry Cronin, Ch. Eng.

RATE INFORMATION: Class A one hour, Film \$300. Minute spot, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION: Grade B (FCC Contour): Population, 1,329,009; Retail Sales, \$1,055,696,210; No. of Sets (Nov. 1, 1953), 116,864.

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FÄYETTEVILLE

(Cumberland County)

WFLB-TV

(Target Date, Not Set)

LICENSEE: Fayetteville Broadcasters Inc. Address: P. O. Box 512. Phone:

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 97.7 kw. Aural 55 kw. Transmitter: Address, Bragg Blvd. near Westmont Dr. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 364 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, WFLB.

REPRESENTATIVES: Washington Attorney, Koteen & Burt. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Harry B. Stein (11.2%); Neill A. Currie Jr. (11.2%); W. M. K. Bender (11.2%); J. W. Hensdale (11.2%); John D. Currie (11.2%); R. B. Minger (11.2%); J. Bernard Stein (11.2%); T. D. Hatcher (11.2%) and L. W. Allen (10.4%).

EXECUTIVES:

L. W. Allen, Gen. Mgr.

W. D. Bailey, Com. Mgr.

GASTONIA

(Gaston County)

WTVX (TV)

(Target Date, Summer 1954)

LICENSEE: Air Pix Corp. Address: c/o Bill Bivens, 25 Kingsbury Rd., New Rochelle, N. Y.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.9 kw. Transmitter: Address, Crowder Mt., $5\frac{1}{2}$ miles SW of Gastonia. Make, GE. Antenna: Make, GE. Height, Above average terrain 900 ft. Above ground 113 ft. · 2.34

OPERATION: Target date, Summer 1954.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Coit M. Robinson, president {24.31%}; W. C. Bivens, vice president {0.08%}; Coit M. Robinson Jr., secretary-treasurer {0.83%}; C. C. Dickson {12.57%;} and 41 other minority stockholders.

GREENSBORO

(Guilford County)

WCOG-TV

(Target Date, Not Set)

LICENSEE: Inter City Adv. Co. Address: 314 S. Greene St. Phone: 3-6925.

Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 59 kw. Transmitter: Address, 4.3 miles west of Greensboro. Make, DuMont. Antenna: Make, GE. Height, Above average terrain 240 ft. Above ground 205 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Network, ABC. Station, AM, WCOG.

REPRESENTATIVES: Sales, Bolling Co. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George W. Dowdy, president (25%), B. T. Whitmire, vice president (25%), I. Horton Doughton, treasurer (25%) and Harold H. Thoms, secretary (25%). Messrs. Dowdy, Whitmire, Doughton and Thoms also own WAYS-AM-TV Charlotte, N. C. Mr. Thoms owns WISE-AM-TV Asheville, N. C. and 71% of WEAM Arlington, Va. (Washington). Mr. Whitmire owns 20% of WAKN-AM-TV Aiken, S. C.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

	POPULATION POPULATION	
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	7 San Francisco 3,937,100 8 Pittsburgh 3,936,100 9 Cleveland 3,083,800	Į.
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	10 St. Louis 3,035,000 11 CHARLOTTE 2,738,100 12 Atlanta 2,696,300 12 Atlanta 2,683,400	
	11 CHARLOTT 2,736,7300 12 Atlanta 2,696,300 13 New Haven 2,683,400 2,635,400	
	13 New Hors	
	14 Baltimore 2,635,400 15 Providence 2,565,100 16 Milwaukee 2,365,400 2,365,400 2,365,400 2,365,400	
	15 Providence 2,365,400 16 Milwaukee 2,365,400 17 MinnSt. Paul 2,246,700 17 MinnSt. 2,095,200	
	16 Milwaukee 2,363,740 17 MinnSt. Paul 2,246,700 18 Washington	
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March, 1954 data from Television Magazine ranks American markets according to population in the coverage area of the most powerful television station in each market.

Charlotte stands 11th in line, outranking such markets as Baltimore, Minneapolis, Buffalo, Kansas City, Washington and Atlanta.

Only Charlotte and Atlanta among southern cities make the first 20, and Charlotte's rank is a move upward from 12th in 1953.

The signs of Charlotte are signs of a market far more important than city size indicates. Ranking only 72nd in the nation in city size, Charlotte is 55th in 1953 construction, 36th in wholesale sales and 4th in emplaned air passengers per capita.

Equally outstanding are Charlotte's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, deserving the first appropriations of any advertiser doing business in the Carolinas.



CHARLOTTE, N. C.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales



The Radio-TV Services of the Jefferson Stondard Life Insurance Company

www.americanradiohistory.com

it can mean plus-business for you.

Nation-pacing in many economic classifications-Eastern North Carolina is a market quite possibly larger than you had thought.

Within the coverage area of WNCT, which takes in all the economically important ENC counties, there are well over 1,000,000 people. In 1953 their buying income was nearly \$900,000,000.00. Retail sales were over \$700,000,000.00.

Always among the nation's leading farm-income counties, WNCT-covered counties includes five that were among last year's top 200.

Within WNCT's share of Tobaccoland alone, last year's tobacco crop brought a whopping \$269,404,701.37 . . . despite ruinous droughts in many areas! This year's crop . . . which goes to market beginning in August . . . is estimated to be bigger and better than last year's.

Add to this the farm income from other ENC cash crops of national importance, such as peanuts, sweet potatoes, soy beans, corn and hogs, and you see a market of major importance.

And while its economy is predominantly rural, Eastern North Carolina's progressive cities have energetically sought and won many large new industrial plants whose payrolls give additional wealth and buying power to thousands of prospects for your product.

To reach this important, prosperous and rapidly expanding market—count on WNCT—a merchandisingminded, vigorous, 100,000 watt TV station operating full time starting at 7 A.M. daily. A primary CBS affiliate, WNCT also serves its thousands of viewers with the best NBC, ABC and DuMont fare.

SET COUNT AS OF JULY 15: 63.676

For rates, availabilities and other information, contact

John E. Pearson, Co., Inc. or wire or phone collect to

A. Hartwell Campbell, General Manager.

Channel Greenville, N. C.

Operating full time on 100,000 watts with 874' tower . . . the tallest man-made structure in the Carolinas.

-NORTH CAROLINA-

GREENSBORO (Cont.)

WFMY-TV

LICENSEE: Greensboro News Co. Address: 212 N. Davie St. Phone: 4-0114.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 km, Aural 50 km. Operating Pow.: Visual 16.72 kw, Aural 8.36 kw. Transmitter: Address, 212 N. Davie St. Make DuMont. Model 7000. Antenna: Make, RCA. Type 5 Bay Batwing. Height, Above average terrain 470 ft. Above ground

OPERATION: Began Sept. 22, 1949. Hours, 7:00 a.m.-12.00 midnight.

AFFILIATIONS: Network ABC, CBS, DuM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (26x16 ft.). Two DuMont camera chains. One DuMont rear screen projector. One DuMont film camera. Two Holmes film projectors. One Selectroslide Jr., slide projector. One Gray Telop opaque projector. Film processing unit. News Service, UP. Library, Capitol, Lang-

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16.5% owned by Jefferson Standard Life Insurance Co., 100% owner of WBIG Greensboro; 100% owner of WBT-AM-FM and WBTV (TV) Charlotte; 100% owner of WBTW (TV) Florence, S. C., and owner of 97% of preferred stock of Storer Bcstg. Co.

EXECUTIVES:

E. B. Jeffress, Pres. Gaines Kelley, Gen. Mgr. William S. Baskerville Jr., Com. Gomer Lesch, Prog. Dir. William E. Neill, Ch. Eng. Jack Wiggins, Film Buy. Dick Zavon, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$650. Minute spot Live \$130. Frequency discounts.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,733,700; Families in Area, 445,100; No. of Sets (June 1), 233,000; Retail Sales, \$1,403,005,000.

GREENVILLE

(Pitt County)

WNCT (TV)

LICENSEE: Carolina Broadcasting System Inc. Address: P. O. Box 898. Phone:

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 56 kw. Transmitter: Address, Evans Street Extension. Make, RCA. Model TT 10 AH. Antenna: Make, RCA. Type 12-Bay. Height, Above average terrain 860 ft. Above ground 873 ft.

OPERATION: Began Dec. 22, 1953. Hours, 7:00 a.m.-11.30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WGTC.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc. Washington Attorney, Phillip Bergson. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x45 ft.). Two GPL camera chains. One rear screen projector. One RCA film camera. Two film projectors. Two slide projectors. One opaque projector. News Service, UP. Library, Official.

PRINCIPAL STOCKHOLDERS: Earl Westbrook, 20%; Josh Horne, 10%; Herbert Brauff, 10%; Penn Watson, 10%; John Adams, 5.35%; Virginia Adams, 5.35%; Mrs. Mary Jones, 8.6%; A. Hartwell Campbell, 5%. Mr. Horn is publisher of Rocky Mount Telegram. Mr. Brauff is publisher of Wilson (N. C.) Times.

EXECUTIVES:

Earl Westbrook, Pres. A. Hartwell Campbell, Gen. Mgr. & Film Buy. John Clark Jr., Com. Mgr.

Eck Wall, Prog. Dir. Hank Tribley, Ch. Eng. Margaret Laughinghouse, Bus.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population Families in Area	377,000 88,240	701,000 161,950	1,175,000 274,300
No. of Sets (June 1) Retail Sales	30,000 \$259,000,000	60,879 \$441,200,000	75,000 \$730,000,000
Income per Family Income per Capita			\$ 4,000 \$ 1,000
			, ,,,,,,,,

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

RALEIGH

(Wake County)

WNAO-TV

LICENSEE: Sir Walter Television Co. Address: 219 S. McDowell St. Phone: 2-0231.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 102 kw. Operating Pow.: Visual 182 kw, Aural 102 kw. Transmitter: Address, Asbury, N. C. Make, Federal. Model FTL-100B. Antenna: Make, Gabriel. Height, Above average terrain 460 ft. Above ground 396 ft.

OPERATION: Began July, 1953. Hours, 8:00 a.m.-12:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (36x20 ft.). Two Federal camera chains. One Federal Vidicon film camera. Two General Precision Labs 16mm film projectors. Two Federal 35mm transparencies slide projectors. One Federal dual flying spot scanner. One Federal Vidicon opaque projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: John W. English, 12:5%; Frank A. Daniels, 12.5% (for Raleigh News & Observer); (Mrs.) Lydia McBrier Jarecki, 12.5%; Thomas Watters, 3.125%; James R. McBrier, 12.5%; George J. Mead, 12.5% (preferred); John J. Boland Jr., 12.5%; James B. Donovan, 6.25%; Marie Watters, 3.125%; Jean Devine Jarecki, 12.5%; Mary Evelyn Mead & John J. Boland Jr., 12.5%, as trustees; George Mead is president of WSEE Erie, Pa. (Erie Times).

EXECUTIVES:

John W. English, Pres. Charles G. Baskerville, Gen Mgr. & Film Buy. Earl Welde, Com. Mgr.

Bryon Davidson, Prog. Dir. Peter Miller, Ch. Eng. Mike Silver, Prod. Ch.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 803,530; Area in Square Miles, 194,015; No. of Sets (June 1), 57,840.

WILMINGTON

(New Hanover County)

WMFD-TV

LICENSEE: WMFD-TV Inc. Address: 225 Princess St. Phone: 3-4666.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 26.9 kw. Operating Pow.: Visual 53.7 kw, Aural 26.9 kw. Transmitter: Address, New River Rd. Make, RCA. Model TTI 10. Antenna: Make, RCA. Type Turnstile. Height, Above average terrain 350 ft. Above ground 388 ft.

OPERATION: Began April 19, 1954. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WMFD. FM, WMFD-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Stephen Tuhy. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 54x39 ft. and one 16x36 ft.). One RCA camera chain. One Television Specialty rear screen projector. One RCA film camera. One RCA film projector. One RCA slide projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: R. A. Dunlea (66%) and D. Cameron (34%).

EXECUTIVES:

R. A. Dunlea, Pres. R. A. Dunlea Jr., Gen. Mgr. & Film Buy.

Claud O'Shields, Com. Mgr. Clint Long, Prog. Dir. E. I. Herring Jr., Ch. Eng.

BROADCASTING • TELECASTING

- NORTH CAROLINA ---

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$34, Film \$34. Rate Card No. 1.

MARKET INFORMATION:

RKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	348,000	613,000	961,500
No. of Sets (June 1)	30,000		***************************************
Retail Sales	\$544,984,000		

WTHT (TV)

(Target Date, Not Set)

LICENSEE: Wilmington Television Corp. Address: Box 604.

FACILITIES. Ch. 3. Authorized Eff. Rad. Pow.: Visual 6.03 kw, Aural 3.02 kw. Transmitter: Address, 101 Market St. Make, GE. Antenna: Make, GE. Height, Above average terrain 220 ft. Above ground 245 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Wheeler & Scott. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: O. C. Tucker, president (25%); Glenn M. Tucker, vice president (25%); Milton Hammer, secretary (25%), also producer of tv program "Washington Spotlight;" A. L. Wheeler, treasurer (25%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BOUNCY



ZIV'S SUNNY FUNNY FAMILY

See pages 433, 434 & 435

WINSTON-SALEM

(Forsyth County)

WSJS-TV

LICENSEE: Triangle Broadcasting Corp. Address: 419-421 N. Spruce St. Phone: 5-2311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 200 kw. Operating Pow.: Visual 40 kw, Aural 29.9 kw. Transmitter: Address, 7 miles east of Winston-Salem on U. S. Highway 421. Make, GE. Model TT-6E. Antenna: Make, GE. Type TY-28G, 8-section batwing. Height, Above average terrain 770 ft. Above ground 759 ft.

OPERATION: Began Sept. 30, 1953. Hours, 1:00 p.m.-12:00 midnight.

AFFILIATIONS: Network NBC. Stations, AM, WSJS. FM, WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (25x35 ft.). Two GE camera chains. Two GE film cameras. Two GE film projectors. One 2x2 in. Select-o-slide slide projector. One 3½x4 in. GE Balop slide projector. One opaque projector. Stineman film processing unit. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Piedmont Publishing Co. (Winston-Salem Journal and Twin City Sentinel) (66%3%), Mary Pickford Rogers (181/3%) and Charles Buddy Rogers (15%).

EXECUTIVES:

Harold Essex, Gen. Mgr. & Exec. Vice Pres.

Phil Hendrick, Opr. Mgr. Carl Wiegold, Film Mgr. Robert C. Estes, Prod. Mgr.

T-1-1

Harry B. Shaw, Sls. Mgr. John A. Comas, Prog. Mgr.

times. Rate Card No. 2.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	428,060	372,400	1,303,700
Families in Area	115,600	96,040	339,600
No. of Sets (June 1)	81,986	58,479	208,027
Retail Sales	\$419,395,600	\$258,184,800	\$1,028,000,000

WTOB-TV

LICENSEE: Winston-Salem Broadcasting Co. Address: 300 S. Stratford Rd. Phone: 3-4353.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 37.2 kw. Operating Pow.: Visual 13.8 kw, Aural 7.4 kw. Transmitter: Address, 300 S. Stratford Rd. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type TFU24DL. Height, Above average terrain 570 ft. Above ground

OPERATION: Began Sept. 18, 1953. Hours, 8:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, ABC, DuMont. Stations, AM, WTOB.

REPRESENTATIVES: Sales, H-R Representatives. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Kear & Kennedy.

SERVICES: Two RCA TKIIA camera chains. One Television Specialty rear screen projector. One RCA film camera. Two I6mm RCA film projectors. One Spindler & Sauppe [2x2 in.] slide projector. One Gray Telop opaque projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: James W. Coan (15%), John G. Johnson (13%)
Thomas Rice (11%), Albert Butler Jr. (15%), Jonas S. Rice (10%)
Archibald Craige (8%), Earl Slick (20%) and Robert V. Brawley (8%)
Licensee also owns WOTV (TV) Richmond, Va.

EXECUTIVES:

James W. Coan, Pres. and Film

Tracy M. Lounsbury, Prog. Dir. Hassell H. Bailey, Ch. Eng. Grace Gale, Women's Dir.

Buy. John G. Johnson, Gen. Mgr. Charles W. Brunt, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40.

MARKET INFORMATION: 50 mile Radius (FCC Contour) Population 930,575; Families in area 264,100; No. of Sets (June I) 90,000; Retail Sales \$738,-391,000; Income per Family, \$5,485; Income per Capita, \$1,510.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



THE TAR HEEL GOLDEN TRIANGLE*

WINSTON-SALEM HIGH POINT GREENSBORO

*. . . a 24-county market with retail sales of

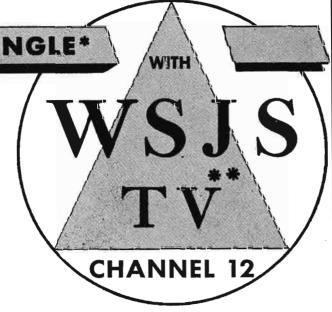
\$1,028,000,000.

(Sales Management 1954 Survey of Buying Power)

**218,599 sets as of August 1, 1954. An increase of 45,259 sets in 7 months.

WSJS

WINSTON-SALEM, N. C.





Interconnected Television Affiliate

Represented By: **HEADLEY-REED COMPANY**

NORTH DAKOTA -

NORTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1953 Total Families, 1950 Total Urban Population, 1950 Total Rural Nonfarm Population, 1950 Total Farm Population, 1950 Employed in Nonagricultural Establishments, April	598,000 144,855 164,817 200,332 254,487
1954 Employed in Agriculture, 1950	108,100
Employed in Agriculture, 1950	98,905 2,000
Employed in Mining, April 1954 Employed in Manufacturing, April 1954	6,200
Employed in Construction, April 1954	6,400
Employed in Transportation & Public Utilities,	.,
April 1954	13,100
Employed in Wholesale & Retail Trade, April 1954	37,300
Employed in Finance, Insurance & Real Estate,	4,500
April 1954 Employed in Service & Miscellaneous, April 1954	13,300
Employed in Government Service, April 1954	25,400
Retail Sales, 1953\$	723,380,000
Retail Sales, 1953	653,321,000
Bank Deposits, Jan. 1, 1954 \$	607,393,000
Major Income Sources, 1952: Agriculture 26.3%; Gover 17.5%; Manufacturing Payrolls 2.5%; Trade and \$29.8%.	rnment Service
Total Income Payments, 1952\$	734,000,000
Per Capita Income, 1952 \$	1,223
Total Internal Revenue Collections, 1953 \$	69,865,652
Average Weekly Earnings Manufacturing Workers,	,- ,-
April 1954\$	63.15
Cash Receipts from Farm Marketing, 1953 \$	517,098,000
Government Payments to Farmers, 1953\$	5,589,000
Value of Mineral Production, 1951 \$	10,246,000
New Public Construction in 1952 \$	70,800,000
Motor Vehicle Registration, 1953	292,703
Number of Telephones, June 1, 1954	140,000
Number of Electrical Connections, Jan. 1, 1954	183,883
Number of Gas Utilities Connections, 1953	29,400
	20,200

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NORTH DAKOTA MARKET DATA BY COUNTIES

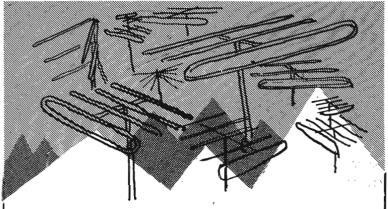
(CBS)

(CBS)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	TV Sets 1954	TV % 1954
Adams	4,910	\$ 6,874	\$ 1,326	\$ 102		
Barnes		17.841	3,202	311	1.140	25%
Benson		5,182	1.231	92	-,	
Billings		130	49			
Bottineau		10,125	1,811	246	420	13%
Bowman		6,360	1,333	199		70
Burke		5,368	1,264	150	220	13%
Burleigh	. 25,673	44,044	5,372	1,231		
Cass	. 58,877	91,596	10,890	2,719	5,500	32%
Cavalier	. 11,840	9,439	1,488	160		
Dickey		10,495	1,517	272		
Divide	. 5,967	5,680	843	128		
Dunn	. 7,212	5,158	943	99		
Eddy	. 5,372	5,586	819	131		
Emmons	. 9,715	8,830	1,645	46		
Foster		7,111	1,261	84		
Golden Valley .		4,914	920	86		
Grand Forks		56,607	7,763	1,022		
Grant	. 7,114	5,440	946	182		
Griggs	. 5,460	5,563	741	85	300	25%
Hettinger	. 7,100	10,813	1,651	186		
Kidder	. 6,168	4,479	926	85		
LaMoure	. 9,498	10,336	1,678	173		
Logan		5,321	660	43	* * * * *	
McHenry		10,766	2,574	212	• • 420	13%
McIntosh		9,859	1,799	102		
McKenzie		5,078	983	126		
McLean	. 18,824	19,548	5,155	530		
Mercer	. 8,686	7,642	1,806	166		
Morton		20,599	3,578	454		
Mountrail		9,782	1,577	266		• • • •
Nelson Oliver		9,696 981	1,215	197		
		13,581	$\frac{284}{2.342}$	$\frac{37}{198}$		
		7,676	1.233	84		
Ramsey		19.042	2,832	322		• • • •
Ransom		8,706	1,379	152	230	10%
Renville		5,696	1,494	90	200	13%
Richland		23,336	3.171	381	550	10%
Rolette		6,353	1,290	158	330	
Sargent		4.344	955	35	170	10%
Sheridan	5,253	3.524	529	83	_	
Sioux		1.241	494	32		
Slope	2,315	443	150			
Stark		23.097	2.944	551		
Steele		4.053	823	84	280	25%
Stutsman		29,149	4.203	604		- 10
Towner		5,840	1.075	122		
Traill		12,251	1,964	199	750	25%
Walsh		20.172	2.645	372	130	20 70
Ward		55,272	8,403	1.519	1.240	12%
Wells		9.979	1.653	183	1,240	12 /0
Williams		32,382	5,136	516		
***************************************		02,002	0,100	010		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no ty sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BROADCASTING • TELECASTING



INORTH DAKOTA



NEW TOWER... with maximum power

Set ownership figures are zooming in North Dakota . . . where KFYR-tv, transmitting with 100,000 watts over a coverage area of 38,000 square miles, puts real punch in your sales message in the heart of the rich Midwest farm market. Let KFYR-tv open the door to new sales in this fantastically fast-growing North Dakota market.



NBC DUMONT CBS

Channel 5

(FYR-tv BISMARCK, NO. DAK.

Represented Nationally by JOHN BLAIR

BISMARCK

(Burleigh County)

KFYR-TV

LICENSEE: Meyer Broadcasting Co. Address: 2001/2 Fourth. Phone: 468.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Menokin, N. Dak. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF-12AM. Height, Above average terrain 500 ft. Above ground 667 ft.

OPERATION: Began operation Dec. 19, 1953.

AFFILIATION: Networks, CBS, NBC, DuMont. Station, AM, KFYR.

REPRESENTATIVES: Sales, Blair Tv Inc. Washington Attorney, Hogan & Hartson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20x40 ft and 10x15 ft.). One RCA TK-11A camera chain. One RCA TK-20D film camera. Two Eastman No. 250 film projectors. One RCA MI-26131 slide projector. One Gray Telop II. News Service, UP.

PRINCIPAL STOCKHOLDERS: Etta Hoskins Meyer, president-secretary (94.2%) in own name and as trustee; F. E. Fitzsimonds, executive vice president-treasurer (5.3%).

EXECUTIVES:

Mrs. E. H. Meyer, Pres.-Secy. F. E. Fitzsimonds, Exec. Vice Pres., Gen. Mgr. & Film Buy.

Robert MacLeod, Com. Mgr. Cal Culver, Prog. Dir. Ivan Nelson, Ch. Eng.

FARGO

(Cass County)

WDAY-TV

LICENSEE: WDAY Inc. Address: Black Bldg. Phone: 5357.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 66 kw, Aural 33 kw.

Operating Pow.: Visual 66 kw, Aural 33 kw. Transmitter: Address, Fargo,
N. D. Make, RCA. Model TT-IOAL. Antenna: Make, RCA. Type
TF-6BM. Height, Above average terrain 390 ft. Above ground 433 ft.

OPERATION: Began June 1, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WDAY.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: One temporary studio (30x30 ft.). Two RCA TK-IIA camera chains.

One RCA TK-20D film camera. Two Eastman Model 250 film projectors.

Two Spindler & Sauppe slide projectors. Gray Telop II opaque projector.

Houston 2A film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: E. C. Reineke (54.5%), H. Paulson (8.9%), N. D. Black Jr. (1.1%), Marie Reineke (1.1%).

EXECUTIVES:

E. C. Reineke, Pres. Tom Barnes, Gen. Mgr., Com. Mgr. & Film Buy. Jack Dunn, Radio-Tv Mgr. Ken Kennedy, Prog. Dir. Julius Hetland, Ch. Eng. Jack Gauvitte, Prod. Dir. Wm. D. Snyder, Film Dir. Roy C. Pederson, Prom. Mgr. Glenn Flint, News Dir. Ernie Brevik, Farm Dir.

T - 1 - 1

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

			l otal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	82,715	195,400	685,600
Families in Area	23,014	54,346	190,000
Area in Square Miles	1,450	8,500	43,893
No. of Sets (June 1)	13,600	26,750	44,400
Retail Sales	\$116,380,000	\$253,000,000	\$761,820,000
Income per Family	\$4,661	\$4,373	\$4,305
Income per Capita	\$1,300	\$1,215	\$1,200

KXJB-TV (VALLEY CITY)

LICENSEE: North Dakota Broadcasting Co. Address: P. O. Box 626, Fargo, N. Dak. (For full listing see Valley City).

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GRAND FORKS

(Grand Forks)

KNOX-TV

(Target Date, Not Set)

LICENSEE: Community Radio Corp. Address: c/o Carroll E. Day, Grand Forks.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 2.82 kw, Aural 1.41 kw. Transmitter: Address, State Mill Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 180 ft. Above ground 203 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KNOX.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Carroll E. Day, president (16.66%); Don E. Whiteman, vice president (16.66%); Adolph Lund, vice president (16.66%); Elmer O. Hanson, vice president and general manager (16.66%), also manager of KNOX; Arthur Tweet, treasurer (16.66%); Elroy Schroeder, secretary (16.66%).

MINOT

(Ward County)

KCJB-TV

LICENSEE: North Dakota Broadcasting Co. Inc. Address: 15A W. Central Ave. Phone: 51-161.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 15 kw.

Operating Pow.: Visual 29.5 kw, Aural 15 kw. Transmitter: Address,
Highway 83 South. Make, DuMont. Model 5 kw. Antenna: Make, RCA.

Type 6 Bay. Height, Above average terrain 420 ft. Above ground 416 ft.

OPERATION: Began April 1953. Hours 12:00 noon-1:30 p.m.; 5:30-11:00 p.m. AFFILIATIONS: Network ABC, CBS, NBC, DuMont. Station, AM, KCJB.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, D. F. Prince.
Consulting Engineer, Floyd R. Amoo.

SERVICES: Two studios (one 26x30 ft. and one 30x40 ft.). Two DuMont camera chains. Two DuMont film cameras. One DuMont film projector. One DuMont scanner. One DuMont opaque projector. One mobile unit. News Service, UP. Library, MPTV, Ziv.

PRINCIPAL STOCKHOLDERS: Jamestown Broadcasting Co. (68%), is also licensee of KSJB Jamestown, KXJB-AM-TV Valley City, all N. D. Jamestown Bostg. Co. is 100% owned by Mr. and Mrs. John W. Boler.

EXECUTIVES:

John W. Boler, Pres. & Gen. Mgr. Herman Burkart, Com. Mgr. and Film Buy. Donald Kingsley, Prog. Dir. Joe Main, Ch. Eng. Wm. Johnson, Vice Pres. Chg. of News. Wm. L. Hurley, Vice Pres.

Chg. Natl. Sls. Floyd Amoo, Vice Pres. Chg. of

Eng. r Live \$150, Film \$150. Minute spot

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 40% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 146,600; Families in Area, 38,860; No. of Sets (June 1), 22,000; Retail Sales, \$187,508,000; income per Family, \$6,283.

VALLEY CITY

(Barnes County)

KXJB-TV (FARGO)

LICENSEE: North Dakota Broadcasting Co. Address: 15A W. Central Ave., Minot. Phone: 51-161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 57.5 kw. Operating Pow.: Visual 100 kw, Aural 57.5 kw. Transmitter: Address, Pillsbury, N. D. Make, DuMont. Antenna: Make, RCA. Type 6-Bay. Height, Above average terrain 1,090 ft. Above ground 1,085 ft.

OPERATION: Began Aug. 1, 1954. Hours, 11:59 a.m. 12:00 midnight.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



"T'AINT ONLY WHAT YOU GOT— IT'S HOW YOU USE IT!"

Little Egypt could doubtless boast some special features that most of us hayseeds at WDAY-TV ain't got—but boy, how we use what we do got!

First, we got the only TV tower in the fabulous Red River Valley—the only TV station in Fargo!

INTERCONNECTED FOR LIVE NETWORK PROGRAMS
ON OCTOBER 1, 1954

Location Of TV Stations Nearest To Fargo, N. D.

Minneapolis - St. Paul . . More than 200 miles Bismarck, N. D. More than 185 miles Valley City, N. D. More than 50 miles

Second, we got the *best* programs from NBC, CBS and ABC, and leading film producers—plus 57 sparkling local programs!

Third, we got engineering and programming know-how that's worth approximately a million watts, as far as audience preference is concerned!

And lots more! Ask Free & Peters!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC . CBS . ABC

FREE & PETERS, INC.,

Exclusive National Representatives

VALLEY CITY (Cont.)

KXJB-TV (Cont.)

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Weed-Tv. Washington Attorney, D. F. Prince. Consulting Engineer, Lloyd R. Amoo.

SERVICES: Two studios, one at Fargo and one at Valley City. Three DuMont camera chains. One Holmes rear screen projector. Two Bell & Howell film cameras. Two DuMont and one Holmes film projectors. One DuMont 35mm spot scanner slide projector. DuMont opaque projector. DuMont scanner. One mobile unit with single camera chain. News Service, AP.

PRINCIPAL STOCKHOLDERS: Jamestown Broadcasting Co. (63.5%), which is owned 100% by John W. Boler; and 50 other stockholders (36.5%) each owning 1% or less of common and preferred. Jamestown Broadcasting also owns KCJB-AM-TV Minot and KSJB Jamestown, N. D.

EXECUTIVES:

John W. Boler, Pres. & Gen.
Mgr.
Wm. L. Hurley, Vice Pres., Coml.
Mgr. & Film Buy.
Hal Kennedy, Prog. Dir.

Robert Ridgeway, Ch. Eng.
Llovd R. Amoo, Vice Pres. Chg.
Eng.
George Jung, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	(Including Fringe Area)
Population	327,500	496,800
Families in Area	86,300	. 128,400
Area in Square Miles	810,000	1,562,000
No. of Sets (June 1)	40,000	60,000
Retail Sales	\$397,656,000	\$477,187,000
Income per Family	\$5,157	\$5,157

Total

-OHIO_

OHIO MARKET INDICATORS

Total Population, July, 1953	8,482,000
Total Families, 1950	2,077,595
Total Urban Population, 1950	5,578,274
Total Rural Nonfarm Population, 1950	1,515,265
Total Farm Population, 1950	853,088
Employed in Nonagricultural Establishments, April	9 099 600
1954 1050	$\substack{2,932,600\\212,125}$
Employed in Agriculture, 1950 Employed in Mining, April 1954	21,300
Employed in Manufacturing, April 1954	1,302,200
Employed in Construction, April 1954	149,200
Employed in Transportation & Public Utilities,	,
April 1954	214,600
Employed in Wholesale & Retail Trade, April 1954	568,400
Employed in Finance, Insurance & Real Estate,	04.500
April 1954	$91,700 \\ 262,300$
Employed in Service & Miscellaneous, April 1954 Employed in Government Service, April 1954	322,700
Retail Sales, 1953	\$ 9.830.249.000
Bank Assets, Jan. 1, 1954	\$ 10.214.975.000
Bank Deposits, Jan. 1, 1954	\$ 9,483,162,000
Major Income Sources, 1952: Agriculture 3.5%; Go	vernment
Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 3.5%; Go 12.0%; Manufacturing Payrolls 36.8%; Trade an	overnment d Service
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%.	d Service
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952	\$ 15,378,000,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952	\$ 15,378,000,000 \$ 1,881
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952	\$ 15,378,000,000 \$ 1,881
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548 \$ 76.63 \$ 1,062,117,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548 \$ 76.63 \$ 1,062,117,000 \$ 6,399,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548 \$ 76.63 \$ 1,062,117,000 \$ 6,399,000 \$ 302,613,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548 \$ 76.63 \$ 1,062,117,000 \$ 6,399,000 \$ 302,613,000 \$ 1,651,000,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548 \$ 76.63 \$ 1,062,117,000 \$ 6,399,000 \$ 302,613,000 \$ 1,651,000,000 \$ 1,282,400,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548 \$ 76.63 \$ 1,062,117,000 \$ 6,399,000 \$ 302,613,000 \$ 1,651,000,000 \$ 1,282,400,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952	\$ 15,378,000,000 \$ 1,881 \$ 4,672,414,548 \$ 76.63 \$ 1,062,117,000 \$ 6,399,000 \$ 302,613,000 \$ 1,651,000,000 \$ 1,282,400,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952	\$15,378,000,000 \$1,881 \$4,672,414,548 \$76.63 \$1,062,117,000 \$6,399,000 \$302,613,000 \$1,651,000,000 \$1,282,400,000 \$368,600,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	\$15,378,000,000 \$1,881 \$4,672,414,548 \$76.63 \$1,062,117,000 \$6,399,000 \$302,613,000 \$1,651,000,000 \$1,282,400,000 \$368,600,000 3,166,741 3,018,000
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954 Number of Electrical Connections, Jan. 1, 1954	\$15,378,000,000 \$1,881 \$4,672,414,548 \$76.63 \$1,062,117,000 \$6,399,000 \$302,613,000 \$1,651,000,000 \$1,282,400,000 \$368,600,000 \$3,166,741 \$3,018,000 \$2,698,874
12.0%; Manufacturing Payrolls 36.8%; Trade an 23.2%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Earnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	\$15,378,000,000 \$1,881 \$4,672,414,548 \$76.63 \$1,062,117,000 \$6,399,000 \$302,613,000 \$1,651,000,000 \$1,282,400,000 \$368,600,000 3,166,741 3,018,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

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OHIO MARKET DATA BY COUNTIES

(CRS)

County		Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS)
Adams	1 950 20,499	\$13,285	1953(\$000) \$2,700	1953(\$000) \$ 290	1 954 3,840	1 954 60%
Allen	88,183	112,464	25,098	\$ 290 2,369	11.750	41%
Ashland	33,040 78,695	37,496 96,615	$8,099 \\ 23,650$	818	7,270	68%
Ashtabula Athens	45,839	37,968	8,741	2,287 869	19,990 5,670	$79\% \\ 46\%$
Auglaize Belmont	30,637	39,189	8,295	527	6,310	64%
Brown	$87,740 \\ 22,221$	$64,602 \\ 14,509$	$\frac{22,032}{3,071}$	1,134 254	$12,840 \\ 4,200$	49% 60%
Butler	147,203	193,682	52,360	4,684	40,390	88%
Carroll	19,039 26,793	$13,182 \\ 27,442$	2,788 5,805	181 640	3,710 5,970	65% 70%
Champaign Clark	111,661	131,606	30,571	3,705	28 570	80%
Clermont	111,661 42,182 25,572	35,568 36,850	10,334 7,576	785 486	9,710	74% 57%
Clinton Columbiana	98,920	110,495	28,355	2,808	9,710 4,760 19,710	64%
Coshocton	31,141 38,733	30,135	6,543	699	2,280	23% 56%
Cuyhoga	1.389.532	50,050 1,976,290	11,877 $522,053$	1,018 63,158	7,040 9,190	91%
Darke	41,799	56,055	10,832 7,744	897	10,630	81%
Defiance Delaware	20,320	35,256 33,152	6,932	703 455	5,190 6,070	63% 68%
Erie	52,565	33,152 67,760	17,440	2,376	12,540	73%
Fairfield	52,130 $22,554$	44,902 25,355	11,078 5,051	$^{1,317}_{401}$	11,410 4,390	70% 60%
Fayette Franklin Fulton	503,410	658,130	142,096	20,304	138,640	85 <i>%</i>
Fulton	25,580 24,910	35,030 16,002	7,265 3,543	645 263	$5,760 \\ 3,190$	72% 48%
Geaga	26,646	21,773	5,612	326	6,640	82%
Greene	58,892	$59,829 \\ 34,716$	$\frac{13,500}{8,314}$	$^{1,929}_{608}$	$12,470 \\ 4,080$	64% 35%
Guernsey Hamilton	723,952	971,953	239,136	27,499	209,060	86%
Hancock	44,280	53,351	11,348	1,087	10,400	69%
Hardin Harrison		26,221 14,462	6,106 4,936	631 183	$\frac{5,760}{2,000}$	$\frac{64\%}{35\%}$
Henry	22,423	26,331	5,264	498	4,280	62%
Highland Hocking	28,188 $19,520$	27,035 $15,522$	6,456 $4,183$	411 336	5,670 3,860	60% 69%
Holmes	18,760	10,857	1,872	200	2,810	54%
Huron	39,353 27,767	$\frac{48,108}{22,695}$	12,543 $5,740$	$^{2,139}_{414}$	7,860 4,860	63% 59%
Jackson Jefferson	96,495	96,841	27,060	2,287	19,480	70%
Knox Lake	35,287	44,044 92,796	10,219 26,136	890 2,278	6,820 21,930	61 % 84 %
Lawrence	49,115	36,908	10,223	612	9,910	70%
Licking	$70,645 \\ 31,329$	$76,646 \\ 42,028$	18,670 8,851	1,547 65 5	$19,130 \\ 6,540$	$\frac{82\%}{64\%}$
Logan Lorain	148,162	185,808	51,448	5,082	40,440	86%
Lucas Madison	395,551 22,300	570,096 34,884	135,540 6,194	16,459 684	$107,100 \\ 3,720$	84% 60%
Mahoning	257,629	319,680	83,268	6,813	43,190	58%
Marion	49,959 $40,417$	66,450 46,482	$15,408 \\ 10,108$	$\frac{1,642}{1,044}$	$11,710 \\ 11,070$	71 <i>%</i> 83 <i>%</i>
Medina Meigs	23,227	46,482 17,222	3,898	402	3,220	46%
Mercer	23,227 28,311 61,309	$\frac{40,182}{74,806}$	6,621 18 590	$\frac{482}{1,920}$	2,440 17,990	29% 88%
Miami Monroe	15,362	7,394	18,590 1,393 137,484	75	1,460	34%
Montgomery	398,441 12,836	573,093 9,284	137,484 1,816	20,056 152	$119,110 \\ 1,400$	91% 35%
Morgan Morrow	17,168	12,088	2,603	150	3,690	71%
Muskingum	74,535	72,581 5,938	16,062 953	2,031 65	$10,190 \\ 1,190$	44 <i>%</i> 35 <i>%</i>
Noble Ottawa	$11,750 \\ 29,469$	31,696	8,121	484	5,990	63%
Paulding	15,047	10,323 20,207	2,595 6,365	183 362	1,360 5,900	29 % 69 %
Paulding Perry Pickaway Pike	28,999 29,352	27,958	5,848	440	5,620	72%
Pike	14,607	13,209	$3,064 \\ 17,222$	$\frac{76}{1,551}$	3,300 15,900	59% 82%
Portage Preble	27,081	64,848 21,198	4,772	371	6,800	80%
Putnam	25,248	24,977	4,584 $24,525$	$\begin{array}{c} 327 \\ 2,497 \end{array}$	4,460 20,000	$\frac{62\%}{68\%}$
Richland Ross		116,368 53,334	13,657	1,438	11,440	72%
Sandusky	46,114	60,388	12,744	1,101	9,340	64% 71%
Scioto Seneca		86,640 56,782	22,156 12,260	2,118 1,217	19,010 11,710	72%
Shelby	28,488	29,919	7,825	584	5,500	64%
Stark Summit Trumbull	283,194 410,032	359,085 534,490	88,992 138,030	$8,251 \\ 14,040$	72,360 $117,180$	81 <i>%</i> 89 <i>%</i>
Trumbull	158,915	180,047	50,485	3,805	38,150	78%
Tuscarawas Union	70,320	75,036 17,407	20,196 3,250	1,864 327	$14,360 \\ 4,420$	65% 69%
Van Wert	26,971	31,052	6,995	523	2,660	30%
Vinton Warren		$4,219 \\ 40,020$	$\frac{1,675}{9,722}$	67 848	$^{1,930}_{8,120}$	$\frac{69\%}{67\%}$
Washington	44,407	36,413	8,613	720	3,730	27%
Wayne Williams		73,810 $32,480$	14,552 7,379	1,544 640	9,430 6,270	54% 73%
Wood	59,605	59,584	16,132	1,353	15,710	88% 70%
Wyandot		17,585	3,803 A drug ar	370 nd retail s	4,340 ales convr	

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

AKRON

(Summit County)

WAKR-TV

LICENSEE: Summit Radio Corp. Address: 853 Copley Rd. Phone: Portage 2-8811.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.1 kw. Transmitter: Address, First National Tower. Make, RCA. Model TTU-I-B. Antenna: Make, RCA. Height, Above average terrain 370 ft. Above ground 488 ft.

OPERATION: Began July 19, 1953. Hours, 5:00 p.m.-11:20 p.m.

AFFILIATIONS: Network, ABC. Stations, AM, WAKR. FM, WAKR-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Kirkland, Fleming, Green Martin & Ellis. Consulting Engineer, Kear & Kennedy.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

AKRON (Cont.)

WAKR-TV (Cont.)

SERVICES: Two studios (one 56x80x23 ft. and one 25x25x21 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA TP 16 E 16mm film projectors. Two Gray Telejector slide projectors. One Gray Telop II opaque projector. One mobile unit with two camera field pickup equipment. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Beacon Journal Publishing Co., a Knight newspaper, (45%), S. Bernard Berk, president, Roger G. Berk, vice president and Viola G. Berk, secretary-treasurer (55%). John S. Knight also holds a 27.7% interest in WIND-AM-TV Chicago, and owns WQAM-AM-FM Miami. Knight newspapers are Akron Beacon-Journal, Chicago Daily News, Miami Herald, and Detroit Free Press.

EXECUTIVES:

S. Bernard Berk, Pres. Roger G. Berk, Gen. Mgr. & Com. Mgr. Bloyce M. Wright, Prog. Dir. & Film Buy. Irwin L. Knopp, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:

		Total
	Grade A	(Including
	(FCC Contour)	Fringe Area)
Population	618,000	2,386,000
Families in Area	179,800	698,300
Retail Sales	\$691,000,000	\$2,857,000,000

ASHTABULA (Ashtabula County)

WICA-TV

LICENSEE: WICA Inc. Address: Jefferson Rd. Phone: 32-126.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw.
Operating Pow.: Visual 19 kw, Aural 10 kw. Transmitter: Address, Jefferson
Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain
330 ft. Above ground 358 ft.

OPERATION: Began Sept. 19, 1953. Hours, 6:00 a.m.-10:00 p.m.

AFFILIATIONS: Stations, AM, WICA-AM. FM, WICA-FM.

REPRESENTATIVES: Washington Attorney, Robert Jones. Consulting Engineer, George Gautney.

SERVICES: Two studios (44x35 ft. each). One RCA camera chain. One TUT rear screen projector. Two RCA film cameras. Two RCA film projectors. One RCA slide projector.

PRINCIPAL STOCKHOLDERS: D. C. Rowley, president-treasurer (50%), John A. Colin, vice president and W. T. Webb, secretary. Olive D. Rowley is trustee for 50% of voting stock.

EXECUTIVES:

D. C. Rowley, Pres. John A. Colin, Gen. Mgr. & Film Buy. Donald Fassett, Com. Mgr. John Strassan, Prog. Dir. Frank Barnato, Ch. Eng. Vern Webster, Sls. Mgr.

5.000

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$30. MARKET INFORMATION:

Total
Grade A Grade B (Including
(FCC Contour) (FCC Contour) Fringe Area)

No. of Sets (June 1)

CINCINNATI

15.000

WCET (TV)*

(Hamilton County)

(*Non-Commercial Educational)

LICENSEE: Greater Cincinnati Television Educational Foundation. Address: Music Hall, 1243 Elm St. Phone: Dunbar 4033.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 7.76 kw. Operating Pow.: Visual 15.5 kw, Aural 7.76 kw. Transmitter: Address, 2222 Chickasaw St. Make, RCA. Model TTU-IB. Antenna: Make, RCA. Type TFU-24-DM. Height, Above average terrain 490 ft. Above ground 583 ft.

OPERATION: Began July 19, 1954. Hours, 4:00 p.m.-8:00 p.m. Monday through Friday.

REPRESENTATIVES: Consulting Engineer, James Rockwell, Crosley Bostg. Corp.

SERVICES: Two studios (48x112 ft. and 40x40 ft.). Two RCA studio camera chains. One RCA Iconoscope film camera. One RCA TP-16D film projector. One Gray Telojector. News Service, UP.

EXECUTIVES:

Dr. Claude V. Courter, Chmn. of Trustees Uberto T. Neely, Gen. Mgr. Edgar W. Holtz, Bus Mgr. Robert Huber, Prog. Dir.

BROADCASTING • TELECASTING

James R. Leonard, Ch. Eng. John Knoepfle, Film Buy. John Morris, Prod. Dir. Dorothy Revelos, Art-Prop. Dir.

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Address: 2345 Symmes St. Phone: Capitol 0777.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 250 kw, Aural 130 kw. Transmitter: Address, 2345 Symmes. Make, GE. Model TT-60-2. Antenna: Make, GE. Type 12 Bay Superturnstile. Height, Above average terrain 660 ft. Above ground 545 ft.

OPERATION: Began July, 1949. Hours, 7:00 a.m.-1:00a.m.

AFFILIATIONS: Stations, AM, WCPO. FM, WCPO-FM.

REPRESENTATIVES: Washington Attorney, Segal, Smith & Hennessey. Consulting Engineers, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (one 30x60 ft. and one 20x35 ft.). Two RCA camerachains. One RCA film camera. Two GE 16mm film projectors. Two 2x2 in and two 4x5 in. slide projectors. Two 4x5 in. opaque projectors. One RCA remote truck.

PRINCIPAL STOCKHOLDERS: *Scripps-Howard Radio Inc. is also the licensee of WEWS (TV) Cleveland and WNOX Knoxville, Tenn. Memphis Publishing Co., is the licensee of WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard newspapers are Cincinnati Post, Cleveland' Press, New York World-Telegram & Sun, Pittsburgh Press, Columbus (Ohio) Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mt. News, Evansville: Press, Birmingham Post-Herald.

EXECUTIVES:

Jack R. Howard, Pres. M. C. Watters, Vice Pres. & Gen. Mgr. H. A. LeBrun, Asst. Mgr. Ed. Weston, Prog. Dir. Paul Adams, Ch. Eng. Dolores Jennings, Film Buy. Glenn C. Miller, Nat. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$850. Minute spot Live \$1502 Frequency discounts. Rate Card No. 5.

MARKET INFORMATION: Grade A (FCC Contour): No. of Sets (June 1), 510,000.

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Address: Times Star Bldg., 800 Broadway.
Phone: Garfield 1331.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 250 kw, Aural 225 kw. Transmitter: Address, Highland & Dorchester. Make, GE & RCA. Model GE TT6B Driver—RCA TT20AH Amplifier. Antenna: Make, GE. Type 12-Bay-TY28H. Height, Above average terrain 610 ft. Above ground 540 ft.

OPERATION: Began April 4, 1949. Hours, 6:45 a.m.-1:00 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WKRC-AM. FM, WKRC-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Bernard' Koteen. Consulting Engineer, George Davis.

SERVICES: Two studios (one 30x40 ft. and one 30x56 ft.). Four DuMont field type camera chains. Two GE 4PC2CI film cameras. Two GE PF-2B film-projectors. One GE PF-3CI and one Ampro 30D (2x2 in. slide projector. One PF-3CI opaque projector. One GE mobile unit. One RCA microwave. News Services, AP, UP. Library, SESAC.

PRINCIPAL STOCKHOLDERS: Cincinnati Times-Star Co., publishers of Cincinnati Times-Star. Publishing firm is principally owned by Taft family. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn. and owns WTVN-AM-TV

EXECUTIVES:

20.000

Hulbert Taft Jr., Pres.
U. A. Latham, Gen. Mgr.
Robert T. Schlinkert, Gen. Sls. Mgr.
Paul Shumate, Prog. Dir.
George Wilson, Dir. of Eng.
Emil Bergdolt, Film Buy.

Don L. Chapin, Coordinating Dirof Tri-State Network. Fred Thomas, Pub. & Sls. Prom. Dir. Kenneth W. Church, Nat. Sls. Mgr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



ZIV'S SUNNY FUNNY FAMILY



See pages 433, 434, 435

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CINCINNATI (Cont.)

WKRC-TV (Cont.)

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$165, Film \$165. Frequency discounts from 5% for 13 weeks up to 25% for 52 weeks. Rate Card No. T-7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	1,402,300	2,167,324	3,520,300
Families in Area	400,650	559,689	1,056,476
Area in Square Miles	4,050	9,9 4 0	27,100
No. of Sets (June 1)	324,697	419,548	662,325
Retail Sales	\$2,180,130,000	\$2,243,496,000	
Net Buying Income	\$3,263,223,000	\$3,354,452,000	

WLWT (TV)

LICENSEE: Crosley Broadcasting Corp., Address: 140 W. Ninth St. Phone: Cherry 1822.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 2222 Chickasaw St., Cincinnati. Make, RCA. Model TT5A. Antenna: Make. RCA. Type TF6BL. Height, Above average terrain 680 ft. Above ground 583 ft.

OPERATION: Began Feb. 9, 1948. Hours, 6:29 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WLW.

REPRESENTATIVES: Sales, Crosley Sales. Washington Attorney, Hogan & Hartson. Consulting Engineer, Weldon & Carr.

SERVICES: Four RCA field cameras. Three RCA studio cameras. Two background engineer screen projectors. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman and one Labelle automatic slide projector. One Crosley opaque projector. One mobile unit. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Licensee is wholly owned subsidiary of Avco Mfg. Co. Licensee also owns WLW Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus; WLWA (TV) Atlanta.

EXECUTIVES:

B. C. Barth, Gen. Prog. Dir. James D. Shouse, Chm. of the R. H. Boulware, Sta. Mgr. Bd. R. E. Dunville, Pres. & Gen. Mgr. Ward Quaal, Vice Pres. & Asst. N. Van Ells, Prop. Dir. H. Lepple, Ch. Eng.
A. Sussman, Dir. of Film Proc.
W. McCluskey, Sls. Ser. Mgr.
A. Nevins, Film Dir. H. M. Smith, Vice Pres. in Chg. H. M. Smith, vice rres. in Signof Sls.
J. T. Murphy, Vice Pres. in Chg of Tv. Oper.
K. T. Murphy, Vice Pres. & Treas.
R. J. Rockwell, Vice Pres. in Chg. R. K. Jones, Assoc. Dir., Client Ser. Dept. J. E. Allen, Dir. of Prom. & Publ. J. K. Frazier, Dir. of Mer. of Eng. Dr. James Anderson, Dir. of G. Kingsbury, Vice Pres. in Chg. Research of Pub. Rel. Bob Roberts, Prod. Mgr. G. Henderson, Gen. Sls. Mgr., WLW.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$160, Film \$160. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,171,490	2,113,705
Families in Area	355,331	641,119
Area in Square Miles	2,990	12,197
No. of Sets (June 1)	270,162	4 87, 4 50
Retail Sales	\$1,183,254,717	\$2,134,930,758
Income per Family	\$ 5,021.67	\$ 5,02-1.67
Income per Capita	\$ 1,523.15	\$ 1,523.15

WOXN-TV

(Target Date, Oct. 1954)

LICENSEE: Robert W. Rounsaville. Address: 3165 Mathieson Dr., N. E., Atlanta, Ga.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 67.6 kw.
Transmitter: Address, 3301 Beekman St. Make, DuMont. Antenna: Make,
GE. Type TY-25-E. Height, Above average terrain 530 ft. Above ground
489 ft.

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OPERATION: Target date Oct. 1954.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (100%) owns WMBM Miami Beach, WLOU Louisville, WQXI Atlanta, WBAC Cleveland, Tenn., half interest in WGRV Greeneville, Tenn., and 51% interest in WBEJ Elizabethton, Tenn. George M. Clark, banker and 49% owner of WBEJ, has option to buy 45%.

EXECUTIVES:

Robert W. Rounsaville, Pres.

Paul B. Cram, Ch. Eng.

CLEVELAND

(Cuyahoga County)

WERE-TV

(Target Date, Not Set)

LICENSEE: Cleveland Broadcasting Inc. Address: 1501 Euclid Ave. Phone: Superior 1-9600.

FACILITIES: Ch. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Make, RCA. Antenna: Make, RCA. Height, Above average terrain 650 ft. Above ground 434.5 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WERE. FM, WERE-FM.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson. Consulting Engineer, George Adair.

PRINCIPAL STOCKHOLDERS: Ray T. Miller, president (14.6%) and 26 others none holding more than 7.15% each.

EXECUTIVES:

Ray T. Miller, Pres. Richard M. Klaus, Gen. Mgr. Edwin J. Stevens, Prog. Dir. Harry Dennis, Ch. Eng.

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Address: 1816 E. 13th St. Phone:

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 47 kw.
Operating Pow.: Visual 93 kw, Aural 47 kw. Transmitter: Address, 7080
State Rd., Parma, Ohio. Make, RCA. Model TT 25 BL. Antenna: Make,
RCA. Type 6-sec. superturnstile. Height, Above average terrain 1,020
ft. Above ground 851 ft.

OPERATION: Began Dec. 17, 1947.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Joseph B. Epperson.

SERVICES: Three studios (one 64x48 ft., one 301/2x18 ft. and one 24x20 ft.). Three RCA and six DuMont camera chains. One Translux rear screen projector. Two RCA film cameras. Two GE film projectors. Two RCA 2x2 in. slide projectors. One Gray Telop opaque projector. DuMont mobile unit. News Service, UP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Broadcasting • Telecasting

CLEVELAND (Cont.)

WEWS (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Majority stock in licensee is owned by E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus (Ohio) Citizen. E. W. Scripps Co., also owns a majority of the stock of Memphis Publishing Co., which owns WMC & WMCT, Memphis. E. W. Scripps Co. also owns a majority of the stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald. Scripps-Howard Radio Inc. also owns WCPO-AM-TV Cincinnati, and WNOX Knoxville.

EXECUTIVES:

Jack R. Howard, Pres. James C. Hanrahan, Vice Pres. & Gen. Mar. Floyd E. Weidman, Com. Mgr.

Joseph B. Epperson, Ch. Eng. Gilbert S. Canfield, Film Buy. J. Harrison Hartley, Sta. Dir. David M. Baylor, Gen. Exec.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,050. Minute spot Live \$400. Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): Families in Area, 1,195,400.

WHK-TV

(Target Date, Not Set)

LICENSEE: United Broadcasting Co. Address: 5000 Euclid Ave. FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Transmitter: Address, Terminal Tower Bldg. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 645 ft. Above ground 759 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: Owned 100% by Forest City Publishing Co., publisher of Cleveland Plain Dealer and News, Sterling E. Graham, president. Same interests own 40% of WKBN-TV Youngstown, Ohio.

WNBK (TV)

LICENSEE: National Broadcasting Co. Address: 815 Superior Ave. Phone: Cherry 1-0942.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 6600 Broadview Rd., Parma, Ohio. Make, RCA. Model TT-25-BL. Antenna: Make, RCA. Type TF-6AL superturnstile. Height, Above average terrain 1,000 ft. Above ground 905.5 ft.

OPERATION: Began Oct. 1948. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WTAM. FM, WTAM-FM.

REPRESENTATIVES: Sales, NBC Spot Sales. Consulting Engineer, NBC Engineering.

SERVICES: Three studios (two 35x50 ft. and one 35x22 ft.). Four RCA TK-10A studio type camera chains. Six RCA field cameras. One Transhut rear screen projector. Three RCA TK-20 film cameras. Two RCA 16mm, two RCA 35mm, one Eastman 16mm film projectors. Two Selectroslide and two SVE slide projectors. One RCA scanner. One Lynn mobile unit. One twin coach mobile unit. News Services, UP, AP, INS Facsimile. Library,

PRINCIPAL STOCKHOLDERS: Licensee is owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, D. C., WMAQ-AM-FM and WNBQ (TV) Chicago, KNBC-AM-FM San Francisco and KNBH (TV) Los Angeles.

BROADCASTING • TELECASTING

EXECUTIVES.

Sylvester L. Weaver Jr., Pres. Robert W. Sarnoff, Exec. Vice Pres. Lloyd E. Yoder, Gen. Mgr. William N. Davidson, Asst. Gen. Mgr. & Dir. Sls. Theodore H. Walworth Jr., Sls. Mgr.

George W. Cyr, Prog. Mgr.

S. E. Leonard, Ch. Eng. Albert L. Ordeal, Film Buy. Edward R. Wallace, Dir. News & Sp. Events Clement G. Scerback, Adv. & Sls. Prom. Mgr. William A. Howard, Tech. Oper. Supr.

RATE INFORMATION: Class AA one hour Live \$1,300, Film \$1,300. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION: Total A & B: Population, 4,124,600; Families in Area, 1,240,900; Area in Square Miles, 11,000; No. of Sets (June 1), 1,029,000; Retail Sales, \$5,028,832,000; Income per Family, \$5,961.

WXEL (TV)

LICENSEE: Empire Coil Co. Address: 1630 Euclid Ave. Phone: Tower 1-8989.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 112 kw. Operating Pow: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Pleasant Valley & State Rd., Parma, Ohio. Make, GE. Model TT-6D. Antenna: Make GE. Type 6-Bay Superturnstile. Height, Above average terrain 1,000 ft. Above ground 775 ft.

OPERATION: Began Dec. 17, 1949. Hours, 10:30 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Ben Adler.

SERVICES: Four studios (16x30 ft., 30x40 ft., 50x55 ft. and 44x60 ft. with fixed theatre seats for up to 300 people). Six field and five studio RCA image orthicon camera chains. One Trans-Lux and one Bodde rear screen projector. Two GE iconoscope film cameras. Two GE Synchrolite 16mm film projectors. Two Selectro-slide Jr. slide projectors. One RCA flying spot 2x2 in. scanner. Special mobile unit. News Services, UP, AP, INS, Movietone. Library, Associated.

PRINCIPAL STOCKHOLDER: Licensee is electronics parts manufacturer which owns KPTV (TV) Portland, Ore. Herbert Mayer is principal stockholder. Firm has been sold to Storer Broadcasting Co., subject to FCC approval.

EXECUTIVES:

Herbert Mayer, Pres. & Gen. Mar. Franklyn Snyder, Vice Pres. & Sta. Mgr.

Richard C. Wright, Asst. Com. Mar.

Harry Block, Prog. Dir. H. A. Brinkman, Ch. Eng. Ben Wickham, Film Buy. & Exec. Barbara Snyder, Publ. Dir. R. J. Rowley, News Dir.

RATE INFORMATION: Class AA one hour Live \$1,250. Minute spot Live \$300. Rate Card No. 7.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 3,351,900; Families in Area, 966,200; No. of Sets (June 1), 768,249.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ON

WBNS-TV

COLUMBUS, OHIO
CHANNEL 10



You can readily SEE the difference in sales growth when you take advantage of WBNS-TV's profitable and powerful station coverage.

In the past four years, WBNS-TV has had a penetration increase of from 33.4% to 87.1%... This depth is matched by only 12 other markets in the country.*

WBNS-TV's power during these same 4 years has grown from 24,000 to 220,000! And coverage has increased to include 33 counties.

- Set circulation now numbers 423,000
- Coverage area now 14,441 sq. miles
- Effective buying income now over 2½ billion dollars.

Write or phone for rates and availabilities on WBNS-TV, located in America's fastest growing market, recognized as the nation's leading test market station.

*Source... Television Magazine... July '50 and June '54



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-OHIO –

COLUMBUS

(Franklin County)

WBNS-TV

LICENSEE: Dispatch Printing Co. Address: 495 Olentangy River Rd. Phone: Capital 8-2611.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 123 kw. Operating Pow.: Visual 219 kw, Aural 123 kw. Transmitter: Address, 495 Olentangy River Rd., Columbus. Make, RCA. Model TT-25BH. Antenna: Make, RCA. Type TT-12AH. Height, Above average terrain 450 ft. Above ground 575 ft.

OPERATION: Began Oct., 1949. Hours, 8:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, CBS. Station, AM, WBNS.

REPRESENTATIVES: Sales, Blair Tv Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (35x65 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA and two Eastman film projectors. Two Selectroslide Jr. slide projectors. One Houston film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: The Dispatch Printing Co., publisher of Columbus Dispatch, is principal stockholder.

EXECUTIVES:

Preston Wolfe, Pres. Richard A. Borel, Dir. of Tv Robert D. Thomas, Sls. Dir. Jerome R. Reeves, Prog. Dir. Lester H. Nafzger, Ch. Eng. Betty A. Dixon, Film Buy.

RATE INFORMATION: Class A one hour Live \$780, Film \$780. Minute spot Live \$150, Film \$150. Rate Card No. 5.

MARKET INFORMATION: Total, Including Fringe Area: Population, 1,778,800; Families in Area, 536,700; Area in Square Miles, 14,441; No. of Sets (June 1), 423,000; Retail Sales, \$1,903,537,000; Effective buying power, \$2,771,421,000.

WLWC (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 3165 Olentangy River Rd. Phone: Jefferson 5441.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3165 Olentangy River Rd. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type TF 6AM. Height, Above average terrain 440 ft. Above ground 576 ft.

OPERATION: Began April 3, 1949. Hours, 6:30 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WLW.

REPRESENTATIVES: Sales, Crosley Broadcasting Corp. Washington Attorney, Hogan & Hartson. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (one 40x60 ft. and one 24x30 ft.). Two RCA TK 10A camera chains. One rear screen projector. One RCA TK 20A film camera. Two RCA TP 16A film projectors. One LaBell 2x2 in. slide projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Avco Mfg. Co., which owns WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd. Robert E. Dunville, Pres. James Leonard, Gen. Mgr. James Burgess, Com. Mgr. Walter Jacobs, Prog. Dir. Charles Sloan, Ch. Eng. Al Sussman, Film Buy.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$140. Film \$140. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	590,493	1,297,668	1,314,000
Families in Area	174,677	383,869	383,869
Area in Square Miles	2,009	9,660	9,660
No. of Sets (June 1)	145,152	318,986	318,986
Retail Sales	\$619,434,162	\$1,361,264,348	\$1,361,264,348
Income per Family	\$ 5,222.50	\$ 5,222.50	\$ 5,222.50
Income per Capita	\$ 1,5 44 .89	\$ 1,544.89	\$ 1,544.89

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Forward.

COLUMBUS (Cont.)

WOSU-TV*

(Target Date, 1955) (*Non-Commercial Educational)

LICENSEE: The Ohio State Univ. Adoress: Columbus, Ohio. Phone: University 3148 ext. 711

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: Address, Corner W. Lane & N. Starr Rd. Antenna; Make, RCA. Type TFU24DM. Height, Above average terrain 560 ft. Above ground 593 ft.

OPERATION: Target date 1955.

AFFILIATIONS: Stations, AM, WOSU. FM, WOSU-FM.

PRINCIPAL STOCKHOLDERS: Ohio State Univ.

EXECUTIVES:

Howard L. Bevis, Pres., Ohio

Robert C. Higgy, Dir. & Ch. Eng.

State Univ.

W. H. Ewing, Prog. Dir.

WTVN-TV

LICENSEE: WTVN Inc. Address: 753 Harmon Ave. Phone: Capitol 8-5801.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, 50 W. Broad St. Make, RCA. Model TT 5A. Antenna: Make, RCA. Type RCA TF 3 A. Height, Above average terrain 570 ft. Above ground 643 ft.

OPERATION: Began Aug. 30, 1949. Hours, 8:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WTVN.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney, Koteen & Burt.

SERVICES: Two studios (50x51 ft. and 24x31 ft.). Two RCA TK-11 and one TK 30 camera chain. One TSC rear screen projector. One RCA TK 20 C film camera. Two RCA TP 16 film projector. One Gray Telojector 3 B slide projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Radio Cincinnati Inc. (100%), owner of licensee is owned by Cincinnati Times-Star Co., publisher of Cincinnati Times-Star (WKRC-AM-TV). Publishing firm is principally owned by Taft family.

EXECUTIVES:

Hulbert Taft Jr., Pres. K. W. Church, Exec. Vice Pres.

J. W. McGough, Gen. Mgr. & Film Buy.

Robert C. Wiegand, Asst. Gen. Mgr.

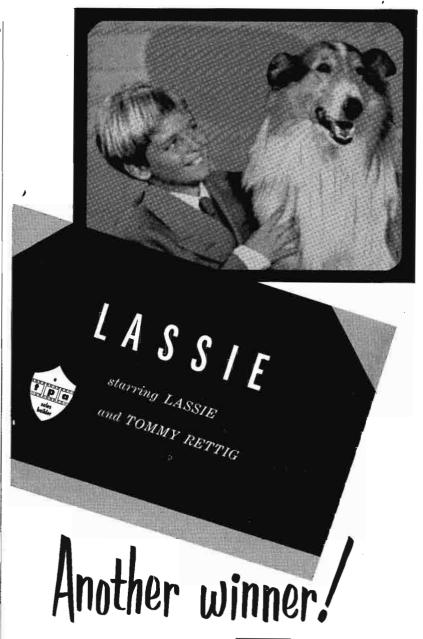
E. G. Richter Jr., Com. Mgr. W. T. Wagner, Prog. Dir. W. H. Hansher, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$100, Film \$100. Frequency discounts up to 25% for 260 times. Rate

MARKET INFORMATION: Total (Including Fringe Area): No. of Sets (June 11. 385.946.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



from the portfolio of TPA Sales Builders

This is the show BBD&O grabbed for Campbell Soupeven before it was offered for regional sale. It's scheduled for showing and selling next Fall over a coast-to-coast CBS hookup.

Agency and client immediately recognized a sure winner in this TPA property.

For this TPA program has a story line that's irresistible to young and old-with script to match. Billing credits are evenly divided between that wonder dog "Lassie" and a child star every parent will approve and every kid will envy. Production is tops-all down the line.

Sorry, this one is not available. But for other quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue

Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

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DAYTON

(Montgomery County)

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp. Address: 1414 Wilmington Ave. Phone: Kenmore 4143.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 3316 Germantown St. Make, RCA. Model, 25-BH. Antenna: Make, RCA. Type 12-AH. Hegiht, Above average terrain 1,140 ft. Above ground 1,096.

OPERATION: Began Jan. 1949. Hours, 8:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WHIO. Fm, WHIO-FM.

REPRESENTATIVES: Sales, George Hollingbery Co. Washington Attorney, Dow. Lohnes & Albertson. Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (one 30x50 ft. and one 30x30 ft.). Four RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. One RCA mobile unit. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Licensee owned by former Ohio Gov. James M. Cox Sr. and family, who also publish Dayton News and Journal Herald, and Atlanta Journal and Constitution, Springfield News and Sun and Miami News, and own WSB-AM-FM-TV Atlanta, and WIOD-AM-FM Miami.

EXECUTIVES:

James Cox Jr., Pres.
Robert Moody, Gen. Mgr.
Walter E. Wolaver, Com. Mgr.
Don Lyons, Prog. Dir. & Film Buy.
Ernest L. Adams, Ch. Eng.

Don Lyons, Film Buy. Jack Hodgkinson, Dir., Tv Opers. Harvey Young, Asst. Gen. Mgr. Chuck Gay, Dir. Sls. Prom.

T - 4 - 1

RATE INFORMATION: Class A one hour Live \$750. Minute spot Live \$150.
Rate Card No. 5.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Families in Area		717,600	9 57,250
No. of Sets (June 1)		568,005	706,490

WIFE (TV)+

LICENSEE: Skyland Broadcasting Corp. Address: 380 W. Ist St. Phone: Michigan 6501.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, W. Carlton Rd. Make, GE. Model TT25A. Antenna: Make, GE. Type TY25B. Height, Above average terrain 700 ft. Above ground 650 ft.

AFFILIATION: Station, AM, WONE.

REPRESENTATIVES: Sales, Headley-Reed TV Co. Washington Attorney, Fly. Shuebruk, Blume & Gaguine. Consulting Engineer, George P. Adair.

SERVICES: Two studios (60x40 ft. and 35x30 ft.). Three GE PE4A camera chains. One GE PE5A film camera. Two GE PF5A film projectors. Two S&S 2x2 in. slide projectors. Two GE PE4A mobile units. News Service, AP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Ronald B. Woodyard, president (18%), Loren M. Berry, vice president (12.3%), Col. Gustav Hirsch (12.3%) and James F. Gallaher, treasurer (8%).

EXECUTIVES:

Ronald B. Woodyard, Pres. & Gen. Mgr. Louis G. Froelich, Vice Pres.

C. J. Thornquest, Vice Pres.

Roger J. LaReau, Com. Mgr. & Film Buy. Joseph Gill, Ch. Eng. Del Shook, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$55, Film \$55. Rate Card No. I.

MARKET INFORMATION: (Total, Including Fringe Area) Families in Area, 584,100; No. of Sets (June 1), 25,500.

† WIFE has suspended operation but has not returned its CP.

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WLWD (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 4595 S. Dixie Hwy. Phone: Walnut 2101.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, W. Carrollton & Frytown Rds. Make, RCA. Model TTSA. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 510 ft. Above ground 459 ft.

OPERATION: Began March, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATION: Networks, ABC, NBC.

REPRESENTATIVES: Sales, Crosley Bostg. Corp.

SERVICES: Two studios (80x50 ft. and 20x40 ft.). Three TK10A studio, three RCA field cameras and two RCA TK20A film camera chains. Two RCA 16mm film projectors. Two 35mm automatic slide projectors. One mobile unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee is owned by Avco Mfg. Co., owner of WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, WLWD (TV) Dayton, WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd. Robert E. Dunville, Pres. H. Peter Lasker, Vice Pres. & Gen. Mgr., WLWD C. R. Dodsworth, Com. Mgr. Geo. Gray, Nat. Sls. Mgr. Lester Sturgill, Ch. Eng. Dorothy A. Sanders, Prom. Mgr. Bill Bailey, Prog. Mgr. Carol H. Cline, Pub. Affairs Dir.

RATE INFORMATION: Class A one hour \$750. Minute spot \$70. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

			· Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	729,409	1,434,279	2,277,642
Area in Square Miles	2,263	10,370	
No. of Sets (June 1)	***************************************	***************************************	310,000

ELYRIA

(Lorain County)

WEOL-TV

(Target Date, Fall 1954)

LICENSEE: Elyria-Lorain Broadcasting Co. Address: Elyria Savings & Trust Co. Bldg.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 51.3: kw. Transmitter: Address, E. of Indian Hollow Rd. Make. RCA. Antenna: Make, RCA. Height, Above average terrain 360 ft. Above ground 380 ft.

OPERATION: Target date Fall 1954.

AFFILIATIONS: Stations, AM, WEOL.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Roy W. Ammel, president (20.09%); D. O. Thomas, vice president (1.9%); R. J. Fitch, treasurer (0.5%); I. L. Porter, assistant secretary-treasurer (0.5%); Loren M. Berry (20.3%); Gustav Hirsch (7.9%); James Holan (3.3%); Ralph Henderson (4.1%); remainder held by more than 15 others, each with less than 3%. Mr. Berry also holds interest in CP for Pittsburgh.

LIMA

(Allen County)

WIMA-TV

(Target Date, Summer 1954)

LICENSEE: Northwestern Ohio Broadcasting Corp. Address: 223 N. Main St.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 66.1 kw, Aural 38 kw. Transmitter: Address, 121 W. High St. Make, DuM. Antenna: Make, GE. Height, Above average terrain 240 ft. Above ground 258 ft.

OPERATION: Target date Summer 1954.

AFFILIATION: Station, AM, WIMA.

REPRESENTATIVES: Sales, Weed TV. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George E. Hamilton, president (50%), Robert W. Mack, vice president (42.7%) and F. E. Mack (7.3%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

THIS WORLD'S YOUR APPLE!

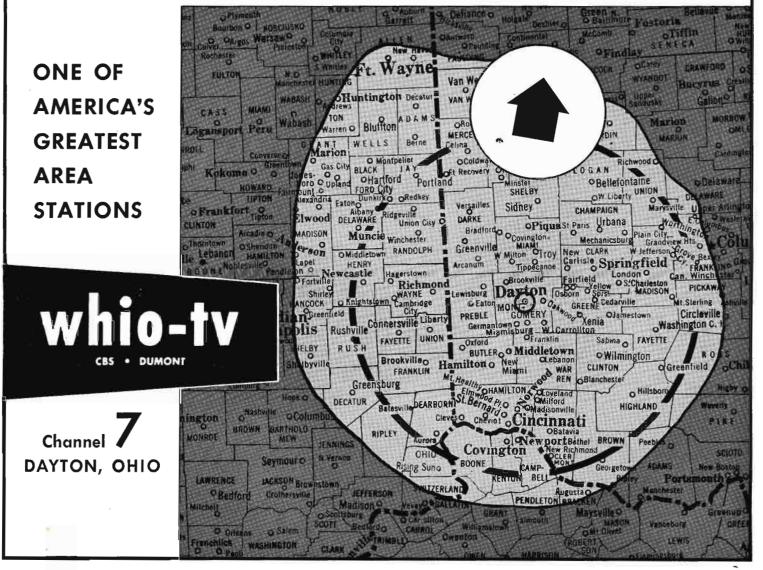
Just one from the bushel of bonus areas you blanket with WHIO-TV. All in addition to the 415,355 TV families in the primary coverage area, dominated by the World's Tallest TV Tower-1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain.

Facts are facts and HOOPER figures show:

EVEN	INGS-SUNDAY	OF LIMA AUD THROUGH SAT		4-27, 1954.
Time	WHIO-TV	Station B (UHF)	Station C	Station D
7-8	59.99	32.3	4.6	3.2
8-9	64.8	25.2	8.5	1.3
9-10	61.3	24.2	12.2	2.3



This powerful testimony proves that WHIO-TV's new tower reaches out—over 80 miles from Dayton—to grasp this ripe, rich market! A bread sponsor "discovered the new world" the easy way ... opened up the Lima Territory using Kenny Roberts, made a big hit with only 3 spots per week! These many bonus markets plus WHIO-TV's big, regular service area add up to plus reasons why you should buy WHIO-TV! For more facts, contact George C. Hollingbery representatives today.



LIMA (Cont.)

WLOK-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 6-3411.

FACILITIES: Ch. 73. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.3 kw. Operating Pow.: Visual I kw, Aural .6 kw. Transmitter: Address, 1424 Rice Ave. Make, GE. Model TT-20-A. Antenna: Make, GE. Type Helical, 5-Bay. Height, Above average terrain 340 ft. Above ground 336 ft.

*OPERATION: Began April 18, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Station, AM, WLOK.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (30x60 ft. and 5x8 ft.). One film camera. One studio GE camera chain. One GE film camera. Two 16mm GPL film projectors. Two 2x2 in. glass slide projectors. News Services, UP, INS. Library, World.

PRINCIPAL STOCKHOLDERS: L. A. Pixley (deceased), president (51%), W. Lyman Case Jr., vice president (16.4%), Ward C. Case (16.4%) and Robert B. Case (16.2%).

EXECUTIVES:

L. A. Pixley, Pres. (deceased)
R. O. Runnerstrom, Exec. Vice
Pres.
John U. Voorhees, Sls. Mgr.

William W. Huffman, Prog. Dir. & Film Buy. Darrel Hunter, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. I.

MARKET INFORMATION: Population, 235,545; Families in Area, 67,298; Area in Square Miles, 60 miles in diameter (7-county area); No. of Sets (June 1), 60,881; Retail Sales, \$236,912,000.

MANSFIELD

(Richland County)

WTVG (TV)

(Target Date, Not Set)

LICENSEE: Forgum Theatres Inc. Address: Madison Theatre.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw.
Transmitter: Address, Alta West Rd., 4 mi. SW of center of Mansfield.
Make, RCA. Antenna: Make, RCA. Height, Above average terrain 710 ft. Above ground 542 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: William N. Skirball, president (40.7%); Jack H. Skirball, vice president (40.7%).

MASSILLON (Stark County)

WMAC-TV

(Target Date, Not Set)

LICENSEE: Midwest Tv Co. Address: 610 First National Bank Bldg. Phone: Massillon 2-7222.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 50 kw. Transmitter: Address, 12th St. Ext. N. W. Canton, Ohio. Make, GE. Model I kw. Antenna: Make, GE. Type 5-Bay Helical. Height, Above average terrain 430 ft. Above ground 524 ft.

OPERATION: Target date not set. Hours, 4:30 p.m.-12:00 midnight.

AFFILIATION: Station, AM, WMAC.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Frank McIntosh.

SERVICES: Two studios (33x35 ft. and 16x20 ft.). One GE camera chain. Two GE film projectors. One GE Electro Slide scanner. News Service, AP.

PRINCIPAL STOCKHOLDER: Edward Lamb Enterprises Inc. [100%] also owns WTOD Toledo, WIKK and WICU (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla.

EXECUTIVES:

Edward Lamb, Pres.

Jim Bushman, Com. Mgr.

Frank C. Oswald, Exec. Vice Pres.

Carl Nelson, Reg. Sls. Rep.,
Toledo

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$30. Frequency discounts from 5% for 13 times up to 15% for 52 times. Rate Card No. 1.

MARKET INFORMATION:

Population Families in Area No. of Sets (June !) Retail Sales	Grade A (FCC Contour) 688,300 210,820 \$830,631,000	Grade B. {FCC Contour} 284,000 87,520 286,382 \$201,063,000	[Including Fringe Area] 1,143,800 330,460 \$1,374,539,000
Income per Family	\$5,974	\$4,889	\$4,725

STEUBENVILLE

(Jefferson County)

WSTV-TV

LICENSEE: WSTV Inc. Address: 428 Market St. Phone: Atlantic 2-6265.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 229, Aural 115 kw.
Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: Address,
11/4 miles south of Steubenville. Make, RCA. Model TT-25BH. Antenna:
Make, RCA. Type TF-12AH. Height, Above average terrain 950 ft.
Above ground 881 ft.

OPERATION: Began Dec. 24, 1953. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WSTV. FM, WSTV-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, George C. Davis.

SERVICES: One studio and one announce booth. Two RCA camera chains.

One RCA film camera. Two RCA 16mm TP-6A film projectors. One
Gray Telojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Jack Berkman, 13.75%; Louis Berkman, 13.75%; John Laux 10%; 62.50% distributed among 23 others.

EXECUTIVES:

Jack N. Berkman, Pres.
John J. Laux, Vice Pres. &
Gen. Mgr.
Joseph M. Troesch, Com. Mgr.
& Film Buy.
Robert E. Holt, Prog. Dir.
Charles Shepherd, Ch. Eng.

Red Donley, Sports Dir. Joseph A. Jenkins, Pittsburgh, Pa., Sls. Rep. Mira DiJulio, Pub. Dir. Scott McMurray, News Dir. Mary Cadegan, Copy Dir.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION: {Total, Including Fringe Area}: Population, 4,844,-500; Families in Area, 1,380,900; No. of Sets (Jan. 1, 1954), 1,083,900; Retail Sales, \$5,073,411,000.

TOLEDO

(Lucas County)

WSPD-TV

LICENSEE: Storer Broadcasting Co. Address: 136 Huron St. Phone: Adams 3175.

FACILITIES: Ch. 13. Auth. Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 48 kw, Aural 24 kw. Transmitter: Address, 117 S. Superior St., Make, RCA. Model TT-5A. Antenna: Make, RCA. Type 12AH. Height, Above average terrain 510 ft. Above ground 557 ft.

OPERATION: Began July, 1948. Hours, 8:30 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC, CBS, NBC, DuMont. Stations, AM, WSPD. FM, WSPD-FM.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio. RCA-Disc TK-20A camera chain. One rear screen projector. Two TK 20A film cameras. Two 16mm TP16C film projectors. Four Golde 2x2 in. slide projectors. One mobile unit with two cameras, nine lenses, power supply and microwave relay. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: George B. Storer is principal stockholder. Storer Bcstg. Co. also owns WJBK-AM-TV Detroit; WAGA-AM-TV Atlanta; WBRC-AM-TV Birmingham; KGBS-AM-TV San Antonio (sale to San Antonio Express & News pending FCC approval); WGBS Miami; WWVA Wheeling, W. Va., and Miami Beach Sun, Miami.

EXECUTIVES:

George B. Storer, Pres. Allen L. Haid, Vice Pres. & Mgng. Dir. Westford Shannon, Com. Mgr. Al Ruhfel, Prog. Dir. Bill Stringfellow, Ch. Eng. Elaine Phillips, Film Buy. Bill Ashworth, Nat. Sls. Mgr. John Saunders, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.

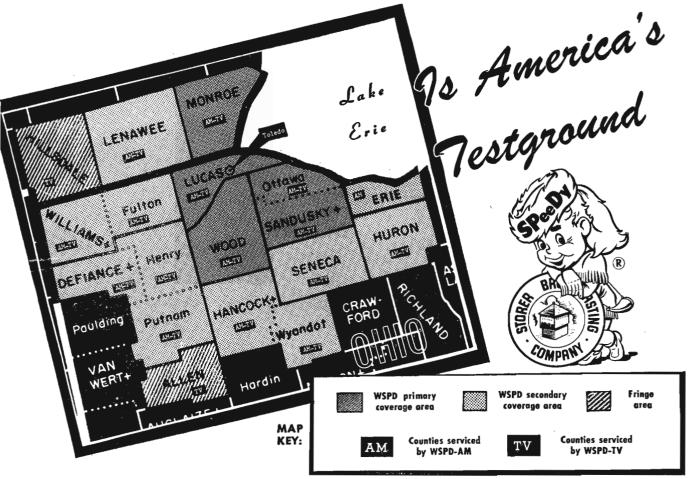
MARKET INFORMATION:

	Grade A	Grade B
	(FCC Contour)	(FCC Contour)
Population	640,000	1,125,800
Families in Area	193,260	341,850
Area in Square Miles	1,441	5,027
No. of Sets (June 1)		286,382
Retail Sales	\$811,139,000	\$1,337,735,532
Income per Family	\$5,788	\$5,340
Income per Capita	\$1,747	\$1,621

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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WSPD's "Billion Dollar Market"



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
Families 359,150
Radio Homes 355,050
Percent tuned to WSPD-AM
Daytime 56.8%
Nighttime 48.6%
*Television Homes 286,382
Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%

EFFECTIVE BUYING POWER
Total—\$1,917,277,000
Per Capita \$1,622
Per Family \$5,338

RETAIL SALES
Total \$1,409,122,532
Per Family \$3,923
Spent For:
Food \$332,271,000

Gen. Mdse. \$137,070,000 Furniture & Household—\$72,696,000 Automotive \$311,027,000 Drug \$36,600,000 Toledo's Metropolitan Area ranks high in the nation's 200 leading areas—

Toledo ranks 41st in total retail sales
Toledo ranks 39th in food store sales
Toledo ranks 42nd in gen. mdse. store sales
Toledo ranks 49th in apparel store sales
Toledo ranks 44th in home furnishing sales
Toledo ranks 34th in automotive store sales
Toledo ranks 38th in filling station sales
Toledo ranks 57th in building material and hardware

store sales.

Toledo ranks 44th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:

*May 1, 1954

Standard Rate & Data Consumer Markets Nielsen Coverage Service Television Magazine



Storer Broadcasting Compony

30M HARKER NAT. SALES DIR., 118 E. 57th STREET NEW YORK

Represented Nationally by KATZ

YOUNGSTOWN

(Mahoning County)

WFMJ-TV

LICENSEE: The Vindicator Printing Co. Address: 101 W. Boardman St. Phone:
Riverside 3-4121.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 91.2 kw, Aural 45.7 kw.

Operating Pow.: Visual 19.6 kw, Aural 10 kw. Transmitter: Address, 750

Mabel St. Make, RCA. Model TTU-12A. Antenna: Make, RCA. Type

TFU-DL. Height, Above average terrain 960 ft. Above ground 1,015 ft.

OPERATION: Began Feb. 9, 1953. Hours, 7:00 a.m.-12.00 midnight.

AFFILIATIONS: Network, NBC. Station, AM, WFMJ.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (50x30x16 ft.). Two RCA TK-11A camera chains. One Television Specialties Co. TP5A rear screen projector. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. Two RCA Selector slide projectors. Two RCA TK-31A field camera chains. News Service, UP.

PRINCIPAL STOCKHOLDERS: William F. Maag Jr. is principal stockholder. Licensee publishes Youngstown Vindicator.

EXECUTIVES:

William F. Maag Jr., Pres.

Warren S. Park Jr., Prog. Dir. &

Mitchell F. Stanley, Gen. & Com.

Film Buy.

Mgr.

Frank Dieringer, Ch. Eng. Charles Cutler, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 1.

WKBN-TV

LICENSEE: WKBN Broadcasting Corp. Address: 3930 Sunset Blvd. Phone: Sterling 2-1145.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 81.3 kw, Aural 43.6 kw. Operating Pow.: Visual 15.8 kw, Aural 9.5 kw. Transmitter: Address, 3930 Sunset Blvd. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-21BL. Height, Above average terrain 550 ft. Above ground 539 ft.

OPERATION: Began Jan. 6, 1953. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WKBN. FM, WKBN-FM.

REPRESENTATIVES: Sales, The Paul H. Raymer Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (one 30x50 ft. and one 20x28 ft.). Three RCA studio camera chains. Two RCA film camera chains. One Tv Specialty Co. rear screen projector. One RCA TK-20-D film camera and one RCA TK-20-C film camera. Two 16mm Eastman film sound projectors. One Gray Telojector slide projector. One Spindler & Sauppe slide projector. One RCA TK3A flying spot scanner. One Steinman film processing unit. News Services, AP, UP, INS. Library, Telenews.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr. (60%) and Forest City Publishing Co., Cleveland Plain Dealer & News (40%). Forest City also owns WHK-AM-FM Cleveland.

EXECUTIVES:

W. P. Williamson Jr., Pres. &

D. S. Brice, Prog. Dir. B. T. Wilkins, Ch. Eng.

Gen. Mgr.

J. L. Bowden, Sta. Dir., Com.

Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70, Film \$70. Frequency discounts from flat rate for 1 time up to 15% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 759,800; Families in Area, 218,510; Area in Square Miles, 2,622; No. of Sets (June 1), 138,218; Retail Sales, \$868,970,000; Income per Capita (C.S.I. per household), \$6,063.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

.... For Complete Data on

SEE THE BROADCASTING
YEARBOOK-MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
ON ANY GIVEN COUNTY IN
OHIO—OR IN ANY OF THE
48 STATES FOR THAT MATTER—
WE RECOMMEND THE BROADCASTING

YEARBOOK - MARKETBOOK.

Ohio Radio Markets

Published every January as the 53rd issue of BROAD-CASTING • TELECASTING this 500-page volume carries complete state and city directories of am and fm stations. Market data includes population, radio homes, retail sales and other basic statistical information concerning national, spot and network radio (including services) available in no other single source.

\$3.00 per copy unless ordered with annual BROADCASTING • TELECASTING subscription. Subscription information on index page.

BROADCASTING • TELECASTING

1735 DeSales Street, N.W., Washington 6, D. C.

In Youngstown, Ohio—the 32nd U.S. Market*—it's WKBN-TV...



138,218 TV households — almost a halfmillion viewers — now receiving Channel 27 (Based on the May 15-21, 1954 ARB)

Of the two Youngstown stations, WKBN-TV network and film programs are favorites. WKBN-TV has 4 of the first 5 . . . 8 of the first 10 . . . 12 of the first 15 . . . and 20 of the 28 programs rated 19.0 or better!

WKBN-TV **local live programs** capture the first 9 positions . . . and take 9 of the first 10 ratings!

	Program	Station	ARB Rating
1.	Polka Party	WKBN-TV	16.3
2.	Rucker's Rumpus Room	WKBN-TV	12.4
3.	Grizzly Pete	WKBN-TV	10.8
4.	Tip Top Clubhouse	WKBN-TV	9.7
5.	Local Edition News	WKBN-TV	9.1
6.	Rambling Reporter	WKBN-TV	6.7
7.	News, 6:30 p.m.	WKBN-TV	6.6
8.	This Week at Home	WKBN-TV	6.5
9.	Sports-Weather	WKBN-TV	5.6
10.	Kitchen Korner	Station B	4.3
	(Source: ARB May.	15-21, 1954)

*Source: 1954 SRDS Consumer Markets

WKBN-TV Channel 27

YOUNGSTOWN, OHIO
FULLY EQUIPPED FOR NETWORK COLOR-CASTING

Program	Station ARB Ratin
I. I Love Lucy	WKBN-TV 44.3
2. Jackie Gleason	WKBN-TV 36.1
3. Hit Parade	Station B 31.6
4. Gödfrey & Friends	WKBN-TV 30.5
5. Red Buttons	WKBN-TV 27.6
6. Dragnet	Station B 27.0
7. Strike It Rich	WKBN-TV 26.5
8. Racket Squad	WKBN-TV 25.9
9. Our Miss Brooks	WKBN-TV 25.6
10. Toast of the Town	WKBN-TV 25.3
11. I've Got A Secret	WKBN-TV 23.8
12. This Is Your Life	Station B 23.8
13. Beat The Clock	WKBN-TV 23.5
14. Four Star Playhouse	WKBN-TV 22.7
15. TV Hour	WKBN-TV 22.5
16. Milton Berle	Station B 22.5
17. Martha Raye	Station B 21.7
18. Meet Millie	WKBN-TV 21.6
19. Comedy Hour	Station B 21.6
20. TV Playhouse	Station D. A.
21. Two For The Money	WKBN-TV 20.5
22. My Friend Irma	WKBN-TV 20.5
23. Place The Face	WKBN-TV 20.0
24. Studio One	WKBN-TV 19.7
25. Make Room For Daddy	WKBN-TV 19.5
20. Playhouse of Stars	WKBN-TV 19.5
27. Big Story	Station B 19.5
28. Dollar A Second	WKBN-TV 19.0
(Source: ADD	

(Source: ARB — May 15-19, 1954)

Represented Nationally by Paul H. Raymer Co.

CBS . DUMONT . ABC



ZANESVILLE

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg., North Fifth St. Phone: 2-5431.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Operating Pow. (under STA on Ch. 50): Visual 14 kw, Aural 7.5 kw. Transmitter: Address, Downard Rd. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24BH. Height, Above average terrain 540 ft. Above ground 506 ft.

OPERATION: Began May 23, 1953. Hours, 4:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (28x34 ft.). One RCA-TK-20A film camera. Two GPL 16mm film projectors. One Gray slide projector. One film processing unit. Two Bolex 16mm motion picture cameras. News Services, UP, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Clay Littick (25%), Orville B. Littick Estate (25%), Arthur S. Littick (25%), Ernest B. Graham (15%), Clarence A. Graham (10%). Clay Littick and Orville B. Littick Estate own Zanesville Publishing Co., publisher of Times Recorder, Zanesville Signal and Sunday Times-Signal.

EXECUTIVES:

Clay Littick, Pres. Vernon A. Nolte, Gen. Mgr. Nate Milder, Com. Mgr. Robert D. Maley, Prog. Dir. William A. Hunt Sr., Ch. Eng. Robert D. Maley, Film Buy.

2,220,000

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION: Grade B (FCC Contour): Population, 269.933; Families in Area, 81,800; No. of Sets (June 1), 35,000; Retail Sales, \$234,-291,000; Income per Family, \$3,783; Income per Capita, \$1,137.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OKLAHOMA -

Total Population, July 1, 1953

OKLAHOMA MARKET INDICATORS

	2,220,000
	590,840
	1,139,481
	540,804
	553,066
	,
	532,800
	154,796
	45,700
	83,400
	36,400
	30,400
	49,000
	127,400
	10.100
	19,400
	58,900
	112,600
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\$	5,327,000
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\$ \$	5,327,000 607,485,000
\$	5,327,000 607,485,000 159,500,000
\$ \$	5,327,000 607,485,000 159,500,000 928,551
\$ \$	5,327,000 607,485,000 159,500,000 928,551 644,800
\$ \$	5,327,000 607,485,000 159,500,000 928,551
\$ \$	5,327,000 607,485,000 159,500,000 928,551 644,800
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For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

OKLAHOMA MARKET DATA BY COUNTIES

County	Population 1950		Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adair	14,918	\$4,892	\$1,376	\$ 255	640	16%
Alfalfa		9,913	2,402	532	910	28%
Atoka		6,483	1,852	58	460	13%
Beaver		5,801	1,298	65		
Beckham		25,523	5,824	733	890	12%
Blaine		13,640	2,999	464	2,160	49%
Bryan		20,262	4,746	456 894	1,070 4,500	$13\% \\ 44\%$
Caddo Canadian		27,193 21,906	6,583 4,955	776	3,700	48%
Carter		38,340	8,977	1,516	2,080	17%
Cherokee		7,831	2,455	279	780	16%
Choctaw		10,937	3,745	299	620	12%
Cimarron		6,633	1,181	67		
Cleveland	. 41,443	32,767	9,229	1,643	6,530	57%
Coal	. 8,056	2,737	911	45	220	13%
Comanche		62,490	12,514	1,614	10,350	58%
Cotton		7,535	1,542	195	870	30%
Craig		9,804	2,051	296	2,730	57%
Creek		32,012	8,229	1,061	6,640	52%
Custer		24,707	4,961	827	1,840	28%
Delaware		3,250	1,052	109	1,310	32%
Dewey		5,912	1,443	257	700	28%
Ellis		5,529	1,345	157	320	14%
Garfield		65,875	10,500	2,360	8,710	49%
Garvin		28,089	6,281	863	3,650	41%
Grady		28,973	6,358	990	4,920	46%
Grant	44 =40	7,725	1.790	329	870 270	28%
Greer		9,200 8,398	2,713 1,700	302 273	370 250	11% 11%
Harmon			1,700		250	14%
Harper		6,819		254 79		14%
Haskell		5,119	977		1 100	21%
Hughes		13,225	3,639	443	1,180 690	
Jackson		22,218	4,594	644 274	930	$\frac{11\%}{30\%}$
Jefferson		7,647	1,963	156	360	13%
Johnston		3,166	1,316		6,410	39%
Kay		49,504	11,442	$2,170 \\ 522$	1,960	49%
Kingfisher	40.000	16,000	2,877	808	1,980	35%
Klowa		19,700	3,811 935	96		
Lotimer		3,152		397	• • • •	
Le Flore		15,454	4,381	470	2,340	36%
Lincoln		17,527	4,648	520	2,430	36%
Logan		16,099	3,862 1,040	129	290	17%
Love		3,391			1,720	42%
McClain		8,718	2,561	357 430	930	11%
McCurtain		14,707	5,323		900	21%
McIntosh		7,915	2,090	252 167	900	28%
Major		8,005	1,562	168	300	13%
Marshall	40 - 40	4,238	1,184		3,180	57%
Mayes		10,237	2,582	270	1,550	47%
Murray		7,627	1,181	272	8,890	44%
Muskogee		48,402	10,482	2,041		49%
Noble		11,248	2,518	259	1,860	57%
Nowata		6,880	1,612	174	2,210	34%
Okfuskee		8,017 427,648	1,996 79,689	227 15,198	1,460 79,440	68%
Oklahoma			8,909	1,038	4,570	34%
Okmulgee		34,662 17,134	4,609	632	5,200	52%
Osage		26,821	7,126	831	3,190	32%
Ottawa		8,215	2,277	324	2,130	52%
Pawnee		39,690	9,955	1,226	5,710	41%
Payne Pittsburg		35,805	9,139	1,257	2,750	24%
Pontotoc		31,518	6,207	899	4,180	47%
Pottawatomie		38,832	8,002	1,551	3,630	28%
Pushmataha		5,088	1,791	173	380	12%
Roger Mills		3,044	723	68	590	28%
Rogers		11,339	3,077	355	3,240	56%
Seminole		35,168	7,837	1,375	3,910	37%
Sequoyah		5,636	1,558	192	830	17%
Stephens		41,192	10,168	1,260	3,900	34%
Texas		24,555	4,711	921		
Tilman		19,598	4,363	672	1,480	30%
Tulsa		349,020	71,196	10,918	65,670	75%
Wagoner		7,912	2,182	327	1,890	44%
Washington		38,796	9,291	1,539	5,050	46%
		11,972	2,384	402	1,720	35%
Washita		17,787	2,778	570	720	15%
Woodward		14,523	3,168	538	570	14%
.,	,,,,,,,,	,0=0	-,		•••	70

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BROADCASTING • TELECASTING

ADA

(Pontotoc County)

KTEN (TV)

LICENSEE: Eastern Oklahoma Television Co. Inc. Address: P. O. Box 10. Phone: 1010.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 252 kw, Aural 141 kw. Operating Pow.: Visual 252 kw, Aural 141 kw. Transmitter: Address, 81/2 miles north of Ada on Highway 99. Make, RCA. Model TT 25 AH. Antenna: Make, RCA. Type TA 12 AH. Height, Above average terrain 945 ft. Above ground 720 ft.

OPERATION: Began May 3, 1954. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Stations, AM, KADA; KWSH Wewoka.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: One studio (54x54 ft.). Two RCA TK II camera chains. One TSC Profitmaker screen projector. One RCA Vidicon film camera. Two RCA TP 16F film projectors. One Gray slide projector. Equipped for network color. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Dr. C. C. Morris (331/3%), Bill Hoover (331/3%) and Brown Morris (331/3%). Dr. Morris also owns 52%, KADA and KWSH. Messrs. Hoover and Morris own 16% respectively, KADA and KWSH.

EXECUTIVES:

Dr. C. C. Morris, Pres.

Brown Morris, Sta. Mgr. & Secy.Treas. & Film Buy.

Mgr. & Film Buy.

Nadine Mullinax, Prog. Dir.
Fred Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$375, Film \$300. Minute spot Live \$60, Film \$55. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

			lotaí
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	186,075	519,580	1,059,050
Families in Area	54,365	156,410	323,955
Area in Square Miles	4,778	10,936	24,884
No. of Sets (June 1)	23,844	72,700	160,953
Retail Sales	\$157,188,000	\$473,832,000	\$997,711,000
Income per Capita	\$ 1,067	\$ 1,227	\$ 1,286

ARDMORE

(Carter County)

KVSO-TV

(Target Date, Not Set)

LICENSEE: John F. Easley. Address: 1614 Stanley St.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 13.7 kw.
Transmitter: Address, Highway 77 & North Carter County line. Make,
GE. Antenna: Make, GE. Height, Above average terrain 645 ft. Above
ground 355 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KVSO.

REPRESENTATIVES: Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: John F. Easley (100%) owns KVSO Ardmore and is publisher of Daily Ardmorette.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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ENID

(Garfield County)

KGEO-TV

LICENSEE: Streets Electronics Inc. Address: 206 E. Randolph. Phone: 835.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 9.2 miles east of Enid. Make, RCA. Model TT 10AL. Antenna: Make, RCA. Type TF 12AM. Height, Above average terrain 810 ft. Above ground 816 ft.

OPERATION: Began July 15, 1954. Hours, 2:30 p.m.-11.30 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (40x73 ft. and 28x30 ft.). Two RCA camera chains. One Television Specialty rear screen projector. One RCA film camera. Two RCA film projectors. Gray Telop and RCA 35mm slide projectors. Houston Automatic film processing unit for 16mm film. News Service, UP.

PRINCIPAL STOCKHOLDERS: P. R. Banta, president (21.3%), Bruce E. Wallace, vice president (10.7%), George Streets, secretary (21.3%), Walter P. Scheffee, treasurer (4.3%), L. D. Banta (21.3%), James Cummins (14.9%) and Ed McGivney (6.2%). Enid Radiophone Co. has option to buy 20% until Dec. 1956.

EXECUTIVES:

P. R. Banta, Pres. George Streets, Gen. Mgr. & Film Buy.

Tom Belcher, Com. Mgr. Marlyn Ellis, Prog. Dir. William Teitzel, Ch. Eng.

T.4.1

RATE INFORMATION: Class A one hour, Film \$225. Minute spot, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

			LOTAL
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	. 118,000	548,170	695,540
Families in Area	36,100	171,105	215,685
No. of Sets (June 1)	29,000	114,000	146,000
Retail Sales	\$125,786,500	\$575,662,800	\$726,271,650

LAWTON

(Comanche County)

KSWO-TV

LICENSEE: Oklahoma Quality Broadcasting Co. Address: P. O. Box 1385. Phone: Lawton 7725.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: Address, 4 miles east Lawton, Highway 7. Make, RCA. Model TT2AH. Antenna: Make, Type 6 Bay. Height, Above average terrain 540 ft. Above ground 525 ft.

OPERATION: Began March 8, 1953. Hours, 3:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, DuMont. Station, AM, KSWO.

REPRESENTATIVES: Sales, Everett-McKinney; Clyde Melville Co. (Southwest).
Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, William Buford.

SERVICES: One studio (20x40 ft.). One RCA TK20 camera chain. One RCA film camera. Two 16mm RCA TP film projectors. Two 35 mm Selectroslide slide projectors. One 4x5 in. opaque projector. One MičroRecord film processing unit. News Service, UP. Library, Standard & United.

PRINCIPAL STOCKHOLDERS: R. H. Drewry (53½%), T. R. Warkentin (15½%), J. R. Montgomery (15½%), and R. P. Scott (15½%). Partnership owns KRHD Duncan, Okla., and controlling stock KMID-TV Midland. Tex.

EXECUTIVES:

R. H. Drewry, Pres. Paul N. Goode, Gen. Mgr. & Film Buy.

Ross Baker, Com. Mgr. Henry Mattison, Prog. Dir. Willard Cochran, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$24, Film \$20. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

			Готаг
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	99,500	246,700	355,000
Families in Area	35,450	87,650	117,450
No. of Sets (June 1)	40,000	15,000	55,000
Retail Sales	\$76,823,000	\$245,035,000	\$362,960,000

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MAMI

(Ottawa County)

KMIV (TV)

(Target Date, Not Set)

LICENSEE: Miami Television Co. Address: Box 420, Wichita Fails, Tex.

FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 1.75 kw, Aural .87 kw. Transmitter: Address, Miami Hotel. Make, GE. Antenna: Make, GE. Height, Above average terrain 230 ft. Above ground 247 ft.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

OPERATION: Target date not set.

PRINCIPAL STOCKHOLDERS: George L. Coleman (75%), also owns 30% of KMBY-TV Monterey, Calif., and minority interest in KGLC Miami, Okla.; Kenyon Brown (25%).

MUSKOGEE

(Muskagee County)

KTVX (TV) (TULSA)

(Target Date, Early Sept.)

LICENSEE: Tulsa Broadcasting Co. Address: 720 East Side Blvd. Business office, P. O. Box 1739 (Tulsa). Phone: Murray 7-4447.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
Transmitter: Address, Concharty Mountain, Stone Bluff, Okla. Make,
GE. Model TT26A. Antenna: Make, GE. Type TY.28H 12-Bay. Height, Above average terrain 1,020 ft. Above ground 719 ft.

OPERATION: Target date early Sept. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, KTUL Tulsa.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Spearman & Roberson. Consulting Engineer, Paul Godley.

SERVICES: One studio (45x48 ft.). Two GE camera chains. One TSC rear screen projector. Two Bell & Howell film cameras. Two Eastman film projectors. One Gray Telop slide projector. DuMont scanner. Houston developer. Two Auricon sound-on-film, one Bolex and two speed graphic.

PRINCIPAL STOCKHOLDERS: John T. Griffin [56.5%]; James C. Leake (3.61%); Marjory Griffin Leake (39.45%); Bryan Cole (.212%) and Bryan Mathes (.212%). Tulsa Broadcasting Co. also owns KFPW Fort Smith, Ark.

EXECUTIVES:
John T. Griffin, Pres.
L. A. Blust, Vice Pres. & Gen. Mgr.

James P. Walker, Asst. Gen. Mgr. Wm. Swanson, Loc. & Reg.

Sls. Mgr.

Ted Cramer, Prog. Dir. Lewis Brown, Ch. Eng. Geo. Ketcham, Dir. of Prom. Robt. L. Snider, Dir. of Eng. Ben Holmes, Nat. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$500, Film \$400. Minute spot Live \$110, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,038,994; Families in Area, 313,491; No. of Sets (June I), 158,347; Retail Sales, \$916,065,000; Income per Family, \$5,532; Income per Capita, \$1,870.

OKLAHOMA CITY

(Oklahoma County)

KETA (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational TV Authority. Address: State Capitol, Box

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, Adjacent to 7301 N. Lincoln Blvd, near Oklahoma City. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1.440 ft. Above ground 1,572 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Dial Currin, chairman; William D. Little, vicechairman; Guy H. James, secretary; Wharton Mathies, associate secretary. Licensee owns WNAD Norman, Okla.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



OKLAHOMA CITY (Cont.)

KMPT (TV)

LICENSEE: KLPR Television Inc. Address: 128 W. Commerce. Phone: Central 2-1341.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 89 kw. Transmitter: Address, Britton Road & Lincoln Blvd. Make, GE. Model 12kw. Antenna: Height, Above average terrain 960 ft. Above ground 971 ft.

OPERATION: Began Nov. 22, 1953. Hours, 5:00 p.m.-11:30 p.m.

REPRESENTATIVES: Sales, Bolling Co.

SÉRVICES: One studio. Two GE camera chains. One Dage 300C film camera.

Two Devry 11000 film projectors. One Selectro-Slide Jr. 1110 slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Byrne Ross, president; R. L. Barton, vice president; Everett E. Cotter, trustee and receiver.

EXECUTIVES:

Troy Hoskins, Gen. Mgr. Bill Humphreys, Com. Mgr. Lou Miller, Prog. Dir. & Film Buy. John Galbreath, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot \$50, Film \$50. Frequency discounts. Rate Card No. 2.

KTVQ (TV)

LICENSEE: Republic Television & Radio Co. Address: 1901 Classen Blvd.
Phone: Jackson 5-1561.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 141 kw, Aural 137 kw.

Operating Pow.: Visual 141 kw, Aural 137 kw. Transmitter: Address,
First National Bank Bldg. Make, GE. Model TT 25 A. Antenna: Make,
GE. Type PY 25 G. Height, Above average terrain 460 ft. Above
ground 500 ft.

OPERATION: Began Nov. 1, 1953. Hours, 1:00 p.m.-11:00 p. m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, H-R Television.

SERVICES: One studio (60x60 ft.). Two GE camera chains. One GE film camera. Two GE film projectors. Two Selectroslide 2x2 in. projectors. GE Balop opaque projector. Film processing unit for stills and 2x2 in. slides. Mobile unit with two GE field cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: John Esau (48.6%), J. Harry Abbott (3%), Phil D. Jackson (2.5%), Frank E. Brown (10.7%), F. B. Smith (10.7%), R. P. Green (10.7%), A. C. Saunders (11.4%) and C. E. Wilson (2.4%).

EXECUTIVES:

John Esau, Pres.
J. Harry Abbott, Secy.-Treas. &
Gen. Mgr.
Raymond Ruff, Com. Mgr.
Bill Sadler, Prog. Dir.

Harold L. Coomes, Ch. Eng. Wayne Taylor, Film Buy. Jack Sherman, News, Sports Dir. Vlada Dimac, Prod.-Art Dir.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	389,040	133,255	822,285
Families in Area	138,600	31,126	229,726
Area in Square Miles	2,290	6,318	18,688
No. of Sets (June 1)	89,776	23,432	113,208
Retail Sales	\$490,775,000	\$87,028,000	\$872,803,000
Income per Family	\$5,176	\$4,285	\$4,120
Income per Capita	\$1,677	\$1;303	\$1,206

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KWTV (TV)

LICENSEE: Oklahoma Television Corp. Address: P. O. Box 8788, Oklahoma City.

Phone: Victor 3-6641.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.

Operating Pow.: Visual 55 kw, Aural 27.5 kw. Transmitter: Address, 7401

N. Lincoln Blvd. Make, RCA. Model TT 50AH. Antenna: Make, RCA.

Type TF-12BH. Height, Above average terrain 1,530 ft. Above ground 1,572 ft.

OPERATION: Began Dec. 20, 1953. Hours, 6:00 a.m.-12.00 midnight.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, George C. Davis.

SERVICES: Two studios (30x30 ft. and 72x50 ft.). Two film cameras and three studio camera chains. Two RCA film cameras. Two RCA film projectors. Two slide projectors. One opaque projector. Houston film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Roy J. Turner, president (12½%); Henry S. Griffing (12½%); Luther T. Dulaney, vice president (12½%); F. E. Harper, vice president (12½%) and KOMA Inc. (50%). John T. Griffin is president and majority stockholder of KOMA Oklahoma City, KTUL Tulsa, KATV (TV) Pine Bluff, Ark., KTVX (TV) Muskogee, Okla., KFPW Fort Smith, Ark.

EXECUTIVES:

John T. Griffin, Chmn. of Bd.

Roy J. Turner, Pres.

Edgar T. Bell, Gen. Mgr.

Fred L. Vance, Com. Mgr.

Martin H. Fu'ller, Prog. Dir.

Montes W. Thomas, Ch. Eng.

Javid W. B. Hunt, Film Buy.

Montes Tjaden, Prom. Mgr.

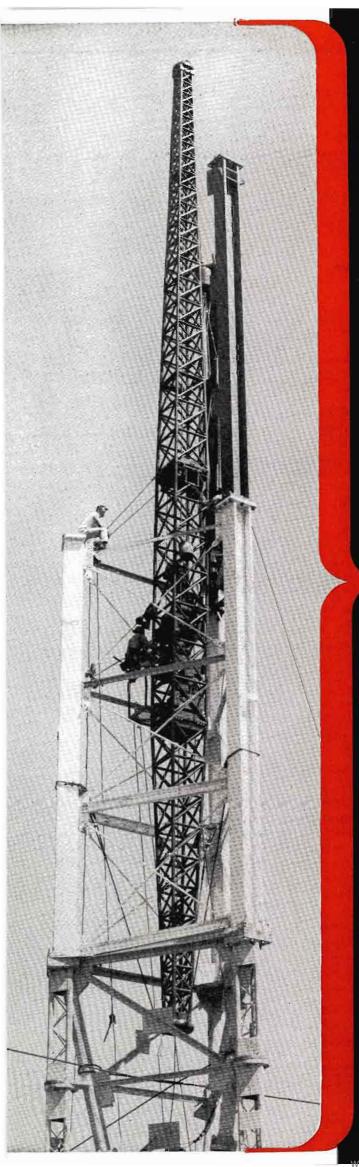
James J. Dunn, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

		Total
Grade A	Grade B	(Including
(FCC Contour)	(FCC Contour)	Fringe Area)
666,200	913,500	1,401,400
206,700	281,900	428,800
9,503	17,203	27,172
139,550	181,900	241,770
\$683,328,000	\$909,135,000	\$1,326,048,000
\$4,012	\$3,850	\$3,749
\$1,210	\$1,161	\$1,130
	(FCC Contour) 666,200 206,700 9,503 139,550 \$683,328,000 \$4,012	(FCC Contour) (FCC Contour) 666,200 913,500 206,700 281,900 9,503 17,203 139,550 181,900 \$683,328,000 \$909,135,000 \$4,012 \$3,850

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



AIR-BORNE!

WORLD'S TALLEST MAN-MADE
STRUCTURE NEARS COMPLETION . . .

That's KWTV's new tower you see in the picture — soon to reach its 1572-foot height . . . soon to radiate 316,000 watts-video and 158,000 watts-audio. By October 1 you'll be able to sell (via KWTV) Oklahoma areas never before reached by television.

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Fringe Area)*
Population	666,200	913,500	1,401,400
Families	206,700	281,900	428,800
Area (in sq. miles)	9,503	17,203	27,172
Retail Sales	\$683,328,000	\$909,135,000	\$1,326,048,000

^{*100} MICROVOLT AREA PER ENGINEERING COMPUTATIONS.
POPULATION AND SALES FIGURES — 1954 SALES MANAGEMENT SURVEY OF
BUYING POWER

Oklahoma's Number 1 television station is heading fast toward new heights of sales-effectiveness. You can buy this coverage now for your fall campaigns. Ask us for the complete story!

FRED L. VANCE Sales Manager EDGAR T. BELL Executive Vice-President



KWTV • CHANNEL 9

REPRESENTED BY AVERY-KNODEL, INC.

OKLAHOMA CITY (Cont.)

WKY-TV

LICENSEE: WKY Radiophone Co. Address: 500 E. Britton Rd. Phone: Trinity 8-2161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 12.1 kw, Aural 6.2 kw. Transmitter: Address, 500 E. Britton Rd. Make, RCA. Model TT-25-BL. Antenna: Make, RCA. Type TF-6AM-A. Height, Above average terrain 930 ft. Above ground 961 ft.

OPERATION: Began June 6, 1949. Hours 6:00 a.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, WKY.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Pierson & Ball. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (38x58 ft. each). Seven interchangeable studio field camera chains. Two fully operational RCA color-camera chains. One rear screen projector. Two RCA 16mm cameras. Four RCA film projectors. Four monochrome and one RCA color slide projectors. One Houston-Fearless 16mm automatic film processing unit. One mobile unit. One Auricon, one Bolex and two Cine special motion picture cameras. News Services, AP, UP, UP Facsimile.

PRINCIPAL STOCKHOLDERS: The Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Pub. Co.

EXECUTIVES:

E. K. Gaylord, Pres. P. A. Sugg, Mgr. Hoyt Andres, Asst. Mgr. Robert Olson, Prog. Dir. H. J. Lovell, Ch. Eng. Kieth Mathers, Asst. Prog. Mgr. & Film Dir. John Haberlan, Natl. Sls. Wally Kinnan, Publ. Rels. Robert Doty, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

Grade A & Grade B	Total (Including
(FCC Contour)	Fringe Area)
884,000	1,537,200
272,000	465,000
	267,159
\$ 4,004	\$ 3,859
\$ 1,159	\$ 1,169
	Grade B (FCC Contour) 884,000 272,000 \$ 4,004

TULSA

(Tulsa County)

KCEB (TV)

LICENSEE: Elfred Beck. Address: Lookout Mountain. Phone: 50-6126.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw.

Operating Pow.: Visual 17 kw, Aural 10.2 kw. Transmitter: Address,
Lookout Mountain. Make, RCA. Model TTU-1B. Antenna: Make, RCA.

Type TFU-24-BL. Height, Above average terrain 630 ft. Above ground
494 ft.

OPERATION: Began March 13, 1954. Hours, 12:45 p.m.-11.30 p.m.

AFFILIATIONS: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, George Bolling Co. Washington Attorney, Benedict Cattone. Consulting Engineer, George Davis.

SERVICES: Two studios (one 40x60 ft. and one 30x40 ft.). Three RCA studio camera chains. One Bodde rear screen projector. One RCA TK20P film camera, Two RCA 16mm film projectors. One Gray Telejector slide projector. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Elfred Beck is owner.

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EXECUTIVES:

Elfred Beck, Pres. & Ch. Own. N. Ray Kelly, Gen. Mgr. John J. Howley, Com. Mgr. William G. McLaren, Prog. Dir. Herbert Hoff, Ch. Eng. Valerie O'Neal, Dir. Pub. Ref. & Prom.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$46, Film \$46. Frequency discounts up to 20% for more than 260 times. Rate Card No. I.

MARKET INFORMATION: Total (Including Fringe Area): Population, 542,107; Families in Area, 165,470; Area in Square Miles, 9,500; No. of Sets (June I), 229,000; Retail Sales, \$931,312,095; Income per Family, \$5,661; Income per Capita, \$1,822.

KOED-TV*

(Target Date, Not Set) (*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: State Capitol, Oklahoma City.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 75.9 kw. Aural 45.7 kw. Transmitter: 6.4 miles W.N.W. of center of Tulsa & I.9 miles N. of Osage-Tulsa County line, near Sand Springs, Okla. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,270 ft. Above ground 1,133 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Charles Franklin Spencer, chairman; Rex E. Pettijohn, vice chairman; J. B. Harper, secretary-treasurer.

KOTV (TV)

LICENSEE: KOTV Inc. Address: 302 S. Frankfort. Phone: 2-9233.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 16.6 kw, Aural 8.5 kw. Transmitter: Address, 320 So. Boston. Make, RCA. Model, TT5. Antenna: Make, RCA. Type, TF3. Height, Above average terrain 1,270 ft. Above ground 1,060 ft.

OPERATION: Began Nov., 1949. Hours, 6:00 a.m.-12 midnight.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (112x60x22 ft. and 45x37 ft.). Four RCA camera chains. Bodde 9x12 in. rear screen projector. Two RCA TK 20A film cameras. Two RCA TP 16D film projectors. 31/4x41/4 in. opaque projector. Two Selectroslide slide projectors. Mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: J. H. Whitney & Co., 100%.

EXECUTIVES:

C. Wrede Petersmeyer, Pres.
C. P. Persons Jr., Vice Pres. &
Gen. Mgr.
Dick Campbell, Sta. & Com. Mgr.

George Jacobs, Ch. Eng. F. M. Randolph, Prog. Dir. & Film Buy. Robert Freeland, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$130, Film \$120. Frequency discounts 5% for 52 times up to 155 times, up to 10% for 156 to 311 times. 312 times or more, 15%. Rate Card No. 6.

KSPG (TV)

(Target Date, Not Set)

LICENSEE: Arthur R. Olson. Address: Box 2680.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 214 kw. Aural 117 kw.
Transmitter: Address, 6.4 mi. W.N.W. of Tulsa. Make, GE. Antenna:
Make, GE. Height, Above average terrain 860 ft. Above ground 651 ft.

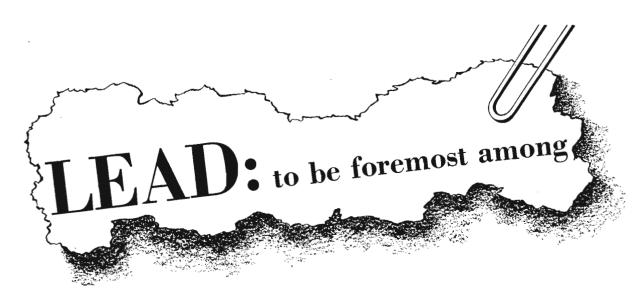
OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Arthur R. Olson (100%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



In Oklahoma, WKY-TV has a habit of being "foremost among" . . . a habit established 51 years ago by its parent—the Oklahoma Publishing Company.

In 1921, the continual expansion of the parent company in the field of communication led quite naturally to the founding of WKY ... the nation's third radio station.

Likewise, in 1949, the Oklahoma Publishing Company continued to be "foremost" in the communications field when it organized WKY-TV... and beamed the first television picture in Oklahoma, over low-band Channel 4.

Although the equipment for television stations is available in the marketplace . . . no amount of money can buy—in one fell swoop—the skilled teamwork of a competent staff. Today's top performance at WKY-TV stems from over 5 years experience . . . a lead that is "foremost among" TV stations in Oklahoma.

Determination to remain "foremost among" led to the early, successful development of local programming . . . led to the development of WKY-TV's selling power, to the extent that local advertisers were early obtaining results found only in much larger markets! This determination developed, for example, a news department which not only outrates competing news by as much as 10 to 1, but greatly exceeds the ratings of established network commentators.

Since April 26, WKY-TV has been operating with a regular daily schedule of live, station COLOR telecasts. Yes, following that old "habit" . . . WKY-TV is first and foremost again, this time with the exciting medium of COLOR TV!

Certainly, WKY-TV—always first and foremost in the area it serves . . . is the Oklahoma station from which advertisers can most logically expect maximum results for their TV dollars.

The nation's first COLOR television station

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
Represented by THE KATZ AGENCY, INC.



TULSA (Cont.)

KVOO-TV

(Target Date, Not Set)

LICENSEE: Central Plains Enterprises Inc. Address: 1232 E. 27th Pl.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.

Transmitter: Address, 6.5 mi. W.N.W. of Tulsa. Make, GE. Antenna:

Make, GE. Height, Above average terrain 1,220 ft. Above ground
1.050 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Southwestern Sales Corp. (52.5%), also owns KVOO; William Skelly, president, also controls Southwestern Sales Corp.; Dean A. McGee, chairman (7.7%); Robert S. Kerr, vice president [13.49%], also controls WEEK-AM-TV Peoria, III.; Grayce B. Kerr (15.3%); T. M. Kerr (7.09%); F. C. Love (2.09%).

KTVX (TV) (MUSKOGEE)

LICENSEE: Tulsa Broadcasting Co. Address: 720 East Side Blvd. Phone: Murray 7-4447. [For full listing see Muskogee.]

- OREGON -

OREGON MARKET INDICATORS

Total Population, July 1, 1953	1,630,000
Total Families, 1950	411,690
Total Urban Population, 1950	819,318
Total Rural Nonfarm Population, 1950	473,788
Total Farm Population, 1950	228,235
Employed in Nonagricultural Establishments, April	
1954	446,500
Employed in Agriculture, 1950	69,823
Employed in Mining, April 1954	1,200
Employed in Manufacturing, April 1954	130,000
Employed in Construction, April 1954	21,700
Employed in Transportation & Public Utilities,	,,,,,
April 1954	44,700
Employed in Wholesale & Retail Trade, April 1954	105,100
Employed in Finance, Insurance and Real Estate,	100,100
April 1954	17,100
Employed in Service & Miscellaneous, April 1954	54,200
Employed in Government Service, April 1954	72,500
Retail Sales, 1953\$	
Bank Assets, Jan. 1, 1954\$	
Bank Deposits, Jan. 1, 1954	
Major Income Sources, 1952: Agriculture 8.7%; Gove	
16.2%; Manufacturing Payrolls 22.0%; Trade and	
26.5%.	DCI VICC
Total Income Payments, 1952 \$	2,763,000,000
Per Capita Income, 1952\$	1,733
Total Internal Revenue Collections, 1953	451,662,084
Average Weekly Earnings Manufacturing Workers,	401,002,004
April 1954\$	83.60
Cash Receipts from Farm Marketing, 1953 \$	390,997,000
Government Payments to Farmers, 1953\$	2,696,000
Value of Mineral Production, 1951\$	28,401,000
Total New Construction in 1952\$, ,
New Private Construction in 1952\$	361,500,000
New Public Construction in 1952\$	211,900,000
• •	149,600,000
Motor Vehicle Registration, 1953	744,952
Number of Telephones, Jan. 1, 1954	510,400
Number of Electrical Connections, Jan. 1, 1954	554,639
Number of Gas Utilities Connections, 1953	96,300

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

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OREGON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Baker		\$16,950	\$3,592	\$ 472		
Benton		29,879	6,577	569		
Clackamas	86,716	66,303	17,262	1,844	8,400	27%
Clatsop	30,776	39,225	10,916	792	1,590	14%
Columbia		19,071	6,739	435	1,050	14%
Coos		58,124	14,599	1,226		
Crook		9,079	2,583	272		
Curry		6,076	1,902	165		
Deschutes		37,814	7,712	788		
Douglas		73,201	20,917	1,730		
Gilliam		3,897	512	85		
Grant		8,375	1,827	200		
Harney	6,113	8,256	1,661	71		
Hood River		14,526	3,913	291	111	1117
Jackson		84,416	19,551	1,915	5,470	24%
Jefferson	5,536	6,731	1,229	105		
Josephine		39,911	9,504	1,063		
Klamath		60,078	12,573	1,523	• • • •	
Lake		10,135	1,996	414		
Lane	125,776	152,421	35,409	3,191		
Lincoln		25,160	7,580	412		
Linn	54,317	79,951	18,680	1,425		
Malheur	23,223	32,686	4,555	778	40.000	
Marion	4 700	131,546	26,162	3,068	12,670	39%
Morrow		5,658	1,237	73	00.000	100
Mutnomah		765,479	162,190	15,543	83,330	48%
Polk		19,123	5,315	461	• • • •	
Sherman		2,528	471	32	1.100	150
Tillamook		22,680	6,315	663	1,120	17%
Umatilla		52,560	11,285	1,606		
Union		20,390	4,269	705 263		
Wallowa		7,249	1,726		0.050	400
Waston		$24,949 \\ 54,704$	4,606	$\begin{array}{c} 576 \\ 1.220 \end{array}$	9,650	43%
Washington Wheeler		1.675	$15,601 \\ 267$	30		
** 1 111	00 101	37,854	8,774	828	1 010	17.01
Yamhill	00,404	31,004	0,774	020	1,910	17%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

EUGENE

(Lane County)

KVAL-TV

LICENSEE: Eugene Television Inc. Address: P. O. Box 5. Phone: 4-3245.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 34 kw. Operating Pow.: Visual 56 kw, Aural 34 kw. Transmitter: Address, Blanton Heights. Make, RCA. Model TTI0-AH. Antenna: Make, RCA. Type TF-6AH. Height, Above average terrain 1,050 ft. Above ground 397 ft.

OPERATION: Began April 15, 1954. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, George P. Hollingbery Co., Moore & Lund (Ore.-Washington). Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (27x31 ft.). One RCA TK-11A camera chain. One RCA TK 20D film camera. Two RCA film projectors. One Gray Telejector slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: C. H. Fisher (32.3%), owner of KIHR Hood River, Ore.; Lee Bishop (6.6%), owner of KORE Eugene; Don Smith, Denny Able, Harry Thoms, Ed Gardner (each 6.6%), part owners of KORE Eugene; Philip Tillman, Thomas Winn, Robert P. Booth, William N. Russell and Willis B. Shepard (each 6.6%).

EXECUTIVES:

C. H. Fisher, Ch. Own.

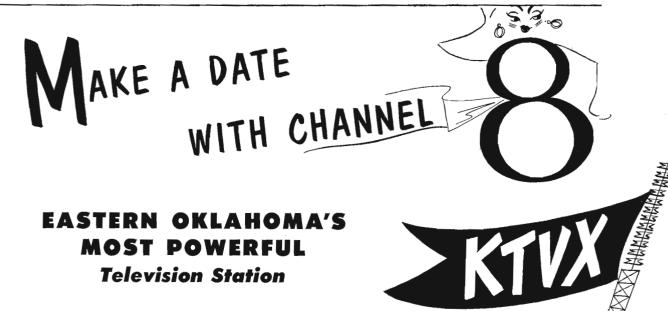
Robert P. Booth, Pres.
S. W. McCready, Vice Pres. &
Gen. Mgr.
Bob Lownsbery, Prog. Dir.

Al Barnard, Ch. Eng.
Martin Levinson & S. W. McCready, Film Dirs.
Padget Loomis, Art Dir.

RATE INFORMATION: Class A one hour Live \$227.50, Film \$175. Minute spot Live \$45.50, Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	202,346	339,257	Š55,86 Í
Families in Area	009,16	106,200	168,400
Area in Square Miles	4,608	9,483	15,862
No. of Sets (June 1)	11,828	20,908	32,683
Income per Family	\$6.491		

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



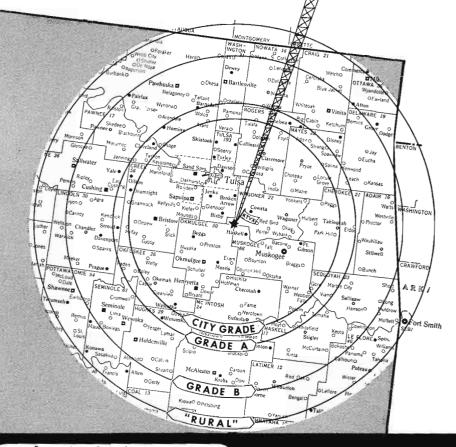
EASTERN OKLAHOMA'S MOST POWERFUL

Television Station

ABC & DUMONT

The KTVX **AREA MARKET**

Counties Covered _____31 Total Families _____313,491 TV Families158,347 Spendable Income ____\$1,298,141,000 Total Retail Sales\$916,065,000



TULSA BROADCASTING CO. Box 1739, Tulsa, Oklahoma

Operators of

KTUL — CBS Radio, Tulsa KFPW - CBS Radio, Ft. Smith, Ark.

L. A. BLUST, JR. Vice President, Gen. Mgr.

BEN HOLMES National Sales Mgr.

in the MILLIONAIRE STATE

Studios - 720 Eastside Blvd. Muskogee, Oklahoma

AFFILIATED WITH

KATV, Channel 7

Little Rock - Pine Bluff, Ark.

KWTV, Channel 9

Oklahoma City

KOMA - CBS Radio

Oklahoma City

AVERY-KNODEL, INC. NATIONAL REPRESENTATIVES

MEDFORD

(Jackson County)

KBES-TV

LICENSEE: Southern Oregon Broadcasting Co. Address: P. O. Box 1189, Phone: 3-4581.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 15.8 kw. Operating Pow.: Visual 28.8 kw, Aural 15.8 kw. Transmitter: Address, Blackwell Hill, Television Peak. Make, GE. Antenna: Make, GE. Type 5 Bay. Height, Above average terrain 430 ft. Above ground 169 ft.

OPERATION: Began Aug. 1, 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (40x40 ft.). Two GE camera chains. One GE film camera. Two GPL 16mm film projectors. Two Selectroslide slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Amos Voorhies and family (50%); William B. Smullin (50%). Mr. Voorhies owns KUIN Grants Pass, Ore., and is publisher of Grants Pass Courier. Mr. Smullin owns KIEM-AM-TV Eureka, Calif.

EXECUTIVES:

Amos E. Voorhies, Pres. Ed Malone, Vice Pres. & Sta. Mgr. William B. Smullin, Gen. Mgr. Nestor Williams, Ch. Eng. Everett A. Faber, Vice Pres. & Bus Mgr.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$35, Film \$30. Frequency discounts. Rate Card No. 3.

PORTLAND

(Multnomah County)

KLOR (TV)

(Target Date, Not Set)

LICENSEE: Oregon Television Inc. Address: 1003 Loyalty Bldg.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw., Aural 158 kw.
Transmitter: Address: 4854 S. W. 19th St. Make, DuMont. Antenna:
Make, RCA. Height, Above average terrain, 1,014 ft. Above ground,
280 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Barnes & Neilson. Consulting Engineer, John Mullaney.

PRINCIPAL STOCKHOLDERS: Henry A. White, president (15.1%), Stephen Eberly Thompson, vice president-treasurer (15.1%), Robert L. Sabin, secretary (7.6%), Julius L. Meier Jr., director (22.6%) and William A. Healy (15.1%).

KOIN-TV

LICENSEE: Mount Hood Radio & Television Broadcasting Corp. Address: 140 S.W. Columbia St. Phone: Atwater 6412.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 5516 S.W. Barnes Rd. Make, GE. Model TT22A. Antenna: Make, GE. Type PY-60-F. Height, Above average terrain 1,530 ft. Above ground 708 ft.

OPERATION: Began Oct. 15, 1953. Hours, 9:45 a.m.-12.00 midnight.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, KOIN. FM, KOIN-FM.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: Two studios (A—63x64 ft. and B—33x37 ft.). Three RCA field camera chains. Two RCA Iconoscope camera chains. Two GE Synchrolite 16mm film projectors. Two Spindler & Sauppe slide projectors. One GE PF-3C Baloptican opaque projector. Three cameras available from studios for mobile unit. News Service, INS, AP. Library, World.

for mobile unit. News Service, INS, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Owned 50% by Theodore R. Gamble and associates and 50% by Central New York Broadcasting Corp. (WSYR Syracuse-Newhouse). Mr. Gamble and Harvey S. Benson are trustees for Class A stockholders (Mr. Gamble, 52.2%; C. Howard Lane, 21.33%; Mr. Benson, 5.4%; Harry H. Buckendahl, 3.3% and 27 other stockholders). Mr. Gamble also owns 87% of KJR Seattle, 49% of KCMJ Palm Springs, Calif., and holds an option to buy 331/3% of KOMO-AM-TV Seattle. Mr. Lane owns 10% of KJR Seattle and 23.75% of KFBI Wichita, Kan. In addition to 50% interest in KOIN (Class B stock) and 100% ownership of WSYR-AM-FM-TV, the Newhouse's also own WTPA (TV) Harrisburg, Pa. Newhouse newspapers are Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Long Island Press and Star-Journal, Staten Island (N. Y.) Advance, Nassau (N. Y.) Review Star, Harrisburg (Pa.) Patriot and News and Portland (Ore.) Oregonian.

EXECUTIVES:

T. R. Gamble, Pres. & Film Buy. C. Howard Lane, Gen. Mgr. & Com. Mgr. Ted W. Cooke, Prog. Dir. Louis S. Bookwalter, Ch. Eng. John L. Palmer, Nat. Sls. Mgr. Frank H. Coffin, Local Sls. Mgr. Roy Rector, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$780, Film \$600. Minute spot Live \$156. Film \$120. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	985,565	272,395	1,680,950
Families in Area	331,030	87, 4 60	554,100
Area in Square Miles	8,979	11,445	35,482
No. of Sets (June 1)	134,962	15,041	190,021
Retail Sales	\$1,203,340,000	\$296,808,000	\$1,944,735,000
Income per Family	\$ 4,646	\$ 4,573	\$ 4,746
Income per Capita	\$ 1,509	\$ 1,466	\$ 1,527

KPTV (TV)

LICENSEE: Empire Coil Co. Inc. Address: 735 S.W. 20th Pl. Phone: Capital 9921.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 17.6 kw, Aural 8.8 kw. Transmitter: Address, 3405 S.W. Council Crest Dr. Make, RCA. Model TTUIA. Antenna: Make, RCA. Height, Above average terrain 1,310 ft. Above ground 535 ft.

OPERATION: Began Sept. 20, 1952. Hours, 9:00 a.m.-1:30 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, NBC Spot Sales; Moore & Lund, Seattle. Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Adler Communications Labs.

SERVICES: Two studios (one 60x50 ft. and one 25x45 ft.). Seven Image Orthicon camera chains. Two RCA film cameras. Two 16mm film projectors. Two 2x2 in. slide projectors. One RCA remote truck; one remote trailer. News Service, UP.

PRINCIPAL STOCKHOLDERS: Herbert Mayer (50%), Frances Mayer (50%).

Empire Coil Co., electronics parts manufacturer, is also licensee of WXEL (TV) Cleveland. Sale of Empire Coil Co. to Storer Broadcasting Co. pending FCC approval.

EXECUTIVES:

Herbert Mayer, Pres. & Gen. Mgr. Russel K. Olsen, Vice Pres. & Sta. Mgr. Charles R. White, Com. Mgr. Gene Ragle, Prog. Dir. William H. McAlister, Ch. Eng. Richard Norman, Film Dir. D. Donald Lonie Jr., Ad. & Prom. Dir.

RATE INFORMATION: Class A one hour Film \$450. Minute spot Film \$90. Frequency discounts from 21/2% for 13 times up to 20% for 260 times. Rate Card No. 3.

SALEM

(Polk County)

KSLM-TV

(Target Date, Not Set)

LICENSEE: Oregon Radio Co. Address: Senator Hotel.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow. Visual 5.5 kw, Aural 2.75 kw. Transmitter: Address, 4.8 mi. N. W. of Salem. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 970 ft. Above ground 224 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, KSLM.

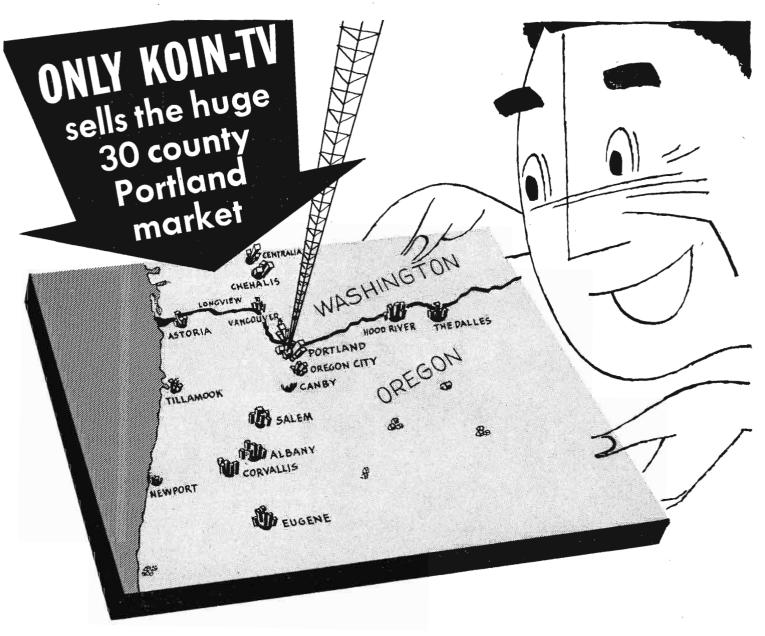
REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Glenn E. McCormick (100%); Lulu C. Mc-Cormick, secretary-treasurer; John W. Kendall, vice president. Same interests own KORE Eugene, Ore., and KGLM Chehalis, Wash.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Page 246 • 1954 TELECASTING Yearbook-Marketbook

BROADCASTING • TELECASTING



Biggest Market Coverage Lowest Cost Per Viewer

Dollar for dollar, KOIN-TV is your single best buy in the rich, productive Oregon and Southwest Washington Market, centered around Portland. Your KOIN-TV advertising budget puts your sales message before more eyes than any other station or combination of stations in this commercial heart of the Pacific Northwest.

Highest Tower, Maximum Power

The giant KOIN-TV tower, 1530 feet above average terrain, plus maximum power of 100,000 watts on Channel 6 blankets over 35,000 square miles in the prosperous Pacific Northwest. KOIN-TV delivers a consistent picture as far as 150 miles from Portland . . . reaching 30 Oregon and Southwest Washington counties.

KOIN-TV

Your Retail Market: \$1,944,735,000

Over a million and a half Northwesterners work, play, buy, watch television in the tremendous KOIN-TV influence area . . . prosperous people who live in a family of cities with per capita sales more than double the national per capita retail sales average. These are your potential customers . . . people who can, and do buy the things they want.

Only KOIN-TV Covers This Market

To reach the people with the money to spend... to sell this rich, responsive 30-County Portland Market... you must schedule KOIN-TV. No other advertising buy in the area can duplicate this sales coverage. Write, wire or phone us for complete availabilities.



CHANNEL 6

PORTLAND, OREGON

PENNSYLVANIA MARKET INDICATORS

Total Population, July 1, 1953 Total Families, 1950 Total Urban Population, 1950 Total Rural Nonfarm Population, 1950 Total Farm Population, 1950 Employed in Nonagricultural Establishments, April	$10,675,000 \\ 2,639,925 \\ 7,403,036 \\ 2,389,769 \\ 705,207$
1954	3,638,100
Employed in Agriculture, 1950	162,877
Employed in Mining, April 1954	114,700
Employed in Manufacturing, April 1954	1,468,800
Employed in Construction, April 1954	179,000
Employed in Transportation & Public Utilities,	
April 1954	308,800
Employed in Wholesale & Retail Trade, April 1954	683,200
Employed in Finance, Insurance & Real Estate,	
April 1954 Employed in Service & Miscellaneous, April 1954	129,100
Employed in Service & Miscellaneous, April 1954	368,700
Employed in Government Service, April 1954	385,900
Retail Sales, 1953	\$ 11,801,563,000
Bank Assets, Jan. 1, 1954	\$ 14,537,173,000
Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 1.6%; Go	\$ 13.057.986.000
Major Income Courses 1059. Acrigulture 1 6%. Co	
Major income Sources, 1992. Agriculture 1.0%, Go	vernment
13.4%; Manufacturing Payrolls 31.8%; Trade an	vernment d Service
13.4%; Manufacturing Payrolls 31.8%; Trade and 24.1%.	d Service
13.4%; Manufacturing Payrolls 31.8%; Trade and 24.1%.	\$ 18,245,000,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952	\$ 18,245,000,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952	\$ 18,245,000,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952	\$ 18,245,000,000 \$ 1,710
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000 \$ 5,135,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000 \$ 5,135,000 \$ 1,289,226,000 \$ 1,892,700,000 \$ 1,336,000,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000 \$ 5,135,000 \$ 1,289,226,000 \$ 1,892,700,000 \$ 1,336,000,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000 \$ 5,135,000 \$ 1,289,226,000 \$ 1,892,700,000 \$ 1,336,000,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000 \$ 5,135,000 \$ 1,289,226,000 \$ 1,802,700,000 \$ 1,336,000,000 \$ 466,700,000
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000 \$ 5,135,000 \$ 1,289,226,000 \$ 1,802,700,000 \$ 1,336,000,000 \$ 466,700,000 \$ 3,419,942
13.4%; Manufacturing Payrolls 31.8%; Trade an 24.1%. Total Income Payments, 1952 Per Capita Income, 1952 Total Internal Revenue Collections, 1953 Average Weekly Eearnings Manufacturing Workers, April 1954 Cash Receipts from Farm Marketing, 1953 Government Payments to Farmers, 1953 Value of Mineral Production, 1951 Total New Construction in 1952 New Private Construction in 1952 New Public Construction in 1952 Motor Vehicle Registration, 1953 Number of Telephones, Jan. 1, 1954	\$ 18,245,000,000 \$ 1,710 \$ 5,099,348,503 \$ 68.17 \$ 815,799,000 \$ 5,135,000 \$ 1,289,226,000 \$ 1,802,700,000 \$ 1,336,000,000 \$ 466,700,000 \$ 3,419,942 \$ 3,647,600

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

PENNSYLVANIA MARKET DATA BY COUNTIES

(CRS)

(CRS)

County	Population 1950		Food Sales 1953 (\$000)		(CBS) TV Sets 1954	(CBS) TV % 1954
4.3						44%
Adams	. 44,197	\$47,859 1.904,829	\$10,252 519,970	\$ 894 50.025	5,610 391,600	87%
Armstrong		70,688	18,580	1,709	16,060	69%
Beaver		183,427	56,558	4,763	43,050	84%
Bedford	. 40,775	30,577	7,448	354	8,540	76%
Berks		302,610	69,122	5,767	57,580	74%
Blair		$134,278 \\ 46,295$	$41,160 \\ 11,080$	$^{2,703}_{882}$	26,650 8,260	65% 53%
Bradford Bucks		195,648	45,897	3,221	43,520	90%
Butler		102,190	25,252	2.149	21,530	76%
Cambria		183,090	50,183	2,993	42,660	76%
Cameron		7,936	2,404	67	720	38%
Carbon		47,157	16,207	855	9,930	62%
Centre		56,966	14,604 39,994	1,478 4,342	$10,040 \\ 42,290$	59 <i>%</i> 96 <i>%</i>
Chester Clarion		159,408 38,630	9,744	730	7,050	66%
Clearfield		79,291	22,558	1,407	14.230	60%
Clinton	. 36,352	33,260	9,486	592	4,110	38%
Columbia	. 53,460	53,913	14,177	977	4,850	30%
Crawford		91,454	21,543	1,721	6,660	28%
Cumberland Dauphin		97,435 252,831	24,595 $54,331$	$\frac{2,493}{7,763}$	11,290 33,310	$\frac{38\%}{54\%}$
Delaware	414,234	412,170	122,087	14,796	112,680	87%
Elk		24,850	8,873	785	2,000	21%
Erie	. 219,388	303,452	76,856	5,995	62,490	92%
Fayette		176,208	45,464	3,457	39,540	76%
Forest		2,792	1,004	$\frac{29}{1.630}$	$\frac{250}{11,200}$	$\frac{21\%}{50\%}$
Franklin Fulton		82,798 5,620	18,502 1,165	1,630	1,130	39%
Greene		29,958	9.176	568	5,340	43%
Huntingdon	. 40,872	29,834	8,194	341	4.460	39%
Indiana	. 77,106	69,415	16,600	1,337	10,010	47%
Jefferson		43,176	12,586	835	8,180	58%
Juniata Lackawanna		13,441 $239,168$	$\frac{2,318}{67,702}$	84 5.010	700 49.560	$^{16\%}_{69\%}$
Lancaster		270,566	55,553	5,079	50,090	72%
Lawrence		109,512	30,347	2,287	20,490	65%
Lebanon	. 81,683	90,612	20,790	1,654	17,630	67%
Lehigh		242,175	51,228	4,046	47,940	81%
Luzerne		371,389	99,281	6,959	53,550	50%
Lycoming		108,718 58,983	30,193 16,237	2,524 1,504	5,630 8,190	$\frac{18\%}{48\%}$
McKean Mercer		141,792	35,752	3,487	18,310	55%
Mifflin		41,354	11,364	1,048	5,110	40%
Monroe	. 33,773	42,099	9,815	868	6,450	62%
Montgomery	. 353,068	402,732	117,705	11,236	92,040	88%
Montour		8,952	2,503	311	1,110	30%
Northampton		233,805 110,566	70,172 30,806	5,521 2,786	38,430 8.050	$^{71\%}_{24\%}$
Northumberland Perry		19,771	5,113	282	1,200	16%
Philadelphia		2,711,124	613,305	68,052	543,100	87%
Pike		7,546	2,316	74	960	31%
Potter	. 16,810	16,021	4,057	198	1,720	35%
Schuylkill	. 200,577	163,423	47,517	3,268	37,000	66%
Snyder		16,257	3,657 17.876	225 1.069	830 11.630	13%
Somerset Sullivan		69,681 5,148	1,774	39	480	$\frac{52\%}{30\%}$
Susquehanna		24,711	7,601	244	5,190	58%
Tioga		32,241	7,254	492	3,740	35%
Union		15,472	3,873	358	780	13%

Page 248	•	1954	TELECASTING	Yearbook-Marketbook
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County	Population 1950	Retail Sales 1953 (\$000)	Food Sa!es 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	TV % 1954
Venango Warren Washington Wayne Westmoreland Wyoming York	42,698 209,628 28,478 313,179 16,766	59,705 54,046 201,306 27,928 323,451 16,799 251,024	16,681 11,236 57,616 6,700 94,147 4,076 61,936	1,200 811 4,869 417 6,804 160 4,124	7,740 4,240 48,090 2,550 69,110 2,790 45,390	41% 35% 80% 31% 77% 57%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ALLENTOWN

(Lehigh County)

WFMZ-TV

(Target Date, Nov. 1954)

LICENSEE: Penn-Allen Broadcasting Co. Address: 1524 Linden St. Phone: Hemlock 3-7521.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 79.4 kw, Aural 43.6 kw. Transmitter: Address, East Rock Rd. Make DuMont. Model, 15,000. Antenna: Make, Gabriel, Type, 5327-A. Height, Above average terrain 970 ft. Above ground 495 ft.

OPERATION: Target date, Nov. 1954.

AFFILIATIONS: Station, FM, WFMZ.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Koteen & Burt. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (60x60 ft.). Two DuMont TA-124-E Image Orthicon camera chains. One TSC rear screen projector. DuMont TA-188-A scanner with 16mm film, slide and opaque equipment. Library, Associated.

PRINCIPAL STOCKHOLDERS: Raymond F. Kohn (3.6%), Horace W. Gross (4.2%), Daniel Houck (.2%). Earl J. Kohn (3.3%), WWDC Inc. Washington, D. C. (31.9%), and 240 others, none owning more than 3% each 3% each.

EXECUTIVES:

Raymond F. Kohn, Pres., Gen. Daniel Houck, Ch. Eng. Mgr. & Film Buy. Horace W. Gross, Com. Mgr. Ben Strouse, Sls. Consultant Maribelle J. Kohn, Traffic Sup.

RATE INFORMATION: Class A one hour live \$750. Film \$250. Minute spot Live \$50. Film \$50. Frequency Discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.
MARKET INFORMATION:

AKKEI INFORMATION:			l Ota l
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	852,202	1,601,800	3,150,000
Families in Area	241,695	457,657	899,080
Area in Square Miles	706	1,384	1,962
No. of Sets (June 1)	36,254	68,647	134,850
Retail Sales	\$895,608,500	\$1,745,624,000	\$3,225,000,000

WQCY (TV)

(Target Date, Spring 1955)

LICENSEE: Queen City Television Co. Address: P. O. Box 689. Phone: Hemlock 3-3166.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 141 kw. Transmitter: Address, 403-7 Savercool Ave., Fountain Hill Heights, Pa. Make, RCA. Model TTU-12-A. Antenna: Make, RCA. Type TFU-24 DM. Height, Above average terrain 710 ft. Above ground 349 ft.

OPERATION: Target date Spring 1955.

REPRESENTATIVES: Sales, Weed. Consulting Engineer: Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Frank Hausman, president (15%); Max Corn-Feld, vice president (15%); Harold Stephens, vice president (10%); Farris E. Rahall (34%); Ogden R. Davies, secretary (7%); Bernard B. Naef (6%); Frank Cordaro (2%); Clyde R. Fry, treasurer (2%); Jack Greenblat (4%); Marian M. Scholl (1%); Harold Cornfield (4%).

EXECUTIVES:

Frank E. Hausman, Pres. O. R. Davies, Gen. Mgr. Marshall Cleaver, Prog. Dir.

C. Frank Cordaro, Ch. Eng. Marian Scholl, Off. Mgr.

ALTOONA

(Blair County)

WFBG-TV

LICENSEE: The Gable Broadcasting Co. Address: Gable Arcade. Phone: 6467. FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter, Address, Wopsononock Mountain. Make, RCA. Model TT25-BH. Antenna: Make, GE. Type 12-Bay Super Turn-Style. Height, Above average terrain 990 ft. Above ground 163 ft.

OPERATION: Began March I, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WFBG.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, George Sutton. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (20x30 ft.). Two GPL camera chains. Three Auricon SOF film cameras. Two GPL film projectors. Two 3x4 in. and two 2x2 in. slide projectors. Two 2x2 in. opaque projectors. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: The William F. Gable Co. is principal stock-

BROADCASTING • TELECASTING

ALTOONA (Cont.)

WFBG-TV (Cont.) **EXECUTIVES:**

George P. Gable, Pres. W. Stanley Truby, Vice Pres. Jack Snyder, Mgng. Dir. Lois Huey, Programming

George Burgoon, Traffic Dir. & Opr. Mgr. B. Harley Shook, Film Buy. Samuel Patton, Sls. Prom. Kenneth Brubaker, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$550, Film \$500. Minute spot Live \$110, Film \$100. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 4.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,293,-700; Families in Area, 640,200; No. of Sets (June I), 428,774; Retail Sales, \$1,926,158,000.

BETHLEHEM

(Northampton County)

WLEV-TV

LICENSEE: Associated Broadcasters Inc. Address: 801 Hamilton St., Allentown, Pa. Phone: Hemlock 4-6278.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.98 kw. Transmitter: Address, P. O. Box III, Bethlehem. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 600 ft. Above ground 235 ft.

OPERATION: Began April 21, 1953. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Stations, AM, WEST. FM, WEST-FM.

REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney, George O. Sutton, Duke M. Patrick. Consulting Engineer, James C. McNary.

SERVICES: Film processing unit. Mobile unit. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Owned by J. F. and J. H. Steinman, who also own WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg; WORK York, WRAW Reading, WEST-AM-FM Easton, all Pennsylvania. Steinmans also publish Lancaster Intelligencer-Journal and New Era.

EXECUTIVES:

Clair R. McCollough, Sta. Exec. Thomas R. Nunan Jr., Sta. Mgr. & Film Buy.

J. E. Mathiot, Ch. Eng. Richard W. Getz, Prog. Dir. Elwood C. Anderson, Com. Mgr.

J. Robert Gulick, Nat. Sls. Mgr.

RATE INFORMATION: Class A one hour \$200. Minute spot \$30. Rate Card No. I.

CHAMBERSBURG

(Franklin County)

WCHA-TV+

LICENSEE: Chambersburg Broadcasting Co. Address: Craft Press Bldg. Phone: 1111.

FACILITIES: Ch. 46. Operating Pow.: Visual 7.76 kw, Aural 3.98 kw. Transmitter: Address, Snowy Mt. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type 24BMS. Height, Above average terrain 2.428 ft. Above ground 339 ft.

OPERATION: Began Sept. 2, 1953. Hours, 1:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WCHA. FM, WCHA-

REPRESENTATIVES: Sales, Forjoe-TV. Washington Attorney, Lousks, Zias, Young & Jansky. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (16x33 ft.). One Television Specialty Co. rear screen projector. One RCA lke chain film camera. One GPL camera chain. Two 16mm Holmes film projectors. One slide projector. One Composite opaque projector. News Service. AP. Library, Standard, Thesaurus.

PRINCIPAL STOCKHOLDERS: John S. Booth and Thompson K. Cassel. Same ownership as WTVE (TV) Elmira, N. Y. Mr. Cassel also owns WATS Savre Pa

Savre, Pa.

EXECUTIVES:

John S. Booth, Gen. Mgr. & Film Buy. Richard J. Koba, Com. Mgr. Allan Saunders, Prog. Dir. James McCurdy, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$120, Film \$120. Minute spot Live \$24, Film \$24. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Total Grade B Grade A (Including (FCC Contour) (FCC Contour) Fringe Area) 199,750 154.130 Population 353.880 Families in Area 105.496 61.351 44.144 Area in Square Miles 1,921 1,526 3.447 No. of Sets (June 1) Retail Sales 17,500 \$183,142,000 \$144,979,000 \$328,121,000 \$ 4,580 Income per Family Income per Capita \$ 1,172

† WCHA-TV has suspended regular operations but has not returned its CP.





EASTON

(Northampton County)

WGLV (TV)

LICENSEE: WGLV Inc. Address: 30 N. Fourth St. Phone: Easton 3-3557.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 83 kw, Aural 44 kw.

Operating Pow.: Visual 83 kw, Aural 44 kw. Transmitter: Address,
Gaffney Hill. Make, DuMont. Model Series 15,000. Antenna: Make,
Workshop. Type UHF Hi-Gain. Height, Above average terrain 1,060 ft.
Above ground 465 ft.

OPERATION: Began Aug. 14, 1953. Hours, 8:45 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WEEX. FM, WEEX-FM.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Eliot C. Lovett.

Consulting Engineer, Paul Godley.

SERVICES: Two studios (one 50x30 ft. and one 30x30 ft.). Two DuMont Image Orthicon camera chains. Auricon Sound and Bell & Howell silent film cameras. One RCA 16mm and one Holmes 16mm film projectors. DuMont flying spot scanner. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee publishes Easton Express.

EXECUTIVES:

J. L. Stackhouse, Pres.
Nelson S. Rounsley, Bus. Mgr. &
Film Buy.

William H. Blackton, Com. Mgr.

Tom Grant, Prog. & Prod. Dir. Charles R. Thon, Ch. Eng. Alice O'Hare, Prog. Coordinator

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

Total Grade A Grade B (Including (FCC Contour) (FCC Contour) Fringe Area) Population 566,197 2,503,503 3,069,700 Families in Area 161.850 848,565 686,715 Area in Square Miles 2,642 4.901 7.543 No. of Sets (June 1) 75,410 Retail Sales \$722,426,000 \$4,032,920,000 \$4,755,346,000 Income per Family \$5,725 \$5,662



ziv's HEART-HITTING!

Sunny, Funny TV-Family see pages 433, 434 & 435

ERIE

(Erie County)

WICU (TV)

LICENSEE: Dispatch Inc. Address: 3514 State St. Phone: Erie 45-201.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1.5 kw. Operating Pow.: Visual 2 kw, Aural 1.5 kw. Transmitter: Address, 3514 State St. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 115 ft. Above ground 309 ft.

OPERATION: Began March 15, 1949. Hours, 8:45 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WIKK.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney: McGrath & Brown. Consulting Engineer: Frank H. McIntosh.

SERVICES: Three studios (one 30x40x191/2 ft., one 15x16x16 ft. and one 31x36x 191/2 ft.). Two DuMont camera chains. One Television Specialty rear screen projector. Four film cameras. Two 35mm film projectors. One opaque slide projector. News Service, AP. Library, Capital "Q".

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Erie Dispatch which is owned by Edward Lamb and family. Mr. Lamb also owns WTOD and WTRT (FM) Toledo; WHOO-AM-FM Orlando, and WMAC-TV Massillon, Ohio, and is purchaser of WTVQ (TV) Pittsburgh which is pending FCC approval.

EXECUTIVES:

Edward Lamb, Pres.

J. Howard McGrath, Exec. Vice
Pres. & Gen. Counsel
Frank Oswald, Vice Pres.
Karl Nelson, Com. Mgr.

Ben McLaughlin, Gen. Mgr. & Film Buy. Bob Lunquist, Prog. Dir. Mike Csop, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$700. Minute spot Live \$140. Frequency discounts from $2^1/2\%$ for 26 times up to 15% for 312 times. Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): No. of Sets (June 1), 208,500.

WLEU-TV

(Target Date, Not Set)

LICENSEE: Commodore Perry Broadcasting Service Inc. Address: 806 Park Ave., Meadville, Pa.

FACILITIES: Ch. 66. Authorized Eff. Rad. Pow.: Visual 64.6 kw, Aural 34.7 kw.
Transmitter: Address, 12th & State Sts. Make, RCA. Antenna: Make,
RCA. Height, Above average terrain 140 ft. Above ground 325 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Owen K. Murphy, president (25%); Hoyt H. Stout (25%), also chief engineer WMGW Meadville, Pa.; Dr. Perry D. Cook (25%); Dr. Perry D. Cook Jr. (25%).

-PENNSYLVANIA **-**

ERIE (Cont.)

WSEE (TV)

LICENSEE: Great Lakes Television Co. Address: 1220 Peach St. Phone: 5-7575.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.2 kw. Operating Pow.: Visual 170 kw, Aural 85.2 kw. Transmitter: Address, 5 miles south of Erie on Route 19. Make, GE. Antenna: Height, Above average terrain 930 ft. Above ground 732 ft.

OPERATION: Began April 25, 1954. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WERC. FM, WERC-FM.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Haley. Doty & Wollenberg. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (A—46x75 ft. and B—21x32 ft.). One GE camera chain.

One GE film camera. Two GE film projectors. One Gray Telojector for 2x2 in. slides. News Service, UP.

PRINCIPAL STOCKHOLDERS: Jacob A. Young, chairman (11.66%), George J. Mead, president (16.66%), Charles E. Denny, executive vice president (5.36%), James R. McBrier, vice president (6%), A. R. Minadeo, vice president (13%), B. Walker Sennett, treasurer (2.66%), James A. Quisenberry, secretary (2.66%), John J. Mead Jr. (13%), Charles Simmons (8%), J. T. Simmons (8%), John W. English (6.91%), Edward Mead (1.34%), J. B. Held (3.66%), Mary Mead (1.09%), John J. Boland Jr. (6.91%), Joseph Mead (1.09%). Onwership interlocks with WNAO-TV Raleigh, N. C. George J. Mead & John J. Mead Jr., are co-publishers of Erie Times.

EXECUTIVES:

Charles E. Denny, Vice Pres. & Gen. Mgr. Dan Boyce, Com. Mgr. Frank Palmer, Prog. Dir. Leo Ribitzki, Prod. Asst. Dick Morgan, News Dir. Ed Zellefrow, Ch. Eng. James Penna, Asst. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. I.

MARKET INFORMATION:

	Grade A	Grade B
	(FCC Contour)	(FCC Contour)
Population	363,000	549,700
Families in Area	110,000	164,990
Area in Square Miles	1,900	4,500
No. of Sets (June 1)	***************************************	19,621
Retail Sales		\$677,480,000
Income per Family	\$ 5,665	

HARRISBURG

(Dauphin County)

WCMB-TV

(Target Date, Sept. 8, 1954)

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: 4-3005.

FACILITIES: Ch. 27. Operating Pow.: Visual 77.6 kw, Aural 38.6 kw. Transmitter: Address, Blue Mountain, NW of Summerdale, Pa. Make, GE. Model TT-25-A. Antenna: Make, GE. Type MOD (TY-25-D). Height, Above average terrain 930 ft. Above ground 400 ft.

OPERATION: Target date, Sept. 8, 1954. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, WCMB.

REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios. Two GE PE-8-B camera chains. One GE Videcon film camera. Two GE Synchro-Lite PF-5-A film projectors. One GE twin rotary slide projector. ACF composite mobile unit. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr. and Ed K. Smith are coowners.

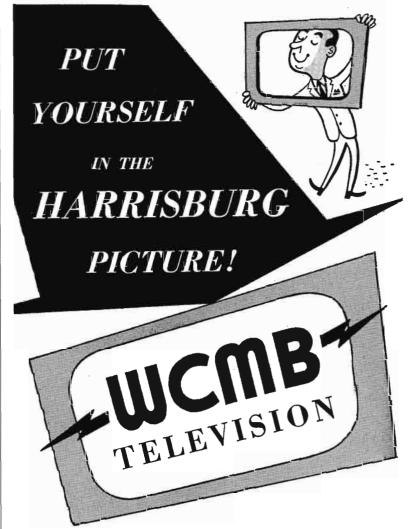
EXECUTIVES:

Edgar T. Shepard Jr., Pres. Ed K. Smith, Gen. Mgr. & Film Buy. Rudolph O. Marcoux, Com. Mgr. John Archer, Prog. Dir. J. Howard Bair, Ch. Eng. Walter S. Bates, Tv Sls. Sup.

RATE INFORMATION: Class A one hour \$200. Minute spot \$30. Frequency discounts. Rate Card No. I.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



WCMB-TV POWER Not "interim" but FULL POWER, right from the word go. A whopping 240,000 watts

to assure you ALL the Harrisburg area—now better than 90% converted.

WCMB-TV PROGRAMS

Consider this! WCMB-TV network shows are NOT DUPLI-CATED by any other stations

(UHF or VHF) in this area. You buy a captive audience.

WCMB-TV PRICES

All these plus factors: bigger power, bigger audiences, cost you less. WCMB-TV is the big

value in Central Pennsylvania Television.

DUMONT TELEVISION NETWORK

RADIO and TELEVISION

HARRISBURG

Represented by

DONALD COOKE, Inc.

New York • Chicago

Harrisburg . . .

Pennsylvania's Best

Large Market . . .

WHP-TV . . . Harrisburg's

Best Buy . . .

... the most versatile medium between Philly and Pitts burgh....

Counties	Population	Retail Sales
Pennsylvania	1950	1953 (\$000)
Adams	44,197	\$ 47,859
Berks	255,740	302,610
Centre	65,922	56,966
Columbia	53,460	53,913
Cumberland	94,457	97,435
Dauphin	197,784	252,831
Franklin	75,927	82,798
Huntingdon	40,872	29,834
Juniata	15,243	13,441
Lancaster	234,717	270,566
Lebanon	81,683	90,612
Mifflin	43,691	41,354
Montoùr	16,001	8,952
Northumberland	117,115	110,566
Perry	24,782	19,771
Schuylkill	200,577	163,423
Snyder	22,912	16,257
Unian	23,150	15,472
York	202,737	251,024
	1,810,967	1,924,684
Maryland		
Baltimore	270,273	1,459,120
Carrall	44,907	39,006
Frederick	62,287	56,965
Harford	51,782	50,283
	429,249	1,605,374
Total ½ MV/M Area	2,252,106	\$3,530,058

Showmanship, creative management and audience loyalty developed over 30 years combine to make WHP-TV the most economical and effective selling medium for Harrisburg and South Central Pennsylvania. Ask Bolling.



– PENNSYLVANIA ——

HARRISBURG (Cont.)

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone 43211.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 81.3 kw, Aural 40.7 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Blue Mountain, five miles north of Harrisburg. Make, RCA. Model TTU-10A. Antenna: Make, RCA. Type TFU-27BHS. Height, Above average terrain 910 ft. Above ground 180 ft.

OPERATION: Began April 15, 1953.

AFFILIATIONS: Network, CBS. Stations, AM, WHP. FM, WHP-FM.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, George C. Davis.

SERVICES: Two studios (43x54 ft. and 15x19 ft.). Four RCA camera chains.

One TSC Profit-maker rear screen projector. One ICA film camera.

Two RCA film projectors. One Gray slide projector. News Service, UP.

Libraries, MPTV, Consolidated.

PRINCIPAL STOCKHOLDER: Telegraph Press Inc. (printing) sole owner.

EXECUTIVES:

E. J. Stackpole, Pres. A. K. Redmond, Gen. & Com. Mgr.

Dick Redmond, Prog. Dir. & Film Buy. Beatrice Potteiger, Sales Ser. Dir. E. Dan Leibensperger, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 1.

WTPA (TV)

LICENSEE: Harrisburg Broadcasters Inc. Address: 3235 Hoffman St. Phone: 8-7171.

FACILITIES: Ch. 71, Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 93 kw.
Operating Pow.: Visual 175 kw, Aural 93 kw. Transmitter: Address,
Blue Mountain, Summerdale, Pa. Make, RCA. Model TTU-12A. Antenna:
Make, RCA. Type TTU-27DH. Height, Above average terrain 990 ft.
Above ground 439 ft.

OPERATION: Began July 6, 1953. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 55x35 ft. and one 35x25 ft.). Three RCA camera chains. One TSC projector and screen. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Houston film processing unit. One ACF land cruiser mobile unit. News Service, UP, INS.

PRINCIPAL STOCKHOLDERS: Donald E. Newhouse sole owner. The Newhouse family owns WSYR-AM-FM-TV Syracuse, and 50% of KOIN-AM-FM-TV Portland, Ore. Newhouse newspapers are Harrisburg (Pa.) Patriot and News, Syracuse (N. Y.) Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Long Island (N. Y.) Press and Star-Journal, Staten Island (N. Y.) Advance, Nassau (N. Y.) Review Star, and Portland (Ore.) Oregonian.

EXECUTIVES:

Donald E. Newhouse, Pres. David J. Bennett, Gen. Mgr. Al Solada, Com. Mgr. Don Wear, Dir. & Film Buy. Paul Gross, Ch. Eng. Mac McCauley, Prod. Mor. Gladys Swift, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70, Film \$70. Frequency discounts from 11.5% for 52 times up to 28.5% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population 1,124,566; Families in Area, 451,550; Area in Square Miles, 1,965; No. of Sets (June 1), 108,575; Retail Sales, \$339,017,000; Income per Family, \$5,206; Income per Capita, \$1,800.

HAZLETON

(Luzerne County)

WAZL-TV

(Target Date, Not Set)

LICENSEE: Hazelton Television Corp. Address, 708 Hazleton National Bank Bldg. Phone: 5400-01.

FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: Address, R.F.D. Box 775, Hazleton, Pa. Make, RCA. Model TT-U5A. Antenna: Make, RCA. Type TFU-24BH. Height, Above average terrain 660 ft. Above ground 408 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WAZL. FM, WAZL-FM.

REPRESENTATIVES: Sales, Robert Meeker Assoc. Inc. Washington Attorney, George O. Sutton. Consulting Engineer, James C. McNary.

SERVICES: Two studios (30x30 ft. and 20x15 ft.). Two RCA No. TK-31A camera chains. One RCA TK-20D film camera. Two RCA 16mm TP-16D film projectors. MI 26131 slide projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. Victor C. Diehm (25%); Vice Pres. Hilda M. Desiroth (25%); Vice Pres. E. H. Whitney (25%). Same interests own WVDA Boston, WIDE Biddeford, Me., and WHOL Altoona, Pa.

EXECUTIVES:

Victor C. Diehm, Pres. & Gen. Mgr. Bill Graham, Prog. Dir. Elwood C. Tito, Ch. Eng.

Thomas A. Tito, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$190, Film \$190. Minute spot Live \$25, Film \$25. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	271,927	298,330	570,257
Families in Area	67,981	129,075	197,05 6
Area in Square Miles	625	1,250	1,875
No. of Sets (June 1)	9,067	18,125	27,192
Retail Sales	\$86,091,000	\$313,881,000	\$399,972,000
Income per Family	\$6,576		
Income per Capita	\$1,644		

JOHNSTOWN

(Cambria County)

WARD-TV

LICENSEE: Rivoli Realty Co. Inc. Address: Porch Bldg. Phone: 81-216.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Transmitter: Address, Cover Hill. Make, RCA. Model TTU-IB. Antenna: Make, RCA. Type TFU-27-DH. Height, Above average terrain 610 ft. Above ground 542 ft.

OPERATION: Began Oct. 15, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WARD. FM, WARD-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 20x8 ft. and one 18x15 ft.). One RCA TK-30 camera chain. One RCA Icon type film camera. Two RCA TP16D film projectors. One Telojector Gray slide projector.

PRINCIPAL STOCKHOLDERS: George D. Gartland and family (79%), Walter M. Thomas (21%). Same interests own WVAM-AM-FM Altoona, Pa.

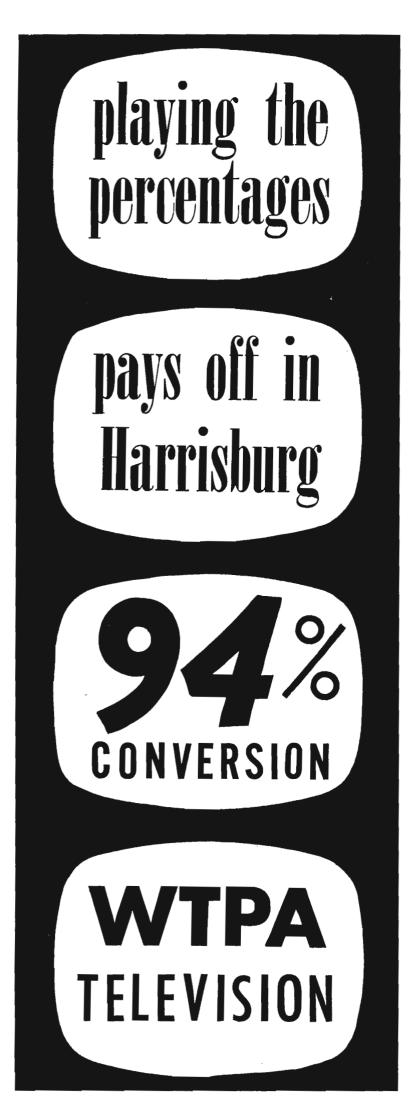
EXECUTIVES:

George D. Gartland, Ch. Owner Robert R. Nelson, Gen. Mgr. William F. Wilson, Operations Millard C. Coleman, Ch. Eng. H. V. Weir, Asst. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts. Rate Card No. I.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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That's the WJAC-TV

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-PENNSYLVANIA-----

JOHNSTOWN (Cont.)

WJAC-TV

LICENSEE: WJAC Inc. Address: 329 Main St. Phone: 58-251.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 35.4 kw. Operating Pow.: Visual 70.8 kw, Aural 35.4 kw. Transmitter: Address, Laurelhill Mountain. Make, RCA. Model TT-25-AL. Antenna: Make, RCA. Type Superturnstile. Height, Above average terrain 1,120 ft. Above ground 175 ft.

OPERATION: Began Sept. 15, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Stations, AM, WJAC. FM, WJAC-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, James C. McNary.

SERVICES: One studio (12x20 ft.). One GPL camera chain. Two RCA Iconoscope film cameras. Two RCA 16mm film projectors. Two Selectroslide slide projectors. News Services, UP, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Johnstown Tribune Publishing Co. (Johnstown Tribune) (100%).

EXECUTIVES:

Walter W. Krebs, Pres. Alvin D. Schrott, Gen. Mgr. John H. Hepburn, Com. Mgr. Frank P. Cummins, Prog. Dir. & Film Buy. Theodore Campbell, Ch. Eng. Nevin L. Straub, Dir. Tech. Operation

RATE INFORMATION: Class A one hour Film \$650. Minute spot Live \$125. Film \$125. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,113,500	2,107,670	3,221,170
Families in Area	308,700	596,210	904,910
No. of Sets (May I) Retail Sales Income per Family	\$1,006,036,000 \$ 4,049	\$2,384,518,000 \$ 4,722	764,496 \$3,390,554,000 \$ 4,326

LANCASTER

(Lancaster County)

WGAL-TV

LICENSEE: WGAL Inc. Address: 24 S. Queen St. Phone: Lancaster 5246.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.

Transmitter: Address, Hellam Twp. Make, RCA. Antenna: Make, RCA.

Transmitter: Address, Hellam Twp. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,000 ft. Above ground 480 ft.

OPERATION: Began March 18, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Stations, AM, WGAL. FM, WGAL-FM.

REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney, George O. Sutton, Duke M. Patrick. Consulting Engineer, James C. McNary.

SERVICES: Film processing unit. Mobile unit. News Services, UP, INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Owned by J. F. and J. H. Steinman, who also own WLEV-TV Bethlehem, Pa., WDEL-AM-FM-TV Wilmington, Del., and WKBO Harrisburg, WORK York, WRAW Reading, WEST-AM-FM Easton, all Pennsylvania. The Steinmans also publish Lancaster Intelligencer-Journal and New Era.

EXECUTIVES:

Clair R. McCollough, Pres. & Gen. Mgr. J. Robert Gulick, Asst. Gen. Mgr. in Chg. of Sls. Harold E. Miller, Sta. Mgr. & Leroy K. Strine, Com. Mgr. Paul C. Rodenhauser, Prog. Dir. Paul I. Woodland, Prom. Mgr. J. E. Mathiot, Tech. Dir.

Film Buy.

RATE INFORMATION: Class A one hour \$750. Minute spot \$150. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION: Grade A (FCC Contour): Families in Area, 799,210; No. of Sets (June 22), 554,914.

WWLA (TV)

(Target Date, Fall 1954)

LICENSEE: Harold C. Burke. Address: 306 Southway, Baltimore, Md.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 10 kw. Transmitter: Address, 3.6 miles NE of Lancaster. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 610 ft. Above ground 505 ft.

OPERATION: Target date Fall 1954.

REPRESENTATIVES: Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDER: Harold C. Burke (100%).

·PENNSYLVANIA –

LEBANON

(Lebanon County)

WLBR-TV

LICENSEE: Lebanon Television Corp. Address: 8th & Cumberland Sts. Phone:

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 69.2 kw. Operating Pow.: Visual 15.5 kw, Aural 6.9 kw. Transmitter: Address, Television Hill, Mt. Gretna, Pa. Make, RCA. Model TTU 1B. Antenna: Make, RCA. Type TFU 21 BLS. Height, Above average terrain 885 ft. Above ground 572 ft.

OPERATION: Began Oct. 25, 1953. Hours, 12:45 p.m.-7:30 p.m.

AFFILIATIONS: Station, AM, WLBR. FM, WLBR-FM.

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (15x30 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray Telojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Lebanon Broadcasting Co. (WLBR-AM-FM), 52%; Lebanon News Pub. Co., publisher of Lebanon Daily News, 36%.

Lester P. Etter, Pres. & Gen. Mgr. Julian F. Skinnell, Dir. of Nat. Sls. & Com. Mgr. Earnest Latessa, Loc. Com. Mgr.

Robert Kriger, Prog. Dir. M. Leonard Savage, Ch. Eng. Sid Brenner, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$150. Minute spot Live \$40. Film \$35. Frequency discounts up to $33\frac{1}{3}$ % for 260 times. Rate Card No. 1.

MARKET INFORMATION: Grade A & B (FCC Contour): Population, 1,522,000; Families in Area, 433,000; No. of Sets (June 1), 149,329; Retail Sales. \$1,546,000,000; Income from all Sources, \$2,595,000,000.

NEW CASTLE

(Lawrence County)

WKST-TV

LICENSEE: WKST Inc. Address: Cathedral Bldg. Phone: Oliver 4-5501.

FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.55 kw. Operating Pow.: Visual 17.8 kw, Aural 9.55 kw. Transmitter: Address, Old Pittsburgh & Savannah Center Rds. Make, RCA. Model TPU 18. Antenna: Make, RCA. Type Uhf Pylon. Height, Above average terrain 370 ft. Above ground 218 ft.

OPERATION: Began April 15, 1953. Hours, 6:00 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WKST.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (25x40 ft.). One announcer booth. One RCA TK 30 A camera chain. One Bodde Model P-CA 3 rear screen projector. One RCA Iconoscope film camera. Two Eastman Model 250 film projectors. One Gray Dual-Telojector slide projector. One Micro Record Model DII-T film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: S. W. Townsend (38%), Wanda E. Townsend (38%), Chas. H. Johnson (18.8%) and A. W. Graham (5.2%).

EXECUTIVES:

S. W. Townsend, Pres. A. W. Graham, Gen. Mgr. Irving A. Eubanks, Com. Mgr. & Film Buy.

Robert Persons, Prog. Dir. & Film Buy. Donald Dout, Ch. Eng. Harry W. Reith, Prod. Mgr. & Sports Dir.

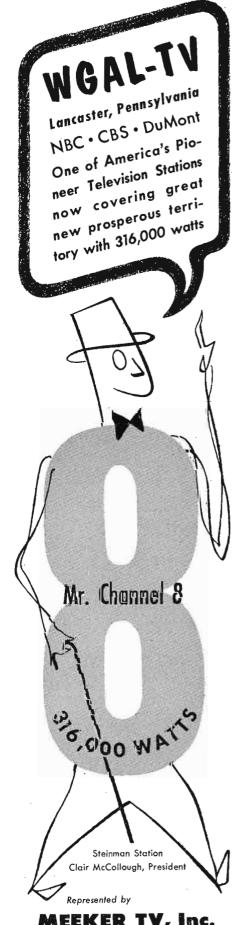
RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$35, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 2

MARKET INFORMATION:

Grade A Grade B (I (FCC Contour) (FCC Contour) Frii	ige / licul
Population 683,000 382,000	1,065,000
Families in Area 192,500 112,500	305,000
No. of Sets (June 1)	139,578
Retail Sales \$658,600 \$416,320 \$	1,074.920
Income Per Family	\$ 5,679
Income per Capita	\$ 1,664

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



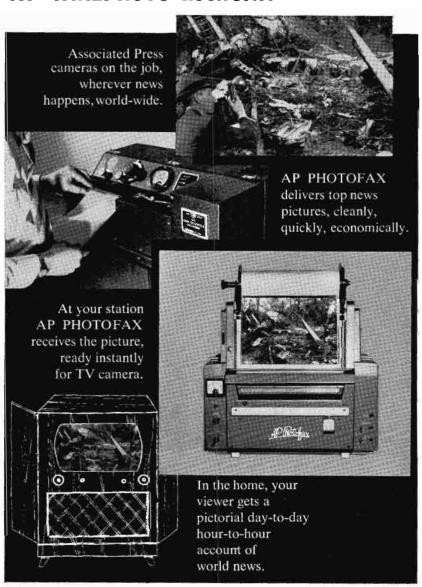
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PHILADELPHIA

(Philadelphia County)

WCAU-TV

LICENSEE: WCAU Inc. Address: City and Monument Aves. Phone: Greenwood 7-8300.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.

Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address,
Domino Lane & Fowler St. Make, RCA. Model TT50AH. Antenna:
Make, RCA. Type TF-12BH. Height, Above average terrain 1,000 ft.
Above ground 978 ft.

OPERATION: Began March 15, 1948.

AFFILIATIONS: Network, CBS. Stations, AM, WCAU. FM, WCAU-FM.

REPRESENTATIVES: Sales, CBS Spot Sales. Washington Attorney, Pierson & Ball.

SERVICES: Three studios. Fourteen RCA camera chains. Two rear screen projectors. Three RCA film cameras. Three RCA film projectors. Three Gray slide projectors. One Custom opaque projector. Houston developing machine. Film processing unit. Two mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDER: Philadelphia Evening Bulletin.

EXECUTIVES:

Donald W. Thornburgh, Pres. & Gen. Mgr. Joseph L. Tinney, Exec. Vice Pres. Robert M. McGredy, Com. Mgr. & TV Sls. Mgr.

& TV Sls. Mgr.
Charles Vanda, Vice Pres. in Chg.
of TV & Prog. Dir.

John G. Leitch, Vice Pres. in Chg. of Eng. & Ch. Eng. Robert N. Pryor, Vice Pres. in Chg. of Pub. Rel. Lee Varker, Film Buy.

RATE INFORMATION: Class AA one hour Live \$2,400, Film \$2,400. Minute spot Live \$500, Film \$500. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): Population, 7,795,537; Families in Area, 2,292,300; Area in Square Miles, 12,710.72; Retail Sales, \$8,935,730,000.

WFIL-TV

LICENSEE: Triangle Publications Inc. Address: 46th & Market Sts. Phone: Evergreen 2-4700.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Foot of Culp St., Roxborough. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type 5 bay. Height, Above average terrain 650 ft. Above ground 645 ft.

OPERATION: Began Sept. 13, 1947. Hours, 8:30 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WFIL. FM, WFIL-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Lyon, Wilner & Bergson.

SERVICES: Three studios (one 48x65 ft., one 28x55 ft., and one 22x30 ft.). Ten RCA camera chains. One Trans-Lux rear screen projector. Two Vidicon film cameras. Three RCA 16mm film projectors. One GE opaque projector. One Gray scanner. Houston film processing unit. RCA mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Triangle Publications Inc. publishes Philadelphia Inquirer and other publications. Walter H. Annenberg and family are principal stockholders.

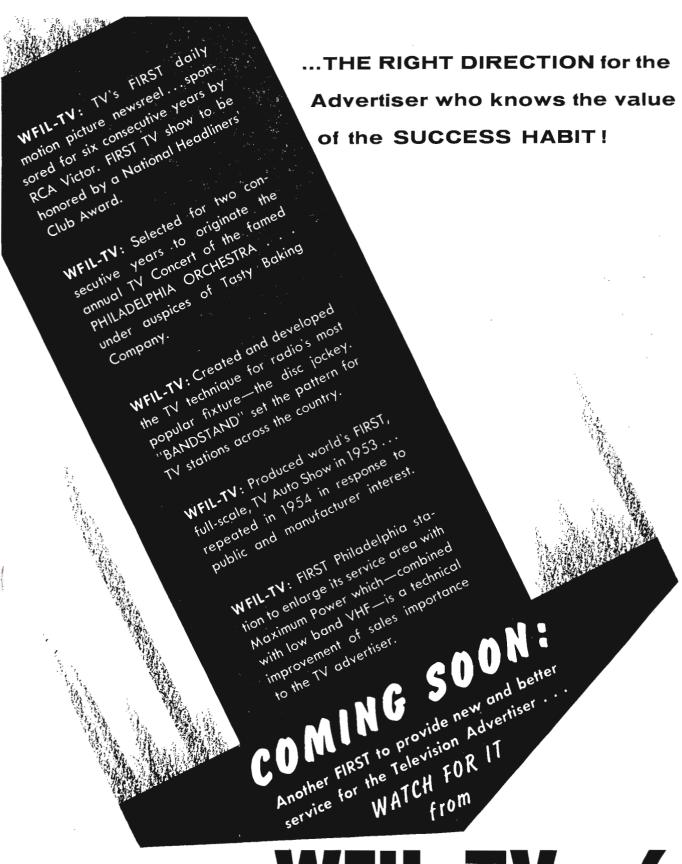
EXECUTIVES:

Roger W. Clipp, Gen. Mgr. George A. Koehler, Exec. Asst. to Gen. Mgr. Howard W. Maschmeier, Exec. Asst. to Gen. Mgr. Kenneth W. Stowman, Gen. Sls.

Jack Steck, Exec. Prog. Dir.
Charles Harrison, Dir. of News
and Special Events
Henry Rhea, Ch. Eng.
John J. Hyland, Dir. of Pub.
Joe Zimmermann, Dir. of
Adv. & Prom.

RATE INFORMATION: Class A one hour Live \$2,000, Film \$2,000. Minute spot Live \$375, Film \$375. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 11.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 6,585,000; Families in Area, 1,929,400; Area in Square Miles, 29,225; No. of Sets (June 1), 1,833,160; Retail Sales, \$7,639,949,000; Income per Family, \$5,753; Income per Capita, \$1,686.



ABC and DuMont Networks

WFIL-TV channel 6

The Voice of Delaware Valley, U.S.A.

The Philadelphia Inquirer Station

Represented by The Katz Agency

PHILADELPHIA (Cont.)

WIBG-TV

(Target Date, Not Set)

LICENSEE: Daily News Television Co. Address: 1425 Walnut St.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: Address, Vernon Rd. & Cheltenham Ave. Make, DuMont. Antenna: Make, GE. Height, Above average terrain 640 ft. Above ground 549 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WIBG. FM, WIBG-FM.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Philadelphia Daily News Inc. (10%); Seaboard Radio Broadcasting Corp. (WIBG-AM-FM) (84%); Lemuel Schofield (3%); Jack Lit (3%).

WPTZ (TV)

LICENSEE: Westinghouse Broadcasting Co. Address: Architects Bldg. Phone: Locust 4-5500.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw.
Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address.
Wyndmoor, Pa. Make, RCA. Model TT-25BL1. Antenna: Make, RCA.
Type 6-Bay Turnstile. Height, Above average terrain 749 ft. Above ground 602 ft.

OPERATION: Began Sept. 16, 1941. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Network NBC. Station, AM, KYW.

REPRESENTATIVES: Sales, Free & Peters Inc.

SERVICES: Three studios (two 28x49 ft. and one 20x25 ft.). 160 seat auditorium with stage 37x24 ft. Ten RCA TK-30A and two RCA TK10A camera chains. TransLux projector plus two screens. Two RCA TK-20-A film cameras. Three TP-16 RCA film projectors. One Philco scanner. One Composite opaque projector. One mobile unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Westinghouse Electric Corp. WBC also owns WBZ-AM-FM-TV Boston, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland, Ore.

EXECUTIVES:

Chris J. Witting, Pres. Rolland V. Tooke, Gen. Mgr. Alexander W. Dannenbaum Jr., Com. Mgr. Stan Lee Broza, Prog. Mgr.

Raymond J. Bowley, Ch. Eng. Edward G. Murray, Film Buy. E. Preston Stover, Mgr. of Prog. John J. Kelly, Prom. Mgr.

RATE INFORMATION: Class AA one hour Live \$2,500. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	3,750,805	6,491,638	8,695,320
Families in Area	1,103,178	1,963,423	2,557,447
Area in Square Miles	3,372	12,972	17,012
No. of Sets (Feb. 1)		1,727,153	2,282,923
Retail Sales		\$75,820,000	
Income per Family		\$ 5,609	********
Income per Capita		\$ 1,6 49	

PITTSBURGH

(Allegheny County)

WDTV (TV)

LICENSEE: Allen B. DuMont Labs. Address: Gateway Center. Phone: Express I-3000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 4101 Grizella St. Make, DuMont. Model Series 9000. Antenna: Make, Blaw-Knox. Type, H-21. Height, Above average terrain 810 ft. Above ground 560 ft.

OPERATION: Began Jan. 11, 1949. Hours, 6:45 a.m.-2:00 a.m.

AFFILIAT!ONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, DuMont Network Sales. Washington Attorney, Roberts & McInnis.

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SERVICES: Two studios (one 34x44 ft. and one 73x69 ft.). Two DuMont Iconoscope film cameras. Two DuMont scanners. Two DuMont 513 OC-16mm film projectors. One DuMont TA-150-A scanner. One B & L Baloptican opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: Allen B. Du Mont Laboratories, Inc., licensee, operates DuMont Television Network. Other owned and operated stations are WABD (TV) New York, WTTG (TV) Washington, D. C. Also manufactures electronics equipment and tv receivers.

EXECUTIVES:

Dr. Allen B. DuMont, Pres. Harold C. Lund, Gen. Mgr. George Baren Bregge, Sls. Mgr. Byron Dowty, Prog. Dir. Raymond W. Rodgers, Ch. Eng. Dick Dreyfuss, Film Buy. Dick Fortune, Pub. Rel. Dir. Paul P. Palangi, Personnel Mgr. Bill Burns, News Dir.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,200. Minute spot Live \$190, Film \$190. Rate Card No. 8.

MARKET INFORMATION: Grade A (FCC Contour): Population, 2,890,300; Families in Area, 1,220,000; Area in Square Miles, approximately 24,371: No. of Sets (June 1), 1,119,210; Retail Sales, \$5,098,764,000; Income per Family, \$5,800; Income per Capita, \$1,665.

WENS (TV)

LICENSEE: Telecasting Inc. Address: 700 Ivory Ave. Phone: Wellington 1-1200.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw.
Operating Pow.: Visual 200 kw, Aural 105 kw. Transmitter: Address,
700 Ivory Ave. Make, GE. Model TT-25A. Antenna: Make, GE. Type
TT-25Y. Height, Above average terrain 870 ft. Above ground 552 ft.

OPERATION: Began Aug. 29, 1953. Hours, 7:00 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 60x60 ft. and one 30x34 ft.). Two DuMont remote and two GE studio camera chains. Two GE film cameras. Two General Precision Laboratory projectors. Two Selectroslide junior projectors. One custom mobile unit. News Service, UP, INS.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson (13.8%), A. Donovan Faust (5%), Larry Israel (5%), William H. Rea (8.35%), Henry Oliver Rea (8.35%), John W. Galbreath (5.55%), Donald C. Lott (2.77%), Ralph McP. Kiner (2.77%), Robert F. Prince (2.77%), Norton Cotterill (2.22%), Tyrone Corp. (5.55%), and 16 others, each owning less than 1%. William H. Rea owns 4.49% and Henry O. Rea owns 32.2% of WPOR Portland, Me. Tyrone Corp. owns 35.2% of WMTW (TV) Portland, Me.

EXECUTIVES:

Thomas P. Johnson, Pres. Larry H. Israel, Gen. Mgr. David C. Murray, Operations Mgr. James Hurley, Chief Eng. Jay Gould, Film Buy. Peter Thornton, Pub. Dir.
Thomas I. Bordenkircher, Prod.
Dir.
Bob Prince, Sport Dir.
Betty Jane Wylie, Traffic Dir.
Donald P. Menard, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$450. Minute spot Live \$90. Frequency discounts from 5% for 26-51 times up to 20% for 260 or more times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): No. of Sets (May

WKJF-TV†

LICENSEE: Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Phone: Hubbard 1-2626.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 1715 Grandview Ave. Make, RCA. Model TTU 1-B. Antenna: Make, RCA. Type, TFU 27 DH. Height, Above average terrain 530 ft. Above ground 426 ft.

OPERATION: Began Aug. 1, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Station, FM, WKJF.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, George C. Davis.

SERVICES: Two studios (16x35 ft. and 35x55 ft.). Two RCA TK-11A camera chains. One Television Specialty Co. rear screen projector. One TK-20C RCA film camera. Two TP-16D RCA film projectors. One RCA automatic slide projector. RCA TK-3A flying spot camera scanner. RCA special effects amplifier. News Service, UP. Library, World, Lang-Worth.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

-PENNSYLVANIA -

PITTSBURGH (Cont.)

WKJF-TV (Cont.)

PRINCIPAL STOCKHOLDER: Mrs. Greer also owns WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio. Holds controlling interest in steel and coal firms and West Virginia Newspaper Publishing Co. which publishes Morgantown (W. Va.) Dominion News and Post, and weekly New Martinsville (W. Va.) Wetzel Republican.

EXECUTIVES:

Agnes J. Reeves Greer, Ch. Own. Joseph A. Jenkins, Gen. Mgr. Herbert A. Waters, Com. Mgr.

Carlysle Freeborn, Prog. Dir. Peter E. Pappas, Ch. Eng. George P. Turner, Film Buy.

† WKJF-TV has suspended operation but has not returned its CP.

WQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Metropolitan Pittsburgh Educational Television Station. Address: 4337 Fifth Ave. Phone: Museum 3-1300.

FACILITIES: Ch. 13. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: Address, 2850 Berthoud St. Make, DuMont. Model, Series 8000. Antenna: Make, RCA. Type, TF 6AH. Height, Above average terrain 620 ft. Above ground 540 ft.

OPERATION: Began April 1, 1954. Hours, 1:00-2:30 p.m.; 6:00-7:30 p.m.

REPRESENTATIVES: Washington Attorney, Henry Fisher.

SERVICES: One studio (97x42x22 ft.). Two RCA 7-K-31-A camera chains. One RCA vidicon film camera. Two RCA TP 16 F film projectors. One Gray Telojector slide projector. RCA Kinescope recording unit.

PRINCIPAL STOCKHOLDERS: Operating funds for station come from \$2.00 annual subscriptions to "Program Previews," station's monthly magazine.

EXECUTIVES:

Leland Hazard, Pres. of Bd. of Dir., WQED

William A. Wood, Gen. Mgr. Edward Hortsman, Ch. Eng.

Edward Wegener, Prog. Dir. Mrs. Dorothy Daniel, Dir. of Pub.

WTVQ (TV)

(Target Date, Not Set)

LICENSEE: Golden Triangle Television Corp. Address: 5 S. Jefferson St., Dayton, Ohio.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, Shiloh St. bounded by Grandview Ave., Wyoming St. and Sycamore St., at old KQV-FM site. Transmitter: Make, GE. Antenna: Make GE. Height, Above average terrain 490 ft.

OPERATION: Target Date not set.

REPRESENTATIVES: Washington Attorney, Fly Shuebruk, Blume & Gaguine. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Loren Berry and Ronald B. Woodyard, equal partners. Same ownership as WIFE (TV) Dayton, Ohio. Mr. Berry also owns 20% of WEOL Elyria, Ohio. Sale of WTVQ (TV) to Edward Lamb pending FCC approval.

READING

(Berks County)

WEEU-TV

LICENSEE: Hawley Broadcasting Co. Address: 433 Penn St. Phone: 6-7335. FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 165 kw, Aural 87 kw. Operating Pow.: Visual 165 kw, Aural 87 kw. Transmitter: Address, Skyline Dr. Make, GE. Model, 12 kw UHF. Antenna: Make, GE. Type, Helical 5-bay. Height, Above average terrain 1,030 ft. Above ground 408 ft.

OPERATION: Began April 15, 1953. Hours, 12:00 noon-11:05 p.m. AFFILIATIONS: Networks, ABC, NBC. Station, AM, WEEU.

REPRESENTATIVES: Sales, Headley-Reed Tv. Washington Attorney, Cohn & Marks. Consulting Engineer, Commercial Radio Equipment Co.

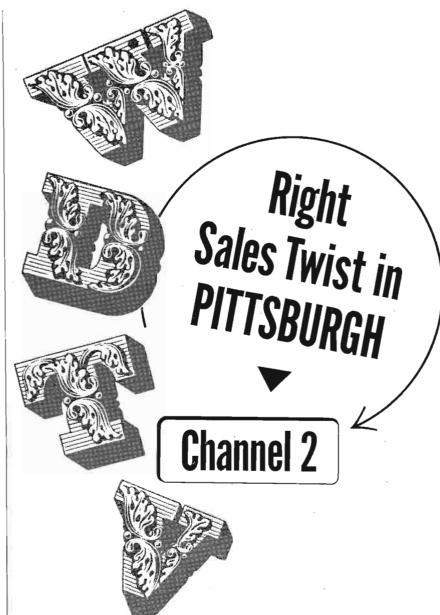
SERVICES: One studio (36x75 ft.). One projection studio. Two live GE, two film GE, one monoscope and transmitter GE camera chains. Two GE film cameras. Two syncrolite GE 16mm film projectors. Two GE slide projectors. One GE opaque projector. News Service, UP. Library, Associated Programs.

PRINCIPAL STOCKHOLDERS: Reading Eagle Co. (Reading Eagle) owns 99% of stock.

EXECUTIVES:

Hawley Quier, Pres. Thomas E. Martin, Gen. Mgr. & Exec. Vice Pres. K. Richard Creitz, Asst. Mgr. George Carroll, Prog. Dir.

David J. Miller Jr., Dir. of Tech. Harold E. Schearer, Asst. Dir. of Tech. Opr. Ewart M. Blain, Dir. of TV Sls. Roy V. Swinamer, Sr. Dir.



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Why is Pittsburgh's first television station so popular? Because WDTV programs are geared to Pittsburgh people, Pittsburgh habits, Pittsburgh tastes. And why is WDTV the choice of local and national advertisers? Because Pittsburgh buys, when you tell them and sell them on Channel 2.

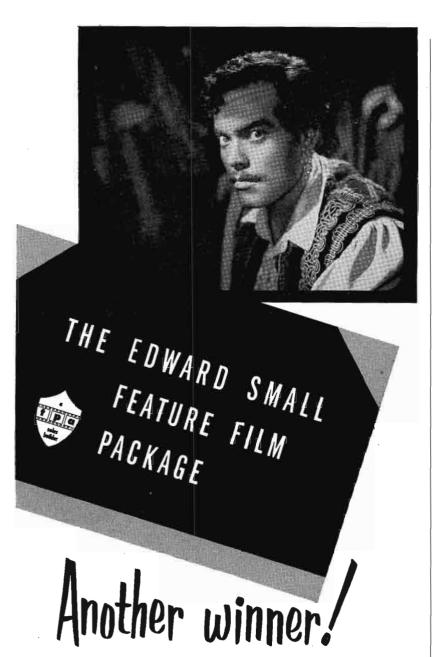
So, to capture the nation's sixth largest metropolitan market, with a retail buying power of 61/4 million people, place your sales message where Pittsburgh sees and hears it! Use WDTV—Channel 2 first and salesmost in Pittsburgh!

First with the Finest in Television

GATEWAY CENTER PITTSBURGH, 22, PA.

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC.

HAROLD C. LUND, General Manager



from the portfolio of TPA Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter-and dessert-to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco ... smothered a competing "Berle" in Salt Lake City ... exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

- PENNSYLVANIA -

READING (Cont.)

WEEU-TV (Cont.)

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$20, Film \$20. Frequency discounts from $2\frac{1}{2}\%$ for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

Population, 918,462; Families in Area, 268,400; Area in Square Miles, 2,788; No. of Sets (June 1), 219,920; Retail Sales, \$1,001,163; Income per Family, \$5,722; Income per Capita, \$1,719.

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: Skyline Dr. Phone: Reading 4-4805.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Operating Pow.: Visual 260 kw, Aural 135 kw. Transmitter: Address, Route 83, Blue Mountain, Summit Station, Pa. Make, GE. Model, T. T. 25A. Antenna: Make, GE. Type, Helical 5 Bay. Height, Above average terrain 1,770 ft. Above ground 1,034.

OPERATION: Began Feb. 22, 1953. Hours, 6:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WHUM.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio. Three GPL remote pedestals camera chains. Two 16mm Eastman Kodak film projectors. Two (2x2 in.) and one (3½x4 in.) slide projectors. GE mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Humboldt J. Greig (39%), Jessie P. Greig (25%), Richard G. Fichthorn (2%), Paul A. Flickinger (4%), Arthur W. Heim (11%) and Max O'Rell Truitt (2%).

EXECUTIVES:

Humboldt J. Greig, Pres. & Gen. Earl G. Thomas, Gen. Sls. Mgr. Robert Bostian, Prog. Dir. Louis E. Littlejohn, Ch. Eng.

Alan Lane, Film Buy. John E. Schuler, Vice Pres. Robert M. Reuschle, Nat. Sls. Mgr. William M. Popp, Asst. Treas.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

(Total, Including Fringe Area): Population, 2,200.000; Families in Area, 688,060; No. of Sets (June I), 461,000; Retail Sales, \$2,500,000,000; Income per Family, \$3,250; Income per Capita, \$1,100.

SCRANTON (Lackawanna County)

WARM-TV

LICENSEE: Union Broadcasting Co. Address: 333 Madison Ave. Phone: Diamond 3-1245.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw.
Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: Address,
West Mountain. Make, RCA. Model, TTU 12A. Antenna: Make, RCA.
Type, 21 DL. Height, Above average terrain 1,223 ft. Above ground

OPERATION: Began Feb. 9, 1954. Hours, 8:30 a.m.-1:00 p.m.

AFFILIATIONS: Network ABC. Station AM, WARM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Jansky & Bailey Inc.

SERVICES: Two studios (one 60x40 ft. and one 20x16 ft.). Two GPL camera chains. One GPL Vidicon film camera. Two GPL remote film projectors. One Dual Gray remote slide projector. One 16mm film processing unit.

PRINCIPAL STOCKHOLDERS: Martin F. Memolo (70%) and William W. Scranton (28%).

EXECUTIVES:

Martin F. Memolo, Pres. William W. Scranton, Vice Pres. William M. Dawson, Gen. Mgr. Sam M. Feigenbaum, Sls. Dir.

Joseph Salsburg, Prog. Dir. Roswell J. Parker, Ch. Eng. Donald S. Preven, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$225, Film \$225. Minute spot Live \$45, Film \$45. Frequency discounts. Rate Card No. 2.

SCRANTON (Cont.)

WARM-TV (Cont.)

ARKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	1,272,150	131,800	1,403,950
Families in Area	358,900	38,500	397,400
No. of Sets (June 1)			154,000
Retail Sales	\$1,152,750,000	\$147,197,000	\$1,299,947,000

WGBI-TV

LICENSEE: Scranton Broadcasters Inc. Address: 1000 Wyoming Ave. Phone: Diamond 2-7634.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 93.3. Transmitter: Address, Bald Mount. Make, GE. Model, TT-25-A. Antenna: Make, GE. Type, TY-24-B. Height, Above average terrain 1,170. Above ground 150 ft.

OPERATION: Began June 7, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Stations, AM, WGBI. FM, WGBI-FM.

REPRESENTATIVES: Sales, Blair Tv. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, George Davis.

SERVICES: One studio (25x50 ft.). Two camera chains Type PE-5-B. Two GE film cameras. Two GE Synchrolite film projectors. One Spindler & Sauppe slide projector. One Gray Telojector Slide Projector. Library, Studio Films.

PRINCIPAL STOCKHOLDERS: Mrs. M. E. Megargee, 85% [55% as executor of estate of Frank Megargee].

EXECUTIVES:

Mrs. M. E. Megargee, Pres.
Mrs. Douglas Holcomb, Vice Pres.
George D. Coleman, Gen. Mgr.
& Com Mgr.

R. E. McDowell, Sta. Mgr.
Mort Rosenthal, Prog. Dir. & Film
Buy.
K. R. Cooke, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

KKEL INFORMATION:			IOIai
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	769,300	634,650	1,403,950
Families in Area	216,300	181,100	397,400
Area in Square Miles	11,288		
No. of Sets (June 1)	155,000		
Retail Sales	\$684,653,000	\$615,294,000	\$1,299,947,000
Income per Family	\$5,254	\$5,254	

WTVU (TV)

LICENSEE: Appalachian Co. Inc. Address: Hotel Jermyn. Phone: Diamond 7-3334.

FACILITIES: Ch. 73. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.5 kw. Operating Pow.: Visual 13 kw, Aural 6.5 kw. Transmitter: Address, West Mountain. Make, F. T. L. Model, 20 B. Antenna: Make, Workshop Assoc. Type, UHF-73. Height, Above average terrain 1,270 ft. Above ground 347 ft.

OPERATION: Began Aug. 17, 1953. Hours, 3:30 p.m.-12:30 a.m.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, George P. Adair.

SERVICES: Two studios (one 30x40 ft. and one 24x50 ft.). Two Federal 56A camera chains. One rear screen projector. One Federal 56A film camera. Two GPL Type PA 100 A film projectors. One F. T. L. 93B dual scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Jane C. Collins (49%), Frank J. Collins (49%) and Robert E. Scragg (2%).

EXECUTIVES:

Frank J. Collins, Pres.

James H. Crowley, Gen. Mgr.
Thomas H. Davis, Com. Mgr.
James Coursen, Prog. Dir.

Patrick Napolitano, Ch. Eng.
Edward Galuska, Film Buy.
Charles Angell, Prod. Mgr.
Josephine M. Fiore, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	523,000	723,000	
Families in Area	135,000	199,000	*****
No. of Sets (June 1)	60,000	30,000	100,000

BROADCASTING • TELECASTING

SHARON

(Mercer County)

WSHA (TV)

(Target Date, Not Set)

LICENSEE: Leonard J. Shafitz. Address: 542 S. Oakland Ave.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 1.72 kw, Aural 1.03 kw. Transmitter: Address, Homewood Drive. Make, GE. Antenna: Make, GE. Height, Above average terrain 323 ft. Above ground 233 ft.

OPERATION: Target Date not set.

REPRESENTATIVES: Consulting Engineer, Sanford & Schafitz.

PRINCIPAL STOCKHOLDER: Leonard J. Schafitz (100%).

WILKES-BARRE

(Luzerne County)

WBRE-TV

LICENSEE: WBRE Inc. Address: 62 S. Franklin St. Phone: Valley 3-3101.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 1000 kw, Aural 500 kw.
Operating Pow.: Visual 225 kw, Aural 135 kw. Transmitter: Address,
Wyoming Mountain. Make, RCA. Model, TT-U-12A. Antenna: Make,
RCA. Height, Above average terrain 1,220 ft. Above ground 426 ft.

OPERATION: Began Jan. I, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Stations, AM, WBRE. FM, WBRE-FM.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Hogan & Hartson.

SERVICES: Three studios (14x17 ft., 15x32 ft. and 17x30 ft.). Two RCA field camera chains. One RCA field camera. One RCA film camera. Two RCA film projectors. Two S&S turret slide projectors. One RCA scanner. Bridgamatic Hi-Speed Reversal film processing unit. News Services, AP, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Louis G. Baltimore is sole owner.

EXECUTIVES:

Tatal

Louis G. Baltimore, Pres. & Ch.
Owner

David M. Baltimore, Gen. Mgr. &

Com. Mgr.

Franklin D. Coslett, Prog. Dir. &
Film Buy.
Charles Sakoski Sr., Ch. Eng.

RATE INFORMATION: Class A one hour Live \$450, Film \$400. Minute spot Live \$80, Film \$70. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

KKEI INFORMATION:			TOTAL
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	859,000	496,180	1,355,180
Families in Area	245,000	141,141	386,141
No. of Sets (June 1)			164,000
Retail Sales	\$781,306,000	\$481,333,000	\$1,262,639,000

WILK-TV

LICENSEE: Wyoming Valley Broadcasting Co. Address: 88 N. Franklin St. Phone: Valley 4-4666.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 794 kw, Aural 398.

Operating Pow.: Visual 170 kw, Aural 87 kw. Transmitter: Address,
Penobscott Summit, Pa. Make, GE. Model, GE 15 kw. Antenna: Make,
GE. Type, Helical. Height, Above average terrain 1,100 ft. Above
ground 243 ft.

OPERATION: Began Sept. 16, 1953. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WILK.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Miller & Schroeder. Consulting Engineer, John Creutz.

SERVICES: Two studios (40x33 ft. and 22x25 ft.). Two GE studio camera chains. One GE film camera. Two GE Eastman syncrolite film projectors. One GE and one Selectroslide slide projectors. One GE opaque projector. One 16mm negative, positive and reversal film processing unit. News Service. AP.

PRINCIPAL STOCKHOLDERS: Mitchell Jenkins ($12^{1}/_{2}\%$), Roy E. Morgan ($12^{1}/_{2}\%$), Thomas P. Shelburne ($12^{1}/_{2}\%$), Harold Gray ($12^{1}/_{2}\%$), Leon Schwartz ($12^{1}/_{2}\%$), Vernon Wise ($12^{1}/_{2}\%$), Gerald Wise ($12^{1}/_{2}\%$) and Mrs. I. C. Morgan ($12^{1}/_{2}\%$).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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LET WNOW-TV CARRY YOUR SELLING LOAD IN YORK, PA.



WNOW-TV gives you a larger audience for LESS money.

Create a preference for your product with actiongetting commercials on WNOW-TV.

See your Forjoe-TV man for availabilities.



PENNSYLVANIA -

WILKES-BARRE (Cont.)

WILK-TV (Cont.)

EXECUTIVES:

Mitchell Jenkins, Pres.
Thomas P. Shelburne, Gen. Mgr.
& Treas.
Roy E. Morgan, Exec. Vice Pres.

Roy E. Morgan, Exec. Vice Pres. Malcolm Dale, Com. Mgr. Harold Berg, Prog. Dir. Theodore French, Ch. Eng. Francis Lee, Film Buy. Wm. Williams, Prod. Mgr. Mrs. Dorothy Albee, Prom. Mgr. Martin Musket, Continuity Dir. Marion Kresge, Oprs. Desk

RATE INFORMATION: Class A one hour Live \$337, Film \$250. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

IARKET INFORMATION:			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	861,900	1,406,900	2,100,000
Families in Area	242,700	396,900	525,000
Area in Square Miles	5,310	8,125	11,315
No. of Sets (June 1)	133,000	173,000	205,000
Retail Sales	\$744,059,000	\$1,244,842,000	\$1,856,400,000
Income per Family	\$5,523	*****************	
Income per Capita	\$1,384		***************************************

WILLIAMSPORT

(Lycoming County)

WRAK-TV

(Target Date, Not Set)

LICENSEE: WRAK Inc. Address: 244 W. 4th St. Phone: Williamsport 2-6116.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: Address, Bald Eagle Mt. Ridge Road. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24BMS. Height, Above average terrain 1,280 ft. Above ground 242 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WRAK. FM, WRAK-FM.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, George Davis.

SERVICES: One TK-20D film camera. Two RCA TP-16E film projectors. RCA Dual Disk slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Margarette T. Steele (41.9%), George E. Joy (9.9%), Anne Steele Joy (20%) and West Branch Bank and Trust Co. (27%).

EXECUTIVES:

George E. Joy, Pres. & Gen. Mgr.

Margaretta T. Steele, Vice Pres. Anne Steele Joy, Secy. Jane L. Straw, Treas. J. Wright Mackey, Com. Mgr. Irving A. Berndt Jr., Prog. Dir. Glenn L. Sherman, Ch. Eng.

YORK (York County)

WNOW-TV

LICENSEE: Broadcast Division, Helm Coal Co. Address: 25 S. Duke St. Phone: York 27-821.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 52.5 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, R. D. 5, Pleasureville. Make, DuMont. Model 15000. Antenna: Make, Workshop. Height, Above average terrain 660 ft. Above ground 383.3 ft.

OPERATIONS: Began November 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, DuMont. Stations, AM, WNOW. FM, WNOW-FM.

REPRESENTATIVES: Sales, Forjoe Tv Inc. Washington Attorney, James A. Mc-Kenna Jr. Consulting Engineer, John H. Mullaney.

SERVICES: One studio (40x45 ft.). Two DuMont Image Orthicon camera chains. One Tv Specialty rear screen projector. One sound-on-film. Auricon camera. DuMont Multiscanner scanner. Multiscanner opaque projector. News Service, AP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Howard J. Williams (30.4%), Morgan E. Cousler (43.5%) and Lowell W. Williams (26.1%).

EXECUTIVES:

Lowell W. Williams, Gen. Mgr. John O. Border, Com. Mgr. Robert Stough, Sta. Mgr. Richard E. Burg, Prog. Dir. & Film Buy. Glen Winter, Ch. Eng. J. Edward Schwalm, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50. Frequency discounts from 2½% for 13 times up to 30% for 312 times. Rate Card No. I.

YORK (Cont.)

WNOW-TV (Cont.)

MARKET INFORMATION:

		Total
Grade A	Grade B	(Including
(FCC Contour)	(FCC Contour)	Fringe Area)
394,800	590,200	1,487,700
121,270	153,380	400,372
525	2,683	3,358
180,000	210,000	280,000
\$519,193,000	\$655,439,000	\$780,484,000
\$5,441	\$5,242	\$5,710
\$1,690	\$1,623	\$1,592
	{FCC Contour} 394,800 121,270 525 180,000 \$519,193,000 \$5,441	{FCC Contour} {FCC Contour} 394,800 590,200 121,270 153,380 525 2,683 180,000 210,000 \$519,193,000 \$655,439,000 \$5,441 \$5,242

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co. Address: 53 North Duke St. Phone: 2-5531.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 86 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, South Queen St. Hill. Make, RCA. Model TTU 1B. Antenna: Make, RCA. Type, TFU 27 BHS. Height, Above average terrain 527 ft. Above ground 417 ft.

OPERATION: Began Dec. 22, 1952. Hours, 9:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WSBA.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, George C. Davis.

SERVICES: Three studios (40x60 ft., 12x26 ft. and 8x12 ft.). Two RCA TK 11B camera chains. One RCA TK 20C film camera. Two RCA 16D film projectors. Two Spindler & Sauppe slide projectors. One composite film processing unit. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: All of stock is owned by estate of Louis J. Appell, deceased.

EXECUTIVES:

Louis J. Appell Jr., Pres.
C. L. Doty, Gen. Mgr. & Com.
Mgr.

James Curtis, Prog. Dir.
Llewellyn Jones, Ch. Eng.
Tom Miller, Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from $2\frac{1}{2}$ % for 13 times up to 20% for 312 times. Rate Card No. 1.

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	250,000	400,000	800,000
Families in Area	70,300	112,500	225,000
No. of Sets (June 1)	35,000	35,000	80,000
Retail Sales	\$200,000,000	\$300,000,000	\$700,000,000
Income per Family	\$3,293	\$3,043	

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

RHODE ISLAND MARKET INDICATORS

Total Population, July 1, 1953	831,000
Total Families, 1950	198,630
Total Urban Population, 1950	667,212
Total Rural Nonfarm Population, 1950	114,346
Total Farm Population, 1950	10,338
Employed in Nonagricultural Establishments, April	10,000
1954	282,300
Employed in Agriculture, 1950	4,461
Employed in Mining, April 1954	4,401
	104.700
Employed in Manufacturing, April 1954	124,700
Employed in Construction, April 1954	14,700
Employed in Transportation & Public Utilities,	10000
April 1954	16,000
Employed in Wholesale & Retail Trade Trade,	WO 100
April 1954	53,400
Employed in Finance, Insurance & Real Estate,	
April 1954	11,400
Employed in Service & Miscellaneous, April 1954	28,100
Employed in Government Service, April 1954	34,000
Retail Sales, 1953	858,285,000
Bank Assets, Jan. 1, 1954	1,231,658,000
Bank Deposits, Jan. 1, 1954	\$ 1.118.203.000
Major Income Sources, 1952: Agriculture .6%; Gov	ernment
17.3%; Manufacturing Payrolls 35.5%; Trade and	Service
23.4%.	
Total Income Payments, 1952	1,352,000,000
Per Capita Income, 1952	1,655
Total Internal Revenue Collections, 1953	299,224,261
Average Weekly Earnings Manufacturing Workers,	200,==1,=01
April 1954	59.28
Cash Receipts from Farm Marketing, 1953	
Government Payments to Farmers, 1953	
Value of Mineral Production, 1951	1,278,000
Total New Construction in 1952	
New Private Construction in 1952	
New Public Construction in 1952	
Motor Vehicle Registration, 1953	280,710
Number of Telephones, Jan. 1, 1954	268,600
Number of Electrical Connections, Jan. 1, 1954	274,479
Number of Gas Utilities Connections, 1953	
Transper of das Cumics Connections, 1900	166,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

RHODE ISLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)		(CBS) TV Sets 1954	TV % 1954
Bristol	29,079	\$22,356	\$7,833	\$ 861	8,540	98%
Kent	77,763	72,411	21,026	2,014	21,350	82%
Newport	61,539	60,480	21,773	2,159	13,910	80%
Providence	574,973	654,330	166,716	21,199	164,030	93%
Washington	48,542	48,708	15,435	1,707	9,890	68%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.



there isn't time to read them all

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

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PROVIDENCE Covers Southern New England

- America's Number 1 Market in density of population.
- 2nd Largest Market in New England.
- 17th in the Nation

CBS, ABC, DUMONT

Represented by Paul H. Raymer Co., Inc.



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-RHODE ISLAND -

PROVIDENCE

(Plantations County)

WJAR-TV

LICENSEE: The Outlet Co. Address: 176 Weybosset St. Phone: Gaspee 1-8255.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 171 kw.
Operating Pow.: Visual 226 kw, Aural 113 kw. Transmitter: Address,
Pine St., Rehoboth, Mass. Make, RCA. Model, TT-20AH. Antenna:
Make, RCA. Type, TF-12AH. Height, Above average terrain 920 tt.
Above ground 859 ft.

OPERATION: Began July 1949. Hours, 6:45 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WJAR.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 22x18 ft. and one 48x36 ft.). Four RCA camera chains. One rear screen projector. Two RCA TK20A film cameras. One RCA TP16F, two RCA TP16C and one GE 16mm film projectors. Two Selectroslides, two TDC and one SVE slide projectors. Two Gray telop opaque projectors. One film processing unit. One mobile unit. News Service, INS. Libraries, SESAC, Capitol.

PRINCIPAL STOCKHOLDERS: Owned and operated by The Outlet Co. (department store).

EXECUTIVES:

George O. Griffith, Vice Pres. Norman A. Gittleson, Sta. Mgr. & Com. Mgr. Seymour Horowitz, Prog. Dir. Thomas Prior, Ch. Eng. William Cooper Jr., Film Buy. Frederick R. Griffiths, Oper. Mgr. Manning Tesser, Prod. Mgr. Joseph S. Sinclair, Pub. Rel. Mgr. Jay Hoffer, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$170, Film \$160. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	2,795,400	4,533,200	5,273,100
Families in Area	831,110	1,334,200	1,558,900
Area in Square Miles		5,200	
No. of Sets (June 1)	715,000	1,121,000	1,296,000
Retail Sales	\$3,224,879,000	\$5,087,161,000	\$5,848,691,000
Income per Family	\$5,407	\$5,211	\$5,289
Income per Capita	\$1,572	\$1,538	\$1,557

WNET (TV)

LICENSEE: Channel 16 of Rhode Island Inc. Address: P. O. Box 1533. Phone: Union 1-3100.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 154 kw.
Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, Pine
& Walker Sts., Rehoboth, Mass. Make, RCA. Model, TTU 1B. Antenna:
Make, RCA. Type, 24DL. Height, Above average terrain 510 ft. Above
ground 453 ft.

OPERATION: Began March 23, 1954. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Benedict P. Cottone. Consulting Engineer, George C. Davis.

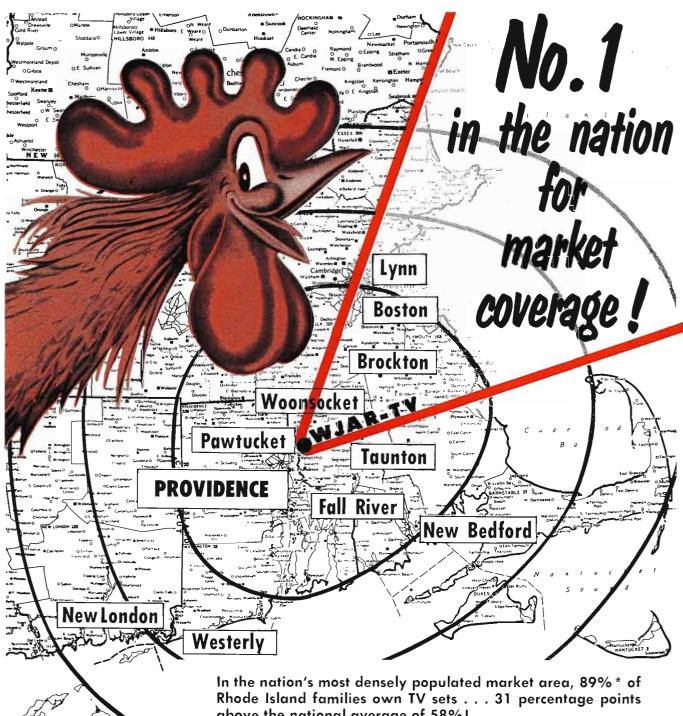
SERVICES: Two studios (one 80x30 ft. and one 30x15 ft.). Two image orthicon GPL camera chains. One Vidicon GPL film camera. Two 16mm GPL film projectors. One Gray Telejector slide projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Harold C. Arcaro, Samuel Hamin and John Dunne, each 33.04%. Tv Associates of Rhode Island Inc., 0.86%.

EXECUTIVES:

Harold C. Arcaro, Pres. John Reed Porterfield, Gen. Mgr. Pat Vayda, Prog. Dir. Herbert F. Evans, Ch. Eng. Robert Dykeman, Film Buy. Virginia Bartlett, Woman's Prog. Dir. Bruce White, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.



above the national average of 58%!

Southern New England TV sets** tune to Channel 10 for our live-local programs . . . 17 daily, Monday through Friday! Channel 10 local talent won 1st and 3rd place in T.V. Guide's all New England popularity contest.

** (1,098,189 sets in our area)

Nielsen study report, courtesy of CBS TV Research Dept.

NBC-BASIC **ABC-Supplementary DuMont-Supplementary**



National Sales Representatives — WEED TELEVISION

WPRO-TV

(Target Date, Not Set)

PROVIDENCE (Cont.)

LICENSEE: Cherry & Webb Broadcasting Co. Address: 24 Mason St.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
Transmitter: Address, Neutaconkanut Hill. Make, GE. Antenna: Make,
GE. Height, Above average terrain 510 ft. Above ground 457 ft.

OPERATION: Target date not set.

Total Depulation July 1 1079

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: William S. Cherry Jr., president (44.9%), also owns 48.56% of WNEW New York; Anna Cherry Gross, vice president (44.9%), Charles W. Knowles, treasurer (10.2%). Following hold options for part interest: Hope Broadcasting Co., 25%; Greater Providence Broadcasting Co., 20%; C. George Taylor and Robert T. Engles, jointly 13% (11% from Cherry & Webb, 2% from Hope).

-SOUTH CAROLINA ---

SOUTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1953	2,199,000
Total Families, 1950	477,780
Total Urban Population, 1950	777,921
Total Rural Nonfarm Population, 1950	638,495
Total Farm Population, 1950	700,611
Employed in Nonagricultural Establishments, April	100,011
1954	522,000
1954 Employed in Agriculture, 1950	
Employed in Mining, April 1954	197,055
Employed in Manufacturing April 1954	1,200
Employed in Manufacturing, April 1954	217,800
Employed in Construction, April 1954	40,600
Employed in Transportation & Public Utilities,	
April 1954	26,900
Employed in Wholesale & Retail Trade, April 1954	103,500
Employed in Finance, Insurance & Real Estate.	
April 1954	12,400
Employed in Service & Miscellaneous, April 1954	40,000
Employed in Government Service, April 1954	79,600
Retail Sales, 1953\$	
Bank Assets, Jan. 1, 1954	908 895 000
Bank Deposits, Jan. 1, 1954	845 077 000
Bank Deposits, Jan. 1, 1954 \$ Major Income Sources, 1952: Agriculture 11.0%; Gove	rnment
19.7%; Manufacturing Payrolls 24.2%; Trade and	Corrigo
20.4%.	Set vice
T 1 7 7	9 9 41 000 000
Per Capita Income, 1952	2,341,000,000
Total Internal Personne Collections 1052	1,099
Total Internal Revenue Collections, 1953	249,037,754
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$	48.00
Cash Receipts from Farm Marketing, 1953 \$	372,406,000
Government Payments to Farmers, 1952\$	2,875,000
Value of Mineral Production, 1951 \$	11,284,000
New Public Construction in 1952 \$	736,500,000
Motor Vehicle Registration, 1953	716,329
Number of Telephones, Jan. 1, 1954	326,100
Number of Electrical Connections, Jan. 1, 1954 ¹	1,865,388
Number of Gas Utilities Connections, 1953	46,100

¹ Includes North Carolina. For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Abbeville	22,456	\$12,325	\$3,694	\$ 417	1,430	25%
Alken	53,137	35,090	10,914	747	2,350	12%
Allendale	. 11,773	5,376	1,620	169		
Anderson Bamberg		. 69,655 9,721	$\frac{16,624}{2,071}$	$^{1,866}_{242}$	4,800	20%
Barnwell	17,266	8,624	2,204	279		
Beaufort	26,993	13,545	3,728	286	1,210	18%
Berkeley	. 30,251	9,244	3,209	131	2,550	37%
Calhoun	14,753	4,720	1,402	142	650	19%
Charleston	. 164,856	147,084	38,313	4,513	24,760	52%
Cherokee	34,992	19,051	5,320	465	5,690	65%
Chester	. 32,597	21,529	6,839	545	4,670	57%
Chesterfield	36,236	20,937	4,484	621	2,880	35%
Clarendon	. 32,215	11,107	2,724	309	1,010	15%
Colleton	. 28,242	15,535	2,916	620	1,790	25%
Darlington	50,016	33,955	8,939	790	3,310	27%
Dillon	. 30,930	17,070	4,401	436	1,700	25%
Dorchester	. 22,601	11,656	3,620	400	1,370	24%
Edgefield	. 16,591	8,127	2,196	249	1,220	32%
Fairfield	. 21,780	9,202	2,271	254	2,790	57%

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County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Florence		67,673	15,532	1,500	9,560	48%
Georgetown	31,762	20,291	6,038	640	2,890	37%
Greenville		176,384	37,269	5,059	19,880	40%
Greenwood		40,513	9,524	1,360	2,840	25%
Hampton		8,399	2,020	262	860	19%
Horry		39,134	8,456	1,369		,
Jasper		5,942	1,317	107	510	19%
Kershaw		18,061	5,306	478	3,480	45%
Lancaster		27,787	7,196	737	5,150	56%
Laurens		27,502	7,578	758	3,360	28%
Lee		7,527	2,274	282	2,210	46%
Lexington		24,072	8,229	692	4,760	39%
McCormick		3,514	987	79	530	25%
Marion	33,110	21,486	4,841	742	2,000	25%
Marlboro		17,432	4,715	441	2,630	35%
Newberry	31,771	23,629	6,286	745	2,760	32%
Oconee	39,050	21,675	5,232	468	1,540	16%
Orangeburg		39,616	9,646	1,127	3,080	19%
Pickens		22,372	7,068	733	1,680	16%
Richland		179,064	32,970	5,491	14,370	34%
Saluda		5,862	1,219	141	1,220	32%
Spartanburg		137,663	31,277	3,150	22,550	56%
Sumter		38,316	9,523	1,066	3,370	24%
Union		18,147	5,502	637	5,080	66%
Williamsburg		20,468	5,111	419	1,320	14%
York	71,596	62,820	16,501	1,525	10,620	57%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

AIKEN

(Aiken County)

WAKN-TV

(Target Date, Not Set)

LICENSEE: Aiken Electronics Adv. Corp. Address: Station WAKN.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: Address, Old U. S. Highway I. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 350 ft. Above ground 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDERS: B. T. Whitmire, president [20%], 25% owner of WAYS Charlotte, N. C., WCOG Greensboro, N. C.; Jack Younts, vice president (10%), president and 50.9% owner of WEEB Southern Pines, N. C.; J. P. Williamson, vice president (10%); John Mare, secretary-treasurer (30%), manager and 30% owner of WAKN and vice president and 15.7% owner of WEEB; Oliver Grace (20%), 167/3% owner of WEEB; and John Shealy (10%).

ANDERSON

(Anderson County)

WAIM-TV

LICENSEE: Wilton E. Hall. Address: 1 Martin St. Phone: Canal 6-1511.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 67.6 kw. Operating Pow.: Visual 18.6 kw, Aural 9.3 kw. Transmitter: Address, I Martin St. Make, Federal. Model, 20B. Antenna: Make, Workshop. Height, Above average terrain 380 ft. Above ground 418 ft.

OPERATION: Began Dec. 1, 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, WAIM. FM, WCAC (FM).

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Spearman & Roberson and Cottone & Scheiner. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 14x22 and one 30x45 ft.). One DuMont dual camera chain. One Kliegl rear screen projector. One Bell & Howell film camera. One GPL film projector. One Federal slide projector. One Federal scanner. News Service, INS.

PRINCIPAL STOCKHOLDER: Licensee is publisher of Anderson Independent and Mail.

EXECUTIVES:

Wilton E. Hall, Own.
Glenn P. Warnock, Gen. Mgr.

Robert Griffin, Com. Mgr.

Marshall Gilliard, Prog. Dir.
John Willis, Ch. Eng.
Virginia Barath, Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts, $2^{1}/_{2}\%$ for 13 times to 30% for 260 times. Rate Card No. I.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	118,549	347,241	519,400
Families in Area	23,709	69,448	135,300
Area in Square Miles	830	2,280	
No. of Sets (June 1)	45,000		
Retail Sales			\$392,020,000

BROADCASTING • TELECASTING

-SOUTH CAROLINA-

CAMDEN

(Kershaw County)

WACA-TV

(Target Date, Not Set)

LICENSEE: Camden Broadcasting Corp. Address: Camden, S. C. Phone: 80.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 45 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Make, DuM. Model 5000. Antenna: Make, RCA. Type TFU-24BL. Height, Above average terrain 550 ft. Above ground 579.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WACA.

REPRESENTATIVES: Washington Attorney, A. L. Stein. Consulting Engineer, William E. Benns Jr.

SERVICES: Two studios (30x30 ft. and 24x34 ft.). Two DuM camera chains. Two Audicon film cameras. Two DuM film projectors. One DuM slide projector. Multi-Scanner (DuM). News Service, UP.

PRINCIPAL STOCKHOLDERS: Haygood S. Bowden, president (30.9); Thomas J. Richards, vice president (2%), vice president and general manager of WACA; Harold W. Funderburk, secretary (8%); Woodrow R. Bowden (15%); Talmadge Bowen; C. V. Shannon IV; C. G. Kornegay.

EXECUTIVES:

H. S. Bowden, Pres. Tom Richards, Gen. Mgr. & Film Buy. Charles Ballard, Com. Mgr. Joe Toher, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$167, Film \$167. Minute spot Live \$27, Film \$24. Frequency discounts up to 35% for 266 times. Rate Card No. I.

MARKET INFORMATION: Population, 512,000; Families in Area, 130,000; Area in Square Miles, 8,203; No. of Sets (June I) Approx. 14,000; Retail Sales, \$319,352,000.

CHARLESTON

(Charleston County)

WCSC-TV

LICENSEE: WCSC Inc. Address: Francis Marion Hotel. Phone: 3-8371.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 485 East Bay. Make, DuMont. Model, 9000. Antenna: Make, RCA. Type, TF 6AM. Height, Above average terrain 470 ft. Above ground 515 ft.

OPERATION: Began June 19, 1953. Hours, 8:00 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS. Stations, AM, WCSC. FM, WCSC-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (31x50 ft.). Two DuMont TA-124-E camera chains. One DuMont TA-124-E film camera. Two GPL PA-100-A film projectors. One DuMont TA-150-A scanner. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: John M. Rivers (661/3%), is principal stockholder.

EXECUTIVES:

John M. Rivers, Pres. & Gen. Mgr. Roland Weeks, Asst. Mgr. & Nat. Com. Mgr. Ralph Thornley, Reg. Sls. Mgr.

Russell Long, Prog. Dir. & Film Buy. Wilbur R. Albee, Ch. Eng. Charles Hall, Prod. Mgr. Annie Lee Small, Prom. Mgr. Patsy Montgomery, Copy Ch.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 13 times to 25% for 260 times.

WUSN-TV

(Target Date, Sept. 1, 1954)

LICENSEE: Southern Broadcasting Co. Address: 42 10th Ave.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 53.7 kw. Transmitter: Address, 3d & 10th Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 790 ft. Above ground 842 ft.

OPERATION: Target date Sept. 1, 1954.

AFFILIATIONS: Networks, NBC, DuMont. Station, AM, WUSN.

REPRESENTATIVES: Sales, H-R Representatives. Washington Attorney, Eliot C. Lovett. Consulting Engineer, George E. Gautney.

PRINCIPAL STOCKHOLDERS: J. Drayton Hastie, president-treasurer (35.96%); Sara C. Hastie (20.2%); C. N. Hastie Jr. (10%), B. M. Middleton (6.04%), George L. Buist (4.4%), J. Ross Hanahan (4.4%), Theodore D. Maybank, vice president (3.6%), and seven others, none holding as

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SOUTH CAROLINA LEADS UNITED STATES In Percentage Increase of Per Capita Income Charleston County Leads S. Carolina in Industrial Investments CAPITAL INVESTED IN INDUSTRY: 108,683,040 1945 49,724,698 MANUFACTURING PAYROLLS SHOW HUGE INCREASE 1953 27,000,000 CHARLESTON COUNTY'S GROWTH IS TYPICAL OF THE 20 COUNTIES IN THE WCSC-TV AREA WCSC-TV is strategically located in CHARLESTON ... PORT of the new industrial South SCHARLESTON & CBS - ABC AFFILIATE Represented Nationally by FREE & PETERS Channel 5

COLUMBIA

(Richland County)

WCOS-TV

LICENSEE: Radio Columbia Inc. Address: Cornell Arms Apt. Phone: 2-2177.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 44.7 kw. Operating Pow.: Visual 15.7 kw, Aural 7.85 kw. Transmitter: Address, Two Notch Rd. and Wisteria Dr. Make, RCA. Model TTU-1-B. Antenna: Make, RCA. Type, TFU-21-BLS. Height, Above average terrain 650 ft. Above ground 554 ft.

OPERATION: Began May 1, 1953. Hours, 8:00 a.m.-11:15 p.m.

AFFILIATIONS: Network, ABC. Stations, AM, WCOS. FM, WCOS-FM.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Pierson & Ball. Consulting Engineer, George C. Davis.

SERVICES: One studio (25x40 ft.). One RCA TK11A camera chain. One Tv Specialties rear screen projector. One RCA TK20D film camera. Two RCA 16mm film projectors. One 2x2 in. Spindler & Sauppe slide projector. News Service, AP. Library, World, Snader.

PRINCIPAL STOCKHOLDERS: Charles W. Pittman (72%) and H. W. Pittman (28%).

EXECUTIVES:

Charles W. Pittman, Pres. Stewart Spencer, Tv Oper. Mgr. & Film Buy.

Blair McKenzie, Prog. Dir. Robert Lambert, Ch. Eng.

Wayne Poucher, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 2½% for 13 times to 30% for 260 times. Rate Card No. 2.

WIS-TV

LICENSEE: WIS-TV Corp. Address: 1111 Bull St. Phone: 3-6431.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 269.0 kw, Aural 135 kw, Operating Pow.: Visual 106.5 kw, Aural 53.3 kw. Transmitter: Address, IIII Bull St. Make, RCA. Model TT25BH. Antenna: Make, RCA. Type TF12AH. Height, Above average terrain 640 ft. Above ground 582 ft.

OPERATION: Began Nov. 7, 1953. Hours, 1:00 p.m.-11:15 p.m.

AFFILIATIONS: Network NBC. Station, AM, WIS. FM, WIS-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (18x37 ft.). One announcer's booth. Three camera chains (two RCA TK 10-A and one RCA TK-31-A). One RCA TK 20 E film camera. Two RCA TP 16E film projectors. One RCA TP 3-A; one Gray projector. Equipment for one-camera remote originations. News Service, UP. Library, Thesaurus, Capitol.

PRINCIPAL STOCKHOLDERS: Broadcasting Co. of the South (WIS) (81%) and E. Grenville Siebels II (5.77%). Broadcasting Co. of the South operates WIST Charlotte, N. C., and owns 43% of channel 9 applicant in that city.

EXECUTIVES:

G. Richard Shafto, Pres. Charles A. Batson, Mgr. Thomas F. Daisley, Sls. Mgr. Adrian F. Munzell, Prog. Coordinator & Film Buy. Herbert G. Eidson, Ch. Eng. Dixon Lovvorn, Prod. Sup. E. Grenville Seibels, News Dir. James W. Jackson Jr., Sports Dir. Barnett F. Goldberg, Tech. Sup.

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Film \$87.50. Frequency discounts from 5% up to 25%. Rate Card No. 2.

MARKET INFORMATION:

			Готаг
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	288,400	559,455	1,085,900
Families in Area	74,129	138,665	258,920
Area in Square Miles	3,220	8,500	14,350
No. of Sets (April 30)	33,542	56,416	105,258
Retail Sales	\$246,120,000	\$391,579,000	\$711,300,000
Income per Family	\$ 4,533	\$ 3,992	\$ 3,997
Income per Capita	\$ 1,165	\$ 989	\$ 954

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



in central South Carolina

Your message on WIS-TV is backed by a sure-fire combination of VHF power, fine programs, and long experience with the central South Carolina market. Nationwide, WIS-TV is 7th among NBC optional stations in total hours of scheduled NBC network commercial programs. Outstanding local programs include the only newsreel coverage of state capital events.

All of this goes into a rich market with no substantial penetration from other stations . . . no wonder WIS-TV sells the central South Carolina market!

NBC NETWORK



Check these figures on the WIS-TV market area:

*1954 population 1,161,918
*1954 families 289,104
TV sets (Apr. 30, 1954) 117,036
*E.B.I. \$1,222,985,000
*Retail sales \$795,650,000
Area served, sq. mi. 15,840

*Sales Management, "Survey of Buying Power" 1954.

President, G. Richard Shafto

Managing Director, Charles A. Batson

Represented nationally by Free & Peters



-SOUTH CAROLINA-

COLUMBIA (Cont.)

WNOK-TV

LICENSEE: Palmetto Radio Corp. Address: 1811 Main St. Phone: 3-9401.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 741 kw, Aural 372 kw. Operating Pow.: Visual 74.2 kw, Aural 37 kw. Transmitter: Address, Cushman Dr. Make, DuMont. Antenna: Make, Gabriel. Height, Above average terrain 630 ft. Above ground 536 ft.

OPERATIONS: Began Sept. 1, 1953. Hours, 1:45 p.m. to 11:00 p.m.

AFFILIATIONS: Network, CBS, DuMont. Stations, AM, WNOK.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Covington & Burling. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios. One film camera. Two film projectors. One DuMont scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: Irwin Kahn (26%), J. W. Lindau III (14%), Samuel Litman (12%), W. Croft Jennings (9%), Carlisle Roberts (9%), and others.

EXECUTIVES:

H. Moody McElveen Jr., Gen.

David M. Campbell, Prog. Dir.

Mgr. W. C. Bockman, Nat. Sls. Mgr.

& Film Buy. Donald E. Willoughby, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from $2\frac{1}{2}\%$ for 13 times to 15% for 260 times. Rate Card No. 1.

FLORENCE

(Florence County)

WBTW (TV)

(Target Date, Sept. 26, 1954)

LICENSEE: Jefferson Standard Broadcasting Co. Address: P. O. Box 630. Phone: 3271.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, Black Creek Rd., Florence County, S. C. Make, RCA. Model TT-50-AH. Antenna: Make, RCA. Type TF-12-AH. Height, Above average terrain 790 ft. Above ground 827 ft.

OPERATION: Target date Sept. 26, 1954. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, A. D. Ring & Assocs.

SERVICES: One studio (30x45 ft.). Two RCA dolly-mounted Image Orthicon camera chains. One TSC Profitmaker rear screen projector. Two RCA TK-20 film cameras. Two RCA 16mm film projectors. One RCA Multiplexer TP9B slide projector. One Projectall opaque projector. Library, Capital.

PRINCIPAL STOCKHOLDERS: Jefferson Standard Life Insurance Co. (100%). also owns 100% of WBIG Greensboro, N. C., and 16.59% of Greensboro News Co. (WFMY-TV) and 100% of WBT and WBTV (TV) Charlotte, N. C.

EXECUTIVES:

Joseph M. Bryan, Pres. Charles H. Crutchfield, Exec. Vice Pres. & Gen. Mgr.

Melvin Purvis, Mgr. Robert L. Rierson, Prog. Dir.

& Film Buy.

John Brock, Com. Mgr. J. William Quinn, Mg. Dir.

Emil A. Sellars, Ch. Eng.

RATE INFORMATION: Class A one hour \$250. Minute spot \$60. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

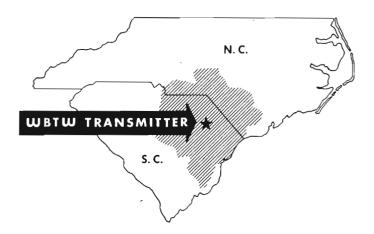
tal
uding
Area)
06,700
54,200
16,846
37,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

I THEN

new, top-power VHF coverage of 1,000,000 carolinians



On September 26, 1954, a great new VHF area station—WBTW—began operations with studios and transmitters at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 75-mile radius. With top power of 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. With an effective buying income of almost a billion dollars, retail sales exceeded \$700,000,000 in 1953.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.



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Giant of Southern Skies



. . . Serving nearly 3-million people in piedmont South Carolina, western North Carolina, northern Georgia, and eastern Tennessee, with 100 KW Power (VHF), and with 2204 ft. antenna (1204 ft. above average terrain), atop Greenville, South Carolina's Paris Mountain.

WFBC-TV-Land is a 60-county empire in four southeastern states, including the fabulous textile-industrial area of which Greenville, Spartanburg, Anderson, Greenwood, and Asheville, N. C. are the principal cities. This rich southeastern market is dominated by the "Giant of Southern Skies" — WFBC-TV, on Channel 4. It's truly A GREAT NEW MARKET IN THE SOUTH.

HERE IS THE RICH WFBC-TV MARKET*

(Within 100 miles radius. Compare it with a like rodius from Atlanta, Miami, Jacksonville, New Orleans, or Nashville.)

† Television Homes from A. C. Nielsen Co. Survey as af Nov. 1, 1953, plus RETMA set shipments in the 100 mv contour since Nov. 1, 1953.

For rates, information and assistance, write us, or contact our National Representatives:

WEED TELEVISION CORP. 501 Madison Ave., New York

POPULATION 2,924,625 People INCOMES \$3,274,536,000. RETAIL SALES \$2,112,629,000. TELEVISION HOMES 277,622[§]

* Market Dota from Sales Management.



NBC NETWORK

-SOUTH CAROLINA—

GREENVILLE

(Greenville County)

WFBC-TV

LICENSEE: WMRC Inc. Address: 19 E. North St. Phone: 5-9653.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Paris Mountain. Make, RCA. Model, TT-25BL. Antenna: Make, RCA. Type, TF6BM. Height, Above average terrain 1,140 ft. Above ground 158 ft.

OPERATION: Began Jan. 1, 1954. Hours, 12:45 p.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM. WFBC. FM, WFBC-FM.

REPRESENTATIVES: Sales, Weed Television Corp. Washington Attorney, Miller & Schroeder. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (22x26 ft.; 40x60 ft. under construction. Two RCA image orthicon camera chains. One RCA Iconoscope film camera. Two RCA film projectors. One Gray Telojector slide projector. Mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (39%), R. A. Jolley (6.3%); J. D. Poag (3.1%); Robert A. Jolley Jr. (1.75%); James E. Jolley (1.75%); Mrs. Mamie Jolley Bruce (1.75%); Alester G. Furman Jr. (2.2%); Charles E. Daniel (2.2%); J. Kelly Fisk (2.6%); Noland Meyers (2%); Mrs. Emma Poag (2%); Mrs. R. G. Emery (1.6%). Total of 97 stockholders.

EXECUTIVES:

Roger C. Peace, Chmn. of Bd. R. A. Jolley, Pres. B. T. Whitmire, Gen. Mgr. R. Q. Glass Jr., Com. Mgr. Norvin C. Duncan, Prog. Dir. Wilson C. Wearn, Ch. Eng. & Asst. to Pres. Col. L. J. I. Barrett, Prod. Coordinator

RATE INFORMATION: Class A one hour Live \$445, Film \$400. Minute spot Live \$85, Film \$80. Two way frequency discounts up to 10% for six days per week and up to 10% for 52 weeks per year. Rate Card No. 2.

WGVL (TV)

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.51 kw. Operating Pow.: Visual 17 kw, Aural 8.51 kw. Transmitter: Address, Paris Mountain. Make, RCA. Model, TTUIB. Antenna, Make, RCA. Type, TFU 21 DLS. Height, Above average terrain 1,133 ft. Above ground 131 ft.

OPERATION: Began Aug. 1, 1953. Hours, 8:00 a.m.-11:15 p.m.

AFFILIATIONS: Network, ABC, DuMont.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (15x30 ft.). One RCA TK31A camera chain. One TV Specialty Co. rear screen projector. Two RCA TK20D film cameras. Two RCA TP16D film projectors. One RCA TP2D slide projector. One Projectal 300 opaque projector. News Service, AP. Library, Associated. Spader

PRINCIPAL STOCKHOLDERS: R. M. Caine (16.6%), Edgar M. Norris [10.9%], Lewis Village (9%), Vivian M. Manning (7.5%), Hugh K. Aiken (7.4%), Calvin F. Teague (5.5%), Camille M. Manning (4.8%), Burnett R. Maybank Jr. (4.8%), Keitt H. Smith (4.8%), M. B. Crigler [4.7%), Ben K. McKinnon (3.7%), J. I. Converse (3.3%).

EXECUTIVES:

Edgar M. Norris, Pres. Ben K. McKinnon, Gen. Mgr. Nat. Sls. Mgr. & Film Buy, Ben J. Greer, Prog. Dir. & Film Buy. Emil A. Sellars, Ch. Eng. L. Herbert Porter, Prom., Merch. & Adv. Mgr. John M. Wrightson, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from $2\frac{1}{2}\%$ for 13 times up to 25% for 260 times. Rate Card No. 1A.

ARKET INFORMATION:	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	292,700	560,150	932,900
Families in Area	78,000	147,000	236,800
Area in Square Miles	520, ا	4,415	7,850
No. of Sets (June 1)	32,000	28,000	75,000
Retail Sales	\$263,267,000	\$454,340,000	\$707,968,000
Income per Family	\$5,289	\$4,834	\$4,757
Income per Capita	\$1,409	\$1,269	\$1,192

SPARTANBURG

(Spartanburg County)

WSPA-TV

(Target Date, Fall, 1954)

LICENSEE: Spartan Radiocasting Co. Address: 224 E. Main St. Phone: 3-3621.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 120 kw. Transmitter: Address, Paris Mountain, S. C. Antenna: Height, Above average terrain 1,180 ft. Above ground 445 ft.

OPERATION: Target date, fall, 1954.

AFFILIATIONS: Network CBS. Stations, AM, WSPA. FM, WSPA-FM.

REPRESENTATIVES: Sales, George Hollingbery Co. Washington Attorney, William Dempsey. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios (one 47x32 ft., one announce studio 12x10 ft. and auditorium 45x25 ft.). News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Walter J. Brown, president (50.48%), and D. S. Burnside, secretary-treasurer (4.17%). Board of Directors: James A. Chapman; A. D. Cudd Jr.; Miller C. Foster; Henry Gramling; Russell Lentz; B. R. Littlejohn; Tom B. Pearce Jr.; Paul C. Thomas.

EXECUTIVES:

Walter J. Brown, pres.

RATE INFORMATION: Class A one hour Live \$400.

MARKET INFORMATION:

		ofal
Grade A	Grade B	(Including
(FCC Contour)	(FCC Contour)	Fringe Area)
700,375	1,174,100	1,653,700
185, 4 75	207,950	327,5 00
6,675	12,875	
87,708	151,946	225,269
\$550,410,750	\$881,537,500	\$1,181,838,500
\$ 4,008	\$ 3,747	\$ 3,507
\$ 1,038	\$ 977	\$ 888
	(FCC Contour) 700,375 185,475 6,675 87,708 \$550,410,750 \$4,008	(FCC Contour) (FCC Contour) 700,375 1,174,100 185,475 207,950 6,675 12,875 87,708 151,946 \$550,410,750 \$881,537,500 \$ 4,008 \$ 3,747

-SOUTH DAKOTA—

SOUTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1953

Total Families, 1950	160,625
Total Urban Population, 1950	216,710
Total Urban Population, 1950	182,485
Total Farm Population, 1950	253,545
Employed in Nonagricultural Establishments, April	
_ 1954	118,300
Employed in Agriculture, 1950	98,025
Employed in Mining, April 1954	2,400
Employed in Manufacturing, April 1954	11,400 8,700
Employed in Construction, April 1954 Employed in Transportation & Public Utilities,	8,700
Anril 1954	9,600
Employed in Wholesale & Retail Trade, April 1954	37,200
Employed in Finance, Insurance & Real Estate,	,
April 1954	4,800
Employed in Service & Miscellaneous, April 1954	14,400
Employed in Government Service, April 1954	29,900
Retail Sales, 1953 \$	686,520,000
Bank Assets, Jan. 1, 1954 \$	605,873,000
Bank Deposits, Jan. 1, 1954 \$	563,803,000
Major Income Sources, 1952: Agriculture 31.3%; Gover	nment
18.6%; Manufacturing Payrolls 4.7%; Trade and S	Service
25.9%.	
Total Income Payments, 1952\$	835,000,000
Per Capita Income, 1952 \$	1,258
Total Internal Revenue Collections, 1953 \$	74,904,424
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$	61.37
Cash Receipts from Farm Marketing, 1953 \$	
G	549,049,000
Government Payments to Farmers, 1953 \$	549,049,000 5,149,000
·	5,149,000
Value of Mineral Production, 1951 \$	5,149,000 29,658,000
Value of Mineral Production, 1951 \$ New Public Construction in 1952 \$	5,149,000 29,658,000 78,200,000
Value of Mineral Production, 1951	5,149,000 29,658,000 78,200,000 307,550
Value of Mineral Production, 1951	5,149,000 29,658,000 78,200,000 307,550 166,000
Value of Mineral Production, 1951	5,149,000 29,658,000 78,200,000 307,550 166,000 205,736
Value of Mineral Production, 1951	5,149,000 29,658,000 78,200,000 307,550 166,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

BROADCASTING • TELECASTING

SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)		Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Aurora		\$3,283	\$ 457	\$ 118		
Beadle	. 21,082	25,809	4,906	540		
Bennett	. 3,396	2,790	513	45	****	100
Bon Homme Brookings		9,831 17,024	$^{1,215}_{3,652}$	269 372	500 760	$^{18\%}_{15\%}$
Brown	32.617	49.153	7,419	1,145		15 76
Brule	6,076	8,046	1,939	259		
Buffalo	. 1,615	160	107			
Butte	. 8,161	10,898	1,940	274		
Campbell Charles Mix	. 4,046 . 15,558	1,975 14,549	553 3,069	22 399		
Clark	8,369	7,032	1,100	175		
Clay	10.993	7,542	1,423	262	1,420	43%
Codington	. 18,944	27,523	3,691	451	-,	
Corson	6,168	3,194	702	35		
Custer	. 5,517	3,540	912	32		
Davison Day	$ \begin{array}{ccc} & 16,522 \\ & 12,294 \end{array} $	29,397 12,526	$\frac{3,498}{2,022}$	636 265		
Deuel	7,689	4,314	1,006	55		
Dewel	4.916	3,333	814	127		
Douglas Edmunds Fall River	5,636	3,506	718	132		
Edmunds	7,275	6,435	722	74		
Fall River	. 10,439	8,573	1,998	463		
rauk	. 4,752	4,565	740	41	• · · ·	
Grant	. 10,233 . 8,556	7,552 6,495	1,601 1,243	166 164	• • • •	
Haakon	3,167	4,250	761	172		
Hamlin	7,058	5,904	816	43		
Hand	. 7,149	7,884	1,186	334		
Hanson	. 4,896	1,830	473	30		
Harding	. 2,289	1,356	370	24		
Hughes	. 8,111 11,423	11,262 11,392	$\frac{2,261}{1,647}$	285 237	590	18%
Hyde	2 811	3,357	568	40		10%
	2,811 1,768	2,511	400	50		
Jackson Jerauld	. 4,476	3,636	825	121		
Jones	. 2.281	2,674	287	20		
Kingsbury	9,962	10,575	1,879	195	460	16%
Lake		11,334 12,559	1,807 3,169	191 551	530	16%
Lawrence		12,391	2,336	259	1,640	43%
Lyman	4,572	3,040	644	37		10 /0
Lyman McCook	. 8,828	7,169	915	155		
McPherson	7,071	6,381	900	44		
Marshall		6,898 7,297	1,223	119 142		
Meade Mellette		1,141	$^{2,007}_{219}$	21		
Miner	6,268	5,671	924	212		
Minnehaha	70,910	93,394	15,865	2,688	4,270	18%
Moody	. 9.252	6,384	992	122	420	16%
Pennington Perkins	. 34,053	52,895	7,645	1,441		
Perkins	6,776	10,919	1,524 1,234	58 105		
Potter Roberts	. 4,688 . 14.929	7,306 10.803	1,234	195 201		
Sanborn	5,142	4,192	954	42		
Shannon	5,669	500	219	17		
Spink	. 12,204	11,908	2,076	281		
Stanley	. 2,055	863	242	****		
Sully	2,713 4,758	$^{2,843}_{624}$	540 253	22		
Tripp	9,139	11,779	1 792	169	• • • •	
Turner	12,100	11,078	1,792 2,328 1,384	311	1,590	43%
Union	. 10,792	9,012	1,384	391	1,420	43%
Walworth		11,079	1,806	280		
Washabaugh	1,551	151	$\frac{43}{3,096}$	219	910	1007
Yankton Zieback		19,734 1,499	3,096	312 22	810	19%
ARDACK	. 2,000	1,100				

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

RAPID CITY

(Pennington County)

KTLV (TV)

645,000

(Target Date, Not Set)

LICENSEE: Hills Broadcasting Co. Address: c/o N. L. Bentson, Hamm Bldg.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 11.72 kw, Aural 5.62 kw. Transmitter: Address, U. S. Highway 16. Make, RCA TT2AH. Antenna: Make, RCA TF6AH. Height, Above average terrain 480 ft. Above ground 287 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: N. L. Bentson, 87% owner of WMIN Broadcasting Co. (WMIN St. Paul), president; Edmund R. Ruben, vice president (331/3%), Joseph L. Floyd, secretary-treasurer (331/3%) and WMIN Broadcasting Co. (331/3%). Messrs. Bentson, Ruben and Floyd also own KELO-TV Sioux Falls.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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SIOUX FALLS

(Minnehaha County)

KELO-TV

LICENSEE: Midcontinent Broadcasting Co. Address: 8th at Phillips. Phone:

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33 kw. Operating Pow.: Visual 55 kw, Aural 33 kw. Transmitter: Address, Shindler, S. D. Make, RCA. Model, TT5A. Antenna: Make, RCA. Type, TF-12AH. Height, Above average terrain 530 ft. Above ground 574 ft.

OPERATION: Began May 20, 1953.

AFFILIATIONS: Stations, AM, KELO.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Associates.

SERVICES: Two studios. Two RCA camera chains. Three Auricon film cameras. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Joseph L. Floyd, E. R. Ruben and N. L. Bentson, 87% owner of WMIN Broadcasting Co. (WMIN St. Paul.) are coowners. They also are permittee of KTLV (TV) Rapid City, S. D.

EXECUTIVES:

Murray Stewart, Prog. Dir. Lester Froke, Ch. Eng. Joseph L. Floyd, Pres. Evans A. Nord, Gen. Mgr. & Com. Mgr. Ella Hanson, Film Buy.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$47.50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A	Grade B
	(FCC Contour)	(FCC Contour)
Population	476,390	744,300
Families in Area	134,969	215,801
Area in Square Miles	14,306	25,434
No. of Sets (June 1)	73,192	103,278
Retail Sales	\$455,649,500	\$845,362,800

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

- TENNESSEE **–**

TENNESSEE MARKET INDICATORS

Total Population, July 1, 1953	3,280,000
Total Families, 1950	808,145
Total Urban Population, 1950	1,452,602
Total Rural Nonfarm Population, 1950	822,912
Total Farm Population, 1950	1.016,204
Total Farm Population, 1950 Employed in Nonagricultural Establishments, April	-,,
1954	819,500
Employed in Agriculture, 1950	247,372
Employed in Mining, April 1954	8,700
Employed in Manufacturing, April 1954	274,200
Employed in Construction, April 1954	56,100
Employed in Transportation & Public Utilities,	00,200
April 1954	60,300
April 1954 Employed in Wholesale & Retail Trade, April 1954	183,200
Employed in Finance, Insurance & Real Estate,	100,200
April 1954	27,900
Employed in Service & Miscellaneous, April 1954	85,900
Employed in Government Service, April 1954	123,200
Retail Sales, 1953\$	2 845 344 000
Bank Assets, Jan. 1, 1954	2,640,544,000
Rank Danosite Ian 1 1954	8 2,000,040,000
Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 9.6%; Gov	ornment
18.0%; Manufacturing Payrolls 22.4%; Trade and	Somiao
25.3%.	Delvice
	3,669,000,000
	1,126
Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$	513,097,589
A constant Market Wards	010,007,000
Average Weekly Earnings Manufacturing Workers,	55.00
April 1954 \$	55.39
Cash Receipts from Farm Marketing, 1953 \$	486,717,000
Government Payments to Farmers, 1953 \$	5,501,000
Value of Mineral Production, 1951 \$	99,854,000
Total New Construction in 1952 \$	661,400,000
New Private Construction in 1952 \$	366,000,000
New Public Construction in 1952 \$	
Motor Vehicle Registration, 1953	1,047,002
Number of Telephones, Jan. 1, 1954	749,000
Number of Electrical Connections, Jan. 1, 1954	936,514
Number of Gas Utilities Connections, 1953	209,600

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

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TENNESSEE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Anderson Bedford		\$42,237 18,501	$$15,481 \\ 4,407$	$$2,348 \\ 441$	5,970 3,310	$\frac{37\%}{48\%}$
Benton	. 11,495	4,801	1,250	122	450	14%
Bledsoe Blount		3,289 39,911	897 11,024	81 1,334	$\frac{320}{4,200}$	20% 28%
Bradley	. 32,338	26,547	6,390	575	1,030 890	12% 11%
Campbell Cannon		21,186 3,991	6,792 779	$\substack{486\\42}$	1,100	48%
Carroll	. 26,553	17,642	$\frac{5,109}{7,592}$	422 840	$\frac{1,090}{3,030}$	$\frac{14\%}{27\%}$
Carter Cheatham	. 9,167	29,942 4,508	1,106	71	1,250	57%
Chester Claiborne		6,437 9,008	1,796 1,330	$\frac{205}{112}$	810 830	$\frac{28\%}{15\%}$
Clay	. 8,701	2,114	374	32	800	38%
Cocke	. 22,991 . 23,049	12,833 19,295	3,531 4,609	146 389	3,530	48%
Crockett	. 16,624	10,181	2,971	305	1,670	38%
Cumberland Davidson		12,394 374,430	3,306 79,254	$109 \\ 10,506$	$750 \\ 76,730$	$^{16\%}_{80\%}$
Decatur	. 9,442	5,292 3,889	1,072 871	119 68	280 990	11 % 38 %
De Kalb Dickson	. 18,805	11,219	3,030	478	3,020	57%
Dyer Fayette		33,911 10,934	$7,968 \\ 2,939$	679 194	$\frac{3,560}{2,140}$	$\frac{38\%}{35\%}$
Fentrees	. 14,917	5,310	898	76	510	15%
Franklin Gibson		16,328 39,511	3,505 8,515	$\frac{442}{1,252}$	$\begin{array}{c} 830 \\ 2,740 \end{array}$	13% 19%
Giles	. 26,961	17,745	3,602 516	449 37	920 420	13% 14%
Greinger Greene	. 41,048	2,550 28,054	5,871	622	1,380	13%
Grundy Hamblen		$\frac{4,557}{26,868}$	$^{1,478}_{5,877}$	44 565	1,080	36%
Hamilton	. 208,255	261,256	58,630	7,604	11,190	18%
Hancock Hardeman	9,116 23,311	1,705 9,701	232 2,980	$\frac{69}{226}$	$\frac{290}{2,650}$	14% 51%
Hardin	. 16,908	9,263	2,004 2,740	101 248	1,200 910	28% 12%
Hawkins Haywood		11,121 15,767	4,906	370	3,210	51%
Henderson		10,486	2,262	282	540	12%
Henry		16,967	4,123	526	1,470	21%
Hickman		5,932	988	84	1,490	45%
Houston		1,478	474	66 213	520 $1,410$	47%
Humphreys Jackson		6,488 2,230	1,730 363	72	1,060	47% 38%
Jefferson		10,247	2,843	346		
Johnson		4,765	1,127	123	760	27%
Knox		248,292	52,080	6,901	16,880	26%
Lake		8,865 16,354	2,199 4,334	268 567	750 3,400	25% 51%
Lauderdale		18,171	3,764	311	1,010	14%
Lewis		4,542	1,156	75	680	45%
Lincoln	. 25,624	16,394	3,811	439	820	12%
Loudon		16,889	5,111	561	1,450	23%
McMinn McNairy		21,706 11,594	5,382 2,536	579 193	1,030 1,460	12% 28%
McNairy Macon		2,807	736	38	1,430	39%
Madison		51,714	10,989	1,129	5,590	32%
Marion		11,429	3,014	337	1,840	36%
Marshall		14,671	3,473	411	2,760	53%
Maury		34,982 1,475	7,722 565	866 42	5,140 260	$\frac{45\%}{20\%}$
Meigs Monroe		14,392	3,702	451	1,330	23%
Montgomery		33,152	8,063	918	5,440	46%
Moore		1,250	418	38	160	13%
Morgan		4,657	1,483	40 560	$500 \\ 2,110$	15% 25%
Obion		23,045 6,458	5,182 1,261	222	630	15%
Perry		1,914	473		150	11%
Pickett		1,106	235	30	140	15%
Polk		7,282 18,478	$\frac{2,207}{3,972}$	156 488	400 3,030	12% 37%
Putnam		8,691	2,360	366	800	20%
Roane		22,548	6,070	787	1,960	23%
Robertson		16,008	4,445	615	4,110	56%
Rutherford		33,390	8,091 1,068	796	7,770 410	69%
Scott Sequatchie		6,836 2,551	608	39	260	10% 20%
Sevier		15,449	4,467	433		70
Shelby	. 482,393	619,545	114,467	17,069	115,100	78%
Smith		6,304	1,012	144	1,370	38%
Stewart		3,008	582 $17,712$	76 2,539	990 9,320	47% 34%
Sullivan Sumner		90,687 16,960	5,071	2,539 495	5,550	60%
Tipton		20,766	4,697	535	2,660	35%
Trousdale		3,002	624	70	610	38%
Unicoi		9,584	2,015	96	680	17%
Union		1,277	416	20	250	14%
Van Buren		924 17,928	399 4,516	38 432	160 2,300	20% 35%
Warren Washington		60,298	10,380	1,550	2,650	17%
Wayne		6,573	1,946	147	370	11%
Weakley	. 27,962	15,115	3,948	573	1,740	21%
White		9,549	2,442	345	1,600	38%
Williamson		13,393	3,454 4,194	333 532	3,280 4,560	53% 60%
Wilson	. 26,318	20,518	4,194	004	4,000	00%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

CHATTANOOGA

(Hamilton County)

WDEF-TV

LICENSEE: WDEF Broadcasting Co. Address: Volunteer Bldg. Phone: 6-0124.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: Address, Hampton Road, Signal Mountain, Tenn. Make, RCA. Model, TT-10-AH. Antenna: Make, RCA. Type, TF-12AH. Height, Above average terrain 990 ft. Above ground 378 ft.

OPERATION: Began April 25, 1954. Hours, 12:00 noon-11:30 p.m.

AFFILIATIONS: Network, ABC, CBS, NBC, DuMont. Stations, AM, WDEF.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Pierson & Ball. Consulting Engineer, Russell P. May.

SERVICES: One studio (22x40 ft.). Announcer's booth (6x10 ft.). Two RCA TK 31A camera chains. One RCA TK-20-D film camera. Two TP-16F 16mm film projectors. One dual disc slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Carter M. Parham (17.67%), Moses Lebovitz (6.15%), Edward Finlay Jr. (11%) and Alex Guerry Jr. (1.35%). Mr. Lebovitz and Jay Solomon (6%) control and operate Independent Theatres of Chattanooga, Tenn. Stockholders total 150.

EXECUTIVES:

Carter M. Parham, Pres. Moses Lebovitz, Vice Pres. Edward Finlay Jr., Secy. Alex Guerry Jr., Treas. Harold Anderson, Sta. Mgr. Otis H. Segler, Loc. Sls. Dir. Morris Quave, Prog. Dir. B. C. Baker, Ch. Eng. Moses Lebovitz, Film Buy. David Andrews, Prod. Dir. Mort Lloyd, News Dir.

RATE INFORMATION: Class A one hour Live \$390, Film \$350. Minute spot Live \$78, Film \$70. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:	Grade A & B (FCC Contour)	Total (Including Fringe Area)
Population	807,200	1,488,700
Families in Area	216,500	361,198
No. of Sets (June I)	90,000	160,000
Retail Sales	\$573,944,000	\$986,055,000

JACKSON

(Madison County)

WDXI-TV

(Target Date, Jan. I, 1955)

LICENSEE: Dixie Broadcasting Co. Address: Williams Bldg. Phone: 7-9611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 40.7 kw, Aural 20.4 kw.
Transmitter: Address, Muse St., Jackson, Tenn. Make, DuMont. Antenna: Make, RCA. Type 12-section. Height, Above average terrain 630 ft. Above ground 573 ft.

OPERATION: Target date, Jan. I, 1955. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network ABC, DuMont. Station, AM, WDXI.

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney, D. F. Prince.
Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (25x40 ft. and 20x20 ft.). Two DuMont camera chains.

One TV Specialty rear screen projector. Two DuMont film cameras.

Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector. One Raytheon mobile unit.

News Service, UP.

PRINCIPAL STOCKHOLDERS: Aaron B. Robinson (57.3%), owns controlling interest WDXL Lexington, Tenn.; WENK Union City, Tenn.; WTPR Paris, Tenn.; WDXE Lawrenceburg, Tenn.; WDXN Clarksville, Tenn.; WCMA Corinth, Miss. Dr. Frank M. Davis, Harley H. Moses, Harold L. Simpson, Cecil G. Murdock and Dave M. Palmer Jr., each 6.6%.

EXECUTIVES:

Aaron B. Robinson, Pres. & Gen. Mgr. Jack Murphy, Com. Mgr. Larry Crenshaw, Prog. Dir. James Thomas, Ch. Eng. Bill Winsett, Film Buy. Tom Williams, Farm Prog. Dir. Dave O'Brien, News Dir. Larry Blair, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$250.

MARKET INFORMATION: Total Grade A Grade B (Including (FCC Contour) (FCC Contour) Fringe Area) Population 348,000 272,000 680,000 Families in Area No. of Sets (June 1) 84,000 68,000 186,000 16.900 13,600 46,500 Retail Sales \$50.748,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

THE COMPANY YOU KEEP

CHATTANOOGA

(79th MARKET)

ON WDEF-TV

Carter Parham, President Harold (Hap) Anderson, Manager

Your Play Time . . . Comedy Hour . . . TV Playhouse . . Liberace . . . GE Theatre . . . Tony Martin Show . . . Camel News Caravan . . . Burns and Allen . . . My Friend Irma * . . . Viceroy Theatre . . . Dennis Day Show . . . Robert Montgomery Presents . . . Place the Face . . . Studio One . . . Midwestern Hayride . . . Arthur Murray Party . . . Milton Berle Show . . . I Love Lucy . . . Masquerade Party . . . Red Buttons . . . Truth or Consequences . . . You Bet Your Life . . . Red Skelton Revue . . . Arthur Godfrey and His Friends . . . Coke Time . . . I Married Joan . . . Cavalcade of America . . . Strike It Rich . . . I've Got A Secret . . . I Led Three Lives . . . This Is Your Life . . . Dragnet . . . Ford Theatre . . . Mr. District Attorney . . . Favorite Story . . . Pantomime Quiz . . . Mama * . . . Life of Riley . . . Best In Mystery . . . Big Story * . . . Cavalcade of Sports . . . Game of the Week . . . Jackie Gleason Show . . . Amateur Hour . . . Saturday Nite Revue . . . Your Hit Parade * . . . Private Secretary . . . On Your Account . . . Lux Theatre * . . . Disneyland * . . . Kollege of Musical Knowledge . . . Welcome Travelers . . . Guiding Light . . . Hawkins Falls . . . Chrysler Show * . . . Dollar a Second . . . Sports Revue * Scheduled for Fall '54

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts VHF



Contact THE BRANHAM COMPANY

JOHNSON CITY

(Washington County)

WJHL-TV

LICENSEE: WJHL Inc. Address: 145 W. Main St. Phone: 2780.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 58.78 kw, Aural 29.39 kw. Transmitter: Address, Television Hill. Make, GE. Model, TT6E. Antenna: Make, GE. Type, 12-Bay TY28-H. Height, Above average terrain, 720 ft. Above ground 629 ft.

OPERATION: Began Oct. 26, 1953. Hours, 1:00 p.m.-11:15 p.m.

AFFILIATIONS: Network, ABC, CBS, NBC. DuMont. Stations, AM, WJHL.FM, WJHL-FM.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc. Washington Attorney, Mc-Kenna & Wilkinson.

SERVICES: One studio (40x50 ft.). Two GE Image Orthicon camera chains. One TV Specialties rear screen projector. One GE film camera. Two GPL 16mm film projectors. One Gray Telejector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: W. H. Lancaster (19.24%), Mrs. Harriet B. Campbell (15.72%), T. F. Dooley (0.4%), W. H. Lancaster Jr. (4%), Mrs. Evelyn Lancaster (22.2%), Miss Harriet B. Campbell II (9.33%), Sam H. Campbell III (4.67%), Harriet B. Campbell II & Sam H. Campbell III (Trust) (15.72%).

EXECUTIVES:

W. H. Lancaster Sr., Pres. W. H. Lancaster Jr., Vice Pres. & Gen. Mgr. O. K. Garland, Ch. Eng. William Shell, Pub. Dir. Miss Pat Smithdeal, Prod. Dir.

Walter Heeb, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:			Total
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	347,145	475,120	1,047,688
Families in Area	86,400	111,492	228,396
Area în Square Miles	1,963	5,892	8,046
No. of Sets (June 1)			83,397
Retail Sales			\$481,169,000
Income per Family	***************************************		\$ 3,713
Income per Capita	***************************************		\$ 902

KNOXVILLE

(Knox County)

WATE (TV)

LICENSEE: Greater East Tennessee Tv Inc. Address: 612 Gay St., S.W. Phone: 2-7111.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 8.2 kw, Aural 4.2 kw. Transmitter: Address, Sharp's Ridge Memorial Rd. Make, RCA. Model Present TT2AL. Auth. TT25BL. Antenna: Make, RCA. Type Pres. TF3A. Auth. TF6AM. Height, Above average terrain 990 ft. Above ground 649 ft.

OPERATION: Began Oct. 1, 1953. Hours, 2:00 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, WROL.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Fisher, Wayland, Duval & Southmayd. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (32x40 ft.). Two RCA TK31A camera chains. One RCA TK-20D film camera. Two RCA TP-16E film projectors. One Gray Telojector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Paul Mountcastle, pres., (37.43%), W. H. Linebaugh, vice pres. (5.04%), Cowan Rogers Jr., exec. vice pres. (9.83%), Frank A. Tucker, treas. (8.57%).

EXECUTIVES:

W. H. Linebaugh, Vice Pres. & John Reese, Prog. Dir. & Film Buy.

J. T. McCloud, Com. Mgr. Fred Andrews, Ch. Eng. Wayne Hudson, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$360, Film \$300. Minute spot Live \$72, Film \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

Grade B (Including FCC Contour) Fringe Area)
Population 759,500

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WTSK-TV

LICENSEE: South Central Bost. Corp., P. O. 148, 1162 Mt. Auburn Rd., Evansville, Ind.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11 kw. Operating Pow.: Visual 21.9 kw, Aural 11 kw. Transmitter: Address, Sharp's Ridge, east of Memorial Rd. Make, Federal. Model FTL-20B. Antenna: Make, Federal. Type FTL-P-26-25. Height, Above average terrain 480 ft. Above ground 257 ft.

OPERATION: Began Oct. 18, 1953. Hours, 11:00 a.m.-11:00 p.m.

AFFILIATIONS: Network CBS, DuMont.

REPRESENTATIVES: Sales, John E. Peárson Television. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, John H. Mullaney.

SERVICES: One studio (20x30 ft.). Two FTL studio camera chains. Two GPL 16mm film projectors. Two Viewlex 35mm 2x2 slide projectors. One FTL polyefex scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: John A. Englebrecht, pres. (39.6%), George F. Stultz, vice pres. (39.6%), Eileen O. Stultz, secy.-treas. (0.5%), same ownership as WIKY Evansville.

EXECUTIVES:

John A. Englebrecht, Pres. Harold B. Rothrock, Gen. Mgr. & Film Buy. Guy L. Smith III, Com. Mgr. William Eckstein, Prog. Dir. Joseph Broyles, Ch. Eng. Peter Fennelly, Prod. Mgr. Marie Hogan, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

ARKET INFORMATION:	Grade A (FCC Contour)	Grade B (FCC Contour)	Tota! (Including Fringe Area)
Population	218,357	351,125	482,907
Families in Area	62,140	93,625	126,735
Area in Square Miles	1,965	4,560	10,620
No. of Set (June 1)	43,500	64,000	74,700
Retail Sales	\$239,000,000	\$323,495,000	\$406,447,000
Income per Family	\$ 3,850	\$ 3,400	\$ 3,210
Income per Capita	\$ 1,095	\$ 920	\$ 845

MEMPHIS (Shelby County)

WHBQ-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway, N. Y. C.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitter: Address, Raleigh-LaGrange Rd. Make, RCA. Model TT 50 AH. Antenna: Make, RCA. Type TF12 (AH). Height, Above average terrain 1,013 ft. Above ground 1,073 ft.

OPERATION: Began Sept. 27, 1953. Hours, 6:00 a.m.-12:00 p.m.

AFFILIATIONS: Network CBS. Station, AM, WHBQ.

REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, Krieger & Jorgenson. Consulting Engineer, Frank McIntosh.

SERVICES: Two studios (one 50x30 ft. and one 30x30 ft.). One RCA TK-20D film camera. Two RCA TK-11-A studio camera chains. Two RCA TP-16-E film projectors. One Super Projectall "300" slide projector. One Super Projectall "300" opaque projector. News Service, UP. Library, SESAC.

PRINCIPAL STOCKHOLDER: General Teleradio Inc. (operates Mutual Bostg. System, Yankee Network, Don Lee Network, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WOR-AM-TV New York, WEAN Providence, KFRC San Francisco and holds majority interest in WGTH-AM-TV Hartford.)

EXECUTIVES:

T. F. O'Neil, Pres.John Cleghorn, Vice Pres. & Gen. Mgr.William Grumbles, Opns. Mgr. Gorden Lawhead, Prog. Dir. & Film Buy.
Welton Roy, Ch. Eng.
Wilson Northcross, Prod. Dir.
L. O. Dobson, Gen. Sls. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

ARKET INFORMATION:			Tota!
	Grade A	Grade B	(Including
	[FCC Contour]	(FCC Contour)	Fringe Area)
Population	832,100	1,171,500	2,035,200
Families in Area	229,300	317,800	558,600
Area in Square Miles	6,648	12,870	31,416
No. of Sets (June 1)			283,350
Retail Sales	\$799,546,000	\$1,017,127,000	\$1,593,023,000
Income per Family	\$ 4,365	\$ 4,004	\$ 3,555
Income per Capita	\$ 1,203	\$ 1,086	\$ 976



Break out the slide rule . . . measure . . . weigh . . . analyze . . . compare . . . evaluate—for the Mid-South's most powerful VHF station welcomes, in fact urges, any factual comparison.

> And while you are weighing, throw these facts in the scales. There are sales for sale in Memphis, Capital City of the nation's tenth and, overwhelmingly, the South's number one wholesale market.

Yes, there are sales for sale in Memphis and a growing group of leading advertisers know the low cost of making sales on Channel 13.

WHBQ-

CBS (Full line up) in Memphis, Tennessee

MEMPHIS (Cont.)

WMCT (TV)

LICENSEE: Memphis Publishing Co. Address: 495 Union Ave. Phone: 8-7464.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, U. S. Highway 70 & Macon Rd. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type TF 6 BM. Height, Above average terrain 1,013 ft. Above ground 1,088 ft.

OPERATION: Began Dec. 11, 1948. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Network NBC, ABC, DuMont. Station, AM, WMC. FM, WMCF (FM).

REPRESENTATIVES: Sales, Branham Co. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, George C. Davis.

SERVICES: Three studios (one 27x35 ft. and one 19x21 ft.). Auditorium with stage, seating capacity 1,050. Four RCA TK30A camera chains. One rear screen projector. One RCA TK20A film camera. Two RCA TP6A film projectors. One RCA (2x2) slide projector. One Houston 16B film processing unit. One mobile unit with two RCA cameras and microwave. News Service, AP, UP.

PRINCIPAL STOCKHOLDERS: Memphis Publishing Co., Scripps-Howard interest, publishes Memphis Press-Scimiter and Commercial Appeal. Other Scripps-Howard operations: WCPO-AM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville.

EXECUTIVES:

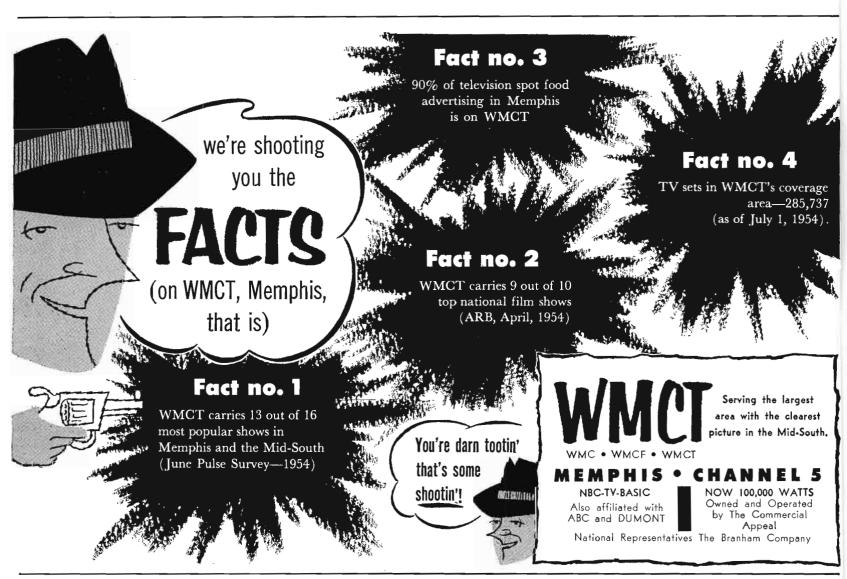
H. W. Slavick, Gen. Mgr. Earl Moreland, Sta. Mgr. Wilson Mount, Prog. Dir. E. C. Frase Jr., Ch. Eng.
Tim Kiley, Prod. Mgr.
Ed White, News Dir.

Total

RATE INFORMATION: Class A one hour Live \$800, Film \$700. Minute spot Live \$155, Film \$140. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 10-A.

MARKET INFORMATION:

		10141
	Grade B	(Including
	(FCC Contour)	Fringe Area)
Population	1,683,100	3,518,700
Families in Area	4 78,000	003,100,1
Area in Square Miles	21,642	57,256
No. of Sets (June 1)	283,350	
Retail Sales	\$1,386,866,000	\$2,601,550,000
Income per Family	\$ 2,795	\$ 2,812
Income per Capita	\$ 767	\$ 786



NASHVILLE

(Davidson County)

WLAC-TV (OLD HICKORY)

LICENSEE: WLAC-TV Inc. Address: 159 4th Ave., N. Phone: 42-4331.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.

Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address,
Brick Church Pike & Old Hickory Blvd. Make, RCA. Model TT-10AL.

Antenna: Make, RCA. Type TF-12AM. Height, Above average terrain
1,370 ft. Above ground 1,179 ft.

OPERATION: Began Aug. 6, 1954. Hours, 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, CBS. Station, AM, WLAC.

REPRESENTATIVES: Sales, The Katz Co. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (30x50 ft.). Two RCA Image Orthicon camera chains.

One Television Specialties rear screen projector. One RCA Vidicon film camera. Two RCA TP-6A 16mm film projectors. One Gray Telojector slide projector. One Gray Telop opaque projector. Library, Unity.

PRINCIPAL STOCKHOLDERS: Life & Casualty Ins. Co. of Tenn. (50%), T. B. Baker Jr. (25%) and A. G. Beaman (25%).

EXECUTIVES:

Paul Mountcastle, Chmn. of the Bd. Guilford Dudley Jr., Pres. T. B. Baker Jr., Exec. Vice Pres. and Gen. Mgr. A. G. Beaman, Secy.-Treas. Mrs. Ruth C. Holly, Asst. to Mgr. Carl Junker, Opr. Mgr.
Ralph L. Hucaby, Ch. Eng.
Roy Smith, Prog. Dir. &
Film Buy.
Frank Gonzales, Dir. of Adv. &
Prom.
Al Kengott, News Dir.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,460,700; Families in Area, 406,600; No. of Sets (June 1), 207,158; Retail Sales, \$1,087,296,000.

WSIX-TV

LICENSEE: WSIX Broadcasting Co. Address: Nashville Trust Building.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw.
Transmitter: Address, 8 mi. S. of Nashville. Make, GE. Antenna: Make,
GE. Height, Above average terrain 870 ft. Above ground 631 ft.

OPERATION: Began Nov. 29, 1953.

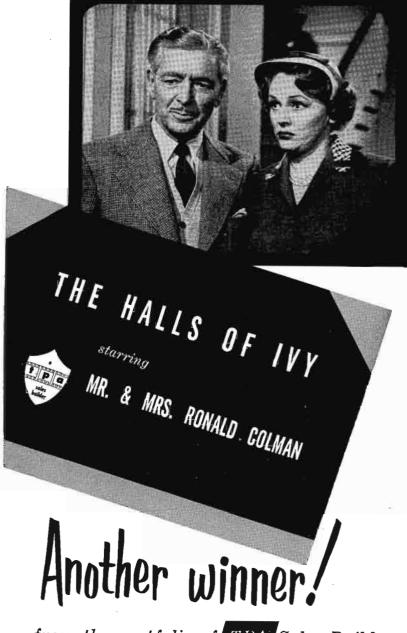
AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WSIX, FM, WSIX-FM.

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney, Stephen Tuhy Jr. & Dempsey & Koplovitz. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Louis R. Draughon individually and as executor of estate of Jack M. Draughon. Mr. Draughon and estate also own Draughon Bros. Oil Co. and other interests. Option to buy 25% interest held by WMAK, former applicant. Sale of 66 2/3% to local businessmen awaiting FCC approval.

Market information in station listings is furnished by station and any inquirles should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.





from the portfolio of TPA Sales Builders

This is the prize-winner International Harvester selected for its television debut (via Leo Burnett) in what the trade papers called "One of the largest national deals ever made."

HALLS OF IVY is a show to which superlatives naturally gravitate. As a radio program it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a new TV series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting. It has received the loudest plaudits from the top agencies and advertisers in the country.

HALLS OF IVY is unquestionably the most delightful, the most distinguished, the most desired program in television.

For details on availabilities, get in touch with TPA for the most satisfying buy you've ever made.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

NASHVILLE (Cont.)

WSM-TV

LICENSEE: WSM Inc. Address: 301 7th Ave., N. Phone: 6-7181.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 14th & Compton. Make, Composite. Model 50 kw Visual Rating. Antenna: Make, GE. Type TY-17-A. Height, Above average terrain 680 ft. Above ground 575 ft.

OPERATION: Began Sept. 30, 1950. Hours, 6:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, NBC, DuMont. Station, AM, WSM.

REPRESENTATIVES: Sales, Edward Petry & Co.

SERVICES: One studio (34x45 ft.). One announce booth (6x8 ft.). Two RCA and two composite camera chains. One Translux rear screen projector. One GE Model 4PE 5A1 film camera. Two GE PF-2-B and one FTL PA 101 film projectors. One Super Projectall slide projector. Super projectall opaque projector. One mobile unit. News Services, UP, Movietone. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: National Life & Accident Insurance Co. (100%).

EXECUTIVES:

John H. DeWitt Jr., Pres.
Irving Waugh, Com. Mgr. &
Exec. Asst. to Pres.
Brad Crandall, Opr. Mgr.

Aaron Shelton, Ch. Eng.
George Reynolds, Vice Pres. &
Tech. Dir.
William R. McDaniel. Dir. of
Pub. Rel.

RATE INFORMATION: Class A one hour Live \$650, Film \$600. Minute spot Live \$130, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 6.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,242,300; Families in Area, 334,200; No. of Sets (June 1), 191,810; Retail Sales, \$896,665,000; Income per Family, \$3,319; Income per Capita, \$893.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

— TEXAS —

Total Population, July 1, 1953

TEXAS MARKET INDICATORS

Total Families, 1950	1,978,950
Total Urban Population, 1950	4,838,060
Total Rural Nonfarm Population, 1950	1,580,867
Total Farm Population, 1950	1,292,267
Employed in Nonagricultural Establishments, April	_,,
1954	2,221,200
1954 Employed in Agriculture, 1950	442,341
Employed in Mining, April 1954	121,300
Employed in Manufacturing, April 1954	421,500
Employed in Manufacturing, April 1994	159,500
Employed in Construction, April 1954	100,000
Employed in Transportation & Public Utilities,	222,000
April 1954 Employed in Wholesale & Retail Trade, April 1954	599,000
Employed in Wholesale & Retail Trade, April 1954	55.5,000
Employed in Finance, Insurance & Real Estate,	00.700
April 1954	99,700
Employed in Service & Miscellaneous, April 1954	270,300
Employed in Government Service, April 1954	327,900
Retail Sales, 1953 \$	9,131,567,000
Bank Assets, Jan. 1, 1954 \$	9,640,748,000
Bank Deposits, Jan. 1, 1954 \$	8,973,026,000
Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 10.6%; Gove	8,973,026,000 ernment
Bank Deposits, Jan. 1, 1954	8,973,026,000 ernment Service
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%.	Service
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952\$	11,887,000,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income. 1952 \$	11,887,000,000 1,452
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952	11,887,000,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952	11,887,000,000 1,452
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952	11,887,000,000 1,452
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952	11,887,000,000 1,452 2,203,400,151
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000 2,136,300,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000 2,136,300,000 1,565,100,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000 2,136,300,000 1,565,100,000 571,200,000
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000 2,136,300,000 1,565,100,000 571,200,000 3,359,446
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953 \$ Number of Telephones, Jan. 1, 1954	11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000 2,136,300,000 1,565,100,000 571,200,000 3,359,446 2,299,400
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953 \$ Number of Telephones, Jan. 1, 1954 \$ Number of Electrical Connections, Jan. 1, 1954	\$ervice 11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000 2,136,300,000 1,565,100,000 571,200,000 3,359,446 2,299,400 2,497,985
17.1%; Manufacturing Payrolls 13.0%; Trade and 26.3%. Total Income Payments, 1952 \$ Per Capita Income, 1952 \$ Total Internal Revenue Collections, 1953 \$ Average Weekly Earnings Manufacturing Workers, April 1954 \$ Cash Receipts from Farm Marketing, 1953 \$ Government Payments to Farmers, 1953 \$ Value of Mineral Production, 1951 \$ Total New Construction in 1952 \$ New Private Construction in 1952 \$ New Public Construction in 1952 \$ Motor Vehicle Registration, 1953 \$ Number of Telephones, Jan. 1, 1954	\$ervice 11,887,000,000 1,452 2,203,400,151 71.34 1,959,072,000 11,323,000 3,268,555,000 2,136,300,000 1,565,100,000 571,200,000 571,200,000 2,497,985 1,683,900

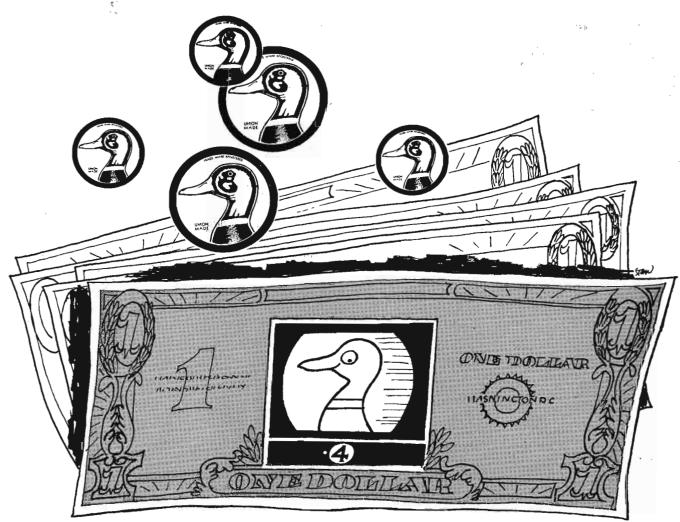
For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

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TEXAS MARKET DATA BY COUNTIES

	IEXA2	MAKKEI	DAIABI	COUNTIE	3	
County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS)
County	1950	1953 (\$000)		1953(\$000)	1954	1954
Anderson Andrews		\$23,049 5,202	$^{\$7,111}_{1,832}$	\$ 672 147	1,420	16%
Angelina	36,032	35,481	8,638	1,085	2,540	23%
Aransas	6,816	3,450 3,509	1,246 1,228	226 137	250 380	$\frac{21\%}{21\%}$
Armstrong Atascosa	2,215 20,048	1,396 12,958	278 3,064	$\begin{array}{c} 27 \\ 316 \end{array}$	$\substack{80 \\ 2,590}$	$\frac{16\%}{53\%}$
Austin Bailey	14,663	14,594 9,697	3,236 2,386	275 320	1,350 1,080	30% 49%
Bandera	4,410	4,487 12,941	1,548 4,179	182 835	670 1,540	61% 29%
Bastrop Baylor	6,875	7,965	1,631	70	460	21%
BeeBell	73,824	16,478 64,318	3,767 15,686	549 2,134	2,150 7,320	$\frac{43\%}{32\%}$
BexarBlanco	3,780	548,268 3,771	$122,872 \\ 1,282$	17,086 48	104,880 340	74% 26%
Borden Bosque	1,106 11,836	$\frac{37}{9,674}$	2,293	431	$\begin{array}{c} 40 \\ 680 \end{array}$	$\frac{18\%}{20\%}$
Bosque Bowie Brazoria	61,966 46,549	51,925 56,877	13,983 16,302	1,750 1,669	1,980 8,780	10% 56%
Brazos	38.390	39,053 7,112	8,918 1,758	1,226 284	2,120 280	19% 15%
Brewster Briscoe Brooks	3,528 9,195	3,226 11,163	821 2,758	67 329	140 510	16% 19%
Brown	28,607	27,441	6,534	1,214	950	
Burleson Burnet	10,356	8,217 6,781	2,666 1,357	212 227		28%
Caldwell Calhoun		18,085 8,934	3,635 2,416	393 202	$^{1,400}_{630}$	$\frac{28\%}{21\%}$
Callahan Cameron	9,087 125,170	5,062 $122,877$	$^{1,880}_{27,282}$	$\begin{array}{c} 243 \\ 3,159 \end{array}$	$\frac{430}{9,560}$	16% 27%
Camp Carson	8,740	5,194 6,736	1,668 1,364	57 269	650 290	25% 16%
Cass	26,732	18,666 5,239	3,312 1,091	525 58	1,760 260	26% 16%
Chambers	7,871	6,271	1,704	62	1,330	58% 12%
Cherokee Childress	12,123	27,861 16,092	8,183 3,884	917 339	1,210 590	16%
Clay Cochran	5,928	6,357 7,798	$^{1,682}_{1,952}$	208 158	$^{1,590}_{830}$	53% 49%
Coke Coleman	4.045	3,100 14,899	$906 \\ 3,214$	79 504	200 750	17% 17%
Collin	41.692	32,146 9,627	9,294 2,194	851 296	5,130 380	41% 16%
Collingsworth Colorado	17,576 16,357	24,724 20,875	5,060 4,286	397 528	1,700 1,390	32% 27%
Comanche Concho Cooke Coryell Cottle	15,516 5,078	14,090 4,438	3,083 894	624 82	220	16%
Cooke	22,146 16,284	23,937 9,703	5,253 2,947	793 266	3,480	54%
Cottle	6,099 3,965	6,692 3,908	1,721 859	197 70	300	20%
Crockett	3,981	4,773	1,118	170 238	1,110	41%
Crosby Culberson	1,825	10,466 2,484	2,835 489	54	70	14% 56%
Dallam Dallas	614,799	13,229 $1,057,736$	2,894 195,676	$\frac{496}{34,133}$	1,340 $161,280$	72%
Dawson Deaf Smith	9,111	26,847 14,782	5,782 3,437	763 381	530	17%
Delta Denton	41,365	6,338 39,959	1,842 9,213	$\substack{72\\1,431}$	350 6,080	16% 51%
De Witt Dickens	22,973 7,177	$\frac{27,219}{7,521}$	6,419 1,594	675 189	$\frac{2,010}{360}$	$\frac{30\%}{20\%}$
Dickens Dimmit Donley Duval	10,654 6,216	5,938 6,183	1,686 1,495	$\frac{155}{212}$	770 260	$\frac{32\%}{16\%}$
Eastianu	40,344	7,769 28,917	2,805 7,684	354 839	$\frac{1,020}{1,190}$	31% 16%
Ector Edwards	42,102	65,204 1,530 39,736	15,799 589	1,947 56		
Ellis El Paso	45,645	39,736 244,866	11,912 52,488 3,195	1,164 8,589	6,350 39,380	47% 70%
ErathFalls	18.434	17,911 23,608	3,195 5,558	481 578	$\frac{1,110}{1,420}$	$\frac{19\%}{20\%}$
Fannin Fayette	31,253	19,312 22,816	6,107 4,513	749 653	2,240	32%
Fisher	11,023	7,867 11,904	2,180 2,569	296 351	590 1,310	21% 41%
Floyd Foard	4,216	4,023	800	63	200	20%
Fort Bend		$31,401 \\ 3,625$	5,948 676	449 64	$\frac{2,350}{220}$	$\frac{30\%}{14\%}$
Freestone	15,696	9,519 7,643	2,632 2,178	321 182	1,430	53%
Gaines	8,909	12,376	2,453	356		
Galveston		151,803 6,101	34,496 1,463	5,791 146	$\frac{15,900}{320}$	42% 18%
Gillespie Glasscock	10,520	12,249 374	2,568 51	217 30	530	16%
Goliad	6,219	4,395	1,087	60	270	21%
Gonzales		33,899 36,914	5,835 8,346	374 1,701	1,640 1,640	$\frac{31\%}{21\%}$
Grayson	70,467	70,283 95,275	18,140 16,370	2,138 2,263	6,010 5,320	27% 28%
Gregg Grimes	15,135	10,899	3,286	294	1,760	44%
Guadalupe		23,274 52,738	6,037 9,715	461 1,854	2,680 3,790	38% 41%
Hall	10,930	13,231	3,257	612	480	16%
Hamilton Hansford	4,202	10,476 6,308	3,829 964	295 312	660 670	20% 56%
Hardeman Hardin	10,212	9,057 13,444	2,226 3,738	284 354	680 1,230	21% 21%
Harris	806,701	1,195,425	282,642	35,947	1,260	69%
Harrison Hartley		37,762 511	9,763 293	879 27	1,790 220	14% 56%
Haskell	13,736	10,245 13,590	2,329 4,021	422 496	640 1,220	16% 26%
Hays Hemphill	4,123	4,678	1,042	60	260	20%
Henderson Hidalgo		17,397 131, 395	$3,696 \\ 31,339$	$\frac{419}{3,822}$	930 13,370	15% 31%
НіЦ	31,282	25,291 28,894	6,210 7,610	713 958	4,780 3,250	52% 49%
Hockley	5,287	4,848	1,017	136	670	48%
Hopkins Houston	23,490 22,825	14,599 14,472	3,102 3,556	527 368	1,070	16%
			*			

8,397,000



"Best advertising dollar in 23 years..."



"Without doubt the best advertising dollar spent in the 23 years I've been with this company has been on television, and more particularly on WSM-TV's 'Western Corral' show, starring Ruffin Reddy."



—R. M. Kennedy, Vice-president O'Bryan Brothers, Inc., Nashville, Tennessee Makers of famous Duckhead overalls and work clothes.



Chances are your best advertising dollar will be the one sent WSM-TV's way. For shows especially tailored to sell this rich market, see WSM-TV's Irving Waugh or any Petry Man.

Clearly Nashville's No. 1 TV Station

County	1950 Population	1953 (\$000) Retail Sales	1953 (\$000) Food Sales	1953 (\$000) Drug Sales	(CBS) 1954 TV Sets	(CBS) 1954 TV %
Howard		35,442	7,266	989	1,480	18%
Hudspeth Hunt	4, 2 98 42, 731	2,325 37,900	584 9,575	93 1,104	150 8,580	14% 68%
Hutchinson	31,580 1,590	39,628 1,077	10,743 295	1,692 62	6,140	55%
Jack	7,755	6,507	1,544	247	1,220	53%
Jackson Jasper	12,916 20,049	10,423 20,689	2,849 4,967	362 611	1,410 1,100	37 <i>%</i> 20 %
Jeff Davis Jefferson	2,090 195,083	872 265,843	298 59,447	62 8,272	70	14%
Jim Hogg	5,389	3,475	872	138	25,830 120	$\frac{40\%}{10\%}$
Jim Wells Johnson	27,991 31,390	29,812 27,590	6,885 7,180	997 799	1,450 5,370	$\frac{19\%}{53\%}$
Jones	22,147	25,532	6,089	657	1,450	21%
Karnes Kaufman	17,139 31,170	16,555 24,901	3,689 5,942	378 6 2 1	1,520 3,510	37% 44%
Kendall Kenedy	5,423 632	5,894 81	1,442 80	212	1,040 20	61%
Kent	2,249	1,170	396	55	70	19% 18%
Kerr Kimble	$14,022 \\ 4,619$	18,824 3,890	3,8 24 1,041	461 122	690 180	$15\% \\ 16\%$
King	870	209	69		40	20%
Kinney Kleberg	21,991	1,383 22,383	274 6,701	55 504	70 1,310	18% 19%
Knox Lamar	10,082 43,033	8,681 37,762	2,308 8,837	402 1,329	560	20%
Lamb	20,015	25,292	6,572	922	2,940	49%
Lampasas La Salle	9,929 7,485	10,338 5,372	1,766 684	273 35	610	32%
Lavaca Lee	22,159 10,144	12,269 8,840	4,543	225	1,920	31%
Leon	12,024	5,453	1,943 1,823	180 220	780	28%
Liberty Limestone	26,729 25,251	30,365 15,704	8,039 4,471	780 629	4,640 1,340	58%
Lipscomb	3,658	6,451	1,298	275	220	20%
Live Oak Llano	9,054 5,377	6,829 6,191	1,575 1,424	185 204	670	32%
Loving	227	146	47	• • • •		
Lubbock Lynn	101,048 11,030	179,881 9,057	27,048 2,043	6,584 314	21,040 540	$\frac{56\%}{18\%}$
McCulloch McLennan	11,701	12,119	2,674	321	540	16%
McMullen	130,194 1,187	160,545 287	34,884 103	4,285 52	10,530 160	$\frac{26\%}{32\%}$
Madison Marion	7,996 10,172	6,919 5, 2 92	1,536 1,534	189 187	880 650	44% 25%
Martin	5,541	2,685	705	59		
Mason Matagorda	4,945 21,559	3,865 26,71 6	864 6,393	176 854	$240 \\ 2,410$	$\frac{16\%}{37\%}$
Maverick	12,292	14,593	4,115	555	520	18%
Medina Menard	17,013 4,175	12,110 4,919	2,374 850	319 64	2,830 160	$\frac{60\%}{16\%}$
Midland Milam	25,785 23,585	37,748 21,015	7,657 5,643	1,707 705	680	11%
Mills	5,999	4,291	832	94	****	
Mitchell Montague	14,357 17,070	12,743 16,846	3,288 3,647	312 502	770 2,650	18% 53%
Montgomery	24,504	19,813	4,981	513	4,120	55%
Moore	13,349 9,433	17,875 5,583	5,512 1,973	517 247	3,250 680	56% 25%
Motley Nacogdoches	3,963 30,326	4,517 22, 336	1,190 6,528	151 838	200 930	$\frac{20\%}{11\%}$
Navarro	39,916	33,865	9,657	931	4,070	36%
Newton Nolan	10,832 19,808	3,946 25,702	1,684 5,375	110 1,180	540 1,320	20% 21%
Nueces	165,471	213,304	46,864	6,946	8,790	16%
Ochiltree Oldham	6,024 1,672	13,498 1,582	3,215 149	593 32	420 60	$\frac{20\%}{16\%}$
Orange Palo Pinto	40,567 17,154	43,862 16,606	14,635 3,978	1,245 526	6,180 2,880	43% 48%
Panola	19,250	14,725	3,074	420		
Parker	21,528 5,787	20,039 5,545	4,042 1,241	365 139	3,570 290	49% 16%
Pecos	9,939 16,194	10,844 11,088	2,422 3,341	375 342	1,930	46%
Potter	73,366	160,747	26,675	5,429	15,930	62%
Presidio Rains	7,354 4,266	6,612 1,709	1,465 425	22 9 65	210 140	14% 16%
Randall	13,774 3,127	11,913 5,892	2,124 1,463	375 268	3,350	62%
Reagan	2,479	1,325	468	64	130	18%
Red River Reeves	21,851 11,745	11,935 16,323	3,627 4,359	437 371	860	15%
Refugio	10,113	8,380	2,457	385	590	21%
Roberts	1,031 19,908	739 14,662	119 4,400	47 510	60 510	20% 10%
Rockwall Runnels	6,156 16,771	4,492 15,114	1,493 3,720	121 418	620 830	41% 17%
Rusk	42,348	30,078	7,109	864		
Sabine	8,568 8,837	3,240 5,220	1,083 1,681	64 232	230 220	11% 11%
San Jacinto	7,172	1,902	765	64	740	46%
San Patricio San Saba	8,666	26,100 8,636	6,985 1,998	853 216	4,020	42%
Schleicher	2,852	2,944 35,357	684 5,069	66 759		
Scurry Shackelford	5,001	4,886	1,009	189	1,460 190	17% 16%
Shelby Sherman		13,969 5,562	3,615 795	491 80	340	56%
Smith	74,701	85,648	16,686	2,922	3,860	17%
Somervell		1,922 6,690	528 2,782	66 315	160 300	$\frac{20\%}{10\%}$
Stephens	10,597	13,848	3,294	401	510	15%
Sterling Stonewall		1,351 2,013	152 603	51 66	170	21%
		-				

County	1950 Population	1953 (\$000) Retail Sales	1953 (\$000) Food Sales	1953 (\$000) Drug Sales	(CBS) 1954 TV Sets	(CBS) 1954 TV %
Sutton	3,746	4.341	1,057	16 8		
Swisher	8,249	11.397	2,160	480	400	16%
Tarrant	861,253	585.990	107,514	17,604	96,840	70%
Taylor	63,370	91,359	15,981	2,520	8,780	42%
Terrell	3,189	2.846	610	60	0,100	
Terry	13,107	19,394	3.851	618		
Throckmorton	3,618	2,989	793	129	130	16%
Titus	17,302	14,403	4.125	346	710	14%
Tom Green	58,929	77,432	15,212	2,265	6.170	31%
Travis	160,980	190,216	39,188	7,436	17,000	35%
Trinity	10,040	8,937	2,492	181	1,240	46%
Tyler	11,292	9.110	1.850	228	620	20%
Upshur	20,822	12,720	3,182	360	1.350	25%
Upton	5,307	5,200	1,256	256		
Uvalde	16,015	18,439	4.032	598	870	19%
Val Verde	16,635	15,853	3,390	461	2,840	45%
Van Zandt	22,593	13,797	3,305	44 8	2,840	45%
Victoria	31,241	37,194	8,220	607	1,960	45%
Walker	20,163	14,508	3,873	472	2,240	46%
Waller	11,961	10,208	1,863	27 0	1,760	55%
Ward	13,346	14,822	3,557	488		
Washington	20,542	16,579	3,802	418	2,480	44%
Webb	56,141	53,483	12,215	1,728	1,360	10%
Wharton	36,077	37,537	8,510	811	3,650	36%
Wheeler	10,317	12,589	2,828	449	560	20%
Wichita	98,493	130,117	24,244	4,123	17,820	56%
Wilbarger	20,552	24,294	5,265	707	1,300	21%
Willacy	20,920	23,044	7,082	497	1,530	26%
Williamson	38,853	35,476	8,413	912	3,960	35%
Wilson	14,672	8,951	1,201	339	1,330	37%
Winkler	10,064	11,519	3,302	472		
Wise	16,141	12,256	3,598	277	2,400	51%
Wood	21,308	19,556	3,996	550	980	16%
Yoakum	4,339	2,816	890	_94	****	::::
Young	16,810	19,7 2 2	3,790	537	750	15%
Zapata	4,405	1,354	624	46	100	10%
Zavala	11,201	7,542	1,437	238	470	18%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

ABILENE

(Taylor County)

KRBC-TV

LICENSEE: Reporter Broadcasting Co. Address: 4510 South 14th St. Phone: 4-6255.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.8 kw. Operating Pow: Visual 27.5 kw, Aural 14.8 kw. Transmitter: Address, Cedar Gap Mountain, Abilene, Texas. Make, GE. Antenna: Make, GE. Height, Above average terrain 770 ft. Above ground 437 ft.

OPERATION: Began Aug. 30, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Network ABC, DuM., NBC. Station, AM, KRBC.

REPRESENTATIVES: Sales, John E. Pearson Television Co. Washington Attorney, Eugene L. Burke. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: News Service, AP.

PRINCIPAL STOCKHOLDERS: Dale Ackers, president (25%), Lewis J. Ackers, vice president (25%), Jack Andrews, secretary (25%), and Sybil Ackers (25%).

EXECUTIVES:

Dale Ackers, Pres. Howard Barrett, Gen. Mgr. John Higgins, Com. Mgr. John Renshaw, Prog. Dir. & Film Buy. W. E. Kessell, Ch. Eng. Forest Lane, Nat. & Reg. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$24, Film \$24. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	90.970	85,150	255,992
Families in Area	27.040	27,767	80,220
No. of Sets (June 1)			33,168
Retail Sales			\$314,853,000
Income per Family		***************************************	\$ 4,511
Income per Capita	***************************************	***************************************	\$ 1,415

NEVER SHOOT THE BULL

when he can be cowed



Riding past his neighbor's ranch house, a Texan noticed a fierce-looking bull loose in the yard; out back, a girl was milking a cow. Before the Texan could make a move, the beast spied the girl, lowered his head and charged. The Texan shouted a warning. The girl glanced up, waved, but continued milking. The bull skidded to a halt ten feet from the cow and pawed the ground. Again the Texan yelled. Again the girl looked, smiled, and continued her chore.

Our hero was considering a dramatic rescue when the bull gave a final snort and lumbered off.

The Texan ran back to the girl. "Why didn't you get out of the way? That bull might of killed you!"

The girl glanced up and smiled. "Thanks, but I reckoned all along he wouldn't dare come near me."

"Wouldn't dare? Why not?"

"Because of Bessie," said the girl, patting the cow's flank.

"What's the old cow got to do with it?" asked the astonished Texan.

"She's his mother-in-law."

A few researchers—like the bull—are easily cowed. Mention Panhandle, and they think of wide open prairie. Sure we're wide open, but so's KGNC's coverage: 54 counties in Texas, plus 24 counties in New Mexico, Kansas, Oklahoma and Colorado. (KGNC-TV's signal reaches 30 counties with a population of 400,000.) Amarillo's trading area yields oil, crops and livestock to such a wide open extent we're 13th in the nation in per capita income. And we're 1st in the nation—again—in per family retail sales.

For availabilities, am and tv, see The Katz Agency.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

AMARILLO

(Potter County)

KFDA-TV

LICENSEE: Amarillo Broadcasting Co. Inc. Address: P. O. Box 1400. Phone: 4-5343.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 30 kw. Operating Pow.: Visual 56 kw, Aural 30 kw. Transmitter: Address, Broadway and Cherry Lane. Make, GE. Model TT6-E. Antenna: Make, GE. Type 12AH. Height, Above average terrain 547 ft. Above ground 465 ft.

OPERATION: Began April 4, 1953. Mon.-Fri. 2 p.m.-midnight; Sat. 9 a.m.-midnight; Sun. 12:30 p.m.-midnight.

AFFILIATIONS: Network ABC, CBS. Station, AM, KFDA.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Eugene Burke. Consulting Engineer. Everett Dillard.

SERVICES: Two studios (one 40x50 ft. and one 17x20 ft.). Three GE Image Orthicon type PE-8-B camera chains. GE type PE-5-A film camera. Two Eastman-type 250 film projectors. One Dual Channel-Poly-Efex scanner slide projector. One Federal-Dual Channel-Poly-Efex scanner. One Gray Telop opaque projector. News Service, AP, UP.

PRINCIPAL STOCKHOLDERS: Texas State Network [75%] and Charles B. Jordan (25%). (TSN also owns KFJZ Ft. Worth, KRIO McAllen, WACO Waco, all Tex.)

EXECUTIVES:

Gene L. Cagle, Pres. Stan Wilson, Gen. Mgr. Ed Moore, Com. Mgr. N. C. Long, Prog. Dir., Film Buy. Bill Spiller, Ch. Eng. Bill Johns, News Editor Laurel Knorpp, Prom. & Pub. Dir. Kin Raley, Publ. Rel. & Merc. Dir.

Murry Woroner, Sports Editor

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$56, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	110,627	68,792	223,630
Families in Area	34,597	19,926	67,450
No. of Sets (June 1)			50,069
Retail Sales	\$192,915,000		\$303,583,156

KGNC-TV

LICENSEE: Globe-News Publishing Co. Inc. Phone: 4-4601.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 4.5 miles north of Amarillo, Texas. Make, RCA. Model TT10AL. Antenna: Make, RCA. Type TF12AMD. Height, Above average terrain 770 ft. Above ground 833 ft.

OPERATION: Began March, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Network DuM., NBC. Station, AM, KGNC.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (ane 35x55 ft. and ane 15x20 ft.). Two RCA TKIIA camera chains. Two RCA TK20D film cameras. Two RCA TP16D film projectors. Two Selectroslide 2x2 slide projectors. One Telop opaque projector. News Service, AP, UP.

PRINCIPAL STOCKHOLDERS: Globe-News Publishing Co. also owns 81% of Plains Radio Bostg. Co., licensee of KGNC Amarillo and KFYO Lubbook, and is licensee of KFYO-TV Lubbook and 100% owner of Avalanche Journal Pub. Co., Lubbook. Globe-News Employes Pool is 19% owner of Plains Radio Bostg. Co. and is minority stockholder in Globe-News Pub. Co.

EXECUTIVES:

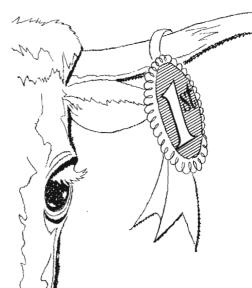
Parker F. Prouty, Pres. Wesley S. Izzard, Gen. Mgr. Noel E. (Bud) Thompson, Sta. Mgr. Bob Vaughn, Prog. Dir. W. H. Torrey, Ch. Eng. Bob Salk, Film Buy. Aubrey Jackson, Asst. Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$57.50, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

AKKEI INFORMATION:			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	246,700	152,000	398,700
Families in Area	72,600	36,220	108,820
Area in Square Miles	3,272	12,972	31,000
No. of Sets (June 1)			51,069
Retail Sales	\$351,449,000	\$202,514,000	\$553,963,000
Income per family		(Amarillo)	\$ 6,305
Income per Capita		(Amarillo)	\$ 1,990

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1, For full list of abbreviations and sources of county and state market data see Foreword.

WHY KFDA-TV (AMARILLO) IS THE SELLINGEST STATION IN AMERICA'S BUYINGEST MARKET



From September, 1953 (our sixth month of operation) to June, 1954, KFDA-TV's local business more than QUADRUPLED!

THE REASONS:

- 1. KFDA-TV was FIRST to be interconnected. November, 1953.
- 2. KFDA-TV is FIRST in volume network programming.
- 3. KFDA-TV is FIRST in public service. Ask us to prove it.
- 4. KFDA-TV is FIRST in audience. Hooper --- March, 1954.
- 5. KFDA-TV is FIRST in merchandising assistance to the advertiser. Ask us to prove it.

In 1953 (for the second straight year) Amarillo spent more per family than any other city in the nation. Branham has complete information about this buyingest town . . . and about KFDA-TV.

KFDA-tv Channel 10 - Amarillo, Texas

REPRESENTED NATIONALLY BY THE BRANHAM CO.



AMARILLO (Cont.)

KLYN-TV

(Target Date, Not Set)

LICENSEE: Plains Empire Broadcasting Co. Address: P. O. Box 2387.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 26.3 kw. Transmitter: Address, 3.9 miles N. of city limits. Make, GE. Antenna: Make, GE. Height, Above average terrain 750 ft. Above ground 674 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Attorney, Colton & Caviness. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Richard G. Hughes, president (90%); estate of Clyde K. Bowman (2%); Howard Roberson, vice president; Troy Curlee, secretary-treasurer.

AUSTIN

(Travis County)

KTBC-TV

LICENSEE: Texas Broadcasting Corp. Address: P. O. Box 717, Driskill Hotel. Phone: 2-2424.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 51 kw. Operating Pow.: Visual 100 kw, Aural 51 kw. Transmitter: Address, Mount Larson. Make, RCA. Model TT-10-AH. Antenna: Make, TF-12-HH. Type, Superturnstile. Height, Above average terrain 740 ft. Above ground 575 ft.

OPERATION: Began Nov. 27, 1952. Hours, 10:15 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuM, NBC. Station, AM, KTBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Cohn & Marks. Consulting Engineer, A. Earl Cullum Jr., Dallas.

SERVICE: Two studios. Two RCA TK-31A camera chains. Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. Two Selectroslide slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDER: Claudia T. Johnson.

EXECUTIVES:

Richard Pryor, Prog. Dir. Paul Bolton, News Ed. Claudia T. Johnson, Pres. J. C. Kellam, Gen. Mgr. Charles Brown, Prom. Mgr. Ber Hearn, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$365, Film \$300. Minute spot Live \$72.50, Film \$60. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

Gra	ade B (Including
(FCC)	Contour) Fringe Area)
Families in Area 97 No. of Sets (June I)	8,425 551,953 7,500 153,081

BEAUMONT

(Jefferson County)

KBMT (TV)

LICENSEE: Television Broadcasters Inc. Address: P. O. Box 1192. Phone:

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 18.6 km, Aural 10.0 km. Operating Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: Address, Highway 90, East, 1/2 mile from Vidor, Tex. Make, GE. Model 1 kw. Antenna: Make, GE. Type, Helical. Height, Above average terrain 460 ft. Above ground 484 ft.

OPERATION: Began May 9, 1954. Hours, 3:00 p.m.-11:00 p.m.
AFFILIATIONS: Networks, ABC, NBC, DuMont.
REPRESENTATIVES: Sales, Forjoe Tv. Washington Attorney, Fly, Shuebruk, Blume & Gaquine.

SERVICES: One studio (40x30 ft.). One GE Studio zoomar camera chain. One TSC Profitmaker screen projector. Two Dage film cameras. One Selectroslide film projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: N. D. Williams (50%) and R. C. Reed (50%).

EXECUTIVES:

John Rossiter, Gen. Mgr. & Film

Dan Willis, Prog. Dir.

Buy. Frank R. Leins, Ch. Eng. Frank A. Browne, Com. Mgr.
RATE INFORMATION: Class A one hour Live \$220. Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

MARKET INFORMATION: Grade B (FCC Contour): Population, 261,900; Families in Area. 75,200; No. of Sets (June 1), 31,119.

(Target Date, Not Set)

LICENSEE: Beaumont Broadcasting Corp. Address: 1420 Calder Ave.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
Transmitter: U. S. Highway No. 90, approx. 2 miles East of Vidor, Texas.
Make, RCA. Antenna, Make RCA. Height, Above average terrain 537 ft. Above ground 600 ft.

OPERATION: Target date not set.

BROADCASTING • TELECASTING

AFFILIATIONS: Station, AM, KFDM.

REPRESENTATIVES: Washington Attorney, Segel, Smith & Hennessey. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: D. A. Cannan, president [27.2%], C. B. Locke, executive vice president [19.1%], L. H. Cullum [8.2%], Henry L. Christal (3.6%) and six others none holding more than 8.2%. Mr. Cannan is 53.9% owner of KFDX-TV Wichita Falls.

BIG SPRING

(Howard County)

KBST-TV

(Target Date, Not Set)

LICENSEE: Big Spring Broadcasting Co. Address: 702 Johnson St. Phone 4-6391. FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 1.35 kw. Aural 0.79 kw.
Transmitter: Make, RCA. Antenna: Make, RCA. Height, Above average
terrrain 320 ft. Above ground 440 ft.

OPERATION: Target date, not set. AFFILIATIONS: Station, AM, KBST.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Eugene L. Burke. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: News Service, AP.

PRINCIPAL STOCKHOLDERS: William J. Wallace, president (40%); Howard Barrett, general manager (20%), general manager of KRBC-AM-TV Abilene, Tex.; Lewis Seibert (20%), general manager-owner, KGKL San Angelo, Tex.; Robert W. Whipkey (20%), publisher, Big Spring Herald. **EXECUTIVES:**

William J. Wallace, Pres. & Gen. Mgr.

Andrew M. Jones, Ch. Eng.

CORPUS CHRISTI

(Nueces County)

KTLG (TV)

(Target Date, Not Set)

LICENSEE: Trinity Broadcasting Co. Address: 4009 Lawther Drive. FACILITIES: Ch. 43. Authorized Eff Rad. Pow.: Visual 37.1 kw, Aural 19.1 kw.

Transmitter: Address, N. Caranchua & Mestina Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 460 ft. Above ground 466 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDER: H. L. Hunt (100%).

KVDO-TV

LICENSEE: Coastal Bend Television Co. Address: P. O. Box 1919. Phone: 2-5321. FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural II kw. Transmitter: Address, III8 Leopard St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 310 ft. Above ground 323 ft.

OPERATION: Began June 20, 1954.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney, Cohn & Marks. PRINCIPAL STOCKHOLDERS: Gabriel Lozano, president (10%); Arnold O. Lerma, vice president (10%); E. E. Mireles, secretary (10%); M. L. Ramirez, treasurer (10%) and 6 other stockholders holding 10% each.

EXECUTIVES:

L. W. Smith, Gen. Mgr.

DALLAS

(Dallas County)

KDTX (TV)

(Target Date, Not Set)

LICENSEE: UHF Television Co. Address: Magnolia Bldg.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 115 kw. Transmitter: Address, Cliff Towers Hotel, Zango Blvd. & Colorado St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 510 ft. Above ground 577 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: R. L. Wheelock, W. L. Pickens and H. H. Coffield.

KLIF-TV

(Target Date, Not Set)

LICENSEE: Trinity Broadcasting Corp. Address: 2104 Jackson St.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 2004 Jackson St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 490 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, president (50%); Gordon B. McLendon, vice president (49%); John R. Euler, treasurer (1%).

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DALLAS (Cont.)

KRLD-TV

LICENSEE: KRLD Radio Corporation. Address: Herald Square. Phone: Randolph 6811.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Make, GE. Model TT-6-C with TF-3-A amplifier. Antenna: Make GE. Type TY-13-F. Height, Above average terrain 1,680 ft. Above ground 1,521 ft.

OPERATION: Began December 1949. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Stations, AM, KRLD. FM, KRLD-FM.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Eliot Lovett. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (25x50 ft. each). Five TA-124E DuMont camera chains.

One TSC TP5A rear screen projector. Two GE 4PE2B1 film cameras. Two GE PF-2-B film projectors. Gray Telop slide projector. Houston Fearless Film Processing Unit. GE mobile unit.

PRINCIPAL STOCKHOLDER: Times Herald Printing Co., sole owner, publisher of the Dallas Times Herald.

EXECUTIVES:

C. W. Rembert, Pres.
Roy M. Flynn, Gen. Mgr.
W. A. Roberts, Asst. Gen. Mgr.
& Com. Mgr.

Ves Box, Prog. Dir.
B. B. Honeycutt, Ch. Eng.
Nick Mueller, Film Buy.

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$175, Film \$175. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

			1 OT a 1
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	865,714	1,361,300	1,509,842
Families in Area	311,240	482,075	519,364
Area in Square Miles	255,365	10,150	14,200
No. of Sets (June 1)	235,155	361,187	393,971

WFAA-TV

LICENSEE: A. H. Belo Corp. Address: Young & Houston Sts. Phone: Riverside 3315.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 27.1 kw, Aural 13.5 kw. Transmitter: Address, 3000 Harry Hines Blvd. Make, DuMont. Model 5000 Oak. Antenna: Make, RCA. Type TF6A. Height, Above average terrain 1,680 ft. Above ground 1,521 ft.

OPERATION: Began Sept. 17, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WFAA.

REPRESENTATIVES: Sales, Edward Petry Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (25x35 ft.). Five DuMont field camera chains. Two DuMont Flying spot scanner film cameras. Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector. One DuMont Telecruiser with facilities for four cameras. One cruiser to studio video link. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of the Dallas Morning News.

EXECUTIVES:

E. M. (Tod) Dealey, Pres. Ralph W. Nimmons, Sta. Mgr. Jay Watson, Prog. Dir. William C. Ellis, Ch. Eng.

Milton Wyatt, Film Buy. Terry H. Lee, Asst. Mgr., Sls. George Krutilek, Tech. Sup. Tv

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$160, Film \$160. Frequency discounts from 5% for 26 times up to 25% for 260 or more times. Rate Card No. 9.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	724,900	1,420,600	1,968,000
Families in Area	225,300	437,500	605,600
Area in Square Miles	1,256	5,02 4	7,850
No. of Sets (June 1)	185,000	351,000	390,000
Retail Sales	\$1,057,736,000	\$1,850,450,000	\$2,387,736,000
Income per Family	\$ 6,470	\$ 5,773	\$ 5,259
Income per Capita	\$ 2,011	\$ 1,778	\$ 1,618

AUDIO:

MORE people

WFAA-TV's nine-county TV market is Texas' largest - 1,420,600 people. With 345,000* TV-equipped homes, WFAA-TV is your entree into 4 out of 5 of the market's 437,500 homes.

*WFAA-TV Research Dept., June 1, 1954

The WFAA-TV market controls onefifth of Texas' effective buying power with a total of \$2,525,723,000. Average is \$5773 per family.

to buy MORE

Comes the clincher — more than 20% of Texas' retail sales are made in the WFAA-TV market! In 1953 retail sales for the market hit an all-time high of \$1,850,450,000. Per family averages

WO1044	WFAA-TV MARKET	TEXAS	% OVER TEXAS	U.S.	% OVER U.S.
Retail Sales .	. \$4230	\$3739	+13.3	\$3617	+ 16.9
Drug Sales	. 132	116	+13.8	102	+ 30.7
Genl. Mdse	. 807	440	+83.5	403	+100.
Furn., HH., TV	. 205	194	+ 5.7	193	+ 6.2
Automotive	. 902	880	+ 2.1	704	+ 28.1

(Sales Management: May 10, 1954)

...make DALLAS-Ft.Worth the richest market in all Texas!

345,000 sets in WFAA-TV's market provide easy access to purchasers' purses -just ask a Petry man!



NBC DUMONT

RALPH NIMMONS, Sta. Mgr.

EDW. PETRY & CO., Natl. Rep.

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Center of America's Largest Trade Territory



A growing market with more than 14% population increase since 1950.

A prosperous market with retail sales of more than \$600,000,000 annually.

An important television market with more than 80% saturation.

THE STATION?

KROD-TV
CHANNEL 4



The TV station with the most viewers, the greatest coverage in El Paso. The TV station with mountain-top installation... the highest in Texas; 5,285 feet above sea level ... 1,585 feet above average terrain. The TV station in El Paso with unrivalled studio and staff facilities, better local programming, the best of CBS, ABC and DuMont Network shows, aggressive merchandising and effective promotion.

Affiliated with KROD—600 kc—CBS—5,000 watts.

Owned and operated by the El Paso Times, Inc.

RODERICK BROADCASTING COMPANY

Dorrance D. Roderick

Val Lawrence Vice Pres. & Gen. Mgr. Dick Watts Sales Manager

Represented Nationally by the BRANHAM COMPANY

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- TEXAS -

EL PASO

(El Paso County)

KROD-TV

LICENSEE: El Paso Times Inc. Address: 2201 Wyoming St. Phone: 2-6551.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 28 kw.

Operating Pow.: Visual 56 kw, Aural 28 kw. Transmitter: Address,

Mt. Franklin. Make, RCA. Model TTIO AL. Antenna: Make, RCA.

Type TF 6 AM. Height, Above average terrain 1,050 ft. Above ground

285 ft.

OPERATION: Began Dec. 14, 1952. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KROD.

REPRESENTATIVES: Sales, The Branham Co. Washingon Attorney, Segal, Smith & Hennessey, Consulting Engineer, Ed Talbott.

SERVICES: Two studios (one 48x52x21 ft. and one 24x36x16 ft.). Three RCA studio cameras. Two RCA Iconoscope film cameras.

PRINCIPAL STOCKHOLDERS: Dorrance D. Roderick Sr. (75%); Val Lawrence (5%). Roderick family publishes El Paso Times.

EXECUTIVES:

Dorrance D. Roderick, Pres. Val Lawrence, Vice Pres. & Gen. Mgr.

Gen. Mgr.
C. R. Watts, Com. Mgr. &
Film Buy.

Bernie Bracher, Prog. Dir. Ed Talbott, Ch. Eng. Ken McClure, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$375, Film \$300. Minute spot Live \$75, Film \$60. Frequency discounts from 10% for 26 times up to 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 560,400; Families in Area, 150,660; Area in Square Miles, 23,300; No. of Sets (June 1), 53,684; Retail Sales, \$604,042,000; Income per Family, \$4,828; Income per Capita, \$1,672.

KTSM-TV

LICENSEE: Tri State Broadcasting Co. Address: 801 N. Oregon St. Phone: 2-5423.

FACILITIES: Ch. 9. Authorized Eff. Rad. Paw.: Visual 59 kw, Aural 29.5 kw. Operating Pow.: Visual 59 kw, Aural 29.5 kw. Transmitter: Address, 400 S. Santa Fe St. Make, RCA. Antenna: Make RCA. Height Above average terrain 100 ft. Above ground 458 ft.

OPERATION: Began Jan. 4, 1953. Hours, 1:00 p.m.-11:00 p.m.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

EL PASO (Cont.)

KTSM-TV (Cont.)

AFFILIATIONS: Network, NBC. Station, AM, KTSM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Geo. P. Adair.

SERVICES: Two studios (one 25x40 ft. and one 13x25 ft.). Two RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA I6mm film projectors. One Telop 4x5 inch opaque projector. One composite film processing unit. News Services, UP, NBC film. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Karl O. Wyler (85%), F. L. Koons (10%) and W. C. Baily (5%).

EXECUTIVES:

Karl O. Wyler, Pres. & Gen. Mgr. Roy T. Chapman, Com. Mgr. Jack Chapman, Prog. Dir. & K. J. Walton, Ch. Eng.Karl O. Wyler Jr., Adm. Asst. to Pres.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50. Rate Card No. 2.

MARKET INFORMATION:

Film Buy.

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	246,000	30,000	276,000
Families in Area			70,000
No. of Sets (June 1)		48,224
Retail Sales			\$226,000,000

KELP-TV

(Target Date, Sept. 1954)

LICENSEE: Trinity Broadcasting Co. Address: 2104 Jackson St.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 27.5 kw. Transmitter: Address, Delta and French Sts. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 120 ft. Above ground 352 ft.

OPERATION: Target date, Sept. 1954.

AFFILIATIONS: Station, AM, KELP.

REPRESENTATIVES: Sales, Forjoe-Tv. Washington Attorney, Cohn & Marks.

Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, president (50%); Gordon B. McLendon, vice president (49%); John Robert Euler, secretary-treasurer (1%). Trinity owns KLIF-AM-TV Dallas and KTLG (TV) Corpus Christi.

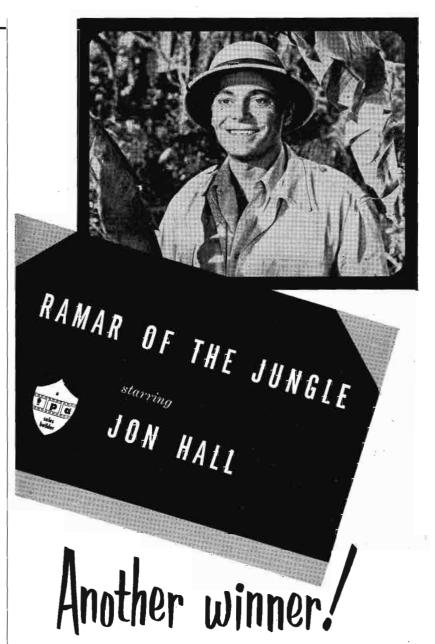
XEJ-TV (JUAREZ, MEXICO)

(See Foreign Tv Stations)

LICENSEE: Television De La Frontera, S. A. Address: P. O. Box 422. Phone: Juarez 511.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in, listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



from the portfolio of TPA Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the rop-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've ever seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales Luilder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue

Chicago: 2710 West Summerdale Avenu Hollywood: 6253 Hollywood Boulevard



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FORT WORTH

(Tarrant County)

WBAP-TV

LICENSEE: Carter Publications Inc. Address: 3900 Barnett St. Phone: Lockwood 1981.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 16.5 kw, Aural 8.2 kw. Transmitter: Address, 3900 Barnett St. Make, RCA. Model TT-25BL. Antenna: Make, RCA. Type, TF-6BM. Height, Above average terrain 1,070 ft. Above ground 1,113 ft.

OPERATION: Began Sept. 29, 1948. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WBAP. FM, WBAP-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (45x82x28 ft. and 20x33x20 ft.). Announcer's booth (15x15x10 ft.). Two outdoor studios. Two TK40A color studio cameras. One TK4A color slide camera (2x2 color transparencies). One TK-26A 16mm color film chain. Two TP-6B 16mm color film projectors. One TP-123 Vidicon camera color multiplexer. Four RCA TK-30A and two RCA TK-10A camera chains. One Bodde model P3AB rear screen projector. Two RCA TK 20A film cameras. Two TP 16D film projectors. Transparent 2x2—Selectroslide Jr. One Gray Telop Series I opaque projector. One Houston 22, and one Houston II-B film processing unit. One RCA—TJ5OA mobile unit. News Service, AP. Libraries, Associated, World.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Fort Worth Star-Telegram.

EXECUTIVES:

Amon Carter, Chairman Amon Carter Jr., Pres. Harold Hough, Dir. George Cranston, Mgr. Roy Bacus, Com. Mgr. Jack Rogers, Regional Sls. Mgr. Howard Fisher, Dir. of Pub., Prom. & Merc. Robert Gould, Prog. Dir. Lynn Trammel, Film Prog. Mgr. Phil Wygant, Oper. Sup. Robert Grammer, Prod. Sup.
James A. Byron, News Editor
Roberta Wygant, Continuity Ch.
Claire Tuohy, Traffic Ch.
Marshall Atwell, Art Dir.
Merl Hartung, Film Lab. Ch.
Jett Jamison, Com. Film Dir.
Margret McDonald, Home
Economist
R. C. Stinson, Eng. Dir.

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$160, Film \$160. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,536,800	1,951,900	2,695,700
Families in Area	482,500	601,700	827,910
Retail Sales	\$1,977,972,000	\$2,358,801,000	\$3,097,012,663
Income per Family	\$ 4,193	\$ 3,893	\$ 4,481
Income per Capita	\$ 1.259	\$ 1.200	

GALVESTON

(Galveston County)

KGUL-TV

LICENSEE: Gulf Television Co. Address: P. O. Box 11. Phone: Galveston 3-1607.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 125 kw. Operating Pow.: Visual 235 kw, Aural 125 kw. Transmitter: Address, Near Arcadia. Make, GE. Model TT-23-A. Antenna: Make, GE. Type TY-28-H. Height, Above average terrain 550 ft. Above ground 574 ft.

OPERATION: Began March 22, 1953. Hours, 6:00 a.m.-12:30 p.m.

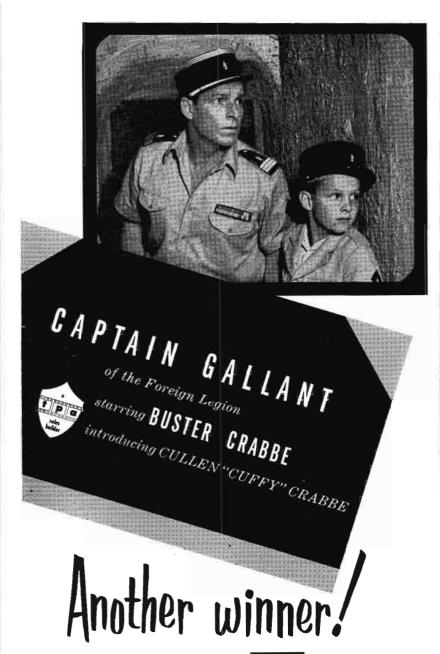
AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (30x32 ft. and 30x30 ft.), Two GE Image Orthicon and two RCA image orthicon camera chains. One GE Iconoscope, one RCA Iconoscope and one RCA Vidicon film cameras. Two Eastman, model 250 film projectors. Four Selectroslide Jr. slide projectors. One mobile unit. News Service, AP. Library, BMI.

PRINCIPAL STOCKHOLDERS: Paul E. Taft (40.5%), Ballinger Mills (1.66%), V. W. McLeod (1.66%), R. Lee Kempner (20%), F. Kirk Johnson (9.16%), James M. Stewart (9.16%), Wigley, McLeod, Mills & Shirley (4.17%). Eight others, none owning more than 2.5%. Mr. Johnson owns 10% of Fort Worth Tv. Co.





from the portfolio of TPA Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted cooperation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal contained in the words, "The Foreign Legion" and "The Sahara"—a combination that has incubated one of the highest percentages of smash box-office hits in show business.

It stars Buster Crabbe who's been in the public eye (and always favorably) since he was 16. And for extra audience impact, it introduces his son "Cuffy" in one of the most appealing roles ever created. Both are available for commercials.

And on top of all this, it comes complete with a built-in, powerful merchandising package for each market that's absolutely free.

This is one that will go fast. Check any TPA office for availabilities on a sure winner.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue Hollwood: 6253 Hollwood Boulevard

GALVESTON (Cont.)

KGUL-TV (Cont.)

EXECUTIVES:

Paul E. Taft, Pres. & Gen. Mgr. Raymond E. Jones, Com. Mgr. Thomas L. Thompson, Prog. Dir. William R. Sloat, Ch. Eng. M. B. Johnson, Film Buy. John L. Eisele, Merc. Mgr.

William D. Evans Jr., Prom. Dir. Leslie T. Hunt, Sls. Mgr. (Houston) R. L. Cochrane, Sls. Mgr. (Galveston) L. V. Deskins, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 3-4 or 5 days up to 10% for 6 or 7 days. Rate Card No. 1.

MARKET INFORMATION: (0.1 mv/m Contour): Population, 1,218,400; Families in Area, 355,200; Retail Sales, \$1,479,585,000; Income per Family, \$6,137.

HARLINGEN

(Cameron County)

KGBT-TV

LICENSEE: Harbenito Broadcasting Co. Address: P. O. Box 711. Phone: Harlingen 3500.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.9 kw.
Operating Pow.: Visual 13 kw, Aural 6.9 kw. Transmitter: Address,
Harbenito. Make, GE. Model CT-10. Antenna: Make, GE. Type 13-C.
Height, Above average terrain 410 ft. Above ground 428 ft.

OPERATION: Began Sept. 17, 1953. Hours, 3:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KGBT.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Cohn & Marks. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (30x40 ft.). Two GE camera chains. One GE film camera. Two GPL 16mm film projectors. One Gray Telojector slide projector. One Gray Telop opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: President McHenry Tichenor (50%); Vice President J. C. Looney (40%); Secretary-Treasurer Troy McDaniel (10%).

EXECUTIVES:

McHenry Tichenor, Pres. Troy McDaniel, Gen. Mgr. Ingham S. Roberts, Com. Mgr. Frederic B. Folks, Prog. Dir. & Film Buy. A. R. Beck, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$42, Film \$35. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. GT-2.

MARKET INFORMATION:			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	110,000	220,000	330,000
Families in Area	29,000	59,000	88,000
No. of Sets (June 1)	11,576	23,151	34,727
Retail Sales			\$284,080,000
Income per Family			\$ 3,962

HOUSTON

(Harris County)

KNUZ-TV†

LICENSEE: KNUZ Television Co. Address: P. O. Box 2631. Phone: Keystone 2581.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw.
Transmitter: Make, DuMont. Antenna: Make, DuMont. Height, Above average terrain 680 ft. Above ground 700 ft.

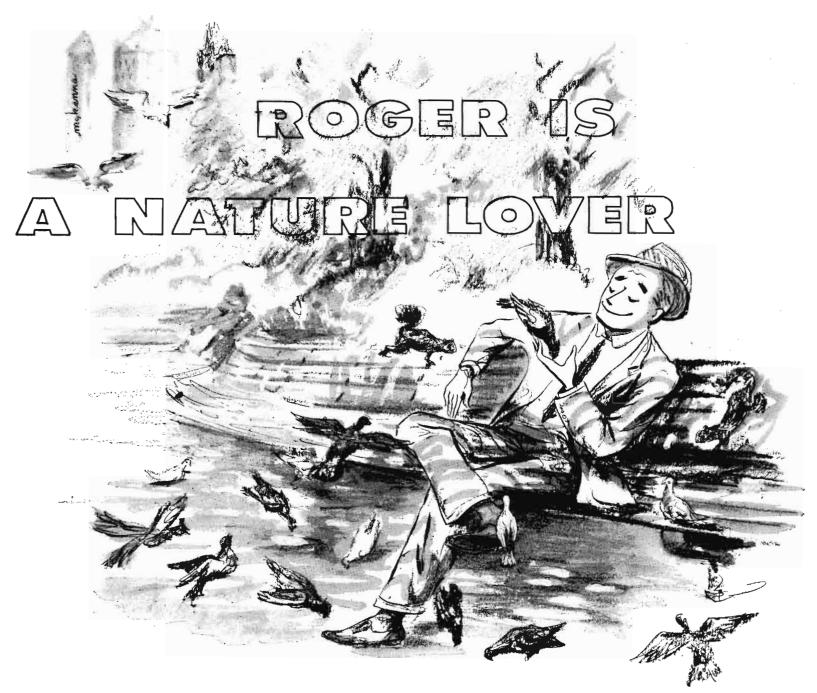
OPERATION: Began Oct. 10, 1953.

AFFILIATIONS: Station, AM, KNUZ.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Max H. Jacobs (40%), 26% owner of KNUZ; Irvin Shlenker (40%); Douglas Hicks (5%), 26% owner of KNUZ; David H. Morris (5%); Leon Green (5%), 24% owner of KNUZ, and Beiky Swenson (5%), 24% owner of KNUZ.

† KNUZ-TV has suspended operation but has not returned its CP.



Roger Hibner over at BVG&L is a nature lover. At lunchtime you're as apt to find him feeding the pigeons in Central Park as fancying a Martini at Twenty-One. Roger's love for birds and beasts is deep and abiding.

Roger also loves a buck (the folding kind). That accounts for the fact that in his plush Madison Avenue office there's a well-worn copy of the Telecasting Yearbook and Marketbook on top of his Audubon. The Telecasting Yearbook contains vital data that Roger uses to plan television campaigns for those blue-chip clients of BVG&L.

If you're in television and want the top timebuyers to know it, your ad in the Yearbook, sells the decision makers the year-round.

In tv today-if you're anyone at all-the Yearbook is yourbook!

MEtropolitan 8-1022

Washington

PLaza 5-8355

New York

CEntral 6-4115

Chicago

HOllywood 3-8181

Hollywood

HOUSTON (Cont.)

KPRC-TV

LICENSEE: The Houston Post Co. Address: Box 1234, 3014 S. Post Oak Rd. Phone: Madison 9271.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3014 S. Post Oak Rd. Make, GE. Model TT6A-TF-3-A. Antenna: Make, GE. Type 4T412C1. Height, Above average terrain 630 ft. Above ground 686 ft.

OPERATION: Began Jan. 1, 1949. Hours, 6:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, KPRC. FM, KPRC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, Frank N. McIntosh.

SERVICES: Three studios (one outside studio 40x70 ft., one inside 40x70 ft. and one inside 40x50 ft.). Six GE camera chains. Two Bodde rear screen projectors. Two GE Iconoscope film cameras. Three film projectors (16mm Eastman and two 16mm Bell Howell). Four 2x2 in. Spindler & Sauppe slide projectors. Fully-equipped Linn coach mobile unit. News Services, AP, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: W. P. Hobby, president and publisher of the Houston Post, is principal stockholder.

EXECUTIVES:

W. P. Hobby, Pres.

Jack W. Harris, Vice Pres. & Paul Huhndorff, Ch. Eng.

Patricia Breech, Film Buy.

Gen. Mgr.

Pat Flaherty, News Dir.

Jack McGrew, Com. Mgr.

Kirt Harriss, Prom. & Merc. Dir.

Bert Mitchell, Prog. Dir.

Jim Ahlgrimm, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$845, Film \$770. Minute spot Live \$175, Film \$150. Frequency discounts from 4.87% for 52 times up to 14.94% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

KKEI IIII OKMAIIOII.			TOTAL
	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	1,002,700	1,395,800	1,760,400
Families in Area	302,500	415,200	522,000
Area in Square Miles	292,600	1,120,400	2,009,600
No. of Sets (June 1)	***************************************	*************	344,000
Retail Sales	\$1,226,829,000	\$1,725,261,000	\$2,025,939,000
Income per Family	\$ 5,306	\$ 4,313	\$ 4,110
Income per Capita	\$ 1,511	\$ 1,218	\$ 1,161

KTLJ (TV)

(Target Date, Not Set)

LICENSEE: Houston Consolidated Television Co. Address: 3005 Louisiana St.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw.
Transmitter: Address, 3016 Post Oak Rd. Make, GE. Antenna: Make,
GE. Height, Above average terrain 960 ft. Above ground 978 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Firm is merger of original contestants: KTRH Broadcasting Co. (32%); Roy Hofheinz (16%); Dudley Sharp and associates, formerly comprising Houston Area Tv Co. (32%); Lloyd Gregory and associates, comprising former Houston Tv Co. (20%).

KTVP (TV)

(Target Date, Not Set)

LICENSEE: UHF Television Co. Address: Magnolia Bldg., Dallas.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw.
Transmitter: Address, 4600 Calhoun Rd. Make, RCA. Antenna: Make,
RCA. Height, Above average terrain 510 ft. Above ground 540 ft.

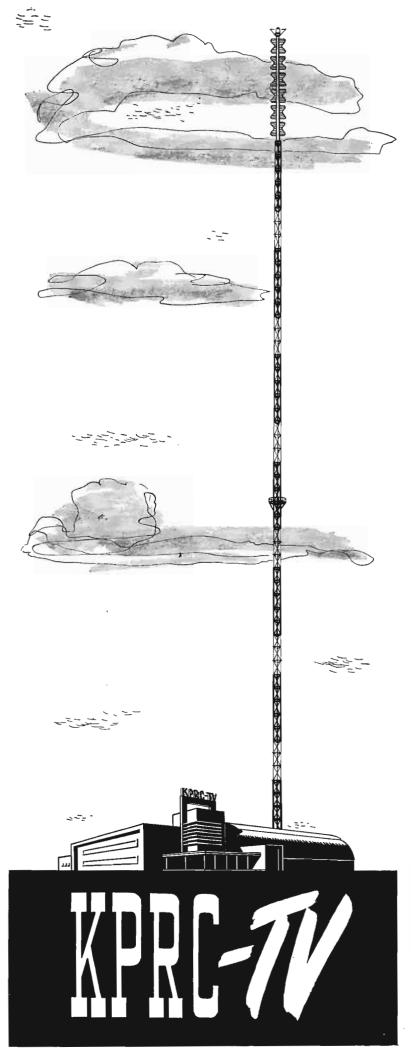
OPERATION: Target date, not set.

REPRESENTATIVES: Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: R. L. Wheelock, W. L. Pickens and H. H. Coffield are equal partners.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1: For full list of abbreviations and sources of county and state market data see Foreword.

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BROADCASTING • TELECASTING

Total

ONE MILLION

now in HOUSTON!

Fabulous metropolitan Houston has skyrocketed from 45,000 population in 1900, to the largest market in the South and Southwest area of today. On July 3, 1954, the metropolitan population reached the million mark. One million working, buying Americans who insure the prosperity and future growth of this mighty Houston industrial and oil giant.

KPRC-TV....FIRST ALL THE WAY!

With the best in network and syndicated programming, the finest local talent and news coverage,

KPRC-TV rates first ... mornings ... afternoons ... evenings.

CHANNEL 2 HOUSTON

JACK HARRIS VICE PRESIDENT AND GENERAL MANAGER

NBC AND ABC

Nationally represented by Edward Petry and Company

HOUSTON (Cont.)

KUHT (TV)*

· (*Non-Commercial Educational)

LICENSEE: University of Houston—Houston Public Schools. Address: 3801 Cullen Blvd. Phone: Charter 0141.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 7.5 kw, Aural 3.75 kw. Transmitter: Address, 3801 Cullen Blvd. Make, Fed. Model FTL-19-B. Antenna: Make, Fed. Type 23A-2. Height, Above average terrain 640 ft. Above ground 658 ft.

OPERATION: Began May 25, 1953. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATIONS: Station, FM, KUHF (FM).

SERVICES: Studio. One FTL-56A dual camera chain. One Century rear screen projector. One FTL-56-A-F film camera. One Holmes LT film projector. FTL-93A scanner. One Polyeflex 2x2 in scanner. DuM. film scanner. News Service. AP.

PRINCIPAL STOCKHOLDERS: University of Houston and Houston Public Schools.

EXECUTIVES:

John C. Schwarzwalder, Gen. Mgr. William T. Davis, Ch. Eng. John Meaney, Film Buy. Patrick Welch, Asst. Mgr.

George Arms, Prd. Dir. Paul Owen, Prod. Dir. George Collins, Art Dir. Richard Uray, News Dir.

KXYZ-TV

(Target Date, Not Set)

LICENSEE: Shamrock Broadcasting Co. Address: Gulf Bldg.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw.
Transmitter: Address, Cullen Blvd. S. of Wheeler Ave. Make, GE. Antenna: Make, GE. Height, Above average terrain 670 ft. Above ground 698 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC. Station, AM, KXYZ.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Glenn H. McCarthy, president (85\%3\%) and seven other stockholders, none holding more than 5\% each.

LONGVIEW

(Gregg County)

KTVE (TV)

LICENSEE: A. James Henry. Address: Route 3. Phone: Plaza 8-5551.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural II kw. Operating Pow.: Visual 20 kw, Aural II kw. Transmitter: Address, Route 3. Make, GE. Model 4-TT-24-A-2. Antenna: Make, GE. Type T4-25-C. Height, Above average terrain 290 ft. Above ground 340 ft.

OPERATION: Began Oct. 25, 1953. Hours, 4:00 p.m.-11:00 p.m.

REPRESENTATIVES: Sales, Forjoe Tv Inc.

SERVICES: One studio. One GE camera chain. One Dage film camera. Two Holmes film projectors. One Federal 93-B scanner. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: A. James Henry (100%).

EXECUTIVES:

A. James Henry, Pres.

Bernie Bouma, Com. Mgr.

Barre Monigold, Sta. Mgr., Prog.

Dir. & Film Buy.

Bernie Bouma, Com. Mgr.

William Dixon, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

Population

Grade A Grade B (FCC Contour) 325,000 125,000

Total (Including Fringe Area) 450,000

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LUBBOCK

(Lubbock County)

KCBD-TV

LICENSEE: Bryant Radio & Television Inc. Address: 5600 Avenue A. Phone: 4-1414.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 5600 Avenue A. Make, RCA. Model TT-10AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 750 ft. Above ground 791 ft.

OPERATION: Began May 10, 1953. Hours, 2:45 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KCBD.

REPRESENTATIVES: Sales, John E. Pearson. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (35x60 ft. and 17x26 ft.). Two RCA TKIIA camera chains. Two RCA TK20D film cameras. Two RCA TP16D film projectors. One RCA Selectroslide projector. One Gray Telop II opaque projector. News Service, UP. Library, United, Official.

PRINCIPAL STOCKHOLDERS: Caprock Broadcasting Co. (55%).

EXECUTIVES:

Joe H. Bryant, Pres. & Gen. Mgr. Robert L. Snyder, Asst. Mgr. George L. Tarter, Com. Mgr. John Devine, Prog. Dir. & Film Buy. Frank Lee, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$36.50, Film \$30. Frequency discounts up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	209,614	268,224	532,100
Families in Area	62,618	83,220	150,410
Area in Square Miles	4,075	8,830	19,150
No of Sets (June 1)	49	56,389	
Retail Sales	\$298,964,000	\$374,638,000	\$655,253,000
Income per Family	\$ 6,007	\$ 5,428	\$ 5,364
Income per Capita	\$ 1,670	\$ 1,538	\$ 1,462

KDUB-TV

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave. Phone: 4-2345.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 31 kw, Aural 15.5 kw.
Operating Pow.: Visual 31 kw, Aural 15.5 kw. Transmitter: Address,
7400 College Ave. Make, DuMont. Height, Above average terrain 820
ft. Above ground 841 ft.

OPERATION: Began Nov. 13, 1952. Hours, 11:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Eliot C. Lovett.
Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (A—30x60 ft., and B—22x35 ft.). Four DuMont camera chains. Two DuMont film cameras. Two DeVry film projectors. One 2x2 Monochrone scanner slide projector. One DuMont scanner. One DuMont opaque projector. One mobile unit. News Services, AP, INS. Library, Snader, Standard.

PRINCIPAL STOCKHOLDERS: W. D. Rogers Jr. (26.69%), Vernice Ford (14.74%), R. L. Kuykendall (14.74%), W. W. Conley (9.40%) and Charles W. Balthrope (3.34%).

EXECUTIVES:

W. D. Rogers, Pres. & Gen. Mgr. George Collie, Com. Mgr. Ray Trent, Prog. Dir. & Film Buy. Rudy Starnes, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$30. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	217,200	278,650	446,700
Families in Area	61,300	78,550	125,900
Area in Square Miles			17,679
No. of Sets (June 1)		*************************	56,026
Retail Sales	\$378,112,000	\$475,570,000	\$550,640,000
Income per Family	\$ 5,735	\$ 6,006	\$ 6,010
Income per Capita	\$ 1,607	\$ 1,596	\$ 1,694

LUBBOCK (Cont.)

KFYO-TV

(Target Date, Not Set)

LICENSEE: Globe-News Publishing Co. Address: 914 Ave. J.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, South College Ave. at 74th St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 850 ft. Above ground 868 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC. Station, AM, KFYO.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Parker F. Prouty, president; T. E. Snowden, vice president; Wesley S. Izzard, secretary; Grady W. Camp, asst. secretary-treasurer. Globe News Pub. Co. also owns KGNC-TV Amarillo, 81% of Plains Radio Broadcasting Co., licensee of KFYO and KGNC Amarillo, and 100% of Avalanche Journal Pub. Co., Lubbock. Globe-News Employes Pool owns 19% of Plains Radio Bcstg. Co. and is minority stockholder in Globe-News Pub. Co.

MIDLAND

(Midland County)

KMID-TV

LICENSEE: Midessa Television Co. Address: P. O. Box 2758. Phone: 2-7321.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Operating Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: Address, I mile south of Midland on Tower Rd. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type TE-6AL. Height, Above average terrain 500 ft. Above ground 547 ft.

OPERATION: Began Dec. 23, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc. Washington Attorney, Phillip Bergson. Consulting Engineer, Wm. D. Buford.

SERVICES: One studio (48x65 ft.). One RCA TK 11A camera chain. One RCA TK-20D film camera. Two RCA TP-16F film projectors. One Telojector slide projector. One Telop opaque projector. One film processing unit. News Service LIP

PRINCIPAL STOCKHOLDERS: R. H. Drewry (27 $\frac{1}{2}$ %), R. P. Scott (15%), Ted Warkentin (17 $\frac{1}{2}$ %).

EXECUTIVES:

J. Conrad Dunagan, Pres.
S. A. Grayson, Gen. Mgr. &
Film Buy.
Bob Cain, Com. Mgr.
Bob McClellan, Sports Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

			IOIAI
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	000,000	175,000	270,000
Families in Area	35,000	52,000	85,000
Area in Spuare Miles	40,000		
No. of Sets (June 1)	35,000		
Retail Sales	\$102,952,000	\$105,856,000	\$118,128,000
Income per Family	\$ 7,318	\$ 6,393	\$ 6,433
Income per Capita	\$ 2,216	\$ 1,716	\$ 1,678

SAN ANGELO

(Tom Green County)

KTXL-TV

LICENSEE: Westex Television Co. Address: Box 1271. Phone: 7183.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 15.5 kw. Operating Pow.: Visual 27.5 kw, Aural 15.5 kw. Transmitter: Address, Box 1271. Make, DuMont. Model 8000. Antenna: Make, RCA. Type TF-6AH. Height, Above average terrain 420 ft. Above ground 443 ft.

OPERATION: Began July 6, 1953. Hours, 3:45 p.m.-11:00 p.m.

AFFILIATIONS: Network ABC, CBS, NBC, DuMont. Station, AM, KTXL.

REPRESENTATIVES: Sales, Adam Young TV Co. Washington Attorney, Welch, Mott & Morgan.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. I. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



on the high plains of West Texas

oil is everybody's business (yours, too!)

All through KMID-TV's exclusive one-station West Texas market, the average per-family effective buying income is \$6,512.00*—\$1,339.00* above the nation's. The oil industry's high wages make up the difference.

Such incomes are here to stay, because known crude oil reserves underground give this market 40 years to go at present rates of production . . . !

KMID-TV is the only television that reaches these opulent oilmen. And to keep 'em watching, KMID-TV gives them all four major networks, and more sponsored syndicated film features than any other television station in the country.†

"In Midland-Odessa, Texas—it's 2 for the money!"

Send for the KMID-TV rate card right now. It's the best news you've had in years!

* Sales Management Survey, May 10, 1954 † See Broadcasting • Telecasting, May 10, 1954

S. A. Grayson General Manager

Midland-Odessa, Texas

Venard-Rintoul & McConnell National Representatives Clarke-Brown Co., Dallas Southwestern Representatives

Total

SAN ANGELO (Cont.)

KTXL-TV (Cont.)

SERVICES: One studio (18x36 ft.). One DuMont 124-E orthicon camera chain.
Two DeVry AQ-2 film projectors. One DuMont Monochrome slide scanner.

PRINCIPAL STOCKHOLDERS: A. D. Rust (40%), B. P. Bludworth (40%), Lowelle Smith (10%) and Marshall Formby (10%).

EXECUTIVES:

A. D. Rust, Pres.

John A. Kelly, Gen. Mgr. &

Film Buy.

Marie Jayne Waterman, Prog.

Dir.

Robert Benson, Ch. Eng.

E. O. Thomeson, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$220, Film \$200. Minute spot Live \$33, Film \$30. Frequency discounts up to 25% far 260 times. Rate Card No. !.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	131,017	180,918	311,998
Families in Area	37,430	51, 4 00	88,830
Area in Square Miles	4,225	3,875	8,100
No. of Sets (June 1)	33,185	41,120	74,305
Retail Sales	\$152,649,000	\$214,441,000	\$367,090,000
Income per Family	\$ 4,078	\$ 4,172	\$ 4,132
Income per Capita	\$ 1,165	\$ 1,185	\$ 1,147

SAN ANTONIO

(Bexar County)

KALA (TV)

(Target Date, Not Set)

LICENSEE: Alamo Television Co. Address: Kirby Bldg.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw.
Transmitter: Address, 513 N. San Saba. Make, GE. Antenna: Make,
GE. Height, Above average terrain 420 ft. Above ground 491 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: W. W. Lechner (100%).

KCOR-TV

(Target Date, Nov. 1, 1954)

LICENSEE: KCOR Inc. Address: 310 S. Flores St.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 9.33 kw. Transmitter: Address, 310 S. Flores St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 380 ft. Above ground 447 ft.

OPERATION: Target date, Nov. 1, 1954.

REPRESENTATIVES: Sales, O'Connell. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Robt. M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: R. A. Cortez, president-treasurer (63.31%); Kenneth R. Hyman, vice president (7.61%); R. A. Cortez Jr., vice president (8.02%); Wm. P. Smythe, vice president (10.53%); Ruth Burleson, secretary-asst. treasurer (0.3%); Stanton Morris (4.5%); Robert L. Bobbitt Jr. (4.5%); Ethel B. Lancaster (2.03%); Lupe S. Rodriguez (0.08%).

KGBS-TV

LICENSEE: San Antonio Broadcasting Co. Address: Transit Tower. Phone: Capitol 7-8151.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Transit Tower. Make, DuMont, GE. Model DuMont 1000, GE TF3A. Antenna: Make, GE. Type TY13F. Height, Above average terrain 440 ft. Above ground 548 ft.

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OPERATION: Began Feb. 15, 1950. Hours, 7:00 a.m.-11:00 p.m.

AFFILIATIONS: Network ABC, CBS, DuMont. Station, AM, KGBS. FM, KGBS-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum.

SERVICES: Two studios (one 30x25 ft. and one 11x15 ft.). Five DuMont camera chains. Two DuMont film cameras. Two Holmes film projectors. Two Golde slide projectors. One Multiscope opaque projector. One mobile unit. News Service, UP. Library, Capitol, Snader, Guild.

PRINCIPAL STOCKHOLDERS: Licensee owned by Storer Broadcasting Co., which owns WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; WWVA-AM-FM-TV Wheeling; KGBS-AM-TV San Antonio; WGBS-AM-FM Miami; WBRC-AM-FM-TV Birmingham. George B. Storer is principal stockholder. Mr. Storer is publisher of Miami Beach Florida Sun. (Sale of KGBS-AM-FM-TV to Express Pub. Co., San Antonio, pending FCC approval).

EXECUTIVES:

George B. Storer, Pres. & Ed Uhler Jr., Prog. Dir. & Film Buy.

Bill Michaels, Gen. Mgr. William J. Jackson, Ch. Eng. William E. Kelley, Nat. Sls. Mgr. H. B. Higgins, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Film \$600 Minute spot, Film \$110. Frequency discounts from 21/2% for 13 times up to 20% for 260 times. Rate Card No. 6.

MARKET INFORMATION: {.Imv FCC Contour}: Population, 889,300; Families in Area, 238,700; Area in Square Miles, 20,104; No. of Sets (June 1), 195,233; Retail Sales, \$875,432,000; Income per Family, \$5,394; Income per Capita, \$1,440.

WOAI-TV

LICENSEE: Southland Industries Inc. Address: P. O. Box 2641, Navarro St. Phone: Garfield 4221.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, 1031 Navarro St. Make, RCA. Model TT-25AL. Antenna: Make, RCA. Type TP-5A, 5-Bay. Height, Above average terrain 480 ft. Above ground 569 ft.

OPERATION: Began Dec. 11, 1949. Hours, 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, NBC. Station, AM, WOAI.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 48x47 ft. and one 22x24 ft.). Three RCA field camera chains. Two RCA TK 20 film cameras. Two Holmes 16mm film projectors. Two 35mm slide projectors. One Projectall for 3x4 in. card opaque projector. Three cameras. Raytheon microwave relay equipment. One mobile unit. News Services, AP, UP, INS. Library, World.

PRINCIPAL STOCKHOLDERS: Hugh A. L. Halff is executor of estate of the late G. A. C. Halff, principal stockholder.

EXECUTIVES:

Hugh A. L. Halff, Pres. James M. Gaines, Vice Pres. & Gen. Mgr. Edward V. Cheviot, Com. Mgr. W. Perry Dickey, Prog. Dir. Charles L. Jeffers, Ch. Eng. Edward D. Hyman, Film Buy. Morton E. Grossman, Prom. Mgr.

RATE INFORMATION: Class AA one hour Live \$600, Film \$600. Minute spot Live \$110, Film \$110. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 11.

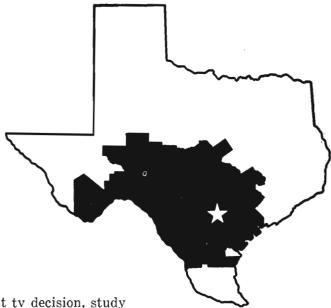
MARKET INFORMATION: (Maximum Coverage Area): Population, 1,424,200; Families in Area, 381,900; Area in Square Miles, 22,750; No. of Sets (June 1), 196,000; Retail Sales, \$1,382,027,000; Income per Family, \$4,754.25; Income per Capita, \$1,274.85.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



the picture people prefer



before you make your next southwest tv decision, study the **new hooper survey** of tv ownership, coverage and preference in the 71 county area surrounding san antonio.

you'll find important sales facts like these: woai-tv has 15% greater preference than the next san antonio station in the area less than 50 miles from san antonio. 50 to 100 miles away, woai-tv has 60% greater preference. over 100 miles away, woai-tv has 79% greater preference. woai-tv is the dominant san antonio station no matter how far or in what direction you go.

you should know these facts about a territory that has well over a million population, retail sales over a billion dollars . . . not counting metropolitan san antonio which has half again as much. get the whole hooper story from nbc affiliate woai-tv or petry.

SWEETWATER

(Nolan County)

KPAR-TV

(Target Date, Not Set)

LICENSEE: Texas Telecasting Inc. Address: Lubbock, Tex.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2.95 kw, Aural 1.48 kw. Transmitter: Make, DuMont. Model 5000. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 340 ft. Above ground 437 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Eliot C. Lovett. Consulting Engineer, Frank McIntosh.

PRINCIPAL STOCKHOLDERS: Same as KDUB-TV Lubbock.

TEMPLE

(Bell County)

KCEN-TV

LICENSEE: Bell Publishing Co. Address: 119 W. Avenue A, P. O. Box 188. Phone: Prospect 3-2161.

FACILITIES: Ch. 6, Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 14 miles north of Temple on Waco highway near Eddy, Tex. Make, RCA. Model TT-10AL. Antenna: Make, RCA. Type TF-12AM. Height, Above average terrain 830 ft. Above ground 833 ft.

OPERATION: Began Nov. 1, 1953. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. Earl

SERVICES: One studio (34x29 ft.). One RCA Image Orthicon, Model TK 31 Camera chain. One RCA film camera. Two RCA 16mm Model TP 16 E film projectors. One Telop and one Projectall opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned and operated by Bell Publishing Co., publishers of Temple Daily Telegram. Frank W. Mayborn is president and 95% owner; C. A. Schulz, secretary-treasurer and 5% owner. Mr. Mayborn also is 85% owner of KTEM-AM-FM Temple, Tex. and 75% owner of WMAK Nashville, Tenn. and 50% owner of Sherman Democrat. Mr. Schulz is 5% owner of KTEM-AM-FM.

EXECUTIVES:

Frank W. Mayborn, Pres. Burton Bishop, Asst. to Pres. Harry Stone, Gen. Mgr.

Jim Bentley, Prog. Dir. W. O. Crusinberry, Ch. Eng. James T. Bolding, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	244,746	745,771	1,011,320
Families in Area	83,934	259,075	292,110
Area in Square Miles	4,186	19,902	31,159
No. of Sets (April 30)	25,426	80,758	100,951
Retail Sales	\$266,997,000	\$731,101,000	\$931,989,000
Income per Family	\$ 4,434	\$ 3,824	\$ 4,236
Income per Capita	\$ 1,541	\$ 1,329	\$ 1,224

TEXARKANA

(Bowie & Miller Counties)

KCMC-TV (TEXARKANA, ARK.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 32-8201.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Summerhill Rd. Make, GE. Model TT-22-A. Antenna: Make, GE. Type TY-27-E. Height, Above average terrain 380 ft. Above ground 391 ft.

OPERATION: Began Aug. 16, 1953. Hours, 1:15 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, KCMC. FM, KCMC-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc. Washington Attorney, Eugene L. Burke. Consulting Engineer, Commercial Radio Equip-

SERVICES: One studio (31x40 ft.). One GE studio camera chain. One GE film camera. Two Eastman 16mm film projectors. One 2x2 Selectoslide projector. One GE opaque projector. News Service, UP. Library, Capitol, Snader.

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PRINCIPAL STOCKHOLDERS: Mr. & Mrs. C. E. Palmer (42%), Mr. & Mrs. W. E. Hussman (26%) and Camden (Ark.) News Pub. Co. (24%), owned chiefly by the Hussmans.

EXECUTIVES:

C. E. Palmer, Pres. W. E. Hussman, Exec. Vice Pres. Walter M. Windsor, Mgr. & Film Buv.

Douglas P. Thompson, Prod. Mgr.

Harvey Robertson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. I.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	126,300	325,600	1,345,300
Families in Area	37,440	93,020	492,070
. Area in Square Miles	1,721	8,804	31,700
No. of Sets (June 1)	21,068	44,316	127,651
Retail Sales	\$127,176,000	\$243,948,000	\$1,146,549,000

TYLER

(Smith County)

KETX (TV)

LICENSEE: Jacob A. Newborn Jr. Address: P. O. Box 686. Phone: 2-0801.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 141 kw. Transmitter: Address, Star Mountain. Make, GE. Antenna: Make, GE. Height, Above average terrain 900 ft. Above ground 710 ft.

OPERATION: Began Aug. 24, 1953. Hours, 1:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont,

REPRESENTATIVES: Sales, John E. Pearson TV.

SERVICES: One studio (20x22 ft.). Two GE camera chains. Two GE film cameras. Two Eastman film projectors. Two Selectroslide slide projectors. News Service, UP. Library, SESAC.

PRINCIPAL STOCKHOLDERS: Jacob A. Newborn (100%).

EXECUTIVES:

Jacob A. Newborn Jr., Pres. & Gen. Mgr.

Fred Mathews, Com, Mgr. James Womack, Ch. Eng.

RATE INFORMATION: Class A one hour live \$220, Film \$200. Minute spot Live \$41, Film \$36. Frequency discounts from 21/2% for 13 times up to 20% for 250 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 594,200; Families in Area, 166,230; No. of Sets (June 1), 42,205; Retail Sales, \$582,200,000.

KLTV (TV)

(Target Date, Oct. 1954)

LICENSEE: Lucille Ross Lansing. Address: Kilgore Highway East. Phone: 2-3875.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100.3 kw, Aural 50 kw. Transmitter: Address, Kilgore Highway East. Make, RCA. Model TT-10-AH. Antenna: Make, RCA. Type 12 Bay TF-12-AH. Height, Above average terrain 520 ft. Above ground 495 ft.

OPERATION: Target date, Oct. 1954.

AFFILIATIONS: Station, AM, KGKB.

REPRESENTATIVES: Washington Attorney, Andrew Haley. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (48x98 ft.). One RCA TK-IIA camera chain. One RCA Vidicon film camera. Two RCA TP-16F film projectors. One Gray Telop II slide projector. One Composite film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Lucille Ross Lansing (100%) also is 100% owner of KGKB.

EXECUTIVES:

Lucille Ross Lansing, Pres. & Own. Marshall H. Pengra, Gen. Mgr.

Robert Norris, Prog. Dir. & Film Buy. Hudson Collins, Ch. Eng.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Broadcasting • Telecasting

Total

TYLER (Cont.)

KLTV (TV) (Cont.)

RATE INFORMATION: Class A one hour, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260

MARKET INFORMATION:

	Grade B	(Including
	(FCC Contour)	Fringe Area)
Population	402,550	508,070
Families in Area	121,418	154,935
Area in Square Miles	7,854	
No. of Sets (June 1)		45,000
Retail Sales	\$378,675,000	\$450,121,000

VICTORIA

(Victoria County)

KNAL (TV)

(Target Date, Not Set)

LICENSEE: KNAL Television Co. Address: Victoria Bank & Trust Bldg.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 13.5 kw. Transmitter: Address, 2404-04 Port Lavaca Dr. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 330 ft. Above ground 350 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Sales, Best. Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDER: Albert B. Alkek (100%).

WACO

(McLennan County)

KANG-TV

LICENSEE: Central Texas Television Inc. Address: 4811 Bosque. Phone: 3-1525.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow: Visual 18.7 kw, Aural 10 kw. Operating Pow.: Visual 18.7 kw, Aural 10 kw. Transmitter: Address, 4811 Bosque. Make, Continental Electronics. Model 1953. Antenna: Make, Workshop. Type 24 Stack Channel 34. Height, Above average terrain 500 ft. Above ground 444 ft.

OPERATION: Began Nov. 1, 1953. Hours, 3:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (40x28 ft. and 10x12 ft.). Two DuMont Orth camera chains. One Dage film camera. Two DeVry film projectors. Two Selectro slide projectors. One direct positive development film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Clyde Weatherby (87%).

EXECUTIVES:

Clyde Weatherby, Pres. King W. Bridges Jr., Prog. Dir. J. H. Smith, Ch. Eng. Bob H. Walker, Gen. Mgr. & Paul H. Brown, Prod. Mgr. Film Buy. Earle H. Rast Jr., Com. Mar.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$35, Film \$35. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	240,750	70,250	391,000
Families in Area	65,500	78,800	94,300
Area in Square Miles	807	1,618	2,425
No. of Sets (June 1)	28,875	9,625	38,500
Retail Sales	\$229,856,280	\$77,418,736	\$307,275,016
Income per Family	\$ 4,733	\$ 3,159	***************************************
Income per Capita	· \$ 1,356	\$ 941	

KCEN-TV (TEMPLE)

LICENSEE: Bell Publishing Co. Address: 119 W. Avenue A. Phone: Prospect 3-2161. (For full listing see Temple, Tex.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

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TEMPLE—WACO

CENTRAL TEXAS MARKET

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Buy KCEN-TV and you get coverage of Waco and Temple, plus many smaller cities, important military installations, huge manufacturing plants and a rich agricultural area. No other station duplicates most of KCEN-TV's coverage of 32 Central Texas counties in the vast area between Texas' four principal cities. Get the facts and you'll get on KCEN-TV.

★ Population 745,711+

★ Retail Sales \$712,883,000+

* Source - Sales Management



National Representative — George P. Hollingbery Co. Texas Representative — Clyde Melville Co. — Dallas

> Owned and aperated by Bell Publishing Company Publishers of Temple Daily Telegram

P. O. Box 188, Temple, Texas

WESLACO

(Hidalgo County)

KRGV-TV

LICENSEE: KRGV Television Inc. Address: 311 S. Missouri. Phone: 516.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.5 kw.

Operating Pow.: Visual 28.8 kw, Aural 14.5 kw. Transmitter: Address,
LaFeria, Tex. Make, GE. Model Type TT-10A. Antenna: Make, GE.

Type TY-27F, 6 section batwing. Height, Above average terrain 750 ft. Above ground 791 ft.

OPERATION: Began April 11, 1954. Hours, 3:00 p.m.-10:30 p.m.

AFFILIATIONS: Network, NBC. Station, AM, KRGV.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (26x45 ft.). One GE camera chain. Two GE film cameras. One GE Synocrolite film projector. One Gray Telop opaque projector. News Service, AP. Library, Studio.

PRINCIPAL STOCKHOLDERS: O. L. Taylor, president and director (99.2%), also owns KANS Wichita, Kan.

EXECUTIVES:

O. L. Taylor, Pres.
B. W. Ogle, Gen. Mgr.
Jack Keasler, Com. Mgr.

Millman Rochester, Prog. Dir. & Film Buy.
Lewis Hartwig, Ch. Eng.

YOU'LL HOWL



ZIV-TV'S SUNNY FUNNY FAMILY

See pages 433, 434, 435 RATE INFORMATION: Class A one hour Live \$220, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. I.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	193,893	309,477	378,000
Families in Area	58,682	85,514	89,600
Area in Square Miles	1,432	4,428	6,004
No. of Sets (June 1)	30,250	5,170	1,800
Retail Sales			\$284,080,000
Income per Family			\$ 3,962
Income per Capita			\$ 1,238

WICHITA FALLS

(Wichita County)

KFDX-TV

LICENSEE: Wichtex Radio & TV Co. Address: Box 2040. Phone: 2-8668.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 60 kw, Aural 36 kw.

Operating Pow.: Visual 60 kw, Aural 36 kw. Transmitter: Address,
Seymour Rd. Make, RCA. Antenna: Make, RCA. Type Turnstyle. Height,
Above average terrain 504 ft. Above ground 549 ft.

OPERATION: Began April 12, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KFDX.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Consulting Engineer, George C. Davis.

SERVICES: One studio (30x40 ft.). Two Image Orthicon RCA camera chains.

Two RCA film cameras. Two RCA film projectors. One RCA slide projector. One Grey opaque projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Darrold A. Cannan (53.9%), W. P. Hood (3.33%), Howard H. Fry (6%), M. Kuhfuss (2.33%), Darrold A. Cannan Jr. (12%) John Adams (3.67%), Mott Johnson (3.33%) and John White (1.67%).

EXECUTIVES:

D. A. Cannan, Pres. Warren Silver, Prog. Dir.
Howard H. Fry, Gen. Mgr. John Adams, Ch. Eng.
Mott M. Johnson, Com. Mgr. Howard Fry, Film Buy.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

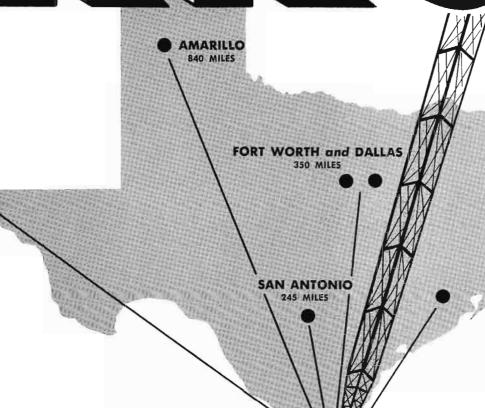
WILL THE ONLY TO THE	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	286,720	470,589	627,000
Families in Area	81,235	134,454	178,500
Area in Square Miles	1,385	8,825	11,767
No. of Sets (June 1)	34,000	67,003	89,337
Retail Sales	\$161,031,000	\$345,948,000	
Income per Family	\$ 6,368	\$ 5,177	
Income per Capita	\$ 1,722	\$ 1, 4 85	

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RICH LOWER RIO GRANDE VALLEY OF TEXAS

63rd MARKET IN U. S.



WESLACO

TEXAS' 5th MARKET

RETAIL SALES EXCEEDED ONLY BY HOUSTON, DALLAS, FORT WORTH AND SAN ANTONIO

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The Voice of the Valley

Complete Coverage of the Lower Rio Grande Vall
KRGV NBC 5000 Watts TQN KRGV-TV Channel 5 NBC

KING RANCH

THE VALLEY'S PIONEER STATION

THE VALLEY'S MOST POWERFUL TV STATION

WICHITA FALLS (Cont.)

KWFT-TV

LICENSEE: Wichita Falls Television Inc. Address: P. O. Box 420. Phone: 3-4181.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 23.4 kw, Aural 11.7 kw. Operating Pow.: Visual 23.4 kw, Aural 11.7 kw. Transmitter: Address, Seymour St., 2.5 miles west of center of city. Make, GE. Model TT-10-A. Antenna: Make, GE. Type 5-Bay 4TY27E1. Height, Above average terrain 450 ft. Above ground 465 ft.

OPERATION: Began March 1, 1953. Hours, 12:45 p.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KWFT.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum.

SERVICES: Two GE camera chains. One GE film camera. Two Eastman 250 film projectors. Two Selectroslide slide projectors. News Services, UP, AP.

PRINCIPAL STOCKHOLDERS: Kenyon Brown (331/3%), E. H. Rowley (16 $\frac{2}{3}$ %), John H. Rowley (331/3%), Agnes D. Rowley (16 $\frac{2}{3}$ %).

EXECUTIVES:

Kenyon Brown, Pres. & Gen. Mgr. Blaine Cornwell, Com. Mgr.

Herbert T. Wiley, Ch. Eng. Tom Sugars, Film Mgr.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26-52 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	301,300	408,300	709,600
Families in Area	89,800	122,200	312,000
Area in Square Miles	2,500		
No. of Sets (June 1)	36,570	48,730	85,300
Retail Sales	\$391,332,000	\$334,766,000	\$726,098,000
Income per Family	\$ 4,960	\$ 4 ,570	

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

- UTAH ----

UTAH MARKET INDICATORS

Total Population, July 1, 1953 750,000 Total Families, 1950 169,925 Total Urban Population, 1950 449,855 Total Rural Nonfarm Population, 1950 158,887 Total Farm Population, 1950 80,620 Employed in Nonagricultural Establishments, April	5
1954	
Employed in Agriculture, 1950 28,337	
Employed in Mining, April 1954)
Employed in Manufacturing, April 1954 29,000)
Employed in Construction, April 1954 8,500)
Employed in Transportation & Public Utilities,	
)
April 1954	
Employed in Finance, Insurance & Real Estate,	
April 1954)
Employed in Service & Miscellaneous, April 1954 22,400)
Employed in Government Service, April 1954 53,200	
Retail Sales, 1953	ĺ
Bank Assets, Jan. 1, 1954)
	ń
Bank Deposits, Jan. 1, 1954 \$ 723,070,000 Major Income Sources, 1952: Agriculture 7.4%; Government	_
23.1%; Manufacturing Payrolls 10.5%; Trade and Service	
24.5%. Total Income Payments, 1952 \$ 1,069,000,000	1
	Ŀ
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$ 73.63	
Cash Receipts from Farm Marketing, 1953 \$ 150,963,000	
Government Payments to Farmers, 1953 \$ 2,549,000	
Value of Mineral Production, 1951 \$ 257,144,000	
Total New Construction in 1952 \$ 136,500,000	
New Private Construction in 1952 \$ 92,700,000 New Public Construction in 1952 \$ 43,800,000	
New Public Construction in 1952 \$ 43,800,000	
Motor Vehicle Registration, 1953	
Number of Telephones, Jan. 1, 1954 240,100)
Number of Electrical Connections, Jan. 1, 1954 218,963	3
Number of Gas Utilities Connections, 1953 94,700)

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

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in Wichita Falls

Texas!

CBS AND DUMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.

BROADCASTING • TELECASTING

UTAH MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sal es 1953(\$ 00 0)	(CBS) TV Sets 1954	(CBS) TV % 1954
Bever		\$ 4,030	\$ 740	\$ 159		
Box Elder		23,426	3,902	404	3,630	67%
Cache	04.001	$36,816 \\ 28,012$	6,241 5,617	$^{1,038}_{527}$	3,490	38%
Carbon Daggett	0.04	104	3,617	521		
Davis	30,867	27,873	8.991	666	6,620	63%
Duchesne	8,134	8,230	1,523	80		
Emery		2,630	389	63		
Garfield Grand	4,151 1,903	$\frac{2,486}{1.045}$	275 389	36 23		
-	0.040	15,708	2,476	433		
	F 001	6,272		164	340	24%
Juab	0.000		1,477			- 7 4
Kane		1,804	140	57		
Milard		10,151	1,043	252	580	24%
Morgan		2,655	265	67	230	38%
Plute	1,911	613	96			
Rich	1,673	990	306		. 190	38%
Salt Lake	274,895	359,046	74,412	11,449	66,110	75%
San Juan	5,315	1,718	321			
Sanpete	13,891	11,062	1,847	375	890	23%
Sevier	12,072	15,373	2,076	280	790	24%
Summitt	6,745	4,772	1,185	139		
Tooele	14,636	14,319	3,893	580	3,150	58%
Uintah	10,300	10,548	1,136	302		
Utah	81,912	82,767	18,367	2,134	15,930	68%
Wasatch	5,574	6,205	787	68		
Washington	9,836	8,765	1,466	184		
Wayne	2,205	1,166	148	31	• • • •	
Weber	83,319	104,440	22,239	3,050	17,800	64%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

PROVO

(Utah County)

KOVO-TV

(Target Date, Not Set)

LICENSEE: KOVO Broadcasting Co. Address. P. O. Box 99.

FACILITIES: Ch. II. Authorized Eff. Rad. Pow.: Visual 64.6 kw, Aural 32.4 kw. Transmitter: Address, 5 miles north of Lehi, Utah. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,360 ft. Above ground 137 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KOVO.

REPRESENTATIVES: Washington Attorney, Wilkinson, Boyden & Cragun. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

PRINCIPAL STOCKHOLDERS: Clifton A. Tolboe, president (99.994%); Victor J. Bird, secretary-treasurer; Arch L. Madsen, vice president.

SALT LAKE CITY

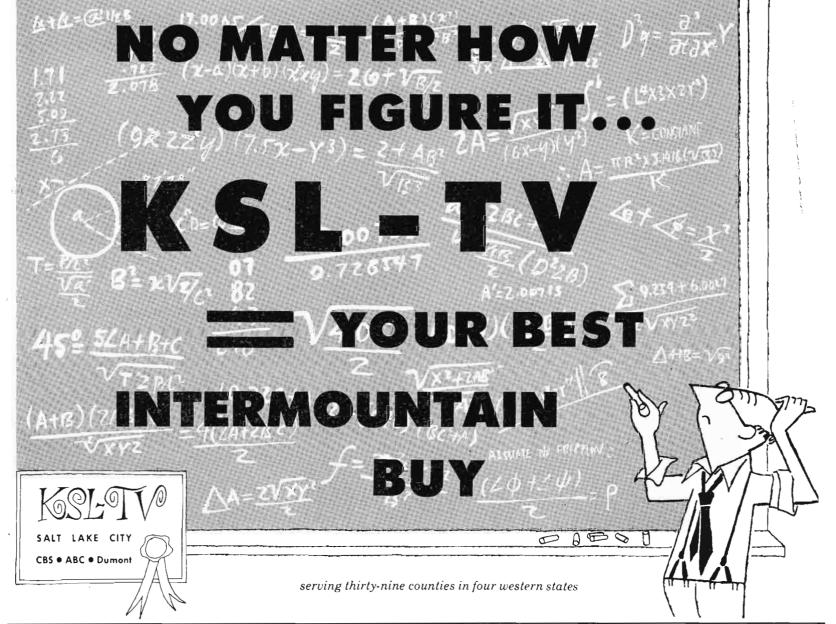
(Salt Lake County)

KSL-TV

LICENSEE: Radio Service Corp. of Utah. Address: 145 Social Hall Ave. Phone: 5-4641.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.3 kw, Aural 18.3 kw. Operating Pow.: Visual 28.3 kw, Aural 18.3 kw. Transmitter: Address, Coon Peak, Oquirrh Mountains. Make, RCA. Model TT-10-AL. Antenna: Make, GE. Type TY-27-C. Height, Above average terrain 4,280 ft. Above ground 390 ft.

OPERATION: Began June 1, 1949. Hours, 8:30 a.m.-12:30 a.m.



SALT LAKE CITY (Cont.)

KSL-TV (Cont.)

AFFLILIATIONS: Networks, CBS, ABC, DuMont. Station, AM, KSL. FM, KSL-FM.
REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney,
Wilkinson, Boyden & Cragun. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 50x80 ft. and one auditorium studio 50x70 ft.).

Six DuMont camera chains. Two Bodde 2,000 rear screen projectors. Two DuMont Iconoscope film cameras. Three Holmes 16mm film projectors. One composite dual slide projector. One GE dual slide projector. One GE dual (41/4x31/4) opaque projector. One fully equipped mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Corporation of the President of the Church of Jesus Christ of Latter-Day Saints, Spencer P. Felt, Raddatz Corp., Utah Woolen Mills, William R. Wallace, Richard L. Evans, Ivor Sharp, Gordon C. Holt and Earl J. Glade.

EXECUTIVES:

Ivor Sharp, Exec. Vice Pres.
D. Lennox Murdoch, Vice Pres.
& Gen. Mgr.
Edw. B. Kimball, Gen. Sls. Mgr.
Wayne F. Richards, Prog. Dir.
Vincent E. Clayton, Ch. Eng.
Richard V. Thiriot, Film Buy.

A. Richard Robertson, Prom. & Pub. Dir.
J. Henry Boren, Merc. Dir.
Scott R. Clawson, Prod. Mgr.
A. Stanton Mason, Exec.
Accountant

Total

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$150, Film \$125. Frequency discounts from 5% for 3-4-5 days up to 10% for 7 days. Rate Card No. 5.

MARKET INFORMATION:

Population 679,600 80,300 759,90 Families in Area 191,500 12,201 203,70 Area in Square Miles 60,575 44,188 104,76	}
Area in Square Miles 60,575 44,188 104,76	-
The state of the s	1
	3
No. of Sets (June 1) 140,000 25,000 165,00	0
Retail Sales \$729,862,000 \$124,282,000 \$854,144,00	0
Income per Family \$ 4,445 \$ 4,302 \$ 4,37	4
Income per Capita \$ 1,188 \$ 1,129 \$ 1,15	9

KTVT (TV)

LICENSEE: Intermountain Broadcasting & Tv Corp. Address: 130 Social Hall Ave. Phone: 22-5681.

FACILITIES: Ch. 4. Operating Pow.: Visual 27.5 kw, Aural 14.1 kw. Transmitter: Address, Mt. Vision, Utah, Make, RCA. Model TT5A. Antenna: Make, RCA. Type 6 AM. Height, Above average terrain 3,083 ft. Above ground 189 ft.

OPERATION: Began April 6, 1948. Hours, 9:30 a.m.-12:00 midnight.

AFFILIATIONS: Network NBC. Station, AM, KDYL. FM, KDYL-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney, Pierson & Ball.
Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios, 2,000 and 4,000 sq. ft. Four TCA TK30A camera chains.

One rear screen projector. One RCA TAK20A film camera. Two RCA
TP16C film projectors. Two Gray slide projectors. One RCA TJ 50A
mobile unit. News Services, INS, UP.

PRINCIPAL STOCKHOLDERS: Time Inc.

EXECUTIVES:

G. Bennett Larson, Pres., Gen.
Mgr. & Film Buy.

John M. Baldwin, Vice Pres. in charge of Opns.

Douglas R. Clawson, Com. Mgr.
Dan Rainger, Prog. Dir.
Alan Gunderson, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$100, Film \$100. Frequency discounts.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	648,000	86,300	735,000
Families in Area	179,300	22,700	202,000
Area in Square Miles	57,600	44,188	101,788
No. of Sets (June 1)	122,600	40,000	162,600
Retail Sales	\$676,607,000	\$92,482,000	\$769,089,000
Income per Family	\$ 4,959	\$ 4,402	\$ 4,630
Income per Capita	\$ 1,327	\$ 1,143	\$ 1,130

KUTV (TV)

(Target Date, Sept. 7, 1954)

LICENSEE: Utah Broadcasting and Television Corp. Address: Television Centre Phone: 222-505.

FACÍLITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 25.1 kw
Operating Pow.: Visual 45.7 kw, Aural 25.1 kw. Transmitter: Address
Pix Peak, Oquirrh Mountains. Make, RCA. Antenna: Make, RCA. Type
3 sec superturnstile. Height, Above average terrain 3,060 ft. Above
ground 229 ft.

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OPERATION: Target date, Sept. 7, 1954. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, KUTA. FM, KUTF (FM)

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Andrew Haley. Consulting Engineer, Grant R. Wrathall.

SERVICES: Three studios, 5,000, 2,000 and 1,500 sq. ft. Three RCA camera chains. One Bodde rear screen projector. Three RCA film cameras. Two RCA TP 6A film projectors. One Gray slide projector. One RCA spot scanner. One Teletron mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Kearns Tribune Corp. (50%), Frank C. Carman (25%) and Grant Wrathall (25%).

EXECUTIVES:

Frank C. Carman, Gen. Mgr.

S. John Schile, Com. Mgr.

John P. Brophy, Prog. Dir.

Lynn Johnson, Ch. Eng.

Miles T. Ivers, Film Dir.

Brent Kirk, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$585, Film \$450. Minute spot Live \$97.50, Film \$75. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	550,000	100,000	650,000
Families in Area	175,000	26,000	201,000
No. of Sets (June 1)	150,000	10,000	000,001
Retail Sales	\$640,000,000		
Income per Family	\$ 5,100		

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

-VERMONT -

Total Population July 1 1953

VERMONT MARKET INDICATORS

373,000

106,060,000

1,014,000

18,535,000

12,000,000

128,636

100,500

129,469

22,400

I	Total Population, July 1, 1999	515,000
I	Total Families, 1950	90,100
I	Total Urban Population, 1950	137,612
I	Total Rural Nonfarm Population, 1950	159,003
I	Total Farm Population, 1950	81,132
I	Employed in Nonagricultural Establishments, April	
I	1954	101,000
I	Employed in Agriculture, 1950	25,007
I	Employed in Mining, April 1954	1,300
I	Employed in Manufacturing, April 1954	38,600
١	Employed in Construction, April 1954	3,200
I	Employed in Transportation & Public Utilities,	
I	April 1954	8,300
I	Employed in Wholesale & Retail Trade, April 1954	18,800
I	Employed in Finance Insurance, & Real Estate,	
I	April 1954	3,100
I	Employed in Service & Miscellaneous, April 1954	11,400
	Employed in Government Service, April 1954	16,200
	Retail Sales, 1953 \$	397,922,000
ł	Bank Assets, Jan. 1, 1954 \$	422,801,000
į	Bank Deposits, Jan. 1, 1954 \$	379,458,000
I	Major Income Sources, 1952: Agriculture 7.5%; Govern	nment
I	15.5%; Manufacturing Payrolls 26.2%; Trade and S	ervice
I	24.7%.	
I	Total Income Payments, 1952 \$	497,000,000
I	Per Capita Income, 1952 \$	1,336
	Total Internal Revenue Collections, 1953 \$	74,188,397
I	Average Weekly Earnings Manufacturing Workers,	
I	April 1954 \$	60.25
1		

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

Cash Receipts from Farm Marketing, 1953 \$

Government Payments to Farmers, 1953 \$

Value of Mineral Production, 1951 \$

New Public Construction in 1952 \$

Motor Vehicle Registration, 1953

Number of Telephones, Jan. 1, 1954

Number of Electrical Connections, Jan. 1, 1954

Number of Gas Utilities Connections, 1953

VERMONT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Addison		\$16,162 25,878	\$ 4,573 7,532	\$ 353 526	1,250 3,830	24% 51%
Caledonia Chittenden	62,570	26,835 76,323	6,138 19,637	492 1,555	840 5,120	12% 29%
Essex Franklin	. 29,894	3,355 31,21 0	1,695 9,264	$\begin{array}{c} 78 \\ 634 \end{array}$	220 1,810	$\frac{12\%}{22\%}$
Grand Isle Lamoille	. 11,388	2,128 9,516	863 2,991	285	170 650	$\frac{21\%}{21\%}$
Orleans	. 21,190	14,107 20,402	2,882 4,041	360 385	700	12%
Rutland Washington	. 42,870	54,252 43,422	13,920 12,263	979 794 681	$\frac{6,810}{2,960}$	$\frac{51\%}{24\%}$
Windham Windsor	40,000	32,086 42,226	8,796 11,179	86 4		

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

MONTPELIER

(Washington County)

WMVT (TV)

(Target Date, Sept. 6, 1954)

LICENSEE: WCAX Broadcasting Corp. Address: 135 Main St., Burlington.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 2.69 kw. Transmitter: Address, Mt. Mansfield. Make, Gates. Antenna: Make, RCA. Height, Above average terrain 2,730 ft. Above ground 116 ft.

OPERATION: Target date, Sept. 6, 1954.

AFFILIATIONS: Network CBS.

REPRESENTATIVES: Sales, Weed Tv; Radio Time Sales Ltd. (Canada). Washington Attorney, Eliot C. Lovett. Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: C. P. Hasbrook, president-treasurer (99.714%);
Marcia B. Hasbrook, vice president (.143%) and A. Pearsley Feen (.143%).

-VIRGINIA —

VIRGINIA MARKET INDICATORS

Total Population, July 1, 1953 Total Families, 1950 Total Urban Population, 1950 Total Rural Nonfarm Population, 1950 Total Rural Population, 1950 Employed in Nonagricultural Establishments, April	3,568,000 785,060 1,560,115 1,026,604 731,961
Employed in Agriculture, 1950 Employed in Mining, April 1954 Employed in Manufacturing, April 1954 Employed in Construction, April 1954 Employed in Transportation & Public Utilities,	858,800 $167,459$ $15,700$ $235,100$ $52,900$
April 1954	80,900 192,600
April 1954 Employed in Service & Miscellaneous, April 1954. Employed in Government Service, April 1954. Entail Sales, 1953 Bank Assets, Jan. 1, 1954. Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 7.9%; Gov 26.3%; Manufacturing Payrolls 17.3%; Trade and 23.5%.	\$ 2,608,312,000 \$ 2,390,069,000 vernment
Total Income Payments, 1952	\$ 4,322,000,000 \$ 1,322 \$ 1,082,000,118
	56.20 449,122,000 4,261,000 5161,251,000 709,700,000 438,000,000 271,700,000 1,090,721 844,700 945,025 264,500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

BROADCASTING • TELECASTING

VIRGINIA MARKET DATA BY COUNTIES

Accornack 33.822	County	Population 1980	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Alleghany 23,139 21,132 5,979 339 3,860 40% 40% Alleghany 23,132 4,820 2,554 66 1,540 35% Appomattox 8,744 4,075 651 161 720 33% Applemation 133,449 276,183 10,801 161 720 33% Applemation 134,449 276,183 10,801 161 1,720 33% Applemation 134,449 276,183 10,801 161 1,720 33% Applemation 23,649 276,183 10,801 1,817 4,730 39% Applemation 23,649 276,183 10,801 1,817 1,817 2,138 10,811 1,817					\$ 546 1.912	$\frac{3,340}{3,720}$	33% 27%
Amherst 29,332 4,830 2,654 66 1,640 38% Appoint (x) 313,449 276,183 80,869 14,231 66,330 36,55 Augusta 31,549 276,183 80,869 15,131 1,947 4,650 27% Augusta 6,250 1,303 992 64 23,303 25% Augusta 6,250 1,303 992 64 23,303 25% Augusta 6,456 2,765 365 45 2,309 25% Bland 6,456 5,137 2,138 11,947 4,650 27% Bland 6,456 5,137 2,138 114 1,470 4,650 27% Bland 6,456 5,137 2,138 114 1,403 26% Bland 6,456 5,137 2,138 114 1,403 26% Bland 1,456 2,138 1,405 2,13	Alleghany	. 23,139	27,182	5,979	939	3,080	40%
Arfington 136,449 276,183 80,869 14,251 66,730 96% Augusta 34,154 57,369 13,131 1,347 4,560 27% Bedford 29,827 12,967 3,381 72 2,230 31% Bedford 29,827 3,551 77 2,138 134 1,560 27% Botelourt 15,766 1,576 3,551 77 2,138 134 1,560 27% Botelourt 15,766 1,576 3,551 77 2,138 134 1,560 27% Botelourt 15,766 1,576 1,577 2,138 134 1,560 27% Botelourt 12,828 1,577 2,138 134 1,560 27% Buckingham 12,288 1,641 904 40 1,240 46% Buckingham 12,288 1,746 22,537 69 1,530 25% Buckingham 12,288 1,746 22,537 69 1,530 35% Buckingham 12,288 1,750 2,738 2,716 22 1,220 18% Charles City 4,676 4,779 927 282 520 58% Buckingham 14,007 17,100 22,50 35% Buckingham 14,007 17,00 20% Buckingham 14,007 17,00 18% Buckingham 14,007 18,00 18% Buckingham 14,000 18,00 18% Bucking	Amherst	. 20,332	4,820	2,654	66	1,640	38%
Bath	Arlington	. 135,449	276,183	80,869	14,251	66,730	96%
Betordord	Bath	. 6.296	3,303	992	64	350	25%
Botelourt	Bland	. 6.436	12,967	$3,391 \\ 365$			31%
Buchanan	Botetourt	. 15,766	5,137	2,138	134	1,560	40%
Carnipbell 28,377 9,0,308 1,1,576 3,413 10,430 315, Caroline 126,475 6,448 2,148 63 11,0,430 315, Charles City 4,676 4,779 927 82 520 58%, Charlotte 14,057 726 542 21,120 58%, Charlotte 14,057 726 542 21,120 38%, Charlotte 14,057 726 542 21,120 38%, Charlotte 14,057 726 542 21,130 3,030 66%, Charlotte 14,057 726 542 21,120 38%, Charlotte 14,057 726 542 21,120 38%, Charlotte 14,057 726 542 21,130 3,030 66%, Charlotte 14,057 726 542 21,130 3,030 66%, Charlotte 14,057 726 542 21,130 3,030 66%, Charlotte 14,057 726 542 21,130 22,355 313 1,550 59%, Charlotte 14,057 74,050 21	Buchanan	. 35,748	15,762	2,537	69	1,650	21%
Charlefield 7,074 4,123 1,315 1,336 254 29 280 46% Clarke 7,074 4,123 1,315 1,336 254 29 280 46% Clarke 7,074 4,123 1,315 255 29 280 46% Clarke 7,074 1,123 1,315 255 29 280 46% Clarke 7,074 1,123 1,315 255 29 280 46% Clarke 7,074 1,123 1,130 255 29 280 46% Clarke 7,074 1,123 1,130 255 29 280 46% Clarke 7,074 1,123 1,130 255 29 280 46% Clarke 7,130 2,130 254 29 280 46% Clarke 7,130 2,130 254 29 280 46% Clarke 7,130 2,	Campbell	. 28,877	90,308	17,576	3,413	10,830	51%
Charlefield 7,074 4,123 1,315 1,336 254 29 280 46% Clarke 7,074 4,123 1,315 1,336 254 29 280 46% Clarke 7,074 4,123 1,315 255 29 280 46% Clarke 7,074 1,123 1,315 255 29 280 46% Clarke 7,074 1,123 1,315 255 29 280 46% Clarke 7,074 1,123 1,130 255 29 280 46% Clarke 7,074 1,123 1,130 255 29 280 46% Clarke 7,074 1,123 1,130 255 29 280 46% Clarke 7,130 2,130 254 29 280 46% Clarke 7,130 2,130 254 29 280 46% Clarke 7,130 2,	Carroll	. 26.695	7,338	1,716	32	1,220	18%
Chesterfield 40,400 1,1439 4,148 214 9,030 66% Clarke 70,724 4,213 1,315 133 8,00 66% Clarke 70,724 4,213 1,315 133 8,00 66% Clarke 70,724 1,213 1,315 133 133 1,355 50% Clarke 70,724 1,315 1,310 292 68 660 46% Clarke 70,724 1,315 1,325 1	Charlotte	. 14,057	726		82		58% 38%
Craige 3,452 1,303 254 29 280 40% Chippeper 13,242 14,102 2,355 313 1,950 50% 46	Chesterfield	. 40,400	11,439 4.213				66%
Cumberland 7,352 1,510 292 68 690 48% Dinkelenson 23,333 3,467 1,640 107 1,000 20% Elizabeth City 55,028 5,568 1,236 1,671 7,400 54% Pairfax 98,557 45,708 15,330 1,373 29,160 91% Floyd 11,351 4,827 787 76 490 18% Floyd 11,351 4,827 787 76 490 18% Floyd 11,351 4,827 787 76 490 18% Franklin 24,560 12,180 2,033 302 1,680 30% Freaklin 17,577 42,315 8,211 1,242 4,320 46% Giles 13,956 17,329 16,768 2,308 317 1,430 20 1,441 660 2,550 53% Giles 13,331 3,331 2,883 440 1,259 <td>Craig</td> <td>. 3,452</td> <td>1,303</td> <td>254</td> <td>29</td> <td>280</td> <td>40%</td>	Craig	. 3,452	1,303	254	29	280	40%
Dinwiddie	Cumberland	. 7,252	1,510	292	68	690	46%
Essex 6,530 5,569 1,420 70 720 55% Fauquier 21,248 18,868 4,059 409 3,140 58% Floyd 11,351 4,827 787 76 490 3,140 58% Fluvanna 7,121 2,765 1,206 71 780 46% Frederick 17,537 42,315 8,211 1,242 4,320 46% Frederick 17,537 42,315 8,211 1,242 4,320 46% Glouchester 10,343 7,450 1,455 74 1,840 59% Goochland 8,334 2,342 1,114 660 2,550 3,744 1,414 660 39% Grayson 21,379 16,768 2,589 4,467 3,73 1,400 22% 1,414 1,400 60% 30 2,74 41,111 3,120 38 44 41,250 2,328 44 44 1,400 6,426	To 1 1 1 1 1 1						
Fairfax	-		5 560	1.490			
Floyd 11,351 4,827 787 76 480 18% Fluvanna 7,121 2,765 1,206 71 78 76 480 46% Franklin 24,560 12,180 2,033 302 1,680 30% Frederick 17,537 42,315 8,211 1,242 4,300 30% Frederick 17,537 42,315 8,211 1,242 4,300 30% Goochland 18,956 17,829 4,516 606 2,650 55% Glouchester 10,343 7,450 1,455 74 1,840 59% Goochland 8,934 2,342 1,114 660 39% Grayson 21,379 16,768 2,308 317 1,430 2,5% Greene 4,745 1,219 528 300 27% Greenene 4,745 1,219 528 300 27% Greenene 4,745 1,219 528 300 27% Greenene 4,745 1,219 528 300 227% Greenene 4,745 1,321 52,823 440 1,220 53% Halifax 41,442 22,959 4,876 737 3,700 39% Halifax 41,442 22,959 4,876 737 3,700 39% Hanicot 41,442 22,959 4,876 737 3,700 39% Henrico 57,340 403,312 83,123 14,076 65,970 76% Henry 31,219 43,021 9,647 861 6,100 47% Greenene 41,442 9,69 1,021 331 1 180 25% James City 6,317 12,868 2,918 41 1,670 60% King George 6,710 2,251 1,024 1 1,080 60% King George 6,710 2,251 1,024 1 1,080 60% King William 7,589 7,760 2,368 31 1,050 60% King George 6,710 2,251 1,024 1 1,080 60% King William 7,589 7,760 2,368 31 1,050 60% Lancaster 8,640 7,771 1,732 168 760 33% Louenburg 14,146 9,271 1,134 4,498 975 71 1,020 39% Lancaster 8,640 7,771 1,732 168 760 33% Louenburg 14,146 9,271 1,834 226 1,120 39% Mathews 7,148 4,498 975 71 1,020 60% Macklenburg 33,497 25,905 5,243 486 2,660 33% Macklenburg 3	Fairfax	. 98,557					
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Giles 18,956 17,829 4,516 606 2,650 55% Glouchster 10,343 7,450 1,155 74 1,840 59% Goochland 8,934 2,342 1,114 660 39% Grayson 21,379 16,768 2,308 317 1,430 26% Greens 4,745 1,219 528 300 27% Greene 4,745 1,219 528 300 27% Greene 4,745 1,219 528 300 27% Greene 4,745 1,219 528 300 27% Greensville 16,319 13,381 2,283 440 1,250 23% Halifax 41,442 22,959 4,876 737 3,700 39% Hanover 21,985 9,820 2,941 111 3,120 55% Henrico 57,340 403,312 83,123 14,076 65,970 76% Henry 3,1219 43,021 9,647 861 6100 47% Highland 4,069 1,021 311 180 25% Isle of Wight 14,906 9,762 2,292 192 1,700 46% King and Queen 6,299 1,946 1,088 770 55% King George 6,710 2,251 1,024 1,080 60% King George 6,710 2,251 1,024 1,080 60% King George 8,760 2,251 1,024 1,080 60% King George 8,760 2,251 1,024 1,080 60% King William 7,589 7,760 2,366 31 1,050 55% Lancaster 8,640 7,771 1,732 168 760 33% Lee 36,106 12,939 2,270 331 1,070 13% Loudoun 21,147 17,112 4,771 498 3,170 61% Mathews 7,148 4,498 975 71 1,020 60% Mecklenburg 14,16 9,271 1,834 226 1,120 32% Mathews 7,148 4,498 975 71 1,020 60% Mecklenburg 33,497 25,905 5,243 486 2,660 33% Middlesex 6,715 4,601 625 74 1,140 60% Montgomery 29,780 36,628 8,401 1,155 5,550 53% Norrhampton 17,300 12,600 43% Northumberland 10,012 5,043 959 67 850 33% Northumberland 5,556 2,661 445 470 33% Phintophy 11,759 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 4,750 11,750 11,750 11,750 11,750 11,750 11,750 11,750 11,750 11,750 11,750 11,750 11,							
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Middlesex 6,715 4,601 625 74 1,140 60% Montgomery 29,780 36,628 8,401 1,155 5,550 53% Nansemond 25,238 33,212 7,115 1,165 4,660 47% Nelson 14,042 4,244 1,386 36 1,220 38% New Kent 3,995 2,145 938 550 55% Norfolk 99,937 456,330 110,772 15,038 94,910 73% Northampton 17,300 12,680 4,039 267 1,500 32% Nortnumberland 10,012 5,043 959 67 850 33% Nottoway 15,479 15,004 3,143 585 2,060 47% Orange 12,755 11,757 2,041 381 860 27% Page 15,152 9,529 1,888 22,786 10,404 14% Pittsylvania 66,09							
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New Kent 3,995 2,145 938 550 55% Norfolk 99,937 456,330 110,772 15,038 94,910 73% Northampton 17,300 12,680 4,039 267 1,500 32% Northumberland 10,012 5,043 959 67 850 33% Nottoway 15,479 15,004 3,143 585 2,060 47% Orange 12,755 11,757 2,041 381 860 27% Page 15,152 9,529 1,888 277 1,120 28% Patrick 15,642 5,084 1,192 37 650 18% Pittsylvania 66,096 93,086 20,882 2,686 10,940 41% Powhatan 5,556 2,661 445 470 39% Prince Edward 15,398 12,998 2,173 452 1,790 46% Prince George 19,67							
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Northumberland 10,012 5,043 959 67 850 33% Nottoway 15,479 15,004 3,143 585 2,600 47% Orange 12,755 11,757 2,041 381 860 27% Page 15,152 9,529 1,888 277 1,120 28% Patrick 15,642 5,084 1,192 37 650 18% Pittsylvania 66,096 93,086 20,882 2,686 10,940 41% Powhatan 5,556 2,661 445 470 39% Prince Edward 15,388 12,998 2,173 452 1,790 46% Prince George 19,679 17,018 5,176 551 4,050 58% Princes Anne 42,277 18,037 4,300 583 8,160 64% Princess Anne 42,277 18,037 4,930 583 8,160 64% Pulaski							
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Page 15,152 9,529 1,888 277 1,120 28% Patrick 15,642 5,084 1,192 37 650 18% Pittsylvania 66,096 93,086 20,882 2,686 10,940 41% Powhatan 5,556 2,661 445 470 39% Prince Edward 15,388 12,998 2,173 452 1,790 46% Prince George 19,679 17,018 5,176 551 4,050 58% Prince William 22,612 34,170 9,995 999 3,260 62% Princess Anne 42,277 18,037 4,300 583 8,160 64% Pulaski 27,758 19,179 4,978 630 3,980 53% Rappahannnock 6,112 1,450 176 770 59% Richmond 6,189 4,510 772 31 780 60% Rockbridge							
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Prince Edward 15,398 12,998 2,173 452 1,790 46% Prince George 19,679 17,018 5,176 551 4,050 58% Prince William 22,612 34,170 9,995 999 3,260 62% Princess Anne 42,277 18,037 4,300 583 8,160 64% Pulaski 27,758 19,179 4,978 630 3,980 55% Rappahannnock 6,112 1,450 176 770 59% Richmond 6,189 4,510 772 31 780 60% Roanoke 41,486 167,374 38,099 4,628 21,500 55% Rockingham 35,079 45,817 5,107 1,017 3,380 27% Russell 26,818 13,208 1,739 123 1,220 20% Scott 27,640 7,470 1,303 175 860 13% Smyth	Pittsylvania	. 66,096	93,086	20,882		10,940	41%
Prince George 19,679 17,018 5,176 551 4,050 58% Prince William 22,612 34,170 9,995 999 3,260 62% Princess Anne 42,277 18,037 4,300 583 8,160 64% Pulaski 27,758 19,179 4,978 630 3,980 53% Rappahannnock 6,112 1,450 176 770 59% Richmond 6,189 4,510 772 31 780 60% Roanoke 41,486 167,374 38,099 4,628 21,500 55% Rockbridge 23,359 20,132 5,120 1,326 1,760 24% Rockingham 35,079 45,817 5,107 1,017 3,380 27% Russell 26,818 13,208 1,739 123 1,220 20% Scott 27,640 7,470 1,303 175 860 13% Smyth <							
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Pulaski 27,758 19,179 4,978 630 3,980 53% Rappahannnock 6,112 1,450 176 770 59% Richmond 6,189 4,510 772 31 780 60% Roanoke 41,486 167,374 38,099 4,628 21,500 55% Rockbridge 23,359 20,132 5,120 1,326 1,760 24% Rockingham 35,079 45,817 5,107 1,017 3,380 27% Russell 26,818 13,208 1,739 123 1,220 20% Scott 27,640 7,470 1,303 175 860 13% Shenandoah 21,169 16,572 3,695 345 1,580 28% Smyth 30,187 19,666 3,615 625 1,140 16% Spotsylvania 11,920 33,768 6,723 959 3,800 59% Stafford 11,902<							
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Roanoke 41,486 167,374 38,099 4,628 21,500 55% Rockbridge 23,359 20,132 5,120 1,326 1,760 24% Rockingham 35,079 45,817 5,107 1,017 3,380 27% Russell 26,818 13,208 1,739 123 1,220 20% Scott 27,640 7,470 1,303 175 860 13% Shenandoah 21,169 16,572 3,695 345 1,580 28% Smyth 30,187 19,666 3,615 625 1,140 16% Southampton 26,522 16,188 4,225 489 2,900 46% Spotsylvania 11,920 33,768 6,723 959 3,800 59% Sufford 11,902 3,679 1,929 40 1,920 60% Surry 6,220 2,181 432 65 900 60% Sussex 12,785 <td></td> <td>. 6,189</td> <td>4,510</td> <td>772</td> <td>31</td> <td>780</td> <td>60%</td>		. 6,189	4,510	772	31	780	60%
Rockingham 35,079 45,817 5,107 1,017 3,380 27% Russell 26,818 13,208 1,739 123 1,220 20% Scott 27,640 7,470 1,303 175 860 13% Shenandoah 21,169 16,572 3,695 345 1,580 28% Smyth 30,187 19,666 3,615 625 1,140 16% Southampton 26,522 16,188 4,225 489 2,900 46% Spotsylvania 11,920 33,768 6,723 959 3,800 59% Stafford 11,902 3,679 1,929 40 1,920 60% Surry 6,220 2,181 432 65 900 60% Sussex 12,785 9,139 1,971 202 1,620 58% Tazewell 47,512 36,920 8,334 989 1,780 16% Warrie 14,801							
Scott 27,640 7,470 1,303 175 860 13% Shenandoah 21,169 16,572 3,695 345 1,580 28% Smyth 30,187 19,666 3,615 625 1,140 16% Southampton 26,522 16,188 4,225 489 2,900 46% Spotsylvania 11,920 33,768 6,723 959 3,800 59% Stafford 11,902 3,679 1,929 40 1,920 60% Surry 6,220 2,181 432 65 900 60% Sussex 12,785 9,139 1,971 202 1,620 58% Tazewell 47,512 36,920 8,334 989 1,780 16% Warren 14,801 15,840 4,160 519 2,020 46% Warwick 39,875 30,460 67% Washington 37,536 48,026 <td< td=""><td>Rockingham</td><td>. 35,079</td><td>45,817</td><td>5,107</td><td>1,017</td><td>3,380</td><td>27%</td></td<>	Rockingham	. 35,079	45,817	5,107	1,017	3,380	27%
Shenandoah 21,169 16,572 3,695 345 1,580 28% Smyth 30,187 19,666 3,615 625 1,140 16% Southampton 26,522 16,188 4,225 489 2,900 46% Spotsylvania 11,920 33,768 6,723 959 3,800 59% Stafford 11,902 3,679 1,929 40 1,920 60% Surry 6,220 2,181 432 65 900 60% Sussex 12,785 9,139 1,971 202 1,620 58% Tazewell 47,512 36,920 8,334 989 1,780 16% Warren 14,801 15,840 4,160 519 2,020 46% Warwick 39,875 30,460 67% Washington 37,536 48,026 9,507 1,472 1,340 10% Westmoreland 10,148 3,254							
Southampton 26,522 16,188 4,225 489 2,900 46% Spotsylvania 11,920 33,768 6,723 959 3,800 59% Stafford 11,902 3,679 1,929 40 1,920 60% Surry 6,220 2,181 432 65 900 60% Sussex 12,785 9,139 1,971 202 1,620 58% Tazewell 47,512 36,920 8,334 989 1,780 16% Warren 14,801 15,840 4,160 519 2,020 46% Warwick 39,875 30,460 67% Washington 37,536 48,026 9,507 1,472 1,340 10% Westmoreland 10,148 8,254 1,399 230 1,680 60% Wise 56,336 47,445 10,241 1,080 3,370 25% Wythe 23,327 20,769	Shenandoah	. 21,169	16,572	3,695	345	1,580	28%
Spotsylvania 11,920 33,768 6,723 959 3,800 59% Stafford 11,902 3,679 1,929 40 1,920 60% Surry 6,220 2,181 432 65 900 60% Sussex 12,785 9,139 1,971 202 1,620 58% Tazewell 47,512 36,920 8,334 989 1,780 16% Warren 14,801 15,840 4,160 519 2,020 46% Warwick 39,875 30,460 67% Washington 37,536 48,026 9,507 1,472 1,340 10% Westmoreland 10,148 8,254 1,399 230 1,680 60% Wise 56,336 47,445 10,241 1,080 3,370 25% Wythe 23,327 20,769 3,883 445 1,430 25%							
Surry 6,220 2,181 432 65 900 60% Sussex 12,785 9,139 1,971 202 1,620 58% Tazewell 47,512 36,920 8,334 989 1,780 16% Warren 14,801 15,840 4,160 519 2,020 46% Warwick 39,875 30,460 67% Washington 37,536 48,026 9,507 1,472 1,340 10% Westmoreland 10,148 8,254 1,399 230 1,680 60% Wise 56,336 47,445 10,241 1,080 3,370 25% Wythe 23,327 20,769 3,883 445 1,430 25%	Spotsylvania	. 11,920	33,768	6,723	959	3,800	5 9%
Sussex 12,785 9,139 1,971 202 1,620 58% Tazewell 47,512 36,920 8,334 989 1,780 16% Warren 14,801 15,840 4,160 519 2,020 46% Warwick 39,875 30,460 67% Washington 37,536 48,026 9,507 1,472 1,340 10% Westmoreland 10,148 8,254 1,399 230 1,680 60% Wise 56,336 47,445 10,241 1,080 3,370 25% Wythe 23,327 20,769 3,883 445 1,430 25%		. 6,220	2,181	432			
Warren 14,801 15,840 4,160 519 2,020 46% Warwick 39,875 30,460 67% Washington 37,536 48,026 9,507 1,472 1,340 10% Westmoreland 10,148 8,254 1,399 230 1,680 60% Wise 56,336 47,445 10,241 1,080 3,370 25% Wythe 23,327 20,769 3,883 445 1,430 25%	Sussex	. 12,785	9,139		202	1,620	58%
Washington 37,536 48,026 9,507 1,472 1,340 10% Westmoreland 10,148 8,254 1,399 230 1,680 60% Wise 56,336 47,445 10,241 1,080 3,370 25% Wythe 23,327 20,769 3,883 445 1,430 25%	Warren	. 14,801				2,020	46%
Westmoreland 10,148 8,254 1,399 230 1,680 60% Wise 56,336 47,445 10,241 1,080 3,370 25% Wythe 23,327 20,769 3,883 445 1,430 25%							
Wythe 23,327 20,769 3,883 445 1,430 25%	Westmoreland .	. 10,148	8,254	1,399	230	1,680	60%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

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DANVILLE

(Pittsylvania County)

WBTM-TV

LICENSEE: Piedmont Broadcasting Corp. Address: 710 Grove St. Phone: 2350.

FACILITIES: Ch. 24. Operating Pow.: Visual 22.4 kw, Aural 12 kw. Transmitter: Address, White Oak Mountain. Make, RCA. Model TTU-10A. Antenna: Make, RCA. Height, Above average terrain 650 ft. Above ground 273 ft.

OPERATION: Began Feb. 21, 1954. Hours, 4:00 p.m.-11:00 p.m. Mon.-Fri. 2:30 to 11:00 p.m. Sat. & Sun.

AFFILIATIONS: Network ABC. Station, AM, WBTM. FM, WBTM-FM.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, John H. Midlen. Consulting Engineer, George C. Davis.

SERVICES: One studio (39x42x18 ft.). One RCA TK-IIA camera chain. One Bodde 2P3AC rear screen projector. One RCA TK-20C film camera. Two RCA TP 16D film projectors. One RCA TP3A dual disk slide projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: L. N. Dibrell, president (45%), Edward G. Gardner, vice president and general manager (11%) and James W. Ray, vice president (9%).

EXECUTIVES:

M

L. N. Dibrell, Pres. Edward G. Gardner, Vice Pres. & Gen. Mgr. John Holland II, Com. Mgr. Milton N. Adams, Prog. Dir. Lyle C. Motley, Ch. Eng. Richard Cox, Prod. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

ARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	207,430	491,464	791,700
Families in Area	52,334	126,105	205,142
Area in Square Miles	700	003,1	2,300
No. of uhf Sets (June	!)		21,500
Retail Sales	\$178,289,000	\$424,289,000	\$701,977,000
Income per Family			\$ 4,527

HAMPTON

(Elizabeth City County)

WVEC-TV (NORFOLK)

LICENSEE: Peninsula Broadcasting Corp. Address: 1490 Pembroke Ave. Phone: Hampton 6332.

FACILITIES: Ch. 15 Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Operating Pow.: Visual 214 kw, Aural 110 kw. Transmitter: Address, 1490 Pembroke Ave., Hampton. Make, GE. Model TT-25-A. Antenna: Make, GE. Type TY-25-A. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Began Aug. 15, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Station, AM, WVEC.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Cohn & Marks. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: One studio (20x30 ft.). Two GPL Model PA-600 camera chains.

One GE Model PE-5A film camera. Two GPL Model PA-100-A film projectors. One Gray Telojector slide projector. One GE YF-4-A opaque projector. News Service, AP. Library, Standard, World.

PRINCIPAL STOCKHOLDERS: Thomas P. Chisman (19.74%), Harrol A. Brauer Jr. (10.85%), James E. Swafford (19.74%) and J. W. Chisman (21.45%).

EXECUTIVES:

Thomas P. Chisman, Pres. &
Gen. Mgr.
Harrol A. Brauer Jr., Vice. Pres.
& Dir. Sls.
L. W. Kliewer, Operations Mgr.
& Film Buy.
Harry Middleton, Prog. Dir.

William C. King Jr., Ch. Eng. June Saunders, Traffic Mgr. Melvin Tennis, Continuity Dir. Georgia McCarty, Prom. & Merc. Mgr. Gordon Walsh, Film Mgr.

Orlon Gray, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$345, Film \$300. Minute spot Live \$69, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:			Total
	Grade A	Grade B	[Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	855,000	745,000	1,600,000
Families in Area	213,750	186,250	400.000
Area in Square Miles	1,661	3,846	6,936
No. of Sets (June 1)	76,000	24,300	100,300
Income per Family	\$ 6,373	\$ 4,850	
Income per Capita	\$ 2,050	\$ 1 ,54 5	***************************************

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HARRISONBURG

(Rockingham County)

WSVA-TV

LICENSEE: Shenandoah Valley Broadcasting Corp. Address: Rawley Pike.
Phone: 4-4431.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.3 kw, Aural 4.17 kw. Operating Pow.: Visual 8.3 kw, Aural 4.17 kw. Transmitter: Address, Big Mountain. Make, GE. Model TT-10-A. Antenna: Make, GE. Type TY-12-C. Height, Above average terrain 2,130 ft. Above ground 349 ft.

OPERATION: Began Oct. 19, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WSVA. FM, WSVA-FM.

REPRESENTATIVES: Sales, Devney & Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (20x30 ft.). One GE Image Orthicon camera chain.
One GE PE-5-C film camera. Two GE 16mm PF-5A film projectors. One
GE type PF-4-A and double unit Selectro-slide slide projector. News
Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Frederick L. Allman and Mary P. Allman. EXECUTIVES:

Frederick L. Allman, Pres. & Gen. Mgr. Robert B. Harrington, Com. Mgr. Richard H. Johnson, Prog. Dir. Warren L. Braun, Ch. Eng. Robert E. Lee, Film Buy. & Tv Prog. Dir.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$19.50, Film \$15. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	384,200	415,700	799,900
Families in Area	101,830	109,370	211,200
Area in Square Miles	11,024	16,833	27,857
No. of Sets (April 30)	35,476	48,852	84,328
Retail Sales	\$377,475,000	\$231,428,000	\$608,903,000
Income per Family	\$ 4,281	\$ 3,894	***
Income per Capita	\$ 1,146	\$ 1,012	

LYNCHBURG

(Campbell County)

WLVA-TV

LICENSEE: Lynchburg Broadcasting Corp. Address: 925 Church St. Phone: 2-1242.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28 kw, Aural 14 kw. Transmitter: Address, Tobacco Row Mt., Amherst County. Make, RCA. Antenna: Make, DuMont. Height, Above average terrain 2,090 ft. Above ground 117 ft.

OPERATION: Began Feb. 8, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont, Stations, AM, WLVA. FM, WLVA. FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, George O. Sutton. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (15x26 ft.). Two DuMont camera chains. One Eastman Cine special film camera. One DuMont flying scanner film projector. One DuMont flying scanner slide projector. One DuMont scanner. One film processing unit for stills only. News Service, AP. Library, Lang-Worth, Unity, Official.

PRINCIPAL STOCKHOLDERS: Edward A. Allen (27.77%) and Philip P. Allen (27.77%).

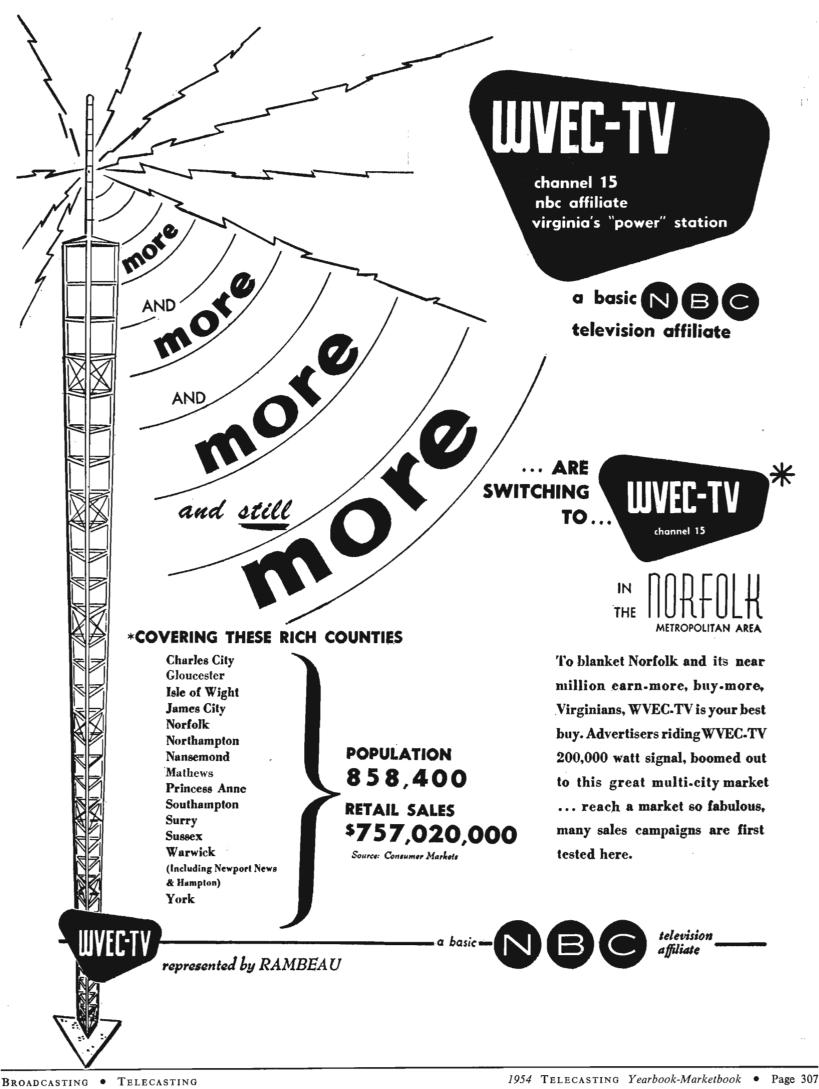
EXECUTIVES:

Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. Joseph F. Wright Jr., Com. Mgr. Warren Uttal, Prog. Dir. & Film Buy. John T. Orth, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$275, Film \$250. Minute spot Live \$55, Film \$50. Frequency discounts from 15% for 52 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

ARRET INTORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Families in Area	84,830	211,350	296,180
Area in Square Miles	50	70	***************************************
No. of Sets (June 1)	*******	113,440	150,000



NEWPORT NEWS

(Warwick County)

WACH-TV†

LICENSEE: Eastern Broadcasting Corp. Address: 114 24th St. Phone: 3-1631.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 10.5 kw. Operating Pow.: Visual I kw, Aural .5 kw. Transmitter: Address, 114 24th St. Make, FTL. Antenna: Make, FTL. Height, Above average terrain 310 ft. Above ground 319 ft.

OPERATION: Began Oct. 8, 1953.

AFFILIATIONS: Station, AM, WACH.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Eugene L. Burke. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: John Doley, president (23%), Stuart A. Smith, vice president (16%), Ralph T. Baker, assistant secretary (2%), Margaret Doley, assistant treasurer (23%), C. Arthur Smith (27%), Charles K. Hutchins Sr. (4.5%) and L. C. Purdey (4.5%).

†WACH has suspended operation but has not returned its CP.

NORFOLK

(Norfolk County)

WTAR-TV

LICENSEE: WTAR Radio Corp. Address: 720 Boush St. Phone: 5-6711.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Driver, Va. Make, RCA. Model 25 BL. Antenna: Make, RCA. Type 6 AL. Height, Above average terrain 1,039 ft. Above ground 1,029 ft.

OPERATION: Began April 2, 1950. Hours, 6:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WTAR. FM, WTAR-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Eliot Lovett. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 2,094 sq. ft., and one 1,335 sq. ft.). Four RCA TK 10 A camera chains. One Viewmaster rear screen projector. Two RCA lke film cameras. Two RCA 16mm film projectors. One INS super projector. One Gray Telojector. One Houston-Fearless film processing unit. One RCA mobile unit; One Super Auricon complete sound 16mm, two B & H 70 DL 16mm, one Zeiss Ikon 16mm. Library, World.

PRINCIPAL STOCKHOLDERS: Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch).

EXECUTIVES:

Campbell Arnoux, Pres. & Gen. Mgr.-John C. Peffer, Asst. Gen. Mgr. Robert Lambe, Gen. Sls. Mgr. Harold Soldinger, Gen. Prog. Mgr. Richard L. Lindell, Ch. Eng. Joel Carlson, Dir. of Publ. Rel. Patrick Arnoux, TV Prod. Mgr. Robert Davis, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$760, Film \$700. Minute spot Live \$161, Film \$140. Frequency discounts from 5% for 52 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

			loidi
•	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	784,690	371,310	1,600,400
Families in Area	207,825	87,830	419,335
No. of Sets (June 1)			319,564
Retail Sales	\$702,570,950	\$216,785,000	\$1,406,713,050

WTOV-TV

LICENSEE: Commonwealth Broadcasting Corp. Address: 812 W. 21st St. Phone: 4-7786.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.7 kw, Aural 11.7 kw. Operating Pow: Visual 19.7 kw, Aural 11.7 kw. Transmitter: Address, Spratley St., Portsmouth, Va. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type 21-BLS. Height, Above average terrain 380 ft. Above ground 410 ft.

OPERATION: Began Dec. 7, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WLOW.

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Miller & Schroeder. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (60x48 ft.). Two RCA TK-20 camera chains. Two RCA film cameras. Two RCA 16-C film projectors. One Super Projectall slide projector. One Projectall opaque projector. News Service, UP.

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PRINCIPAL STOCKHOLDERS: E. L. Scott (331/3%), Robert Wasdon (331/3%) and Jack Siegel (331/3%).

EXECUTIVES:

E. L. Scott, Pres. Robert Wasdon, Vice Pres. & Gen. Mgr. Joseph Matthews, Vice Pres. William Carpenter, Vice Pre-Robert Dropperd, Prog. Dir Jack Siegel, Tech. Dir. & Secy-Treas.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

Retail Sales

WVEC-TV (HAMPTON)

LICENSEE: Peninsula Broadcasting Corp. Address: 12 Selden Arcade. Phone:
Norfolk 4-7605.

RICHMOND

(Henrico County)

WOTV (TV)

(Target Date, Not Set)

LICENSEE: Winston-Salem Broadcasting Co. Address: 8261/2 W. Fourth St., Winston-Salem, N. C.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.33 kw. Transmitter: Address, 1.6 miles from Richmond on Midlothian Turnpike. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 540 ft. Above ground 546 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

PRINCIPAL STOCKHOLDERS: James W. Coan, president (13.833%); John G. Johnson, secretary-treasurer (12.01%); Robert V. Brawley, vice president (7.445%); Archibald Craige, asst. secretary-treasurer (7.445%); Thomas B. Rice, director (10.18%); Albert L. Butler Jr. (13.882%); Jonas S. Rice, director (9.25%); Earl F. Slick, director (18.5%); Gordon Hanes, director (3.71%); Agnew H. Bahnson Jr., director (1.66%); Kenneth Mountcastle Jr., director (1.85%); Katherine K. Bahnson, director (.185%). Same ownership as WTOB-AM-TV Winston-Salem, N. C.

WTVR (TV)

LICENSEÉ: Havens & Martin Inc. Address: P. O. Box 5229, 3301 W. Broad St. Phone: 5-8611.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Cutshaw & Tilden St. Make, RCA. Model BTL-25. Antenna: Make, RCA. Type 6-Bay Superturnstile. Height, Above average terrain 840 ft. Above ground 844 ft.

OPERATION: Began April 15, 1948. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WMBG. FM, WCOD.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney, John H. Midlen. Consulting Engineer, James C. McNary.

SERVICES: Two studios (one 52x52x22 ft. and one 29x17¹/₂x12 ft.). Three Du-Mont camera chains. One TV Specialty Co. rear screen projector. Two Speed Graphic for stills and two 16mm motion picture film cameras. Two DuMont film projectors. Four 2x2 in. and one 35mm strip slide projector. One Baloptican opaque projector. One Filmline Bridgamatic film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wilbur M. Havens, owner.

EXECUTIVES:

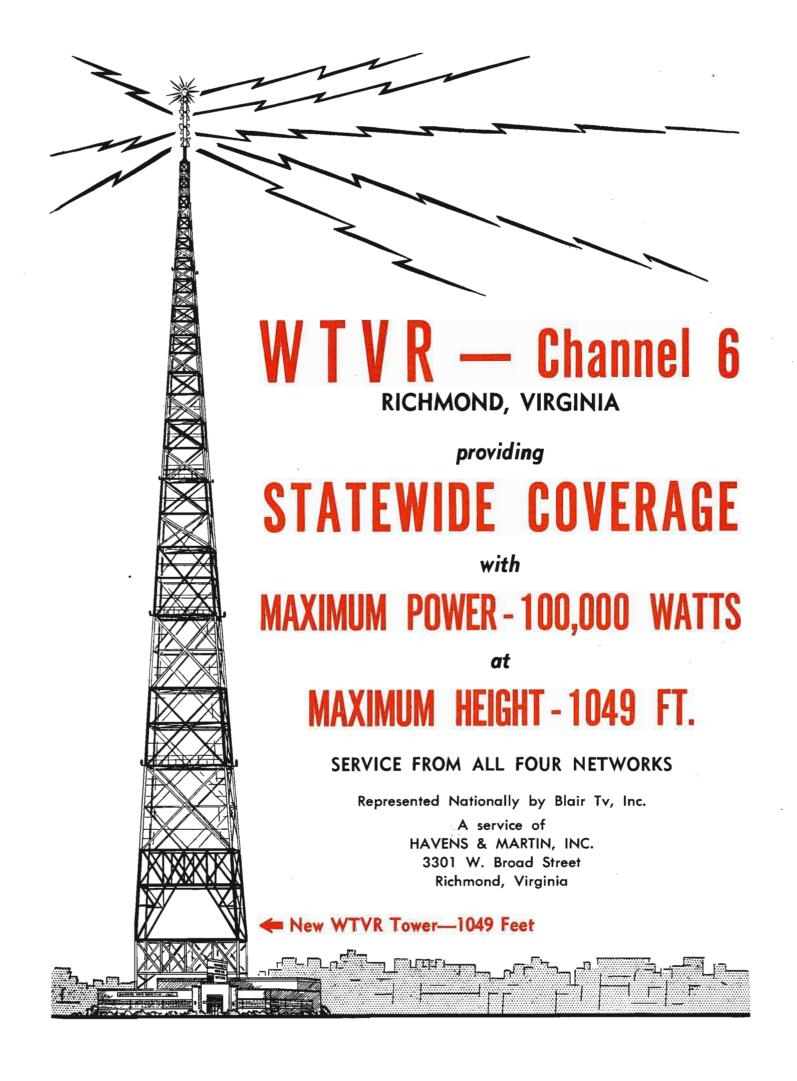
Wilbur M. Havens, Pres., Gen. Mgr. & Com. Mgr. John V. Shand, Prog. Dir. & Film Buy. James W. Kyle, Ch. Eng. Walter A. Bowry Jr., Asst. Mgr. Robert Kahle, Prom. Dept. Roy Roman, News Dir.

RATE INFORMATION: Class A one hour Live \$775, Film \$775. Minute spot Live \$140, Film \$140. Frequency discounts. Rate Card K.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,919,-350; Families in Area, 834,100; No. of Sets (May 1), 445,984; Retail Sales, \$1,379,113,000; Total Effective Buying Income, \$3,405,302,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING



ROANOKE

WSLS-TV

(Roanoke County)

LICENSEE: Shenandoah Life Stations Inc. Address: 301 First St., S.W. Phone: 9227.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 295 kw, Aural 150 kw. Operating Pow.: Visual 295 kw, Aural 150 kw. Transmitter: Address: Poor Mountain, Roanoke County. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 1,980 ft. Above ground 174 ft.

OPERATION: Began Dec. 11, 1952. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC. Station, AM, WSLS. FM, WSLS-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Eliot C. Lovett. Consulting Engineer, George C. Davis.

SERVICES: One studio (20x30 ft.). Three RCA TK-11A camera chains. One TSC Profitmaker rear screen projector. One RCA TK-20C film camera. Two RCA 16mm film projectors. One 2x2 in. Automatic slide projector. One micro film processing unit. News Service, AP. Library, Snader, Sterling, Capital "Q".

PRINCIPAL STOCKHOLDERS: Shenandoah Life Insurance Co. is sole owner.

EXECUTIVES:

George Chernault, Prog. Dir. Paul Buford, Pres. J. Philip Briggs, Ch. Eng. Fred L. Corstaphney, Prom. Mgr. James H. Moore, Gen. Mgr. & Exec. Vice Pres. Horace Fitzpatrick, Asst. Mgr., Tom Wright, Dir. News and Film Buy. & Com. Mgr. Sp. Ser.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION: Grade B (FCC Contour) Grade A (Including (FCC Contour) Fringe Area) Population 787,740 1,388,440 2,312,240 Families in Area 184,320 320,760 538,480 Area in Square Miles No. of Sets (June 1) 30.060 11.580 18.480 261,893 81.054 45.610 Retail Sales \$663,899,000 \$576,389,000 \$1,240,288,000 \$ 3,540 \$ 822 Income per Family \$ 3,860 Income per Capita 955

-WASHINGTON —

WASHINGTON MARKET INDICATORS

Total Population, July 1, 1953	2,520,000
Total Families, 1950	625,185
Total Tallines, Demolation 1050	1,503,166
Total Urban Population, 1950	
Total Rural Nonfarm Population, 1950	602,026
Total Farm Population, 1950	273,771
Employed in Nonagricultural Establishments, April	
1954	731,300
Employed in Agriculture, 1950	78,220
Employed in Mining, April 1954	2,500
Employed in Manufacturing, April 1954	193,000
Employed in Construction, April 1954	46,800
Employed in Transportation & Public Utilities,	40,000
Amail 1054	63,700
April 1994 Production of the April 1974	
April 1954 Employed in Wholesale & Retail Trade, April 1954	163,600
Employed in Finance, Insurance & Real Estate,	
April 1954	26,900
Employed in Service & Miscellaneous, April 1954	83,700
Employed in Government Service, April 1954	83,700 149,100
Retail Sales, 1953	\$ 2,833,385,000
Bank Assets, Jan. 1, 1954	\$ 2,662,387,000
Bank Deposits, Jan. 1, 1954	\$ 2,464,648,000
Bank Deposits, Jan. 1, 1954 Major Income Sources, 1952: Agriculture 6.7%; Gov	zernment
21.1%; Manufacturing Payrolls 18.6%; Trade and	Service
26.3%.	Bervice
Total Income Payments, 1952	\$ 4,466,000,000
Per Capita Income, 1952	\$ 1,810
Total Internal Revenue Collections, 19531	\$ 841,712,600
Average Weekly Earnings Manufacturing Workers,	
	\$ 81.35
	\$ 589,108,000
Government Payments to Farmers, 1953	\$ 3,563,000
Value of Mineral Production, 1951	\$ 54,552,000
Total New Construction in 1952	\$ 745,500,000
New Private Construction in 1952	0.00,000
	& 377.4TUU.UUU
New Public Construction in 1952	\$ 377,100,000 \$ 370,400,000
New Public Construction in 1952	\$ 370,400,000
Motor Vehicle Registration, 1953	\$ 370,400,000 1,051,517
Motor Vehicle Registration, 1953	\$ 370,400,000 1,051,517 856,100
Motor Vehicle Registration, 1953	\$ 370,400,000 1,051,517 856,100 844,319
Motor Vehicle Registration, 1953	\$ 370,400,000 1,051,517 856,100

¹ Including Alaska.

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

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WASHINGTON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	6,584	\$11,663	\$ 1,651	\$ 215	370	16%
Asotin		5,446	1,921	82	800	21%
Benton		67,689	18,444	3,606		
Chelan	39,301	68,054	15,915	2,191		-:::
Clallam		34,560	9,691	745	4,570	51%
Clark		78,370	21,144	1,891	16,060	51%
Cl 124	=0.000	4,708 63,364	$\frac{1,027}{7,229}$	135 1,558	290	$\frac{21\%}{20\%}$
Douglas	40,045	6.374	1,469	41	5,060	28%
Ferry		1.245	446	30	290	32%
Franklin		27.569	5.952	909	850	16%
Garfield	3,204	3,859	413	109	190	21%
Grant	24.346	19,171	5.507	558	1,330	$\overline{16\%}$
Grays Harbor .	53,644	68,337	16,821	1,472	2,880	16%
Island	11,079	7,707	2,378	197	3,030	74%
Jefferson	11,618	8,880	3,043	114	1,920	52%
King	732,992	950,768	211,898	26,758	164,660	62%
Kitsap	75,724	80,789	24,115	2,753	21,170	74%
Kittitas	22,235	28,664	6,546	555		
Klickitat	12,049	10,306	2,675	242	0.000	::::
Lewis	43,755	54,075	12,229	1,246	2,090	15%
Lincoln Mason	$10,970 \\ 15.022$	15,795	2,568	338	1,060	32%
01	29,131	13,961 21,904	3,914 5,904	159 746	3,070	59%
Pacific	16,558	16,673	5,020	346	910	16%
Pend Oreille	7,413	4.533	1,435	201	740	32%
Pierce	275,876	284,336	68,781	7.568	56,050	61%
San Juan	3,245	2,404	666	38	420	35%
Skagit	43,273	59,931	14,664	1.124	4,930	35%
Skamania	4,788	1.921	903	-,33		
Snohomish	111,580	126,252	32,655	2.819	27,620	70%
Spokane	221,561	287,576	56,777	8,322	37,390	48%
Stevens	18,580	13,874	3,288	337	1,770	32%
Thurston	44,884	48,391	11,939	1,089	9,270	59%
Wahkiakum	3,835	1,740	678	_30	140	16%
Walla Walla	40,135	53,652	10,197	1,537		::::
Whatcom	66,733	82,497	17,160	1,817	3,910	17%
Whitman	32,469	37,878	8,330	1,323	2,000	21%
Yакіта	135,728	158,469	36,162	4,247	10,010	22%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV

BELLINGHAM

(Whatcom County)

KVOS-TV

LICENSEE: KVOS Inc. Address: KVOS Bldg. Phone: Bellingham 790.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 33 kw, Aural 17 kw. Operating Pow.: Visual 33 kw, Aural 17 kw. Transmitter: Address, 2074 Yew Street, Bellingham. Make, Composite. Antenna: Make, Composite. Type 8-Bay. Height, Above average terrain 2,380 ft. Above ground

OPERATION: Began June 3, 1953. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATIONS: Network, DuMont. Station, AM, KVOS.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Wm. Foss, Inc.

SERVICES: One film camera chain. One flying spot camera. One RCA film camera. One RCA and one Holmes film projector. One T DC slide projector. One composite scanner. One composite film processing unit. News Service, UP. Library, MPTV, Consolidated, Sterling.

PRINCIPAL STOCKHOLDERS: Rogan Jones, president, also chairman of the board, KPQ Wenatchee, Wash.

EXECUTIVES:

Rogan Jones, Pres. & Gen. Mgr. Fred Elsethagen, Natl. Com. Mgr. Dave Mintz, Prog. Dir. & Film

Ernest E. Harper, Ch. Eng. Jerry C. Worthen, Dir. of Photo.

RATE INFORMATION: Class A one hour Live \$90, Film \$90. Minute spot Film \$18. Frequency discounts from 21/2% for 13 times up to 171/2% for 260 times. Rate Card No. I.

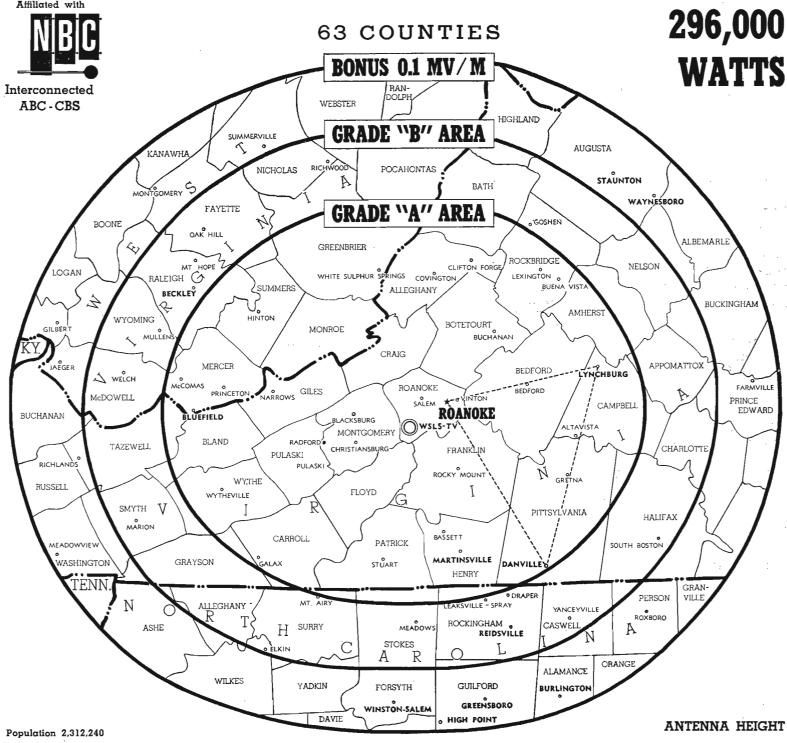
MARKET INFORMATION:

,	Grade A (FCC Contour)	lotal (Including Fringe Area)
Population	959,200	1,083,900
Families in Area	301,200	328,900
No. of Sets (June	1) 60,000	68,216
Retail Sales	\$892,399,707	-\$1,240,776,700
Income per Family	\$ 4,325	\$ 4 ,360
Income per Capita	\$ 1,450	\$ 1,315
Families in Area No. of Sets (June Retail Sales Income per Family	301,200 1) 60,000 \$892,399,707 \$ 4,325	328,900 68,216 \$1,240,776,700 \$ 4,360

WSLS-TV

V H F CHANNEL 10

ROANOKE, VA.



Families Grade "A" 184,320

Families Grade "B" 320,760

Families Bonus 0.1 MV/M 538,480

Consumer Spendable Income 1953 \$1,677,221,000

SOURCE — SRDS Consumer Markets (1954)

Total Television Sets

264,645

May 30, 1954

SOURCE RETMA — Washington, D. C.

1,976 feet above average terrain

3,050 feet above Roanoke

4,007 feet above sea level

Total Retail Sales '53 \$1,087,084,000 SOURCE — SRDS Consumer Markets (1954)

REPRESENTED NATIONALLY — AVERY-KNODEL, Inc.

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

SEATTLE

(King County)

KCTL (TV)

(Target Date, Not Set)

LICENSEE: Seattle Construction Co. Address: 200 W. Mercer St.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 1601 1st Ave. N. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 630 ft. Above ground 373 ft.

OPERATION: Target date not set.

PRINCIPAL STOCKHOLDERS: Edward J. Schneider, president (33¹/₃%); Wm. G. Clark, vice president (33¹/₃%); Frank J. Capretto, secretary-treasurer (33¹/₃%).

KCTS (TV)*

(Target Date, Dec. 1, 1954) (*Non-Commercial Educational)

LICENSEE: Univ. of Washington. Address: U. of Washington, Radio Hall. Phone: Melrose 0630.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw Transmitter: Address, 1712 Harvard Ave. N. Make, RCA TT5A. Antenna: Make, RCA TF6A1. Height, Above average terrain 470 ft. Above ground 287 ft.

OPERATION: Target date, Dec. 1, 1954.

AFFILIATIONS: FM, KUOW-FM.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: One studio (35x35 ft.), Two RCA TK30A camera chains. One TK21
Vidicon RCA film camera. Two RCA 16mm TP16C film projectors. One
RCA TP-3B slide projector. One Telop II opaque projector.

PRINCIPAL STOCKHOLDER: Univ. of Washington.

EXECUTIVES:

Loren B. Stone, Gen. Mgr. Milo Ryan, Prog. Dir. John Boor, Dir. of Eng. Gordon Tuell, Prod. Mgr.

KING-TV

LICENSEE: King Broadcasting Co. Address: 320 Aurora Ave. Phone: Mutual 3555.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 301 Galer St. Make, GE. Model TT22A. Antenna: Make, GE. Type TY27-X (4-bay). Height, Above average terrain 820 ft. Above ground 570 ft.

OPERATION: Began November 25, 1948. Hours, 9:40 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Stations, AM, KING. FM, KING-FM.

REPRESENTATIVES: Sales, Blair TV Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Three studios (two 54x65 ft., and one 25x26 ft.). Eight RCA TK30A camera chains. One Bodde model 12-P3AC dual-2-8x10 ft. screens. Two RCA TK20A film cameras. Two Eastman model 250; two RCA TP16B film projectors. Four Selectroslide slide projectors. GE Baloptican opaque projector. One composite scanner. One Dodge van truck with RCA field equipment. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt, principal stockholder. King Broadcasting Co. owns 40% of KGW Portland, Ore., and 60% of Northern Pacific Tv Inc., which holds an initial decision for ch. 8, Portland, Ore.

EXECUTIVES:

Mrs. A. Scott Bullitt, Pres.
Otto P. Brandt, Vice Pres. &
Gen. Mgr.
Al P. Hunter, Com. Mgr.
Lee Schulman, Prog. Dir. & Film
Buy.
James L. Middlebrooks, Dir. of
Eng.

Robt. A. Ferguson, Ch. Eng. Robt. E. Priebe, Asst. to Gen. Mgr. Elizabeth Wright Evans, Educ. Dir. Gloria Chandler, Dir. Pubi. Service Charles Herring, News Dir. Mel Andersen, Prom. Publ. Dir.

RATE INFORMATION: Class A one hour Live \$950, Film \$700. Minute spot Live \$180, Film \$150. Frequency discounts from $2^{1}/_{2}\%$ for 13 times up to 15% for 260 times. Rate Card No. 12.

ARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,087,100	1,497,600	1,769,900
Families in Area	372,500	497,400	587,500
Area in Square Miles	3,721	13,672	24,360
No. of Sets (June 1)	257,170	321,994	354,800
Retail Sales	\$1,340,976,000	\$1,705,494,000	\$1,967,622,000
Income per Family		******	\$ 4,793
Income per Capita	***************************************	***************************************	\$ 1,581

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KOMO-TV

LICENSEE: Fisher's Blend Station Inc. Address: 100 Fourth Ave., North. Phone: Seneca 6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw.
Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address,
157 Galer St. Make, RCA. Model TT-25 BL. Antenna: Make, RCA.
Type TF-6BM. Height, Above average terrain 810 ft. Above ground
550 ft.

OPERATION: Began Dec. 11, 1953. Hours, 8:30 a.m.-12:15 a.m.

AFFILIATIONS: Network, NBC. Station, AM, KOMO.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios. Four RCA Type TK30 and TK31 Image Orthicon studio film cameras. Two TK20-D RCA film camera chains. Two 250 16mm Eastman projectors. Two automatic turret loading Spindler & Sauppe slide projectors. One GE Baloptican PF-3C opaque projector. One Dodge route van truck and complete two camera remote pickup equipment. One micro-wave studio transmitter link for standby. News Service, UP.

PRINCIPAL STOCKHOLDER: Wholly owned subsidiary of Fisher Flouring Mills Co.

EXECUTIVES:

O. W. Fisher, Pres. W. W. Warren, Vice Pres. & Gen. Mgr.

Ray Baker, Vice Pres. & Com. Mgr. Dave Crockett, Prog. Mgr. F. J. Brott, Dir. of Eng.

RATE INFORMATION: Class A one hour Film \$800. Minute spot Film \$160. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	1,022,000	1,412,100	2,138,000
Families in Area	349,000	469,600	700,200
Area in Square Miles ,	3,613	13,427	27,040
No. of Sets (June 1)	***************************************	***************************************	351,100
Retail Sales	\$1,330,309,000	\$1,581,369,000	\$2,613,461,000
Income per Family	\$ 5,227	\$ 5,679	\$ 4,835
Income per Capita	\$ 1,778	\$ 1,828	\$ 1,579·

SPOKANE

(Spokane County)

KHQ-TV

LICENSEE: KHQ Inc. Address: Radio Central Bldg. Phone: Madison 5131.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, South 4102 Regal St. Make, GE. Model TT-22A. Antenna: Make, GE. Type TY-13E. Height, Above average terrain 941 ft. Above ground

OPERATION: Began Dec. 22, 1952. Hours, 11:30 a.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KHQ.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer. George C. Davis.

SERVICES: Two studios (40x60 ft. each). Four RCA TK 31A camera chains. Two RCA TK-20B 16mm film cameras. Two GE 16mm film projectors. Two Selectroslide 2x2 in. slide projectors. One Gray Telop opaque projector. One Micro-Record developing unit and RCA and reel film processing unit. One mobile unit. News Service, AP. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: Spokane Chronicle Co. (Spokane Spokesman-Review and Chronicle).

EXECUTIVES:

R. O. Dunning, Pres. & Gen. Mgr. John H. Pindell, Com. Mgr. & Film Buy. William A. Neilson, Prog. Dir. & Film Buy. Al G. Sparling, Ch. Eng. M. O. Fritsch, Asst. Secy. & Treas. Charles H. Lohnes, Opr. Mgr. Radio & TV Pat McIntyre, Prom. Dir.

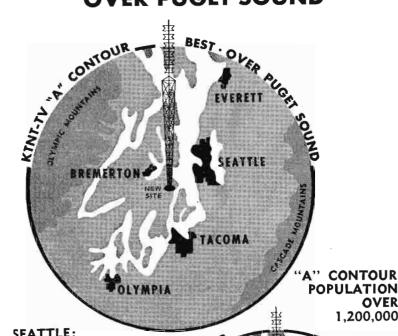
RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$95, Film \$80. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 4.

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BROADCASTING • TELECASTING

only KTNT-TV covers ALL FIVE

IN ITS "A" CONTOUR OVER PUGET SOUND



SEATTLE:

Largest city in Washington; 17th in the U.S. Located across Puget Sound 7 miles northeast of KTNT - TV's new transmitter. Seattle residents comprise approximately one - third of KTNT-TV market population.

TACOMA:

The home city of KTNT-TV license. Located 12 miles southeast of KTNT-TV's new transmitter. Dominant industrial center Pierce County, state's 2nd most populous county.

BREMERTON:

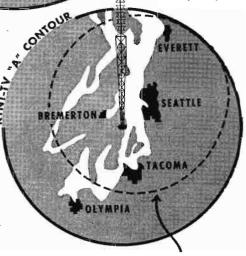
Famed naval base of Pacific Northwest. Located of Seattle across Puget Sound in same county in which new KTNT-TV transmitter is located.

OLYMPIA:

Capital of state, located at southern end of Puget Sound. Beautiful government buildings are tourist attraction for thousands each year.

EVERETT:

Northernmost city of "Middle Puget Sound." Center of pulp and paper production. A city of steady industrial payrolls.



"A" coverage of 2 other maximum power TV stations compared to "A" contour of KTNT-TV



316,000 WATTS

Antenna Height, 1000 FT. ABOVE SEA LEVEL

CONTACT WEED TELEVISION



CBS and DuMont Television for the Seattle, Tacoma, Seattle, Tacoma, Puget Sound Area



-WASHINGTON —

SPOKANE (Cont.)

KHQ-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	275,400	368,100	715,600
Households in Area	88,340	116,870	. 223,090
Area in Square Miles	910,8	15,800	46,064
No. of Sets (April 2)	50,373	61,359	75,757
Retail Sales	\$322,735,000	\$434,716,000	\$891,487,000
Consumer Spendable Inc	come \$ 5,093	\$ 5,323	\$ 5,424
Consumer Spendable Inc	come \$ 1,634	\$ 1,690	\$ 1,691

KREM-TV

(Target Date, Oct. 1954)

LICENSEE: Louis Wasmer. Address: S. 4127 Regal. Phone: Keystone 0466.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: Address, S. 4103 Regal, Spokane. Make, Federal 97A. Antenna: Make, GE. Type 4TY26EI. Height, Above average terrain 840 ft. Above ground 747 ft.

OPERATION: Target date, Oct. 1954.

AFFILIATIONS: Station, AM, KREM.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Robert M. Silliman.

SERVICES: One studio (30x63 ft.). News Service, AP.

PRINCIPAL STOCKHOLDER: Louis Wasmer (100%).

EXECUTIVES:

OVER

1,200,000

Louis Wasmer, Pres. & Own. Robert Temple, Gen. Mgr.

Ralph Meador, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$45, Film \$45.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 329,053; Families in Area, 106,902; No. of Sets (June 1), 78,030; Retail Sales, \$388,870,000; Income per Family, \$5,445.

KXLY-TV

LICENSEE: Northern Pacific Television Corp. Address: 315 W. Sprague. Phone: Madison 4291.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 48 kw, Aural 28.5 kw.

Operating Pow.: Visual 48 kw, Aural 28.5 kw. Transmitter: Address,
Mt. Spokane. Make, RCA. Model TT5A/25AL. Antenna: Make, RCA. TF-3D. Height, Above average terrain 3,070 ft. Above ground

OPERATION: Began Feb. 22, 1953. Hours, 10:15 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KXLY.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Wheeler-Wheeler. Consulting Engineer, George Adair.

SERVICES: One studio (50x60 ft.). Two RCA TK 31A camera chains. One Television Specialty rear screen projector. Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. Two Selecto-slide slide projectors. Sterling Multiscope opaque projector. Two RCA and GE mobile microwave units.

PRINCIPAL STOCKHOLDERS: Norman Eisenstein (45%), Joseph Harris (45%) and Richard E. Jones (10%).

EXECUTIVES:

Norman Eisenstein, Pres. Richard E. Jones, Vice Pres., Gen. Mgr. & Film Buy.

George B. Morgan, Sta. Mgr. Gene Roth, Prog. Dir. Dave Green, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$480, Film \$400. Minute spot Live \$90, Film \$80. Frequency discounts from 5% for 13 times up to 20% for 26 times. Rate Card No. 5.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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TACOMA

(Pierce County)

KMO-TV

LICENSEE: KMO Inc. Address 9141/2 Broadway. Phone: Fulton 1581.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, 35th & Highland, Tacoma. Make, RCA. Model TT10AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 780 ft. Above ground 533 ft.

OPERATION: Began Aug. 2, 1953. Hours, 5:45 p.m.-11:00 p.m.

AFFILIATIONS: Station, AM, KMO.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (35x40 ft.). Two RCA TK31A camera chains. One RCA TK 20C film camera. Two Eastman Model 250 16mm film projectors. Two 35mm Selectroslides, Spindler & Sauppe slide projectors. One RCA camera fitted with electrozoom lens. Library, Telescriptions.

PRINCIPAL STOCKHOLDERS: Carl E. Haymond and C. Dexter Haymond. Sale of KMO-TV to J. Elroy McCaw pending FCC approval.

EXECUTIVES:

Carl E. Haymond, Pres., Gen. Mgr. & Film Buy.

C. Dexter Haymond, Com. Mgr. Chas. R. Morris, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$425, Film \$425. Minute spot Live \$85, Film \$85. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 1.

KTNT-TV

LICENSEE: Tribune Publishing Co. Address: S. 11th & Grant. Phone: Fulton 2561.

FACILITIES: Ch. 11. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, View Park. Make, GE. Model TT-23-A Modified. Antenna: Make, GE. Type TY-30-H. Height, Above average terrain 800 ft. Above ground 580 ft.

OPERATION: Began March 1, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KTNT. FM, KTNT-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Alvin H. Barnard.

SERVICES: Two studios (one 20x20 ft. and one 45x55 ft.). Two DuMont TA-124E camera field chains. One composite rear screen slide projector. Two GE PE-5-B film cameras. Two Model 250 Eastman film projectors. One Selectroslide and one GE Balop slide projector. One GE opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Frank S. Baker (62.6%), president; Alton F. Baker (12.46%), president and 63½% owner Eugene (Ore.) Register-Guard and KERG Eugene; Elbert H. Baker Jr. (12.46%), president of Locke Machine Co., Cleveland, Ohio; Louis B. Hastings (12.46%). Licensee publishes Tacoma News-Tribune.

EXECUTIVES:

Frank S. Baker, Pres. Len Higgins, Gen. Mgr. Larry Carino, Com. Mgr. Burke Ormsby, Prog. Dir. & Film Buy. Max Brice, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$725, Film \$625. Minute spot Live \$150, Film \$135. Frequency discounts. Rate Card No. 1-B.

MARKET INFORMATION:

No. of Sets (June 1)

Population Families in Area

Grade B (Including (FCC Contour) (FCC Contour) Fringe Area) 1,228,037 1,319,219 1,500,000 409,346 439,739 500,000 360.000

VANCOUVER

(Clark County)

KVAN-TV

(Target Date, Not Set)

LICENSEE: KVAN Inc. Address: 7071/2 Main St.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 61.7 kw. Transmitter: Address, Portland, 10 miles SW of center of Vancouver. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 1,010 ft. Above ground 254 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Sales, Bolling. Consulting Engineer, A. D. Ring & Assoc. Washington Attorney, Krieger & Jorgensen.

PRINCIPAL STOCKHOLDERS: Sheldon F. Sackett, president (75%); D. Elwood Caples, vice president (20%) and Fred F. Chitty, secretary (5%) (deceased). Mr. Sackett also owns KROW Oakland, Calif.; KOOS Coos Bay, Ore. (Coos Bay Times).

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YAKIMA

(Yakima County)

KIMA-TV

LICENSEE: Cascade Broadcasting Co. Address: Radio & Television Center. Phone: 6104.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.3 kw. Operating Pow.: Visual 10.5 kw, Aural 5.3 kw. Transmitter: Address, Ahtanum Ridge. Make, GE. Model I kw. Antenna: Make, GE. Type Helical. Height, Above average terrain 960 ft. Above ground 166 ft.

OPERATION: Began July 19, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KIMA.

REPRESENTATIVES: Sales, Weed TV. Washington Attorney, Prince, Taylor, Crampton & Goodson. Consulting Engineer, Frank H. McIntosh.

SERVICES: Three studios (20x30 ft., 30x50 ft. and 30x60 ft.). Two GE Image Orthicons. One TSC 9x12 rear screen projector. One GE film camera. Two GE Syncrolite film projectors. Two Selectroslide slide projectors. Composite film processing unit. GMC chassis with custom body mobile unit. News Service, AP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: A. W. Talbot (72%), T. C. Bostic (161/2%) and Ralph Sundquist $(7\frac{1}{2}\%)$.

EXECUTIVES:

A. W. Talbot, Près. Thomas C. Bostic, Vice Pres., Gen. Mgr. & Film Buy. C. Herchel Gary, Com. Mgr.

Jim Nolan, Prog. Dir. Barry Watkinson, Dir. of Eng. Joe Ryan, Prom. Mgr. Tom Ewing, Prod. Mgr.

289,936,145

554,135 314,700

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 150,000; Families in Area, 48,000; Area in Square Miles, 4,500; No. of Sets (June 1), 25,000; Retail Sales, \$175,000,000; Income per Family, \$4,656; Income per Capita, \$1,400.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. I. For full list of abbreviations and sources of county and state market data see Foreword.

- WEST VIRGINIA —

WEST VIRGINIA MARKET INDICATORS

Total Population, July 1, 1953	1,927,000
Total Families, 1950	479,265
Total Urban Population, 1950	694,487
Total Rural Nonfarm Population, 1950	900,143
Total Farm Population, 1950	410,922
Total Farm Fopulation, 1990	410,022
Employed in Nonagricultural Establishments, April	474 100
1954	474,100
Employed in Agriculture, 1950	61,440
Employed in Mining, April 1954	82,100
Employed in Manufacturing, April 1954	124,600
Employed in Construction, April 1954	18,400
Employed in Transportation & Public Utilities,	
April 1954	49.300
Employed in Wholesale & Retail Trade, April 1954	84,100
Employed in Finance, Insurance & Real Estate,	,
April 1954	11,000
Employed in Service & Miscellaneous, April 1954	43,800
Employed in Service & Miscentaneous, April 1004	60,800
Employed in Government Service, April 1954	
Retail Sales, 1953 \$ 1,4	30,263,000
Bank Assets, Jan. 1, 1954 \$ 1,1	71,491,000
Bank Deposits, Jan. 1, 1954 \$ 1,6	503,725,000
Major Income Sources, 1952: Agriculture 3.7%; Governm	ient
16.2%; Manufacturing Payrolls 20.6%; Trade and Serv	vice
20.8%.	
	04,000,000
Per Capita Income, 1952\$	
Tel Capita Income, 1002	

Total Internal Revenue Collections, 1953 \$
Average Weekly Earnings Manufacturing Workers, 69.69 126,156,000 1,326,000 941,723,000 60,000,000 Motor Vehicle Registration, 1953 516,867 400,200

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Barbour	. 19.745	\$ 6,813	\$ 2.505	\$ 168	770	15%
Berkeley		22,489	6.103	736	4.670	54%
Boone		20,206	5,885	383	2,770	35%
Braxton		6,298	1,670	195	800	19%
Brooke		14,776	5,113	340	5.180	70%
Cabell		115,583	23,986	3,450	27,290	79%
Calhoun		1,891	545	53	640	28%
Clay		3,858	464	31	1,190	34%
Doddridge		3,251	984	30	420	19%
Fayette		59,406	12,651	1.071	6,080	30%
Gilmer		2,399	1,022	55	440	19%
Grant		7,486	1,208	73	410	18%
Greenbrier		28,270	7,125	718	2,440	25%
Hampshire	. 12,577	5,123	1,151	63	580	18%
Hancock		20,077	7,234	690	6,430	69%
Hardy		5,045	697	70	430	18%
Harrison		79,705	19,484	17,747	3,560	15%
Jackson		7,546	1,802	131	1,090	28%
Jefferson	. 17,184	11,980	2,995	390	2,480	54%
Kanawha	239,629	240,481	58,408	5,732	48,810	72%
Lewis	21.074	10,238	2,658	302	910	18%
Lincoln	22,466	6,789	2,346	66	2,900	58%
Logan	. 77,391	59,259	11,269	1,020	8,040	43%
McDowell	. 98,887	66,096	14,703	1,225	11,270	49%
Marion		55,319	15,177	1,299	8,640	42%
Marshall	. 36,893	15,598	6,802	429	3,220	33%
Mason	. 23,537	10,343	2,954	87	3,670	58%
Mercer	. 75,013	59,697	12,960	1,833	7,580	39%
Mineral		9,372	2,919	269	1,120	18%
Mingo		41,753	9,357	961	6,050	53%
Monongalia	. 60,797	51,183	14,208	1,377	7,480	45%
Monroe		4,600	1,283	140	770	24%
Morgan		3,090	1,232	31	430	18%
Nicholas		15,138	5,013	189	2,350	35%
Ohio	71,672	95,370	20,592	2,127	11,140	53%
Pendleton	. 9,613	2 ,630	296	65	380	18%
Pleasants		3,319	963	55	340	20%
Pocahontas		4,079	1,360	54	450	15%
Preston		15,606	4,190	440	2,090	26%
Putnam		4,533	1,115	53	3,070	58%
Raleigh	. 96,273	66,177	13,435	899	6,130	25%
Randolph	. 30,558	16,296	4,070	421	1,080	14%
Ritchie		4,528	1,243	122	660	20%
Roane		6,408	1,569	56	1,220	29%
Summers		9,362	2,967	234	1,150	24%
Taylor		8,600	2,918	335	1,270	26%
Tucker		5,138	1,729	$\frac{110}{116}$	470 580	$^{18\%}_{20\%}$
Tyler		3,775	1,377	392	770	$\frac{20\%}{15\%}$
Upshur		9,601	$2,713 \\ 2,795$	392 284	4.870	57%
Wayne		8,168	2,795 1.776	28 4 124	1,430	34%
Webster		7,869 $10,905$	3,210	250	980	19%
Wetzel Wirt		973	164	250 25	340	28%
*** *	00 = 40	56,742	13,585	1.622	6.830	34%
		19,026	5,108	324	3,160	35%
Wyoming	. 37,540	19,020	0,100	J27	0,100	30 /0

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

CHARLESTON

(Kanawha County)

WCHS-TV

LICENSEE: WCHS-TV Inc. Address. IIII Virginia St., E. Phone: 6-5358.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: Address Nease Rd. Make, RCA. Model TT50AH. Antenna: Make, RCA. Type TF12BH. Height, Above average terrain 670 ft. Above ground 649 ft.

OPERATION: Began Aug. 15, 1954.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WCHS.

REPRESENTATIVES: Sales, Branham Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Weldon & Carr.

SERVICES: One studio (35x50 ft.). Two RCA TK-IIA camera chains. Television Specialty Co. rear screen projector. Two RCA Vidicon film cameras Two RCA TP-6A film projectors. Two Gray 3A slide projectors. One Gray 2R opaque projector. News Services, UP, AP, UP Film, Telephoto.

PRINCIPAL STOCKHOLDERS: Tierney Co., licensee of WCHS (60%), Capital Tv Inc. (40%). Majority owners of Capital are Sam G. Rahall, G. Lester Hash and Sol Cohen. Mr. Rahall, with his brothers, owns WKAP Allentown, WNAR Norristown, both Pa., WWNR Beckley, W. Va., and WFEA Manchester, N. H.

EXECUTIVES:

Lewis C. Tierney, Pres.

John T. Gelder Jr., Gen. Mgr.

John L. Sinclair Jr., Com. Mgr.

Morton S. Cohn, Prog. Dir. &

Film Buy.

William E. Dixon, Ch. Eng.

Frank Annand, Prod. Mgr.

C. Frohman Johnson, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$687.50, Film \$550. Minute spot Live \$132.50, Film \$125. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

BROADCASTING • TELECASTING

MARKET INFORMATION.

AKKEI INFOKMATION:			TOTAL
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	689,073	436,047	1,759,534
Families in Area	172,700	109,285	440,986
No. of Sets (June 1)	119,506	54,907	251,699

WKNA-TV

LICENSEE: Joe L. Smith Jr. Inc. Address: 8041/2 Kanawha Blvd. Phone: 39-971.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Operating Pow.: Visual 22.5 kw, Aural 11.2 kw. Transmitter: Address, Bownemont. Make, RCA. Model TTU-18. Antenna: Make, RCA. Type TFU-24DM. Height, Above average terrain 390 ft. Above ground 337 ft.

OPERATION: Began Oct. 12, 1953. Hours, 3:30 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WKNA. FM, WKNA-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Pierson & Ball. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (30x50 ft.). One RCA camera chain. One RCA film camera. One RCA film projector. One Gray 2x2 in. slide projector. News Service. UP.

PRINCIPAL STOCKHOLDERS: Joe L. Smith Jr., Hulett C. Smith and Joe L. Smith. Same ownership as WJLS Beckley, W. Va.

EXECUTIVES:

Joe L. Smith Jr., Pres.
C. H. High, Gen. Mgr. & A. J. Ginkel, Ch. Eng.
Com. Mgr. Ted McKay, Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 13 times up to 30% for 312 times. Rate Card No. I.

MARKET INFORMATION: Total (Including Fringe Area): Population, 750,000; Families in Area, 128,000; No. of Sets (June 1), 40,000; Retail Sales, \$200.000.000.

CLARKSBURG

(Harrison County)

WBLK-TV

(Target Date, Jan. I, 1955)

LICENSEE: Ohio Valley Broadcasting Corp. Address: 211½ Fifth St., Parkersburg, W. Va. Phone: 7-5475.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.36 kw, Aural 2.19 kw. Transmitter: Address, Pinnickinnick Ave., Clarksburg. Antenna: Height, Above average terrain 740 ft. Above ground 420 ft.

OPERATION: Target date, Jan. I, 1955. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, NBC. Station, AM, WBLK.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

SERVICES: One studio (36x46 ft.). Two camera chains. One film camera. Two film projectors. One slide projector.

PRINCIPAL STOCKHOLDERS: Ohio Valley Broadcasting Corp. owns WPAR-AM-FM Parkersburg, W. Va., and 34% of WTRF-AM-FM-TV Wheeling, W. Va. News Publishing Co. of Wheeling, W. Va., owns 89% of stock of Ohio Valley Broadcasting Corp., publishes Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News.

EXECUTIVES:

Austin V. Wood, Pres. Vilah G. Brooks, Tech. Dir. George H. Clinton, Gen. Mgr.

ARKET INFORMATION:	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	277,000	227,000	504,000
Families in Area	80,420	66,080	146,500
Area in Square Miles	2,597	5,183	7,780
Retail Sales	\$213,703,000	\$130,952,000	\$344,655,000
Income per Family	\$ 4,183	\$ 3,054	\$ 3,670
Income per Capita	\$ 1,216	\$ 888	\$ 1,067

FAIRMONT

(Marion County)

WJPB-TV

LICENSEE: Fairmont Broadcasting Co. Address: 108 Gaston Ave. Phone: Fairmont 5000.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 7.08 kw, Aural 3.8 kw. Operating Pow.: Visual 7.08 kw, Aural 3.8 kw. Transmitter: Address, Leonard Ave., Fairmont. Make, Continental. Antenna: Make, RCA. Type Beamtilt. Height, Above average terrain 240 ft. Above ground 222 ft.

OPERATION: Began March 17, 1954. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WVVW. FM, WJPB.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, D. R. Davies.
Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 30x25x16 ft. and one 12x14 ft.). One GPL and one Dage camera chain. GPL Vidico film camera. Two GPL 16mm film projectors. One GPL slide projector. One GPL scanner. One Eastman film processing unit. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: J. Patrick Beacom (100%), also owns 100% in WETZ New Martinsville, W. Va., WBUT-AM-FM Butler, Pa., and owns and publishes weekly Mannington Times.

EXECUTIVES:

J. Patrick Beacom, Pres. R. M. Drummond, Vice Pres. & Gen. Mgr. & Film Buy. George Fowler, Com. Mgr. Robert Frazier, Prog. Dir.

Joseph Strelaski, Ch. Eng. James Pridemore, Dir. of TV Numa Fabre Jr., Prod. Mgr. Bruce McGinnis, Prom. Mgr.

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RATE INFORMATION: Class A one hour Live \$150, Film \$129. Minute spot Live \$30, Film \$25. Frequency discounts. Rate Card No. I.

MARKET INFORMATION:

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	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	113,455	205,622	319,077
Families in Area	41,010	51,161	92,167
Retail Sales	\$92,551,000	\$111,033,000	\$203,554,000
Gross Income			\$403,554,000

HUNTINGTON

(Cabell County)

WSAZ-TV

LICENSEE: WSAZ Inc. Address: 201 Ninth St. Phone: 4-4126.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw.
Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Address,
Eight Street Hill. Make, RCA. Model TT25AL. Antenna: Make, RCA.
Type TF6AL. Height, Above average terrain 1,250 ft. Above ground
1,069 ft.

OPERATION: Began Nov. 14, 1949. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WSAZ.

REPRESENTATIVE: Sales, Katz Agency Inc. Washington Attorney, Cohn & Marks. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (40x50 ft., and 25x40 ft.). Two RCA TK 30A field cameras, and one RCA TK11A studio camera chain. One Trans-Lux rear screen projector and one Television Specialty rear screen projector. Two RCA TK20B film cameras. Two RCA TP16B and one RCA TP6A film projectors. One Gray Telojector and one Selectroslide slide projector. One Balop opaque projector. One custom made film processing unit. One custom made mobile unit. Monitran closed circuit facilities. News Service, AP. Library, Lang-Worth, Capitol.

PRINCIPAL STOCKHOLDERS: Huntington Publishing Co. (Huntington Herald-Dispatch and Advertiser) [89%] and Mrs. Eugene Katz [11%]. Same principals own WGKV-AM-FM Charleston, W. Va.

EXECUTIVES:

Col. J. H. Long, Pres.
Lawrence H. Rogers, Vice Pres.
& Gen. Mgr.
Leroy E. Kilpatrick, Vice Pres.
& Tech. Dir.
C. Tom Garten, Asst. Gen. Mgr.
James H. Ferguson, Prog. Dir.
Ned R. Brooke, Prod. Mgr. &
Film Buy.
John Clay, Ch. Eng.

William R. Murray, Charleston Reg. Mgr. Elizabeth Conaty, Nat. Sls. Dir. Charles W. Dinkins, Prom. & Pub. Mgr. William T. Romaine, Admin. Asst. Bert Shimp, Educ. Prog. Dir. Robert E. White, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$900, Film \$600. Minute spot Live \$180, Film \$120. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7N.

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MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	93,100	1,332,500	3,892,300
Families in Area	402,000	310,000	987,300
Area in Square Miles	3,937	14,399	111,100
No. of Sets (Jan. 1, 19	54) 109,540	121,6 4 1	411,792
Retail Sales	\$1,384,068,000	\$1,102,809,000	\$2,486,877,000
Income per Family	\$ 4,133	\$ 4 ,102	\$ 4,117
Income per Capita	\$ 1,033	\$ 1,025	\$ 1,029

OAK HILL

(Fayette County)

WOAY-TV

(Target Date, Sept. 19, 1954)

LICENSEE: Robert R. Thomas Jr. Address: P. O. Box 251. Phone: 651.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw.

Transmitter: Address, 0.7 miles south Oak Hill city limits on U. S. Route 21.

Make, RCA. Model TT-25BN. Antenna: Make, RCA. Type TF-6 BM.

Height, Above average terrain 740 ft. Above ground 688 ft.

OPERATION: Target date, Sept. 19, 1954. Hours, 10:00 a.m.-12:00 midnight.

AFFILIATIONS: Station, AM, WOAY. FM, WOAY-FM.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson. Consulting Engineer, John Moffet.

SERVICES: Two studios (one 50x35 ft. and one 30x20 ft.). Two ES-26901 RCA camera chains. One ES-26911 RCA Vidicon film camera. Two TP-6A film projectors. One TP-3B Gray slide projector. News Service, AP. Library, Capitol, Thesaurus.

PRINCIPAL STOCKHOLDERS: Robert R. Thomas Jr. (100%).

EXECUTIVES:

Robert R. Thomas Jr., Ch. Own.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Including Fringe Area)
Population	342,627	1,093,115	1,500,000
Families in Area	110,820	397,330	485,000
Area in Square Miles	1,850	000,01	15,000
No. of Sets (June 1)	75,000	250,000	300,000
Retail Sales			\$1,400,000,000

PARKERSBURG

(Wood County)

WTAP (TV)

LICENSEE: West Virginia Enterprises Inc. Address: 121 71/2 St. Phone: 7-4589.

FACILITIES: Ch. 15. Operating Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: Address, Constitution, Ohio. Make, RCA. Model TTU-1 B. Antenna: Make, Gabriel. Height, Above average terrain 570 ft. Above ground 450 ft.

OPERATION: Began Nov. 12, 1953. Hours, 1:55 p.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Forjoe TV Inc. Washington Attorney, Cohn & Marks. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: One studio (48x53 ft.). One RCA image orthicon camera chain.

One RCA Iconoscope film camera. Two RCA 16mm film projectors.

One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Howard L. Chernoff (with wife) (42.5%), Frank A. Baer [20%], Ben K. Baer [13.3%] Theodore A. Eiland (10%), Lydia Busek (5%), Helen K. Baer (2.5%) and Frank A. Baer II (6.7%). Same interests own controlling interest in WTBO-AM-TV Cumberland, Md.

EXECUTIVES:

Theodore A. Eiland, Pres., Gen. Mgr. & Film Buy.

Don Painter, Prog. Dir. George W. DeBlieux, Ch. Eng.

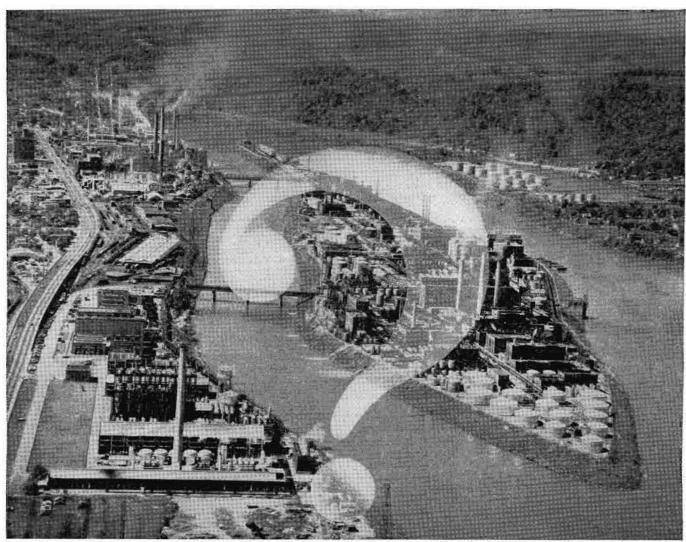
Total

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$25. Frequency discounts. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

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Typical of the many industries operating within WSAZ-TV's five-state area is this modern plant of the Union Carbide & Carbon Corporation covering both shores and an island of the Kanawha River at South Charleston, W. Va.

WHAT'S OUR BIGGEST PRODUCT?

Our industrial heart of America turns out an impressive array of products - chemicals, glass, steel, furniture, tobacco, and many more. But our biggest, most important product is a thing called prosperity.

It's the natural outcome of busy manufacturing with large payrolls. And - in the middle of this 114-county beehive – is WSAZ-TV, attracting the eyes of more than a million viewers in five states!

No other TV station...in fact, no other single medium...commands this whole prosperous region. WSAZ-TV's influence upon buying decisions here is obvious. Like so many other advertisers, you can quickly find out for yourself.



CHANNEL 3 100,000 WATTS ERP

NBC—BASIC AFFILIATE

ABC and DuMONT AFFILIATE

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc. Represented nationally by The Katz Agency

WHEELING

(Ohio County)

WLTV (TV)

(Target Date, Not Set)

LICENSEE: Polan Industries. Address: 321 Eighth St., Huntington.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 120 km, Aural 67.6 km. Transmitter: Address, Palo Alto St. between 9th & 10th Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 170 ft. Above ground 241 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan (20%); E. G. Polan (20%); Lincoln M. Polan (20%); Dr. Charles M. Polan (20%) and Lake Polan Jr. (20%). Same ownership as WPTV (TV) Ashland, Ky.

WTRF-TV

LICENSEE: Tri-City Broadcasting Co. Address: Ogden Bldg. Phone: Wheeling

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 309 kw, Aural 155 kw. Transmitter: Address, Kirkwood Hghts., Bridgeport, Ohio. Make, RCA. Model TT. Antenna: Make, RCA. Type 12 Bay High Gain super turnstile. Height, Above average terrain 590 ft. Above ground 358 ft.

OPERATION: Began Oct. 1953. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, WTRF. FM, WTRF-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Barnes & Neilson. Consulting Engineer, Robert M. Silliman.

SERVICES: Two studios (40x50 ft. and 10x20 ft.). Two RCA studio camera chains. One Television Specialty screen projector. Two 16mm film cameras. Two RCA 16mm film projectors. One RCA slide projector. One film editing and film processing unit. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Bloch family interests (30%), Dix family interests (30%), News Publishing Co. (34%) and Robert W. Ferguson (6%). Dix family owns Martins Ferry-Bellaire Times-Leader. News Publishing Co. publishes Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register, and Williamson News, all West Va.

EXECUTIVES:

Robert W. Ferguson, Exec. Vice Pres. & Gen. Mgr. H. Needham Smith, Com. Mgr. Judith Lawton, Prog. Dir. Howard Daubenmeyer, Ch. Eng. Fred Baker, Asst. Ch. Eng. & Trans. Sup.

William Ney, Film Buy. Wesley Manley, Pers. Mgr. George Diab, News Dir. Greg Van Camp, Prom. Mgr. James Konteleon, Prod. Mgr. Albert T. Jones II, Merchandise Mgr.

RATE INFORMATION: Class A one hour Film \$400. Minute spot Live \$100, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

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* · ·	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	609,000	499,000	1,399,800
Families in Area	170,000	138,000	397,400
Area in Square Miles	3,000	4,500	10,000
No. of Sets (June 1)	124,012	103,873	267,701
Retail Sales	\$778,000,000	\$488,000,000	\$1,368,678,000
Income per Family	\$ 5,300	\$ 4,800	\$ 4,900
Income per Capita	\$ 1,400	\$ 1,300	\$ 1,300

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- WISCONSIN -

WISCONSIN MARKET INDICATORS

Total Population, July 1, 1953 Total Families, 1950 Total Urban Population, 1950 Total Rural Nonfarm Population, 1950	3,545,000 $867,990$ $1,987,888$ $721,453$
Total Farm Population, 1950	725,234
Employed in Nonagricultural Establishments, April 1954 Employed in Agriculture, 1950 Employed in Mining, April 1954 Employed in Manufacturing, April 1954 Employed in Construction, April 1954 Employed in Transportation & Public Utilities,	1,042,100 251,930 3,900 426,400 44,200
April 1954	$74,500 \\ 225,300$

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Employed in Finance, Insurance & Real Estate, April 1954 Employed in Service & Miscellaneous, April 1954 Employed in Government Service, April 1954	37,600 103,300 126,900
Retail Sales, 1953 \$	4,207,784,000
Bank Assets, Jan. 1, 1954 \$	3,819,638,000
Bank Deposits, Jan. 1, 1954 \$ Major Income Sources, 1952: Agriculture 9.4%; Gove	3,566,430,000
Major Income Sources, 1952: Agriculture 9.4%; Gove	rnment
12.1%; Manufacturing Payrolls 32.1%; Trade and	Service
23.3%.	F 00 F 000 000
Total Income Payments, 1952 \$	5,837,000,000
Per Capita Income, 1952 \$	1,649
Total Internal Revenue Collections, 1953 \$	1,349,379,086
Average Weekly Earnings Manufacturing Workers,	
April 1954 \$	74.10
Cash Receipts from Farm Marketing, 1953 \$	1 ,043,451,0 00
Government Payments to Farmers, 1953 \$	6,155,000
Value of Mineral Production, 1951 \$	48,348,000
Total New Construction in 1952 \$	635,200,000
New Private Construction in 1952 \$	472,600,000
New Public Construction in 1952 \$	162,600,000
Motor Vehicle Registration, 1953	1,311,518
Number of Telephones, Jan. 1, 1954	1,095,400
Number of Electrical Connections, Jan. 1, 1954	1,186,095
Number of Gas Utilities Connections, 1953	463,400
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For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

WISCONSIN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	. 7,906	\$ 5,524	\$ 1,023	\$ 39		
Ashland	. 19,461	22,930	5,763	506		
Barron	. 34,703 . 13,760	47,874	8,046	1,049	3,460	33%
Bayfield Brown Buffalo Burnett Calumet Chippews	. 98,314	7,523 $123,444$	$1,851 \\ 25,410$	$\frac{224}{3,106}$	17.080	59%
Buffalo	. 14,719	10,524	1,700	244	1,800	41%
Burnett	. 10,236	7,826	1,733	157	930	31%
Calumet	. 18,840	22,276	3,559	344	2,540	47%
Chippewa Clark Columbia Crawford	. 42,839	47,296 33,638	7,758	805	3,010	26%
Columbia	. 32,459 . 34,023	45,918	$5,042 \\ 8,164$	601 996	2,310	22%
Crawford	17,652	14.540	3,443	291	2,310	2270
Dane Dodge	. 169,357	214,616	42,000	7,600	20,880	41%
Dodge	. 57,611	55,067	11,936	1,004	10,810	63%
Door Douglas	. 20,870 46,715	24,055 51 187	5,511 14,188	547 1,273	1,610	24%
Dunn	20,870 46,715 27,341	24,055 51,187 27,118	5.074	502	$\frac{3,400}{2,690}$	$\frac{24\%}{34\%}$
Eau Claire	54.187	67,471	5,074 14,734	1,926	5,160	31%
Florence	. 3,356	2,511	853	28		
Fond Du Lac	. 67,829 . 9,437	86,074	16,837	2,340	9,170	45%
Forest	41,460	$6,864 \\ 48,231$	1,401 8,505	158 845	1.910	100
Green	. 24.172	39,752	9,160	995	1,100	$^{16\%}_{14\%}$
Green Lake	. 14,749	21,164	3,939	285	1,030	22%
Iowa	. 19,610	16,134	3,488	302	860	15%
Iron	. 8,714	7,785	2,434	62		
Jackson	. 16,073 . 43,069	15,162 55,573	$2,309 \\ 11,912$	$\frac{217}{1.025}$	7.290	54%
Juneau	18,930	19,825	4,360	390	7,290	34%
Juneau Kenosha	75.238	103,152	27,141	2,541	19,680	81%
Kewaunee	17,366	16,279	2,490	254	1,200	25%
Kewaunee La Crosse Lafayette	. 67,587	92,352	22,140	1,886	2,420	12%
Langlade		19,356 25,972	3,818 5,932	257 370	$^{800}_{1,220}$	15%
Langlade Lincoln	22,235	26,265	6,672	666	1,220	20%
Manitowoc	67.159	80,676	19,530	1,166	9,530	47%
Marathon Marinette Marquette Milwaukee	. 80,337	89,878	17,055	1,511		3223
Marquette	. 35,748 . 8,839	34,868 8,075	$9,041 \\ 1,502$	$623 \\ 122$	$^{1,960}_{620}$	19%
Milwaukee	871,047	1,211,156	279,439	31,304	240,000	22% 88%
Monroe	. 31,378	25,519	5,491	602		00 /0
Oconto		23,717	4,231	260	1,480	20%
Oneida	. 20,648	26,681 $100,757$	7,264 20,441	706	c' iii	orier.
Ozaukee	. 81,722 . 23,361	28,320	5,765	1,991 547	6,570 6,570	27% 90%
Outagamie Ozaukee Pepin	7,462	7,878	1.753	67	860	41%
Pierce	. 21,448	21,575	5,224	427	4,160	66%
Polk	. 24,944	28,937	5,341	762	4,950	66%
Portage Price	. 34,858 . 16,344	$32,108 \\ 15,562$	7,364	811 278	1,290	14%
Racine	. 109,585	150,646	$\frac{2,771}{37,545}$	4,003	25,210	72%
Racine Richland	. 19,245 . 92,778 . 16,790	23,096	4,729	497	20,210	12 /0
Rock	. 92,778	125,832	29,856	2,947	7,770	26%
Rusk	. 16,790	16,333	3,137	239	1,200	26%
St. Croix Sauk	. 25,905 . 38, 1 20	$28,134 \\ 45,169$	4,999	502	5,150	66%
Sawyer	. 10.323	0.802	9,310 2.069	$^{1,026}_{320}$	930	31%
Shawano	. 10,323 . 35,249	29,849	2,069 6,390	486	1,870	19%
Shawano Sheboygan	. 80.631	96,728	19.864	1,953	17,960	71%
Taylor	. 18,456	29,849 96,728 14,723 22,389 23,260	2,403 3,773 5,957	218		
Trempealeau	. 23,730	22,389	3,773	355	2,840	41%
Vernon Vilas	9.363	12,644	3,957	606 67		
Walworth	. 41,584	58,406	$3,649 \\ 12,320$	1.465	8,580	61%
Walworth Washburn	. 11,665	11,958	3,423	407	1.030	31%
wasmington	. 33,902	43,930	9,051	662	9,360	90%
waukesha	. 85,901	88,138	23,298	2,078	20,980	77%
Waupaca	. 35,056 . 13,920	$49,019 \\ 14,761$	8,736 2,255	912	2,900	27%
Waushara Winnebago	91,103	116,160	29,639	184 2,646	$\frac{600}{5,370}$	$^{14\%}_{19\%}$
Wood	50,500	59,732	13,459	1,102	3,310	13 /0
N						

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

BROADCASTING • TELECASTING

EAU CLAIRE

(Eau Claire County)

WEAU-TV

LICENSEE: Central Broadcasting Co. Address: 2415 S. Hastings Way. Phone: 2-3474.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 28.8 kw. Operating Pow.: Visual 57.5 kw, Aural 28.8 kw. Transmitter: Address, 2415 S. Hastings Way. Make, RCA. Model TT-10-AH. Antenna: Make, Transmitter: Address, RCA. Type 6-Bay. Height, Above average terrain 430 ft. Above ground 479 ft.

OPERATION: Began Dec. 23, 1953. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks ABC, NBC, DuMont. Station, AM, WEAU. FM, WEAU-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, C. B. Persons.

SERVICES: Two studios (one 36x46 ft. and one 16x24 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Projectal slide projector. One Projectal opaque projector. News Service,

PRINCIPAL STOCKHOLDERS: Morgan and Elizabeth Murphy (50%), W. C. Bridges (18%) and Eau Claire Press Co. (Eau Claire Leader and Telegram) (23%). Same interests own 50% of KVOL-AM-FM-TV Lafayette, La.; 75% of KGTV (TV) Des Moines, Iowa; WEBC Duluth, WMFG Hibbing, both Minn., WISC-AM-FM Madison, Wis. Mr. Bridges also owns 75% of WJMC-AM-FM Rice Lake, Wis. Murphy newspapers also include Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald, and Lafayette (La.) Advertiser.

EXECUTIVES:

W. C. Bridges, Pres. Harry Hyett, Gen. Mgr. Richard P. Kepler, TV Mgr. & Film Buy.

Robert Trump, Sls. Mgr. T. O. Jorgenson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$175, Film \$150. Minute spot Live \$35, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

ARKET INFORMATION:		Total
	Grade B	(Including
	(FCC Contour)	Fringe Area)
Population	340,300	525,100
Families in Area	91,195	141,640
Area in Square Miles	6,400	14,400
No. of Sets (June 1)	43,125	59,782
Retail Sales	\$345,244,000	\$530,048,200
Income per Family	\$ 5,837	\$ 5,719

GREEN BAY

(Brown County)

WBAY-TV

LICENSEE: St. Norbert College. Address: 115 S. Jefferson St. Phone: Hemlock 2-3333.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow., Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Route No. 2, De Pere, Wis. Make, RCA. Model TT6AL. Antenna: Make, Transmitter: Address, RCA. Type 6-Bay Bat Wing. Height, Above average terrain 861 ft. Above ground 750 ft.

OPERATION: Began March 17, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WBAY.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Hogan & Hartson. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 9,000 sq. ft. plus stage 1,400 sq. ft. and one 1,200 sq. ft.). Two RCA camera chains. One RCA film camera. Two 1,200 sq. ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One RCA projectall slide projector. One scanner. One opaque projector. One film processing unit. News Service, UP, AP.

PRINCIPAL STOCKHOLDERS: Norbertine Fathers (Nonprofit, nonstock religious order).

EXECUTIVES:

Hayden R. Evans, Gen. Mgr. Burkett Farquhar, Sta. Mgr. Robert C. Nelson, Sls. Mgr. Leo Persselin, Prog. Dir.

Wallace Stangel, Ch. Eng. James Krause, Film Buy. Craighton Knau, Farm Dir.

RATE INFORMATION: Class A one hour Live \$520, Film \$400. Minute spot Live \$104, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

BROADCASTING • TELECASTING

MARKET INFORMATION:

			TOTAL
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	328,100	493,900	1,185,800
Families in Area	91,910	144,330	341,360
Area in Square Miles	4,070	14,180	43,700
No. of Sets (June 1)	57,150	90,230	192,870
Retail Sales	\$366,967,000	\$542,368,000	\$1,353,282,000
Income per Family	\$4,492	\$ 4 ,242	\$4,172
Income per Capita	\$1,464	\$1,022	. \$1,247

WFRV-TV

(Target Date, Not Set)

LICENSEE: Valley Telecasting Co. Address: Northern Bldg.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, Route 32, 8 miles south of city limits. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 600 ft. Above ground 500 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: George Nau Burridge, president (9%); Elmer Reed Brennan, vice president (14%); Meyer M. Cohen, secretary (5%); Clayton Ewing, treasurer (9%); Rolando F. Gran (14%) and 11 other stockholders, none with more than 5%. Mr. Gran is also 50% owner of WTVW (TV) Milwaukee.

WMBV-TV (MARINETTE)

LICENSEE: M&M Broadcasting Co. Address: Marinette, Wis. Phone: 2-6631. (For full listing see Marinette.)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.





ZIV'S SUNNY, **FUNNY** TV-FAMILY

see pages 433, 434, 435

AMERICA'S NEWEST METROPOLITAN AREA* SEES TELEVISION EXCLUSIVELY ON

CHANNEL 8 LA CROSSE WISCONSIN

why you need LA crosse—The hub city of a rich industrial and agricultural sector—La Crosse stands midway between Minneapolis and Milwaukee. Its 235 manufacturing plants sell \$100,000,000 worth of goods per year. Its farms have an income of \$10,000,000 annually. More than a quarter of a million people live in the greater La Crosse area, covered by WKBT. The average effective buying income per family is \$4020! And these figures are not static—they are growing year after year after year!

why you need wkbt—wkbt is the first and only television station to cover the La Crosse, Wisconsin area. There is no other coverage, even by "overlap." The closest TV centers are Milwaukee (175 miles away) and Minneapolis (140 miles distant). Hence Wkbt can offer unduplicated service—a prize in any TV market—a particularly rich prize is this exceptionally prosperous market! Wkbt power: 100,000 watts, visual: 50,000 watts, aural. Tower talk: 810 feet above average surrounding terrain, 579 feet above ground. For further details, write:

WKBT

CHANNEL

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet



NBC · CBS · Du Mont

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

LA CROSSE

(La Crosse County)

WKBT (TV)

LICENSEE: WKBH Television Inc. Address: 141 S. 6th St. Phone: 2-4678.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, School Section Rd. Make, RCA. Model, TTNAH. Antenna: Make RCA. Type, TF12AH. Height, Above average terrain 810 ft. Above ground 578 ft.

OPERATION: Began Aug. 1. Hours, 6:00 p.m.-11:00 p.m.

·WISCONSIN**–**

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WKBH.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (40x60 ft.). One RCA TKIIA camera chain. One Television Specialty Co. rear screen projector. One RCA Vidicon film camera (TK2IA). Two RCA TP6A film projectors. One Gray Telojector slide projector. Model 400 Projectal opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: WKBH (40%), Howard Dahl (9%), La Crosse
Tribune Co. (41%) and five local business men, (2%) each. La Crosse
Tribune is a Lee newspaper. Other Lee newspapers are Mason City
(lowa) Globe Gazette (KGLO-AM-FM-TV), Hannibal (Mo.) Courier-Post
(KHQA-TV), Davenport (lowa) Times and Democrat, Ottumwa (lowa)
Courier, Muscatine (lowa) Journal, Madison (Wis.) State Journal,
Kewanee (III.) Star-Courier, and Lincoln (Neb.) Star. Lee Radio stations
in addition to the above are WTAD-AM-FM Quincy, III.

EXECUTIVES:

Howard Dahl, Pres. & Gen. Mgr. Robert Z. Morrison, Com. Mgr. Tom J. Maloney, Prog. Dir. & Film Buy.

Al Leeman, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$52, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	204,043	348,650	607,185
Families in Area	58,901	100,391	176,873
No. of Sets (April 30)		24,735	
Retail Sales	\$235,000,000	\$393,000,000	\$727,000,000
Income per Family	\$4,210	\$3,951	\$4,020
Income per Capita	\$1,193	\$1,111	\$1,161

WTLB (TV)

(Target Date, Not Set)

LICENSEE: La Crosse Television Corp. Address: c/o George Becker, 270 Park Ave., New York City.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.12 kw. Transmitter: Address, N. of intersection of U. S. Hwy. 61 and State Hwy. 35. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 350 ft. Above ground 165 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Wm. Zeckendorf, president (68%); Harold Steinthal, secretary-treasurer (31/3%); Marjorie P. Shaflander (141/3%); George Becker (6%); Pendray & Co. (41/3%); Norman E. Blankman (2%); Herbert C. Rosenthal (2%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. I. For full list of abbreviations and sources of county and state market data see Foreword.

MADISON

(Dane County)

WHA-TV*

(*Non-Commercial Educational)

LICENSEE: State Radio Council - State of Wisconsin. Address: Radio Hall.

Phone: 5-2988.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw.

Operating Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: Address,
Radio Hall. Make, RCA. Model, TTU-IB I kw. Antenna: Make, Workshop Assoc. Height, Above average terrain 230 ft. Above ground
273 ft.

OPERATION: Began May 3, 1954. Hours, 7:30 p.m.-9:30 p.m.

AFFILIATIONS: Stations, AM, WHA. FM, WHA-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Glenn Koehler.

SERVICES: Three studios. Three GPL Image Orthicon camera chains. One Bell & Howell 70 DL film camera. One GPL and one Bell & Howell 202 film projector. One TDC and two custom built opaque projectors. Houston-Fearless and also GPL kinescope recorder film processing unit. Mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: State of Wisconsin.

EXECUTIVES:

H. B. McCarty, Gen. Mgr & Exec. Dir.

Lawrence C. Anderson, Ch. Eng.

Wm. G. Harley, Prog. Dir.

WKOW-TV

LICENSEE: Monona Broadcasting Co. Address: 215 W. Washington Ave. Phone: 7-2261.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw.

Operating Pow.: Visual 17 kw, Aural 8.5 kw. Transmitter: Address, Gilbert Rd. Make, RCA. Antenna: Make, Blaw-Knox. Height, Above average terrain 690 ft. Above ground 596 ft.

OPERATION: Began July 8, 1953. Hours, 1:30 p.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WKOW.

REPRESENTATIVES: Sales, Headley-Reed Tv. Washington Attorney, Fly, Shuebruk, Blume & Gaguine, Consulting Engineer, Walter F. Kean.

SERVICES: One studio (32x54 ft.). Two RCA TKIIA studio camera chains.

One TK20D film camera. Two RCA TPI6E film projectors. Two 35mm slide projectors. Two 35mm opaque projectors. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Stewart Watson (12%); E. C. Severson (11%);
B. W. Huiskamp (8.5%); E. B. Rundell (8.4%); Otto Sanders (6.4%);
George Icke (6.2%); Theo. Pankow (6.2%); Dr. J. P. West (2.4%) and
J. R. Feldman (5.6%).

EXECUTIVES:

Stewart Watson, Pres. Michael Henry, Gen. Mgr., Com. Mgr. & Film Buy. Audrey Bland, Prog. Dir. Vince Vanderheiden, Ch. Eng. Clarke Hogan, Opr. Mgr. Bill Harman, Film Dir.

BROADCASTING • TELECASTING

RATE INFORMATION: Class A one hour Live \$240, Film \$240. Minute spot Live \$48, Film \$48. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringé Area)
Population	178,500	188,970	367,470
Families in Area	4 9,990	51,162	101,152
Area in Square Miles	1,233	2,610	4,479
No. of Sets (June 1)	24,768	25,232	50,000
Retail Sales	\$222,951,000	\$201,834,000	\$424,785,000
Income per Family	\$ 6,984	\$ 4,639	\$ 5,811
Per Capita effective Buying Income	\$ 1,869		

WMTV (TV)

LICENSEE: Bartell Television Corp. Address: West Beltline Hwy. Phone: 3-5381.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.1 kw.

Operating Pow.: Visual 17 kw, Aural 9.1 kw. Transmitter: Address, West
Beltline Highway. Make, RCA. Model TTU-IB. Antenna: Make, RCA.

Type TFU-24BM. Height, Above average terrain 690 ft. Above ground
594 ft.

OPERATION: Began July 19, 1953. Hours, 7:00-8:00 a.m.; 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, Samuel Miller.
Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 35x55 ft. and one 10x12 ft.). Two DuMont camera chains. Trans-Lux rear screen projector. Cine-Special film camera. Two DeVry film projectors. One DuMont slide projector. One DuMont scanner. One revolving stage in large studio. Also outdoor studio facilities. One mobile unit. News Services, UP, Fox Movietone.

PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, Lee Bartell and David Bartell. Also own WOKY-AM-TV Milwaukee and WAPL Appleton, both Wis.

EXECUTIVES:

Gerald A. Bartell, Pres.

Morton J. Wagner, Com. Mgr.

& Film Buy.

Thomas Arend, Prog. Dir.

Stanley Sadler, Ch. Eng. Nancy Smart, Continuity Ch. Robert Giese, Art. Dir. John Sigrist, Studio Mgr.

RATE INFORMATION: Class A one hour \$200. Minute spot \$40. Frequency discounts. Rate Card No. I.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 391,200; Families in Area, 115,140; Retail Sales, \$435,676,000; Income per Family, \$5,023.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARINETTE

(Marinette County)

WMBV-TV (GREEN BAY)

(Target Date, Sept. 12, 1954)

LICENSEE: M & M Broadcasting Co. Address: Marinette, Wisconsin. Phone: 2-6631.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 56.2 kw.

Operating Pow.: Visual 95.5 kw, Aural 56.2 kw. Transmitter: Address,
Oconto, Wisconsin. Make, RCA. Model TT-10-AH. Antenna: Make
RCA. Type TF-12AH. Height, Above average terrain 450 ft. Above
ground 524 ft.

OPERATION: Target date, Sept. 12, 1954. Hours, 2:00 p.m.-11:59 p.m.

AFFILIATIONS: Network, NBC. Station, AM, WMAM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. D. Ring & Assocs.

SERVICES: Two studios (one 35x50 ft., and one 5x6 ft.). Two RCA TK 10-A studio cameras. One RCA Vidicon with two film projectors and one automatic slide. One Bolex 16mm with synchro sound film camera. Two RCA TP16-F film projectors. One RCA automatic slide projector. VU-Lyte opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: William E. Walker (50%) and Joseph D. Mackin (23.4%).

EXECUTIVES:

William E. Walker, Pres., Sta. Mgr. & Film Buy. Joseph D. Mackin, Gen. Mgr.

Pat Kehoe, Prog. Dir. Alister Alexander, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$290, Film \$250. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

MARKET INFORMATION:

	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	173,835	340,796	745,889
Families in Area	40,015	84,221	190,217
No. of Sets (June 1)		145,000	210,000
Retail Sales	\$228,071,000	\$403,591,000	\$794,813,000

MILWAUKEE

(Milwaukee County)

WCAN-TV

LICENSEE: Midwest Broadcasting Co. Address: 723 N. Third St. Phone: Broadway 6-2154.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 234 kw. Aural 123 kw. Transmitter: Address, Schroeder Hotel. Make, GE. Antenna: Make, RCA. Height, Above average terrain 570 ft. Above ground 677 ft.

OPERATION: Began Sept. 5, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WCAN.

REPRESENTATIVES: Sales, Alex Rosenman. Washington Attorney, Philip M. Baker. Consulting Engineer, Russel P. May.

SERVICES: Two RCA and two GE camera chains. Two RCA film cameras. One Telop opaque projector.

PRINCIPAL STOCKHOLDERS: Lou Poller (61\%3\%), Cy Blumenthal (331\/3\%) and Alex Rosenman (5\%). Mr. Poller also owns WPWA Chester, Pa., and WARL-AM-FM Arlington, Va.

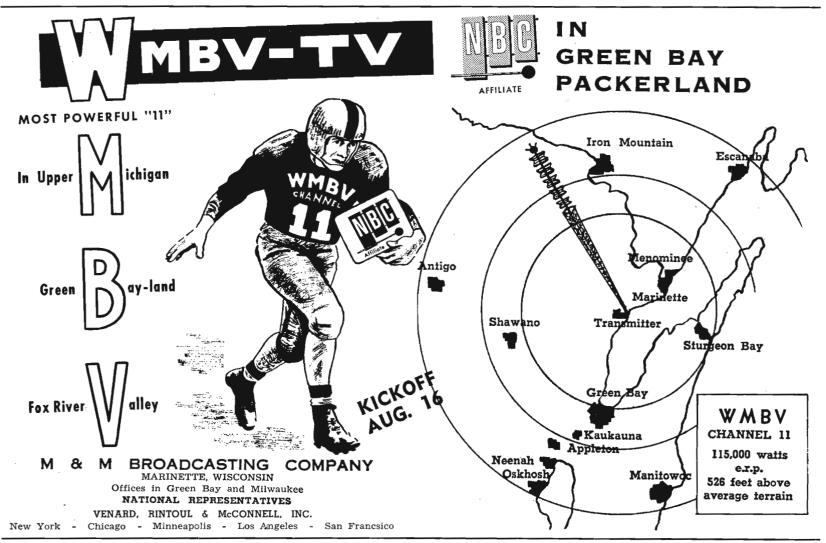
EXECUTIVES:

Lou Poller, Pres. & Gen. Mgr. Jack Hazel, Com. Mgr. Dean McCarthy, Prog. Dir. Walter Wesley, Ch. Eng. Kal Ross, Film Buy. & Dir. Oprs.

Total

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$85, Film \$85. Frequency discounts. Rate Card No. 3.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



MILWAUKEE (Cont.)

WOKY-TV

LICENSEE: Bartell Broadcasters Inc. Address: 704 W. Wisconsin Ave. Phone:
Broadway 1-8480.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 123 kw. Transmitter: Make, RCA. Antenna: Make, RCA. Height, Above average terrain 410 ft. Above ground 470 ft.

OPERATION: Began Oct. 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WOKY.

REPRESENTATIVES: Sales, Gill-Perna. Washington Attorney, Samuel Miller. Consulting Engineer, Ralph Evans.

SERVICES: Two RCA camera chains. One rear screen projector. One RCA film camera. Two RCA film projectors. Two RCA slide projectors. RCA mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gerald A. Lee and David Bartell. Also own WMTV (TV) Madison and WAPL Appleton, both Wis.

EXECUTIVES:

Gerald A. Bartell, Pres. Lee Bartell, Gen. Mgr. Donald Mann, Sta. Mgr. Gene Harrison, Prog. Dir. Raph Evans, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$70, Film \$70. Frequency discounts. Rate Card No. 2.

WTMJ-TV

LICENSEE: The Journal Co. Address: 333 W. State St. Phone: Broadway 1-6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 720 E. Capitol Dr. Make, RCA. Model, TFS-12A. Height, Above average terrain 930 ft. Above ground 1,032 ft.

OPERATION: Began Dec. 3, 1947. Hours, 6:00 a.m.-1:15 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WTMJ.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney, Hogan & Hartson.

torney, Hogan & Hartson.

SERVICES: Six studios (54x30x26 ft., 42x26x18 ft., 19x27x13 ft., 13x11x8 ft., 29x36x25 ft., 125x225 ft.). Eight RCA Image Orthicon monochrome and one RCA Image Orthicon color camera (TK-40-A) camera chains. One Translux rear screen projector. One RCA TK 20C and one RCA TK 21 film cameras. Two RCA TP 16D and one Eastman model No. 250 film projectors. One Eastman 2x2 in. slide projector. One selectroslide 2x2 in. rotary projector. One automatic LaBelle 2x2 in. slide projector. One Kaleidoscope. One Golde 3½x4½ in. slide projector. One Gray TP-3B dual disc Telojector. One RCA color 2x2 in. slide projector. One special Balop Unit. One RCA TJ 50 A mobile unit with two field Image Orthicon cameras. News Services, AP, UP. Library, Snader, UTP.

PRINCIPAL STOCKHOLDERS: WTMJ-TV is owned and operated by the Journal Co.

EXECUTIVES:

Walter J. Damm, Vice Pres. & Gen. Mgr. of Radio & Tv, The Journal Co.
R. G. Winnie, Asst. Gen. Mgr. George Comte, Sta. Mgr.
George Nicoud, Asst. to Sta. Mgr.
L. W. Herzog, Research & Develop. Co-ordinator
Neale V. Bakke, Sls. Mgr.
James Robertson, Prog. Mgr.
Hugo Birmingham, Prod. Sup.
Colby Lewis, Asst. Prog. Mgr.
Jim Fitzgerald, Film Ed.

Jack Krueger, News Ed.
Bob Heiss, Sports Dir.
Bruce Wallace, Mgr. Public Serv.
Bcsts. & Prom.
Wendell Palmer, Continuity Mgr.
Maurice Kipen, Musical Dir.
Phillip B. Laeser, Mgr. Am-Tv Engineering
Edwin L. Cordes, TV Ch. Eng.
Henry Goeden, Field Sup.
Alva Van Alstyne, TV Trans. Sup.
Nick Brauer, Studio Sup.
Joe Fox, Color Co-ordinator

RATE INFORMATION: Class A one hour Live \$1,050. Film \$1,050. Minute spot Live \$180, Film \$180. Rate Card No. 14A.

WTVW (TV)

(Target Date, Not Set)

LICENSEE: Milwaukee Area Telecasting Corp. Address: 411 East Mason St.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 150 kw. Transmitter: Address, 2.2 miles NNW of Sussex, Wis. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,070 ft. Above ground 969 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Paul A. Pratt, president (3%); Loron E. Thurwachter, vice president (10%); J. Martin Klotsche, vice president (3%); Maswell H. Herriott, secretary: (2%); Rolando Frederick Gran, general manager (50%); Thomas E. Allen (7%); O. W. Carpenter (2%); Elliot C. Fitch (7½%); Edmund Fitzgerald (2%); R. P. Herzfeld (5%); Louis Quarles (2%); W. A. Roberts (4%); Peter T. Shoemann (2½%), Mr. Gran is also 14% owner of WFRV-TV Green Bay, Wis.

BROADCASTING • TELECASTING

NEENAH

(Winnebago County)

WNAM-TV

LICENSEE: Neenah-Menasha Broadcasting Co. Address: P. O. Box 602. Phone: Appleton 2-6471.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.3 kw. Operating Pow.: Visual 15.5 kw, Aural 8.3 kw. Transmitter: 7 miles south of Neenah (mailing address: Box 602, Neenah, Wisconsin). Make, RCA. Antenna: Make, RCA. Height, Above average terrain 290 ft. Above ground 327 ft.

OPERATION: Began Jan. 26, 1954.

AFFILIATIONS: Network, ABC. Station, AM, WNAM.

REPRESENTATIVES: Sales, George W. Clark Inc. Washington Attorney, Mc-Kenna & Wilkinson. Consulting Engineer, Walter Kean, Riverside, III.

SERVICES: One studio (35x35 ft.).

PRINCIPAL STOCKHOLDERS: Samuel N. Pickard, president (80%); Reinhold D. Molzow (6%); Don C. Wirth, vice president (.8%); Dorothea W. Pickard (13.2%).

EXECUTIVES:

Don C. Wirth, Vice Pres. Gen. Mar. Harry W. Hill, Ch. Eng. Ted Moore, Sports Dir.

Mgr. Walter L. Braeger, Sta. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot, Live \$30, Film \$30. Rate Card No. I.

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MARKET INFORMATION	:	Total
	Grade A	(Including
	(FCC Contour)	Fringe Area)
Population	198,000	406,500
Families in Area	11,000	114,500
Retail Sales	\$223,886,000	\$467,999,000
Income per Family	\$5,300	\$5,100
Income per Capita	\$1,547	\$1,502

SUPERIOR

(Douglas County)

WDSM-TV

LICENSEE: WDSM Television Co. Address: 424 W. First St., Duluth, Minn. Phone: Duluth 7-6875.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 5th Ave. W & 10th St., Duluth. Make, GE. Model, TF-3-A 35kw amplifier. Antenna: Make, GE 6.Bay, Type TY-27-F. Height, Above average terrain 790 ft. Above ground 585 ft.

OPERATION: Began March I, 1954. Hours, 3:15 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WDSM.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, John Sherman.

SERVICES: Two sfudios. Three RCA field and one GE film camera chains. Two (one Bell & Howell and one Auricon SOF) film cameras. Two GE PF-5-A 16mm film projectors. Two RCA 400's slide projectors. One Selectroslide projector. One GE PF-4-A opaque projector. Houston film processing unit. RCA TJ-538 mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Northwest Publications Inc. (Ridder) (51%).
Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald, New York Staats-Zeitung and Herold, New York Journal of Commerce, Aberdeen (S. D.) American and News, Grand Forks (N.D.) Herald, San Jose (Calif.) Independent and Press-Telegram, Seattle Times (minority). Northwest Publications owns 50% of Mid-Continent Radio-Television Inc., which owns 53% of WCCO-AM-TV Minneapolis.

EXECUTIVES:

Robert B. Ridder, Pres. Rodney A. Quick, Gen. Mgr. & Film Buy. Martin Olson, Com. & Nat. Sls. Lew Martin, Prog. Dir. Jerry Baumann, Ch. Eng. Edwin Conrad, Prod. Mgr. Jack McKenna, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:			Total
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	160,000	115,000	300,000
No. of Sets (June 1)	30,150	18.000	*** *** ***********
Retail Sales	\$2 83,484,000	\$88,910,000	\$420,639,000

KDAL-TV (DULUTH, MINN.)

LICENSEE: Red River Broadcasting Co. Address: 210 Bradley Bldg., Duluth. Phone: Randolph 2-4466. (For full listing see Duluth).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WAUSAU

(Marathon County)

WOSA-TV

(Target Date, Jan. 1955)

LICENSEE: Alvin E. O'Konski. Address: Wausau, Wisconsin.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw. Transmitter: Address, Rib Hill, State Park, 4 miles southwest of Wausau. Height, Above average terrain 740 ft. Above ground 237 ft.

OPERATION: Target date, Jan. I, 1955. AFFILIATIONS: Station, AM, WOSA.

PRINCIPAL STOCKHOLDERS: Mr. O'Konski, member of U. S. Congress, also owns WLIN (FM) Merrill, Wis.

WSAU-TV

(Target Date, Oct. 1954)

LICENSEE: Wisconsin Valley Tv Corp. Address: 714 Fifth St. Phone: 2-1021.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 89.1 kw, Aural 53.7 kw.
Transmitter: Address: Coates Lane, RFD Wausau. Make, RCA. Model,
TT10AH. Antenna: Make, RCA. Type, TF12BH. Height, Above average
terrain 460 ft. Above ground 421 ft.

OPERATION: Target date Oct. 1954.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WSAU.

REPRESENTATIVES: Sales, Meeker. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Walter Kean.

SERVICES: One studio (28x36 ft.). One RCA camera chain. One Vidicon TK-21 film camera. One RCA TP-16F film projector. One RCA TP-3B slide projector.

PRINCIPAL STOCKHOLDERS: Wausau Record-Herald 25%; Marshfield News Herald 12½%; Wisconsin Rapids Daily Tribune 6¼%; Merrill Daily Herald 8½%; Rhinelander Daily News 8½%; Antigo Daily Journal 4 1/6%; Radio Station WFHR 6¼%, and Radio Station WATK 4 1/6%.

EXECUTIVES:

John C. Sturtevant, Pres.
George T. Frechette, Gen. Mgr.
Richard D. Dudley, Com. Mgr.

James Harelson, Prog. Dir. & Film Buy.
Roland Richardt, Ch. Eng.

RATE INFORMATION: Minute Spot Live \$40. Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. I.

ARKET INFORMATION:	Grade A	Grade B	Grade C
	(FCC Contour)	(FCC Contour)	(FCC Contour)
Population	274,300	82,565	456,865
Families in Area	77,300	23,277	125,577
Area in Square Miles	1,500	1,000	3,000
Number of Sets (June	1) 13,000	12,000	30,000
Retail Sales	\$302,922,000	\$97,000,000	\$500,000,000
Income per Family	\$ 5,848	\$ 5,500	\$ 5,700
Income per Capita	\$ 4 ,200	\$ 4,000	\$ 4. 100

-WYOMING-

WYOMING MARKET INDICATORS

Total Population, July 1, 1953	317,000
Total Families, 1950	72,2 35
Total Urban Population, 1950	144,618
Total Rural Nonfarm Population, 1950	89,207
Total Farm Population, 1950	56,704
Employed in Nonagricultural Establishments, April	00,.02
1954	76,700
Employed in Agriculture, 1950	22,123
Employed in Mining, April 1954	7,500
Employed in Manufacturing, April 1954	6,100
Employed in Construction, April 1954	4,000
Employed in Construction, April 1934 Employed in Transportation & Public Utilities,	4,000
April 1054	13,800
April 1954 Employed in Wholesale & Retail Trade, April 1954	
Employed in Wholesale & Retail I rade, April 1954	17,700
Employed in Finance, Insurance & Real Estate,	0.000
April 1954	2,000
Employed in Service & Miscellaneous, April 1954	8,800
Employed in Government Service, April 1954	16,800
Retail Sales, 1953\$	422,565,000
Bank Assets, Jan. 1, 1954\$	340,612,000
Bank Deposits, Jan. 1, 1954 \$	319,111,000
Major Income Sources, 1952: Agriculture 15.7%; Govern	nment
18.6%; Manufacturing Payrolls 5.8%; Trade and S	ervice
24.1%.	
Total Income Payments, 1952\$	495,000,000
Per Capita Income, 1952\$	1,607
Total Internal Revenue Collections, 1953 \$	61,771,264
Average Weekly Earnings Manufacturing Workers,	,
April 1954\$	82.11
Cash Receipts from Farm Marketing, 1953 \$	135,070,000
Government Payments to Farmers, 1953\$	3,382,000
Value of Mineral Production, 1951\$	201,834,000
Motor Vehicle Registration, 1953	163,154
Number of Telephones, Jan. 1, 1954	92,100
Number of Electrical Connections, Jan. 1, 1954	95,637
Number of Gas Utilities Connections, 1953	
Trumber of Gas Utilities Connections, 1999	49,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

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WYOMING MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Albany	. 19,055	\$23,015	\$5,306	\$ 494		· '
Big Horn		13,499	2,798	539		
Campbell	4 000	7.685	1,389	243		
Carbon	15 510	18,748	3,670	578		
Converse		7,821	1.592	207		
Crook	4 700	5,051	1,069	114		
Fremont	10 500	26,335	5,532	843		
Goshen	10.004	18,457	3,296	421		
Hot Springs	5,250	8,293	2,108	383		
Johnson		6,138	1,377	120		
Laramie		65,915	13,266	1,757	5,850	38%
Lincoln	9,023	10,041	2,248	318		
Natrona	. 31,437	61,845	9,240	1,648		
Niograra	. 4,701	7,078	1,038	150		
Park		30,065	6,561	853		
Platte		10,879	2,327	440		
Sheridan		28,654	6,482	826		
Sublette		2,444	377	159		
Sweetwater		32,421	6,242	934		
Teton		4,883	907	57		
Unita		10,061	1,907	232		
Washakie		13,066	2,518	336		
Weston	. 6,733	7,525	1,626	343		
Yellowstone						
Nat'l Park	. 353	2,646	45			

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS-TV Research.

CHEYENNE

(Laramie County)

KFBC-TV

LICENSEE: Frontier Broadcasting Co. Address: 2923 E. Lincolnway. Phone:

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw.
Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Borie,
Wyoming (10 miles west of Cheyenne). Make, DuMont. Model, Series
9000. Antenna: Make, RCA. Type, TF 6 AM. Height, Above average
terrain 620 ft. Above ground 483 ft.

OPERATION: Began March 22, 1954. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KFBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Koteen & Burt.

SERVICES: One studio (40x90 ft.). Two RCA TKIIA camera chains. One Composite film camera. Two RCA TPI6D film projectors. One Gray Research slide projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Cheyenne Newspapers Inc., publisher of Cheyenne Wyoming Eagle and State Tribune, Laramie Bulletin and Republican Boomerang, Rawlins Times (KRAL) Rock Springs Rocket, Worland Northern Wyoming News.

EXECUTIVES:

Robert S. McCraken, Pres. & Mae Sunada, Prog. Dir.
Film Buy. Robert C. Pfannenschmid, Ch.
William C. Grove, Gen. Mgr. Eng.
C. P. Cahill, Com. Mgr. Jackson Mumey, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$225, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 21/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 378,410; Homes, 112,400; No. of Sets (June 1), 48,016; Retail Sales, \$449,467,000.

– ALASKA ——

ANCHORAGE

KFIA (TV)

LICENSEE: Kiggins & Rollins. Address: 841 Turquoise St., San Diego, Calif.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 8.13 kw. Transmitter: Address, Westward Hotel. Make, Composite. Antenna: Make, RCA. Height, Above average terrain 40 ft. Above ground 150 ft.

OPERATION: Began Dec. 14, 1953.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed-Tv. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, James G. Duncan, San Diego.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. I.

PRINCIPAL STOCKHOLDERS: Equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder KIOA Des Moines. Also owns KFIF (TV) Fairbanks.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ANCHORAGE (Cont.)

KTVA (TV)

LICENSEE: Northern Television Inc. Address: Mt. McKinley Bldg., 4th & Denali Street. Phone: 5-4321.

FACILITIES: Ch: 11. Authorized Eff. Rad. Pow.: Visual 3.24 kw, Aural 1.62 kw. Operating Pow.: Visual 3.24 kw, Aural 1.62 kw. Transmitter: Address, Mt. McKinley Bldg. Make, DuMont. Model, Acorn - Series 6,000. Antenna: Make, GE. Type, 6-Bay Turnstile. Height, Above average terrain 130 ft. Above ground 230 ft.

OPERATION: Began Dec. 11, 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, Hugh Feltis & Assoc. Washington Attorney, Miller & Schroeder.

SERVICES: One studio (15x25 ft.). One GE studio camera. One GE Iconoscope film camera. Two 16mm GE Synchrolite film projectors. One 35mm Selectroslide slide projector. GE Balop opaque projector. Remote: Auricon-Bell & Howell 16mm movie camera. News Services, INS, UP.

PRINCIPAL STOCKHOLDERS: A. G. Hiebert (27.63%), Jack M. Walden (6.76%), B. J. Gottstein (4.17%), Robert A. Baker (2.09%) and M. B. Kirkpatrick (4.17%). 20 other stockholders none holding more than 4.17%. Mr. Hiebert also holds stock in KENI Anchorage, KFAR Fairbanks, KJNO Juneau and KABI Ketchikan, all Alaska.

EXECUTIVES:

A. G. Hiebert, Pres. & Gen. Mgr. C. M. Conner, Com. Mgr., Prog. Dir. & Film Buy. Jack M. Walden, Ch. Eng. Walter A. Welch, News Editor Janet Conner, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$42, Film \$30. Frequency discounts from 21/2% for 13 times up to 331/3% for 260 times. Rate Card No. 1.

MARKET INFORMATION:	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	80,000	6,000	000,88
Families in Area	10,000	5,000	17,000
Area in Square Miles	75	250	5,000
No. of Sets (June 1)	8,000		
Retail Sales	\$120,000,000		

FAIRBANKS

KFIF (TV)

(Target Date, Not Set)

LICENSEE: Kiggins & Rollins. 841 Turquoise St., San Diego, Cal.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 8.32 kw. Transmitter: Address, Polaris Bldg., Ist & Lacy Sts. Make, Composite. Antenna: Make, RCA. Height, Above average terrain, minus 70 ft. Above ground 168 ft.

OPERATION: Target date not set.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, James G. Duncan.

PRINCIPAL STOCKHOLDERS: Equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder in KIOA Des Moines, also own KFIA (TV) Anchorage.

—— HAWAII —

HONOLULU

(Honolulu County)

KGMB-TV

LICENSEE: Hawaiian Broadcasting System Ltd. Address: 1534 Kapiolani Blvd. Phone: 9-2011.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 35 kw, Aural 17.5 kw.
Operating Pow.: Visual 35 kw, Aural 17.5 kw. Transmitter: Address, 1534
Kapiolani Blvd. Make, RCA. Model, TT-10AH. Antenna: Make, RCA.
Type 12-Bay Superturnstile. Height, Above average terrain 1,770 ft. Above ground 338 ft.

OPERATION: Began Dec. 1, 1952.

AFFILIATIONS: Network, CBS. Stations, AM, KGMB & KHBC.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Vandivere, Cohen & Wearn.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

ADVERTISING
MEN
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WHY

THAT'S

KGMB-TV

IS FIRST CHOICE OF NATIONAL ADVERTISERS* IN HAWAII

Hawaii's Most Powerful Station

104,000 watts on Channel 9 send a clear signal to approximately 109,000 families on all the Hawaiian islands

Star-Studded Programming

CBS favorites day and night, plus a showcase of the islands' greatest local talent and the cream of the syndicated features.

Ultra Modern Facilities

Studio, equipment and production services comporable to the mainland's finest

and your bonus!

Hard hitting promotion and merchandising that sell!

KGMB-TV

Hawaii's first-choice station in America's "high spot" market!

Ask Free & Peters

KGMB-TV

CBS in Hawaii

*Also Hawali's leader in local TV billings.

HONOLULU (Cont.)

(Honolulu County)

KGMB-TV (Cont.)

SERVICES: Two studios (40x100 ft. and 25x50 ft.). Four RCA Image Orthicon camera chains. One Bodde projector and one Bodde 9x12 in rear screen projector. Two RCA Iconoscope film cameras. Two RCA TP-16D 16mm film projectors. Two 35mm Selectroslide 35mm fixed slide Jr. Rotary and two slide projectors. Gray Telop opaque projectors. Two RCA TTR-1B and TRR-1B microwave links and two RCA TK-11A field cameras mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co., Ltd. (68.72%).

Honolulu Star-Bulletin (24.55%) and Corporation of the President of the

Church of Jesus Christ of Latter Day Saints (6.73%).

EXECUTIVES:

J. Howard Worrall, Pres. C. Richard Evans, Gen. Mgr. Wayne Kearl, Sta. Mgr. Ralph Davison, Sls. Mgr. Robert Costa, Prog. Dir. & Film Buy. Dan Hunter, Ch. Eng. Larry Stevens, Local Sls. Mgr. John T. Quinlan, Prom. Dir. Donald E. Frink, Merch. Coordinator

RATE INFORMATION: Class A one hour Live \$405, Film \$300. Minute spot Live \$81, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 3.

KONA (TV)

LICENSEE: Radio Honolulu Ltd. Address: 206 Koula St. Phone: Honolulu 6-2366.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 74 kw. Operating Pow.: Visual 35 kw, Aural 19.44 kw. Transmitter: Address, Piikoi St. and Ala Moana Blvd. Make, GE. Model, TT6E. Antenna: Make, GE. Type, TY14F. Height, Above average terrain 1,740 ft. Above ground 173 ft.

OPERATIONS: Began Dec. 15, 1952. Hours, 2:30 p.m.-10:30 p.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: One studio (57x53 ft.). One announcer studio. Two GE studio camera chains. Two GE film cameras. Two GE film projectors. Two Selectroslide Jr. slide projectors. News Service, INS. Library, Snader.

PRINCIPAL STOCKHOLDERS: Advertiser Publishing Co. Ltd. (50%) and Island Broadcasting Co. (50%).

EXECUTIVES:

John D. Keating, Pres. & Gen. Mgr. Lorrin P. Thurston, Chmn. J. Elroy McCaw, Vice Pres. Paul H. Anderson, Vice Pres. Allen McGuire, Secy.-Treas. Jack Irvine, Gen. SIs. Mgr. Lawrence Trombly, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$405, Film \$300. Minute spot Live \$81, Film \$60. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 388,700; Families in Area, 101,000; No. of Sets (June 1), 53,000; Retail Sales, \$394,669,000; Income per Family, \$6.506.

KULA-TV

LICENSEE: Pacific Frontier Broadcasting Co. Ltd. Address: 1290 Ala Moana Blvd. Phone: Honolulu 6-3666.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 29 kw. Operating Pow.: Visual 26.3 kw, Aural 13.1 kw. Transmitter: Address, 1290 Ala Moana Blvd. Make, DuMont. Model 7,000. Antenna: Make, RCA. Type, 6 BM. Height, Above average terrain 1,760 ft. Above ground 183 ft.

OPERATIONS: Began April 16, 1954.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, KULA.

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REPRESENTATIVES: Sales, Headley-Reed Television. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40x70 ft.). Two DuMont camera chains. One Bodde projector. One Kodak Cine-Special film camera. One Selectroslide slide projector. Two DuMont film projectors. DuMont Multi-Scanner opaque projector. DuMont Multi-Scanner scanner. Revolving hydraulic stage for special effects. News Service, UP.

PRINCIPAL STOCKHOLDERS: American Broadcasting Stations (WMT-AM-TV Cedar Rapids) (41.6%); KJBS Broadcasters, (KJBS San Francisco) (331/3%); Jack A. Burnett, 10%.

EXECUTIVES:

Jack Burnett, Gen. Mgr. Art Sprinkle, Asst. Gen. Mgr. & Film Buy. Hugh Ben LaRue, Gen. Sls. Mgr. Bob Sevey, Prog. Dir. Ronnie Miyahira, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$60, Film \$50.

MARKET INFORMATION:

Population, 328,194 (for Oahu only); Families in Area, 82,000 (Oahu only); Area in Square Miles, 604; No. of TV Sets, 53,000; Retail Sales, \$541,293,921 (for Oahu only); Income per Family, \$7,198 (Honolulu City).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

-- PUERTO RICO --

SAN JUAN

(San Juan County)

WAPA-TV

LICENSEE: Jose Ramon Quinones. Address: P. O. Box 456B.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw.
Transmitter: Address. 357 Ponce de Leon Ave. Make: RCA. Model TT10AL. Antenna Make: GE. Type TY-27-F, 6 section Batwing. Height
Above average terrain 220 ft. Above ground 260 ft.

OPERATION: Began May 1, 1954.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WAPA.

PRINCIPAL STOCKHOLDERS: Jose Ramon Quinones (100%).

WKAQ-TV

LICENSEE: El Mundo Inc. Box 1072 San Juan. Phone: 3-3800.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Marqueso Mt. Make, GE. Model 4 TF 3 A1. Antenna: Make, GE. Type 5-Bays. Height, Above average terrain 1,270 ft. Above ground 284 ft.

OPERATION: Began March 28, 1954. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, CBS. Station, AM, WKAQ.

REPRESENTATIVES: Sales, Inter-American Publications Inc. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, George Davis.

SERVICES: Three studios (one 60x30 ft., one 50x30 ft. and one 55x60 ft.).

Seven GE camera chains. One Trans-Lux rear screen projector. Two GE film cameras. Two GE film projectors. One Telejector slide projector. One Telop opaque projector. One Houston film processing unit. One GE mobile unit. News Services, Telenews & Local.

PRINCIPAL STOCKHOLDERS: Angel Ramos, publisher of El Mundo.

EXECUTIVES:

A. Ramos, Pres. & Film Buy. R. Delgado-Márquez, Gen. Mgr. Paul E. Wagner, Com. Mgr.

Fernando Cortés, Prog. Dir. W. C. Cothran, Dir. Eng.

RATE INFORMATION: Class A one hour Live \$225, Film \$225. Minute spot Live \$50, Film \$50. Rate Card No. 1.

(ALBERTA) CALGARY

CHCT-TV

(Target Date, Oct. 1954)

LICENSEE: Calgary Television Ltd. Address: c/o CFCN, Toronto General Trust Bidg.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Antenna: Height, Above average terrain 989 ft.

OPERATION: Target date Oct. 1954.

AFFILIATIONS: Network, CBC. Station, AM, CFCN.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

EXECUTIVES:

Gordon Love, Pres. (CFCN)

EDMONTON

CFRN-TV

(Target Date, Sept. 1954)

LICENSEE: Sunwapta Broadcasting Co. Ltd. Address: CPR Bldg. Phone: 2-2101.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 23.9 kw, Aural 14.3 kw. Transmitter: Make, GE. Antenna: Make, GE. Type 6-Bay. Height, Above average terrain 480 ft.

OPERATION: Target date Sept. 1954.

AFFILIATIONS: Network, CBS. Station, AM, CFRN.

REPRESENTATIVES: Sales, Radio Representatives; Young.

EXECUTIVES:

G. R. A. Rice, Pres.

(BRITISH COLUMBIA) VANCOUVER

CBUT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: 701 Hornby St. Phone: Marine 6121.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 88 kw, Aural 48 kw. Operating Pow.: Visual 2.5 kw, Aural 1.25 kw. Transmitter: Address, Seymour Mountain. Make, Marconni. Model BD 352-BD 309. Antenna: Make, Marconi. Type 12-Bay BD 773F high gain directional. Height, Above average terrain 2,400 ft. Above ground 2,775 ft.

OPERATION: Began Dec. 16, 1953. Hours, 5:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBC, CBS, NBC. Stations, AM, CBU. FM, CBU-FM.

REPRESENTATIVES: Sales, CBC Commercial Division, Toronto.

SERVICES: One studio (50x70 ft.). Five Marconi BD 624D-I.O. camera chains.

One RCA Iconoscope TK-20D film camera. Two Eastman 250 I6mm film projectors. One GE Balop PF-4-A slide projector. One RCA flying spot TK-3A scanner. GE Balop opaque projector. Houston Model 22B film processing unit. Marconi mobile unit. News Services, CBC, UPMT.

BROADCASTING • TELECASTING

EXECUTIVES:

Peter McDonald, Dir. of Tv

Ross Whiteside, Tech. Dir.

H. W. Paulson, Com. Mgr.

Don Lytle, Film Dir.

Marce Munro, Prog. Dir.

Cliff Robinson, Staff Designer

RATE INFORMATION: Class A one hour \$270. Minute spot \$54. Frequency discounts from $2^{1}/_{2}\%$ for 13 times up to 25% for 260 times. Rate Card No. 2.

(MANITOBA) BRANDON

CKX-TV

(Target Date, Dec. 1954)

LICENSEE: Western Manitoba Broadcasting Ltd. Address: City Hall Square, Phone: 4532.

FACILITIES: Ch. 5. Authorized Eff. Rad Pow.: Visual 19.3 kw. Aural 9.65 kw. Antenna: Height, Above average terrain 259 ft.

OPERATION: Target date Dec. 1954.

AFFILIATIONS: Network, CBC. Station, AM, CKX.

REPRESENTATIVES: Sales, Radio Representatives; Young.

EXECUTIVES:

John B. Craig, Pres.

WINNIPEG

CBWT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: 541 Portage Ave.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.7 kw.

Transmitter: Address, 541 Portage Ave. Make, Marconi. Model, BD

352D-BD 309A. Antenna: Make, RCA. Type TF GAM 6 Bay Superturnstile. Height, Above average terrain 196 ft. Above ground 203.4 ft.

OPERATION: Began June 1954.

AFFILIATIONS: Network, CBC. Station, AM, CBW.

SERVICES: One studio (36x55 ft.). Two studio camera chains. Two field camera chains. One film camera chain. Two 16mm projectors. Two slide projectors. Marconi mobile unit with two camera chains.

EXECUTIVES:

W. F. Carpentier, Dir.

G. W. Atkinson, Prog. Dir.

H. C. Heywood, Tech. Dir.

RATE INFORMATION: Class A one hour \$200. Minute spot \$40. Frequency discounts from 21/2% for 13 times up to 25% for 260 times. Rate Card No. I.

(NEW BRUNSWICK) MONCTON

CKCW-TV

(Target Date, Dec. I, 1954)

LICENSEE: Moncton Broadcasting Ltd. Address: Knights of Pythias Bldg.
Phone: 9111.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 3 kw.
Transmitter: Make, RCA. Antenna: Height, Above average terrain
990 ft

OPERATION: Target date Dec. I, 1954.

AFFILIATIONS: Network, CBC. Station, AM, CKCW.

REPRESENTATIVES: Sales, Stovin; Young.

EXECUTIVES:

Fred A. Lynds, Pres.

ST. JOHN

CHSJ-TV

LICENSEE: New Brunswick Broadcasting Co. Ltd. Address: 14 Church St.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 27.8 kw. Aural 13.9 kw. Transmitter: Address, Mount Champlain, N. B. Make, GE. Antenna: Make, GE. Type 6-Bay Superturnstile. Height, Above average terrain 1,200 ft. Above ground 1,560 ft.

OPERATION: Began March 22, 1954. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, CBC. Stations, AM, CHSJ. FM, CHSJ-FM.

REPRESENTATIVES: Sales, All-Canada Television.

SERVICES: Two studios. Canadian GE camera chains. Synchrolite rear screen projector. Bell & Howell, DeVry film projector. News Service, Broadcast News Ltd. Library, Studio Telescriptions.

EXECUTIVES:

George A. Cromwell, Gen. Mgr. Earl McCarron, Prog. Dir. J. G. Bishop, Ch. Eng. T. R. Dowling, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$190, Film \$165. Minute spot Live \$41, Film \$35. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 375,915; No. of Sets (June 1), 10,000; Retail Sales, \$259,661,000.

(NOVA SCOTIA) HALIFAX

CBHT (TV)

(Target Date, Dec. 1954)

LICENSEE: Canadian Broadcasting Corp. Address: 100 Sackville St.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, Geizer Hill. Make, RCA. Model TT 10 AL. Antenna: Make, RCA. Type 8-Slot Wavestack. Height, Above average terrain 692 ft. Above ground 446 ft.

OPERATION: Target date Dec. 1954.

AFFILIATIONS: Network, CBC. Station, AM, CBH.

SERVICES: One studio (40x60 ft.). Two studio camera chains. Three field camera chains. Three 16mm projectors. Two slide projectors. Two film camera chains. One mobile unit.

EXECUTIVES:

G. F. Brickenden, Dir. J. A. Ouimet, Gen. Mgr. Walter Powell, Com. Mgr. J. Simonsen, Tech Dir.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

THE GENES SAY YOU SHOULD BET ON THIS BABY!

CKCW-TV is being born in Moncton,

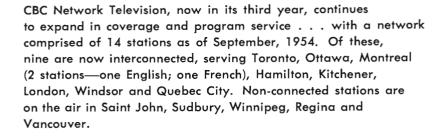
N. B., as this copy is written. Its parents have made merchandising and programming history in radio; and its pre-natal care (by RCA) has been just what the doctor and advertiser ordered. CKCW-TV is a baby to bet on for another reason: it is the only centrally located TV Station in the Maritime Provinces—an environment certain to make it the number one Maritime market.

CKCW-TV MONCTON, New Brunswick

TELEVISION



SEPTEMBER 1954



By December, 1954, nine additional stations will be in operation . . . in Sydney, Halifax, Rimouski, Sherbrooke, Kingston, Port Arthur, Saskatoon, Calgary and Edmonton.

Further expansion is on the way. Extended micro-wave circuits are planned. Early in 1955 will see the opening of four new network stations—in Ottawa (French) and in Moncton, Sault Ste. Marie and Brandon. Additional stations in other major markets may also be in operation.

Canadian network television is forging ahead. With coverage increasing . . . wi set sales climbing . . . the POTENTIAL of Canadian TV is right in step with Canada's great economic growth. The CBC welcomes the opportunity to work with advertising agencies and their clients in the use of the powerful TV medium and to cooperate with them to the fullest extent in the creation and production of Canadian talent programs . both French and English.



COMMERCIAL DIVISION

354 Jarvis St. Toronto 5, Ont.

1425 Dorchester St. W. Montreal 25, Que.

(NOVA SCOTIA [Cont.]) SYDNEY

CJCB-TV

(Target Date, Sept. 1954)

LICENSEE: Cape Breton Broadcasters Ltd. Address: Hardwood Hill.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Make, RCA. Antenna: Make, RCA. Type, Wavestack. Height, Above average terrain 399 ft. Above ground 300 ft.

OPERATION: Target date Sept. 1954.

AFFILIATIONS: Network, CBC. Stations, AM, CJCB. FM, CJCB-FM.

REPRESENTATIVES: Sales, Weed & Co., All-Canada Television.

SERVICES: Two studios (75x38 ft. and 35x40 ft.). Two DuMont type 5365A camera chains. Two DuMont film cameras. Two 16mm film projectors. Two slide projectors. One opaque projector. DuMont scanner. News Service, Broadcast News. Library, Thesaurus, Lang-Worth.

A 1.1 A 1.1 B 1.1

EXECUTIVES:

J. Marven Nathanson, Pres. & Gen. Mgr.

MARKET INFORMATION: Total (Including Fringe Area): Population, 157,696; Families in Area, 37,400; Retail Sales, \$98,466,000; Income per Family, \$2,738; Income per Capita, \$662.

(ONTARIO) HAMILTON

CHCH-TV

LICENSEE: Niagara Television Ltd. Address: 163 Jackson St. West. Phone: Jackson 2-1121.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 42.9 kw, Aural 25.75 kw. Transmitter: Address, Stoney Creek, Ont. Make, RCA. Antenna: Make, RCA. Type Wavestack. Height, Above ground 540 ft.

OPERATION: Began June 7, 1954. Hours, 1:15 p.m.-1:00 a.m.

AFFILIATIONS: Network, CBC. Stations, AM, CHML. FM, CJSH-FM.

REPRESENTATIVES: Sales, Adam Young Inc.: All-Canada Television.

SERVICES: Four studios (50x50x18 ft., 30x15x14 ft., 13x11x11 ft. and 200x80x30 ft.). Three RCA studio camera chains. One TSC rear screen projector. Two RCA film cameras. Two Model 250 Eastman Kodak 16mm film projectors. One Gray Telojector automatic slide projector. RCA mobile unit with microwave length for 25 mile range. Two Teleprompters, one Gray telop, one RCA special effects generator. News Services, Broadcast News. BUP.

EXECUTIVES:

Kenneth D. Soble, Gen. Mgr. Ray Peters, Com. Mgr. William Jeynes, Ch. Eng. Dave Rogers, News Dir. Thomas J. Sutton, Prod. Dir.

RATE INFORMATION: Class A one hour, Film \$400. Minute spot, Film \$90. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,120,-000; Homes in Area, 540,000; No. of Sets (June 1), 300,000; Retail sales, \$2,240,000,000; Income per Capita, \$3,245.

KINGSTON

CKWS-TV

(Target Date, Oct. I, 1954)

LICENSEE: Frontenac Broadcasting Co. Ltd. Address: Queen St.

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FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 154 kw.
Transmitter: Make, RCA. Model TT 10 AH. Antenna: Make, RCA.
Type Wavestack. Height, Above average terrain 419 ft. Above ground
400 ft.

OPERATION: Target date Oct. 1, 1954.

AFFILIATIONS: Network, CBC. Stations, AM, CKWS. FM, CKWS-FM.

REPRESENTATIVES: Sales, All-Canada Television; Weed.

SERVICES: Two studios. Two Pye (British) camera chains. Two Eastman film projectors. One Gray Telojector slide projector. 16mm movie camera for remote filming. News Service, Broadcast News Ltd.

EXECUTIVES:

Senator W. R. Davies, Pres. R. H. Thomson, Vice Pres. William Luxton, Prog. Dir. Bert Cobb, Ch. Eng.

R. W. Hofstetter, Mgr.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$52, Film \$40. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 253,500; Families in Area, 67,700; No. of Sets (June 1), 20,000; Retail Sales, \$195,711,000; Income per Family, \$3,313; Income per Capita, \$936.

KITCHENER

CKCO-TV

LICENSEE: Central Ontario Television Ltd. Address: 864 King St. W. Phone: 4-4703

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.45 kw.

Operating Pow.: Visual 8 kw, Aural 4.225 kw. Transmitter: Address,
Baden Hill, Ontario. Make, GE. Model TT-6-E. Antenna: Make, GE.

Type 3-Bay bat wing. Height, Above average terrain 501 ft. Above
ground 217 ft.

OPERATION: Began March 1, 1953. Hours, 4:00 p.m.-11:15 p.m.

AFFILIATIONS: Network, CBC.

REPRESENTATIVES: Sales, Jos. A. Hardy, Toronto; Weed & Co., N. Y. Attorney, Wintermeyer, Askin & Casey. Consulting Engineer, J. A. Pouliot.

SERVICES: One studio (42x42 ft.). Two GE PE-8-C camera chains. One GE PE-5-C film camera. Two GE PF-5-A 16mm synchro-lite film projectors. Two Selectroslide Jr. slide projectors. One GE PF-4-A opaque projector. One mobile unit. News Service, BUP. Library, World.

PRINCIPAL STOCKHOLDERS: Famous Players Canadian Corp. Ltd. (50%).

Dominion Electrohome Industries Ltd. (25%) and CKCR Radio Station (25%).

EXECUTIVES:

Carl A. Pollock, Pres. E. E. Fitzgibbons, Gen. Mgr. & Film Buy. J. J. Lanthier, Pub. Mgr. W. D. McGregor, Oprs. Mgr. A. G. Day, Ch. Eng. Mrs. E. E. McGregor, Traffic Mgr. Mrs. E. R. Gerngross, Ch. Film Ed.

RATE INFORMATION: Class A one hour \$300. Minute spot \$60. Frequency discounts from 5% for 52 times up to 10% for 104 times. Rate Card No. 2.

MARKET INFORMATION:

			Total .
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	183,980	420,059	1,000,000
Area in Square Miles	1,150	3,150	21,000
No. of Sets (June 1)	30,000	50,000	000,001
Retail Sales		\$353,256,000	***************************************

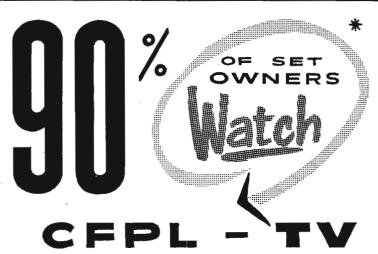
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



in a RICH CANADIAN PRIMARY MARKET

COVERAGE AREA

Population	Class A	Class A & B	Class A, B, & C
Families	300,000	450,000	837,000
No. of Sets. (June 1st,)	80,641	162,414	262,811
Retail Sales	28,000*	37,500	65,000
	\$268,006,000	\$499,290,000	\$830,949,000



Effective radiated power — 117,000 watts.
For full details, rates and facilities, contact Weed & Company in U.S.A. and All-Canada Television in Canada.

*From surveys by:

- Teleratings,
 Elliott-Haynes Limited,
 May 30th—June 5th,
 1954.
- 2. Carrier Boy Survey— May, 1954.



(ONTARIO [Cont.]) LONDON

CFPL-TV

LICENSEE: London Free Press Printing Co. Ltd. Address: R. R. 4, London. Phone: 4-2115.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 117 kw, Aural 59.6 kw.

Operating Pow.: Visual 117 kw, Aural 59.6 kw. Transmitter: Address,
R. R. 4, London. Make, RCA. Model TT10AH. Antenna: Make, RCA.

Type 12-Bay Supertunstile TF12AH. Height, Above average terrain 576
ft. Above ground 575 ft.

OPERATION: Began Nov. 28, 1953. Hours, 4:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBC, CBS, NBC, DuMont. Stations, AM, CFPL. FM, CFPL-FM.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television. Consulting Engineer, Keith A. MacKinnon, Ottawa.

SERVICES: One studio (30x50 ft.). Two RCA field camera chains. One GE Iconoscope field camera. Two RCA 16mm film projectors. One Gray Telojector slide projector. One Houston Fearless No. 22 film processing unit. News Service, Broadcast News Ltd. Library, Lang-Worth, World.

EXECUTIVES:

Walter J. Blackburn, Pres. & Mgng. Dir. Murray T. Brown, Mgr. Robert A. Reinhart, Asst. Mgr. G. Robitaille, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$75, Film \$60. Rate Card No. 2.

MARKET INFORMATION:

			lotal
	Grade A	Grade B	(Including
	(FCC Contour)	(FCC Contour)	Fringe Area)
Population	300,000	450,000	837,000
Families in Area	80,641	162,414	262,811
Area in Square Miles	2,760	5,845	8,59 6
No. of Sets (June 1)	28,000	37,500	65,000
Retail Sales	\$268,006,000	\$499,290,000	\$830,949,000
Income per Family	\$3,100	\$3,916	\$4,008
Income per Capita	\$1,079	\$1,096	\$1,115

OTTAWA

CBOT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: 140 Wellington St., Ottawa.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 26.7 kw.
Transmitter: Address, Scott St., Ottawa. Make, Marconi. Model BD
352-BD309. Antenna: Make, Marconi. Type BD 773F High Gain. Height,
Above average terrain 321 ft. Above ground 406 ft.

OPERATION: Began June 2, 1953.

AFFILIATIONS: Network, CBC. Stations, AM, CBO. FM, CBO-FM.

SERVICES: One studio (26x40 ft.). Three field camera chains. One film camera chain. Two 16mm projectors. One slide projector. One mobile unit.

EXECUTIVES:

Charles P. Wright, Sta. Mgr. Bruce Mac Pherson, Ch. Prod. J. H. Book, Ch. Opr.

RATE INFORMATION: Class A one hour \$200. Minute spot \$40. Frequency discounts from 21/2% for 13 times up to 25% for 260 times.

PETERBOROUGH

CHEX-TV

(Target Date, Jan. 1955)

LICENSEE: Kawartha Broadcasting Co. Ltd. Address: Examiner Bldg.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 156 kw. Antenna: Height, Above average terrain 396 ft.

OPERATION: Target date Jan. 1955.

AFFILIATIONS: Network, CBC. Stations, AM, CHEX. FM, CHEX-FM.

REPRESENTATIVES: Sales, All-Canada Television; Weed.

NEWS SERVICE: Broadcast News Ltd.

EXECUTIVES:

D. R. Lawrie, Mgr.

MARKET INFORMATION: Total (Including Fringe Area:) Population, 231,155; No. of Sets (June 1), 15,000.

Market information in station listings is furnished by station and any inquirles should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

(ONTARIO [Cont.]) PORT ARTHUR

CFPA-TV

(Target Date, Sept. 5, 1954)

LICENSEE: Ralph H. Parker Ltd. Address: 87 North Hill St. Phone: 4-2404.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.1 kw, Aural 2.55 kw. Transmitter: Address, 87 North Hill St. Make, RCA. Antenna: Make, RCA. Type Wavestack. Height, Above average terrain 174 ft. Above ground 250 ft.

OPERATION: Target date Sept. 5, 1954. Hours, 5:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, CBC. Station, AM, CFPA.

REPRESENTATIVES: Sales, All-Canada Television; Weed.

SERVICES: One studio (60x35 ft.). Image Orthicon camera chain. Vidicon 16mm film camera. Two film projectors. Telojector slide projector.

EXECUTIVES:

Ralph H. Parker, Pres. & Gen. Mgr.

RATE INFORMATION: Class A one hour, Film \$150. Minute spot, Film \$30. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 113,900; Families in Area, 29,700; Retail Sales, \$95,897,000; Income per Family, \$4,766; Income per Capita, \$1,243.

SAULT STE. MARIE

CJIC-TV

(Target Date, April 1955)

LICENSEE: Hyland Radio-Tv Ltd. Address: P. O. Box 218. Phone: Algoma 3-1121.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.16 kw, Aural 2.58 kw. Antenna: Height, Above average terrain 249 ft.

OPERATION: Target date, April 1955.

AFFILIATIONS: Network, CBC. Station, AM, CJIC.

EXECUTIVES:

J. G. Hyland, Pres. & Gen. Mgr.

SUDBURY

CKSO-TV

LICENSEE: CKSO Radio Ltd. Address: 336 Ash St. Phone: Osborne 3-3644.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 1.74 kw, Aural .87 kw.
Operating Pow.: Visual 1.74 kw, Aural .87 kw. Transmitter: Address,
336 Ash St. Make, RCA. Model TT2AL. Antenna: Make, RCA. Type
1-Bay Superturnstile. Height, Above average terrain 276 ft. Above
ground 262 ft.

OPERATION: Began Oct. 21, 1953. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBC, CBS, NBC, DuMont. Station, AM, CKSO.

REPRESENTATIVES: Sales, All-Canada; Weed & Co.

SERVICES: Two studios (one 25x58 ft. and one 8x12 ft.). One RCA TK 11A camera chain. One RCA TC-20C film camera. Two RCA TP-160 16mm film projectors. One Gray slide projector. News Service, Broadcast News.

EXECUTIVES:

G. M. Miller, Q. C., Pres. W. J. Woodill, Gen. & Com. Mar.

D. W. G. Martz, Prog. Dir. James McRae, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$36, Film \$30. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. I.

MARKET INFORMATION: Grade A: Population, 46.900; Families in Area, 11,000; Area in Square Miles, 18,058; No. of Sets (June 1), 7,326; Retail Sales, \$28,224,033; Income per Capita, \$3,772.60.

TORONTO

CBLT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: 354 Jarvis St., Toronto.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 25.6 kw, Aural 12.7 kw. Transmitter: Address, 354 Jarvis St. Make, GE. Model TT-6-D. Antenna: Make, GE. Type TY-14-F 6-Bay Superturnstile. Height, Above average terrain 382 ft. Above ground 481 ft.

BROADCASTING • TELECASTING

OPERATION: Began Sept. 8, 1952.

AFFILIATIONS: Network, CBC. Stations, AM, CBL, CJBC.

SERVICES: Three studios (one 40x60 ft., one 60x90 ft. and one 45x100 ft).

Eight studio camera chains. Three field camera chains. Two film camera chains. Four 16mm projectors. Three slide projectors. One mobile unit.

EXECUTIVES:

Fergus Mutrie, Dir. S. W. Griffiths, Prog. Dir. R. Horton, Tech. Dir.

RATE INFORMATION: Class A one hour \$800. Minute spot \$160. Frequency discounts from $2\frac{1}{2}\%$ for 13 times up to 25% for 260 times.

WINDSOR

CKLW-TV

(Target Date, Sept. I, 1954)

LICENSEE: Essex Broadcasters Inc. Address: Canada Trust Bldg. Phone: Clearwater 4-1155.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 325 kw, Aural 180 kw. Operating Pow.: Visual 325 kw, Aural 180 kw. Transmitter: Address, Corner of Crawford and Sandwich St., Windsor, Ont. Make, RCA. Model 25 BH. Antenna: Make, RCA. Type Wave stack. Height, Above average terrain 631 ft. Above ground 650 ft.

OPERATION: Target date Sept. 1, 1954. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Stations, AM, CKLW. FM, CKLW-FM.

REPRESENTATIVES: Sales, Adam Young Tv Corp.

SERVICES: Two studios (36x60 ft., and 20x40 ft.). Four PYE camera chains. One Translux rear screen projector. Two 16mm Vidicon film camera chains. Two RCA film projectors. Two RCA slide projectors. Telop 2 opaque projector. One film processing unit. One mobile unit. News Services, BUP, INS, UP.

EXECUTIVES:

J. E. Campeau, Pres. & Gen. Mgr. E. W. Wardell, Com. Mgr. R. J. Johnston, Canadian Sales Mgr.

S. C. Ritchie, Prog. Dir. Wm. Carter, Ch. Eng. Arthur McCall, Film Buy.

RATE INFORMATION: Class A one hour Live \$1,100. Minute spot Live \$220. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

| Total Grade B (Including Fringe Area) | Fringe Area | Fr

(QUEBEC) MONTREAL

CBFT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: P. O. Box 6000, Montreal. Phone: University 6-2571.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 15.7 kw, Aural 8.28 kw.

Operating Pow.: Visual 15.7 kw, Aural 8.28 kw. Transmitter: Address,
Mount Royal Park. Make, RCA. Model TT 5A. Antenna; Make,
RCA. Type Superturnstile (3 Bay). Height, Above ground 912 ft.

OPERATION: Began June, 1952. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBC, CBS, NBC, DuMont. Stations, AM, CBF. FM, CBF-FM.

SERVICES: Three live studios (one 64x90 ft., one 40x64 ft. and one 60x45 ft.). Eleven camera chains. One Translux Model 400 rear screen projector. One MWT I. O. chain. Two RCA TK 20 D Iconoscope film cameras. Two MWT, two Eastman No. 250 and one GE synchrolite film projectors. Two MWT, two Gray Telojector and one GE slide projectors. GE 3x4 in. opaque projector. Houston Model 22 B film processing unit. MWT mobile unit. News Services, CP, BUP, AP, AFP.

EXECUTIVES:

 A. D. Dunton, Chmn., Bd. of Governors & Pres.
 J. Alphonse Ouimet, Gen. Mgr. Maurice Valiquette, Com. Mgr. Fernand Guerard, Prog. Dir.

Charles Frenette, Tech. Dir. Henri Audet, Tech. Dir., Quebec J. P. Lepailleur, Film Buy. Andre Ouimet, Dir. of Tv Yves Vien, Asst. Dir. of Tv

RATE INFORMATION: Class A one hour Live \$530, Film \$530. Minute spot Live \$106, Film \$106. Frequency discounts from 2½% for 13 times up to 25% for 260 times. Rate Card No. 4.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

(QUEBEC [Cont.]) MONTREAL (Cont.)

CBMT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: P. O. Box 6000. Phone: University 6-2571.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 43.8 kw, Aural 26.2 kw. Transmitter: Address, Mount Royal. Make, RCA. Model TT-10-AL. Antenna: Make, RCA. Type 6-Bay Supergain. Height, above average terrain 820 ft. Above ground 167 ft.

OPERATION: Began Dec. 27, 1953.

AFFILIATIONS: Network, CBC. Station, AM, CBM.

SERVICES: Three studios (60x45 ft., 85x55 ft. and 65x45 ft.). Eight studio camera chains. Six field camera chains. Three film camera chains. One opaque projector. One mobile unit.

EXECUTIVES:

Andre Ouimet, Dir. F. Coleman, Prog. Dir.

C. Frenette, Tech. Dir.

RATE INFORMATION: Class A one hour \$300. Minute spot \$60. Frequency discounts from 21/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

QUEBEC

CFCM-TV

LICENSEE: Television de Quebec Canada Ltd. Address: 200 Ave. St. Jean Bosco, Ste. Foy. Phone: Murray 3-3446.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 1.27 kw, Aural .635 kw, Transmitter: Address, 200 Ave. St. Jean Bosco, Ste. Foy. Make, Du-Mont. Antenna: Height, Above average terrain 473 ft.

OPERATION: Began July 17, 1954. Hours, 5:00 p.m.-11:15 p.m.

AFFILIATIONS: Network, CBC, Station, AM, CHRC,

REPRESENTATIVES: Sales, Jos. A. Hardy; Weed & Co.

SERVICES: One studio (25x36 ft.). One announce studio. Two DuMont camera chains. One rear screen projector. Two DeVry film projectors. One DuMont Scanner.

EXECUTIVES:

Henri Lepage, Gen. Mgr. Claude Garneau, Prog. Dir. & Ernest W. Miller, Ch. Eng. Susanne Guinard, Film Buy. & Dir.

RATE INFORMATION: Class A one hour, Film \$200. Minute spot, Film \$40. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 629,500; Families in Area, 127,300; No. of Sets (June 1), 5,000.

RIMOUSKI

CJBR-TV

(Target Date, Sept. 1954)

LICENSEE: Central Public Service Corp. Address: 6 St. John St. Phone: 2217.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 60.6 kw, Aural 34.5 kw. Transmitter: Address, Pic Champlain, St. Fabien, Que. Make, RCA. Antenna: Height, Above average terrain 1,137 ft. Above ground 1,257 ft.

OPERATION: Target date Sept. 1954.

AFFILIATIONS: Network, CBC. Station, AM, CJBR.

REPRESENTATIVES: Sales, Stovin; Adam Young.

SERVICES: One studio (18x24 ft.). One RCA camera chain. Vidicon 16mm film camera. 16mm film projector. Dual disc slide projector. News Service, Broadcast News.

EXECUTIVES:

Jacques Brillant, Pres. Andre Lecomte, Gen. & Com. Mgr. & Film Buy. Francois Raymond, Prog. Dir.

RATE INFORMATION: Class A one hour, Film \$200. Minute spot, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 373,700; Households in Area, 70,300; Retail Sales, \$139,231,000; Average Family Income, \$3,754.

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SHERBROOKE

CHLT-TV

(Target Date, Nov. 1954)

LICENSEE: La Tribune Ltd. Address: 221 Dufferin St.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 17.3 kw, Aural 8.8 kw. Antenna: Height, Above average terrain 1,848 ft.

OPERATION: Target date Nov. 1954.

AFFILIATIONS: Network, CBC. Station, AM, CHLT.

REPRESENTATIVES: Sales, Jos A. Hardy.

EXECUTIVES:

A. Gauthier, Gen. Mgr.

RATE INFORMATION: Class A one hour, Film \$200. Minute spot, Film \$40.

(SASKATCHEWAN) REGINA

CKCK-TV

LICENSEE: Trans-Canada Communications Ltd. Address: Leader-Post Bldg. Phone: 8525.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10 kw. Transmitter: Make, GE. Antenna: Make, GE. Type 4-Bay Batwing Superturnstile. Height, Above average terrain 670 ft. Above ground 600 ft.

OPERATION: Began Aug. 1, 1954.

AFFILIATIONS: Network, CBC. Station, AM, CKCK.

REPRESENTATIVES: Sales, Weed; All-Canada Television.

SERVICES: One studio (44x59 ft.). One GE studio camera chain with three lens turret. Two GE Synchrolite film projectors; Two GE slide projectors. One GE opaque projector. One 16mm Bell & Howell movie camera. One Polaroid land camera. One Leica 35mm. News Services, BUP, Broadcast News.

EXECUTIVES:

H. A. Critenden, Gen. Mgr. L. G. Glover, Prog. Dir. E. A. Strong, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$190, Film \$160. Minute spot Live \$40, Film \$32. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 137,562; Families in Area, 33,500; Retail Sales, \$225,513,000; Income per Family, \$5,096; Income per Capita, \$1,504.

SASKATOON

CFQC-TV

(Target Date, Oct. 1954)

LICENSEE: A. A. Murphy & Sons Ltd. Address: 212-216 First Ave. N. Phone: 9-3766.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Make, RCA. Antenna: Make, RCA. Type Wavestack. Height, Above average terrain 866 ft. Above ground 650 ft.

OPERATION: Target date Oct. 1954.

AFFILIATIONS: Network, CBC. Station, AM, CFQC.

REPRESENTATIVES: Sales, Radio Representatives, Adam Young.

SERVICES: One RCA three lens camera chain. One RCA Vidicon film camera.
Two Eastman 16mm film projectors. One Gray slide projector. 16mm
movie camera. News Services, BUP, Broadcast News.

EXECUTIVES:

A. A. Murphy, Pres. Vern Dallin, Asst. Mgr. Blair Nelson, Com. Mgr.

Walter Romanow, Prog. Dir. Lyn Hoskins, Ch. Eng. Godfrey Hudson, News Dir.

RATE INFORMATION: Class A one hour, Film \$160. Minute spot, Film \$32. Frequency discounts from 5% for 26 times up to 15% for 104 times.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Broadcasting • Telecasting

ALGERIA

Introduction of tv is planned by Radiodiffusion-Television Française but no date has been set for construction of a station. Algeria is included in the first stage of developing a French network. Technical standards will be 819 line definition, effective radiated power 50 kw, in 170 mc band.

ARGENTINA

(Estimated receivers in use were 20,000 as of late 1953.)

Buenos Aires—LR3-TV (Began operation Nov. 2, 1951). Radio Belgrano y Primera Cadena Argentina de Broadcasting S.A., Alvear Palace Hotel. Ch. 7, 174-180 mc. Power: 5kw visual, 2.5 kw aural. ERP: 45 kw. 625 lines, 50 fields, fm sound. Transmitter: Federal. Antenna: 8-bay triangular loop, on 150-ft. tower atop 22-story Ministry of Public Works Bldg. U.S. Engineer: W. J. Andrew. LR3-TV has two studios, including 600-seat theatre, each with three cameras, plus film studio and mobile unit. LR3-TV cost about \$750,000 and is American-constructed. At last report it was on air 4-7 p.m. and 9-11 p.m. daily. Although officially a private station, LR3-TV is linked closely to the government. A government commissioner of the Ministry of Communications is on the board of directors.

Buenos Aires—LR1-TV (Under construction). Radio El Mundo. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, fm sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile. Due to start in 1954.

Buenos Aires—(Proposed). Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, fm sound.

Cordoba—(Proposed).
Mendoza—(Proposed).
Rosario—(Proposed).

AUSTRALIA

Australia has been interested in tv for more than six years but the chief problem is to determine whether it shall be government controlled or private enterprise. Experimental telecasts were made in 1950 at Sydney and Melbourne by Amalgamated Wireless (Australasia) Ltd. using Marconi equipment with 625 lines and 25 frames. Frequency band generally proposed for tv is 42-68 mc. Two commercial stations are reported planned for Sydney and two for Melbourne, but two government stations are expected to precede them.

Postmaster General, based on a February 1953 report, has ruled in favor of television on the same basis as radio in that country, both commercial and public service programs, with the Broadcasting Control Board to govern.

AUSTRIA

No television is permitted under occupation rules but tv film production is reported underway by U. S. groups and British firms have exhibited tv equipment there. Austrian amateurs built tv sets as early as 1930 to pick up long wave transmissions from Berlin and London, but when these stations shifted to vhf and altered standards of transmission, the activity came to an end. An experimental transmitter was built and operated at the Technical High School of Vienna on 441 lines, 7 mc bandwidth, but this halted with outbreak of World War II. Closed circuit tests have been conducted since World War II.

BELGIUM

A bilingual station at Brussels took the air Oct. 31, 1953, broadcasting in both Flemish and French via separate transmit-

ters, one a 625-line system (Flemish) and the other 819 lines (French). A total of five outlets is proposed. Receivers can tune both bands as well as French and Dutch stations.

The Institute National du Radiocommunication (INR), established in 1930, has two low power tv transmitters in operation and has conducted several experimental broadcasts. Five channels have been allocated to tv by royal decree.

BOLIVIA

Television has been planned for several years but delayed because of internal problems. Standards are not set but 525 lines, 30 frames and 6 mc bandwidth of U. S. are expected to be adopted.

BRAZIL

(Estimated sets in use as of September 1952 totaled 70,000, about equally divided between Rio de Janeiro and Sao Paulo.)

Belo Horizonte — (Under construction). Emissoras Associadas. Chief owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Estimated construction cost: \$500,000. (Also see Porto Alegro, Rio de Janeiro and Sao Paulo.)

Porto Alegro — (Proposed). Emissoras Associadas.

Rio de Janeiro—PRG-3-TV (Began operating in late 1951). Radio Tupi, Emissoras Associadas, Avenida Venezuela 43. Chief Owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 21.2 kw visual, 12.7 kw aural. 625 lines, 50 fields, fm sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile on

Listing includes those stations actually on the air, under construction or reported proposed. Data is compiled from all available sources, including station licensees, U. S. government reports, the United Nations, RCA Frequency Bureau, radio-tv industry and news reports. For Canadian stations, see page 327.

Data on standards refer to line structure, channel width and pictures per second (frames). Power is transmitter power output in kilowatts unless specified as ERP (effective radiated power). Frequency is in megacycles.

According to current reports, in areas abroad where television is new, the number of viewers per set is large because of the "ganging up" habit. Sometimes this number may be 10 to 15 viewers per set. In certain South American areas, large-screen projection sets are put up in public places, it is reported. Community viewing groups are said to be well established in many small villages in France, a project backed by the French League for Education.

An international exchange of programs involving 44 stations in eight countries was held in June 1954. Called Eurovision, the project included Britain, Italy, France, West Germany, Belgium, Netherlands, Switzerland and Denmark. Repeat is planned this fall. European Farm Radio & Television Broadcasters Assn., composed of 7 professional farm broadcasters in 10 countries, was formed in May, 1954.

Voice of America distributes six television programs weekly to tv outlets in 19 countries, including the National Assn. of Manufacturers' "Industry on Parade" series. Sugar Loaf Mt., 1,333 ft. (also see Belo Horizonte, Porto Alegro and Sao Paulo.) PRG-3 TV is reported changing to 525 lines and 30 frames.

Rio de Janeiro — (Under construction). Ch. 2, 54-60 mc. Radio Roquette Pinto, a municipal educational radio station in operation since 1923. DuMont equipped. Plans start this year.

Rio de Janeiro — (Under construction). Television Rio. GE equipped. Ch. 13 (210-216 mc).

Rio de Janeiro—(Under construction). R. Mayrink Veiga S. A. ch. 7 (174-180 mc). Power: 5 kw visual, 2.5 aural.

Rio de Janeiro—(Under construction). Societe Radio Emissovas Continental. ch. 9 (186-192 mc).

Rio de Janeiro—(Under construction). Victor Costa. ch. 4 (66-72 mc).

Sao Paulo—PRF-3-TV (Began operating Sept. 18, 1950). Radio Tupi, Emissoras Associadas, State Bank Bldg. Chief Owner: Dr. Assis Chateaubriand. Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15 kw. 525 lines, 60 fields, fm sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 520 ft., atop State Bank Bldg. Has two studios with RCA, GE and Du Mont equipment; one mobile unit. (Also see Belo Horizonte, Porto Alegro and Rio de Janeiro. This organization owns 28 newspapers and 19 radio stations as well). (Due to shift to ch. 4).

Sao Paulo—(Began operation Dec. 24, 1951). Radio Televisao Paulista S.A., Avenida Reboubas 58-62. Telephone: 52-3677. Ch. 5, 76-82 mc. Power: 5kw visual, 2.5 kw aural. ERP: 18.72 kw visual, 9.36 kw aural. 525 lines, 60 fields, fm sound. Transmitter: Federal. Studio equipment and mobile unit: DuMont. Antenna: RCA 3-Bay Superturnstile, 500 ft. above average terrain. Construction cost: \$1,500,000. Firm has about 950 local stockholders. Executives include: Luiz Fonseca de Souza Meirelles, president; Mario Montiero Diniz Junquerra, director; Victor Fonseca de Souza Meirelles, treasurer; Alfio Reis d'Avila, commercial director; Sylvio de Barros Vascoucellos, chief engineer.

Sao Paulo—PRG-9-TV (Began operation Sept. 1953). Radio Record. Owner is J. B. Amaral. ch. 7 (174-180 mc). 525 lines, 30 frames. Transmitter: GE.

Sao Paulo—(Under construction). Fundação Casper Libero. ch. 2 (60-66 mc).

Sao Paulo—(Under construction). S. R. Cutlra a Voz de Espaco. ch. 11 (198-204 mc).

Sao Paulo—(Under construction). J. B. Ramos, ch. 9 (186-192 mc).

Sao Paulo—(Under construction). Ademar de Barros. ch. 13 (210-216 mc).

Note: Voice of America television service is reported used in Brazil.

The Brazilian President has signed a decree assigning 292 tv channels within the country. Standards specified are 525 lines, 30 frames, 6 mc bandwidth.

CEYLON

The Director of Broadcasting has proposed a plan to the Minister of Posts and Telecommunications to provide tv for Ceylon. Station would be located in Columbo and serve that city and an area within a 12-mile radius.

CHILE

Chile has been planning television for more than a year but has not begun construction because of the dollar shortage. Eventually, private company construction of a station is expected at Santiago and then at Concepcion. Standards probably will be U.S. 525 lines, 30 frames, 6 mc bandwidth.

Broadcasting • Telecasting

COLOMBIA

In April, the government awarded a contract for the construction of Radio-Tv City at Bogota to Cuellar, Serrano & Gomez, local firm which appointed as associate architects Dr. Walter J. Duschinsky and Antonin Raymond of New York. Dr. Duschinsky was in charge of construction of JOAK-TV Tokyo, and planned the radio-tv facilities of the UN headquarters in New York. U.S. standards of 525 lines have been set. Station was to begin in June 1954 using Du Mont equipment.

CUBA

(Estimated receivers in use: 150,000)

CMQ-TV Network — First Latin American television network, which began commercial operation May 1, 1952, using kinescopes. Microwave relay linking part of five-station group was put into operation Jan. 2, 1953. CMQ-TV Network is owned by Circuito CMQ S.A. (both radio and tv station and network operator), Radiocentro Bldg., Havana. Telephone: F-9911. Circuito CMQ S.A. is owned by Goar, Luis Augusto and Abel Mestre. Goar Mestre is president and director general; Abel Mestre, chairman of the board; Arturo Chabau, Manuel Cores and Rene Puig, vice presidents.

Key outlet of CMQ-TV Network is CMQ-TV Havana. Other owned affiliates include CMQ-TV stations at Matanzas, Camaguey, Santa Clara and Santiago de Cuba. The network holds permit for a new station at Holguin and has application pending for Santa Cruz del Norte, Pinar del Rio, Colon, Ciego de Avila and Victoria de las Tunas.

The Havana-Matanzas-Santa Clara outlets were connected Jan. 2, 1953, via a new \$480,000 seven-hop Philco microwave relay. This microwave network is to be extended another 12 hops, at a cost of about \$700,000, to directly link CMQ-TV outlets at Camaguey-Holguin-Santiago. Stations presently not directly linked with CMQ-TV Havana rebroadcast programs by means of kinescope recordings.

Time may be purchased on CMQ-TV Network as a unit only, including all five operating stations. Monthly time rates are as follows: Class AA time (8-10:30 p.m.), one hour weekly \$3,100; Class A (noon-2 p.m. and 6:30-8 p.m.), one hour weekly \$2,760; Class AB (11 a.m.-noon, 5-6:30 p.m. and 10:30 p.m.-midnight), one hour weekly \$1,859. Announcements: One minute, \$350 to \$210; 10-second, \$90 to \$58.

Camaguey — CMQ-TV Network (Began operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6, 82-88 mc. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, fm sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Camaguey—(Construction Permit). RHC Cadena Azul S.A. Ch. 12, 204-210 mc. Principals: Dr. Roberto Smith Valdespares, president; Clarence Moore, general manager.

Camaguey — (Proposed). Radiotelevision El Mundo S.A. (see CMA-TV Havana).

Ciego de Avila — (Construction Permit). RHC Cadena Azul S.A. Ch. 10, 192-198 mc.

Ciego de Avila—(Proposed). Ch. 3, 60-66 mc. CMQ-TV Network (see CMQ-TV Havana).

Colon — (Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Havana—CMQ-TV (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., Radiocentro Bldg. Telephone: F-9911. Director General: Goar Mestre. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.7 kw aural. 525 lines, 60 fields, fm sound. Transmitter: RCA. Antenna: RCA 3-Section Superturnstile, 385 ft. above sea level. Studio equipment: RCA. CMQ-TV has six studios and 13 studio cameras, plus RCA mobile unit with three cameras and second locally built mobile unit. Rates: All CMQ-TV Network stations sold as a group (see note above).

CMQ-TV is key outlet for CMQ-TV Network, inaugurated on regular commercial basis May 1, 1952, with affiliates rebroadcasting full CMQ-TV schedule in Camaguey, Santa Clara and Santiago (see individual listings and network data above). Fifth outlet at Matanzas rebroadcasts CMQ-TV from off-air pickup. Circuito CMQ S.A.'s current investment in tv is \$2,000,000 and eventually will exceed \$3,000,000 after completion of microwave relay between Havana and Santiago and proposed additional CMQ-TV Network outlets. First part of the relay began operating Jan. 2, 1953. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950). Radiotelevision Nacional S.A., Mazon San Miguel. Telephone: UO-9366. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, fm sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 379 ft. above sea level. Affiliated in ownership with CMA-TV Havana.

Havana—CMA-TV (Began operation Feb. 18, 1953). Radiotelevision El Mundo S. A., Motor Center Bldg., 23d & P Sts., Vedado. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, fm sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile. Principals include: Amandeo Barletta, publisher, El Mundo, and Cuban distributor for Cadillac, Oldsmobile and Chevrolet; Angel Cambo Ruiz, Ambar Motors Corp.; Miguel Humara and Julian Lastra, Humara & Lastra, Cuban RCA distributor. Affilated stations, to be connected by microwave relay, are planned for Santiago, Matanzas, Camaguey and Holguin.

Havana—CMBF-TV (Began operation Feb. 2, 1953). Circuito CMQ S. A., Radiocentro Bldg. Telephone: F-9911. Director General: Goar Mestre. Ch. 7, 174-180 mc. Power: 5 kw visual, 525 lines, 60 fields, fm sound. Transmitter: DuMont. Antenna: 6-Bay Superturnstile. CMBF-TV is companion operation to CMQ-TV Havana (see above).

Havana—CMTV (TV) (Suspended). Compania Television del Caribe S. A. Ch. 11, 198-204 mc. Power: 5 kw. 525 lines, 60 fields, fm sound. Permittee, headed by M. D. Autran, was supported chiefly by Storer Broadcasting Co. of U. S., headed by George Storer. Station operated late 1953 until April 1954.

Holguin—CMQ-TV Network (Construction permit). Circuito CMQ S. A. Ch. 4, 66-72 mc (see CMQ-TV Havana). 525 lines, 60 fields. Fm sound.

Holguin—(Proposed). Radiotelevision El Mundo S. A. (see CMA-TV Havana).

Matanzas—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S. A. Ch. 9, 186-192 mc. Power: 1 kw visual, 0.5 kw aural. ERP: 3 kw visual, 1.5 kw aural. 525 lines, 60 fields, fm sound. Transmitter: DuMont. Antenna: RCA 6-Section Superturnstile, 760 ft. above sea level. Station rebroadcasts off-the-air pickup of CMQ-TV Havana (see above).

Matanzas—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S. A.

Matanzas — (Proposed). Radiotelevision El Mundo S. A. (see CMA-TV Havana).

Pinar del Rio—CMQ-TV Network (Proposed). Circuito CMQ S. A. (See CMQ-TV Havana). 525 lines, 60 fields, fm sound.

Santa Clara—CMQ-TV Network (Began test operation Jan. 1, 1952). Circuito CMQ S. A. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 16.9 kw visual, 8.4 kw aural. 525 lines, 60 fields, fm sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 1020 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector. Rebroadcasts CMQ-TV Havana (see above).

Santa Clara—(Construction permit). Ch. 8, 180-186 mc. RHC Cadena Azul S. A.

Santa Cruz del Norte—(Proposed). Ch. 6, 82-88 mc. CMQ-TV Network (see CMQ-TV Havana).

Santiago de Cuba—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S. A. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15.6 kw visual, 7.8 kw aural. 525 lines, 60 fields, fm sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 1,750 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector to rebroadcast kinescopes of CMQ-TV Havana (see above). No provisions for local pickups.

Santiago de Cuba—(Under construction). Ch. 7, 174-180 mc. Cadena Oriental de Radio. Telephone: 3487. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, fm sound. Transmitter: GE. Antenna: 1,300 ft. above sea level.

Santiago de Cuba—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S. A.

Victoria de las Tunas—(Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Note: Cuban stations use Voice of America tv programs.

CYPRUS

Only report on tv plans of this country was contained in London trade press in 1951 to the effect that the British had ordered tv equipment for installation in Cyprus. No other details available.

CZECHOSLOVAKIA

One experimental station is reported in operation on 140-147 mc with power of 500 w and using 625 lines, 50 fields and fm sound. This station began in May 1948 at Prague. Regular telecasting reportedly began in February 1954 a few hours a week.

DENMARK

(Estimated receivers: 1,500)

Copenhagen—(Experimental Started Oct. 1, 1951). Danish State Radio. Frequency: 62.5 mc video, 67.5 mc audio. Power: 0.5 kw visual, 0.05 kw aural. 625 lines, 25 frames, double sideband, fm sound. Site: Atop State Bldg. Range is 15 miles. Programs are being offered three evenings a week.

Skive, Jutland—(Proposed). Danish State

Odense—(Proposed)

Aarhus-(Proposed).

Note: Growth of tv is reported retarded because of cost of sets and inadequate programming. Experimental station also is using Voice of America tv shows. Six transmitters are reported under construc-

tion for Denmark at the Marconi plant in England.

DOMINICAN REPUBLIC

(Estimated receivers: 1,200)

Ciudad Trujillo—HIT-TV (Began operation Aug. 1, 1952). La Voz Dominicana. Power: 5 kw visual, 2.5 kw aural. U. S. standards. Transmitter and antenna: RCA. Uses Voice of America tv programs. Owner is Gen. J. Arismendi Trujillo, brother of President of the country. HIT-TV has two studios with three RCA cameras and two mobile units with three RCA cameras. Station broadcasts 16 hours weekly, of which 75% are commercially sponsored.

EGYPT

Experimental television broadcasts were aired May 9-14, 1951, by French technicians and a delegation from the French State Television Agency. Excellent results were reported. The Egyptian Committee on Higher Broadcasting, headed by the Minister of National Economy, adopted a resolution that tv should be introduced in Egypt, but no definite plans have been announced.

EL SALVADOR

Raul Trabanino, general manager of radio station YSU San Salvador, has reported intentions to construct a tv station there. He was in New York in December 1953 to contact equipment manufacturers.

FINLAND

Interest has been expressed in tv. Two week demonstration was held in Helsinki in November 1950. Limited experiments are planned soon. Standards will be 625 lines.

FRANCE

(Estimated receivers: 90,000. Community viewing groups are established in small villages, a project backed by the French League for Education.)

Note: All stations are under the government's Adm. de la Radiodiffusion et de la Television and are noncommercial. The French government on Nov. 20, 1948, established 819 lines and 14 mc bandwidth as national standard. Until 1958, one of the tv stations operating in the Eiffel Tower will be permitted to use 441 lines and 9 mc bandwidth pending establishment of the higher definition network. Voice of America tv shows are being used in France. Total of 44 stations are planned in 28 cities. First official experiments began in 1932. Daily program service began in 1938.

Bordeaux—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, am sound.

Lille—(Operating). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.75 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, am sound, horizontal polarization. Station began in 1951.

Lyon—(Under construction). Frequency: 212.85 mc video, 201.7 mc audio. Power: 20 kw video, 5 kw audio. Due to start this year.

Lyon—(Under construction). Frequency: 63.5 mc video, 59 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, am sound.

Marseille—(Under construction). Frequency: 54.5 mc video, 50 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, am sound. Due to start this year

Nice—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, am sound.

Paris—(Operating from the base of Eiffel Tower). Frequency: 46 mc video, 42

mc audio. Power: 30 kw visual, 6 kw aural. 441 lines, 25 frames, 9 mc band, am sound. Antenna height above ground: 1,000 ft. Station began in 1938; resumed operation in 1944. Will continue 441 line service until 1958. Antenna is at the top of the Eiffel Tower.

Paris—(Operating from top of Eiffel Tower). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.5 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, am sound. Antenna height above ground: 1,000 ft. Station began in 1950.

Strasbourg — (Operating). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, am sound. Began in 1953.

Strasbourg — (Operating). Frequency: 164 mc video, 175.15 mc audio. Power: 20 kw viedo; 5 kw audio. 819 lines. Began in 1953.

Toulouse—(Proposed). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, am sound.

GERMANY (West)

Set estimate as of July 1954 reportedly was 25,000. Some 7,000 sets are being made locally each month.

Berlin (West)—(Began operation Nov. 1, 1951). Northwest German Radio (NWDR). Frequency: 182.26 mc visual, 187.76 mc aural. Power: 1 kw visual, 0.25 kw aural. ERP: 3.25 kw visual. Wide variety of programs, both live and film, are aired.

Berlin (West)—(Experimental). Allied High Command. Frequency: 196.25 mc visual. 7 mc bandwith. Power: 1 kw. 625 lines, 50 fields.

Cologne — (Began operation Dec. 21, 1952). Northwest German Radio (NWDR). Frequency: 203.25 mc visual, 208.75 mc aural. Power: 1 kw visual, 0.3 kw aural. ERP: 5.3 kw visual.

Frankfurt — (Began operation June 1, 1953). Hessian Radio. Frequency: 196.25 mc visual, 201.75 mc aural. Power: 10 kw visual, 0.25 kw aural. ERP 92 kw visual.

Frankfurt—(Experimental). Allied High Command. Frequency range 174-216 mc. Power: 1 kw. 625 lines, 50 fields, 7 mc band, fm sound.

Hamburg — (Began operation Dec. 1, 1952.) Northwest German Radio (NWDR). Frequency: 203.25 mc visual, 208.75 mc aural. Power: 10 kw visual, 3 kw aural. ERP: 92 kw visual.

Hanover — (Began operation Dec. 21, 1952.) Northwest German Radio (NWDR). Frequency: 196.25 mc visual, 201.75 mc aural. Power: 1 kw visual, 0.3 kw aural. ERP: 4.25 kw visual.

Langenburg—(Began operation Sept. 12, 1952.) Northwest German Radio (NWDR). Frequency: 189.25 mc visual, 197.75 mc aural. Power: 10 kw visual, 3 kw aural. ERP: 92 kw visual.

Munich—(Under construction). Bayerischer Rundfunk. 625 lines.

Stuttgart—(Under construction). Suddeutscher Rundfunk. 625 lines. ERP: 100 kw visual, 30 kw aural.

Weinbiet (Mannheim-Heidelberg) — (Began operation June 1, 1953). Southwest Radio (Sudwestfunk). Frequency: 210.25 mc visual, 215.75 mc aural. Power: 1 kw visual, 0.2 kw aural. ERP: 50 kw directional to serve Rhine Valley from Worms to Baden. Series of 100 w satellites are planned in area because of terrain.

Note: Total of 27 stations are planned in Germany. On Oct. 16, 1952, the director general of Northwest German Radio (NW-DR) laid the cornerstone of the new tv studios in Lokstedt, a suburb of Hamburg. Hamburg and Cologne were linked by a tv network with regular programming start-

ing Dec. 25, 1952. Frankfurt and Langenburg since have been linked.

Tv experimentation began in Germany in 1926. Pre-war station at Berlin aired the 1936 Olympics.

GERMANY (East)

(Under Russian Control)

Dresden—(Operating). 625 lines. Went on air in June 1954.

East Berlin—(Operation began Dec. 21, 1952, in honor of Stalin's birthday). 625 lines, 25 frames. Operates around 100 mc. Power is unknown but a 2 kw transmitter is reported under construction.

Note: The station in Russian-controlled Germany at East Berlin is operating two hours per evening. Programs include films made in U.S.S.R. A major part of electronic production in that area is exported to U.S.S.R. as reparation. Considerable publicity was given in 1952 to the studio set up in East Berlin. The plan is believed to be an adaptation of an installation made by the French, at German direction, in Paris during the occupation of that city.

by the French, at German direction, in Paris during the occupation of that city.

It is reported that new stations are planned for Erfurt, Leipsig, Salzwedel, Stralsund, Fitchtelberg (Erz Mts.) and Brocken Mt. in the Harz.

GREAT BRITAIN

(Estimated receivers: 3,300,838 licensed as of May 1, 1954. Several hundred additional unlicensed sets are believed to be in existence.)

Note: All stations are operated by the government-owned British Broadcasting Corp. and are noncommercial. However, a competitive commercial system has been approved by Parliament. It will go into effect next year. The BBC stations are linked by coaxial cable and microwave redio relay.

London—(Operation resumed in 1946). Alexandria Palace. Frequency: 45 mc video, 41.5 mc audio. Power: 17 kw visual, 3 kw aural. ERP: 27 kw visual, 5 kw aural. 405 lines, 25 frames, double side-band, am sound. Transmitter: Marconi-EMI. Antenna: Marconi, 300 ft. It is proposed to move this station to the Crystal Palace. This station began operation Nov. 2, 1936.

Sutton-Coldfield-Birmingham — (Operating). Frequency: 61.75 mc video, 58.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Transmitter: EMI-video, Marconiaudio. Antenna: BBC-video, Marconiaudio, 750 ft. Began operation in 1951.

Wenvoe (Cardiff) — (Began operation Aug. 15, 1952). Frequency: 66.75 mc video, 63.25 audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Transmitter: EMI video, Standard Telephone & Cables-audio. Antenna: BBC-video, Marconi-audio, 750 ft.

Holme-Moss (Manchester)—(Began operating Oct. 1951). Frequency: 51.75 mc video, 48.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Transmitter: Marconi. Antenna: BBC-video, Marconi-audio (stacked dipole 2,500 ft. above sea level), 750 ft.

Kirk O'Shotts (Edinburgh, Scotland)—(Began regular operation on March 14, 1952). Frequency: 56.75 mc video, 53.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Transmitter: EMI-video, Standard Telephone & Cables-audio. Antenna: BBC-video, Marconi-audio, 750 ft.

Pentop Pike (County Durham)-(Oper-

ating). Is a low power outlet. 405 lines, 25 frames, am sound. Temporary mobile station started there in May 1953. Permanent outlet due in 1954.

Belfast—(Operating). Is a low power outlet. 405 lines, 25 frames, am sound. Temporary mobile station started there in May 1953. Permanent outlet due in 1954.

Brighton-(Temporary). Booster outlet began there in May 1953.

Aberdeen—(Proposed). Isle of Wight—(Proposed).

Plymouth—(Proposed).

Channel Islands—(Proposed).

Isle of Man—(Proposed).

GUATEMALA

Guatemala City — (Proposed). Ch. 6, 82-88 mc. 525 lines, 30 frames, fm sound. W. J. Dorion & Co. ERP 50 kw visual.

Coban—(Proposed). Ch. 2, 54-60 mc. 525 lines, 30 frames, fm sound. Power: 10 kw visual.

Quezaltenango—(Proposed). Ch. 4, 66-72 mc. 525 lines, 30 frames, fm sound. Power: 10 kw visual.

HAITI

Port-au-Prince — (Proposed.) Widmaier, director of Radio Haiti's radio station 4VRW, is reported proposing the first TV station there.

HUNGARY

An experimental station was reported on the air Jan. 20, 1954. Labor Day (May 1) parade at Budapest was televised and 625-line sets were brought in from Russia.

INDIA

The Scientific Advisory Committee for Broadcasting in October 1951 recommended the establishment of a TV station and an experimental laboratory is being installed by the government at New Delhi. Com-mercial interests at Bombay are seeking introduction of tv.

IRAN

Pye Ltd. plans closed circuit tv demonstration at October 1954 British Trade Fair.

ISRAEL

Serious study is understood being made respecting establishment of a TV station.

ITALY

(Estimated number of receivers total more than 4,000, many in public places.)

Alessandria (Piedmont) - Experimental station proposed to commence regular program operation in 1954. frames, 7 mc band width. 625 lines, 25

Como (Lombardy)-Experimental station proposed to commence regular program operation in 1954. 625 lines, 25 frames, 7 mc bandwidth.

Florence-Monte Serra — (Proposed in 954). 625 lines, 25 frames, 7 mc band-1954). width.

Florence-Trespiano—(Proposed in 1954). 625 lines, 25 frames, 7 mc bandwidth. Gargano-Monte Calvo—(Proposed in 1954). 625 lines, 25 frames, 7 mc band-

Genoa — (Under construction). Power: 5 kw. 625 lines, 25 frames, 7 mc bandwidth. Transmitted site is on Mount Portofino,

about 15 miles from Genoa. Operation was scheduled for mid-1953. Radio relays are proposed to link this outlet with those to north pending installation of coaxial cable network.

Milan — (Operating). Italian National Radio Network (RAI). 625 lines, 201.25 mc visual, 206.75 mc aural. Power: 5 kw. Experimental broadcasting began in 1950 mc visual, 206.75 mc half broadcasting began in 1950 mc vista with Milas Experimental proposition with Milas Experimental pr in connection with Milan Fair. Regular operation began in 1953.

Monte Penice—(Operating) RAI. Power: 5 kw. Transmitter: RCA. 625 lines, 25 frames, 7 mc bandwith. Began in 1953.

Murge-Monte San Paole-(Proposed in 1954).

Palmero-Monte Pelegrine-(Proposed in 1954).

Reggie Calabria-Monte Cendri - (Proposed in 1954).

Rome—(Operating) RAI. 625 lines, 25 frames, 7 mc bandwidth.

Turin—(Operating experimentally). 525 lines, 30 frames, 6 mc bandwidth.

Turin—(Operating) RAI. 625 lines, 25 frames, 7 mc bandwidth. 82.25 mc visual, 87.75 mc aural. Power: 5 kw.

Vatican City — HVJ (Plans start this year). Radio Vatican. 819 lines, 25 frames, 185 mc, 14 mc bandwidth.

Venice—(Proposed by 1954). 625 lines, 25 frames, 7 mc bandwidth.

Note: In early 1953 the Cabinet ruled to have the state take over the whole Italian broadcasting network of RAI (Radio Audibroadcasting network of RAI (Radio Audizione Italiana), with advertising time to be cut in half and a special vigilance committee to be set-up to check on programs and advertising. RAI formerly was privately owned. The Cabinet decreed that RAI shall be owned through the state's Institute for Industrial Reconstruction. RAI was granted a monopoly of TV broadcasting for 20 years. The new stations proposed will provide service to some 25 million people. RAI reportedly has good equiplion people. RAI reportedly has good equipment, mostly from the U.S., but is in need of operating and programming know-how. Voice of America TV shows are used on operating outlets.

There are reported at least 25 companies manufacturing tv sets in Italy.

JAPAN

(Estimated receivers in use was 3,000 as of November 1952. Some 20,000 sets were believed to be in use by the end of 1953.)

Osaka—JOBK-TV (Began operating April 1954). Japanese Broadcasting Corp. (NHK). (Frequency band 170-176 mc). Power: 10

Tokyo (Kamada)—(Experimental) Radio Regulatory Commission. Frequency 107.75-103.25 mc. Power: 0.5 kw. 525 lines, 30

Tokyo (Ichigaga Heights)—(Under conruction). Radio Regulatory Commission. Power: 10 kw.

Tokyo—JOAX-TV (Began operating Aug. 1953). Nippon Television Broadcasting Network Co. 525 lines, 30 frames, 6 mc bandwidth. Power: 10 kw. Transmitter: RCA. Licensee is private firm headed by newspaper publisher Matsutaro Shoriki.

Tokyo-JOKR-TV (Began operating April 1954). Radio Tokyo (Tadashi Adachi). Frequency band 182-188 mc. Power: 10 kw.

Tokyo - JOAK-TV. (Began operating Tokyo — JOAK-TV. (Began operating Feb. 1, 1953). Japanese Broadcasting Corp. (NHK), government owned organization. 525 lines, 30 frames, 6 mc bandwidth. Power: 5 kw (10 kw proposed). Frequency: 171.25 mc visual, 175.75 mc aural. NHK operates a radio network, has a large staff of technicians and began tw research in 1930. Experimental tw was begun in 1940. NHK was granted preliminary

license on Dec. 27, 1952, by the Radio Regulatory Bureau of the Ministry of Postal Services. Funds totaling \$821,000 were provided by the Diet in December 1952 through supplementary budget for that fis-

Note: Public hearings were held in January 1952, and on Feb. 16, 1952, the Radio Regulatory Commission announced adoption of U. S. technical standards for TV in Japan. U. S. equipment also was favored. Six TV channels have been allocated in the 90-108 mc and 170-188 mc bands. Multiple applications are pending in several cities for stations by private interests, some bids mutually exclusive and requiring compara-tive consideration by the Radio Regulatory Commission.

At Osaka, for example, initial meeting was held Sept. 2, 1952, by 50 prominent businessmen who formed Television Osaka, a TV applicant there. This firm and two others are competing for the two channels allocated to Osaka allocated to Osaka.

NHK estimates that its telecasts at Tokyo reach some 3,000 sets. A monthly charge of 55 cents is levied on each set. NHK is understood to be using Voice of America TV shows.

Fourteen companies are reported making TV sets in Japan and are gearing-up for mass production.

LUXEMBOURG

A commercial tv station is reported under construction in this country.

MEXICO

(As of April 1954, sets in the Mexico City area totaled about 85,000.)

(All stations are on U. S. standards.)

Acapulco—(Construction permit). Romulo O'Farrill Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Guadalajara — (Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City.

Guadalajara — (Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City). To take air this year.

Guanajuato—(Construction permit). Emilio Ascarraga. Ch. 3, 60-66 mc (see XEW-TV Mexico City).

Guanajuato — (Construction permit). Romulo O'Farrill Sr. Ch. 12, 204-210 mc (see XHTV Mexico City). To take air this

Hermosillo—(Construction permit). Romulo O'Farrill Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Juarez — XEJ-TV (Operating). Pedro Meneses Jr., ch. 5. Representative: Na-tional Time Sales, New York. Began May 17, 1954.

Juarez—XECZ-TV (Construction mit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc. Power: 5 kw. (see XHTV Mexico City). 'Target date 1955.

Juarez-XECJ-TV (Under construction), ch. 5. Power: 5 kw.

Juarez-XEDI-TV (Under construction), ch. 11. Power: 5 kw. 17, 1954.

Laredo—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Merida—(Construction permit). Romulo O'Farrill Sr. Ch. 4, 66-72 mc (see XHTV Mexico City).

Mexicali—XEBC-TV (Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc. Power: 5 kw. (see XHTV Mexico City). To commence this year.

Mexico City—XHTV (Inaugurated Aug. 31, 1950). Television de Mexico S. A. Edificio de la Loteria Nacionale, Plaza de la Reforma 2. Telephone: 36-63-41. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile atop 20 story National Lottery Bldg. Chief owner: Romulo O'Farrill Sr., industrialist, radio station operator, publisher of Mexico City Novedades (Spanish) and News (English). He also holds construction permits for new TV stations in Paso de Cortes, Tijuana, Mexicali, Monterey, Reynosa, Torreon, Guadalajara, Tampico, Veracruz, Juarez, Laredo, Nogales, Guanajuato, Hermosillo, Piedras Negras, Acapulco and Merida. U. S. representative: Adam Young Television Inc. Negras, Acapulco and Merida. U. S. representative: Adam Young Television Inc. Mr. O'Farrill and Emilio Ascarraga have merged certain of their radio interests. Mr. O'Farrill has bought the YMCA Bldg. there for XHTV quarters.

Mexico City—XEW-TV (Began operating in March 1951). Cadena Radiodiffusora Mexicana S. A. Apprida Chapultana S.

Mexicana S. A., Avenida Chapultepec 26. Telephone: 18-30-32. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: 400 ft. Chief owner: Emilio Ascarraga, radio broadcaster and theatre operator. Also owns XEK-TV Paso de Cortes and holds construction permits for new stations in Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato. He also is part owner of XELD-TV Matamoros. Mr. Ascarraga and Romulo O'Farrill Sr. propose a

merger of their radio-TV interests.

Mexico City—XHGC-TV (Began operating Sept. 1952). Guillermo Gonzales Camarena, Avenida San Juan de Letran 9. Ch. 5, 76-82 mc. Power: 1 kw visual, 0.5 kw aural. Antenna: 270 ft. Has tested color TV

Mexico City—(Construction permit). Uni-

versity of Mexico. Noncommercial station.
Ch. 11, 198-204 mc.

Monterrey—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Monterrey—(Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc (see XHTV (Mexico City). To take air this

Nogales—XENS-TV (Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc. Power: 5 kw. (See XHTV Mexico City).

Nuevo Laredo—XELN-TV (Under construction, ch. 3). Power: 5 kw.

Paso de Cortes—XEQ-TV Mexico City (Began operating late 1952; rebroadcasts XEW-TV and some XHTV shows). Owned by Emilio Ascarraga. Ch. 9, 186-192 mc (see XEW-TV Mexico City). Site is 13,405 ft., 60 miles south of Mexico City. It is estimated to serve 3 million people in Mexico City area plus another 3 million in 76 other communities. Station is installing 50 kw DuMont amplifier, plus high gain antenga ERP will be 600 km.

na. ERP will be 600 kw.

Piedras Negras—XEPN-TV (Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc. Power: 5 kw. (see XHTV Meico City).

Reynosa—XERO-TV (Construction permit). Romulo O'Farrill Sr. Ch. 9, 186-192 mc. Power: 5 kw. (see XHTV Mexico

Reynosa—XERA-TV (Under construc-

tion), ch. 12. Power: 5 kw.

Tampico—(Construction permit). Emilio
Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Tampico—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Tijuana (near San Diego, Calif.)—XETV (TV) (Began operation March 1953). Companion operation to radio station KEAC there. Owned 50% by Emilio Ascarrage and 50% by George Rivera of San Diego Ch. 6, 80-88 mc. Power: 5 kw. Transmit-

ch. 6, 80-86 Mc. Fower: 5 kw. Transmitter: Federal. Antenna: RCA 6-Bay. U. S. representative: Weed Television.
Tijuana (near San Diego, Calif.)—XETC-TV (Under construction), ch. 12. Power: F.

Torreon—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (See XHTV Mexico City).

Veracruz—(Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-

TV Mexico City).

Veracruz—(Construction permit). Romulo O'Farrill Sr. Ch. 12, 204-210 mc (see XHTV Mexico City). Target date 1955.

MONACO

Private interests here and from France proposed a commercial tv station to serve this country, southeastern France and northwestern Italy. French technical stand-ards of 819 lines are proposed.

MONTE CARLO

New commercial tv station plans commencement of operation in October 1954 and will cover southern France. It is controlled by La Television Europeene with headquarters in Paris.

MOROCCO

Exclusive concession for the development of television was granted in 1951 to Compagnie Marocaine de Radio-Television (Telma) which opened a station at Casa-blanca in June 1954 and will open a second station at Rabat later this year, to be con-nected by microwave relay. Later, relays nected by microwave relay. Later, relays also will link stations proposed at Fez, Meknes and Marrakesh. Stations will be commercial, but also will be supported by a tv set sales tax and annual set license fee. Firm has a business office at 123 rue de Lille, Paris. Technical standards are French, 819 line definition.

NETHERLANDS

(Estimated receivers: 7,000)

Eindhoven—(Experimental). 625 lines, frames, 7 mc channel. Operated by

Goes—(Proposed). 625 lines, 25 frames, mc channel.

Heerenveen—(Proposed). 625 lines, 25 frames, 7 mc channel.

Hengelo (Proposed). 625 lines, 25 frames, 7 mc channel.

Kootwijk — (Under construction). lines, 25 frames, 7 mc channel. Roermond—(Proposed). 625 lines 625

lines, 25

frames, 7 mc channel. Utrecht (Lopik)—(Began operation Oct. 2, 1951). Nederlandse Televisie Stichting (NTS). 625 lines, 25 frames, 7 mc channel. Frequency: 62.25 mc visual, 67.75 mc aural. Power: 5 kw. ERP: 20 kw visual, 12 kw aural. Transmitter: Philips. This station is near Amsterdam and covers most of the country, according to reports. It is in regular operation but offers limited programs. Voice of America TV shows used. A temporary relay links this station with Ant-

werp, Belgium.
Note: For about two years, up to July 1951, experimental telecasting was conducted at Eindhoven by Philips Ltd. Philips provided the transmitter at Lopik as well as the modern studios at Bussum. NTS is comprised of five cultural and political groups and is privately financed. Government aid is expected. Stations will be noncommercial.

NEW ZEALAND

Although local manufacturers

pressed for introduction of television using pressed for introduction of television using 405 line definition, a "wait awhile" policy was announced Sept. 30, 1953, by R. M. Algie, minister in charge of broadcasting. Radio there is state-owned and predominantly noncommercial although some commercial shows are allowed.

NORWAY

Test program transmission began at Oslo on Jan. 12, 1954, the Norwegian Em-bassy in Washington has reported. Temporary studio has been erected by Norwegian Broadcasting Corp. on the Trvannshogda hilltop near Oslo. Two years of testing is scheduled.

PAKISTAN

Government representatives reportedly have conferred with officials of the broadcasting organizations of Great Britain, Ceylon, India, Canada, Australia, New Zealand and South Africa about TV programs and the procurement of film and technical assistance. It is understood Pakistan was represented in London at the International Television Convention, April 20-May 3,

PERU

Plans for a tv station at Lima have been proposed by several private firms but no definite construction has been reported. Radio El Sol is said to be interested in a tv outlet.

PHILIPPINE ISLANDS

Manila—DZBC-TV (Operating). Ch. 3, 60-66 mc. Power: 3.5 kw visual. Bolinao Electronics Corp. (Juan Quirino). P. O. Box 1344, Manila. Began in September,

Manila—DZBB-TV (Proposed). ERP 30 kw. Antenna 500 ft. To have booster in Cebu. Stewart Electronics Labs. (Robert Stewart).

POLAND

Poland has subscribed to U.S.S.R. standards of 625 lines, 25 frames, 8 mc channel. An experimental station began operating Oct. 25, 1952, at Warsaw on 88-95 mc. Transmission is intermittent. A second station is under construction at Lodz. A second

RUSSIA (U.S.S.R.)

(Estimated receivers: 100,000) Kharkov — (Experimental). 300 lines. Small station.

Kiev-(Operating). 625 lines, 25 frames,

Riev—(Operating). 625 lines, 25 frames, 8 mc channel, FM sound.

Leningrad—(Operating). 625 lines, 25 frames, 8 mc channel, FM sound.

Moscow — (Operating). 625 lines, 25 frames, 8 mc channel. There are 60,000 TV sets reported in use in this area. Program service is said to be on 6-day weekly sched-

ule, six hours per day.
Stalingrad—(Under construction). 625 lines, 25 frames, 8 mc channel.

Sverdlovsk — (Proposed). 625 lines, 25

frames, 8 mc channel.

Note: TV stations have been reported operating in Moscow and Leningrad since the end of World War II, possibly using U. S. transmitters. Standard receiver is 7-in. set, although sets up to 13 in. are being made. Production goal in 1954 is a million sets; in 1955, 4.5 million.

BROADCASTING • TELECASTING

SAAR

A commercial tv station is under con-ruction at Saarbruchen. Target date is struction at Saarbruchen. Target date is October. German standards of 625 lines, 25 frames and 7 mc channel as well as French standards of 819 lines, 25 frames and 14 mc channel are proposed. The initial outlet, it is estimated, will have a range of 30 to 40 km. The permanent installation, to have an expected coverage radius of 250 km, is to be built on the Schaumberg, highest point in the Saar, 2,160 ft, above sea level. The station will be owned by the Saar government but will be operated on a commercial basis as in the U. S. by Telesaar. Construction will be privately financed by a consortium of Saar banks. It is estimated this station will cover some 32 million people in Germany, France, Luxembourg and Belgium and may reach as far as Dusseldorf, Tubingen and Basel. Louis Merlin and Henri de France are directors.

SPAIN

(Estimated receivers: 300) Barcelona — (Under construction). 625 lines, 25 frames, 7 mc channel.

Bilbao—(Proposed). 625 lines, 25 frames,

7 mc channel.

Madrid—(Under construction). 625 lines,

25 frames, 7 mc channel.

Madrid—(Experimental). 625 lines, 25

frames, 7 mc channel. Programs are telecast three hours weekly.

Note: The first TV transmission was made from the Madrid Press Club on Oct. 9, 1952. The stations now under construction are using mostly English and Dutch equipment. RCA's local representative, equipment. RCA's local representative, Industria Electronica, hopes to establish a commercial station.

SWEDEN

(Estimated receivers, 900) org — (Proposed). 625 lines, 25 Goteborg — (Proposed). frames, 7 mc channel.

Province of Skane -- (Proposed). 625

lines, 25 frames, 7 mc channel.

Stockholm—(Experimental, on two channels). Swedish Board of Telegraphs. 625 lines, 25 frames, 7 mc channel. Transmission is from 2-4 p.m. each Wednesday on 65 mc and 182 mc bands.

Note: Sweden's Television Committee appointed in February, 1951, completed its investigation in late fall of 1952 and recommended experimental stations for Stockholm and Uppsala. These stations were to be completed by July 1954, and are to telecast regular programs for two hours a week until January 1, 1955, after which the program schedule would be increased to eight hours per week. These two stations would cover an area containing a popula-tion of 1.2 million. The few receivers pres-ently said to be in use in Sweden are picking up programs chiefly from Denmark. Sweden expects to have 30,000 sets in use by 1956. Several private companies are said to be ready to make and market TV sets.

SWITZERLAND

Zurich—(Experimental). 625 lines, 25 frames, 7 mc channel. Transmitter: Brown, Boveri & Co.

Zurich — (Under construction). General Post Office. 625 lines, 25 frames, mc channel. Station had planned to start

July 1, 1953.

Note: The Swiss Department of Posts, Telegraphs and Telephones has announced that private reception of telecasts is subject to concessions from the government in the same manner as reception of radio

broadcasts. All TV sets must be licensed regardless of the source of the TV signal. The concession is not valid for commercial exploitation. The fees acquired are used to defray the costs of the experimental tele-casting at Zurich. All TV sets must be adjusted to receive only Swiss telecasts. Sevgusted to receive only Swiss telecasts. Several Swiss companies are reported ready to make sets. Experimental telecasts were made in Geneva in 1949, in Lausanna in the spring of 1951 and at Basel in the spring of 1952. General Electric Co. Ltd. is supplying the Swiss Post Office with a radio link to connect four stations on either side of the Alps.

THAILAND

Bangkok—(Under construction). Government Public Information Dept. 625 lines European standards. 10 kw RCA 625transmitter. Target date is sometime this

A 30 w experimental Marconi Note: transmitter began operating Dec. 7, 1952, at Chulalongkorn U. in the 174-216 mc

TRIESTE

According to an agreement between Ente Radio Trieste and Radio Audizione Italiano (RIA), the latter plans to install in the British-U. S. zone a 5 kw transmitter with completion date scheduled for late 1954 or early 1955. Station would rebroadcast regular RIA programs.

TUNISIA

Radiodiffusion-Television de Française eventually plans to build station here in 210 mc band with effective radiated power of 20 kw and 819 line definition. Would be supported both by advertising and public monev.

TURKEY

Istanbul — (Experimental). Technical University of Istanbul. 625 lines, 25 frames, fm sound. Power 100 w 65 mc band. Transmitter Philips.

Note: It is planned to install 25 kw transmitters at Istanbul, Ankara and Izmir.

URUGUAY

Montevideo—(Proposed). Servicio Offito the Ministry of Public Instruction). Power 1 kw. 525 lines, 30 frames, 6 mc channel. Bids for construction of this station were called for in 1953.

Note: Experimental telecasts were aired in November 1951. A private firm, Sociedad Anonima de Emisoras de Television y Anexos, has been organized by local broadcasters with a view to establishment of a commercial tv station.

VENEZUELA

Caracas - YVKA-TV (Began operating Nov. 24, 1952). National government. Ch. 5, 76-82 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. 37.2 kw ERP. Noncommercial operation about 12 hours a Transmitter: RCA. Construction cost \$462,000.

Caracas—YULV-TV. (Began operating May 1953). Television Venezolana S. A. Ch. 4, 66-72 mc. 625 lines, 25 frames, 6 mc

4, 66-72 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. To be commercial station. Transmitter: Marconi. Caracas — YVKS-TV (Began operating Sept. 1953). Radio Caracas. Ch. 2 (60-66 mc). Power: 10 kw, ERP 37.2 kw. 625 lines,

25 frames, 6 mc channel, 50 cycle current. To be commercial station. Transmitter: To be commercial station.

Caracas—(Proposed). Radio Continente. President Caleb W. White reportedly has said the station will be financed in cooperation with Goar Mestre, director general of CMQ-TV Havana.

Maracaibo—(Under construction). Radio Popular Television S. A. Estimated cost \$330,000.

Maracaibo—(Proposed). Compania Televisa de Caracas.

YUGOSLAVIA

Belgrad—YZO (Began in 1952). Radio-diffusion Belgrad. Frequency: 42.5-47 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc

Lijubljana — (Proposed). Radiodiffusion Belgrad. Frequency: 51.5-56 mc. Power: 5 kw, 625 lines, 25 frames, 7 mc channel.

Zagreb—(Proposed). Radiodiffusion Beograd. Frequency: 60.5-65 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

Note: International Radio Exhibition opens Aug. 29, 1954, at Lijubljana. Tv ex-hibits are planned. Britain, Holland, West Germany, Switzerland and Austria are among countries to be represented.

EXPERIMENTAL TV

FOLLOWING is a list of the experimental television stations authorized by FCC as of Aug. 1, showing permittee or licensee, date of original grant, call letters, location and frequency. Some of these stations are used in color and equipment development and testing, as well as experimental rebroadcasting of regular TV stations for propagation or other study.

Associated Broadcasters Inc. - KG2XAZ, near Bethlehem, Pa. 692-698 mc. Booster near Easton, Pa. First authorized April 28, 1949.

Adler Communications Labs-KE2XPS New Rochelle, N. Y., 536-542 mc. First authorized March 31, 1954. Making uhf booster tests.

Conestoga Television Assn. Inc.—KG2XDI Lancaster, Pa. 590-610 mc. First authorized Oct. 31, 1951.

Allen B. DuMont Labs.—KE2XDR New York. 700-720 mc. First authorized July 17, 1945.

Federal Telecommunication Labs.—KE2XHZ Nutley, N. J. Vhf chs. 2 through 13. First authorized Jan. 26, 1948.

General Electric Co.-KE2XHX Syracuse, N. Y. Chs. 2 to 13 and 480-890 mc. First authorized Jan. 19, 1949.

Philco Corp.—KG2XCV Philadelphia. 6875-6900 mc and 7000-7025 mc. First authorized July 20, 1950.

Radio Corp. of America—KE2XNY, two transmitters, one at Camden, N. J., and the other near Marlton, N. J. Chs. 2 through 6 with ERP of 100 kw; Chs. 7 through 13 with 316 kw, and Chs. 14 through 83 with 1,000 kw. First authorized June 19, 1953.

Sylvania Electric Products Inc.—KG2XDU Emporium, Pa., rebroadcasts WJAC-TV Johnstown, Pa., on vhf ch. 7 as well as 509-529 mc and 870-890 mc. First authorized Sept. 19. 1951. Firm also has KG2XEJ and KG2XEK, studio-transmitter links operating in the 2000 me band in conjunction with KG2XDU. Another test station is operated on Ch. 82 (878-884 mc) under call KG2XEL.

Sarkes Tarzian Inc.—KS2XDP Bloomington, Ind., Chs. 14-83.

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TOTAL television revenues in 1953 were \$430.8 million, with income (before federal taxes) \$68.4 million, FCC Chairman Rosel H. Hyde disclosed in testimony in May before the Senate Interstate & Foreign Commerce subcommittee investigating uhf and multiple ownership [B•T, May 24, 1954]. FCC does not plan to issue its full 1953 report until fall of this year.

Total revenue amounted to 32.8% above the \$324.2 million of 1952 while 1953 income before federal taxes was 23.2% above the \$55.5 million income of 1952 (see

Table 1).

Expenses also went up last year, the statistics reported by Chmn. Hyde showed, with 1953 totaling \$362.4 million, or 34.8% higher than the \$268.7 million of 1952.

The average pre-freeze station (vhf) had revenue of \$1.9 million in 1953 and income of almost \$658,000 before taxes, Chairman Hyde said (Table 3). The four networks and their owned-and-operated stations as a group, he said, had revenue of \$231.7 million (up 28.6%) and income of \$18 million (up 81.7%).

The highlight report showed that 26 of the 108 pre-freeze stations had income (before taxes) of \$1.5 million and over while seven had income of \$100,000 or less and 11 reported losses (Table 2). Median income of the 97 showing a profit was \$654,000.

Comparable data was not available for the post-freeze vhf-uhf stations because of the newness of their operations, but profit and loss reports were given for January-March 1954. In that period, 33 of 88 post-freeze vhf stations reporting and 13 of 87 uhf stations reporting showed a profit (Table 5).

However, in one or two months of the period, 20 vhf and 10 uhf outlets showed a profit and 12 vhf and 11 uhf approached the break-even point.

Profit and Loss

Continuing "substantial losses were reported by 22 post-freeze vhf and 45 uhf stations as of May 1. Break-down of profit and loss record of the post-thaw stations on average monthly basis for January-March and by size of market also was offered (Table 6).

Post-freeze vhf stations have nearly \$41 million in plant investment, or an average of over \$376,000 per station, the statistics offered by Chairman Hyde showed. Uhf station plant investment totals over \$30 million, or almost \$300,500 per station average (Table 4).

Based on the allocation table as of May 1, a total of 1,875 commercial tv stations are provided for in the U.S., 536 vhf and 1,319 uhf. Only 673 outlets, however, have been applied for or are already authorized (404 vhf, 269 uhf), a utilization ratio of 36% (73% vhf, 20% uhf) (Table 7).

Total number of communities with operating stations as of May 1 was 237 (132 vhf, 70 uhf, 35 intermixed) (Table 8).

More post-thaw vhf stations (20) went into operation in September 1953 than any other month. Top month for uhf commencements (22) was August 1953 (Table 9).

Since the Sixth Report and Order of April 1952, FCC has "dropped in" to the allocation table a total of 16 commercial vhf assignments and 48 commercial uhf assignments. On the educational side, 3 vhf and 6 uhf assignments were added (Table 10).

(Other tables next page.)

BROADCASTING • TELECASTING

Table 1

BROADCAST REVENUES, EXPENSES AND INCOME OF TELEVISION NETWORKS AND STATIONS 19521-1953

1953	19	52	Percent Increase
	(\$ Mil	ions)	
	Broadcast	Revenues	
4 Networks and 16 Owned Stations	180. 143.		28.6 21.6
Subtotal	323.	6	25.6
Post-Freeze TV Stations J13 VHF Stations		. 1	
102 UHF Stations 8.8	U.	6 }	
Industry Total	324.	2	32.8
	Broadcast	Expenses	
4 Networks and 16 Owned Stations	170. 97.		25.5 16.8
Subtotal	267	9	22.3
Post-Freeze TV Stations 20.0 113 VHF Stations 11.7 102 UHF Stations 14.7	0.	8 }	
Industry Total	268.	7	34.8
(Befo	Broadcast ire Federal		Tax)
4 Networks and 16 Owned Stations	9. 45.		81.7 32.0
Subtotal	55.	7	40.8
Post-Freeze TV Stations 113 VHF Stations	(0.2) }	
Industry Total	55.	5	23.2
() Denotes Loss. 1 1952 data covers 4 networks and 15 owned stations; 93 pre-freeze : TV stations.	stations; an	đ I4 pos	t-freeze

TABLE 2

108 PRE-FREEZE TV STATIONS CLASSI-FIED BY INCOME GROUPINGS

Income (Before Federal Income Tax) of:	1953
\$1,500.000 and over 1,000.000-1,500.000	26 13
1,000,000-1,500,000	26
400,000- 600,000	17
200.000- 400,000	16
100,000 - 200,000	16 5 7
Less than 100,000	
Total Stations	97
Median Income, \$654,000	
Loss of:	
Less than \$100,000	3 3 1
100,000- 200,000	3
400,000- 300,000	4
	_
Total Stalions	1 (
Total Stalions	1{

Table 3 AVERAGE PER STATION BROADCAST REVENUES OF 92 1 PRE-FREEZE TELEVISION STATIONS

A. Revenues from the Sale of Time: 1. To Networks	\$1,916,565
sentatives, etc	268,054
Net Revenues from Time Sales	1,648,511
B. Revenues from Incidental Broadcast Activities: 1. Talent	
Total Incidental Revenues	247.946
C. Total Broadcast Rovenues	1,896,457
D. Total Broadcast Expenses	1,238,848
E. Broadcast Income (Before Federal Income Tax)	\$657,609
1Excludes 16 stations owned by networks.	

Table 4

ORIGINAL COST OF TANGIBLE BROAD-CAST PROPERTY OF POST-FREEZE TV STATIONS

		VHF UHF Stations Station	
		2 1	
\$100,000- 200,000		18 22	
200,000- 300,000		25 35	
300,000- 400,000)	23 22	
400,000 - 500,000		20 12	
500.000- 600.000		11 5	
600.000- 700.000		, i	
700.000- 800.000		3 2	
800.000- 900.000		0 0	
		0 0	
900,000-1,000.000		U U	
1,000,000 and over	`	3 0	
	Total Stations	1091 1002	
	Aggregate Cost\$40		270
		\$376.125 \$300.4	

Property not reported by 4 stations.
 Property not reported by 2 stations.

Table 5 SUMMARY OF PROFIT AND LOSS STATUS OF POST-FREEZE TELEVISION STATIONS DURING PERIOD JANUARY THRU MARCH 1954 ONLY

	VHF	UHF	Total
A. Total Post-Freeze TV Stations (in operation on Nov. 1, 1953)	94	98	192
B. Total Stations Reporting Usable Data	88	87	175
C. Number Reporting Profit for Three- Month Period, JanMarch 1954	33	13	46
D. Number Reporting Loss During Same Period:			
I. BUT reporting profit in one or two months of period	20	10	30
 BUT approaching break-even point on monthly basis	12	11	23
 With continuing substantial losses in each month; 			
Operating as of May 1, 1954	22	45	67
Ceased operating by May f, 19541	1	8	9
1 to addition 1 VHE and 1 1145 statis		and an	+:

In addition, I VHF and I UHF station ceased operation prior to November I, 1953; and I UHF station going on the air after November I, 1953 had ceased operation as of May I, 1954.

Table 6

AVERAGE MONTHLY REVENUES, EXPENSES AND PROFIT OR LOSS OF POST-FREEZE TELEVISION STATIONS DURING THE THREE MONTH PERIOD--JANUARY THRU MARCH, 1954

			VHF STA	TIONS				UHF STAT	TIONS	
Population of City			A	verage Month	ly			A	verage Monthly	у
in Which Station	No. of	Ave. Age			Profit	No. of	Ave. Age			Profit
is Located	Stations	in Mos.	Revenues	Expenses	or (Loss)	Station	s in Mos.	Revenues	Expenses	or (Loss)
1. 500,000 & over										
Profit	. 5	6	\$90,618	\$64,870	\$25,748	3	10	\$67,378	\$53,985	\$13,393
Loss	. 3	15	60,328	75,555	(15,227)	9	7	19,796	33,201	(13,405)
11. 250,000-500,000										
Profit	. 5	7	65,608	46,286	19,322	6	10	42,276	29,535	12,741
Loss	. 2	7	22,900	38,737	(15,837)	19	9	15,206	29,865	(14,659)
111. 100,000-250,000										
Profit	. 9	12	44,632	35,495	9,137	3	11	28,124	23,106	5,0(8
Loss	. 18	10	26,955	34,872	(7,917)	21	10	17,356	25,630	(8,274)
IV. Under 100,000										
Profit	. 14	9	28,362	25,028	3,334	- 1	11	31,211	30,100	1,111
Loss	. 31	8	16,976	21,719	(4,743)	17	8	12,009	19,517	(7,508)
V. All Population Groups										
Profit	. 33	9	47,875	37,140	10,735	13	10	43,951	33,737	10,214
Loss	. 54	9	22,930	29,724	(6,794)	66	9	15,693	26.307	(10,614)
All Stations	. 87	9	\$32,392	\$ 32,53 7	(\$145)	79	9	\$20,343	\$27,530	(\$7,187)

Source: FCC Special Survey of February 5, 1954.

Table 9

NUMBER OF POST-FREEZE TV STATIONS IN OPERATION BY MONTHS—JUNE 30, 1953-MAY 15, 1954

	Nu	mber of VHF St	ations	Nu	Number of UHF Stations				
	Going On the Air	Going Off the Air	Total On the Air (End of Month)	Going On the Air	Going Off the Air	Total On the Air (End of Month)			
Prior to June 30, 1953 July 1953 August September October November January 1954 February March April May (thru the 15th)	44 6 15 20 10 10 16 8 8		44 50 64 84 94 104 120 121 127 134 142	45 7 22 10 15 15 9 3 5 2 4		45 51 73 83 98 113 121 124 128 126 127			
Total	145	3	142	137	13	124			

Table 7

ACTUAL AND POTENTIAL NUMBER OF TELEVISION STATIONS AS OF MAY 1, 1954

I. Total Commercial Stations Provided	VHF	UHF	TOTAL
For by Table of Assignments	556	1,319	1.875
2. Stations Now on Air:			
A. Pre-Freeze	801	-	108
B. Post-Freeze	142	127	269
C. Total on Air	250	127	377
 Authorized Stations Not Yet on Air (All Post Freeze) 	7 3	120	193
4. Total Authorized Stations	323	247	570
5. Number of Potential Stations Represented by Pending Applications	18	22	103
6. Total Potential Stations	404	269	67 3
To Total Stations Provided for in Table of Assignments	73%	20%	6 36%

Table 8

ACTUAL AND POTENTIAL NUMBER OF TELEVISION COMMUNITIES MAY 1, 1954

Table 10

NUMBER OF CHANNELS IN COMMIS-SION'S ASSIGNMENT PLAN AS OF MAY 1, 1954

	UNIT	UNITED STATES TERRITO						
VHF	As of 6th Report	"Drop Ins"	Total May I	As of 6th Report	Total			
Commercial Educational	 498 71	16	514 74	42 9	556 83			
UHF Commercial Educational	 1,2 7 1 162	48 6	1.319	:	1.319			
					2.126			

FACTORY PRODUCTION OF TELEVISION SETS

			FAC	IOKI F		-54 by Mor		121014 2)E12				
	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAI
TABLE MODEL	4 7700	E 050	E 250	4 001	E 646	H CEA	5 554	H 004	20.10=		44.074		
1947 1948	4,790 18,830	$5,372 \\ 28,734$	5,350 42,363	4,831 37,923	5,646 41,182 139,651	7,654 53,318	5,554 48,003 61,310	7,984 58,814	23,185 69,235 155,785	$13,512 \\ 62,872$	14,674 82,664	17,763 $102,571$	116,31 646,50
1949 1950	95,103 222,980	102,183 214,690	42,363 139,830 328,580 324,121	126,922 269,320	139,651 230,540	131,404 204,980	$61,310 \\ 127,620$	136,603 234,680	155,785 267,510	62,872 213,330 259,810	281,811 276,610	208,759 304,240	1,792,69:
1951	232,152	225,219 184,662	324,121 218,512	230,197 180,457	208.503	158,348 164,908	66.166	65,458 174,117	166,672 339,837	206,930	182,121 353,556	210,014	2,275,90
1952 1953	18,830 95,103 222,980 232,152 206,961 301,783	330,151	388,468	272,190	168,019 222,207	240,731	98,463 131,156	280,983	316,776	311,918 270,521	259,575	436,097 210,183	1,792,69: 2,941,56(2,275,90: 2,837,50' 3,224,72(13,835,20'
TOTAL (1947-53) 1954	1,082,599 234,749	1,091,011 239,621	1,447,224 374,448	1,121,840 309,959	1,015,748 246,210	961,343	538,272	958,639	1,339,000	1,338,893	1,451,011	1,489,627	13,835,20'
CONSOLE AND CON	SOLETTE	200	1.000	0.000	1 700	0.400	0.501	0.000	H =00	0.844	4.400		0= 00
1947 1948	615 8,030	880 6,250	$^{1,266}_{7,961}$	2,329 5,489	1,706 3,380	$^{2,433}_{6,221}$	2,591 4,130	2,273 5,573	$7,\!589$ $17,\!716$	$6,714 \\ 27,709$	4,178 35,870 188,051	4,465 $50,852$	37,03 179,18 989,22 3,820,06 2,774,85 3,038,89 3,655,34
1949 1950	8,030 37,590 191,660 356,082	29,479 $227,830$	66,278 302,550	63,508 232,240	52,131 $225,780$	58,562 280,700	32,150 $175,300$	85,469 426,380	105,847 470,960	143,932 443,740	188,051 391,000	126,223 451,920	989,22 3.820.06
1951 1952	356,082 185,815	396,702 209,712	485,979 284,184	245,954 137,614	176,459 136,120	178,365 188,360	75.467	73,171 202,594	151,775 380,544	188,501 377,718	211,842 392,548	234.562	2,774,85
1953	400.818	380,828	391,531	284,368	254,766	275,037	91,182 178,242	299,963	426,346	375,062	266,186	452,503 222,193	3,655,34
TOTAL (1947-53) 1954	1,180,610 178,932	1,251,681 184,733	1,539,749 219,312	971,502 141,115	850,342 147,049	989,678	559,062	1,095,423	1,560,777	1,563,376	1,389,675	1,542,718	14,494,59
PHONOGRAPH COM	BINATION												
1947 1948	32 6,976	5,386	$\frac{23}{8,228}$	726 8,717	1,338 10,841	1,397 12,786	1,862 $11,634$	2,026 9,056	1,945 1 1,757	3,467 $15,797$	5,283 19,649	7,117 $28,483$	25,21 149,31 218,08 702,18
1949 1950	17,665 24,060 62,466	16,138 37,380	20,435 55,470	16,488 41,040	11,122 29,680	10,577 $16,820$	5,212 24,580	8,571 59,540	17,294 105,330	21,373 $134,750$	44,730 71,190	28,484 $102,340$	218,08
1950 1951 1952	62,466	57,398	59,900	23,849	20,038	15,787	7,293	8,076	18.894	16,436	21,369 34,382	22,532	334,03
1953	12,157 15,633	14,962 19,618	7,865 $30,113$	4,807 11,320	5,236 4,963	7,884 8,711	$\substack{9,276\\6.891}$	21,058 22,814	35,284 26,963	34,481 34,850	35,476	32,486 $17,411$	334,03 219,87 235,76
TOTAL (1947-53) 1954	139,989 6,890	150,883 2,579	182,034 5,846	106,947 6,534	83,218 3,028	73,962	66,748	131,141	217,467	261,154	232,079	238,853	1,884,47
TOTAL TELEVISION		_,_,_	7,	-,	7,								
1946* 1947	5,437	6,253	6 639	7,886	8,690	11,484	10 007	12,283	32,719 98,708	23,693	24 135	29,345	6,47 178,57 975,00
1948	33,836	40,370	6,639 58,552	52,129	55.403	72,325	10,007 63,767 98,672	73,443 230,643	98,708	106,378	24,135 138,183 514,592	181,906	975,00
1949 1950	33,836 150,358 438,700	147,800 479,900	226,543 686,600	206,918 542,600	202,904 486,000	200,543 502,500	327.500	720,600	278,926 843,800 337,341	378,635 838,300	738,800 415,332	363,466 858,500	3,000,00 7,463,80 5,384,79
1951 1952	650,700 404,933	679,319 409,336	870,000 510,561	500,000 322,878	405,000 309,375	352,500 361,152	148,926 198,921	146,705 397,769	337,341 755,665	411,867 724,117	415,332 780,486	467,108 921,086	5,384,79 6,096,28
1953	719,234	730.597	810,112	567,878 2,200,289	481,936	524,479 2,024,983	316,289 1,164,082	603,760 2,185,203	770,085 3,117,244	680,433 3,163,423	561,237 3,172,765	449,787 3,271,198	6,096,28 7,215,82 30,314,27
TOTAL (1947-53) 1954	719,234 2,4 03,198 420,571	2,493,575 426,933	3,169,007 599,606	457,608	1,949,308 396,287	2,024,983	1,104,002	2,100,200	3,111,244	3,103,423	3,172,100	3,271,198	30,314,21

^{*} Only available total for 1946.

GROUP OWNERSHIP OF TELEVISION STATIONS IN THE UNITED STATES

(Boldface call letters indicate stations not yet operating)

ABC OWNED AND MANAGED STATIONS—WABC-AM-FM-TV New York, WLS (50%) and WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit. All affiliates of ABC. Represented nationally by Edward Petry & Co. Inc. (for WABC-AM-FM, Los Angeles and San Francisco), by Blair-Tv (for WBKB (1V) Chicago and Detroit), and Weed Television (for WABC-TV).

GENE AUTRY STATIONS — KOOL-AM-TV Phoenix (70%), KOPO-AM-TV Tucson (48%), KNOG Nogales (48%), KOLD Yuma (85%), all Ariz., and KMPC Los Angeles (51%).

H. & E. BALABAN CORP. STATIONS—WTVO (TV) Rockford, Ill. (50%); WICS (TV) Springfield, Ill. (33½%), and option to buy 33½% of WOKY-TV Milwaukee, Wis.

BARTELL STATIONS — WMTV (TV) Madison, WOKY-AM-TV Milwaukee, and WAPL Appleton, all Wis. Gerald A. Bartell, president.

N. L. BENTSON, JOSEPH L. FLOYD, EDMUND R. RUBEN STATIONS—KELO-AM-TV Sioux Falls, KTLV (TV) Rapid City, both S. D. Mr. Bentson and his father also own WMIN-AM-FM-TV St. Paul, Minn., and own 10% of WRFW Eau Claire, Wis.

H. M. BITNER STATIONS—WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WFDF Flint, and WEOA Evansville, Ind.

 ${\bf JOHN~W.~BOLER~STATIONS}{\rm \!-\!KCJB\text{-}AM\text{-}TV~Minot,~KXJB\text{-}AM\text{-}TV~Valley~City~and~KSJB~Jamestown,~all~N.~D.}$

JOHN S. BOOTH & T. K. CASSELL STATIONS
—WTVE (TV) Elmira, N. Y.; WCHA-TV Chambersburg, Pa. Mr. Cassell also owns WATS
Sayre, Pa.

J. ROBB BRADY STATIONS—KWIK, KWIK-TV Pocatello (50%), KLIX, KLIX-TV Twin Falls (50%), KIFT (TV) Idaho Falls, all Idaho. James M. Brady, KIFT, voting trustee.

KENYON BROWN STATIONS—KWFT-AM-FM-TV Wichita Falls, Tex. (50%); KMBY-AM-TV Monterey, Calif. (30%); KBYE Oklahoma City, Okla. (18%), and 19% of KGLC and 25% of KMIV (TV) Miami, Okla.

D. A. CANNAN STATIONS—KFDM-AM-TV Beaumont and KFDX-AM-TV Wichita Falls, both Tex.

FRANK C. CARMAN-GRANT WRATHALL STATIONS—KWIK, KWIK-TV Pocatello (50% with associates), KLIX, KLIX-TV Twin Falls (50% with associates), KIFI Idaho Falls (50% with associates), all Idaho; KUTA Salt Lake City (100% with associates); KUTV (TV) Salt Lake City, 50% with associates); KOPR-AM-TV Butte, Mont. (66%% with associates). Mr. Carman and associates also own KGEM Boise, Idaho, and KTVI (TV) Nampa, Idaho.

CBS OWNED AND MANAGED STATIONS—WCBS-AM-FM-TV New York, KNX-AM-FM, KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEI-AM-FM Boston, KQV Pittsburgh (45% owned by CBS); WCCO-AM-TV Minneapolis (47% owned by CBS; 53% by Midwest Radio-Tv Inc.), WTOP-AM-FM-TV Washington, D. C. (45% owned by CBS; 55% by Washington Post & Times Herald). All affiliates of CBS; all represented nationally by CBS Spot Sales.

CHRONICLE PUBLISHING CO. STATIONS—KRON (FM), KRON-TW San Francisco, KBAK-AM-TV Bakersfield, Calif.

JOSEPH K. CLOSE STATIONS—WKNE, WKNE-TV Keene, N. H., and WKNY-AM-TV Kingston, N. Y. (51%).

GEORGE L. COLEMAN STATIONS—KMBY-AM-TV Monterey, Calif. (24%) and 5.5% of KGLC and 75% of KMIV (TV) Miami, Okla.

BOARD OF EDUCATION, STATE OF CONN.—WCTB (TV) Bridgeport, WEDH (TV) Hartford, WCTN (TV) Norwich, Conn.

CORP. OF PRESIDENT, CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS (Mormon Church)—KSL-AM-FM-TV Salt Lake City (63.5%), KID-AM-TV Idaho Falls, Idaho (31.1%), KGMB-AM-TV Honolulu (20%), KSUB Cedar City, Utah (95%).

JAMES M. COX STATIONS — WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD-AM-FM Miami, Fla. Headquarters: Atlanta. James M. Cox Jr., president; J. Leonard Reinsch, managing director.

CROSLEY BROADCASTING CORP. (subsidiary of Avco Mfg. Co.)—WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWA (TV) Atlanta, Ga. Robert E. Dunville, president (Cincinnati).

R. H. DREWRY STATIONS — KWSO-AM-TV Lawton, Okla.; KMID-TV Midland, Tex., and KRHD Duncan, Okla.

Dumont Television Network, Owned And Managed Stations—Wabd (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh. All members of Dumont Television Network. WABD represented by Avery-Knodel Inc., WTTG by Blair-Tv Inc. and WDTV by WDTV Sales Dept.

EMPIRE COIL CO. STATIONS—WXEL (TV) Cleveland, KPTV (TV) Portland, Ore. Note: Sale pending to Store Broadcasting Co. Herbert Mayer, president (New Rochelle, N. Y.).

JOHN E. FETZER STATIONS — WKZO-AM-TV Kalamazoo, Mich.; KOLN-AM-TV Lincoln, Neb.; WJEF-AM-FM Grand Rapids, Mich., and WMBD-AM-FM Peoria, Ill. (331/3%).

FRIENDLY GROUP—WSTV-AM-FM-TV Steubenville, Ohio; WFPG, WFPG-TV Atlantic City, N. J.; WPIT Pittsburgh, Pa.; WBMS Boston, Mass. John J. Laux, managing director.

THEODORE R. GAMBLE STATIONS—KOIN-AM-FM-TV Portland, Ore. (26.1%), KJR Seattle (87%); KCMJ Palm Springs, Calif. (49%). Mr. Gamble holds an option to buy 33½% of KOMO-AM-TV Seattle.

GANNETT NEWSPAPERS STATIONS — WHEC-AM-TV Rochester, N. Y.; WENY and 49% of WECT (TV) Elmira, N. Y.; WDAN-AM-TV Danville, Ill.; WGTH, WGTH-TV Hartford, Conn. (45%); WHDL Olean, N. Y. (minority). All holdings through newspapers. Headquarters: Rochester, N. Y. Frank E. Tripp, chairman; Paul Miller, executive vice president; Herbert W. Cruickshank, general manager; Lynn N. Bitner, general business manager; C. Glover DeLaney, managing director, radio group.

GENERAL TELERADIO INC. (owned by General Tire & Rubber Co.) — Yankee Network Div.: WNAC-AM-FM-TV Boston, WGTH, WGTH-TV Hartford (55% owned by General Teleradio; 45% by Hartford Times-Gannett); WEAN Providence, R. I. Don Lee Div.: KHJ-AM-FM-TV Los Angeles, KFRC San Francisco. WOR Div.: WOR-AM-FM-TV New York. General Teleradio also owns WHBQ-AM-TV Memphis, Tenn. Thomas F. O'Neil, president, General Teleradio Inc.; Linus Travers, vice president-general manager, Yankee Network Div.; Willet H. Brown, president-general manager, Don Lee Network Div.; Gordon Gray, vice president-general manager, WOR Div.

GLOBE NEWS STATIONS—KGNC-AM-TV Amarillo and KFYO, KFYO-TV Lubbock, Tex. (81% owned by Globe News Publishing Co. and 19% by Globe News Employees Pool).

GREAT PLAINS TELEVISION PROPERTIES— KETV (TV) Little Rock, Ark.; KCTV (TV) Sioux City, Iowa; WFTV (TV) Duluth, Minn.; WICS (TV) Springfield, Ill. (33\%). Herbert Scheftel, president; Alfred G. Burger, treasurer; C. G. Alexander, general manager.

JOHN T. GRIFFIN STATIONS—KTVX (TV) Muskogee, Okla.; KATV (TV) Pine Bluff, Ark.; KWTV (TV) Oklahoma City (50%), KTUL Tulsa, KOMA Oklahoma City, and KFPW-AM-FM Fort Smith, Ark.

FRANK S. HOY STATIONS — WLAM-AM-TV Lewiston, Me.; WPMT (TV) Portland, Me.

JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBT and WBTV (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.; 16.5% interest in WFMY (FM) and WFMY-TV Greensboro, N. C., and 97% of preferred stock of Storer Broadcasting Co.

KERR-McGEE STATIONS—WEEK-AM-TV Peoria, Ill., and 50% of KVOO-TV Tulsa, Okla. Sen. Robert S. Kerr and A. D. McGee.

KIGGINS & ROLLINS STATIONS—KFIA (TV) Anchorage and KFIF (TV) Fairbanks, both Alaska. Keith Kiggins and Richard R. Rollins, owners.

JOHN S. KNIGHT STATIONS—WAKR-AM-FM-TV Akron, Ohio (45%); WIND, WIND-TV Chicago (27.7%); WQAM-AM-FM Miami.

CHARLES W. LAMAR STATIONS—WPFA-TV Pensacola, Fla.; KTAG-TV Lake Charles, La.; WAFB-AM-TV Baton Rouge, La. (minority).

EDWARD LAMB ENTERPRISES INC.—WIKK and WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTVQ (TV) Pittsburgh, Pa. (purchase pending FCC approval); WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Headquarters: 500 Edward Lamb Bldg., Toledo. Washington office: 1177 National Press Bldg., Edward Lamb, president; J. Howard McGrath, executive vice president; Frank Oswald, vice president.

T. B. LANFORD STATIONS—KALB KALB-TV Alexandria, La. (47.2%); KPLC KPLC-TV Lake Charles, La. (333/3%); KRMD-AM-FM Shreveport, La. (48%); WSLI Jackson, Miss. (23%); KRRV Sherman, Tex. (88%).

LEE STATIONS—KHQA-TV Hannibal, Mo.; KGLO-AM-FM-TV Mason City, Iowa, and 41% of WKBT (TV) La Crosse, Wis.

JOHN J. LOUIS STATIONS—KVOA-AM-TV Tucson, KVAR (TV) Mesa, KTAR Phoenix, KYUM Yuma and KYCA Prescott, all Arizona.

MARTIN THEATRES OF GEORGIA STATIONS
—WJBF-AM-TV Augusta (35%); WDAK-AM-TV
Columbus (75%), both Ga.

ROBERT R. McCORMICK STATIONS—WGN-AM-TV Chicago and WPIX (TV) New York. Frank P. Schreiber, general manager, Chicago; Fred M. Thrower, general manager, New York.

McLENDON STATIONS—KLIF, KLIF-TV Dallas, KELP, KELP-TV El Paso, and KTLG (TV) Corpus Christi, all Tex. Barton R. McLendon, president; Gordon B. McLendon, vice president.

MEREDITH PUBLISHING CO. STATIONS—KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N. Y. Headquarters: Des Moines, Iowa. Payson Hall, director, radio-tv; Howard Stalnaker, assistant director, radio-tv;

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEAU-AM-FM-TV Eau Claire, Wis. (75%); KVOL-AM-FM KVOL-TV Lafayette, La. (50%); KGTV (TV) Des Moines, Iowa (75%); WEBC Duluth, WMFG Hibbing, both Minn, and WISC-AM-FM Madison, Wis. Mr. Bridges also owns 75% of WJMC-AM-FM Rice Lake, Wis.

NBC OWNED AND MANAGED STATIONS—WNBC-AM-FM, WNBT (TV) New York, WRC-AM-FM, WNBW (TV) Washington, WMAQ-AM-FM, WNBQ (TV) Chicago, WTAM-AM-FM, WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KNBH (TV) Los Angeles. All members of NBC network; all represented by NBC Spot Sales.

NEWHOUSE NEWSPAPER STATIONS—WSYR AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; KOIN-AM-FM-TV Portland, Ore. (50%)

NEWS PUBLISHING CO. STATIONS—WBLK, WBLK-TV Clarksburg, W. Va., and 34% of WTRF-AM-FM-TV Wheeling, W. Va. Also owns WPAR-AM-FM Parkersburg, W. Va.

BOARD OF REGENTS. U. of STATE OF NEW YORK—WTVZ (TV) Albany, WTVF (TV) Buffalo, WQTV (TV) Binghamton, WIET (TV) Ithaca, WGTV (TV) New York, WROH (TV) Rochester, WHTV (TV) Syracuse, New York.

NORTH DAKOTA BROADCASTING CO. STATIONS—KCJB-AM-TV Minot, KXJB-TV Valley City and KSJB Jamestown, all North Dakota. John W. Boler, Minot.

B. J. PALMER STATIONS—WOC-AM-FM-TV Davenport, WHO-AM-FM-TV Des Moines, KMA Shenandoah, Iowa (25%), and KMTV (TV) Omaha (25%).

C. E. PALMER STATIONS—KCMC-AM-FM-TV Texarkana, Tex., and KTVR (TV) Hot Springs, Ark.

POLAN INDUSTRIES STATIONS—WPTV (TV) Ashland, Ky.; WLTV (TV) Wheeling, W. Va. Theodore M. Nelson, general manager, Tv Division.

JOHN POOLE STATIONS—KBIG Avalon and KBIC-TV Los Angeles, KBIE-TV Sacramento, KBIF and KBID-TV Fresno, Calif.

R. W. ROUNSAVILLE STATIONS—WQXI-AM-TV Atlanta, Ga.; WLOU and WQXL-TV Louisville, Ky.; WCIN and WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton,

DONALD W. REYNOLDS STATIONS—KFSA-AM-FM-TV Fort Smith, Ark.; KZTV (TV) Reno, Nev.; KHBG Okmulgee, Okla., and KBRS Springdale, Ark.; KLRJ-TV Henderson, Ky.

E. D. RIVERS SR. STATIONS—WOBS-AM-TV Jacksonville, Fla. (60%), WMIE Miami (66.5%) and WMIE-TV Miami (half-owned by WMIE); WCTV (TV) Thomasville, Ga. (100%), and WLBS Birmingham, Ala.

SCHINE THEATRES STATIONS—WPTR, WPTR-TV Albany, N. Y. (55%) and WRNY-AM-FM, WRNY-TV Rochester, N. Y. (50%).

SCRIPPS-HOWARD GROUP—Scripps Howard Radio Inc. is the licensee of WEWS (TV) Cleveland, WCPO-AM-FM-TV Cincinnati, and WNOX Knoxville. Memphis Publishing Co. is the licensee of WMC, WMCF (FM) and WMCT (TV) Memphis. All are operated separately. Officials: Jack R. Howard, president (230 Park Ave., New York); James C. Hanrahan, vice president and general manager, WEWS; Mortimer C. Watters, vice president and general manager, WCPO-AM-FM-TV; Henry W. Slavick, general manager, WMCF (FM) and WMCT (TV); Richard B. Westergaard, vice president and general manager, WNOX.

WILLIAM B. SMULLIN STATIONS—KIEM-AMTV and KRED (FM) Eureka, Calif.; KBES-TV Medford, Ore. (50%), and KUIN and KGPO (FM) Grants Pass, Ore. (50%).

STEINMAN STATIONS—WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WLEV-TV Bethlehem, Pa.; WKBO Harrisburg, WORK York, WRAW Reading, WEST-AM-FM Easton, all Pa. Headquarters: 8 W. King St., Lancaster. Clair R. McCollough, general manager ager

ager.

STORER BROADCASTING CO. STATIONS—WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV-TOledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, KGBS-AM-TV San Antonio, WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami, Note: Purchase of Empire Coil Co. and its two tv stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Orc., pending FCC approval. Sale of KGBS-AM-TV pending FCC approval. George B. Storer, president; J. Harold Ryan, vice president and treasurer: Lee B. Wailes, executive vice president; Stanton P.

Kettler, Southern District vice president; William E. Rine, Northern District vice president; John E. McCoy, secretary; Glenn G. Boundy, director of engineering. Headquarters: 1177 Kane Concourse, Miami Beach 41, Fla. New York office: 488 Madison Ave. Tom Harker, vice president and national sales director; Arthur C. Schofield, advertising and sales promotion manager. Chicago office: 230 N. Michigan Ave. Robert C. Wood, midwest manager.

TAFT STATIONS—WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio; 30% of WBIR-AM-FM Knoxville, Tenn. Hulbert Taft Jr., executive vice president, WKRC stations and president WTVN; U. A. Latham, station manager, WKRC stations; Kenneth Church, executive vice president, WTVN stations.

THOMS-DOUGHTON-DOWDY-WHITMIRE STATIONS (Harold H. Thoms, I. Horton Doughton, George Dowdy, B. T. Whitmire)—WAYS-AM-TV Charlotte, WCOG-AM-TV Greensboro, N. C. Mr. Thoms also owns WISE-AM-TV Asheville, N. C., and 71% of WEAM Arlington, Va. (Washington). Mr. Whitmire owns 20% of WAKN-AM-TV Aiken, S. C.

TIME INC. STATIONS—KOB-AM-TV Albuquerque, N. M. (50%); KDYL-AM-FM and KTVT (TV) Salt Lake City (80%); KLZ-AM-FM-TV Denver (100%). Wayne Coy, president, KOB stations (50% owner); G. Bennett Larson, president, KDYL-KTVT stations (20% owner); Hugh B. Terry, president, KLZ stations.

UNITED BROADCASTING CO. STATIONS—WOOK WOOK-TV, WFAN (FM), Washington, D. C.; WSID, WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Md., WJMO

Cleveland, Ohio, and WANT Richmond, Va. Richard Eaton, president. New York office: 507 Fifth Ave. Robert L. Wittig, manager.

WASHINGTON POST STATIONS—WTOP-AM-FM-TV Washington (45% owned by CBS), WMBR-AM-TV Jacksonville, Fla. John S. Hayes, vice president in charge of radio-tv.

WDSU BROADCASTING CORP. STATIONS—WDSU-AM-FM-TV New Orleans; WAFB-AM-FM-TV Baton Rouge, La. (10%).

FM-TV Baton Rouge, La. (10%).

WESTINGHOUSE BROADCASTING CO. STATIONS—WBZ-AM-FM-TV Boston, Mass.; KYW and WPTZ (TV) Philadelphia, Pa.; KPIX (TV) San Francisco; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh, Pa.; WOWO Fort Wayne, Ind.; KEX-AM-FM Portland, Ore. WBC is a subsidiary of Westinghouse Electric Corp. Headquarters: 1625 K St., N.W., Washington 6, D. C. Officers: Chris J. Witting, president; Joseph E. Baudino, vice president and general manager; Eldon Campbell, general sales manager; D. G. Partridge, advertising manager; Gordon Hawkins, program and educational director; J. O. Schertler, industrial relations manager; I. C. Ruby, auditor; Ralph N. Harmon, engineering manager; D. A. Myer, technical field director; John W. Steen, legal representative.

WHEELOCK, PICKENS & COFFIELD STATIONS (Uhf Television Co.)—KDTX (TV) Dallas, KTVP (TV) Houston, and WTLO (TV) New Orleans.

WINSTON-SALEM BROADCASTING CO. STATIONS—WTOB-AM-TV Winston-Salem. N. C.; WOTV (TV) Richmond, Va.; James M. Coan, president; John G. Johnson, general manager.

TELEVISION STATIONS WITH NEWSPAPER AFFILIATION

The following tabulations, showing newspaper ownership or affiliation of TV stations in the United States, is based on information prosured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

ALABAMA

WAPI, WAFM (FM), WABT (TV) Birmingham— Licensed to The Television Corp. of Alabama Inc., owned by Birmingham News Co. (Bir-mingham News). Same company owns Hunts-ville (Ala.) Times (WHBS).

WBRC-AM-TV Birmingham—Licensed to Birmingham Broadcasting Co. Inc., owned 100% by Storer Broadcasting Co., same ownership (George B. Storer) as Miami Beach (Fla.) Florida Sun. See also WJBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo and KGBS-TV, San Antonio.

ARIZONA

KPHO-AM-TV Phoenix—Licensed to Meredith Engineering Co., owned by Meredith Publishing Co., publisher of Better Homes & Gardens and Successful Farming. See also WHEN Syracuse, N. Y., WOW Omaha, Neb., and KCMO Kansas City, Mo.

ARKANSAS

KFSA-AM-FM-TV Fort Smith — Licensed to Southwestern Publishing Co., publisher of Fort Smith Times Record and Southwest American. Donald W. Reynolds, owner, also publishes Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat, Las Vegas (Nev.) Review Journal. See KZTV-(TV) Reno, and KLRJ-TV Henderson, Nev.

KTVR (TV) Hot Springs—Licensed to Southern Newspapers Inc. (Hot Springs Sentinel Record and New Era). For other C. E. Palmer newspapers, see KCMC Texarkana, Tex.

CALIFORNIA

KBAK-AM-TV Bakersfield—Licensed to Bakersfield Bestg. Co., 971/3% owned by San Francisco Chronicle (KRON IFM), KRON-TV).

KMJ-AM-FM-TV Fresno—Licensed to McClatchy Bestg. Co. Same ownership as Fresno Bee, Sacramento Bee (KFBK-AM-FM), and Modesto Bee (KBEE [FM]) and KWG Stockton, all Calif., and KOH Reno, Nev.

Calif., and KOH Reno, Nev.

KCOP (TV) Los Angeles—Licensed to Copley
Press Inc. Copley Press owns Aurora BeaconPress, Elgin Courier-News, Joliet Herald-News
and Springfield Illinois State Register (under
lease), all Illinois; San Diego (Calif.) Union
and Tribune, and through Southern California
Associated Newspapers the following newspapers in California: Alhambra Post-Advocate,

Burbank Daily Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Venice Evening Van-guard, and 60% of San Pedro News-Pilot.

KTTV (TV) Los Angeles—Licensed to KTTV Inc., same ownership as Los Angeles Times.

USH (TV) San Diego—Licensed to Elliott L. Cushman, 62½% owner of San Diego Shopping News.

KRON (FM), KRON-TV San Francisco—Licensed to Chronicle Publishing Co., publisher of San Francisco Chronicle. See also KBAK Bakersfield, Calif.

KSTN, KTVÜ (TV) Stockton—Licensed to San Joaquin Telecasters, 100% owned by Browen In-dustries Inc., whose principal owners own Richmond Independent, Fontana Herald-News and the weekly La Mesa Scout, all Calif.

COLORADO

KKTV (TV) Colorado Springs-Pueblo—Licensed to Tv Colorado Inc., half owned by Colorado Broadcasting Co. (KGHF Pueblo), which has an interest in weekly Arkansas Valley Journal and Voice of the Rockies Inc. (KVOR Colorado Springs.)

KLZ-AM-FM-TV Denver — Licensed to TLF Bestg. Corp, subsidiary of Time Inc., publisher of Time, Life and Fortune. See also KOB Albuquerque, N. M., and KDYL Sait Lake City, Utah.

CONNECTICUT

WGTH-AM-TV Hartford—Licensed to General-Times Television Corp., 45% owned by Hart-ford Times (Gannett). For other Gannett newspapers and stations, see WHEC Roches-ter, N. Y.

DELAWARE

WDEL-AM-FM-TV Wilmington — Licensed to WDEL Inc., same ownership (Steinman & Steinman) as Lancaster (Pa.) Intelligencer-Journal and New Era (WGAL)). See also WLEV-TV Bethlehem, Pa. Stations operated independently. independently.

DISTRICT OF COLUMBIA

WMAL-AM-FM-TV Washington — Licensed to Evening Star Broadcasting Co. Inc., same ownership as Washington Star.

WTOP-AM-FM-TV Washington — Licensed to WTOP Inc., 55% owned by Washington Post. See also WMBR Jacksonville, Fla.

FLORIDA

WFTL-AM-TV Ft. Lauderdale—Licensed to Tri-County Broadcasting Co., 79% owned by Gore Publishing Co. (Ft. Lauderdale News). WJHP-AM-FM-TV Jacksonville—Licensed to The Jacksonville Journal Co. (Jacksonville Jour-

WMBR-AM-FM-TV Jacksonville — Licensed to Washington Post Co., publisher of Washington (D. C.) Post. See also WTOP Washington, D. C.

WFLA-AM-FM-TV Tampa—Licensed to Tribune Co. (Tampa Tribune).

GEORGIA

WALB-AM-TV Albany—Licensed to Herald Publishing Co. (Albany Herald).

WAGA-AM-FM-TV Atlanta—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) as Miami Beach Florida Sun. See WSPD Toledo, WJBK Detroit, WBRC Birmingham, KGBS San Antonio.

WSB-AM-FM-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of Atlanta Journal and Constitution. Same interests (James M. Cox) publish Dayton (Ohio) News and Journal-Herald (WHIO), Miami News (WIDD), Springfield (Ohio) News and Sun.

WNEX-TV Macon—Licensed to Macon Television Co., 82% owned by Macon Broadcasting Co. (WNEX-AM-FM). Macon Broadcasting Co. is 16% owned by Macon Telegraph and News.

KIFT (TV) Idaho Falls—Licensed to Idaho Falls Television Inc., 80% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register, and 50% owner of KIFI Idaho Falls.

and 50% owner of KIFI Idaho Falls.
KISJ (TV) Pocatello—Licensed to Tribune-Journal Co., publisher of Idaho State Journal
(Scripps Newspapers Inc.). Note: Sale to
Eastern Idaho Bestg, and Tv Co. (KIFI) pending FCC approval. KJRL Pocatello is 48%
owned by Tribune-Journal Co. Scripps Newspapers also owns Provo (Utah) Herald, Logan
(Utah) Herald Journal, Kalispell (Mont.) Daily
Interlake, and The Dalles (Ore.) Chronicle,
and with Burl C. Hagadone, Coeur D'Alene
(Idaho) Press (KVNI) and North Idaho (Wallace-Kellogg) Press.

KWIK-AM-TV Pocatello—Licensed to Eastern

KWIK-AM-TV Pocatello—Licensed to Eastern Idaho Bestg. & Television Co., 41.67% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register.

KLIX-AM-TV Twin Falls—Licensed to Southern Idaho Bestg. & Television Co., 50% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register.

ILLINOIS

WCIA (TV) Champaign—Licensed to Midwest Television Inc. Interlocking ownership with Champaign News-Gazette.

WGN-AM-TV Chicago—Licensed to WGN Inc., same ownership (Robert R. McCormick) as Chicago Tribune, New York News (WPIX).

WHFC-AM-TV, WEHS (FM) Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.), publisher of tri-weeklies Cicero Life, Berwyn Life and Stickney Life and Community Reporter (Chicago).

and Community Reporter (Chicago).

WIND-AM-TV Chicago—Licensed to WIND Inc., 27.7% owned by Chicago Daily News (Knight newspaper). Other Knight newspapers are Akron Beacon-Journal (WAKR), Miami Herald (WQAM), Detroit Free Press.

WDAN-AM-TV Danville—Licensed to Northwest-

ern Publishing Co. (Danville Commercial News-Gannett). For other Gannett newspapers, see WHEC Rochester, N. Y.

- WTVH-AM-TV Peoria—Licensed to Hilltop Bestg. Co., 100% owned by the *Peoria Star* and Journal.
- WGEM-AM-FM-TV Quincy—Licensed to Quincy Bestg. Co., 70% owned by Quincy Herald Whig.
- WREX-TV Rockford—Licensed to Greater Rockford Television Inc. 10% owned by Rockford Broadcasters Inc. (Rockford Star and Register Republic—WROK.)
- WHBF-AM-FM-TV Rock Island—Licensed to Rock Island Broadcasting Co. J. W. Potter Co. is principal stockholder, also owns Rock Island

INDIANA

- WTRC-AM-FM, WSJV (TV) Elkhart—Licensed to Truth Publishing Co., publisher of Elkhart to Truth.
- WSBT-AM-TV South Bend—Licensed to South Bend Tribune.

- KCRI-AM-TV Cedar Rapids—Licensed to Cedar Rapids Television Co., owned by Cedar Rapids Gazette.
- KGTV (TV) Des Moines—Licensed to Rib Mt. Television Inc., 100% owned by Central Bestg. Co. (Eau Claire [Wis.] Leader and Telegram, 25%; Morgan Murphy-Walter C. Bridges, 75%). For Murphy-Bridges newspaper ownership, see WEAU Eau Claire, Wis.
- KCOM, KTIV (TV) Sioux City—Licensed to KCOM Bestg. Co. Perkins Bros. Co. (KSCJ-AM-FM) has option to purchase 50% ownership in KTIV. W. R. Perkins is president-publisher of Sioux City Journal and Journal-Tribung.
- KVTV (TV) Sioux City—Licensed to Cowles Bestg. Co., affiliated with Cowles publications (Des Moines Register and Tribune, Minneapolis Tribune and Star and Look magazine. Cowles also owns KRNT Des Moines and WNAX Yankton, S. D.

KANSAS

- KWBW, KTVH (TV) Hutchinson—Licensed to Hutchison TV Inc. John P. and Sidney F. Harris, owning 12.17% each, are owners of Hutchinson News Herald, Chanute Tribune, Ottawa Herald, Salina Journal, and Burlington (Iowa) Hawk-Eye Gazette.
- KOAM-TV Pittsburg—Licensed to Mid-Continent Telecasting Inc., 60% owned by KOAM and 30% by Joplin (Mo.) Globe and News-Herald.
- WIBW-AM-TV Topeka—Licensed to Topeka Bestg Assn., owned by Capper Publications Inc., publisher of Topeka Capital and Kansas City (Kan.) Kansan.
- KEDD (TV) Wichita—Licensed to KEDD Inc., 15% owned by principals of Wichita Beacon (KWBB).

KENTUCKY

WHAS-AM-TV Louisville—Licensed to WHAS Inc., same ownership as Louisville Courier-Journal and Times.

LOUISIANA

- WBRZ (TV) Baton Rouge—Licensed to Louisi-ana Television Bestg. Co., 50% owned by Baton Rouge Broadcasting Co. (WJBO and WBRL IFMI) which has same ownership as Baton Rouge Advocate and State-Times.
- KVOL-AM-FM-TV Lafayette—Licensed to Evangeline Bestg. Co., 50% owned by Lafayette Advertiser (Morgan Murphy-Walter C. Bridges). For Murphy-Bridges newspaper ownership, see WEAU Eau Claire, Wis.

MARYLAND

- WBAL-AM-TV Baltimore Licensed to The Hearst Corp., same ownership as Baltimore News-Post, New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph (WCAE), Chicago Herald-American, Milwaukee Sentinel (WISN), Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald Express, San Antonio Light, Seattle Post-Intelligencer.
- WMAR-TV Baltimore—Licensed to A. S. Abell Co., publisher of Baltimore Sunpapers.

MASSACHUSETTS

WHYN-AM-FM-TV Springfield-Holyoke — Licensed to Hampden-Hampshire Corp.; same ownership as Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette. Note: Sale of 50% interest to employe pension funds of Springfield News and Union pending FCC approval.

MICHIGAN

WBKZ-TV Battle Creek—Licensed to Booth Radio & Television Stations Inc. Mr. John L. Booth, president, personally owns 3% of Booth Newspapers Inc. (Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News).

WJBK-AM-TV Detroit — Licensed to Storer Broadcasting Co. Same interests (George B. Storer) own Miami Beach Florida Sun. See also WAGA Atlanta; WSPD Toledo; WBRC Birmingham, and KGBS San Antonio.

WWJ-AM-FM-TV—Detroit—Licensed to Evening News Association, publisher of Detroit News.

MINNESOTA

MINNESOTA

KHTV (TV) Hibbing—Licensed to North Star Television Co., 6.5% owned by Paul Hitchcock, president-publisher of Hibbing Tribune.

WCCO-AM-TV Minneapolis—Licensed to Midwest Radio-Television Inc., 53% owned by MidContinent Radio-Television Inc., 47% owned by CBS. Mid-Continent is owned 50% by Northwest Publications Inc. (Ridder newspapers) and 50% by Minnesota Tribune Co. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald, New York Journal of Commerce, New York Staats-Zeitung and Herold, Aberdeen (S.D.) American and News, Grand Forks (N.D.) Herald. San Jose (Cal.) Independent and Press-Telegram, Seattle Times (minority).

MISSISSIPPI

MISSISSIPPI

WJTV (TV) Jackson—Licensed to Mississippi
Publishers Corp., publisher of Jackson Clarion
Ledger and News.

WCOC-AM-TV Meridian—Licensed to Mississippi
Broadcasting Co. Owned by Withers Gavin,
publisher of weekly Meridian Record and
Clarke County Tribune (Quitman, Miss.).

WTOK-AM-TV Meridian—Licensed to Southern
Television Corp. James H. Shewes, 6.5% owner
of licensee, publisher of Meridian Star.

MISSOURI

MISSOURI

KHQA-TV Hannibal—Licensed to Lee Bestg. Inc., which is also licensee of WTAD-AM-FM Quincy, Ill., 20% owned by Hannibal Courier-Post, and 60% owned by Lee Radio Inc., licensee KGLO-AM-FM-TV Mason City, Iowa (Mason City Globe Gazette). Other Lee newspapers are La Crosse (Wis.) Tribune (WKBT [TV]). Davenport (Iowa) Times and Democrat, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

KRCG (TV) Jefferson City—Licensed to Jefferson Television Co., same ownership as Jefferson City—Licensed to Meredith Engineering Co., subsidiary of Meredith Publishing Co. (Better Homes & Gardens and Successful Farming). See also WOW Omaha, KPHO Phoenix, and WHEN Syracuse, N. Y.
WDAF-AM-TV Kansas City—Licensed to Kansas City Star Co., publisher of Kansas City Star KFEQ-AM-TV St. Joseph—Licensed to KFEQ Inc., 43% owned by News-Press & Gazette Co., publishers of St. Joseph News-Press and Gazette. Barton Pitts, president and 51% owner of licensee is the publisher of the Stockyard Journal.

KSD-AM-TV, St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.

KSTM-TV St. Louis—Licensed to Broadcast House Inc., 10% owned by East St. Louis (Ill.) Journal. KSTL St. Louis principals own 62% of KSTM-TV.

KWK-AM-TV St. Louis—Licensed to KWK Inc. Under option agreements, station is due to be 23% owned by St. Louis—Licensed to Springfield Television Inc., 49.6% owned by Springfield Newspapers Inc., publisher of Springfield Newspapers Inc., is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat.

MONTANA

KFBB-AM-TV Great Falls—Licensed to Wilkins Broadcast Inc., 27% owned by Fairmont Corp. (subsidiary of Anaconda Copper Co.), publisher of Missoula Missoulian and Sentinel, Butte Post and Montana Standard and Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5% ownership), Billings Gazette (66.67% ownership) and weekly Libby Western News (331/2% ownership).

NEBRASKA

WOW-AM-TV Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WHEN Syracuse, N. Y., KPHO Phoenix, Ariz., and KCMO Kansas City, Mo.

NEVADA

KLRJ-TV Henderson—Licensed to Southwest-ern Publishing Co. (Donald W. Reynolds). For newspaper ownership, see KFSA Fort Smith,

KLAS-TV Las Vegas—Licensed to Las Vegas Television Inc. Herman Greenspun, publisher of Las Vegas Sun, owns 10.17%. Licensee is 50% owned by R. G. Jolley, who owns 100% of KLAS

of Las Vegas Sun, owns 10.17%. Licensee is 50% owned by R. G. Jolley, who owns 100% of KLAS.

KZTV (TV) Reno—Licensed to Nevada Radio-Television Corp., owned by Donald W. Reynolds, publisher of Las Vegas (Nev.) Review Journal, Fort Smith (Ark.) Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times Democrat. See also KFSA Fort Smith, Ar., and KLRJ-TV Henderson, Nev.

NEW MEXICO

KOB-AM-TV Albuquerque—Licensed to Albuquerque Broadcasting Co., half-owned by Time Inc. (Time, Life and Fortune). See also KDYL Salt Lake City, Utah, and KLZ Denver.

NEW YORK

NEW YORK

WBEN-AM-FM-TV Buffalo—Licensed to WBEN Inc., same ownership as Buffalo News.

WGR-AM-TV Buffalo—Licensed to WGR Corp. Gazette Publishing Co. (WHLD-AM-FM-Niagara Falls Gazette) has option to acquire 25% interest.

WCNY-TV Carthage—Licensed to The Brockway Co., publisher of Watertown (N.Y.) Times (WWNY-AM-FM). Also owns WSMA-AM-FM Massena, N. Y.

WECT, Elmira—Licensed to El-Cor Television Inc., 51% owned by Corning (N.Y.) Leader, and 49% owned by Elmira (N.Y.) Star-Gazette (WENY-Gannett newspaper). See WHEC Rochester, N. Y.

WPIX (TV) New York—Licensed to WPIX Inc., same ownership (Robert R. McCormick) as New York News, Chicago Tribune (WGN).

WHEC-AM-TV Rochester—Licensed to WHEC Inc., owned by Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle. Other Gannett newspapers are Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority) (WHDL), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser (WENY), Binghamton Press, all New York; Hartford (Conn.) Times (WGTH), Plainfield (N.J.) Courier-News, Danville (Ill.) Commercial News (WDAN).

WHEN-AM-TV Syracuse—Licensed to Meredith Syracuse Television Corp., same ownership as Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WOW, Omaha, Neb., KPHO-TV Phoenix, Ariz., and KCMO Kansas City, Mo.
WSYR-AM-FM-TV Syracuse—Licensed to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as Syracuse post-Standard and Herald-Journal, Newark (N.J.) Star-Ledger, Long Island Press and Star-Journal, Staten Island Press and Star-Journal, Staten Island Press and Star-Journal, Staten Island (N.Y.) Advance, Nassau (N.Y.) Review Star, Harrisburg (Pa.) Patriot and News (WPTA [TV] and Portland (Ore.) Oregonian (50% of KOIN).

NORTH CAROLINA

NORTH CAROLINA

WBT, WBTV (TV) Charlotte—Licensed to Jefferson Standard Bestg. Co., subsidiary of Jefferson Standard Life Insurance Co. which owns WBIG Greensboro, N. C., and 16½% of Greensboro News and Record (WFMY [FM] and WFMY-TV). Jefferson Standard also owns WBTW (TV) Florence, S. C.
WTVD (TV) Durham—Licensed to Durham Bestg. Enterprises Inc., 25% owned by Durham Herald and Sun (WDNC-AM-FM).
WFMY (FM), WFMY-TV Greensboro—Licensed to Greensboro News Co., publisher of Greensboro News and Record.
WGTC, WNCT (TV) Greenville—Licensed to Carolina Broadcasting System Inc., 10% owned by Josh Horne, principal in Rocky Mt. (N. C.) Telegram, and 10% by Herbert Brauff, owner of Wilson (N. C.) Times.
WNAO-AM-FM-TV Raleigh—Licensed to Sir Walter Television Co., 14% owned by Raleigh News & Observer.
WSJS-AM-TV Winston-Salem—Licensed to Triangle Broadcasting Corp., 66%% owned by Piedmont Publishing Co., publisher of Winston-Salem Journal and Twin City Sentinel.

NORTH DAKOTA

WDAY-AM-TV Fargo—Licensed to WDAY Inc. Controlling stockholders own Fargo Forum.

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WAKR-AM-FM-TV Akron—Licensed to Summit Radio Corp., owned 45% by Akron Beacon-Journal (Knight newspaper). Other Knight newspapers are Chicago Dalty News (WIND), Detroit Free Press and Miami Herald (WQAM), WICA-AM-FM-TV Ashtabula—Licensed to WICA Inc. Same ownership as Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph, all Ohio. WCPO-AM-FM-TV Cincinnati — Licensed to Scripps-Howard Radio Inc., same ownership as Cincinnati Post. See also WEWS Cleveland and WMC Memphis.

WKRC-AM-FM-TV Cincinnati—Licensed to Radio Cincinnati Inc., same ownership as Cincinnati Times-Star. See also WTVN (TV), Columbus, Ohio.

WEWS (TV) Cleveland—Licensed to Scripps-Howard Radio Inc. Scripps-Howard newspapers are Cleveland Press, New York World-Telegram & Sun, Cincinnati Post (WCPO), Pittsburgh Press, Columbus (Ohio) Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel (WNOX), Memphis Commercial Appeal and Press-Scimitar (WMC), Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald.

WHK-AM-FM-TV Cleveland—Licensed to United Bestg, Co., owned by Cleveland Plain Dealer and News, which also has 40% interest in WKBN-AM-FM-TV Cloumbus—Licensed to Dispatch Printing Co., publisher of Columbus Dispatch. WTVN (TV) Columbus—Licensed to WTVN Inc. Same ownership as Cincinnati Times-Star (WKRC).

WHIO-AM-FM-TV Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as Dayton News and Journal Herald, Atlanta Journal and Constitution (WSB), Miami News, Springfield (Ohio) News and Sun.

WMAC (TV) Massillon—Licensed to Midwest Tv Co., owned by Edward Lamb, publisher of Erie (Pa.) Dispatch. See also WKK, Erie, Pa. WSPD-AM-FM-TV Toledo—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as Miami Beach Florida Sun. See also WAGA Atlanta, Ga.; WJBK Detroit, WBRC-TV Birmingham and KGBS San Antonio.

WKBN Broadcasting Co., publisher of Youngstown — Licensed to Windicator Printing Co., publisher of Cieveland Plain-Dealer and News.

WHIZ-AM-TV Zenesville—Licensed to Southeastern Ohio Television System. Majority ownership also owns Zanesville Signal and Times-Recorder.

OKLAHOMA

KVSO-AM-TV Ardmore—Licensed to John F. Easley, publisher of Ardmore Ardmoreite. WKY-AM-TV Oklahoma City—Licensed to WKY Radiophone Co., same ownership as Oklahoma City Oklahoman and Times, Farmer-Stockman.

KBES-TV Medford—Licensed to Southern Oregon Bestg. Co., 1623% owned by Amos Voorhies. Dublisher of Grants Pass (Ore.) Courier. KOIN-AM-FM-TV Portland—Licensed to Mt. Hood Radio & Television Bestg. Co., 50% owned by Samuel I. Newhouse and wife, owners of Portland Oregonian. For other Newhouse newspapers, see WSYR Syracuse, N. Y.

PENNSYLVANIA

WLEV-TV Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as Lancaster New Era and Intelligencer. Operated independently. See also WGAL Lancaster and WDEL Wilmington, Del.

WEEX-AM-FM, WGLV (TV) Easton—Licensed to Easten Publishing Co., publisher of Easton Express.

WIKK, WICU (TV) Erie—Licensed to Dispatch Inc., publisher of Erie Dispatch. See also WMAC Massillon, Ohio.

WSEE (TV) Erie—Licensed to Great Lakes Television Co., one-third owned by George J. Meade and family. Mr. Meade is publisher of Erie Times.

Times.
WTPA-TV Harrisburg—Licensed to Harrisburg
Broadcasters Inc., owned by Donald E. Newhouse (Newhouse newspapers). Newhouse
newspapers are Harrisburg Patriot and News,
Syracuse (N.Y.) Post-Standard and Herald
Journal (WSYR), Newark (N.J.) Star-Ledger,
Jersey City (N.J.) Journal, Long Island (N.Y.)
Press and Star-Journal, Staten Island (N.Y.)
Advance, Portland Oregonian (50% of KOIN).
WJAC-AM-FM-TV Johnstown — Licensed to
WJAC Inc., same ownership as Johnstown
Tribune.
WGAL-AM-FM-TV Lancaster — Licensed to

WJAC Inc., same ownership as Johnstown Tribune.

WGAL-AM-FM-TV Lancaster — Licensed to WGAL Inc., same ownership (Steinman & Steinman Inc.) as Lancaster Intelligencer-Journal and New Era. See also WDEL Wilmington, Del., and WLEV-TV Bethlehem, Pa. Stations operated independently.

WLBR-TV Lebanon—Licensed to Jebanon Television Corp., 52% owned by WLBR-AM-FM, 36% by Lebanon News.

WCAU-AM-FM-TV Philadelphia — Licensed to WCAU Inc., same ownership as Philadelphia Bulletin.

WFIL-AM-FM-TV Philadelphia—Licensed to Triangle Publications Inc., publisher of Philadelphia Inquirer.

WKJF-FM-TV Pittsburgh—Licensed to Agnes J. Reeves Greer, controlling stockholder of Morgantown (W. Va.) Dominion News and Post, and weekly New Martinsville (W. Va.) Wetzel Republican.

WEEU-AM-TV Reading — Licensed to Hawley Broadcasting Co. affiliated with Reading Times

WEEU-AM-TV Reading — Licensed to Hawley Broadcasting Co., affiliated with Reading Times and Eagle.

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WILK-AM-TV Wilkes-Barre—Licensed to Wyo-ming Valley Broadcasting Co. Stockholders own interests in *DuBois Courier-Express* and *Butler Eagle*, both Pa.

SOUTH CAROLINA
WAIM-AM-TV, WCAC (FM) Anderson—Licensed to Wilton E, Hall, publisher of Anderson Independent and Mail.

WBTW (TV) Florence—Licensed to Jefferson Standard Bestg. Co., subsidiary of Jefferson Standard Life Insurance Co., 16½% owner of Greensboro (N.C.) News and Record. See also WBT Charlotte and WFMY (FM) Greensboro, N. C.

WFBC-AM-FM-TV Greenville — Licensed to WMRC Inc., 39% owned by Greenville News-WMRC Inc. Piedmont.

TENNESSEE

WMC, WMCF (FM), WMCT (TV) Memphis— Licensed to Memphis Publishing Co., publisher of Memphis Commercial Appeal and Press-Scimttar. For other Scripps-Howard news-papers, see WEWS, Cleveland.

TEXAS

KGNC-AM-TV Amarillo—Licensed to Globe News Publishing Co., publisher of Amarillo News and Globe-Times, Lubbock (Tex.) Ava-lanche and Journal. See KFYO Lubbock, Tex.

KRLD-AM-FM-TV Dallas—Licensed to KRLD Radio Corp., same ownership as Dallas Times-Herald.

WFAA-AM-TV Dallas—Licensed to A. H. Belo Corp., publisher of Dallas News.

KROD-AM-TV El Paso—Licensed to Roderick Broadcasting Corp., 80% owned by Dorrance D. Roderick, 75% owner of El Paso Times.

WBAP-AM-FM-TV Fort Worth—Licensed to Carter Publications Inc. (Fort Worth Star-Telegram).

ter Publications Inc. (Fort Worth Star-Telegram).

KPRC-AM-FM-TV Houston—Licensed to Houston Post Co., publisher of Houston Post.

KFYO-AM-TV Lubbock — Licensed to Plains Radio Broadcasting Co., 81% owned by Globe News Publishing Co., publisher of Lubbock Avalanche and Journal, Amarillo (Tex.) News and Globe-Times. See KGNC Amarillo, Tex.

KGBS-AM-TV, San Antonio—Licensed to San Antonio Bostg. Co., owned by Storer Broadcasting Co., owner of Miami Beach Florida Sun. See WAGA Atlanta, Ga.; WJBK Detroit; WBRC Birmingham; WSPD Toledo.

KCEN-TV Temple—Licensed to Bell Publishing Co., publisher of Temple Telegram.

KCMC-AM-FM-TV Texarkana — Licensed to KCMC Inc., subsidiary of Camden Newspapers Inc. (Camden [Ark.] News). Same interests (C. E. Palmer and family) own Texarkana Gazette and News, Hot Springs Sentinel Record and New Era (KTVR [TV]), Eldorado Times and News (50%), Russellville Courier-Democrat (50%), all Arkansas, and Jacksonville (Tex.) Daily Progress (25%).

UTAH

UTAH

KDYL-AM-FM, KTVT (TV) Salt Lake City—
Licensed to Inter-Mountain Broadcasting &
Television Corp., 80% owned by Time Inc.,
publisher of Time, Life and Fortune. See also
KOB Albuquerque, N. M. and KLZ Denver.

KUTV (TV) Salt Lake City—Licensed to Utah
Broadcasting & Television Corp., 50% owned
by Salt Lake Tribune Publishing Co., publisher
of Salt Lake Tribune and Telegram and 50%
owned by Utah Bsctg. & Television Co.
(KUTA).

VIRGINIA

WTAR-AM-FM-TV Norfolk—Licensed to WTAR Radio Corp., same ownership as Norfolk Virginian-Pilot and Ledger-Dispatch,

WASHINGTON

KHQ-AM-TV, Spokane—Licensed to KHQ Inc. Same ownership as Spokane Spokesman-Review and Chronicle.

KTNT-TV Tacoma—Licensed to Tribune Publishing Co., publisher of Tacoma News-Tribune. Alton F. Baker, 12.46% owner, owns Eugene (Ore.) Register-Guard (KERG).

WEST VIRGINIA

WBLK-AM-TV Clarksburg—Licensed to Ohio Valley Bestg. Corp., 89% owned by News Publishing Co., publisher of Wheeling Intelligencer and News-Register and other W. Va. newspapers. See also WTRF Wheeling, W. Va.

WVWW, WJPB (FM), WJPB-TV Fairmont—Licensed to Fairmont Broadcasting Co., owned by J. Patrick Beacom, publisher of weekly Mannington (W. Va.) Times.

WSAZ-AM-TV Huntington—Licensed to WSAZ Inc., 89% owned by Huntington Publishing Co., (Huntington Herald-Dispatch and Advertiser).

WTRF-AM-FM-TV Wheeling—Licensed to Tri-City Broadcasting Co., 30% owned by News Publishing Co., publisher of Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News, all West Virginia, and 30% owned by A. V. and G. C. Dix, publishers of Martins Ferry-Bellaire Times-Leader. See also WBLK Clarksburg, W. Va.

WISCONSIN

WISCONSIN

WEAU-AM-FM-TV Eau Claire—Licensed to Central Bestg. Co., 25% owned by Eau Claire Leader and Telegram, and 75% ownes by Morgan Murphy and associates, owners of Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald and Highland Park News-Herald and Lafayette (La.) Advertiser. See also KVOL Lafayette, La., KGTV (TV) Des Moines, Iowa.

WKBT (TV) La Crosse—Licensed to WKBH Tv. Inc., 41% owned by La Crosse Tribune. (See also KHGA-TV Hannibal, Mo.) and 40% owned by WKBH Inc. (WKBH La Crosse-Howard Dahl).

by WKBH Inc. (WKBH La Crosse-Howard Dahl).

WTMJ-AM-TV Milwaukee—Licensed to The Journal Co. (Milwaukee Journal).

WSAU-AM-TV Wausau—Licensed to Wisconsin Valley Television Corp., 25% owned by Wausau Record Herald, 12.5% by Marshfield News Herald, 8.32% owned by Merrill Herald, 8.32% by Rhinelander News, 6.25% by Wisconsin Rapids Tribune (WFHR) and 4.18% by Antigo Journal (WATK).

WYOMING

KFBC-AM-TV Cheyenne—Licensed to Frontier Broadcasting Co. One third owned by publisher of Cheyenne Wyoming Eagle and State Tribune, Laramie Bulletin and Republican Boomerang, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming News.

HAWAII

HAWAII

KGMB-AM-TV Honolulu—Licensed to Hawaiian
Broadcasting System Ltd., 24.55% owned by
Honolulu Star-Bulletin.

KGU, KONA (TV) Honolulu—Licensed to Radio
Honolulu Ltd., 50% owned by Honolulu Advertiser.

PUERTO RICO

WKAQ-AM-TV San Juan—Licensed to El Mundo Broadcasting Corp., owned by Angel Ramos, publisher of San Juan El Mundo.

STATION AUTHORIZATIONS

FOR comparative purposes, here is the status of broadcast station authorizations at FCC on Dec. 31, 1953, and July 31, 1954:

on Dec. 51, 1995, and 5 diy 51, 1994.										
	Dec. 31, 1953					July	July 31, 1954			
		Educa- Ed			Educa tiona			Educa- tional		luca- onal
	AM	FM	$\mathbf{F}\mathbf{M}$	TV	TV	$\mathbf{A}\mathbf{M}$	FM	FM	TV	TV
Licensed (all on air)	2500	533	112	101	0	2573	533	117	105	0
CPs on air	21	27	0	225	4	19	26	0	304	7
Total on air	2521	560	112	356	4	2592	559	117	409	7
CPs not on air	115	20	9	211	25	121	12	6	169	25
Total authorized	2636	580	121	567	29	2713	571	123	578	32
New station applications	172	4	1	178	17	167	5	1	16	15
New applications in hearing	66	0	0	153	0	64	0	0	174	0
Facilities change requests	149	29	3	16	1	128	17	1	31	2
Total applications pending	863	133	6	326	32	714	103	3	227	30
Licenses deleted for year to date	7	67	0	0	0	5	19	1	0	0
CPs deleted for year to date	19	13	2	33	0	10	1	0	56	0

COLUMBIA BROADCASTING SYSTEM INC.
485 Madison Ave., New York 22, N. Y. Telephone Plaza 1-2345
(For Executives of CBS Television Division, see page 28)

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RCA Victor Television Division, Front & Cooper Streets, Camden, N. J.

RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y.

National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y. RCA Communications Inc., 66 Broad Street, New York 4, N. Y.

Radiomarine Corporation of America, 75 Varick Street, New York 13, N. Y. RCA Institutes Inc., 350 West Fourth Street, New York 14, N. Y.

RCA Service Co., Gloucester, N. J. (See Personnel of Equipment Companies.)

RCA Victor Distributing Corp., 666 N. Lake Shore Drive, Chicago 11, Illinois.

RCA Estate Appliance Corporation, Hamilton, Ohio

RCA Victor Radio and "Victrola" Division, Front and Cooper Streets, Camden, N. J.

RCA Victor Record Division, 630 Fifth Avenue, New York, N. Y. RCA Victor Home Appliance Division, Front & Cooper Streets, Camden, N. J.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS: 1954 OFFICERS

Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone Decatur 2-9300 West Coast Office: 6087 Sunset Blvd., Hollywood, 28, Calif. Phone: Hollywood 4-8311

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OFFICERS		_	PRESIDENTS			Directors-at-Large	
President & Chairman of Board HAROLD E. FEI	LOWS		F. McDonald Jr. (WJAZ) V. Elliott (WHO)	19231925 19251926	Large	John H. DeWitt Jr., WSM	1955
Secretary-Treasurer C. E. ARN		Earle C.	Anthony (KFI)	1926-1928	Stations	Nashville Martin B. Campbell, WFAA	1956
		William	S. Hedges (WMAQ)	1928-1930	35 11	Dallas, Texas	
DEPARTMENT EXECUTIVES		*Harry	J. Damm (WTMJ) Shaw (WMT)	1930–1931 1931–1932	Medium	G. Richard Shafto, WIST Charlotte, N. C.	1955
Employe-Employer Relations Dept. Charles H. Tower. Manager		Alfred J	, McCosker (WOR)	1932-1934	Stations	J. Frank Jarman, WDNC	1956
James H. Hulbert, Assistant to Manage	rer	J. Trum	an Ward (WLAC)	1934-1935	G 11	Durham, N. C.	4055
Engineering Dept.	,	*Charles	'itzpatrick (WJR) W. Myers (KOIN)	1935–1936 1936–1937	Small Stations	Edgar Kobak, WTWA Thomson, Ga.	1955
A. Prose Walker, Manager	4	John Eli	mer(WCBM) 6-23-	37-2-16-38	2 14 110 110	Lester L. Gould, WJNC	1956
Ruth Brewer, Administrative Assiste Government Relations Dept.	int	Mark El Neville	hridge (WHAS) 3-30)-387-1-38 383-1-44	$\mathbf{F}\mathbf{M}$	Jacksonville, N. C. Ben Strouse, WWDC-FM	1955
Ralph W. Hardy, Vice President				-30-3-1-44 -449-30-45	Stations	Washington	1500
Oscar Elder, Assistant to Vice Presid	dent	Justin M	liller 10-1	-45-6-4-51		H Quenton Cox KGW-FM	1956
Information Dept.		Harold I	E. Fellows (WEEI) 6-4	<u>-51</u>	Network	Portland, Ore. Earl M. Johnson, MBS	1955
Fran Riley, Manager Sally Kean, Assistant Manager		* Deceas	ed		2107110211	New York	1000
Legal Dept.		2000000			C1	TELEVISION BOARD	40-0
Vincent T. Wasilewski, Chief Attorne	ey		-		Chmn.	Clair R. McCollough, WGAL-TV Lancaster, Pa.	1956
Abiah A. Church, Attorney		Dist. 2	E. R. Vadeboncoeur, WSYR	1956	Vice	Campbell Arnoux, WTAR-TV	1955
Public Affairs Dept. John H. Smith Jr., Manager		Dist. 3	Syracuse George H. Clinton, WPAR	1955	Chmn.	Norfolk, Va. John Esau, KTVQ (TV)	1956
Radio		Dist. 0	Parkersburg, W. Va.	1300		Oklahoma City	1950
John F. Meagher, Vice President		Dist. 4	James H. Moore, WSLS	1956		Harold Hough, WBAP-TV Fort Worth	1956
Research Dept.		72-1 -	Roanoke, Va.	4000		Paul Raibourn, KTLA (TV)	1955
Richard M. Allerton, Manager Louise K. Aldrich, Librarian		Dist. 5	John Fulton, WQXI Atlanta	1955		Los Angeles	
Station Relations Dept.		Dist. 6	Henry B. Clay, KWKH	1956		W. D. Rogers Jr., KDUB-TV Lubbock, Texas	1956
William K. Treynor, Manager Jack L. Barton, Assistant Manager			Shreveport, La.			George B. Storer	1956
Television		Dist. 7	F. Ernest Lackey, WHOP Hopkinsville, Kv.	1955		Storer Broadcasting Co. Robert D. Swezey, WDSU-TV	1956
Thad H. Brown, Vice President and C	Counsel	Dist. 8	Robert B. McConnell, WISH	1956		New Orleans	
to Tv $Board$		Dist. U	Indianapolis, Ind.	1330		Kenneth L. Carter, WAAM (TV) Baltimore	1955
Howard H. Bell, Assistant to Vice Pr. Television Code Affairs	esiaeni	Dist. 9	Hugh K. Boice Jr., WEMP	1955		William Fay, WHAM-TV	1955
Edward H. Bronson, Director		71.1.10	Milwaukee	4070		Rochester, N. Y. Ward Quaal, WLWT (TV)	1955
Bette Doolittle, Assistant to Director		Dist. 10	E. K. Hartenbower, KCMO Kansas City, Mo.	1956		Cincinnati	1933
Auditor William L. Walker		Dist. 11	(To be elected)		Network	Alexander Stronach, ABC	1955
William D. Walker			Cy Casper, WBBZ	1956		New York Merle S. Jones, CBS	1955
BOARD OF DIRECTORS			Ponca City, Okla.			New York	
1954-1955 RADIO BOARD		Dist. 13	Kenyon Brown, KWFT Wichita Falls, Texas	1955		Ted Bergmann, DuMont New York	1955
MADIO BOARD	Term	Dist 14	Walter Wagstaff, KIDO	1956		Frank M. Russell, NBC	1955
I	Expires	D150. 11	Boise, Idaho	1000		Washington	
Chmn. Henry B. Clay, KWKH	1955	Dist. 15	William D. Pabst, KFRC	1955	Television	n Code Review Board—John E. Fe O-TV Kalamazoo, Mich., chairma:	etzer,
Shreveport, La.	1055	Dist 12	San Francisco, Calif.	1050	Leona	ard Reinsch, WSB-TV Atlanta,	vice
Vice E. K. Hartenbower, KCMO Chmn. Kansas City, Mo.	1955	D1St. 16	Albert D. Johnson, KOY Phoenix, Ariz.	1956	chair	nan; William B. Quarton, WMT Rapids, Iowa; Mrs. A. Scott Bu	r-TV,
Dist. 1 Herbert L. Krueger, WTAG	1955	Dist. 17	Richard M. Brown, KPOJ	1955	KING	-TV. Seattle: G. Richard Shafto,	WIS-
Worcester, Mass.			Portland, Ore.		TV, C	olumbia, S. C.	

STATE ASSOCIATIONS OF RADIO AND TELEVISION BROADCASTERS

Alabama Broadcasters Association

P. O. Box 477, University, Ala. Founded in 1946; meetings in spring and fall; number of members 69. Officers: J. Dige Bishop, WCTA, Andalusia, president; Dick Biddle, WOWL, Florence, vice president; Elmer G. Salter, WAUD, Auburn, secretary-treasurer; T. E. Martin, WAPX, Montgomery, legislative chairman.

Arizona Broadcasters Association

Founded in 1952; meetings in January, elections in January, number of members 20. Officers: Charles H. Garland, KOOL, Phoenix, president; William F. Parady, KCKY, Coolidge, vice president; William L. Lindsey, KYMA, Yuma, secretary-treasurer; Richard O. Lewis, KTAR, Phoenix, legislative chairman.

Arkansas Broadcasters Association

P. O. Box 550, Little Rock, Arkansas. Founded in 1946; meetings in Spring and Fall; elections in Spring; number of members 37. Officers: President, W. N. McKinney, KELD El Dorado; vice president, L. B. Tooley, KXAR Hope; Melvin Spann, KWAK Stuttgart, secretary-treasurer; Jay P. Beard, KBTM Jonesboro, legislative Jay P. I

California State Radio and Television Broadcasters Association, Inc.

1420 Truxton Ave., Bakersfield, Calif. Founded in 1947; meetings in November (and on special call); elections in November, number of members 97. Officers: William J. Beaton, KWKW, Pasadena, president; George Greaves, KWBC San Francisco, vice president; Gene DeYoung, KERO Bakersfield, secretary-treasurer; C. L. McCarthy, KROY Sacramento, legislative chairman.

Colorado Broadcasters Association

c/o President or Secretary. Founded in 1950; meetings semi annual; elections in March; number of members 34. Officers: James D. Russell, KKTV (TV) Colorado Springs, president; Frank Bishop, KFEL-TV Denver, vice president; Elwood Meyer, KYOU Greeley, secretary-treasurer; Robert Ellis, KGHF Pueblo, legislative chairman

Florida Association of Broadcasters

c/o President or Secretary. Founded in 1936; meetings in May or June and November; elections in May or June; number of members 76. Officers: John B. Browning, WSPB Sarasota, president; A. B. Letson, WCNH Quincy, vice president; H. Dennison Parker, WTAW Clearwater, vice president; George Friend, WPLA Plant City, secretary-treasurer; George Thorpe, WVCG, Coral Gables, legislative chairman.

Georgia Association of Broadcasters

c/o President or Secretary. Founded in 1935; meetings first weekend after Labor Day and Winter; elections by mail following Winter meeting; number of members 56. Officers: E. F. MacLeod, WDAK-TV Columbus, president; Glen Jackson, WAGA Atlanta, vice president; L. H. Christian, WRFC Athens, secretary-treasurer.

Hawaiian Association of Radio and Television Broadcasters

P. O. Box 1380, Honolulu, T. H. Founded in 1952; meetings on call; elections in May; number of members 18. Officers: Fin Hollinger, KPOA Honolulu, president; Ezra Crane, KMVI Waluku, vice president; Ira Mercer, KHON Honolulu, secretary-treasurer.

Idaho Broadcasters Association

Box 31, Pocatello, Idaho. Founded in 1951, meetings in Spring and Fall; elections in Fall; number of members 21. Officers: Edward P. Hurt, KFXD Nampa, president; Donald A. Thomas, KRLC Lewiston, vice president; Florence M. Gardner, KTFI Twin Falls, secretary-treasurer; Walter E. Wagstaff, KIDO Boise, legislative chairman.

Illinois Broadcasters Association

c/o President or Secretary-Treasurer. Founded in 1948; meetings in February and October; elections in autumn; number of members 65. Officers: Robert J. Burow, WDAN Danville, president; Harold L. Dewing, WCVS Springfield, vice president; R. Karl Baker, WLDS Jackson-ville, secretary-treasurer; Oliver J. Keller, WTAX Springfield, legislative chairman.

Indiana Broadcasters Association, Inc.

Box 89, Washington, Ind. Founded in 1944; meeting four times a year; elections in March; number of members 49. Officers: C. Bruce Mc-Connell, WISH Indianapolis, president; W. Farrell Rippetoe, WBOW Terre Haute, vice president (am); Joe Edwards, WFML (FM) Washington, vice president (fm); Don Burton, WLBC Muncie, vice president (tv); Lester G. Spencer, WKBV Richmond, secretary-treasurer; C. Bruce McConnell, WISH Indianapolis, legislative chairman.

Iowa Broadcasters Association

rowa Broadcasters Association c/o President. Founded in 1951; meetings annually; elections annually; number of members 35. Officers: Ernest C. Sanders, WOC-AM-TV Davenport, president; Walter Teisch, KOEL Oelwein, vice president; Bill Baldwin, WHO Des Moines, secretary-treasurer.

Kansas Association of Radio Broadcasters

KSAL Salina, Kansas. Founded in 1951; meetings in April or May; elections in April or May; number of members 37. Officers: Ray V. Jensen, KSAL Salina, president; Fred Conger, WREN Topeka, vice president; Grover Cobb, KVGB Great Bend, secretary-treasurer; Wendell Elliot, KGNO Dodge City, legislative chairman.

Kentucky Broadcasters' Association

c/o Hugh O. Potter, Secy.-Treas., P. O. 536, Owensboro. Founded in October 1945; meetings in October and June: elections in October; number of members 50. Officers: Mike Layman, WSFC Somerset, president; Sam Livingston, WKYB Paducah, vice president; Gilmore Nunn, WLAP Lexington, vice president; Hugh O. Potter, WOMI Owensboro, secretary-treasurer; J. W. Betts, WFTM Maysville, legislative chairman.

Louisiana Association of Broadcasters

P. O. Box 4218, Shreveport, Louisiana. Founded in 1945; meetings in June and November; elections in November; number of members 42. Officers: Willard Cobb, KALB Alexandria, president; Frank Ford Jr., KENT Shreveport, vice president; Jerry Hamm, KANE New Iberia, secretary-treasurer.

Maine Radio & Tv Broadcasters Association

c/o WPOR Portland, Maine. Founded in 1947; meetings in October; elections in October; number of members 15. Officers: Harold H. Meyer, WPOR Portland, president; Harold Glidden, WAGM Presque Isle, vice president; Francis H. Farnum Jr., WGAN Portland, secretary-treasurer; Frank S. Hoy, WLAM Lewiston, legislative chairman.

Maryland-D. C. Radio and Television Broadcasters Association

c/o President or Secretary-Treasurer. Founded in 1951; meetings in June and November; elections in November; number of members 29. Officers: Joseph L. Brechner, WGAY Silver Spring, Md., president; Les Peard, WBAL Baltimore, secretary-treasurer.

Michigan Association of Broadcasters

c/o WOOD Grand Rapids, Michigan. Founded in 1948; meetings in June and November; elections in November. Officers: John F. Wismer, WHLS Port Huron, president; Willard Schroeder, WOOD Grand Rapids, secretary-treasurer; Gayle Grubb, WJBK Detroit, vice president.

Minnesota Association of Broadcasters

WDGY, 609 Second Ave. So., Minneapolis. Founded in 1946; meetings in September; elections in September; number of members 30. Officers: C. T. Hagman, WDGY Minneapolis, president; Lee L. Whiting, KEYD Minneapolis, vice president; Manny Marget, KVOX Moorehead, secretary-treasurer; C. T. Hagman, WDGY Minneapolis, legislative chairman.

Mississippi Broadcasters Association

c/o President or Secretary-Treasurer. Founded in 1942; meetings in March or April; elections in March or April; number of members 46. Of-ficers: Bob Evans, WELO Tupelo, president; Ed Wilkerson, WSLI Jackson, vice president: Granville Walters, WAML, Laurel, secretary-treasurer.

Missouri Broadcasters Association

P. O. Box 1716 S.S.S. Springfield, Mo. Founded in 1948; meetings in April and August; elections in August; number of members 47. Officers: Robert F. Neathery, KWPM West Plains, president; R. M. Hetherington, WIL St. Louis, vice president: Catherine Roer, KWOS Jefferson City, secretary-treasurer.

Montana Radio Stations Inc.

P. O. Box 1015, KATL Miles City. Founded in 1949; meetings 2d week in January and last week in August; elections 2d week in January; number of members 26. 100% of licensed stations in the state. Officers: Ian Elliot, KATL Miles City, president; Joe Wilkins, KFBB Great Falls, vice president; Helen Ryan, KANA Anaconda, secretary-treasurer.

Nebraska Broadcasting Association

c/o WJAG Norfolk, Nebraska. Founded in 1934; meetings May 1st; elections May 1st; number of members 28. Officers: Harry Burke, KFAB Omaha, president; Max Young, KSID Sidney, vice president.

Nevada State Broadcasters Association

KOLO, P. O. Box 821, Reno, Nevada. Founded in 1949; meetings as called; elections yearly; number of members 12. Officers: H. G. Wells, KOLO Reno, president; Fred Stoye, KLAS Las Vegas, vice president; Bob Stoddard, KATO Reno, secretary-treasurer; H. G. Wells, KOLO Reno, legislative chairman.

New Jersey Broadcasters Association

WSNJ Bridgeton, New Jersey. Founded in 1947; meetings 2nd week in May and 2nd week in October; elections 2nd week in October; number of members 17. Officers: Everett Rudloff, WJLK Asbury Park, president; Jerome P. McCarthy, WTOA Trenton, secretary-treasurer; Gordon Giffen, WKDN Camden, vice president; Fred Bernstein, WTTM Trenton, legislative chairman.

New Mexico Broadcasters Association

759 Cerrillos Road, Santa Fe, New Mexico. Founded in 1952; meetings in September and April: elections in April; number of members 18. Officers: Merle H. Tucker, KGAK Gallup, president; Wayne Phelps, KALG Alamagardo, vice president; A. M. Cadwell, KOAT Albuquerque, treasurer; Margaret H. Wettling, secretary.

North Carolina Association of Broadcasters Inc.

Founded in 1932; meetings in June and October; elections in October; number of members 96. Officers: James McNeil, WTSB Lumberton, president; William S. Page, WFTC Kinston, vice president; J. T. Snowden, WCPS Tarboro, secretary-treasures.

North Dakota Broadcasters Association

KDIX, Dickinson, N. Dak. Founded in 1953; meetings 2d week in October; elections 2d week in October; number of members 14. Officers: F. E. Fitzsimonds, KFYR Bismarck, president; Elmer Hanson, KNOX Grand Forks, vice president; Orville F. Burda, KDIX Dickinson, secretary transfers. dent; Orville F tary-treasurer.

Ohio Association of Radio & Television Broadcasters

33 North High St., Columbus. Founded in 1935; one meeting in the Fall and one meeting in the Spring; elections in the Spring; number of members 70. Officers: Robert W. Ferguson, WTRF Bellaire, president; Herbert E. Evans, Peoples Broadcasting Corp., vice president, radio; Allen Haid, WSPD-TV, Toledo, vice president, television; Carlton S. Dargusch Jr., secretary-treasurer

Oklahoma Association of Broadcasters

P. O. Box 588, Ponca City, Oklahoma. Founded in 1948; meetings in January; elections in Janu-ary; number of members 36. Officers: Frank S. Lane, KRMG Tulsa, president; T. N. Raburn Jr., KGYN Guymon, vice president; Guy B. Farnsworth, KCRC Enid, secretary-treasurer.

Oregon State Broadcasters Association

R. E. Summers, Manager, Journalism Bldg., Univ. of Oregon, Eugene, Oregon. Founded in 1940; meetings semi-annually; elections annually; number of members 45. Officers: Paul Walden, KODL The Dalles, president; R. D. Holmes, KAST Astoria, vice president; Mrs. Iris Hellimell, KRXL Roseburg, secretary-treasurer; R. M. Brown, KPOJ Portland, legislative chairman.

Pennsylvania Association of Broadcasters

Address, WTPA Harrisburg. Founded in 1922; meetings in May; elections in May; number of members 108. Officers: David Bennett, WTPA (TV) Harrisburg, president; Joseph T. Connolly, WCAU Philadelphia, first vice president; Thomas B. Price, WBVP Beaver Falls, second vice president; Roy C. Morgan, WILK Wilkes-Barre, secretary; Thomas W. Metzger, WMRF Lewistown, tressurer

Puerto Rican Association of Broadcasters

Box 4504, San Juan, Puerto Rico. Founded in 1947; meetings second Monday of each month; elections second Wednesday of July; number of members 19. Officers: Tomas Muniz Souffront, WIAC Santurce, president; Alfonso Gimenez Aguayo, WPAB Ponce, vice president; Frederico E. Virella, WVJP Caguas, secretary; Gustavo Diaz, WENA Bayamon, treasurer.

Rhode Island Radio & Television Broadcasters Association

c/o WPJB, Journal Bldg., 75 Fountain St., Providence. Founded in 1953; meetings in June; elections in June; number of members 12. Officers: H. William Koster, WPJB Providence, president; Norman Gittleson, WJAR-TV Providence, vice president; Albert N. Armstrong Jr., WEAN Providence, secretary-treasurer.

South Carolina Radio and Television Broadcasters Association

Sec's Office, Box 30, Sumter, S. C. Founded in 1947; meetings in January; elections in January; number of members 36. Officers: C. Wallace Martin, WMSC Columbia, president; Frank Best, WTIX New Orleans, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer.

Southern California Broadcasters Assn.

6047 Hollywood Blvd., Hollywood 28. Officers: Robert J. McAndrews, KBIG Avalon, president; Norman J. Ostby, Don Lee Broadcasting System, vice president; Thelma Kirchner, KGFJ Hollywood, secretary-treasurer; Frank Crane, managing director.

South Dakota Broadcasters Association

South Dakota Broadcasters Association
Secretary, KUSD Vermillion, S. D. Founded in
1947; meetings in Spring; elections in Spring;
number of members 14. Officers: Ray Eppel,
KORN Mitchell, president; Byron McElligott,
KSDN Aberdeen, vice president; E. Jim Slack,
KUSD Vermillion, secretary-treasurer.

Tennessee Association of Broadcasters

407 Chamber of Commerce Building, Nashville, Tenn. Founded in 1948; meetings in November or December and May or June; elections in November or December; number of members 46. Officers: Earl Winger, WDOD Chattanooga, president; John Hart, WBIR Knoxville, vice president; Drue Smith, WDEF, Chattanooga, secretary-treasurer.

Texas Association of Broadcasters

520 Capital National Bank Bldg., Austin. Founded in 1951; meetings in spring and fall; elections in September; number of members 118. Officers: Willard Deason, KVET Austin, president; Louis Cook, KNOW Austin, vice president; Richman Lewin, KTRE Lufkin, secretary-treasurer

Utah Broadcasters Association

P. O. Box 99, Provo, Utah. Founded in 1951; meetings in January and June; elections in January; number of members 19. Officers: Eugene M. Halliday, KSL Salt Lake City, president; George Hatch, KVNU Logan, vice president; Arch Webb, KVOG Ogden, secretary-treasurer; Oral Wilkinson, KMUR Murray, legislative chairman.

Vermont Association of Radio & Television Broadcasters

c/o WSKI Montpelier, Vt. E. Dean Finney, WTWN St. Johnsbury, president; Al Spokes, WJOY Burlington, vice president; Charles Grinnell, WSKI Montpelier, secretary-treasurer; John Swan, WCAX Burlington, legislative chairman.

Virginia Association of Broadcasters

c/o WROV Roanoke, Va. Founded in 1947; meetings in May or June; elections in May or June; number of members 42. Officers: Frank Koehler, WROV Roanoke, president; Charles Maillett, WWOD Lynchburg, vice president; John L. Cole Jr., WHLF South Boston, secretary-treasurer.

Washington State Association of Broadcasters

Carl Downing, Manager, Legislative Bldg., Olympia, Washington. Founded in 1935; meetings in March and September; elections in March; number of members 44. Officers: Elroy McCaw, KALE Richland, president; James Murphy, KIT Yakima, vice president; Allen Miller, KWSC Pullman, secretary-treasurer.

West Virginia Broadcasters Association

c/o Secretary. Founded in 1946; meetings in Spring and Fall; elections in Spring; number of members 34. Officers: Lawrence H. Rogers II, WSAZ Huntington, president; John Phillips, WTHN Huntington, vice president; A. G. Ferrise, WMMN Fairmont, secretary-treasurer.

Wisconsin Broadcasters Association

c/o President, 540 N. Plankinton Ave., Mil-waukee, Wisconsin. Founded in 1928; meetings first Tuesday in October; elections first Tuesday in October; number of members 46. Officers: Harry D. Peck, WISN Milwaukee, president; Willam E. Walker, WMAM Marinette, vice president; Jerome Sill, WMIL Milwaukee, secretary; Mig Figi, WAUX Waukesha, treasurer.

THE TELEVISION CODE OF THE

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

(Effective March 1, 1952. Second edition March 1954)

Preamble

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

Advancement of Education and Culture

- Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.
- 2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the

enlightenment of the American public.

- 3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.
- 4. In furthering this realization, the television broadcaster:
 - a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
 - b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
 - c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

- a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
 - (ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.
 - (iii) The Television Code Review Board (see Regulations and Procedures of the Code, V, Section 3, Authority and Responsibilities) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all inclusive.
- b) (i) Attacks on religion and religious faiths are not allowed.
 - (ii) Reverence is to mark any mention of the name of God, His attributes and powers.
 - (iii) When religious rites are included in other than religious programs the rites are accurately presented and the ministers, priests and rabbis por-

trayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

- c) (i) Contests may not constitute a lottery.
 - (ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided (see Contests, page 352).
 - d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.
 - e) Illicit sex relations are not treated as commendable.
 - Sex crimes and abnormalities are generally unacceptable as program material.
 - g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.
 - h) The administration of illegal drugs will not be displayed.
 - The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.
 - j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sports programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.
 - k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.
 - Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.
 - m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm (see News).
 - n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.
 - The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.
 - p) Excessive or unfair exploitation of others or of their physical or mental

Broadcasting • Telecastine

- afflictions shall not be presented as praiseworthy.
- q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.
- The presentation of techniques of crime in such detail as to invite imitation shall be avoided.
- s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.
- Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.
- The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.
- v) Suicide as an acceptable solution for human problems is prohibited.
- w) The exposition of sex crimes will be avoided.
- x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.
- y) Treatment of animals. The use of animals, both in the production of television programs and as a part of television program content, shall at all times, be in conformity with accepted standards of humane treatment.

Responsibility Toward Children

- 1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.
- punishment.

 2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under Acceptability of Program Materials.) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:
 - a) In affording opportunities for cultural growth as well as for wholesome entertainment.
 - b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
 - c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
 - d) In eliminating reference to kidnapping of children or threats of kidnapping.
 - e) In avoiding material which is exces-

- sively violent or would create morbid suspense, or other undesirable reactions in children.
- f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

Decency and Decorum in Production

- The costuming of all performers shall be within the bounds of propriety and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.
- The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.
- Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.
- Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.
- 5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

Community Responsibility

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

Treatment of News and Public Events

News

- A television station's news schedule should be adequate and well-balanced.
- News reporting should be factual, fair and without bias.
- Commentary and analysis should be clearly identified as such.
- 4. Good taste should prevail in the selection and handling of news:
 - Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.
- At all times pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.
- Pictorial material should be chosen with care and not presented in a misleading manner.
- 7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.
- 8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.
- 9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for

news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

- A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.
- Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

- Television provides a valuable forum for the expression of responsible views or public issues of a controversial nature. It keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.
- The provision of time for this purpose should be guided by the following principles:
 - a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
 - b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

Religious Programs

- It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.
- 2. The following principles should be followed in the treatment of such programs:
 - Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.
 - Religious programs should be presented respectfully and accurately and without prejudice or ridicule.
 - Religious programs should be presented by responsible individuals, groups and organizations.
 - d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

 In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

Presentation of Advertising

- Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested practices:
 - a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.
 - A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cowcatcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified, both audio and video, before the sponsor's advertising material is first used, and should be signed off, both audio and video, after the sponsor's advertising material is last used.
 - Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.
 - d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.
 - e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.
 - f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.
 - g) A charge for television time to churches and religious bodies is not recommended.

Acceptability of Advertisers and Products—General

- 1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:
 - a) The advertising of hard liquor should not be accepted.
 - b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.
 - c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
 - d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.
 - e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.
 - f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.
 - g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.
- Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent Federal, state and local laws.
- An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

- 1. The advertising of medical products presents considerations of intimate and farreaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof:
 - A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.
 - b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

- Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.
- 2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.
- When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.
- 4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsors' product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy, below.)

Premiums and Offers

- Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.
- A final date for the termination of an offer should be announced as far in advance as possible.
- 3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.
- 4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.
- 5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.
- Premiums should not be approved which appeal to superstition on the basis of "luckbearing" powers or otherwise.

Time Standards for Advertising Copy

 In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

> Length of Advertising Message (minutes and seconds)

	News Programs Day and Night	All Other Programs	
Length of Program (minutes)			
		Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

- 2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.
- The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.
- 4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 oneminute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-min-

ute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

- 5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.
- Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.
- Any casual reference by talent in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.
- 8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade-mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium

should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

The official name of the Code is The Television Code of the National Association of Radio and Television Broadcasters. It was enacted effective March 1, 1952 by the Television Board of Directors of the NARTB in accordance with the Association By-Laws, which read as follows: "Television Board. The Television Board is hereby authorized: (4) to enact, amend and promulgate standards of practice or codes for its television members and to establish such methods to secure observance thereof as it may deem advisable;-". The administration of the Code is delegated to the Television Code Review Board, composed of five members appointed from among telecasts licensees to twoyear terms by the president of the NARTB, subject to confirmation by the Television Board of Directors. Its responsibilities include, among others, the defining and interpreting of words and phrases in the Code, the maintenance of appropriate liaison with responsible organizations, institutions and the public, as well as the screening and clearing of correspondence concerning television programming.

In addition to the substantive provisions of the Code contained in the present volume, the details of the regulatory and procedural functions of the Code and the Code Review Board may be found in the volume entitled Regulations and Procedures of the Television Code.

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BROADCAST NEWS LIMITED—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont., Tel.: Empire 4-2692; Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer. (Worldwide news and features to radio and tv stations by teletype.)

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INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Execu-

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REUTERS LTD. OF LONDON—Times Bldg., 229 W. 43d St., New York. Tel.: Bryant 9-8558. D. K. Rogers, manager.

UNITED PRESS ASSOCIATIONS—220 E. 42d St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Earl J. Johnson vice president and general news manager; Jack Biscoe, vice president and general business manager; Le-

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UNITED PRESS NEWSPICTURES—220 E. 42d St., New York 17. Tel.: Murray Hill 2-0400. Mims Thomason, vice president and general manager. News photos by telephoto, mail, messenger or courier, 7x9, 8x10, 3x4, telop and balop prints; 35mm transparencies with timed scripts; sports shows; baseball scoreboard, including cartoons; weather maps, slides or film, with scripts.

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Co., treasurer; George V. Rumage. managing
director; Stewart S. Jurist, assistant managing
director. director.

Grector.

ELECTRONICS MFRS. ASSN. — 598 Madison Ave., New York 22. Tel.: Murray Hill 8-3200. David Wald, United Scientific Laboratories, president; Nathan Pinsley, Espey Mfg Co., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allan C. Bernstein, Adams Laboratories, secretary; Irving Golin,

University Loudspeakers, treasurer; Jesse Freidin, general counsel.
FAIR TV PRACTICES COMMITTEE—50 Broad St., New York City 4. Tel.: Digby 4-2923. Jerome W. Marks, chairman; James J. Mahoney, vice chairman. Opposes subscription TV.
FEDERAL COMMUNICATIONS BAR ASSN.—600 Munsey Bldg., Washington, D. C. Officers: Vincent B. Welch, president; Percy H. Russell Jr., first vice president; William J. Dempsey, second vice president; Thomas H. Wall, secretary; Parker D. Hancock, treasurer. Executive Committee: Officers ex officio and Robert M. Booth Jr., Jeremiah Courtney, Frank U. Fletcher, Stephen H. Fletcher, Leonard H. Marks, George O. Sutton. Delegate to American Bar Assn., Fred W. Albertson.
FINANCIAL PUBLIC RELATIONS ASSN.—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, executive vice president.
INSTITUTE FOR EDUCATION BY RADIO-TET FUISION.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION—Ohio State U., Columbus 10, Ohio. Tel.: University 3148, Ext 280. I. Keith Tyler, director; Bette Wallach, secretary.

INSTITUTE OF RADIO ENGINEERS Inc.—1 E. 79th St., New York 21. Tel.: Lehigh 5-5100. Officers: W.R. Hewlett, president; Maurice J. H. Ponte, vice president; W.R. G. Baker, treasurer; Haraden Pratt, secretary; J. R. Pierce, additor. editor.

EDUCATIONAL TELEVISION & RADIO CENTER—1610 Washtenaw Ave., Ann Arbor, Mich. Tel.: Normandy 3-4109. Dr. H. K. Newburn, president.

president.

JOINT COMMITTEE ON EDUCATIONAL TELE-VISION—1785 Massachusetts Ave., N. W., Washington 6, D. C. Tel.: Hudson 3-6620 .Ralph Steetle, executive director. Members: Dr. David D. Henry, American Council on Education, chairman; Dr. Edgar Fuller, National Council of Chief State School Officers, vice chairman; Dr. Franklin Dunham, Assn. for Education by Radio-Television; James H. Denison, Assn. of Land-Grant Colleges & Universities; Gravdon Ausmus, National Assn. of Educational Broadcasters; Dr. Albert N. Jorgensen, National Assn. of State Universities; Dr. Belmont Farley, National Education Assn. of the United States.

JOINT TECHNICAL ADVISORY COMMITTEE—

JOINT TECHNICAL ADVISORY COMMITTEE—
(Institute of Radio Engineers, Radio-Electronics-Television Mfrs. Assn.)—1 E. 79th St., New York 21. Officers: Lloyd V. Berkner, chairman; A. B. Chamberlain, vice chairman; Ralph Bown, John V. L. Hogan, Dorman D. Israel, I. J. Kaar, A. V. Loughren, Philip F. Siling, L. G. Cumming, non-member secretary.

non-member secretary.

NATIONAL APPLIANCE & RADIO-TV DEAL-ERS ASSN.—1141 Merchandise Mart, Chicago 54.
Tel.: Michigan 2-5505. Officers: Vergal Bourland, president; H. B. Price Jr., P. S. Urner, Don Gabbert, vice presidents; Victor P. Joerndt, secretary; K. J. Stucky, treasurer; A. W. Bernsohn, managing director; J. A. Cobbey, general counsel.

NATIONAL ASSN. FOR BETTER RADIO & TELEVISION—882 Victoria Ave., Los Angeles 5. Tel.: Whitney 4245. Officers: Mrs. Clara S. Logan, president; Dr. Richard Atkinson, first vice president; Dr. Lee deForest, second vice president; Mrs. Victor Roberts, secretary; Gertrude M. Blackstock, treasurer.

NATIONAL ASSN. OF EDUCATIONAL BROAD-CASTERS—2500 Municipal Bldg., New York City 7. Graydon Ausmus, president; John Dunn, vice president; Frank Schooley, treasurer; Armand Hunter, secretary; Harry Skornia, executive director.

NATIONAL ASSOCIATION OF GAGWRITERS—P. O. Box 835, Grand Central Station, New York City 17. Tel.: Spring 7-6210. Director: George Q. Lewis. Associates: William Treadwell, Fred P. Pitzer.

P. Pitzer.

NATIONAL ASSN. OF MANUFACTURERS—2 E. 48th St., New York. Tel.: Murray Hill 8-4200; 918 16th St., Washington, D. C. Tel.: Republic 7-3630. Officers: Charles R. Sligh Jr., chairman of the board; Harold C. McClellan, president; Earl Bunting, managing director; Noel Sargent, secretary; Kenneth R. Miller, senior vice president; John T. Thacher, vice president in charge of public relations; Richard R. Bennett, Washington office director of public relations; G. W. (Johnny) Johnstone, director, radio and television public relations; John C. Bosted, treasurer.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS—1771 N St., NW, Washington 6, D. C. (See departmental listing, page 348.) BROADCASTERS—ITT N St., Nw., Washington 6, D. C. (See departmental listing, page 348.)

NATIONAL ASSN OF TELEVISION & RADIO FARM DIRECTORS—Jack Jackson, KCMO-AM-TV Kansas City, president; Frank Atwood, WTIC Hartford, vice president; Merrill Langfitt, KMA Shenandoah, Ia., secretary-treasurer.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. Officers: Charles W. Watts, chairman of the board; Warren C. Agry, vice chairman; Kenneth B. Wilson, president; Allan E. Backman, executive vice president;

NATIONAL ELECTRICAL MFRS. ASSN.—155 E. 44th St.. New York 17. Tel.: Murray Hill 2-1500. Officers: James H. Jewell, Westinghouse Electric Corp., president. Vice presidents: J. L. Busey, General Electric Co; J. W. Corey,

Reliance Electric & Engineering Co.; F. F. Loock, Allen-Bradley Co.; Hoyt P. Steele, Benjamin Electric Mfg. Co.; A. F. Metz, Okonite Co., treasurer; W. J. Donald, managing director.

NATIONAL EXHIBITORS THEATRE TELE-VISION COMMITTEE — 1501 Broadway, New York. Tel.; Chickering 4-1200. Officers: Simon H. Fabian, chairman; Philip F. Harling, secretary-treasurer. Washington office—Suite 518, 1625 I St. NW. Tel.: Sterling 3-5880; Marcus Cohn, general counsel.

NATIONAL RETAIL DRY GOODS ASSN—100

general counsel.

NATIONAL RETAIL DRY GOODS ASSN.—100

W. 31st St., New York 1. Tel.: Chickering 4-8780.

Officers: Wade G. McCargo, president; J. Gordon

Dakins, executive vice president and treasurer;

Howard P. Abrahams, manager, Sales Promotion

Division. Office: 711 14th St., NW, Washington,

D. C. Tel.: National 8-3680; John C. Hazen,

manager manager.

manager.

NATIONAL TELEVISION FILM COUNCIL—1501
Broadway, New York 36. Officers: Melvin L.
Gold. president; John Schneider, executive vice
president; Sally Perle, executive secretary; Sydney A. Mayers, general secretary; Samuel
Spring, treasurer; vice presidents in charge of:
distribution, Archie A. Mayers; production, Albert D. Hecht; stations, Ardien Rodner; agencies, James P. Ellis; membership, John J. Bergen Jr. Directors: Dr. Alfred N. Goldsmith,
chairman; Norman Barnett, Henry Brown, Lou
Feldman, Herbert Gelbspan, Andrew Jaeger,
Waldo Mayo, William J. Reddick, Lester Schoenfeld, Alvin Stahl and Burton Zucker.

PROPRIETARY ASSN.—810 18th St. N. W.

Waldo Mayo, William J. Reddick, Lester Schoenfeld, Alvin Stahl and Burton Zucker.
PROPRIETARY ASSN.—810 18th St., N. W., Washington 6, D. C. Tel.: National 8-1914. Officers: Stanley I. Clark, Sterling Drug Inc., president; Dr. Frederick J. Cullen, Washington, D. C., executive vice president; A. K. Barta, secretary-treasurer, Washington, D. C. RADIO - ELECTRONICS - TELEVISION MANU-FACTURERS ASSOCIATION—777 14th St., N. W., Washington 5, D. C. Tel.: National 8-3902. Officers: Glen McDaniel, president and general counsel; Max F. Balcom, Sylvania Electric Products, chairman of the board; James D. Secrest, executive vice president and secretary; Leslie F. Muter, The Muter Co., treasurer, Vice Presidents: Robert S. Alexander, Wells-Gardner & Co.; R. E. Carlson, Tung-Sol Electric Inc.; R. G. Zender, Lenz Electric Manufacturing Co.; H. J. Hoffman, Machlett Laboratories; Floyd W. Bell, Bell Sound Systems. Headquarters Staff: Peter H. Cousins, assistant to the executive vice president; William L. Reynolds, staff attorney; Albert Coumont, service coordinator; Tyler Nourse, editorial director; William F. E. Long, manager of Statistical Dept; Charles Maechling Jr., manager of Government Relations Dept.; Louis E. DeLaFleur, manager of International Dept.
RADIO - NEWSREEL - TELEVISION WORKING PRESS ASSN OF NEW VORF 270 Bark And

Dept.

RADIO - NEWSREEL - TELEVISION WORKING PRESS ASSN. OF NEW YORK—270 Park Ave., New York 17. Tel.: Plaza 1-2720. Officers: Arnold Lerner, president; Lou Hutt, first vice president; Thomas Priestley, second vice president; Ruth N. Knopf, secretary; Richard Milbauer, treasurer; Herbert Mulligan, sergeant at arms; Larry Racise, chairman, Board of Governors; M. A. Durso, executive secretary; Chester Burger, editor, Mike & Screen Press Directory. toru.

RADIO PIONEERS—580 Fifth Ave., New York 36. Tel.: Plaza 7-1800. Officers: Arthur B. Church, president; Raymond F. Guy, first vice president; Victor C. Diehm, John Patt, vice presidents; Lewis Avery, secretary; Charles A. Wall, treasurer

Victor C. Diehm, John Patt, vice presidents; Lewis Avery, secretary; Charles A. Wall, treasurer.

RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION — 1585 Ponce de Leon Ave., N. E., Atlanta 6, Ga. Tel.: Crescent 6431. Rev. Paul M. Stevens, director.

RADIO - TELEVISION CORRESPONDENTS ASSN.—Radio-Television Galleries, The Capitol, Washington, D. C. Tel.: National 8-3120. Officers: Richard Harkness (NBC), chairman; William Costello (CBS), vice chairman; Joseph F. McCaffrey (McCaffrey Reports). secretary; Gunnar Back (ABC), treasurer; Julian Goodman (NBC), William Higginbotham (UP), Ann Corrick (Crosley), members at large. Martin Agronsky (ABC) is member ex-officio.

RADIO & TELEVISION EXECUTIVES SOCIETY—420 Lexington Ave., New York 17. Tel.: Lexington 2-3988. Officers: Roger Pryor, president; Robert Jay Burton, first vice president; Elliott M. Sanger, second vice president; Claude Barrere, secretary; Joseph A. McDonald, treasurer; Board of Governors: Lewis H. Avery, John H. Bachem, Caroline Burke, Wm. Thomas Hamilton, G. W. Johnstone, Merle S. Jones, Marvin Kirsch, Robert W. Sarnoff, Robert A. Schmid, George T. Shupert, Elizabeth Clarkson, executive secretary.

RADIO-TELEVISION MFRS. ASSN. OF CANADA—200 St. Clair Ave. W., Toronto 7, Ont. Tel.: Wa. 1-2898. Officers: C. A. Pollock, president and chairman of the board; J. D. Campbell, vice president and chairman of Receiver Div.; H. S. Dawson, vice president and chairman of Parts & Accessory Div.; S. D. Brownlee, general manager and secretary; R. H. Tanner, chairman of Technical products and C. A. Norris (parts), co-chairmen of Parts Engineering: A. Ainley (technical products and C. A. Norris (parts), co-chairmen of Service Committee.

RADIO-TELEVISION NEWS DIRECTORS ASSN.—Ismes A Byron WBAP-AM-TV Fort Worth

RADIO-TELEVISION NEWS DIRECTORS ASSN.
—James A. Byron, WBAP-AM-TV Fort Worth,

president; Russ Van Dyke, KRNT Des Moines, vice president; Sheldon Peterson, KLZ Denver, treasurer; Robert Downey, WKAR Lansing (Michigan State College), executive secretary. STATION REPRESENTATIVES ASSN.—101 Park Ave., New York 17. Tel.: Murray Hill 5-4141. Officers: John Blair, president; Robert Meeker, vice president; Adam J. Young Jr., secretary; Joseph Weed, treasurer; Joseph Timlin, George Brett, Russel Woodward, Lewis H. Avery, directors; T. F. Flanagan, managing director.
TELEVISION BUREAU OF ADVERTISING INC. (TvB)—(All-television industry advertising and sales promotion bureau. Formal organization scheduled Sept. 2, 1954.)
TELE-SESSIONS INC.—515 Madison Ave., New York 22. Tel.: Plaza 3-3464. Nathan L. Halpern, president; Robert L. Crawford, sales.
THEATRE NETWORK TELEVISION Inc.—515 Madison Ave., New York 22. Tel.: Plaza 3-3464. Nathan L. Halpern, president.
THEATRE OWNERS OF AMERICA—1501 Broadway. New York 36. Tel.: Longacre 3-6238. Officers: Walter Reade Jr., president; Alfred Starr, chairman executive committee and board of directors; Charles P. Skouras, honorary chairman board of directors; E. D. Martin, Albert M. Pickus, Myron N. Blank, John Rowley, Pat McGee, Roy Cooper, and A. Julian Brylawski, vice presidents; Robert R. Livingston, secretary; S. H. Fabian, treasurer; Herman M. Levy, general counsel; Howard L. Bryant, administrative director; Dick Pitts, director of public relations; S. H. Fabian and Mitchell Wolfson, co-chairmen theatre television committee.
ULTRA-HIGH FREQUENCY TV ASSN.—Continental Bldg., 14th & K St., NW., Washington, D. C. Tel.: Metropolitan 8-0370. Officers: Lou Poller, WCAN-TV Milwaukee, president; William A. Roberts, general counsel.
UNITED NATIONS RADIO—Dept. of Public Information. United Nations, New York 17. Tel.: Plaza 4-1234. Officers: Assistant Secretary Gen. eral, Benjamin Cohen; Prin, Director, Tor Gjesdal; Director, Radio Division, Peter Aylen; Chief of Production, W. Gibson Parker; Senior Broadcast Engineer, Arthur E. Barrett; Chief, Central Radio Services, Hugh

WESTERN ASSN. OF BROADCASTERS—c/o CJCA Edmonton, Gerry Gaetz, CJCA Edmonton, president. Directors: William Rea, CKNW New Westminster, B. C.; John Craig, CKX Brandon, Man.; F. H. Elphicke, CKWX Vancouver, B. C.; Sydney Boyling, CHAB Moosejaw, Sask.

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM —3107 Westover Drive, S.E., Washington 20, D. C. Tel.: Ludlow 2-7210; 706 Sanders Ave., Schenectady 2, N. Y. Tel.: Schenectady 3-6028. Executive Officers: George Abraham, president; David W. Borst, operations manager; Richard H. Crompton, engineering director; James R. Wylie, treasurer; Howard C. Hansen, program manager; Thomas M. Blaisdell, sales and public relations manager; Vail W. Pischke, general counsel.

COMMUNICATIONS **CARRIERS**

AMERICAN TELEPHONE & TELEGRAPH Co. (Long Lines Dept.)—32 Avenue of the Americas, New York 13. Tel.: Exchange 3-9700. Officers: H. T. Killingsworth, vice president; R. L. Helmreich, director of operations.

BELL TELEPHONE LABS—463 West St., New York 14. Tel.: Chelsea 3-1000.

CANADIAN NATIONAL TELEGRAPHS — 347 Bay St., Toronto 1, Ont. Tel.: Empire 8-6071. Officers: J. R. White, general manager; D. H. Hawley, chief of commercial operations; A. E. Allen, supervisor of broadcast services.

GLOBE WIRELESS Ltd.—141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. Officers: R. Stanley Dollar, president; R. H. Anderson, Walter P. Boatwright, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vice presidents.

dents.

INTERNATIONAL TEL. & TEL. Corp.—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. William H. Harrison, president and director. MACKAY RADIO & TELEGRAPH CO. (AC&R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. Officers: Adm. William F. Halsey, chairman of board; Ellery W. Stone, president; F. L. Henderson, executive vice president; J. A. Kennedy, vice president and general counsel; B. B. Tower, vice president and controller; L. N. Anderson and C. R. McPherson, vice presidents; C. E. Scholz, vice president, Marine Division; Robert D. Merrill, vice president, Commercial department; J. T. Chatterton, (San Francisco), William Edgar Jr. (Paris), Gordon Kern

(Stuttgart, Germany), and Leroy Spangenberg (New York), vice presidents; J. F. Gibbons, general attorney; J. C. Trimble, treasurer; R. M. Scribner, secretary.

PRESS WIRELESS Inc.—660 First Ave., New York 16. Tel.: Murray Hill 3-6103. William J. McCambridge, president and treasurer; Bernard P. E. Wolbarst, vice president; A. G. Greany, secretary; T. J. Reilly, assistant treasurer.

RCA COMMUNICATIONS—66 Broad St., New York 4. Tel.: Hanover 2-1811. Officers: Thompson H. Mitchell, president; Sidney Sparks, vice president, Commercial Activities; Program and Photo Transmission Service: F. H. Goring, N. Y.; H. E. Austin, San Francisco.

WESTERN UNION TELEGRAPH CO.—60 Hudson St., New York 13. Tel.: Worth 2-7300. Officers: Walter P. Marshall, president; T. B. Gittings, public relations and sales vice president; H. P. Corwith, development and research vice president; S. M. Barr, plant and engineering vice president; J. Z. Millar, assistant vice president; F. B. Bramhall, transmission research engineer; W. B. Sullinger, radio research engineer; L. G. Pollard, electronics research engineer; W. H. Francis, director of applied engineer; W. H. Francis, director of applied engineer; M. W. Dickey, electronics applications engineer.

CONSULTANTS, ALLIED ARTS

AMERICAN RADIO PUBLICATIONS Inc.—119A N. Washington St., Peoria 2, Ill. Tel.: 4-3262. Rex G. Howard, president; S. C. Zinser, treas-urer; Olive M. Howard, secretary. (Civil De-fense Manual.)

ner; Olive M. Howard, secretary. (Civil Defense Manual.)

BLACKBURN HAMILTON Co. — Washington Bldg., Washington 5, D. C. Tel.: Sterling 3-4341. Tribune Tower, Chicago; Tel.: Delaware 7-2755. 235 Montgomery St., San Francisco 4; Tel.: Exbrook 2-5672. Media brokers. James W. Blackburn, Ray V. Hamilton, William T. Stubblefield. BOOZ, ALLEN & HAMILTON—135 South La Falle St., Chicago 3. Tel.: Financial 6-1900. New York, 330 Madison Ave., New York 17. Tel.: Oxford 7-1900. San Francisco: 235 Montgomery St., San Francisco 4. Tel.: Yukon 2-2480. Philadelphia: 1401 Walnut St., Philadelphia 2. Tel.: Locust 4-5555. Washington: 1625 Eye St., NW, Washington 6. Tel.: Executive 3-5212. Cleveland: 629 Euclid Ave., Cleveland 14. Tel.: Cherry 1-1800. Detroit: 3075 Penobscot Bldg., Detroit 26. Tel.: Woodward 1-1900. Minneapolis: Northwestern Bank Bldg., Minneapolis 2. Tel.: Lincoln 1116. Los Angeles: 523 West Sixth St., Los Angeles 14. Tel.: Trinity 3215. Partners: James L. Allen, James C. Olson, Edward J., Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry, William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Perry Addleman, Charles P. Bowen, Robert Wise, John W. Pocock, Robert M. Browning, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Philip Donham, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, F. Newton Parks, James A. Newman, Robert I. Hale, H. Ferris White, Clyde C. Seney, John P. Gallagher, William S. Powell, Ralph W. Jones, Watson Snyder, Thornton W. Snead, Lester E. Burnesier, Richard S. MacKenzie, William F. Ackerman.

Snyder, Thornton W. Snead, Lester E. Burmeister, Richard S. MacKenzie, William F. Ackerman.

RUDY BRETZ—Croton-on-Hudson, N. Y. Tel.: Croton 1-3478. (Television consultant in programs, production and personnel; staff training.)

BROADCAST MANAGEMENT SERVICES Co. (agency)—17 E. 48th St., New York 17. Tel.: Plaza 5-1127. Officers: Edward C. Lobdell, president—licensee; R. G. Mann, executive director; A national employment service (exclusively for commercial radio and television stations dealing only in essential staff personnel).

BROADCAST SERVICE BUREAU Inc. — 1025 Vermont Ave., N. W., Washington 5, D. C. Tel.: National 8-7808. C. B. Collins, president. (Supplying rules and standards to radio and television stations.)

CARL H. BUTMAN — National Press Bldg., Washington, D. C. Tel.: National 8-7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

REUBEN H. DONNELLEY Corp.—350 East 22d St., Chicago 16. Tel.: Victory 2-3232. Officers: Gaylord Donnelley, chairman of the board; David L. Harrington, president and chief executive officer; Curtiss E. Frank, executive vice president and general counsel; Albert M. Anderson, executive vice president; Harold P. Harper, Donald R. Arnold, vice president; Harry W. Warner, secretary-treasurer; K. G. Clement, controller. (Services: Trade paper publishers, house-to-house distribution, store service direct mail advertising, mailing lists.)

LYLE KENYON ENGEL—211 W. 58th St., New York 19. Tel.: Circle 7-6382. (Music, publicity and promotion consultant for television and radio.)

THE FAUGHT COMPANY Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171.

radio.)
THE FAUGHT COMPANY Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171.
Millard C. Faught, president.
HUGH FELTIS & ASSOC.—Central Bldg., Seattle 4, Wash. Tel.: Elliott 4489. (Radio and tv management consultant.)
HOWARD S. FRAZIER—Bond Bldg., Washington 5, D. C. Tel.: National 8-2173. Howard S. Frazier. (Television and radio management consultants; broadcasters' executive placement service.) service.)

MICHAEL R. HANNA—Savings Bank Bldg., Ithaca, N. Y. Tel.: 4-6301. (AM, FM, TV man-agement consultant.)

agement consultant.)

HOOT ASSOCIATES—15 E. 40th St., New York
16. Tel.: Murray Hill 6-3714. (Personnel service
for radio and tv stations; film distributors, advertising agencies.)

HUFTY, EUBANK & RUSSELL—Marsh Bldg.,
Washington 6, D. C. Tel.: Sterling 3-2725. William G. Russell, president. (Radio and tv insurance consultants.)

EDWARD T. INGLE—802 Ring Bldg., Washington, D. C. Tel.: Executive 3-3663. Washington, D. C. Tel.: Executive 3-3663. Lincoln Bldg., New
York 17. Tel.: Murray Hill 7-4242. (Radio and
television station broker.)

LEWIS KING-SIDNEY FLAMM ASSOC. — 551
Fifth Ave., New York 17. Tel.: Murray Hill
2-8276. (Television and broadcast advertising
consultants.)

2-02/6. (Television and broadcast advertising consultants.)

PETER R. LEVIN—425 E. 53d St., New York 22.

Tel.: Eldorado 5-3857. (Management counsel in radio and television.)

Tel.: Eldorado 5-3857. (Management counsel in radio and television.)

McKINSEY & COMPANY—60 East 42d St., New York 17. Tel.: Murray Hill 7-3123. Partners and principals: Horace G. Crockett, Marvin Bower, Howard C. Adams, Phillip S. Babb, Gordon G. Bowen, Gilbert H. Clee, Ewing W. Reilley, E. Everett Smith, J. Alex Smith, Arthur T. Caruso, Carl T. Hoffman, Paul Roberts. Office: 75 Federal St., Boston 10. Tel.: Hubbard 2-9626; Stanley L. Balmer. Office: 1625 I St., N.W., Washington 6. Tel.: Metropolitan 8-688; John J. Corson. Office: 208 S. LaSalle St., Chicago 4; Tel.: Randolph 6-6980; Harrison A. Roddick. Office: 235 Montgomery St., San Francisco 4; Tel.: Garfield 1-3638; John G. Neukom, William H. Dennick. Office: 612 South Flower St., Los Angeles 17; Tel.: Madison 6-3201; Forrest Wallace. GEORGE McKITTRICK & CO.—108 Fulton St., New York 38. Tel.: Barclay 7-4829. Branch office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes McKittrick's Geographical and Classified Directory of Advertisers and Advertising Agencies.)

Classified Directory of Advertisers and Advertising Agencies.)

ANDREW N. McLELLAN—4 Albert St., Toronto. Tel.: Empire 6-6165. Andrew N. McLellan, director. (Television consultant.)

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 36. Tel.: Longacre 4-1710. Officers: R. W. Ferrell, president; C. H. Brown, general manager. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-5744; manager, A. J. Crane. (Publishes Standard Advertising Register, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES—730 Fifth Ave.,

ager, A. J. Crane. (Publishes Standard Advertising Register, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES—730 Fifth Ave., New York 19. Tel.: Circle 6-8470. Owner: Ted Nelson. Radio directors: Richard Diamond, Perry Bruskin, Charles Duran. Account executive: Nathan Fields. (Radio consultants, radio packages, radio advertising agency.)

M. S. NOVIK—Room 500, 300 W. 23d St., New York 11. Tel.: Algonquin 5-4385. (Public service radio consultant.)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio-tv sales consultant.)

PIKE & FISCHER — Broadcasting Telecasting Bidg., 1735 DeSales St. N. W., Washington 6, D. C. Publishers of Pike & Fischer Radio Regulation. Officers: Henry G. Fischer, president; John W. Willis, vice president; Irving R. M. Panzer, secretary-treasurer. (FCC rules, amendments, decisions, and related radio and television documentary service.)

RADIO & TELEVISION STATIONS SALES Inc.—611 Olive St., St. Louis. Patricia Ames, special agent. (Media brokers.)

ROBERT K. RICHARDS—1735 DeSales St. N. W., Washington 6, D. C. Tel.: Sterling 3-4630. Officers: Robert K. Richards, president; Joanne Graves, administrative assistant. (Radio, tv consultant; public relations.)

MERRITT R. SCHOENFELD & CO.—520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-0818. Merritt R. Schoenfeld, president and treasurer; Lewis G. Green, vice president; Mary Milsap, secretary.

WILLIAM J. SCRIPPS ASSOCIATES Inc.—1005 Veloc Bids. Detroit 26 Principals: William J.

WILLIAM J. SCRIPPS ASSOCIATES Inc.—1005 Kales Bldg, Detroit 26. Principals: William J. Scripps, Walter J. Duschinsky. (Telecommunications consultants; tax. economic, finance, insurance, market research services; foreign representations.) sentation.)

HOWARD E. STARK—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. Associate: Vincent J. Manno. (Brokerage, financing newspapers, radio and television stations.)

Manno. (Brokerage, innancing newspapers, radio and television stations.)

JACK L. STOLL & ASSOCIATES—4958 Melrose Ave., Los Angeles 29. Tel.: Hollywood 4-7279. (Brokers for the sale of radio and tv stations.)

GRACE SUNDELL & ASSOC.—605 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-3844. (Personnel management and tax accounting.)

TRADE-WAYS INC.—285 Madison Ave., New York. Tel.: Oregon 9-3070. William H. Lough, president and treasurer. (Marketing counsellors specializing in sales training.)

L. R. WRIGHT—RFD No. 2, Box 29, Herndon, Va. Tel.: Herndon 114. (Consultant to radio and television industry on tower and aeronautical problems.)

CLIFFORD YEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. LaSalle St., Chicago. Tel.: Randolph 6-7575. Sharp Bldg., Lincoln 8, Neb. Tel.: 2-3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM L. BURNETT RADIO LABORATORY —4814 Idaho St., San Diego 16, Calif. Tel.: Talbot 3-4903. William W. L. Burnett, engineer in

charge.

CAMBRIDGE THERMIONIC CORP. (Cambridge Crystal Div.)—445 Concord Ave., Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney. COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell, Wm. L. Blakeley and Walter V. Nitcher, associates. (Service includes portable frequency measurement for uhf and vhf.)

L. J. N. DuTREIL—L. J. N. DuTreil & Assoc., 202 Homedale Ave., New Orleans 24, La. Tel.: Audubon 3525.

EIDSON ELECTRONIC CO.—1902 N. Third St.

Audubon 3525.

EIDSON ELECTRONIC CO.—1902 N. Third St., Temple, Texas. Tel.: Prospect 3-3901. Merrill Eidson, owner-manager.

HUTTON MONITORING SERVICE—Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Ridgeway 7-9078. J. W. Hutton, owner.

INTERNATIONAL MONITORING SERVICE—1103 N. Road, Belmont, Calif. Special representative—L. D. Skonnord, 5404 Centinella, Venice, Calif.

tative—L. D. Skonnord, 5404 Centinella, Venice, Calif.
Calif.
PRECISION FREQUENCY SERVICE—1426 S.
Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.
RCA COMMUNICATIONS INC.—66 Broad St., New York 4. Tel.: Hanover 2-1811. Officers: Thompson H. Mitchell, president; Sidney Sparks, vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco, 135 Market St. Tel.: Garfield 4200. H. E. Austin, vice president and manager.
SOUTHWEST FREQUENCY MEASUREMENTS—P. O. Box 4114, Austin, Tex. Tel.: 5-1676. Marion T. Hill, engineer in charge.
STRAIN ENGINEERING SERVICE—1298 Niles Ave., NW, Atlanta, Ga. Tel.: Belmont 5164.
T & T RADIO MEASUREMENTS Co.—2557 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015.
VAN NOSTRAND RADIO ENGINEERING SEFVICE—339 Legand Townson NE Atlants 6

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace NE, Atlanta 6, Ga. Tel.: Dearborn 4774.
NATHAN WILLIAMS FREQUENCY MEASURE-MENTS—20 Algona Blvd., Oshkosh, Wis. Tel.: Blackhawk 885.

MUSIC LICENSING GROUPS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS (ASCAP)—575 Madison Ave., New York 22. Officers: Stanley Adams, president; Louis Bernstein, vice president; Otto A. Harbach, vice president; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary; Frank H. Connor, assistant treasurer: Board of Directors: Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, L. Wolfe Gilbert, Bernard Goodwin, Donald Gray. Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard. A. Walker Kramer, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustav Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

Schirmer, Herman Starr, Deems Taylor, Jack Yellen.

BROADCAST MUSIC INC. (BMI)—589 Fifth Ave., New York 17. Tel.: Plaza 9-1500. Officers: Carl Haverlin, president; Sydnev M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burton, secretary and vice president in charge of publisher and writer relations; Jean Geiringer, vice president in charge of foreign relations; Roy Harlow, vice president in charge of station service; Glenn Dolberg, vice president in charge of station service; Glenn Dolberg, vice president in charge of station service; Glenn Dolberg, vice president in charge of station service; Sydney M. Kaye, Chairman, BMI; Herbert Akerberg, CBS; Joseph E. Baudino, Westinghouse Broadcasting Co.; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL Boulder, Colo.; Ernest Lee Jahncke, ABC; Leonard Kapner, WCAE Pittsburgh; Paul W. Morency, WTIC Hartford; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, Storer Broadcasting Co., Miami; G. Richard Shafto, WIS Columbia, S. C.; James E. Wallen, MBS. COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—182 St. George St., Toronto. Tel.: Wa. 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

COPYRIGHT SOCIETY OF THE U. S. A.—40 Washington Square So., New York 11. Officers: Samuel W. Tannenbaum, president; Louis E. Swarts, Joseph A. McDonald, vice presidents; Theodore R. Kupferman, secretary; Charles B. Seton, assistant secretary; Paul J. Sherman, treasurer; Theodore R. Jackson, assistant treasurer.

MUSIC PUBLISHERS PROTECTIVE Assn.—45
Rockefeller Plaza, New York 20. Tel.: Circle
6-3084. Harry Fox, general manager; Walter
G. Douglas, chairman of board.
NATIONAL ASSN. OF PERFORMING ARTISTS
—630 Fifth Ave., New York 20. Tel.: Circle
7-8194. Fred Waring, president and chairman
of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—1270 Avenue of the Americas, New York 20. Tel.: Judson 2-5300. Franco Colombo, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; R. C. Heinecke, treasurer; E. S. Prager, assistant to president.

PUBLIC RELATIONS AND PROMOTION SERVICES

JOHN B. ADAMS—872 National Press Bldg., Washington 4, D. C. Tel.: Metropolitan 8-4248. DAVID O. ALBER ASSOCIATES Inc.—654 Madison Ave., New York 21. Tel.: Templeton 8-8300. Eugene Shefrin, vice president. Hollywood Office: 941 N. La Cienga; Frank Liberman, director

tor.

ARROW ASSOCIATES—Chamber of Commerce Bldg., Scranton, Pa. Officers: John E. McDonald, production director; Harold Murphy, technical director; Bernard Blier, managing director.

WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 7-0953.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. Partners: William H. Baldwin, Maurice Mermey.

BANNER & GREIF—18 E. 41st St., New York 17. Tel.: Murray Hill 6-6622. Jack Banner and Ed Greif, partners.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, president; E. W. Welch, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New

Livingstone, president; E. W. Welch, secretary-treasurer.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Templeton 8-5000.

GEORGE BIDERMAN—82 Washington Pl., New York. Tel.: Algonquin 4-4768.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 17. Tel.: Plaza 5-4760.

H. A. BRUNO & ASSOC.—30 Rockefeller Plaza, New York. Tel.: Circle 6-8040. H. A. Bruno, president; Russell Gudgeon, executive vice president; Hudson Phillips, vice president; Theon Wright, vice president; K. L. Harris, Abbott M. Geer, William Sherwood.

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 6-3200. Officers: Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Charles E. McVarish, vice president and director of publicity; Muriel Fox, radio and television director; Henry McAllister, film director. Offices: Washington, D. C., National Press Bldg. Tel.: Sterling 3-6565; Lyle Youngstom, vice president. Chicago, 33 N. Lasalle St., Tel.: Dearborn 2-6300; George Dye, vice president. Los Angeles, 727 W. Seventh St., Tel.: Trinity 6421; Joseph J. Alvin, vice president. HARRY COLEMAN & CO.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry

HARRY COLEMAN & CO.—664 N. Michigan Ave. Chicago 11. Tel.: Mohawk 4-3883. Harry

HARRY COLEMAN & CO.—664 N. Michigan Ave., Chicago 11. Tel.: Mohawk 4-3883. Harry M. Coleman, president.

JAMES A. COWAN—20 Carlton, Toronto, Ont., Canada. Tel.: Empire 4-8561.

DINE & KALMUS—4 W. 58th St., New York. Tel.: Plaza 3-1370. Partners: Josef C. Dine, Allan H. Kalmus.

H. Kalmus.

DORRANCE & CO.—126 E. 37th St., New York
16. Tel.: Murray Hill 3-7851. Promotion service
and counsel. Officers: Dick Dorrance, partner.
DIXON GAYER PUBLIC RELATIONS—120
Central Park South, New York 19. Tel.: Plaza
7-7159. Dixon Gayer, president; Edward Robert
Brooks, vice president; Burrell H. Calhoun,
associate. associate.

associate.

EDWARD GOTTLIEB & ASSOCIATES—2 W.

45th St., New York 36. Tel.: Murray Hill 7-3050

Edward Gottlieb, president; J. Seegar Heavilin, vice president.

HAL K. HALPERN ASSOCIATES—15 E. 40th St., New York 16. Tel.: Murray Hill 6-3714. Officers: Hal K. Halbern, general manager; J. Lindsey Campbell, Helen Parker, associates. Hollywood—204 S. Beverly Dr., Beverly Hills. Tel.: Crestview 6-9892.

view 6-9892.

ROBERT S. KELLER, Inc.—72 Barrow St., New York 14. Tel.: Watkins 4-6599. Bob Keller, president; E. Benjamin Wright, secretary-treasurer. EDWARD M. KIRBY—4620 Brandywine St., N. W., Washington, D. C. Tel.: Emerson 3-8521. KRIEDT & MYERS—J. Clarence Myers, Gary Kreidt, 607 Market St., San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN — 83-15 Lefferts Blvd., Kew Gardens 15, N. Y. Tel.: Virginia 9-6340. Circle

7-4499.
AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Lescarboura, junior partner, account executive; Winifred Phillips, production. PHILIP LESLY Co.—100 W. Monroe St., Chicago 3. Tel.: Central 6-7555. Philip Lesly, president. New York office, 424 Madison Ave. Tel.: Plaza 8-1525.

PERNAPD L. LEWIS Inc.—Empire State Bldg.

Plaza 8-1525.

BERNARD L. LEWIS Inc.—Empire State Bldg.,
New York 1. Tel.: Longacre 5-3209. Bernard.
L. Lewis, president.

HAL LEYSHON & ASSOCIATES—292 Madison
Ave., New York. Tel.: Murray Hill 5-0744.

HOWARD J. McCOLLISTER Co.—66 Acacia
Dr., Atherton, Calif. Tel.: Davenport 3-3061.

Regional promotional sales campaigns for radio
and television.

REG MITCHELL & ASSOCIATES—1004 National Press Bldg., Washington 4, D. C. Tel.: National 8-4457. Reginald P. Mitchell, director.

NATIONAL LAUGH ENTERPRISES — P. O. Box 835, Grand Central Station, New York, 17. Tel.: Spring 7-6210. Director: George Q. Lewis; Associates, William Treadwell, Fred P. Pitzer. (Publication of trade journal Comedy World, promotions and public relations.)

JACK PERLIS—310 West End Ave., New York 23. Tel.: Trafalgar 3-5284.

PERSPECTIVE 1954—270 Park Ave., New York 17. Tel.: Eldorado 5-6853. H. B. Humphrey, president. (Public relations, promotion.)

ROBERT K. RICHARDS—1735 DeSales St., N. W., Washington 6, D. C. Tel.: Sterling 3-4630. Officers: Robert K. Richards, president; Joanne Graves, administrative assistant.

ROBINSON HANNAGAN ASSOCIATES — 420 Lexington Ave., New York. Tel.: Oregon 9-2100. Associate: Jim Scanlan.

RICHARD H. ROFFMAN—675 West End Ave., New York 25. Tel.: Riverside 9-3647. Richard H. Roffman, president. (Also law and public relations counsel.)

A. A. SCHECHTER ASSOC.—17 E. 48th St., New york 17. Tel.: Plaza 9-3420.

York 17. Tel.: Oxford 5-6200. James P. Selvage, Morris M. Lee Jr., W. Howard Chase, partners. Offices: 221 N. LaSalle St., Chicago 1. Tel.: Franklin 2-4821. J. Handley Wright, Robert Wood. Cafritz Bldg., 1625 Eye St., N. W., Washington 6, D. C. Tel.: Republic 7-4040. S. B. Bledsoe.

BENJAMIN SONNENBERG — 247 Park Ave. New York. Tel.: Plaza 5-2200.

PAT SWEENEY ASSOCIATES — 400 Madison Ave., New York. Tel.: Plaza 3-4466.

SERVICES TO STATIONS

GANO F. CULWELL CORP.—6412 Orchard Ave., Bell, Calif. * (Painting service to broadcasting industry.)

SURVEYS AND MARKET RESEARCH

ADVERTEST RESEARCH—90 Bayard St., New Brunswick, N. J. Tel.: Charter 7-1564. Directors: Sevmour Smith, Richard Bruskin. Director of Agency Relations, Warren Rebell. Field Director, Alice Ashly. Office manager, Doris Denniston. (Measurement of radio and television audience habits and reactions. Publishers of monthly research studies, The Television Audience of Today.)

ADVERTISING RESEARCH FOUNDATION—11 West 42nd St., New York. Tel.: Longacre 3-5100. Edgar Kobak, president; Marion Harper Jr., board chairman.

board chairman.

AMERICAN RESEARCH BUREAU Inc.—1029 National Press Bldg., Washington 4, D. C. Tel.: 8-0822. Officers: James W. Seiler, president; John Landreth, general manager; Ernest Clay, director of research; Kenneth Aurich, director of tabulations. New York: 551 Fifth Ave. Tel.: Murray Hill 7-3787; Jack L. Gross, New York manager. Los Angeles: 234 S. Garfield, Monterey Park, Calif. Tel.: Cumberland 3-3149; Roger N. Cooper, Western Div. manager. College Park, Md.: 11000 Montgomery Ave., P. O. Box 185.

AUDIT BUREAU OF CIRCULATIONS—123 N. Wacker Drive, Chicago 6. Tel.: Central 6-7994. James N. Shryock, president and managing director. Branch: 330 W. 42d St., New York 36. Tel.: Longacre 3-2322; William F. Hoffman, vice president. (Newspaper and periodical circulation audit service.)

A. S. BENNETT-CY CHAIKIN Inc.—333 Madison Ave., New York 17. Tel.: Murray Hill 9-0734. Cy Chaikin, president; A. S. Bennett, vice president. (Marketing, advertising, and media research and analysis.)

analysis.)

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Tel.: Empire 3-8046. Officers: Charles R. Vint, Colgate-Palmolive, president; Horace N. Stovin, Horace N. Stovin & Co., vice president. Directors: William N. Hawkins, CFOS Owen Sound, Ont.; G. C. Hammond, Cockfield, Brown & Co.; G. Frank Mills, Spitzer & Mills; Walter E. Powell, Canadian Broadcasting Corp.; A. M. Sanderson, Whitehall Pharmacal; Lee Talley Coca-Cola; William E. Trimble, Baker Adv. Agency; George S. Bertram, Swift Canadian Co.; Robert M. Campbell, J. Walter Thompson Co.; J. Arthur Dupont, CJAD Montreal; Charles J. Follett, secretary-treasurer, Assn. of Canadian Advertisers.

WALTER P. BURN—17 Washington St., Middlebury, Vt. Tel.: 593 (Maps and coverage data.)

BUSINESS PUBLICATIONS AUDIT OF CIRCU-LATION Inc.—420 Lexington Ave., New York. Tel.: Lexington 2-6380. Officers: Adlin L. Davis, executive vice president and managing director; G. Kenneth Thornton, president; William H. Schink, vice president; George W. N. Riddle, secertary; Arthur A. Kron, treasurer. (Auditing circulation of business publications.) CANADIAN FACTS LTD.—146 Wellington St. West, Toronto, Ont. Tel.: Empire 4-6373. John F. Graydon, president; Lewis Gray, vice president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Plateau 1734. Frank Lyman, vice president.

ROBERT S. CONLON ASSOCIATES—1715 Wyandotte St., Kansas City. Tel.: Victor 3038. John L. Guyant, president: Robert E. West, director of sales. (Local and national radio and television audience surveys, national rating service.)

ELLIOTT-HAYNES Ltd.—515 Broadview, Toronto, Ont. Tel.: Gerard 1144. Walter E. Elliott, president; J. Myles Leckie, vice president; E. R. Comte, secretary-treasurer. Branch Offices: 1500 St. Catherine St. W., Montreal. Tel.: Willbank 1913; 441 Seymour St., Vancouver, B. C.

EXECUTIVES RADIO - TV SERVICE — Larchmont, N. Y. Tel.: Larchmont 2-0833. James M. Boerst, owner and publisher. (Publishers of menthly Spot Radio Report, monthly Factuary [sponsored radio-tv network data], and semi-annual Time Buyers Register.

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Tel.: Plaza 3-4565. Director: J. E. Graham.

GUIDE-POST RESEARCH—7401 Schoyer Ave., Pittsburgh 18, Pa. Director: C. F. Ackenheil.

HAL K. HALPERN ASSOCIATES—15 E. 40th St., New York 16. Tel.: Murray Hill 6-3714. Officers: Hal K. Halpern, general manager; J. Lindsey Campbell, Mary F. Witte, associate. Hollywood —204 S. Beverly Dr., Beverly Hills. Tel.: Crestview 6-9892.

C. E. HOOPER Inc.—Executive offices, 10 E. 40th St., New York 16. Tel.: Lexington 2-3000. Officers: C. E. Hooper, president; Dorothy M. Behrens, Richard K. Doan, Bruce McEwen, Edythe F. Bull, vice presidents; James L. Knipe, executive vice president. Production office and plant: Dry Hill, Norwalk, Conn. Tel.: Victor 7-2461.

INSTITUTE FOR RESEARCH IN MASS MOTIVATIONS Inc.—Croton-on-Hudson, N. Y. Dr. Ernest Dichter, president. (Qualitative research in programming and audiences for tv stations, networks and advertising agencies. Motivational research staff in 55 key cities. Testing of tv and radio commercials. Pre-testing of program and station presentations.)

RICHARD MANVILLE RESEARCH—230 Park Ave., New York 17. Tel.: Oregon 9-2435. (Consultants on advertising and marketing research. Radio, television, market, program and audience research; studies on effectiveness of commercials. Customer-per-dollar studies; radio and television contest and mail handling. Dairy studies, etc.)

MARKET RESEARCH CORP. OF AMERICA (formerly Industrial Surveys Co.)—122 East 42 St., New York 17. Tel.: Oxford 7-3540. National Retail Food & Drug Audits and other continuing studies. Samuel G. Barton, president; C. C. Rogers, vice president in charge of Eastern and West Coast operations; Daniel Connell, vice president in charge Eastern Service Operation. Chicago office: 425 N. Michigan Ave. (11). Tel.: Mohawk 4-4600. Arden Crawford, vice president in charge of Midwest Div.; John Rhodes, vice president in charge of production. San Francisco office: 2 Pine St. (11). Tel.: Sutter 1-2289. Donald W. Connell, vice president in charge.

MARKETSCOPE RESEARCH Co.—156 Washington St., Newark 2, N. J. Tel.: Mitchell 2-1753. Robert E. Spinner, executive director. (Marketscope Test-Town, consumer panel and store audits, continuous purchase diary in tv and non-tv homes, qualitative and quantitative radio and tv studies, national coverage.)

MARKET RESEARCH OF CLEVELAND — 1220 Huron Rd., Cleveland. Tel.: Main 1-0186. Director: Albert E. Strass. (Radio and television research for midwest stations, advertisers and agencies.)

MEDIA RECORDS Inc.—63 Vesey St., New York 7. Tel.: Worth 4-0076. John Halpin, president; L. H. Collins, vice president. Offices: 174 E. Long St., Columbus 15, Ohio; Tel.: Main 7784; Frances Davis, manager. 173 W. Madison St., Chicago. Tel.: Andover 3-5683; Ladious Siwak, manager. 355 Stockton St., San Francisco 8. Tel.: Garfield 4989; E. J. Raleigh Jr., manager.

MOFFETT RESEARCH Co.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 3-5653. Jessie Locke Moffett, owner.

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Tel.: Hollycourt 5-4400. Officers: Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., Frederick K. Leisch, James P. Napier, Charlton G. Shaw, executive vice presidents. 500 Fifth Ave., New York 36. Tel.: Pennsylvania 6-2848. James O. Peckham, executive vice president. 100 Bush St., San Francisco, Calif. Tel.: Yukon 2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Edward L. Lloyd, managing director. 2436 Yonge St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Petersham, N. S. W., Sydney, Australia; J. R. Dickson, director; 570 Heer-

engracht, Amsterdam, The Netherlands, J. B. Staniland, director. New Zealand: D. W. Taylor, manager, Evening Post Bldg., Wellington. Belgium: 43 Chaussee-de-Charleroi, Brussels. Tel.: Vijgendam 2-6. (Broadcast audience and station coverage measurements, marketing research.)

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION—157 Federal St., Boston 10. Tel.: Liberty 2-1870. Director: Edward J. Noonan.

O'CONNOR SURVEY Co.—Vester Bldg., Knoxville. Tel.: 5-2272. Bernice M. O'Connor, director. (O'Connor Radio and Tv Audience Surveys.)

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 636, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director; V. S. McGee, assistant director. (Radio and tv consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 1-3600. Dr. Claude Robinson, president; Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrop, LeRoy Purvis, Hugh Rusch, Dilman M. K. Smith, vice presidents.

ALFRED POLITZ RESEARCH INC—270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president; Lester R. Frankel, technical director; Eva Klein, J. Stevens Stock, project coordinators; Jerome Greene, Robert Lindsey, Frank Reis, Robert Weller, David F. Wolfe, project directors; Nathan Schiller, sampling director; Mildred Taylor, field director. (Marketing, advertising, product, opinion and media research.)

AL PREISS & ASSOCIATES—1680 N. Vine St., Hollywood 28, Calif. Tel.: Hollywood 3-2576. Elder F. (Al) Preiss, director-owner; Richard S. McMahan, director of research.

MCManan, director of research.

THE PSYCHOLOGICAL Corp.—522 Fifth Ave.,
New York 35. Tel.: Murray Hill 2-2145. Walter
R. Miles, chairman of the board; George K.
Bennett, president; Albert D. Freiberg, 1st vice
president and director, Div. of Marketing &
Social Research; Philip G. Corby, associate director; Charles L. Vaughn, assistant director.

(Opinion polling, audience measurement, special
surveys, advisory and consulting services.)

PUBLISHERS INFORMATION BUREAU Inc. (PIB)—271 Madison Ave., New York 16. Tel.: Murray Hill 5-2210. Frank Braucher, president; W. H. Mullen, secretary. Branch Office: c/o Leading National Advertisers, 21 E. Hubbard St., Chicago 11. Tel.: Whitehall 4-6533.

THE PULSE Inc.—15 W. 46th St., New York 36. Tel.: Judson 6-3316. Director: Dr. Sydney Roslow; David Klein, manager; Lawrence Roslow, associate director; George Sternberg, service manager: Robert Collins, director of client relations. (Radio, television, market research.)

tions. (Radio, television, market research.)

RADIO REPORTS Inc.—220 E. 42d St., New York 17. Tel.: Murray Hill 7-6658. Officers: Edward F. Loomis, president; Gorton V. Carruth, vice president; Simon Nathenson, vice president and general manager; George W. Loomis, vice president and secretary; David Fins, vice president and secretary; David Fins, vice president and assistant treasurer; Carl Hirschfield, midwest vice president in charge of Chicago, Detroit and Cleveland. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 53d St., Chicago: 11615 Cromwell Ave., Cleveland: 36 Springfield St., Wilbraham, Mass.; 2024 W. 6th St., Los Angeles 5; 519 6th St., N. W., Washington I, D. C. 264 Arlington Ave., Berkeley, Calif.: 4911 Walnut St., Philadelphia 39, Pa. (Transcripts, digests and analyses of radio and tv news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

RESEARCH CO. OF AMERICA—570 Fifth

RESEARCH CO. OF AMERICA — 570 Fifth Avenue, New York 36. Tel.: Plaza 7-1865. Managing Director, A. Edwin Fein; director of research, Alfred W. McQuillan Jr.

ELMO ROPER—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900. Associates: Carolyn Crusius, Louis Harris, Burns Roper, John Kraft.

N. C. RORABAUGH Co.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-2193. Publisher: N. Charles Rorabaugh. Tv Editor: Stella Brauner. (Publishes quarterly Rorabaugh report on spot television advertising.)

SCHWERIN RESEARCH Corp.—1775 Broadway, New York 19. Tel.: Judson 2-4690. Horace S. Schwerin, president; Leonard Kudisch, executive vice president. (Radio, television, motion picture qualitative research and commercial studies.)

SOUTHWEST RESEARCH Inc.—3903 Lemmon Ave., Dallas 19, Texas. Tel.: Logan 2641. Officers: Mary H. Winters, president; Ira G. Corn Jr., vice president; Verna C. Brook, secretary-treasurer.

STANDARD AUDIT & MEASUREMENT SERV-ICES Inc.—99 Broad St., New York 4. Tel.: Whitehall 3-3390. Kenneth H. Baker, president; Owen Smith, vice president; Michael R. Notaro, treasurer; Edward Becker, secretary.

DANIEL STARCH & STAFF—Boston Post Road & Beach Ave., Mamaroneck, N. Y. Tel.: New York, Mamaroneck 9-5400.

TELE-CENSUS—Public Service Poll Prof. Hal Evry, 3259 Wilshire Blvd., Los Angeles.

TELEVISION REFERENCE BOOKS AND PUBLICATIONS—1954

Editor's Note: This is the first supplement to the comprehensive bibliography which appeared in the TELECASTING YEARBOOK-MARKETBOOK ISSUE 1953-54. Unless otherwise noted, the place of publication is New York City. The word Apply is used to indicate published studies which may or may not be available. However, depository libraries for radio and television material have been established in large city and university libraries. It is recommended that a check be made in the one nearest you, or at your local television station, for such material, and for others which it was not possible to include.

GENERAL

BRITISH BROADCASTING: A Bibliography, 1954. By the British Broadcasting Corp., Broadcasting House, London, W. I. 1954. 35p. Apply. Miss Florence Milnes, librarian of the BBC, has prepared this revised edition of a classified list of books published in England on radio and TV, including all official publications relating to the BBC, but excluding engineering subjects.

CLEAR CHANNELS: Television and the American People. By Max Wylie. Funk & Wagnalls, Oct. 400p. \$4.00. The author, a pioneer in the commercial and academic fields of radio and TV, presents a critical survey of TV's potentials and its important part in American education, entertainment and public affairs.

DIRECTORY OF NON-ROYALTY FILMS FOR TV. By T. M. Williams. Iowa State College Press, Ames. 1954. 108p. \$6.00. This "first complete assembly of its kind" directory lists titles, subjects, sources, TV clearance status, exact running times and other data on about 3,000 films for TV stations.

FIRST REPORT TO THE PEOPLE OF THE U.S. By the TV Code Review Board of the National Association of Radio and TV Broadcasters. The NARTB, 1771 N Street, Washington 6, D. C. Nov. 1953. 32p. Apply. This report presents the experiences and results of self-regulation by the industry, as outlined in the TV Code.

THE FUTURE OF TV. By the Association of National Advertisers. The Association, 285 Madison Ave., (16). 1953. 17p. Apply. This is a report of a panel discussion by leaders in the industry at the annual meeting of the ANA in Chicago. Topics include advertisers' interests in problems and policies, and includes color TV.

THE GORDON LEVOY TELEVISION POLL. By Gordon Levoy. 6331 Hollywood Blvd., Hollywood 28, Calif. 1953, 36p. Apply. Sub-titled, a non-profit survey for the benefit of the industry, this 6th annual poll is a survey of program preferences and their production, live or film.

KEYS TO SUCCESSFUL INTERVIEWING. By Stewart Harral. Norman, Oklahoma. The University Press, 1954. 223p. \$3.75. A journalism professor outlines techniques for extracting information. Altho prepared for the reporter and student, it is equally useful for radio and TV newscasters and researchers. A selected bibliography is included.

ography is included.

MIKE AND SCREEN PRESS DIRECTORY, 195455. By the Radio Newsreel-TV Working Press
Assn. of N. Y., 270 Park Ave. (17). 1954. \$10.00.
This is a very useful directory for the trade, both in and out of New York City. In three parts designated by colors, the editorial section has "how it is done" stories by experienced newsmen, followed by a directory of U. S. broadcasting stations with their new facilities, and a New York City and state guide of value to newsmen, as well as a list of public relations firms and their accounts.

ON THE AIR By Roger Manyell. British Book

ON THE AIR. By Roger Manvell. British Book Centre, 1953. 202p. \$3.50. A British author and critic examines the development of radio and TV in several countries, the public response to the two media, and their contribution to the arts.

PUBLIC INTEREST PROGRAMMING. By the Nat. Assn. of Radio and TV Broadcasters, 1771 N St., Washington (6). 1954. 18p. Apply. This is a survey of TV stations providing data about non-network programming in the public interest.

RADIO-TV BIBLIOGRAPHY. By the Advertising Research Foundation. The Foundation, 11 West 42nd St. (36). 1954. 17p. Apply. A classified list of articles in trade publications which was prepared by a Working Committee of the Radio-TV Ratings Review Committee of the

ARF.
RADIO AND TELEVISION RIGHTS. By Harry P. Warner. Matthew Bender & Co., 443 4th Ave. (16). 4 vols. \$35.00. Subtitled the Law of Copyright, Trade-marks and Unfair Competition and the Broadcasting Industry, this four-volume set by a noted Washington radio attorney extends his previous two-volume Radio and TV Law and anticipates new TV problems. Program content, service marks, ideas and individual rights are covered here together with a full treatment of music, the Copyright Code and an extensive index.

extensive index.

RECORDED BRIDGES, MOODS, INTERLUDES.
By Henry M. Katzman. Broadcast Music, Inc.
585 Fifth Ave. (17). 280p. \$15.00. A categorical
index of timed segments from symphonic orchestral records, designed to assist program personnel, this book is in two parts. The first lists
moods and appropriate compositions, while part
two cues compositions by composers, with exact
record placement in time relation for each segment.

THE RELAXED SELL. By Thomas Whiteside. Oxford, 1954. 166p. \$3.50 An amusing behind-

the-scenes view of advertising promotion campaigns on radio and TV, the book is heightened with drawings by Robert Osborn.

with drawings by Robert Osborn.

SELLING AND PROMOTING RADIO AND TELEVISION. By Jacob A. Evans. Printers' Ink Books, 1954. 384p. \$5.95. This first book for this specific field is a comprehensive guide giving practical information and techniques for stations, networks and advertising agencies. A chapter on color TV concludes. The author is Director of National Advertising and Promotion at NBC.

TELEVISION: A WORLD SURVEY. By UNESCO. Columbia University Press (27). 1954. 184p. \$1.75. The history, structure, technical facilities, programming, reception, etc., on stations which were already established for the first quarter of 1953 and for those planning TV in the future.

TV DICTIONARY/HANDBOOK FOR SPONSORS. By Herb True. Sponsor Magazine, New York (22). \$2.00. This revised edition of a handy pocket guide includes definitions of more than 900 terms together with tabular data and translations of TV "sign language." The author is Associate Professor of Advertising at Notre Dame.

TV STATIONS. By Walter J. Duschinsky. Reinhold, Fall 1954. 250p. \$10.00. Profusely illustrated, this architectural book is designed to provide comprehensive coverage for building and operating television stations. Capital and operational expenditures and other vital data for managers, designers and engineers is included. TELEVISION WORKS LIKE THIS: By Jeanne and Robert Bendick. New rev. ed. Whittlesey House, 1954. 64p. \$2.25. Revised to include simplified data on color TV, this well-illustrated "what makes the wheels go round" juvenile is recommended for anyone needing to explain TV. TELEVISION'S NOVELTY IS OVER: What Can Yo: Expect Now? By Jerry N. Jordan. Washington (4). Radio-Electronics-TV Mfrs. Assn. 1954. 22p. Apply. This fifth annual report on the impact of TV in sports summarizes the first five years of nation-wide TV and analyzes the probable future pattern of sports and entertainment.

WORKING PRESS OF THE NATION. Pub. by Tom Farrell, 420 Lexington Ave. (17). 1954. —p \$25.00. An established annual directory of press personnel covering newspapers, news services, magazines, etc., part seven lists radio and TV personnel for networks and stations, news and film services for radio & TV, programs, agencies & producers, and disc jockeys.

TECHNICAL

ADVANCES IN ELECTRONICS. Ed. by L. Marton. Academic Press, 1953. 420p. \$9.50. This fifth volume of critical and integrated reviews of specific topics in electron science and in selected fields of engineering electronics, includes A Review of Recent Work in Color Television, by Charles J. Hirsch of the Hazeltine Corporation.

FUNDAMENTALS OF TRANSISTORS. By Leonard M. Krugman. John F. Rider, 480 Canal St. (13). 160p. \$2.70. Basic transistor operation, performance and characteristics are explained in a practical manner for the technician and the student.

and the student.

PRINCIPLES AND PRACTICES OF TELECAST-ING OPERATIONS. By Harold E. Ennes. Indianapolis, Howard W. Sams, 1953. 596p. \$7.95. The author, who is a staff engineer, technical director and instructor in radio and TV at a midwestern university, has designed this book to serve as a thorough training guide for prospective operators with a fundamental radio knowledge and as a handbook for operators already in the field.

PROCEEDINGS OF TWO

PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE. Vol. 9. The Conference, Inc., 84 E. Randolph St., Chicago (1). 1954. 992p. \$5.00. 98 technical papers and addresses given at the 1953 conference in Chicago are included. All phases of the field, with accompanying charts, diagrams and tables, are covered.

STATUS AND DEVELOPMENT OF THE UHF CHANNELS IN THE U.S. By the Federal Communications Commission. Washington (25). The Commission, 1954. 48p. (Release No. 6148). Apply. This statistical supplement to the testimony of Rosel H. Hyde, Acting Chm. of the FCC, before the Senate Comm. on Interstate and Foreign Commerce, May 19, 1954, includes 25 tables of industry statistics and the history of TV development.

THE TRANSISTOR. By Bell Telephone Laboratories, 463 West St. (14). 1951. 792p. Out of print. This selected reference material on the characteristics and applications of the transistor was prepared for the Western Electric Company at the beginning of its development.

ULTRA HIGH FREQUENCY PROPAGATION. By Henry R. Reed and others. Wiley, Aug. 562p. \$9.50. Current information on uhf radio wave propagation.

COLOR TELEVISION

COLOR TELEVISION ISSUE of the Proceedings of the Institute of Radio Engineers. V. 42, No. 1, Jan. 1954. 382p. The Institute, 1 East 79th St. (21). \$1.50. This second issue presents a full account of the many recent developments in color TV since the first issue in October 1951, during which time compatible color TV was developed by the National Television System Committee and authorized by the FCC to operate on a commercial basis, January 1954.

a commercial basis, January 1994.

COLOR TELEVISION ISSUE of RCA Broadcast News. Jan.-Feb. 1954. RCA Engineering Products, Sec. 503, Camden, N. J. This 80-page issue was prepared specifically for TV station personnel and contains authentic information on general operating theory, studio and station plans, types of equipment and systems, as well as equipment change-overs.

COLOR TELEVISION. By the Radio Corp, of America. RCA (20) 1953, 34p. Apply. An illustrated promotion booklet which discusses color and its adaptation to TV and the RCA development of color TV.

HIGHLIGHTS OF COLOR TELEVISION. By John R. Locke, Jr. John F. Rider (13), 1954. 44p. \$1.00. This booklet is devoted almost entirely to the qualitative aspects of the NTSC system and the consideration of the receiver. Previous knowledge of black and white TV is essential for the reader.

INTRODUCTION TO COLOR TV. By Milton Kaufman and Harry E. Thomas. John F. Rider (13). 140p. \$2.10. This paper-bound book covers the fundamentals of color TV and the NTSC systems approved by the FCC and then proceeds to discuss tubes and receivers with emphasis on the latter.

OF COLOR STANDARDS BEFORE THE FCC. Radio Corp. of America (20). 1953. 697p. Apply. This is a technical approach, for the advanced engineer. to the color TV principles and operation which is the basis for the NTSC system adopted by the FCC.

EDUCATIONAL ASPECTS

CHILDREN'S TELEVISION HABITS IN THE COLUMBUS, OHIO, AREA. By Mrs. Melvin C. Koch. Council of Social Agencies, 137 E. State St., Columbus, 1952. 31p. Apply. The author, an investigator for the TV Committee, Franklin County, Ohio, section, White House Conference on Children and Youth, has sub-titled this as a Study of the Relations of Children and Youth to TV in a Saturated Area. It includes data and conclusions re TV in the homes of the County's 5-18 year olds.

mass media and education. Ed. by Nelson B. Henry. Chicago University Press, 1954. 376p. \$4.00. This is part 2 of the 53rd yearbook of the Nat. Society for the Study of Education and deals with the effect of mass media on the child or youth, in-school and out-of-school, as well as the normal experiences of the adult. TV and education is considered rather than TV in education.

A NEW OPPORTUNITY FOR TELEVISION IN YOUR COMMUNITY. By the National Citizens Committee for Educational TV. The Committee, Washington (6), 1953. 19p. This illustrated brochure on educational TV includes cost statistics and data on community experiences.

tistics and data on community experiences.

PARENTS, CHILDREN AND TELEVISION: The First TV Generation. By the Communications Research Project. Nat. Council of Churches of Christ in the USA, 297 4th Ave. (10). 8p. 25¢. This report—a part of a two-year study of religious radio, TV and motion pictures to appear in book form, analyzes the attitudes of parents in one American city (metropolitan New Haven) toward TV programs and their children.

SEDUCTION OF THE INNOCENT. By Fredric Wertham. Rinehart, 1954. 397p. \$4.00. Altho the book is devoted to the comic book problem, a chapter on television considers the problem of children's TV programs as affected by the comic book influence.

TALES OF SEVEN CITIES AND OF VIDEO

comic book influence.

TALES OF SEVEN CITIES AND OF VIDEO THAT TEACHES. By the National Citizens Committee for Educational TV. The Committee, Ring Bldg., Washington (6), 1953. 37p. Apply. The experiences of seven cities in their efforts to obtain educational TV stations. Subsequent reports and other pertinent data are available from this committee and the Joint Committee on Educational TV. 1785 Massachusetts Ave., N. W., Washington 6, D. C.

TV: A New Community Resource. By the Council of National Organizations of the Adult Education Assn. of the U. S. Leonia, N. J. Wells Pub. Co., 1953. 97p. \$1.00. The story of a TV workshop for community organization personnel. TELEVISION AND YOUTH: Interests, Activities, Hobbies. Nat. Assn. of Radio & TV Broadcasters, Washington 6, 1954. 20 p. Apply. Although this survey of a scientific study of children in grades 1-12, Ann Arbor, Mich., was made in 1951 by T. C. Battin, Director of TV at the University of Florida for his doctor's degree, the NARTB has recently published and distributed it because of TV's impact on children's habits, choices and activities. activities.

or TV's impact on children's habits, choices and activities.

TELEVISION IN SCHOOL, COLLEGE AND COMMUNITY. By Jennie Waugh Callahan. Mc-Graw-Hill. 1954. 357p. \$4.75. "Educational television programming and production techniques in use by state, municipal and private colleges and universities" are discussed by a college professor, experienced in the field.

TV VS. COMIC BOOKS. By the Dell Pub. Co., 261 Fifth Ave. (16), 1953. Two studies were made of mass media impact among the school children of Norwalk Conn., and Poughkeepsie, N. Y., with the cooperation of school authorities, the children replying to the questionnaire. The Norwalk study was for grades three thru six, the Poughkeepsie from the third grade thru the eighth. Out of print.

WHAT EDUCATIONAL TV OFFERS YOU. By Jack Mabley. Public Affairs Comm., 22 E. 38th St. (16). 28p. 25¢. The TV and radio critic for the Chicago Daily News presents a lively case for educational TV in this Public Affairs Pamphlet No. 203.

YOUR CHILD'S READING TODAY. By Josette Frank. Doubleday, 1954. 328p. \$3.95. Based on 25 years experience with the Child Study Assn. of America, the author has presented a kindly evaluation of the problems of the comics, radio, and television.

TECHNIQUES AND CAREERS

THE BEST TELEVISION PLAYS. VOL. III. By Wm. I. Kaufman. Merlin Press, 220 W. 42nd St. (36), 1954. \$6.00. This third volume contains seven plays, camera directions and production techniques.

THE ERIE STORY. By General Electric Co., 570 Lexington Ave. (22), 35p. Apply. A useful "how to do it" book depicting a successful community TV series in Erie, Pa., prepared to assist other industries to tell the story of American free enterprise and to promote their communities.

FILM AND THE DIRECTOR. By Don Livingston. Macmillan, 1954. 209p. \$4.50. The author is an experienced professonal director of many films. He has written the first comprehensive book on movie techniques from the director's point of view.

point of view.

HOW TO ACT FOR TELEVISION. By Wm. I. Kaufman. Merlin Press, 220 W. 42nd St. (36), Fall, 1954. 125p. \$2.50. Prominent people in the profession have contributed useful hints for those with histrionic, producing and directing abilities. Comments by a few stars are included. HOW TO WRITE FOR TELEVISION. By Wm. I. Kaufman. Merlin Press, 220 W. 42nd St. (36), Fall, 1954. 125p. \$2.50. The editor of Best Television Plays is starting a series of "how to" books for all aspects of TV, of which this is the first. Experts lend advice to assist and encourage professional writers who want to enter the field.

INTRODUCTION TO RADIO AND TELEVISION. By David C. Phillips and others. Ronald Press, 1954. 423p. \$5.00. Three well-equipped authors survey current practices and problems for those

who plan a radio or TV career. Network and station organization and management, with job inventories and descriptions, are included.

PARKER'S TELEVISION PLAYS. By Kenneth T. Parker. Minneapolis 15, Northwestern Press, 1954. 245p. \$2.75. J. C. Beal has contributed an introduction on TV production problems to this collection of eight plays for stage and TV. PRODUCING AND DIRECTING FOR TELE-VISION. By Charles Adams. Henry Holt, 1953. 282p. \$3.95. A veteran writer and producer discusses all phases of TV program production, starting with the station itself, its facilities and personnel. A chapter on budget and cost control and an appendix covering recent union pay scales and job functions for the four networks adds to its usefulness.

RADIO AND TELEVISION NEWS. By Donald

adds to its itsefulness.

RADIO AND TELEVISION NEWS. By Donald E. Brown & J. P. Jones. Rinehart, 1954, 472p. \$5.00. A loose-leaf study course useful also as a refresher course for professionals. Chapters have been contributed by experts, many of them past officers of RTNDA, with an introduction by the late Arthur C. Stringer of NARTB.

STAGING TV PROGRAMS AND COMMERCIALS. By Robert J. Wade. Hastings House, Fall 1954. \$6.50. This is a much-needed practical manual on basic details of planning and producing programs on a low budget, by an experienced network craftsman.

THE TECHNIQUE OF FILM EDITING: Basic

perienced network craftsman.

THE TECHNIQUE OF FILM EDITING: Basic principles for TV. By Karl Reisz. Farrar, Straus & Young, 1953. 285p. \$7.50. Nine British film experts have contributed advice on the practical workings of film editing from its early history and its processes, concluding with a chapter on editing principles.

TECHNIQUES OF MAGNETIC RECORDING. By Joel Tall. Macmillan, Fall pub. Written for the layman as well as the experienced technician, magnetic recording is evaluated and explained for the best advantage in many fields. The author is an experienced CBS engineer.

is an experienced CBS engineer.

TECHNIQUES OF TELEVISION PRODUCTION.
By Rudy Bretz. McGraw-Hill, 1953. 474p. \$10.00.
A complete coordinated description of equipment, materials and projects in producing television programs, by a pioneer with practical and academic experience. Emphasis is on the cameraman and camera handling.

TELEVISION FOR YOU. By Joseph D. Tonkin and Alice F. Skelsey. Washington 25, U. S. Govt. Print. Off., 1953. 24p. Ag. Hdbk. No. 55. 15¢. Although written expressly for County Extension Agents, it should prove useful to others needing simple techniques for TV programs and demonstrations.

STRAITORS.

TELEVISION WRITING AND SELLING. By Edward B. Roberts. Boston, The Writer, 1954. 499p. \$5.75. A practicing TV script editor has outlined for the free-lance writer the necessary procedures from idea through production for all types of shows. Complete scripts with scene-by-scene analysis, together with other helpful comments and data are included.

comments and data are included.

TELEVISION NEWS HANDBOOK. Ed. by Baskett Mosse. Evanston, Ill. Medill School of Journalism, Northwestern University, 1953. 112p. \$2.50. Leading TV newsmen have contributed authoritative information on the latest techniques for TV news operations. It is a professional guide for those in the industry as well as for the college student.

TIPS ON TELEVISION. By the League of Women Voters of the USA. The League, 1026 17th Street, N.W., Washington 6, D.C. (Bul. No. 218.) 25 cents. A pamphlet which was prepared for league chapters to assist local voting groups in the preparation of announcements and programs.

WOMEN ON TV. By Ellen Pennell. Minneapolis, 15, Burgess Pub. Co., 1954. 210p. \$3.50. A "first of its kind" manual for TV by a home economist which covers details of planning pro-

grams for home audiences. Written as a teaching aid, it covers details of appearance before the camera, studio techniques, program procedures. A bibliography is included.

YOUR PLACE IN TV. By Edwin B. Broderick. N. Y., David McKay, 1954. 142p. \$2.75. Subtitled "A Handy Guide for Young People," this is an elementary textbook by the director of radio and TV Communications for the Roman Catholic Diocese of New York. The appendices, listing positions and Qualifications at NBC, and colleges giving TV courses and a bibliography, are useful.

TELEVISION LIGHTING

CBS COLOR TELEVISION STAGING AND LIGHTING PRACTICES. By R. S. O'Brien. CBS, 1954. Apply. This revision of an earlier monochrome study by a member of the CBS engineering staff will be published in the Journal of the Society of Motion Picture & TV Engineers, Aug. 1954. (Vol. 63, No. 2). FUNDAMENTALS OF LIGHT AND LIGHTING. By Walter Sturrock and K. A. Staley. Cleveland (12) Lamp Div. of General Electric, 1953. 102p. Apply. In addition to the basic data on the nature of light and its measurements, methods of control, characteristics of lighting equipment and the principles of illumination design, this Bulletin LD-2 has a useful glossary.

LAMPS. By C. E. Weitz. Cleveland (12) Lamp

LAMPS. By C. E. Weitz. Cleveland (12) Lamp Div. of General Electric, 1950. 76p. Apply. Bulletin LD-1 is a condensed text on the design and operation of incandescent, mercury and fluorescent light sources.

The following reprints or reports are available to responsible people from the Illuminating Engineering Society, 1860 Broadway (23) or Kliegl Bros. Lighting, 321 W. 50th St. (19):

CURRENT LIGHTING PRACTICE FOR TV PRODUCTION. By the Subcommittee on Lighting for Production of TV Programs of the Illuminating Engineering Society. 1950. 8p. 15¢. This report was used by the U.S. Natl. TV Committee of the International Commission on Illumination at the 1951 sessions in Stockholm. It describes the status of TV lighting in the U.S. and is concerned primarily with what lies in front of the camera rather than camera techniques.

PROGRESS IN TELEVISION STUDIO LIGHT-ING. By the Illuminating Engineering Society. June 1954. 4p. 10¢. Apply. This report supple-ments the 1951 Current Lighting Practice.

June 1954. 4p. 10¢. Apply. This report supplements the 1951 Current Lighting Practice.

TELEVISION EMISSION STUDIO LIGHTING AND RECEPTION SURROUND LIGHTING. By the Int. Commission on Illumination. 1951. 11p. Apply. "This report provides information and pertinent facts on the current and existing practices of various countries" and was prepared for the 12th meeting of the Int. Commission in Stockholm, June 1951. A few diagrams, illustrations, and a useful bibliography are included.

TELEVISION LIGHTING ROUTINES. By Wm. R. Ahern. 1954. Apply. An NBC lighting expert describes the installation of the NBC Studio 8H together with a documentary account of a typical dramatic show, in this reprint from the Journal of the Society of Motion Picture and TV Engineers, Vol. 62, March 1954.

THEATRICAL LIGHTING PRACTICE: By Joel E. Rubin and Leland H. Watson. Theatre Arts Books, 224 W. 4th St. (16), Aug. 155p. \$3.50. A complete survey of the theatrical field, this new book includes a chapter on TV by a CBS lighting director. Techniques and equipment are brought up to date with many illustrations and a bibliography is included.

PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION

Colleges marked with * have reported G. I. Approval. For information on others write to registrar.

COLLEGES

Adelphi College, Garden City, N. Y. Courses: Introduction to radio, acting, speech, radio writing, seminar in script writing, advanced script writing, radio, tv and film as aids to education. Regis-trar: Flora Rheta Schreiber.

Agricultural & Mechanical College of Texas, College Station, Tex. Courses: Radio workshop, radio commun-

ication, engineering, acoustics, acoustical devices, electronics, advanced radio communication engineering, uhf techniques, radiation & propagation, communication circuits, tv engineering, design of special electronics circuits. Registrar: H. C. Dillingham. Degrees: B.S., M.S. in E.E. Ball State Teachers College, Muncie, Ind. Courses: Radio workshop, introduction to radio-tv, radio acting, speech and production, writing for radio-tv, radio in education. Director: R. J. Robbins.

Beaver College, Jenkentown, Pa.

Courses: Radio-tv techniques, microphone speech, radio writing, radio-tv program planning. Registrar: Judith Elder.

Beloit College, Beloit, Wis.

Courses: Radio workshop, introduction to radio-tv, program production, radio writing, seminar in radio speech, tv productions in conjunction with area outlets. Registrar: Ruane B. Hill.

Brooklyn College, Brooklyn, N. Y.

Courses: Radio workshop, introduction to radio, production, educational radio and tv. Registrar: Paul B. Williams.

Central Washington College of Education, Ellensburg, Wash.

Courses: Radio speech, radio and recordings in the classroom, principles of photography, teaching through tv. Registrar: Perry Mitchell; Radio Director: William C. King.

Chico State College,* Chico, Calif. Tel.: Fireside 2-5671.

Courses: Broadcasting-telecasting production. Registrar: Wallin Carlson. Registration: Sept. 10, 1954, Feb. 1, 1955.

City College of the City of New York, New

York, N. Y. Courses: Survey of radio-tv, radio-tv dramatics, advanced radio dramatics, dramatics, advanced radio dramatics, speech for radio-tv, writing for radio, radio-tv research methods, radio radio, radio-tv research methods, radio engineering, electrical communications, engineering electronics, communications electronics, industrial electronics, sound engineering, uhf techniques, advanced electronics, basic tv engineering, tv script writing, basic tv, tv workshop, motion picture photography, history of the fictional film, fundamentals of documentary film history and production, motion picture writing and editing, practice tion picture writing and editing, practice in film production. Registrar: Earl H. Ryan.

City College of San Francisco*, Balboa Park, San Francisco 12, Calif. Tel.: Juniper 7-7272.
Courses: Production, survey, writing, announcing, acting. Registrar: Mary Jane Learnard. Registration: Week of Sept. 14, 1954.

College of Music of Cincinnati,* 1228 Central Pkwy., Cincinnati, Ohio. Tel.: Parkway 0538. Courses: Two-year certificate course, four-year bachelor of fine arts in radio-tv education degree course. Registrar: Marjora W. Shank. Registration: Sept. 14-17, 1954. Degree: B.F.A. in radio-tv

College of the Pacific,* Stockton, Calif. Courses: Tv workshop, acting, production, directing, station management, marketing, tv production laboratory. Registrar: Ellen Deering. Degrees: A.B., M.A.

education.

others.

College of San Mateo, San Mateo, Calif. Courses: radio-tv writing, tv repair. Registrar: Richard P. Marsh.

Columbia College,* 207 S. Wabash Ave. Chicago 4, Ill. Tel.: Wabash 2-6762. Courses: All phases of tv. Registrar: Jean Ward. Registration: Continuous.

Columbia University Teachers College, New York, N. Y.
Courses: Radio workshop preparation and production of educational radio programs, communication and the communication arts in the modern community. seminar in communications and the communication arts, psychology of communi-cation, radio and tv in the work of the school, production of educational motion pictures. Registrar: Louis Forsdale and

Contra Costa Junior College, Richmond, Calif. Courses: Fundamentals of radio-tv engineering, sound engineering, electronics, uhf techniques.

Curry College, Boston, Mass.
Courses: Tv workshop, acting, microphone technique, tv orientation. Registrar: Donald W. Miller. Degree: B.S. in oratory.

Dearborn Junior College, Dearborn, Mich. Courses: Tv theory and fundamentals, tv service. Registrar: Reginald Davies.

East Los Angeles Junior College, Los Angeles, Calif.
Courses: Acting, speech, announcing, production, basic tv engineering. Registrar: J. Richard Bietry.

Emerson College,* 130 Beacon St., Boston, Mass. Tel.: Kenmore 6-3340. Courses: Introductory tv, announcing, production, acting, writing. Registrar: Clara Fraser. Registration: Sept., Feb.,

Evansville College, 1800 Lincoln Ave., Evansville, Ind. Tel.: 6-1341. Courses: Tv workshop. Registrar: G. R. McCoy. Registration: Sept. 15, Dec. 10, 1954, Feb. 16, May 11, 1955.

Fresno State College,* Fresno 4, Calif.

resno State Couege, Fresho 4, Cann.
Tel.: 4-4721.
Courses: Introduction to radio and tv, continuity writing for radio-tv, script writing for radio-tv, elements of tv production, stagecraft and scenery design, tv workshop, special projects in tv production, radio-tv station operation and management. radio-tv programming, management, radio-tv programming, radio-tv in education (additional offerings in electronics). Registrar: Wilma F. Wight. Registration: Sept. 16, 1954; Feb. 7, 1955.

Grant Technical College, Del Paso Hts., Calif. Courses: Tv workshop, speech, tv production, repair and operation of tv apparatus.

Grove City College, Grove City, Pa. Courses: Radio workshop, speech, radio-tv advertising, marketing, electronics, transmission circuits. Registrar: Dr. H. O. White.

Harbor Junior College, Wilmington, Calif. Courses: Tv shop.

Hofstra College, Hempstead, N. Y. Courses: Radio production, electronics, educational radio & television for teachers, educational radio & television production. Dean of Admissions: E. Trudeau Thomas.

Idaho State College, Pocatello, Idaho. Courses: Tv workshop, tv production, Courses: Tv workshop, tv production, theory of tv broadcast practice, tv broadcasting practice. Registrar: Carl L. Isaacson. Degree: B. A. Equipment: Three image orthicon camera chains; one film camera chain used on closed circuit. Under technical direction of William H. Shiflett, chief engineer.

Iowa State College*, Ames, Iowa. Tel.: Ames 2500. Courses: Tv art techniques, tv opera-Courses: Tv art techniques, tv operation techniques, narrative and dramatic writing for radio and tv, music for radio and tv, tv laboratory, principles of radio and tv broadcasting, radio and tv speech, tv production techniques, radio and tv advertising, law of communications, informative writing for radio and tv, radio and tv for home audiences, radio and tv newswriting, radio and tv program building, motion picture production for tv, tv demonstration techniques. Registrar: Arthur Gowan. Registration: Sept., Jan., March, Gowan. Registration: Sept., Jan., March, June, July. Degree: B.S.

Ithaca College, Ithaca, N.Y.
Courses: Radio workshop, introduction to communications, radio acting, announcing, production, dramatic script writing, radio-tv news writing, continuity writing, script writing, senior radio workshop projects, production problems, radio-tv station administration regionty adverses station administration, radio-tv advertising, communications in society, current broadcasting and telecasting developments, radio education, graduate study in radio-tv education, radio-tv field work. Registrar: Robert Earle. Degree: B.S.

Jordan College of Music of Butler University,* 1204 North Delaware St., Indianapolis, Ind. Tel.: Lincoln 2836. Robert L. Montgomery. Registration: Sept. 15-19, 1954. Degree: B.S. in radio.

Kansas State College*, Manhattan, Kan. Tel.: 5661. Courses: Survey course, tv production, photography, electrical engineering courses. Registrar: Eric T. Tebow. Degree: B.S.

Kansas State Teachers College*, South Broadway, Pittsburg, Kan. Tel.: 761. Courses: Survey of broadcasting and television, program analysis, production actually on air. Registrar: Clyde R. Baird. Registration: Sept., Jan., June. LeMoyne College*, LeMoyne Hts., Syracuse, N.Y. Tel.: Syracuse 72-4461.
Courses: Programming, production, studio operations. Registrar: Theodore G. Meyers. Registration: Week of Sept 13,

Los Angeles City College, Los Angeles, Calif. Courses: Tv workshop, acting, speech announcing, radio-tv survey broadcasting, writing for tv, advanced writing for tv, tv production and programming, tv sales talks and demonstrations. Registrar: Benjamin K. Swartz.

Los Angeles State College of Applied Arts & Sciences, Los Angeles, Calif.
Courses: Advanced tv drama techniques, techniques for tv information program, tv work-study program. Louis G. Gardemal.

Los Angeles Trade Technical Junior College*, 1646 S. Olive St., Los Angeles 15, Calif. Tel.: Prospect 7021.

Courses: Tv and radio servicing. Registrar: J. N. McCaghren. Registration: Continuous.

Marshall College*, Huntington, W. Va. Tel.: 3-3411. Courses: Fundamentals of radio and tv; radio, tv and society. Registrar: Luther Bledsoe. Registration: Sept. 15, 1954, Jan. 15, 1955.

Michigan State College*, East Lansing, Mich. Courses: introduction to broadcasting, comparative acting techniques (radio, tv, theatre), radio & tv announcing, introduction to tv, tv studio operations, tv control room operations, tv directing, tv writing (continuity), tv workshop (summer), problems in tv production, tv program development, dramatic writing (theatre, tv, radio), radio & tv station management, radio & tv programming, radio & tv in education, advanced problems in tv production, research in broadcasting, seminar in broadcasting. Director, Radio & Tv Training: Dr. Robert P. Crawford. Registration: Spring, summer, fall, winter.

North Texas State College, Denton, Tex. Courses: Radio workshop, speech, production and direction of radio-tv programs, radio-tv continuity writing. Registrar: R. V. Holland.

Occidental College, Los Angeles, Calif.
Courses: Tv orientation, tv writing.
Registrar: Charles F. Lindsley.

Orange Coast College, Costa Mesa, Calif. Courses: Tv technology. Instructor: S. T. McNeal.

Oregon State College, Corvallis, Ore.
Courses: Radio workshop, orientation, speech, radio writing, fundamentals of radio-tv engineering, sound engineering, electronics, transmitter operation, radio communications. Instructor: Harold Livingston.

Pacific Lutheran College*, Parkland, Wash. Courses: Radio workshop, fundamentals of radio speaking, radio-tv production. Registrar: Dr. Philip H. Hauge. Registration: Sept. 13-17, 1954.

Phoenix College, Phoenix, Ariz.
Courses: Speech, radio workshop, radio physics, fm and tv physics. Registrar: Gilbert Mills.

Providence College, Providence, R. I. Courses: Radio workshop, radio engineer ing, sound engineering, electronics, uhf techniques, principles of photography, educational nature of tv. Registrar: W. A. Murtaugh, O. P.

Rider College, Trenton, N.J.
Courses: Radio workshop, radio-tv script writing, introduction to communications. Registrar: Robert L. Dartt.

San Diego Junior College*. 12th and Russ, San Diego, Calif. Tel.: Franklin 9-4131. Courses: Radio and tv announcing, pro-duction, programming, technical courses, tv repair and maintenance. Registrar: Harry E. Jones.

San Francisco State College, San Francisco, Calif.

Courses: Tv workshop, radio-tv news writing, radio-tv continuity writing, radio-tv writing, music for radio-tv, radiotv administration, introduction to radiotv research, tv acting, tv production, motion pictures for tv, tv acting. Registrar: Paul Speegle.

San Francisco Theological Seminary, San

Anselmo, Calif.
Courses: Introduction to tv, tv writing, elementary tv production. Registrar: Henry B. Adams.

San Jose State College*, San Jose 14, Calif. Tel.: Cypress 4-6414. Courses: Foundations in radio and tv, radio and tv production, advanced probradio and tv production, advanced prob-lems in radio and tv production, radio and tv writing, mass communication analysis, allied courses in radio and drama and liberal arts, two half-hour productions on tv, three radio produc-tions per week. Registrar: C. W. Quin-ley. Degree: A.B. in radio and tv.

South Dakota State College, Brookings,

Courses: Radio workshop, filming for tv, orientation, speech, radio writing, radio engineering, sound engineering, electronics, fundamentals of radio-tv engineering. Director: Richard Haislet, Jr.

State College of Washington*, Arts Hall, Pullman, Wash. Tel.: 15011. Courses: Radio and ty production, radio and tv workshop, radio and tv writing, seminar in radio and tv problems. Registrar: Claude Simpson. Registration: Sept. 23-25, 1954. Degree: B.A. in speech.

Stockton College, Stockton, Calif.
Courses: Tv and electrical equipment, tv receivers. Registrar: William H. Ram-

sev.

Tri-State College. Angola, Ind.
Courses: Radio law, radio theory, radio engineering, electronics, uhf engineering, communications engineering, radio design, tv engineering. Registrar: L. S. Ax. Degrees: B.S. in radio engineering.

Utah State College,* College Hill, Logan, Utah. Tel.: 100 ext. 81. Courses: Introduction to radio and tv, educational broadcasting, radio-tv production, radio-tv workshop, electronics aspects of tv. Registrar: William H. Bell. Registration: Sept. 24, 25, 1954. Degrees: B.S. in speech and E.E.

Wayland Baptist College, Plainview, Tex. Courses: Radio workshop, fundamentals of radio broadcasting, production, tv orientation. Registrar: Velma Avant.

Washington Missionary College, Washington, D. C.
Courses: Radio workshop, fundamentals of radio broadcasting, elements of radio production, religious radio and tv. Registrar: W. Fletcher Tarr.

Weber College*, Odgen, Tex. Courses: Radio workshop, radio-tv appreciation, radio speech, basic communication arts electronics, transmitter operation, principles of tv engineering, design of tv receivers, tv antennas. Registrar: Clarissa Hall.

Marjorie Webster Junior College, Washington, D. C. Courses: Tv workshop. radio and tv production. Registrar: M. Clare Slick.

Western College for Women, Oxford, Ohio. Tel.: Oxford 3-4480.
Courses: Radio-tv speech, radio-tv production, radio-tv writing, station operation. Registrar: Marian Miller. Degree:

Western Michigan College of Education, Kalamazoo, Mich.

Courses: Radio workshop, introduction to radio speaking, production, introduction to radio script writing, teachers' workshop in radio utilization of radio and recordings in classroom, radio communications, principles of radio communication, introduction to electronics, radio tion, introduction to electronics, radio transmission, principles of tv engineering. Registrar: John C. Hoekje. Director of Broadcasting: Wallace Garneau.

Woman's College of the University of North Carolina*, Spring Garden St., Greensboro, N. C. Tel.: 2-5661.

WUNC-TV Ch. 4.
Courses: Tv production, tv writing. Registrar: Dr. Rollin E. Godfrey. Orientation and registration: Sept. 10-16, 1954.

Youngstown College, Youngstown, Ohio.
Courses: Radio workshop, tv workshop, speech, radio-tv advertising, principles of radio engineering, electronic applications engineering. Chairman, radio-tv committee: R. Donald Elser.

UNIVERSITIES

The American University*, 1901 F St., N. W., Washington, D. C. Tel.: Sterling 3-4940. Courses: Introduction, writing, news-writing, dramatic writing, public service broadcasting, speaking, announcing, music, acting, production and direction, station management, advertising, programming, tv workshop, tv production laboratory, tv film production, tv in education, teaching with tv, communi-

cation law. Registrar: Willett Kempton. Registration: Sept., Feb., June. Degrees: A.A., B.A., M.A. Baylor University*,

Waco, Tex. Tel.: 3-4511.

Courses: Production, drama, internship. Registrar: Dr. Truet Grant. Degree: B.A.

Boston University School of Public Relations & Communications,* 84 Exeter St., Boston 16, Mass. Tel.: Commonwealth 6-6230.

Courses: Performance, writing, production, technical aspects, programming, sales, administration, law, education, tw film. Registrar: Ethel Webster, Registration: Sept. 13-16, 1954. Degrees: B.S., M.S.

John Brown University*, Siloam Springs, Ark. Tel.: 77. Courses: Technical theory. Registrar: Roger F. Cox. Registration: June 1, 1954.

Degree: B.S.

John Carroll University, Cleveland, Ohio Courses: Radio workshop, fundamentals of radio broadcasting, planning and presentation of standard radio programs, radio engineering, sound engineering, fundamentals of electrical engineering, current electronic development, principles of communications, program planning for tv, problems of the tv director. Registrar: Vincent S. Klein.

Columbia University, School of Dramatic Arts, New York, N. Y. Courses: Radio workshop, basic radio-tv, radio-tv acting, radio-tv announcing, radio drama workshop, dramatic radiotv writing, radio reporting and commentary, radio documentary workshop, radio-tv publicity, radio-tv promotion, radio-tv sales, radio-tv audience re-search, law and literary property, public opinion and communication, radio-tv and films as information media, radio in education, radio engineering, sound engineering, electronic tv program techniques, radio-tv technical equipment, special viedo effects, film techniques, equipment, radio-tv sound effects, tv news and special events. In charge: Erik Barnouw. Degree: B.F.A.

Creighton University, Omaha, Neb. Courses: Introduction to mass communications, mass media-radio-tv, introduction to radio-tv, radio speech, radio in-terpretation, principles of radio-tv advertising, law of the press, radio and tv, radio-tv announcing, radio-tv con-tinuity writing, radio-tv play writing, radio-tv news writing and editing, radio-tv production, radio-tv program planning, stagecraft, news photography, music appreciation, tv workshop, principles of marketing research. Registrar: Jack N. Williams.

DePaul University, Chicago, Ill. Courses: Acting, speech, production, tv advertising, advanced tv advertising. Registrar: John Stine.

DePauw University, Greencastle, Ind. Tel.: Greencastle 1100.

Courses: tv workshops at graduate and undergratuate levels. Registrar: Value Timmons: Registration: Sept. 16-17,

Emory University, Emory University, Ga. Courses: Introduction to radio and tv, radio-tv writing, tv orientation, tv production, tv research, Registrar: Marcus Bartlett. Degree A.B.

Florida State University*, at Tallahassee,

Fla. Tel.: 2-8000. Courses: Introduction to radio-tv, radiotv advertising, advertising workshop, lecture-laboratory, radio news writing and editing, radio local and regional news, radio continuity writing, editing for press and radio, reviewing for press and radio, tv information, tv continuity writing books to recommendate the pressure of the pr ity writing, basic tv news, advanced tv news, correlation of radio and recordings with audio-visual aids in education, tv and the community. Registrar: Charles Walker. Registration: Sept. 18, 1954. Degrees: A.B., B.S., M.A., M.S.

Fordham University, Communication Arts Department, Bronx, N.Y. Courses: Radio workshop, fundamentals of radio-tv, radio acting, speech, production, directing, playwriting workshop, basic writing for communication arts, continuity writing, scenic design, station operation and management, radio-tv advertising, survey of communication arts media. moral aspects of communication arts, tv production, journalism for tv. Chairman: J. W. Kelly, S.J. Degree:

Indiana University*. Bloomington, Ind. Tel.: 6811 ext. 240.
Courses: Two introductory courses, and introductory courses, and introductory courses. nouncing, law, advertising, script writing, production, proseminar, special projects, thesis. Registrar: C. E. Harrell. Registration: Sept. 14, 15, 1954. Degrees: B.S. in radio, A.B., M.A.

Kent State University, Kent, Ohio Courses: Radio workshop, radio and television survey, radio speech, advanced radio speech, radio programming and production, techniques in broadcasting, radio writing, advanced radio writing, station management, the radio audience, radio history and law, radio in education, contemporary problems in radio-tv. Director: Walton D. Clarke. Degrees: B.S. in radio speech, B.S. in business administration.

Louisiana State University, Baton Rouge, Courses: Radio workshop, speech, radio

writing and production, radio news writing, radio engineering, special problems in radio engineering, electronics, transmitter operation, uhf techniques. Registrar: Lucile Ruby.

Loyola University, Chicago, Ill. Courses: Radio workshop, speech, tv orientation. Registrar: Norbert J. Hruby.

Marquette University, Milwaukee, Wis. Courses: Radio workshop, program production-direction, public service programming, radio writing, modern means of communication, television production, research in radio-tv. Director, School of Speech: Dr. Hugo Hellman. Degrees: B.A., B.S. in speech.

Miami University*, Oxford, Ohio. Tel.:

3-4361.Courses: tv and modern society, workshop course. Registrar: William C. Smyser. Registration: Sept., Feb., June. Degree: B.S.

New York University, Division of General Education*, 100 Washington Square E., New York 3, N.Y. Tel.: Spring 7-2000. Courses: Fundamentals of tv, tv studio operation, tv directing, tv acting, radio and tv publicity, tv writing, advanced tv writing, tv directors' workshop, staging for tv, tv announcers' workshop, tv operations workshop, and others. Registrar: Warren Bower. Registration: Sept. 13-28, 1954.

New York University, Washington Square College of Arts, New York, N. Y. Courses: Introduction to radio, principles and problems of radio speech, beginning, intermediate and advanced production, direction, radio, writing, advanced, radio directing, radio writing, advanced radio writing, program planning, radio sound effects, radio marketing, technical problems of broadcasting, tv production techniques. Registrar: Robert S. Emer-

Northwestern University*, Evanston, Ill. Tel.: University 4-1900.

Courses: School of Speech: tv broadcasting, tv station management, tv directing, tv production, tv writing, tv programming, tv in education. Plus NBC Summer Television Institute and Seminar Internship. Registrar: Dr. Kenneth Hance. Registration: Sept. 23-24, 1954. Degree: B.S. in Speech. School of Journalism: ty news program preparation and production; tv newsreel planning and production; tv news seminar; principles of tv; summer television News Institute; national television news seminar. Degree: B.S. in Journalism; M.S. in Journalism; Registrar: Betty MacPherson. Registration: Sept. 23-24, 1954.

Ohio University*, Athens, Ohio. Tel.: 31011 Ex. 266. Courses: Principles of tv production. Degrees: B.F.A., B.S.J.

Ohio Northern University, Ada, Ohio. Courses: Radio speech, radio in education, fundamentals of radio engineering, electronics, electronic circuits, uhf techniques, fundamentals of tv engineering. Registrar: J. A. Woofter.

Ohio State University*, Columbus 10, Ohio. Tel.: University 3148. Courses: Introduction to broadcasting, writing and editing radio-TV news, advanced radio and TV news writing and editing, special radio and TV news problems, law of the press, radio and TV, radio speech, radio production and directing, radio writing, broadcast programs and audiences, radio-TV program planning, TV programs, TV writing, TV production, radio-TV program policies, seminar in radio-TV, seminar in education. Registrar: Ronald Thompson. Degree: B.A.

Ohio Wesleyan University, Delaware, Ohio. Courses: Radio workshop, introduction to radio-TV, radio speech, radio writing, advanced projects in radio, seminar in radio-TV, radio announcing and acting, advanced radio production. Chairman of Radio-TV donorty of the radio and acting advanced radio production. Radio-TV department: Stuart A. Postle,

Oklahoma City University*, 2401 N. Black-

welder, Oklahoma City, Okla. Tel.: Ja 5-1218, Ja 8-4415. Courses: Radio and TV_service engineering. Registrar: Fred B. Robson.

The Pennsylvania State University*, State College, Pa. Tel.: 8441.
Courses: Principles of television speech,

news, advertising, education, supervised extracurricular work in TV drama and production. Registrar: C. O. Williams. Registration: Sept., Feb., June.

Purdue University*, Lafayette, Ind. Tel.: Courses: Technical courses only. Registrar: Clarence Dammon. Registration: Sept. 20, 1954, Jan. 31, 1955. Degrees: B.S. in E.E., graduate degrees.

St. Mary's University*, San Antonio 1, Tex. Tel.: Pershing 8161. Survey of TV. Registrar: Courses: Survey Thomas Treadway.

Southern Methodist University, Dallas, Tex. Radio orientation, speech, radio-TV announcing, program production, radio-TV writing, radio news writing, radio-TV marketing, TV workshop. Registrar: James B. McGrath, Jr.

Stanford University, Stanford, Calif.
Courses: Music for radio and TV, advertising and selling for radio-TV, radio-TV and society, application of radio and TV to education, TV orientation, writing and producing for TV, film for TV. Registrar: Herbert Heffner. Degrees: B.A., M.A.

M.A.

State University of Iowa, Iowa City, Iowa. Courses: Speech in radio-TV, production methods in radio-TV, history and appreciation of the cinema, educational uses of radio-TV, cinematography techniques, theatre techniques in TV, problems in radio-TV and film, master's thesis in radio-TV and film, research in radio-tv, seminar in TV news, radio-TV advertising, TV news workshop, advanced radio-TV, the radio-TV program: their planning and construction. Registrar: T. McCarrel.

State University of New York, College for Teachers, Buffalo, N. Y.
Courses: Radio-TV workshop, orientation, production, visual education, electronics, principles of photography. Registronics, principles of photography. trar: D. Paul Smay.

Syracuse University, Syracuse, New York. Courses: Radio workshop, TV workshop, introduction to radio-TV, introduction to radio speech and acting, announcing raradio speech and acting, announcing radio production, directing, radio news writing, continuity writing, radio news-casting and special events, radio program planning and building, radio-TV advertising, radio-TV in society, radio-TV criticism, radio-TV in the school, seminar in radio-TV, TV writing, TV production, TV studio operation, principles of photography, TV problems, colloquium in educational TV, TV research. Registrar: Kenneth G. Bartlett. Degrees: A.B., B.S. in Radio, M.S. in TV.

Temple University*, Broad St. and Montgomery Ave., Philadelphia, Pa. Tel.: Stevenson 7-4000.

Courses: Fundamentals of announcing and writing, fundamentals of directing, advanced announcing, news editing and writing, continuity writing, dramatic writing, program planning, TV production, educational utilization, graduate work. Registrar: Prof. John B. Roberts. Registration: Sept. 14, 1954, Feb. 1, 1955.

Degree: B.S. Texas Christian University, Fort Worth, Tex.

Courses: Radio workshop, TV workshop, courses: Radio Workshop, TV Workshop, radio orientation, acting, speech, announcing, production, radio writing, continuity writing, station management, principles of radio engineering, TV orientation, TV writing. Registrar: William J. Noltner. Degrees: B.F.A., B.A. Wayne University, 5063 Cass Ave., Detroit, Mich. Tel.: Temple 1-1450.
Courses: Fundamentals of TV, problems in TV, TV production and directing, TV acting. Registrar: Elizabeth R. Platt.

West Virginia University, Morgantown, W. Va.

Courses: Radio workshop, orientation, acting, speech, announcing, fundamentals of program production, directing, dramatic radio writing, continuity writing, seminar: problems of radio production, seminar: problems of station management and operation, radio engineering, uhf techniques, FM and TV, radio physics, introduction to TV. Registrar: Evelyn Anderson. Degree: M.A. in speech.

Williamette University, Salem, Ore.
Courses: Radio and TV workshop, radio speech, production, program planning, radio writing, radio music, TV writing.
Registrar: Dean Graunke.

University of Akron, Akron, Ohio. Courses: Radio workshop, TV workshop, radio orientation, speech, production, advanced radio writing and production. Director of radio-TV: Neal Balanoff.

Director of radio-TV: Neal Balanoff.

University of Alabama, University, Ala.
Courses: TV workshop, orientation, history of radio-TV, radio acting, speech, announcing, sports and special events announcing, production, directing, script writing, problems in radio writing, broadcasting information programs, continuity writing, program planning, graduate seminar, management, advertising, marketing, audience research, radio-TV public relations, radio-TV and society, analysis of broadcast propaganda, applied and advanced electronics, transmitter operation, TV film workshop, TV law. Registrar: Kenneth Harwood. Degrees: B.A., M.A.

University of Arizona, Tucson. Ariz.

University of Arizona, Tucson, Ariz. Courses: Radio workshop, TV workshop, acting, advertising, transmitter operation, advanced communication, radio-TV writing, radio-TV news, TV film workshop. Registrar: C. Zaner Lesher.

University of Baltimore*, 1420 N. Charles St., Baltimore, Md. Tel.: Saratoga 7-6350. Courses: Radio and TV writing and production. Registrar: Kathleen C. Joyce. Registration: Fall and spring.

University of Bridgeport, Bridgeport, Conn. Courses: Writing for radio and TV.

University of California, Los Angeles, Calif. Courses: Radio workshop, theatre arts survey, acting, speech, production, dramatic and documentary radio writing, radio and TV news writing, continuity writing, radio programming and station operating, social aspects of mass communications, TV orientation. Registrar: Richard J. Goggin. Degrees: A.B., M.A. in theatre arts.

University of Colorado*, Boulder, Colo. Tel.: 3700. Courses: Basic TV engineering. Regis-

trar: Katherine Malone. Registration: Sept. 17, 18, 1954.

University of Denver,* Denver, Colo. Tel.:

niversity of Denver, Denver, Colo. 1el.: Sherman 4-1811.
Courses: Principles of TV, radio-TV advertising, radio-TV workshop, introduction to TV, TV production, TV writing, Registrar: Charles Maruth. Registration: Sept. 23, 24, 1954, Jan. 3, 4, March 28, 29, June 20, 1955.

University of Florida*, Gainesville, Fla. Tel.: 3261. Courses: Introduction to TV, radio and TV announcing. Registrar: Richard

Sadler Johnson.

Henry W. Grady School of Journalism, University of Georgia*, Athens, Ga. Tel.: 4600-238, -239. Courses: Radio-TV major sequence. Registrar: Walter N. Danner. Registration: Sept. 23-25, 1954; Jan. 3; March 22, 1955. Degree: B.A.

- University of Houston*, 3801 Cullen Blvd., Houston, Tex. Tel.: Charter 0141.
 Courses: Radio workshop, introduction to broadcasting, radio-TV news writing, ad lib announcing, sportscasting, station management, advertising, communications ethics, radio in education, control room operations, advanced radio engineering, TV survey, TV production, TV program planning, TV direction, TV studio operations. Registrar: Ray Vitulli. Registration: Sept. 7, 8, 9, 1954. Degrees: B.C., B.A., M.A.
- University of Illinois*, Urbana, Ill. Tel.: 7-6611.
 Courses: Principles of radio and TV broadcasting, radio and TV station management, TV laboratory. Registrar: George P. Tuttle. Degree: B.S. in journalism.
- University of Kansas, William Allen White School of Journalism and Public Information, Lawrence, Kan.
 Courses: Introduction to radio, radio speaking, news and special events, radio continuity writing, radio-TV advertising copy, radio production, laboratory in radio, radio workshop, radio dramatic script writing, radio acting. Director of radio sequence: Don S. Dixon.
- University of Kentucky, Lexington, Ky.
 Courses: Radio TV orientation, radio-TV
 acting, radio-TV production, radio-TV
 script writing, pro-seminar, radio-TV
 marketing, radio-TV regulations, uhf
 techniques, TV research. Registrar:
 Camille Sue Henderson. Degree: B.A.
- University of Louisville, Louisville, Ky. Courses: Radio English, TV production and continuity writing, radio-TV announcing. Director: William C. Huffman.
- University of Maryland*, College Park, Md. Courses: Introduction to radio and TV. Registrar: G. Watson Algire.
- University of Miami, Coral Gables, Fla.
 Courses: TV workshop, acting, announcing, production, programming, writing, news, law, film workshop, film processing, film directing, internship in TV and film. Chairman: Sydney W. Head.
- University of Michigan, Ann Arbor, Mich. Courses: TV workshop, introduction to radio-TV broadcasting, radio-TV program management and policies, radio-TV advertising, uhf techniques, TV techniques, advanced TV writing, TV acting, basic principles of TV transmission. Registrar: Waldo Abbot. Degrees: B.A., M.A.
- University of Minnesota, Minneapolis, Minn.
 - Courses: Radio-TV speech, radio-TV station administration. Registrar: Tracy F. Tyler. Degree: B.S.
- University of Missouri*, Columbia, Mo. Tel.: 6321.
- Courses: Special events in radio and TV, TV and radio advertising, law of communications, types of radio and TV programming, radio and TV broadcasting, radio and TV production, TV script writing, seminar in TV. Registrar: Dr. Charles W. McLane.
- University of Nebraska, Lincoln, Neb. Courses: Radio workshop, orientation, acting, speech, radio program planning and building, radio journalism, continuity writing, radio publicity and promotion, advanced radio production and problems, station management, audience research, TV orientation, principles of photography. Registrar: E. S. Jorgensen. Degrees: B.A., B.S. in speech.
- University of North Carolina*, Chapel Hill, N.C.
 - Courses: Introduction to radio and TV, elementary TV writing and production.

- University of North Carolina*, Chapel Hill, N.C. Dept. of radio-TV and motion pictures.
 - Undergraduate courses: Introduction to radio-TV, radio-TV production, radio-TV and motion picture writing. Graduate courses: TV writing and production, radio writing and production, motion picture writing and production, TV and motion picture photography, broadcast promotion and public relations, radio-TV programming, station management, motion picture and TV performance, social aspects of mass communication. Undergraduate degree: B.A.; graduate degree: M.A. in communication. Chairman: Earl Wynn. Registration Sept. 14, 15, 1954; Feb. 1, 1955.
- University of Notre Dame*, Notre Dame, Ind. Tel.: 3-7111.
 Courses: Writing for radio and TV, radio and TV production. Registrar: Rev. Louis J. Thornton, C.S.C. Registration: Second week in Sept., Feb.
- University of Oklahoma, Norman, Okla.
 Courses: Radio workshop, TV workshop, radio orientation, acting, program types for radio-TV, announcing for radio-TV, radio production directing, radio-TV dramatic writing, radio news writing, continuity writing for radio-TV, radio music, broadcasting station management, radio advertising, salesmanship for radio-TV, research in radio-TV, station promotion and merchandising seminar in radio-TV, audio-visual materials and equipment education, radio for teachers, administration of an audio-visual program, elements of radio engineering. Registrar: Sherman P. Lawton. Degrees: A.B. in speech, journalism, B.F.A. in drama.
- University of Omaha*, 60th and Dodge, Omaha, Neb. Tel.: Glendale 4700. Courses: Introduction to radio and TV, radio-TV announcing, continuity writing, program planning, advanced problems of radio and TV, radio and TV production. Registrar: Alice Smith. Registration: Sept. 13, 1954.
- University of Oregon, Eugene, Ore. School of Journalism. Dean: Gordon A. Sabine.
- University of Pennsylvania, Philadelphia, Pa.
 Courses: Radio workshop, orientation, speech, evaluation and preparation of educational radio-TV scripts, radio writing, marketing, radio and society, radio-TV in education, program utilization, electronics, uhf techniques. Registrar: Kurt Peiser. Degree: M.S. in education.
- University of South Dakota*, Vermillion, S.D. Tel.: 923.
 Courses: TV production, TV writing (drama and continuity). Registrar: H. W. Frankenfeld. Registration: Sept. 17, 1954, Jan. 31, 1955. Degree: B.A.
- University of Southern California, Los Angeles, Calif.
 Courses: TV workshop, TV writing, TV production, TV advertising, principles of TV engineering. Registrar: William H. Sener. Degrees: A.B., A.M.
- The University of Texas*, Austin, Tex. Tel.: 6-8371.
 Courses: Introduction to TV, TV writing, TV workshop, TV programming and production, TV research. Registrar: H. Y. McCown. Registration: Third week of Sept., last week of Jan. Degrees in TV and radio broadcasting.
- University of Toledo, Toledo, Ohio.
 Courses: Radio workshop, introduction to radio broadcasting, radio program planning and building, radio production, script writing, radio-TV advertising, electronics, uhf techniques, radio communication circuits. Registrar: Norma F. Stolzenbach.

- University of Tulsa, Tulsa 4, Okla.

 Courses: Radio workshop, orientation, announcing, production, radio programming, script writing, journalism, continuity writing, music, radio advertising and sales, principles of marketing, fundamentals of TV, control room techniques, TV control room, TV production. Registrar: George Metzel; Admissions: Dick Davis.
- University of Virginia, Mary Washington College, Fredericksburg, Va.
 Courses: Radio workshop, elementary radio, advanced radio, radio speech, elements of TV acting, principles of photography. Registrar: Mildred Sollenberger.
- University of Washington*, Seattle, Wash. Tel.: Melrose 0630.
 Courses: Radio-TV, survey of TV, TV production. Registrar: Ethelyn Toner. Registration: Three weeks before each quarter begins. Degree: B.A.
- University of Wisconsin, Madison, Wis.
 Courses: Radio workshop, acting, radio speech advanced workshop, program production, radio writing, radio news writing, continuity writing, radio music, seminar in broadcasting, radio-TV advertising, radio, TV and society, radio in education. Registrar: H. L. Ewbank.
- Western Reserve University, Cleveland, Ohio.
 Courses: Radio workshop, introduction to radio, radio announcing, radio and dramatic production, radio writing, programming and audience analysis, radio-TV program policy, elements of TV, TV production, motion picture production, practice in script writing, motion picture writing. Advisors: Robert H. Stewart and Barclay Leathem.

SCHOOLS AND INSTITUTES SPECIALIZING IN RADIO-TV

- Academy of Broadcast Arts, 10 E. 40th St., New York 16, N. Y. Courses: TV and radio announcing, TV newsreel shooting and editing. Registrar. Mary Frances Witte.
- Alabama Polytechnic Institute, Auburn, Ala.
 Courses: Radio workshop, orientation, speech, communications engineering, sound engineering, electronics, transmitter operation, uhf circuits, TV engineering. Registrar: David H. Grover. Degrees: B.E., N.E.
- American Institute of the Air*, 3123 E. Lake St., Minneapolis, Minn. Tel.: Parkway 1-1639. Courses: Announcing, sales, engineering. Registrar: Helen S. Brown. Registration: Weekly.
- California Institute of Radio & Television*, 5910 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-1938. Courses: Production, writing. Registrar: Lee Wood. Registration: Monthly.
- Cambridge School of Radio Broadcasting*, 220 W. 42nd St., New York 18, N. Y. Tel.: Judson 6-0025. Courses: All phases of radio and TV broadcasting. Registrar: Bess Stern. Registration: Continuous.
- Capital Radio Engineering Institute*, 3224
 16th St., N.W., Washington, D. C. Tel.:
 Hobart 2-1520.
 Courses: Home study and residence
 courses in TV engineering and service
 engineering, TV studio operations course
 by home study only. Registrar: Everett
- A. Corey. Registration: Monthly.

 Case Institute of Technology, Cleveland,
 Ohio.
 Courses: Fundamentals of communica-

Central Radio & Television Schools Inc.*, 1644 Wyandotte St., Kansas City, Mo. Tel.: Harrison 5852.

Courses: Electronics, radio and TV technology, studio production techniques, camera operation and video console. Registrar: C. L. Foster. Registration: Bimonthly.

Coyne Electrical School*, 500 S. Paulina St., Chicago 12, Ill. Tel.: Seeley 3-7722. Courses: TV service. Registrar: C. A. Ginter. Registration: Every six weeks.

The Crescent School of Radio & Television*, 500 Pacific St., Brooklyn 17, N. Y. Tel.: Main 5-6220.

Courses: Radio and TV technician, communications, mathematics, servicing, FCC license, programming and production, camera operation. Registrar: Stanley J. Isaacs. Registration: Continuous.

The Delehanty Institute*, 105 E. 13th St., New York 3, N.Y. Tel.: Grammercy 3-6900

Courses: Radio, Fm and Television, Television Technician, Color TV Servicing. Principal: Monroe M. Freedman. Registration: Continuous.

DeVry Technical Institute, 4141 Belmont Ave., Chicago 41, Ill. Tel.: Kildare 5-2700

Courses: Residential and home study programs in TV, radio, electronics and nuclear instrumentation. Registrar: William R. McGowen. Registration: Residential—every six weeks, home study—continuous.

Geller Theatre Workshop*, 6040 Wilshire Blvd., Los Angeles, Calif. Tel.: York 5205. Courses: Comprehensive broadcasting. Registrar: Hazel Ayres. Registration: Quarterly.

Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago*, Chicago 3, Ill. Tel.: Central 6-2337. Courses: Acting and directing, scene and costume design, technical practice. Registrar: Alliene V. Stierwalt. Registration: Sept., Jan. Degrees: B.F.A., M.F.A.

Hampton Institute, Hampton, Va.

Courses: Radio workshop, speech, radio in education, basic principles of radio engineering, electronics, uhf techniques, principles and practices of TV engineering, advanced radio-TV principles of engineering. Registrar: William Kearney.

Hal Styles School of Radio & Television*, 8800 Wilshire Blvd., Beverly Hills, Calif. Tel.: Crestview 6-2654.

Courses: Announcing, drama, news, editing, control operation, continuity, script, dialects, TV arrangement. Registrar: Mildred Mullins. Registration: Weekly.

Lincoln School of Radio & Television*, 1851 Broadway, New York 23, N.Y. Tel.: Circle 6-5300.

Courses: Radio, FM. TV and electronic technician, radar, sonar, loran and microwave communications. Registrar: William Popkin. Registration: Continuous.

The Don Martin School of Radio & Television Arts & Sciences*, 1653 North Cherokee, Hollywood 28, Calif. Tel.: Hollywood 2-3281.

Courses: Radio and TV production and engineering.

National Academy of Broadcasting Inc.*, 3338 16th St., N.W., Washington 10, D.C. Tel.: Decatur 2-5580.

Courses: Announcing, script production, foreign language pronunciation for radio and TV. Registrar: Alice Keith. Registration: Continuous.

National Schools*, 4000 S. Figueroa St., Los Angeles 37, Calif. Tel.: Adams 4-9061. Courses: Radio, TV, allied electronics. Registrar: L. J. Rosenkranz, president. Registration: Monthly.

New Institute for Film & Television*, 29 Flatbush Ave., Brooklyn 17, N. Y. Tel.: Ulster 8-2450.

Courses: All phases of motion picture production, camera and lighting techniques, editing, sound, writing, directing, live dialogue production, TV and newsreel. Registrar: Marguerite Temple. Registration: Continuous.

New School for Social Research*, 66 West 12th St., New York 11, N.Y. Tel.: Oregon 5-2700.

Courses: TV: its nature, programs and uses, TV writing workshop, international broadcasting and TV. Registrar: Charles F. Godley.

William B. Ogden Radio Operational Engineering School, 1150 W. Olive Ave., Burbank, Calif. Tel.: Thornwall 2-8291.

Courses: Three-week concentrated TV operational courses, four-week directed courses leading to FCC licenses. Registrar: Tally Ogden. Registration: Continuous.

Pathfinder School of Radio and Television, 737 11th St., N.W., Washington, D. C. Tel.: Metropolitan 8-5255.

Courses: Complete instruction in commercial announcing, console operation, writing and programming. Registrar: Nancy McFarland. Registration: Weekly.

Penn Technical Institute*, 5440 Penn Ave., Pittsburgh 6, Pa. Tel.: Hiland 1-3502. Courses: Preparation for FCC licenses, TV servicing. Registrar: Walter G. Whipple. Registration: Quarterly.

Pierce School of Radio & Television*, 52 E.
19th St., New York 3, N.Y. Tel.: Oregon
7-7390.

Courses: Radio, FM-TV technician, radio communications, radio mathematics, radio and TV service. Registrar: Leon Sitkin. Registration: Every five weeks.

Leland Powers School Inc.*, 31 Evans Way, Boston 15, Mass. Tel.: Aspinwall 7-2900. Courses: Two-year professional course in theatre, radio, TV, public speaking. Registrar: Haven M. Powers. Registration: Sept., Jan.

Radio Institute of Chicago*, 188 W. Randolph, Chicago 1, Ill. Tel.: Andover 3-6767.

Courses: All phases of professional and technical telecasting. Registrar: G. Francis Kraus. Registration: Monthly.

Radio-Television Institute*, 480 Lexington Ave., New York 17, N. Y. Tel.: Plaza 9-5665.

Courses: Detailed training as radio-TV technician. Registrar: E. C. Whitington. Registration: Continuous.

Radio-Television Training Assn., 52 E. 19th St., New York 3, N. Y. Tel.: Oregon 7-7390. Associated with Pierce School of Radio & Television at same address.

Courses: Radio FM and TV technician, FM and TV technician, TV cameraman and studio technician, color TV, high fidelity, uhf television. Registrar: D. Rostetter. Registration: Anytime.

RCA Institute Inc.*, 350 W. 4th St., New York 14, N.Y. Tel.: Watkins 4-7845.

Courses: Advanced technology, radio and TV broadcasting, radio and TV servicing, advanced TV servicing, radio and telegraph operating. Registrar: C. E. Tomson. Registration: Quarterly.

Rensselaer Polytechnic Institute, Troy, N.Y.
Courses: Radio-TV systems, communication electronics, communication engineering, engineering electronics, uhf techniques. Registrar: W. E. Price.

School of Radio Technique Inc.*, 316 W. 57th St., New York 19, N.Y. Tel.: Plaza 7-3211.

Courses: Radio and TV broadcasting, announcing, writing. Registrar: W. Van Sickle. Registration: Continuous.

Southeastern Radio & Television Institute, 2317 12th Ave. South, Nashville, Tenn. Courses: The TV system, analysis and synthesis of images, cameras and picture tubes, scanning and synchronization methods, transmission of video signal, video amplification, carrier transmission of picture and sound signals, TV broadcast equipment, operating mechanics of studio and control room, film mechanics, programming, film make-up continuity, lighting, equipment, lighting techniques, production techniques, sound techniques, the artist and TV, make-up and TV commercial.

Frederick H. Speare, Professional Radio & Television School Inc.*, 6251 Santa Monica Blvd., Hollywood 38, Calif. Tel.: Hollywood 9-2325.

Courses: Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects, "Little Theater." Registrar: D. B. Speare. Registration: Bi-monthly.

Technical Institute of the College of William & Mary-VPI*, Hampton Blvd., Norfolk, Va. Tel.: 45401.

Courses: Practical TV engineering, TV receiver design, TV broadcasting, color TV, TV servicing. Registrar: E. B. Richards. Registration: Sept. 7, 1954.

Television Communications Institute, 605 W. Washington St., Chicago 6, Ill. Tel.: Dearborn 2-3654.

Courses: Practical TV servicing. Registrar: Milton S. Kiver.

Television Workshop of New York*, 1780 Broadway, New York 19, N. Y. Tel.: Plaza 7-3721.

Courses: TV studio operations, camera operation, program production, program assistants' training. Registrar: Seay Orr. Registration: Continuous.

Western Television Institute*, 341 W. 18th St., Los Angeles 15, Calif. Tel.: Prospect 8855

Courses: Practical TV servicing, including uhf and color TV. Registrar: R. B. Murray. Registration: Monthly.

YMCA Trade & Technical School*, 15 W. 63rd St., New York 23, N.Y. Tel.: Endicott 2-8117.

Courses: TV servicing. Registrar: Helen Porth.

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Products: Video switch gear, amplifiers; master monitors, audio consoles and control equipment

Alford Mfg. Co., Inc.

Boston 10, 299 Atlantic Ave.; Andrew Alford, Pres.; Tel.: Hancock 6-2338

Products: Antennas, diplexing filters and bridges, rigid coaxial transmission line and fittings

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Alliance, Ohio, Lake Park Blvd.; John Bentia, Exec. V. P.; Tel.: 1-5361

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Chicago 80, 100 N. Western Ave.; S. H. Levey, Sls. Mgr.; Tel.: Haymarket 1-6800

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All Star Products, Inc.

Defiance, Ohio; W. F. Reiter, V. P.; Tel.: 2-1065 Detroit 1, 4829 Woodward Ave.; R. C. Merchant, Mgr.; Tel.: Temple 1-1677

Los Angeles, 10373 W. Pico Blvd.; W. Bert Knight, Mgr.; Tel.: Bradshaw 2-5647

New York 7, 53 Park Pl.; Perry Saftler, Mgr.; Tel.: Rector 2-5334

Products: Focus units, ion traps, centering devices, pin cushion units, line erasers

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Beverly Hills, Calif., 9356 Santa Monica Blvd.; H. S. Morris, Mgr.

New York 13, N. Y., 161 Sixth Ave.; H. M. Bessey, Mgr.; Tel.: Algonquin 5-3636

Products: Audio control consoles, microphones, amplifiers, monitor loudspeakers

American Microphone Co.

Pasadena 1, Calif., 370 S. Fair Oaks Ave.; G. N. Christensen, Mgr.; Tel.: Ryan 1-7444

Products: Microphones

American Volume Control Corp.

New York 32, 554 W. 168th St.; Dave Parkhurst, Mgr.; Tel.: TO 7-9050

Products: Volume controls, potentiometers, resistance cords

Amperex Electronic Corp.

Hicksville, L. I., N. Y., 230 Duffy Ave.; Sam Norris, Pres.; Tel.: Hicksville 3-6200

Products: Transmitting, power, rectifier and image orthicon tubes

BROADCASTING • TELECASTING

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New York 12, 561 Broadway; S. Ruttenberg, Sls., Mgr.; Tel.: Canal 6-1446

Products: Ribbon, dynamic microphones

Ampex Corp.

Redwood City, Calif., 934 Charter St.; R. J. Tinkham, Mgr., Audio Eqp. Sls.; Tel.: Emerson 8-1471

Atlanta, 252-A North Ave., N.W.; R. A. Miner, Mgr.; Tel.: Atwood 8402

Mgr.; Tel.: Atwood 8402 Chicago, 111 E. Ontario St.; E. L. Koller, Mgr.;

Tel.: Michigan 2-2083 College Park, Md., 7338 Baltimore Ave.; R.

Sackman, Mgr.; Tel.: Union 4-4727 New York 17, 405 Lexington Ave.; P. L. Gundy, Mgr.; Tel.: Murray Hill 4-4437-4438

San Francisco, 100 Bush St.; J. Hauser, Mgr.; Tel.: Yukon 6-5654

Products: Magnetic tape recorders for sound

Amplifier Corp. of America

New York 13, 398 Broadway; Harold Wallerstein, Mgr.; Tel.: Worth 6-2929

Products: Battery-operated portable and standard AC magnetic tape recorders

Andrew Corp.

Chicago 19, 363 E. 75th St.; Robert P. Lamons, Sales Mgr.; Tel.: Triangle 4-4400

Claremont, Calif., 777 Indian Hill Blvd.; Joseph F. Moynihan, Mgr.; Tel.: Lycoming 5-2086 Ridgewood, N. J., 200 E. Ridgewood Ave.; Robert C. Bickel, Mgr.; Tel.: Gilbert 5-2500 Whitby, Ont., Canada, P. O. Box 971; John W. McLeod, Mgr.; Tel.: Whitby 329

Products: Coaxial and waveguide transmission systems, dehydration equipment antennas and antenna equipment

Ansley Electronics, Inc.

Meriden, Conn., 85 Tremont St.; A. A. Zachow, V. P.; Tel.: Meriden 5-0660

Products: Receivers

Arvin Industries, Inc.

Columbus, Ind., 13th St.; John C. Marshall, V. P.; Tel.: 5521

Chicago, 150 N. Wacker Dr.; Russell Lee, Mgr.; Tel.: Franklin 2-6081

Products: Receivers

Audio & Video Products Corp., Special Effects Div.

New York 19, 730 Fifth Ave.; C. Robert Paulson, Mgr.; Tel.: Plaza 7-3091

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Audio Devices, Inc.

New York 22, 444 Madison Ave.; Bryce Haynes, V.P.; Tel.: Plaza 3-0973

Chicago 30, 6124 Milwaukee Ave.; Brewster N. Freifeld, Mgr.; Tel.: Newcastle 1-9580

Hollywood 46, 1006 N. Fairfax Ave.; Alan H. Bodge, Mgr.; Tel.: Hollywood 9-5369

Products: Magnetic recording tape; instantaneous recording discs; styli, recording and playback; magnetic recording film

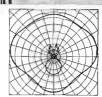
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New York 17, 17 E. 45th St.; Herbert Rosen, Pres.; Tel.: Oxford 7-0725

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Los Angeles, Box 2922 Terminal Annex; Harold Hofman, Mgr.; Tel.: Custer 5-1344

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Products: 16mm vidicon and movie pro-jectors; 16mm and 35mm complete news-reel set-ups; editing equipment; cameras, lenses, etc.

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Chicago 6, 9 S. Clinton St.; A. A. Sommer, Mgr.; Tel.: Dearborn 2-1893

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Cambridge Crystals, Div. Cambridge Thermionic

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Camera Equipment Co.

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Products: Balanced tripod head and base; portable, collapsible, three-wheel dolly; lens, lens mounts; special effects; professional, jr. tripod; M.P. equipment and accessories; film editing equipment; lighting equipment; custom designing; film equipment consultants; sales, rental, repairs service, micro-relay accessories

The Camera Mart, Inc.

New York 23, 1845 Broadway; Sam Browning, V.P.; Tel.: Circle 6-0930 Products: Camera dollies, portable micro-phone booms, prismatic devices for optical effects, electric film timers and rewinding devices

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Montreal 16, Que., Can., 2442 Trenton Ave.; J.
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Winnipeg, Manitoba, 168 Market Ave.; D. Hutchison, Mgr.; Tel.: Winnipeg 932433
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Products: Transmitters, cameras and studio equipment

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Products: Microphone, camera, rack, panel and chassis connectors; "on the air" lights

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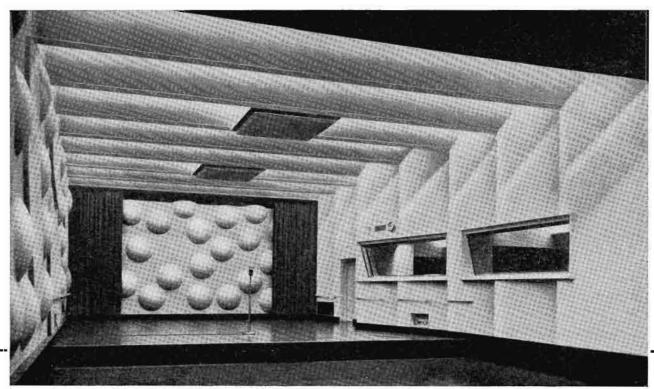
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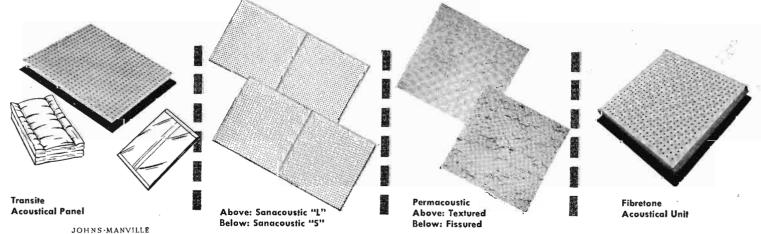
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- Chicago 54, Merchandise Mart Plaza; W. S. Bodinus, Mgr.; Tel.: Whitehall 4-3441
- Dallas 1, 710 N. Harwood St.; O. H. Mehl, Mgr.; Tel.: Riverside 4475
- Denver 2, 1718 California St.; H. C. Kugeler, Mgr.; Tel.: Acoma 2561
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- Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, Mgr.; Tel.: Victor 4622
- Los Angeles 22, 5330 Harbor St.; W. L. Yerkes, Mgr.; Tel.: Raymond 3-6511
- New York 17, 385 Madison Ave.; H. Peacock, Mgr.; Tel.: Plaza 9-5000
- Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, Mgr.; Tel.: Market 7-7100
- Toronto 14, Canada, 857 The Queensway; E. F. Pope, Mgr.; Tel.: Clifford 9-3251
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- Denver 7, 5528 E. Colfax Ave.; Clif McLoud, Mgr.; Tel.: Freemont 3067
- Indianapolis 5, 4014 Wash Blvd.; L. M. Devoe. Mgr.; Tel.: Humboldt 1395
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- Minneapolis, 712 Portland Ave.; Merrill Frank-lin, Mgr.; Tel.: Geneva 1805
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- Philadelphia 2, 1531 Spruce St.; S. K. Mac-Donald, Mgr.; Tel.: Kingsley 5-1205
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- Burbank, Calif., 2700 W. Olive Ave.; C. W. Service, Mgr.; Tel.: Thornwall 4-1751
- Dallas, 1930 Hi-Line Dr.; J. G. Flynn, Mgr.; Tel.: Prospect 5151
- Knoxville, Dogwood Rd., Fountain City; J. F. Stanbery, Mgr.; Tel.: 64378
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- Danvers, Mass., 100 Endicott St.; John Q. Adams, V.P.; Tel.: Danvers 2360
- Chicago, 5637 W. Diversey Ave.; W. Brock, Mgr.; Tel.: National 2-1425-26-27
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- Products: Tubes; semiconductors

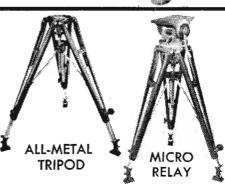
Commercial Radio-Sound Corp.

- New York 16, 652 First Ave.; I. Lieberman, Mgr., TV Antenna Sales; Tel.: Oregon Mgr., 9**-**0400
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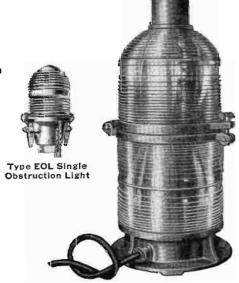
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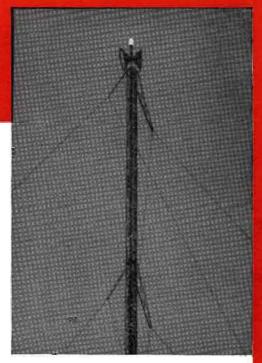
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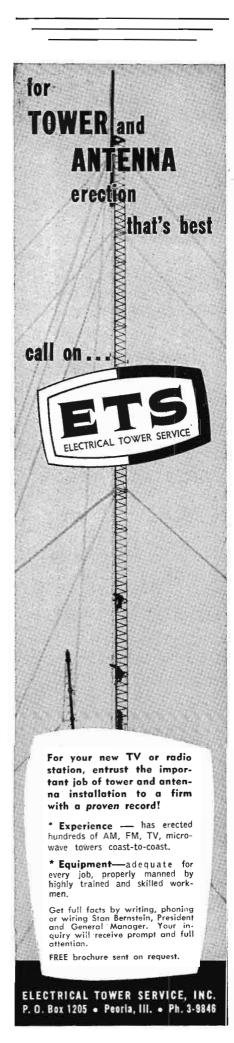
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Detroit 2, General Motors Bldg.; G. G. Snyder, Mgr.; Tel.: Trinity 5-4355
Houston 4, 2801 San Jacinto St.; G. G. Griffin, Mgr.; Tel.: Charter 3464
Los Angeles 15, 714 W. Olympic Blvd.; W. L. White, Mgr.; Tel.: Prospect 3189
New York 7, 11 Park Place; A. F. Uhrlandt, Mgr.; Tel.: Cortland 7-0750
Bittsburgh 22 Empire Bldg. L. L. Bengort

Pittsburgh 22, Empire Bldg.; J. J. Bangert, Mgr.; Tel.: Grant 1-6882

Mgr., 1ei.: Grant 1-6882 St. Louis 8, 3732 Washington Blvd.; J. A. Webb, Mgr.; Tel.: Jefferson 1-5555 Tulsa 19, 19 W. 10th St.; E. N. Jolliff, Mgr.; Tel.: 4-7107

Products: Aircraft navigation obstruction marker lights; flashing beacons; switches, photo-electric controls and accessories Dage Electronics, Div. Thompson Products, Inc.

Beech Grove, Ind., 69 N. Second St.; F. Dan Meadows, Gen. Sls. Mgr.; Tel.: Idlewood 1494

Atlanta, 3230 Peachtree Rd.; Wynne E. Stewart, Mgr.; Tel.: Cherokee 9962

Dallas, 1027 Levee St.; Mort Zimmerman, Mgr.; Tel.: Randolph 4008

Downey, Calif., 7402 Ciro St.; Joseph B. Farnum, Mgr.; Tel.: Topaz 9-6062
Evansville, Ind., Station B, P.O. Box 31; Neff Cox, Jr., Mgr.; Tel.: 5-9998
Jacksonville, Fla., 930 W. Adams St.; Beecher Hayford, Mgr.; Tel.: 6-3355

roducts: Cameras, monitors, switching equipment, synchronizing generators, film cameras, projectors, color cameras and associated equipment Products:

Davelle Labs.

Springfield Gardens 13, N. Y., 145-70 228th St.; Elliot March, Sales Mgr.; Tel.: Laurelton 7-4800

Products: Printed circuit chassis

The Daven Co.

Orange 4, N. J., 191 Central Ave.; E. L. Grayson, Sales Mgr.; Tel.: Mitchell 2-6555

Products: Audio attenuators, video attenuators, rf attenuators, special rf rotary switches, noise and distortion meters, vacu-

um tube voltmeters, attenuation networks, electronic frequency meters, equalizers

DeWald Radio Mfg. Corp.

Long Island City 1, N. Y., 35-15 37th Ave.; Herbert H. Frank, Sls. Mgr.; Tel.: Stillwell 4-9334

Products: Receivers

Phelps Dodge Copper Prds. Corp.

New York 5, 40 Wall St.; F. W. Lemly, Mgr., High Freq. Cable Dept.; Tel.: Whitehall 4-3570

High Freq. Cable Dept.; Tel.: Whitehall 4-3570

Boston 16, 20 Providence St.; F. A. Stevens, Jr., Mgr.; Tel.: Hancock 6-4440-1
Chicago 3, 100 W. Monroe St.; A. H. Magnuson, Mgr.; Tel.: Franklin 2-6336

Detroit 26, 28 W. Adams Ave.; W. J. Pefferly, Mgr.; Tel.: Woodward 1-4090

Houston 3, 3517-19 Polk Ave.; W. O. Clark, Mgr.; Tel.: Capitol 9664

Los Angeles 22. 6100 Garfield Ave.; A. B. Dod, Mgr.; Tel.: Union 1-1191

Pittsburgh 22, Oliver Bldg.; W. W. McKeever, Mgr.; Tel.: Express 1-1550

St. Louis 3, 1221 Locust St.; C. E. Borntraeger, Mgr.; Tel.: Chestnut 4110

Seattle 1, Skinner Bldg.; G. A. O'Brien, Mgr.; Tel.: Elliott 6790

Products: Coaxial cables

Downing Crystal Co. Baltimore 30, 921 E. Fort Ave.; R. M. Elban, Sls. Mgr.; Tel.: Mulberry 5-3686

Products: Quartz crystals, precision sub-assemblies and assemblies, components

M. Ducommun Co.

New York 36, 580 Fifth Ave.; A. G. Stepchuk, Mgr.; Tel.: Plaza 7-2540

Products: "on-the-air" precision timers; film-meters (for timing film footage per min-ute); precision timers and chronographs; repair and service specialists

Allen B. DuMont Labs., Inc., Television Transmitter Dept.

Clifton, N. J., 1500 Main Ave.; James B. Tharpe, Natl. Sls. Mgr., Tv Transm. Dept.; Tel.: Mulberry 4-7400 Chicago, 666 N. Lake Shore Dr.; H. Bloomberg, Mgr.; Tel.: Whitehall 3-1707

Dallas, 1513 Turtle Creek Blvd.; T. Moseley, Mgr.; Tel.: Prospect 6220
Los Angeles, 1136 N. Las Palmas; R. Myers, Mgr.; Tel.: Hollywood 7-1185

Products: Uhf and vhf transmitting equipment (1 kw uhf, 5 kw uhf, 500-W vhf, 5 kw vhf, 25 kw vhf, 50 kw vhf), transmitter control equipment, microwave relay equipment, transmitting antennas, video switching and mixing equipment, central control equipment, waveform monitoring equipment, frequency monitoring and picture monitoring equipment, test equipment, image orthicon camera chains, vidicon broadcast camera chains, industrial equipment, monochrome multi-scanner equipment, color multi-scanner, color monitoring and control equipment, color test equipment, color transmitting equipment

Eastern Mike-Stand Co.

Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Owner; Tel.: Dickens 2-3538

Products: Microphone stands, adaptors

Eastman Kodak Co.

Rochester 4, New York, 343 State St.; D. E. Hyndman, Mgr. Motion Picture Film Dept.; Tel.: Locust 6000
Chicago 2, 137 N. Wabash Ave.; K. M. Mason, Mgr.; Tel.: Randolph 6-7476
Hollywood 38, Calif., 6706 Santa Monica Blvd.; E. Huse, Mgr.; Tel.: Hollywood 9-3101
New York 17, 342 Madison Ave.; E. M. Stifle, Mgr.; Tel.: Murray Hill 7-7080

Products: 16mm intermittent and continuous projectors; 16mm recording cameras, pro-jection and camera lenses (all types), 16mm and 35mm motion picture film raw stock

Ectro, Inc.

Delaware, Ohio, 425 S. Sandusky St.; J. F. Myer, Sls. Mgr.; Tel.: Delaware 3-1201

Products: Portable battery operated tape recorder

Eidson Electronic Co.

Temple, Texas, 1802 N. Third St.; Merrill Eidson, Owner-Mgr.; Tel.: 3-3901

Products: Quartz crystals

- TV EQUIPMENT -

Eitel-McCullough, Inc.

San Bruno, Calif., 798 San Mateo Ave.; O. H. Brown, Dir., Field Engrg.; Tel.: Juno 8-1212 Atlanta, P. O. Box 341, Sta. A.; J. E. Joyner, Jr., Mgr.; Tel.: Franklin 4910 Chicago 43, 10105 S. Western Ave.; Royal J. Higgins, Mgr.; Tel.: Cedarcrest 3-7388 Dallas 17, 1431 Pleasant Grove Dr.; Jack Yount, Mgr.; Tel.: Express 0988 Denver 7, 5528 E. Colfax Ave.; Clif McLoud, Mgr.; Tel.: Fremont 3067 Jersey City 2, N. J., 15 Exchange Pl.; Adolph Schwartz, Mgr.; Tel.: Delaware 3-2424 Kansas City 5, Mo., 4550 Main St.; Clyde H. Schryver, Mgr.; Tel.: Westport 4660 Los Angeles 19, 1140 Crenshaw Blvd.; Herb Becker, Mgr.; Tel.: Webster 1-1257 Newton Highlands 61, Mass., 148 Needham St.; Tim Coakley, Mgr.; Tel.: Decatur 2-4800 Seattle 1, 2517 Second Ave.; Dave M. Lee, Mgr.; Tel.: Main 5512 Products: Transmitting type klystrons, triodes, tetrodes and pentode for vhf, uhf and microwave service; black and white, color picture tubes

Electrical Tower Service, Inc.

Peoria, Ill., 206 S. Washington St.; Stanley Bernstein, Pres.; Tel.: 3-9846 Products: Erect electrical towers

Electro Supply Co.

Madison 3, Wis., 405 N. Broom St.; Louis S. Glass, Mgr.; Tel.: 6-0216
Peoria, Ill., 208 S. Washington St.; Stanley Bernstein, Pres.; Tel.: 3-9846 Products: Towers

Electro-Voice, Inc.

Buchanan, Mich. L. LeKashman, V. P., Sls.; Tel.: Buchanan 1000 Products: Boosters

The Elmor Co.

Chicago 2, 29 E. Madison St.; H. Weiner, Mgr.; Tel.: Central 6-9672

Products: Security timers and chronographs

Emerson Radio & Phonograph Corp

New York 11, 111 Eighth Ave.; Michael Kory, Dir. Sls. & Adv.; Tel.: Oregon 5-7000 Products: Receivers

Emsco Mfg. Co.

Dallas 1, Continental Bldg.; Leo A. Doering, Mgr.; Tel.: Sterling 5358
Houston 1, Garden Villas; P. M. Davis, Mgr.; Tel.: Milby 3361
Los Angeles, 6811 S. Alameda St.; E. Y. Jewers, Mgr.; Tel.: Jefferson 5261 Products: Towers

Fairchild Recording Equipment Co.

Whitestone 57, N. Y.; Jay H. Quinn, Mgr. Sls. & Adv.; Tel.: Independence 3-2100

Products: Transcription turntables, accessories (arms, cartridges), lip synchronous tape recording equipment

Federal Telecommunication Labs.

Lodi, N. J., Route #17; James M. Valentine, Sales Mgr.; Tel.: Hubbard 8-8440
Washington 6, D. C., 1909 Mass. Ave., N. W.; E. J. Girard, Mgr.; Tel.: Hobart 2-0110
Products: High power vhf and uhf transmitters, transmitter monitoring equipment, high gain transmitting antennas, image orthicon camera equipment, vidicon film and studio equipment, single and dual flying spot scanners, sync generators, master control switching equipment, video and sync distribution amplifiers, microwave relay equipment, sound channel equipment, and color equipment

Federal Telephone and Radio Co., A Dlv. of IT&T

Clifton, N. J., 100 Kingsland Rd.; R. S. Perry, Pres.; Tel.: Nutley 2-3600 Wash. 6, D. C., 1909 Mass. Ave., N. W.; E. J. Girard, Mgr.; Tel.: Hobart 2-0110

Products: Transmitting tubes; audio, intercom, microphone and camera cable; selenium rectifiers; diodes; vhf radio; intercommunication systems

C. H. Fisher & Son

Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel.: Trinity 7303

Products: Supporting towers—guyed and self supporting towers. Erecting, lighting, painting, antenna erecting, installation coaxial lines

Jack A. Frost

Detroit 2, 234 Piquette Ave.; E. A. Taube, Mgr.; Tel.: Trinity 3-8030

Products: All types electrical lighting equipment

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EMSCO TV towers

TV towers must be specifically engineered for height, weight loads, and to withstand high winds. Emsco "Towers of Strength" have the advanced design and superior structural features to meet these requirements.

Emsco tower designs have a unique beam leg section*. This inherent geometric pattern affords a substantial saving in weight ... a relative increase in strength ... a reduction in foundation costs.

Emsco towers meet rigid RETMA or AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs ...insures long structural life.

For guyed or self-supporting towers unequalled for safety ... structural rigidity ... and economy ... specify Emsco. Every Emsco tower design is unconditionally guaranteed.

* Patent Pending.



Typical Emsco guyed TV tower, Houston, Texas

E-183

Gabriel Electronics Div., The Gabriel Co.

Norwood, Mass., Endicott St.; John Yule, Gen.
Sls. Mgr.; Tel.: Norwood 7-3300

Products: Uhf transmitting antennas; whf antennas; microwave relay antennas for "sidelegs" and stl

Gates Radio Co.

Quincy, Ill., 123 Hampshire St.; Larry Cervone, Sls. Mgr.; Tel.: 8202 Atlanta, 13th & Spring Sts.; Howard Decker, Mgr.

Houston, 2700 Polk Ave.; Joe Woods, Mgr.; Tel.: Atwood 8536

Los Angeles, 7501 Sunset Blvd., Robert Kuhl, Mgr.

New York, 51 E. 42nd St.: John Haerle, Mgr.; Tel.: Murray Hill 7-7971 Washington, D. C., Warner Bldg.; O. J. Mc-Reynolds, Mgr.; Tel.: Metropolitan 8-0522

Products: Uhf and vhf transmitters; transmitter control, monitoring equipment; projectors; video and audio preset master control; custom built audio consoles, amplifiers, patch panels, racks; antennas, antenna towers

General Communications

Ft. Atkinson, Wis., ½ Mile & Janesville Rd.; Bill L. Dunbar, Brd. Eqp. Sls.; Tel.: 954

Products: Monitors, power supplies, reswitching systems, amplifiers, consoles

General Electric Co.

Syracuse 5, N. Y. Electronics Park; Paul L. Chamberlain, Gen. Mgr.; Frank P. Barnes, Mgr. Mktg.; Tel.: 76-4411

Atlanta, Red Rock Bldg.; J. M. Comer, Mgr.; Tel.: Cypress 2581

Boston, 963 Commonwealth Ave.; J. H. Painter, Mgr.; Tel.: Hubbard 2-1800

Mgr.; Tel.: Hubbard 2-1800
Chicago, Merchandise Mart; G. E. Webster, Mgr.; Tel.: Whitehall 4-3915
Cincinnati, 215 W. Third St.; J. Wall, Mgr.; Tel.: Main 5022
Cleveland, Williamson Bldg.; G. F. Oberrender, Jr., Mgr.; Tel.: Superior 1-6822
Dallas, Norman Bldg.; J. H. Douglas, Mgr.; Tel.: Prospect 4296
Houston, 1100 E. Holcombe Blvd.; H. W. Granberry, Mgr.; Tel.: Justin 0657
Los Angeles, 530 West Sixth St.; F. R. Walker, Mgr.; Tel.: Trinity 3417
New York 570 Lexington Ave.; W. B. Chanin.

New York, 570 Lexington Ave.; W. R. Chapin, Mgr.; Tel.: Plaza 1-1311
Philadelphia, 1405 Locust St.; J. W. I. Cody, Mgr.; Tel.: Pennypacker 5-9000

Mgr.; Tel.: Pennypacker 5-9000
San Francisco, 235 Montgomery St.; C. T. Haist, Jr., Mgr.; Tel.: Douglas 2-3740
St. Louis, 4227 Lindell Blvd.; R. E. Lauterbach, Mgr.; Tel.: Jefferson 5-8873
Syracuse, N. Y., OCS Bank Bldg.; W. G. Broughton, Mgr.; Tel.: 2-3308
Washington, D. C., 777 14th St., N.W.; L. F. Page, Mgr.; Tel.: Executive 3-3600

Products: Complete transmitting and studio equipment for uhf and vhf, monochrome and color

General Instrument Corp.

Elizabeth 3, N. J., 829 Newark Ave.; E. A. Freed, Sls. Mgr.; Tel.: Elizabeth 3-4400 Chicago, 3147 Logan Square; C. L. Walker, Mgr.; Tel.: Albany 2-6466

Chicopee, Mass., 165 Front St.; E. Messing, Mgr.; Tel.: Springfield 3-6621

Danielson, Conn., Connecticut Mills Ave.; J. McNamee, Mgr.; Tel.: Prescott 4-8551

Joliet, Ill., 1301 Herkimer St.; E. Lyons, Mgr.; Tel.: Joliet 3-9341

Products: Uhf all channel converters; vhf tuners; vhf/uhf combination tv tuners; de-flection components and tv receivers

General Precision Labs., Inc.

Pleasantville, N. Y., 63 Bedford Rd.; E. A. Hungerford, Jr., Mgr.; Tel.: Pleasantville 2-2000

2-2000
Atlanta, 992 W. Peachtree St., N. W.; E. J. Manzo, Mgr.; Tel.: Emerson 6831
Chicago, 188 W. Randolph St.; R. H. Johnston, Mgr.; Tel.: Dearborn 2-6453
Dallas, 4212 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel.: Evergreen 1137
Glendale, Calif., 1607 Flower St.; J. M. Cunningham, Mgr.; Tel.: Chapman 5-6046

Products: Transmitters, studio and film equipment for color and black and white; projectors; video recorders; film processors; accessories; industrial and theatre equipment; color and black and white test equipment

General Radio Co.

Cambridge 39, Mass., 275 Mass. Ave.; Myron T. Smith, Sls. Mgr.; Tel.: Trowbridge 6-4400

Chicago 5, 920 S. Mich. Ave.; Kipling Adams, Mgr.; Tel.: Wabash 2-3820

Mgr.; 1e1.: Wadash 2-3820

Los Angeles 38, 1000 N. Seward St.; Frederick Ireland, Mgr.; Tel.: Hollywood 9-6201

New York 6, 90 West Street; William R. Thurston, Mgr.; Tel.: Worth 4-2722

Silver Spring, Md., 8055 Thirteenth St.; William R. Saylor, Mgr.; Tel.: Juniper 5-1088

Products: Station frequency monitors, modulation monitors, distortion and noise meters, test oscillators, signal generators, vacuum-tube voltmeters, impedance-measuring equipment, coaxial elements and measuring equipment lighting control dimmers

Graphic Systems

New York 36, 55 W. 42nd St.; Hines Hatchett, Mgr.; Tel.: Wisconsin 7-8444

Products: Boardmaster visual traffic controls;
 printed forms

Graybar Electric Co., Inc.

New York 17, 420 Lexington Ave.; J. W. LaMarque, Gen. Comm. Sls. Mgr., G. I. Jones, Mgr., Electronic Sls.; Tel.: Lexing-ton 2-4000

ton 2-4000

Atlanta 1, 333 North Ave., N.W.; J. F. Kluttz, Mgr.; Tel.: Cypress 1751

Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Tel.: Kenmore 6-4567

Chicago 7, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel.: Canal 6-4100

Cincinnati 10, 115-129 W. McMicken Ave.; L. T. England, Mgr.; Tel.: Main 6600

Cleveland 14, 1010 Rockwell Ave.; A. C. Schwager, Mgr.; Tel.: Cherry 1-1360

Dallas 1, 400 S. Austin St.; C. C. Ross, Mgr.; Tel.: Randolph 6452

Detroit 1, 55 W. Canfield Ave.; A. E. Byers, Mgr.; Tel.: Temple 1-5500

Houston 3, 1702 Cullen Bivd.; R. T. Asbury, Mgr.; Tel.: Atwood 4571 Jacksonville 1, 12th & Main Sts.; W. C. Winfree, Mgr.; Tel.: Jacksonville 6-7611

Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel.: Baltimore 1644

Long Island City 1, 21-15 Bridge Plaza, N.; R. W. Griffiths, Mgr.; Tel.: Exeter 2-2000

Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Tel.: Angelus 3-7282

Philadelphia 7, 910 Cherry St.; D. M. Antrim, Mgr.; Tel.: Walnut 2-5405

Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel.: Allegheny 1-4100

Richmond 19, 10 S. Sixth St.; E. C. Toms, Mgr.; Tel.: Richmond 7-3491

Louis 3, 2642 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel.: Newstead 4700 .

San Francisco 1, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel.: Market 1-5131

Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel.: Mutual 0123

Mgr.; Tel.: Mutual 0123

Products: Video and audio transmitters, antennae, antenna tower, transmission line products, microwave link equipment, frequency and modulation monitors, transmitter and studio testing and measuring equipment, film and camera chain equipment, film and camera chain equipment, flying spot scanners, synch, generators, video monitors and switching equipment, speech input equipment, audio and video and distribution amplifiers, power supplies, microphones and accessories, transcription turntables, tape recorders and reproducers, loudspeakers, meters, electron tubes, keys, condensers, jack mountings, rack cabinets, wiring supplies and connectors, cabling, emergency power plant and associated apparatus

Gray Research & Development Co., Inc.

Manchester, Conn., 658 Hilliard St.; Chester B. Hayes, Gen. Sls. Mgr.; Tel.: Mitchell 9-4506 New York, 521 Fifth Ave.; Dick Otto, Mgr.; Tel.: Murray Hill 7-4590

Products: Slide projectors; multiplexers, camera turrets, sound effect consoles; tran-scription arms and equalizers. Research, development facilities and service

F. Sumner Hall, Inc., Audio Equipment Sales Div.

New York 1, 153 West 33rd St.; F. Sumner Hall, Pres.; Tel.: Bryant 9-9276

Products: Jack panels, jacks, patch cords, plugs, replacement cords, microphone call letter plates and accessories, record labels

The Hallicrafters Co.

Chicago 24, 4401 W. Fifth Ave.; Richard A. Graver, V.P. Charge Sls. & Marketing; Tel.: Van Buren 6-6300

Products: Receivers

J. M. Hamilton & Co.

Gastonia, N. C., Box 2432; J. M. Hamilton, Owner; Tel.: 4-2115

Products: Tower erection

Hammarlund Mfg. Co., Inc.

New York 1, 460 W. 34th St.; Robert B. Moon,
Gen. Sls. Mgr.; Tel.: Longacre 5-1300

Products: Remote supervisory control and
data transmission equipment. Variable
capacitors including those for vhf and uhf
operations

Harvey Radio Co., Inc.

New York 36, 103 W. 43rd St.; H. E. Sampson,

Pres.; Tel.: Judson 2-1500

Products: Broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems

Helipot Corp.

South Pasadena, Calif, 916 Meridian Ave.; David C. McNeely, Sales Mgr.; Tel.: Pyra-mid 1-2164

Products: Delay line

Heppner Mfg. Co.

Round Lake, Ill., Box 1207; Raymond Cuny, Sales Mgr.; Tel.: Round Lake 6-2161
Collingswood, N. J., 324 Haddon Ave.; James Muggleworth, Mgr.; Tel.: Collingswood 5-7200
Ft. Wayne, Ind., R.R. 1, U.S. 27; Ralph J. Haffey, Mgr.; Tel.: Eastbrook 2778
Los Angeles, 408 S. Alvarado St.; Irv Cochrane, Mgr.; Tel.: Dunkirk 5-1715
New York, 60 E. 42nd St.; John J. Kopple. Mgr.; Tel.: Murray Hill 2-1118
Products: Focomags—antennas (ferrits): ion

Products: Focomags—antennas (ferrits); ion traps; speakers; transformers; centering devices

Hewlett-Packard Co.

Palo Alto, Calif., 395 Page Mill Rd.; W. N. Eldrew, Sls. Mgr.; Tel.: Davenport 5-4451

Products: Frequency and modulation monitor; low distortion audio signal generator: distortion analyzer; vacuum tube voltmeter and video test oscillator

Hi-Lo TV Antenna Corp.

Chicago 13, 3540 N. Ravenswood; E. A. Goncoe, Gen. Mgr.; Tel.: Graceland 7-1890

Products: Antennas; stands

Hoffman Radio Corp.

Angeles 7, 3761 S. Hill St.; Walter L. Stickel, Gen. Sls. Mgr.; Tel.: Richmond 7-9661

North Kansas City, Mo., 820 Atlantic; David Doss, Mgr.; Tel.: Baltimore 7788

Products: Receivers

The Houston-Fearless Corp.

Los Angeles 64, 11801 W. Olympic Blvd.; K. B. Elliott, V. P.-Sls.; Tel.: Bradshaw 24331

Products: Film processing machines, printers, dollies, tripods, tripod dollies, pedestals, cranes, friction and tilt heads

Hughey & Phillips, Inc.

Burbank, Calif., 3300 N. San Fernando Blvd.; J. H. Ganzenhuber, V.P. and Gen. Mgr.; Tel.: Victoria 9-1104

Dallas 26, 3009 Canton St.; L. R. Ward, Mgr.; Tel.: Riverside 6279

Dayton 6, 1434 Vancouver Dr.; L. S. Fedotin, Mgr.; Tel.: Taylor 9345 Evanston, Ill., 220 Kedzie St.; R. L. Lang, Mgr.; Tel.: Davis 8-4800

Houston 3, 1814 Texas Ave.; John F. Gaumer, Mgr.; Tel.: Blackstone 0356

Los Angeles 13, 427 W. 5th St.; A. C. Blundell, Mgr.; Tel.: Mutual 7245

New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Tel.: Murray Hill 7-1550

Phoenix, 324 S. 2nd Ave.; C. B. Read, Mgr.; Tel.: Alpine 3-9595

Tel.: Alpine 3-9595

Portland 9, Ore., 1238 N. W. Glisan St.; W. L. Bright, Mgr.; Tel.: Atwater 4173

San Francisco 3, 158 11th St.; H. C. Mulvany, Mgr.; Tel.: Hemlock 1-1630

Seattle 9, 306 Dexter Ave.; E. J. Reichwein, Mgr.; Tel.: Seneca 2368

Products: Tower lighting and controls, complete kits including provisions for remote lamp failure indication, and incorporating facilities for antenna sleet-melting, emergency telephone and trouble outlets



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Hunt & Piper Mfg. Co.
Hollywood 38, 7045 Romaine St.; Thomas E.
Hunt, Mgr.; Tel.: Hempstead 2326

Products: Lighting equipment; remote control dimmer equipment; mike boom

IDECO Dlv., Dresser-Stacey Co.

Columbus 8, Ohio, 875 Michigan Ave.; J. M. Hogan, Gen. Sls. Mgr.; Tel.: University 2123

Los Angeles 44. 8909 S. Vermont Ave.; K. H. Brust, Mgr.; Tel.: Pleasant 8-4194 Products: Towers

Industrial Mica Corp.

Englewood. N. J., 223 S. Van Brunt St.; Arthur A. Bottie, Mgr.; Tel.: Englewood 3-7200 Products: Mica spacers

Insuline Corp. of America

Manchester, N. H., 186 Granite St.; B. L. Cahn, V.P.; Tel.: Manchester 5-8511
Long Island City 1, N. Y., 35-54 36th St.: Joyce L. Bailey, Mgr.; Tel.: Astoria 8-3738-39
Products: Antennas; lightning arresters, connectors, switches, insulators, standoffs, guy wire, ground and oval uhf wire

International Crystal Manufacturing Co., Inc.

Oklahoma City 1, 18 N. Lee St.; R. R. Freeland, V.P.-Gen. Mgr.; Tel.: Forest 5-1165 Products: Quartz crystals; crystal oscillators

Jennings Radio Mfg. Corp.

San Jose 8, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, V.P.; Tel.: Cypress 2-4025

Products: Small vacuum capacitors, fixed and variable types; high voltage vacuum switches and tube voltmeter; vacum capacitor voltage divider voltage divider

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie Ave.; L. W. Selsor, Distributor Sls. Mgr.; Tel.: Portsmouth 7-7600

Products: Monitor loudspeakers

Jerrold Electronics Corp.

Philadelphia 46, 26th & Dickinson Sts.; Arthur B. Huffman, Sls. Coordinator, Mgr.; Tel.: Howard 5-9200

Products: Community antenna systems; field strength meters; crystal controlled uhf converters

Johns-Manville Sales Corp.

New York 16, 22 E. 40th St.; Paul J. Washburn, Mgr-Acoustics; Tel.: Lexington 2-7600

Products: Acoustical materials

E. F. Johnson Co. Waseca, Minn., M. W. Will, Brd. Sls. Mgr.; Tel.: 990

Products: Fixed and variable inductors, capacitors; gas filled and air dielectric types; rf contactors; tower lighting filters; phase sampling loops; antenna insulators and feed-thru assemblies

Jontz Mfg. Co., Inc.
Mishawaka, Ind., 1101 E. McKinley Ave.; Roy A. Lake, V.P. and Gen. Mgr.; Tel.: Mishawaka 9-2496

Products: Self-supporting and guyed towers; telescoping, uhf masts and krank upmasts; roof mounts, guy rings

Kaar Engineering Corp.

Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, Mgr.; Tel.: Davenport 3-9001

Products: Mobile communication transmitters, receivers

Kalbfell Labs., Inc.

Salbfell Labs., Inc.

San Diego 10, Calif., 1090 Morena Blvd.; Richard T. Silberman, Mgr.; Tel.: Cypress 8-6181
Albuquerque, 107 Washington St.; Gene French, Mgr.; Tel.: 5-5586
Chicago 40, 4501 N. Ravenswood Ave.; Alfred Crossley, Mgr.; Tel.: Uptown 8-1141
Cleveland 18, 13431 Cedar Rd.; Harry Crows Dallas, P. O. Box 8042; Earl Lipscomb, Mgr.; Tel.: Elmhurst 5345
Dayton 9, 53 Park Ave.; Walt Wallin, Mgr.; Tel.: Oxmoor 3594
Denver 3, 446 Broadway; Ron Bowen, Mgr.; Tel.: Acoma 5211
Detroit 35, 15310 W. McNichols Rd.; S. Sterling, Mgr.; Tel.: Broadway 32900
High Point, N. C., Security Bank Bldg.; John F. Bivins, Mgr.; Tel.: 3672
New York 21, 170 E. 80th St.; Bob Asen, Mgr.; Tel.: Trafalgar 9-2023
Phoenix, Arizona, 1931 W. Vermont Ave.; Bill Saxon, Mgr.; Tel.: Alpine 2-5290

Pittsburgh 19, Grant Bldg.; S. H. Coombs, Mgr.;
Tel.: Grant 1-1880
Portland, Ore., 1238 N.W. Glison St.; Frank
Jackson, Mgr.: Tel.: Broadway 1281
St. Louis 30, 5506 Kingshighway; Harold Harris,
Mgr.: Tel.: Flanders 15584
Seattle 99, 120 W. Thomas; Ron Merritt; Tel.:
Garfield 6644
Toronto 2B. Ont., Canada, 560 King St., W.; Les
Bradford, Mgr.; Tel.: WA 4761
Washington 9, D. C., 2017 S. St., N.W.; Fred
Horman, Mgr.: Tel.: Decatur 2-8000
Products: Broadcast camera chains for film
studio and field use. Video monitors, distribution and switching equipment. Complete
remote control; studio test equipment;
closed circuit transmitting equipment

Kay Electric Co.

Pine Brook, N. J. 14 Maple Ave.; L. A. Garten, Sls. Mgr.; Tel.: Caldwell 6-4000 Products: Test equipment

J. H. Keeney & Co., Inc.

Chicago 32, 2600 W. 50th St.; Paul A. Huebsch, Adv. Mgr. & Gen. Sls. Mgr.; Tel.: Hem-lock 4-5500

Products: Receivers

Kepco Labs.

Flushing 55, N. Y., 131-38 Sanford Ave.; Max Kupferberg, Gen Mgr.; Tel.: Independence 1-7000

Products: Voltage regulated power supplies

Kimco Sales, Inc.

New York 17, 11 W. 42nd St.; J. F. White, Gen. Mgr.; Tel.: Murray Hill 7-6469 Columbia, S. C., 1225 Huger St.; Bernard Kline, Mgr.; Tel.: 4-0301

Products: Steel towers; transmitter buildings; tower erection, and lighting equipment

Joseph Kinney Co., Inc.

Carnegie, Pa., Rosslyn Rd.; Joseph Kinney, Jr., Mgr.; Tel.: Walnut 2-1226

Products: Rectangular waveguides; copper clad sheets and tubing with steel or Invar base

Kline Iron & Metal Co.

Columbia, S. C., P. O. Box 1013; J. W. Morgan, Sls. Mgr.: Tel.: 4-0301 Products: Towers for antennae and equip-

The James Knights Co.

Sandwich, Ill.; E. H. Aberdeen, Sls. Mgr.; Tel.: Sandwich 2141

Products: Frequency control, deviation, and associated equipment

Lambda-Pacific Engineering, Inc.

Van Nuys, Calif., 14757 Keswick St.; F. W. Bailey, Mgr.; Tel.: State 6-1801
Products: Unf booster; microwave link; microwave components and test equipment

James B. Lansing Sound, Inc.

Los Angeles 39, 2439 Fletcher Dr.; W. H. Thomas, Pres.; Tel.: Normandie 3-2545 Products: Loudspeakers; divided network loudspeaker systems; high frequency driv-ers; acoustic lens; sound systems

LaPointe Electronics, Inc.

Rockville, Conn., 155 W. Main St.; Jerome E. Respess, V.P. Charge of Sales; Tel.: Rock-ville 5-3351

Products: Antennas, accessories

Lehigh Structural Steel Co.

New York 4, 17 Battery Pl.; J. F. Neary, Sls. Mgr. Radio & Export Div.; Tel.: Whitehall 4-1424

Products: Towers

Lewis & Kaufman, Ltd.

Los Gatos, Calif.; 17320 El Rancho Ave.; Jack Kaufman, Pres.-Sales Mgr.; Tel.; Elgato 4-3540

Products: Electron transmitting type vacuum tubes; triodes, tetrodes, pentodes, high vacuum rectifiers and special purpose tubes

Linear Equipment Labs., Inc.

Massapequa L. I., N. Y., Brightwater Pl.; R. S.
Mautner, Pres.; Tel.: Massapequa 6-5288

Products: Oscilloprobes, color line amplifiers,
vhf baluns, square wave generators, noise
figure test sets, wavemeters, grid dip oscillators, uhf matching transformers, baluns
and reflection boxes

John E. Lingo & Son, Inc.

Camden 5, N. J., 2814 Buren Ave.; John E. Lingo, Pres.; Tel.: Woodlawn 4-0487

Products: Transmitting antennas

Machlett Laboratories, Inc.

Springdale, Conn., 1063 Hope St.; H. J. Hoffman. V. P., Electron Tube Sls.; Tel.: Stamford 4-5781

Products: Transmitting tubes

Magnasync Mfg. Co., Ltd.

N. Hollywood, Calif., 5517-23 Satsuma Ave.; D. J. White, Pres.; Tel.: Poplar 6-1692 Products: Kinescope sound recording equipment; portable synchronous magnetic film recorders; studio recorders; microphone

Magnecord, Inc.

Chicago 10, 225 W. Ohio St.; after Sept. 1954, 1101 S. Kilbourn St.; John W. Hines, Dir. Sls.; Tel.: Whitehall 4-1889 Products: Professional magnetic tape record-

ing equipment

Majestic Radio & Television, Div. of the Wilcox-Gay Corp.

Brooklyn 1, N. Y., 70 Washington St.; Louis Silver, Sis. Mgr.; Tel.: Ulster 2-6000
Boston, 1103 Columbus Ave.; Manuel H. Rosen, Mgr.; Tel.: Highlands 2-1400
Charlotte, Mich.; L. M. Sandwick, Mgr.; Tel.: Charlotte, Mich.; L. M. Sandwick, Mgr.; Tel.: Chicago 10, 743 N. La Salle St.; Miss R. E. Jenkins, Mgr.; Tel.: Whitehall 4-0077

Products: Receivers

J. A. Maurer, Inc.

Long Island City 1, N. Y., 37-01 31st St.; F. J. Kelly, Sls. Mgr.; Tel.: Stillwell 4-4600

Products: 16 mm professional motion picture cameras, sound-on film; photography accessories

Measurements Corp.

Boonton, N. J.; Nelson C. Doland, Jr., Sls. Mgr.; Tel.; Boonton 8-2131

Products: Standard signal, pulse, square wave generators; intermodulation, radio noise and field strength, megacycle meters, vacu-um tube voltmeters, crystal calibrators

Metropolitan Telephone Supply Corp.

Brooklyn 1, N. Y., 254 Navy St.; Sheppard Beidler, Pres.; Tel.: Main 3-3769

Products: Telephone and telegraph equip-

Midland Manufacturing Co., Inc.

Kansas City, Kansas, 3155 Fiberglas Rd.; H. G. Humann, Gen. Mgr.; Tel.: Finley 7950 Cincinnati 2, 47 Central Ave.; J. J. O'Brien, Mgr. Products: Quartz crystals

Milo Radio & Electronics Corp.

New York 7, 200 Greenwich St.; A. Patane, Mgr.; Tel.: Beekman 3-2980 Products: Tubes; black and white, color test equipment

Milwaukee Transformer Co. Milwaukee 9, 5231 N. Hopkins St.; Howard S. Knopow, Partner; Tel.: Hopkins 6-5532 Products: Transformers

Minnesota Mining and Mfg. Co.

St. Paul 6, Minn., 900 Fauquier Ave.; Paul W. Jansen, Sls. Mgr.; Tel.: Tower 8511

Atlanta 3, 732 Ashby St., N. W.; G. S. Miles, Mgr.; Tel.: Elgin 4401

Chicago 8, 1500 S. Western Ave.; R. F. Woelfel, Mgr.; Tel.: Monroe 6-6125

Cincinnati 2, 47 Central Ave.; J. J. O'Brien, Mgr.; Tel.: Parkway 5700

Cleveland 11, 12430 Elmwood Ave.; A. D. Steele, Mgr.; Tel.: Boulevard 2-5200

Dallas 2, 1221 Dragon St.; R. A. Henderson Mgr.; Tel.: Riverside 6256

Hollywood-Los Angeles 36, 446 N. LaBrea Ave.; M. D. Benson, Mgr.; Tel.: Webster 1-1289

Newton Center 59, Mass., 1330 Centre St.; E. F. Gregg, Mgr.; Tel.: Decatur 2-9810

New York, 700 Grand Ave., Ridgefield, N. J.; J. J. McDonald, Mgr.; Tel.: Morsemere 6-6700

Philadelphia 8, 401 N. Broad St.; C. M. Jacobson,

6-6700
Philadelphia 8, 401 N. Broad St.; C. M. Jacobson, Mgr.; Tel.: Lombard 3-2900
San Francisco, 320 Shaw Rd.; J. T. Evans, Mgr.; Tel.: Plaza 6-0800
St. Louis 8, 3700 Forest Park Blvd.; D. A. Gilbert, Mgr.; Tel.: Lucas 5269
St. Paul 1, 367 Grove St.; J. T. Donahue, Mgr.; Tel.: Tower 8511
Products: Magnetic recording tape

STAIRWAY

to success

This is your station's final goal... getting your programs onto the air... into the home. For this, you make your greatest single investment, in tower and antenna... your stairway to success.

So isn't it wise to specify a truly dependable stairway...a tower by Ideco. Since 1920, when broadcasting was born, Ideco has been building towers...pioneering and perfecting the triangular tower...accumulating 33 years of leadership in design and construction to place at your command. A single contract...with Ideco, or with your equipment supplier...frees you of all complex detail. Calmly and efficiently, Ideco experts assume all responsibilities...from initial planning through final inspection...operating under complete and comprehensive insurance protection. So, as you think about plans for your station...and when you talk about "towers"...it will pay you to say "Ideco".

For your new UHF station...specify VIDECO* tower in a "package" that can be delivered to your site within 6 weeks! Videco heights range from 300' to 620'...prefabricated units speed erection.



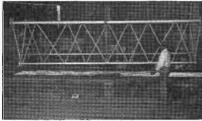
IDECO DIVISION, Dresser-Stacey Company DEPT. T, COLUMBUS 8, OHIO

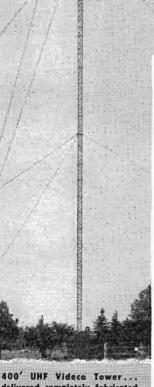
> BRANCH: Dept. T, 8909 S. Vermont Ave. Los Angeles 44, Calif.

> > *Trade Mark

Shop fabrication to clase pre-determined Ideco tolerances...with pretensioned diagonal members... Hot-Dip galvanizing for complete and lasting rust protection and lower maintenance costs.







400' UHF Videco Tower...
delivered completely fabricated
within 6 weeks...ready for
erection.

1057' Ideco Tower for WBEN-

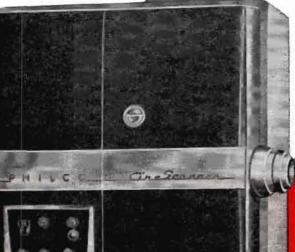
TV, Buffalo... one of many

thousand-foot-plus Ideco towers

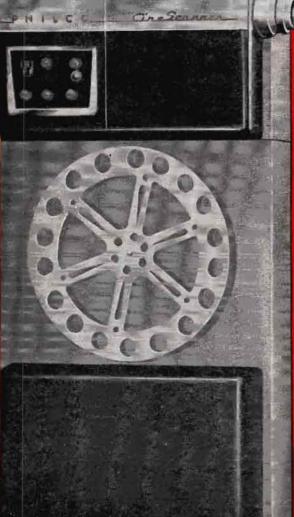
245' Ideco Tower for WCAU-TY, Philadelphia...a routine Ideco erection job, in a difficult location.

TALL OR SHORT...FOR TV, MICROWAVE, AM, FM...IDECO TOWER "KNOW-HOW" KEEPS YOU ON THE AIR





The PHILCO 16mm CineScanner provides the finest film reproduction in either color or monochrome. 35mm model also available.



Broadcasters . . . here is the finest equipment available for color and monochrome film reproduction. Continuous film motion and flying-spot scanning techniques produce high-definition pictures with superb light values. Whether you plan to use slide and film in monochrome; or a versatile combination of film and slides in both color and monochrome, the Philco CineScanner gives longer film life and utmost dependability . . . it's the only practical method for color! For complete information, write to Dept. TK today:

Check These PHILCO Features

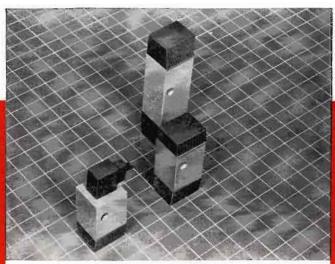
- Quiet, continuous film motion . . . no complicated intermittent mechanism to cause film wear and breakage.
- Cold light source... no film burning.
- Instantaneous run-up time with provisions for quick starts and stops... remote control available.
- Highest quality production in monochrome and color.



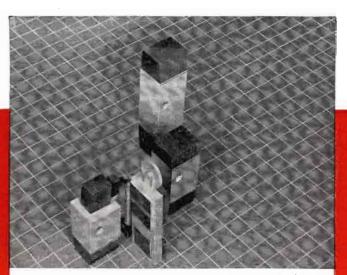
better TV film reproduction!

with the new PHILCO

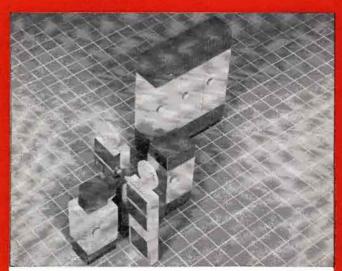
Cine Scanner



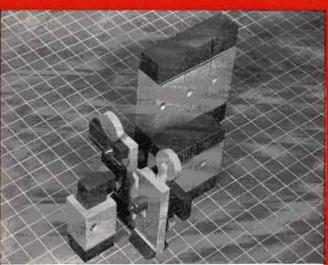
Dual slide changer facing 54" light source unit; 84" equipment rack in background. This setup will handle monochrome (positive or negative) slides with rack space to spare.



Slide changer and single 16mm film combination for monochrome projection. The multiplexing mirror facilitates the use of only one light source for both of the film units.



A slide changer, dual 16mm film units, light source and three equipment racks complete the facilities for monochrome, and both positive and negative film . . . leaving extra rack space.



Dual 35mm and slide changer combination with three racks provides color and monochrome (positive and negative) film programs and either color or monochrome slide presentations.

Mitchell Camera Corp.

Glendale 4, Calif., 666 W. Harvard St.; J. D. Mc-Call, V. P.; Tel.: Chapman 5-1083

Products: Kinerecording cameras, motion picture cameras for tv films

Mole-Richardson Co.

Hollywood 38, Calif., 937 N. Sycamore Ave.; Warren K. Parker, Mgr.; Tel.: Hollywood 4-8305

Products: Spot and flood lighting equipment; microphone booms; arc lights; power dis-tribution; plugging boxes; diffuser materi-als, gelatines; globes

Moody Machine Products Co., Inc.

Providence 5, 42 Dudley St.; John H. Moody, Mgr.; Tel.: Gaspee 3317-18

Products: Tool sets

Mycalex Corp. of America

Clifton, N. J. (Gen. offices and plant), 125
Clifton Blvd.; J. H. DuBois, V. P., Eng.;
Tel.: Prescott 9-8866
New York 20 (Exec. Offices), 30 Rockefeller
Plaza; Jerome Taishoff, Pres.; Tel.: Columbus 5-5989

Products: Glass-bonded mica high frequency, high temperature, low loss insulation. machinable and injection molded grades for tuners, microphones and other components; miniature, sub-miniature, uhf transistor and printed circuit tube sockets; hermetic seals, synthetic mica

Malden 48, Mass., 61 Sherman St.; W. P. Ready, Mgr.; Tel.: Malden 2-7950

Products: Receivers

National Electric Products Corp.

Pittsburgh 22, 2 Gateway Center; F. P. Yarussi, Sls. Mgr.; Tel.: Grant 1-2852

Products: Receiving installation equipment

National Union Electric Corp.

Hatboro, Pa., 237 Jacksonville Rd.; A. M. Skellett, V. P.; Tel.: Osborne 5-5000
Chicago, P. O. Box 1116; F. W. Timmons, Mgr.; Tel.: Spaulding 2-7661
New York, P. O. Box 1358; A. F. Hellert, Mgr. San Francisco, 373 Robertson; S. L. Spraggins, Mgr.; Tel.: Crestview 5-1544

Products: Cathode ray tubes, special purpose tubes; receiving tubes

Nausco Equipment Corp.

Newton 61, Mass., 160 Charlemont St.; W. G. Overacker, Sls. Mgr.; Tel.: Decatur 2-3300

Products: Vacuum pumping systems; vacuum gauges; exhaust and aluminizing dollies; special vacuum systems; components

Otto K. Olesen Co.

Hollywood 28, Calif., 1534 Cahuenga Blvd.; Daniel E. Murphy, V. P., Gen. Mgr.; Tel.: Hollywood 5-5194

Products: Lighting equipment

ORRadio Industries, Inc.

Opelika, Ala., T-120 Marvyn Rd.; Nat Welch, V.P., Sls.; Tel.: 976

Boston, 31 Milk St.; Harold Chamberlain, Mgr. Chicago, Merchandise Mart; J. J. McBride, Mgr.

Cleveland, 1836 Euclid Ave.; Ernest Scott, Mgr.

Angeles, 4217 W. Jefferson Blvd.; Paul Erlanger, Mgr.

New York, 458 Broadway; Jim Kenney, Mgr.; Tel.: Walker 5-3535

Products: Magnetic recording tape for black and white, color tv recording

Oxford Electric Corp.

Chicago 15, 3911 S. Michigan Ave.; Hugo Sundberg, Mgr.; Tel.: Atlantic 5-6161

Products: Loud speakers, transformers, panel

Pacific Transducer Corp.

Los Angeles 64, 11921 W. Picu Blvd.; R. S. Clarke, Pres.; Tel.: Arizona 8-1134

Products: Audio sweep frequency generators and transcriptions; test records; wide range reproducers; playback stylii; tone arms; equalizers; audio transformers; needle force gauges

Packard-Bell Co.

Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Gen. Sls. Mgr.; Tel.: Arizona 7-6721
San Francisco, 1157 Post St.; Hal Robinson, Mgr.; Tel.: Prospect 61880
Seattle, 2310 4th Ave.; Robert White, Mgr.; Tel.: Mutual 3551

Mutual 3551

Products: Receivers

Paillard Products, Inc.

New York 13, 100 Sixth Ave.; Vlado Wolf, Sls. Mgr.; Tel: Canal 6-8420

Products: 16 mm lenses; movie cameras

Permoflux Corp.

Chicago 39, 4900 W. Grand Ave.; R. S. Fenton, V.P.; Tel.: Berkshire 7-3200 Glendale 4, Calif., 4101 San Fernando Rd.; John Mutschler, Mgr.; Tel.: Chapman 5-5135

Products: Speakers, transformers

Philco Corp., Government & Industrial Division

Philadelphia 44, 4700 Wissahickon Ave.; George A. Hagerty, Indus. Sls. Mgr.; Tel.: Tennesee 9-4000

Beverly Hills, Calif., 260 S. Beverly Dr.; M. A. Williams, Mgr.; Tel.: Crestview 5-4486

Chicago 11, 666 Lake Shore Dr.; R. A. MacDonald, Mgr.; Tel. Whitehall 4-5750

Dallas 1, Southland Life Bldg.; R. A. Fay, Mgr.; Tel.: Prospect 8657

Dayton 2, Talbott Bldg.; Lewis Kendall, Mgr.; Tel.: Michigan 6578

San Francisco 4, Russ Bldg.; L. J. Boss, Mgr.; Tel.: Sutter 1-6262

Washington 6, D. C., 744 Jackson Pl., N. W.; C. M. Volkland, Mgr.; Tel.: Executive 3-1500

Paris 16, France, 4 Rue Picot; Willard D. Myers, Mgr.; Tel.: Kleber 1433

Products: Film and slide equipment for color and monochrome; microwave equipment for color S-T-L use; equipment to carry network color; color test and monitoring equipment; hermetically sealed transistors

Pioneer Scientific Corp.

Great Neck, L. I., N. Y., 161 Great Neck Rd.; George Hinman, Mgr.; Tel.: Hunter 2-7100

Products: Polaroid filters

Polarad Electronics Corp.

Brooklyn 11, N. Y., 100 Metropolitan Ave.; P. H. Odessey, V.P.; Tel.: Stagg 2-3464

Products: Color: flying spot scanners, bar generators, sync generators, waveform, picture monitors; black and white: monoscope signal source, synchronizing generator, waveform and picture monitor

Presto Recording Corp.

Persto Recording Corp.

Paramus, N. J., P. O. Box 500; Thomas B. Aldrich, Sls. Mgr.; Tel.: Diamond 3-5700
Chicago (Evanston, Ill.), 720 Main St.; Robert L. Lang, Mgr.; Tel.: Davis 8-4800
Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel.: Delmar 3723
Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel.: Main 1565
Dallas, 505 N. Ervar St.; J. Earl Smith, Mgr.; Tel.: C-2966
Detroit, 14647 Seymour St.; James Gordon, Mgr.; Tel.: 228
Lawrence, Mass., 115 Garden St.; Michael A. Limanni, Mgr.; Tel.: Lawrence 2-8638
Los Angeles, 2331 W. Wash Blvd.; Lee Owens, Mgr.; Tel.: Republic 0203
New York, 7 E. 48th St.; Thomas L. Aye, Mgr.; Eldorado 5-6021
Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel.: Main 8762
Silver Spring, Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel.: Juniper 9-4002
Products: Disc recording, transcription; tape recording, transcription equipment; amplifiers, equalizers, blank recording discs

Prodelin, Inc.

Kearny, N. J., 307 Bergen Ave.; L. A. Bondon, Pres.; Tel.: Kearny 2-8600

Boston 92, 62 Stockdale Rd., Needham, Mass.; C. W. Creaser, Mgr.; Tel.: Needham 3-4290

Chicago, 495 Selbourne Rd., (Riverside, Ill.); Frank J. Hajek, Mgr.; Tel.: Riverside 7-0292

Dallas, 3050 Sumter Dr.; Henry H. Stanton, Mgr.; Tel.: Dixon 6115

Los Angeles 13, 427 W. 5th St.; A. C. Blundell, Mgr.; Tel.: Mutual 7245

New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel.: Murray Hill 7-1550

Phoenix, 324 S. 2nd Ave.; C. B. Read, Mgr.

Portland 9, Ore., 1238 N.W. Glisan St.; W. L. Bright, Mgr.; Tel.: Atwater 4173

San Francisco 3, 158 11th St.; Charles Hiatt, Mgr.; Hemlock 1-1630 Seattle 9, 306 Dexter Ave.; E. J. Reichwein, Mgr.; Tel.: Seneca 2368 Washington 5, D. C., Southern Bldg.; G. A. Chadwick, Jr., Mgr.; Tel.: Executive 3-5360

Products: Uhf and vhf antennas; microwave types transmission lines; high power coax-ial and waveguide towers; Communication-aluminum 200' max. hgt. diplexer; filter and system components; special developments as required

Producers Sales Corp.

Burbank, Calif., 2704 W. Olive Ave.; Jo Kiel, Gen. Mgr.; Tel.: Charleston 6-2158

Products: Recording cameras, animation and special effects, motion picture equipment

Product Mfg. Co.

Anderson, Ind., 714 E. 27th St., S. E. Thompson, Mgr.; Tel.: 2-4467

Products: Uhf, vhf-uhf receiving antennas

The Pro-Tex Reel Band Co.

Cleveland 14, Film Bldg.; Thomas S. Kulka, Mgr.; Tel.: Prospect 1-7180

Products: Plastic reel bands for motion picture film reels; non-magnetic fastening clips for sound tape and 8 mm film reels

Pyroferric Co., Inc.

New York 67, 621 E. 216th St.; Richard D. Pone-mon, Gen. Mgr.; Tel.; Olinville 4-3930

Products: Powdered iron cores; small me-chanical assemblies

Radex Corp.

Chicago 14, 2076 Elston Ave.; R. R. Cook, Pres.; Tel.: Armitage 6-6900

Products: Air cleaners, electrostatic; coils; hi-voltage transformers

Radio Corporation of America

Camden 2, N. J., Front & Cooper Sts.; E. C.
Tracy, Sls. Mgr., Brd. Marketing Dept.;
Tel.: Woodlawn 3-8000
Atlanta 3, Forsyth Bldg.; J. W. Hillegas, Mgr.;
Lamar 7703
Boston, 200 Berkeley St.; J. P. Ulasewicz, Mgr.;
Hubbard 2-1700
Chicago, 666 N. Lake Shore Dr.; W. G. Eberhart,
Mgr.; Tel.: Delaware 7-0700
Cleveland, Keith Bldg.; D. S. Newborg, Mgr.;
Tel.: Cherry 1-3450
Dallas, 1907-11 McKinney Ave.; J. N. Barclay,
Mgr.; Tel.: Riverside 1317

Hollywood, 1560 N. Vine St.; E. Frost, Mgr.; Tel.: Hollywood 9-2154

Kansas City, 1006 Grand Ave.; J. F. Ingels, Mgr.; Tel.: Harrison 6480

New York, 36 W. 49th St.; A. Josephsen, Mgr.; Tel.: Circle 6-4030

San Francisco, 1355 Market St.; R. J. Newman, Mgr.; Tel.: Hemlock 1-8300

Seattle, 2250 First Ave.; J. A. Renhard, Mgr.; Tel.: Maine 8350 Washington, D. C., 1625 K St., N. W.; P. Berquist, Mgr.; Tel.: District 7-1260

Products: Color equipment, uhf and vhf transmitters; audio and monitoring equipment; test equipment. Mobile equipment, cameras, control room equipment, distribution amplifiers. Antenna systems, transmission line equipment, tower lighting equipment, accessories

RCA Victor Co., Ltd.

Montreal, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel.: Wellington 7551

Calgary, Alta., 1210 11th Ave.; H. C. Thompson, Mgr.; Tel.: 42766

Halifax, N. S., 99 Brunswick St.; R. W. McWilliams, Mgr.

Toronto, Ontario, 1450 Castlefield Ave.; K. G. Chisholm, Mgr.; Tel.: Princess 3738

Vancouver, B. C., Grandview at Rupert; R. A. Marsh, Mgr.; Tel.: Dexter 6800

Products: Transmitters; antennas

Radio Electronic Supply Co.

Grand Rapids 3, Mich., 505 Jefferson Ave. S. E.; Norman MacPhail, Mgr.; Tel.: Grand Rapids 9-4611

Products: Closed circuit systems, camera and power tubes, sound recording equipment, modulation and frequency monitors, distor-



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

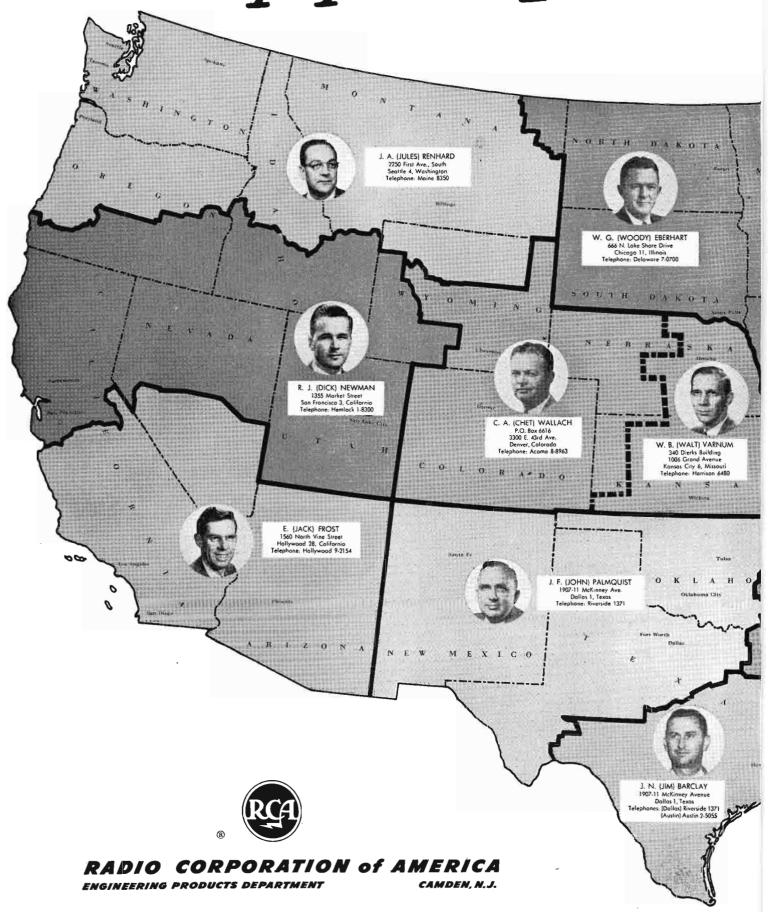
It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

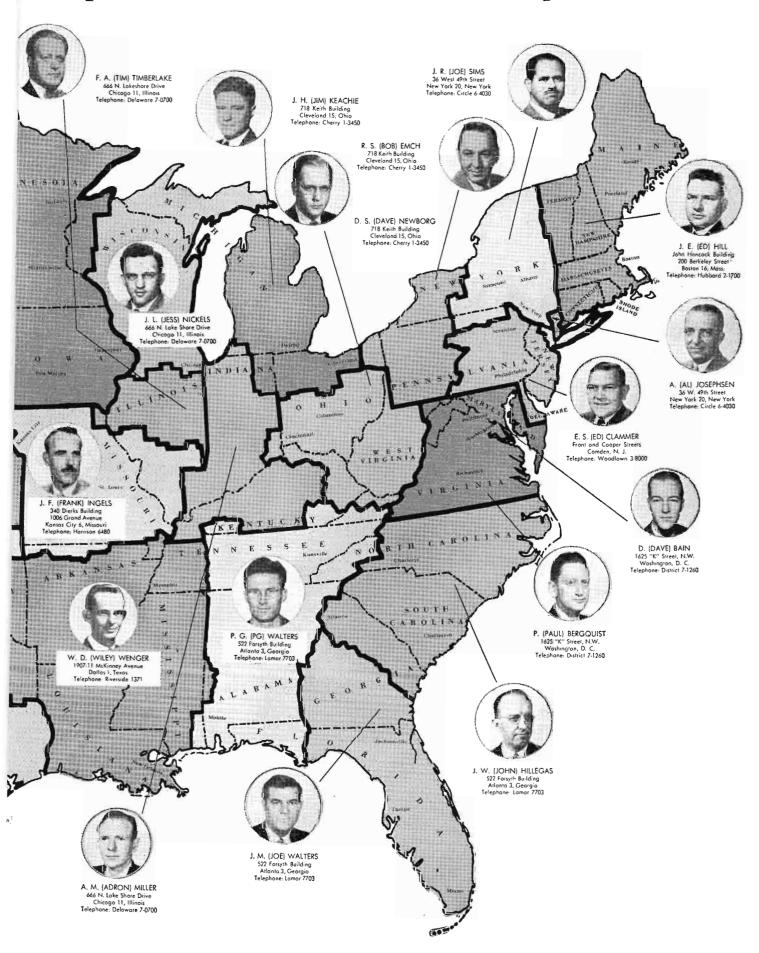
MITCHELL The only truly Professional Motion Picture Camera

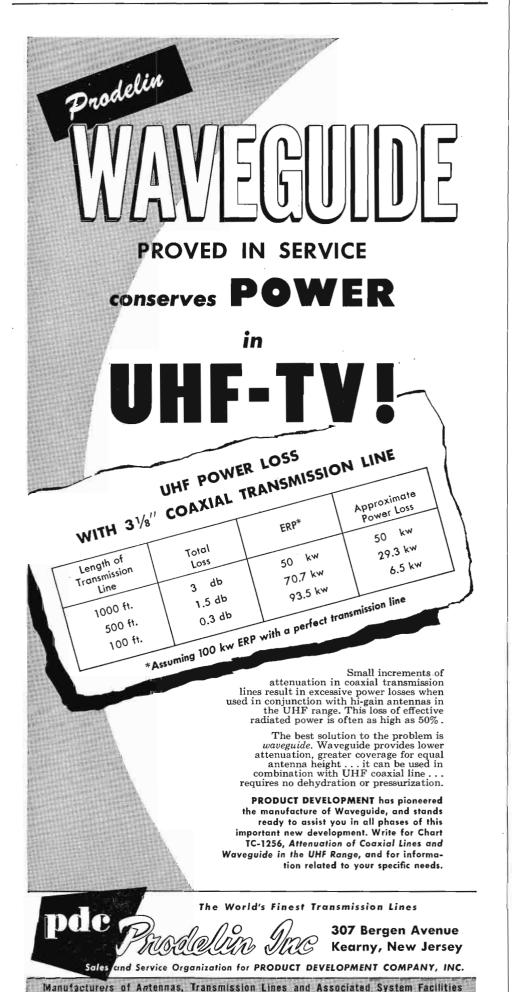


For equipment plans



see your nearest RCA broadcast representative





- TV EQUIPMENT —

tion measuring equipment, associated electronic components

Radio Engineering Labs., Inc.

Long Island City 1, N. Y., 36-40 37th St.; Frank A. Gunther, V. P.; Tel.: Stillwell 6-2100

Products: Studio transmitter links for aural programming

Radio-Music Corp.

Prof Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel.: Byram River 6-8620

Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers

The Radion Corp.

Chicago 14, 1130 W. Wisconsin Ave.; Dan O'Con-nell, Mgr.; Tel.: Mohawk 4-4617

Products: Antennae, receiving indoor and outdoor; arrestors, lightning; meters, field strength, uhf-vhf, portable battery operated only

Rangertone, Inc.

Newark 4, N. J.; 73 Winthrop St.; R. H. Ranger, Pres.; Tel.: Humboldt 5-2550

Products: High fidelity magnetic tape recorders, synchronous recorders for motion picture use-magnetic heads, tape-to-film editor

Raytheon Mfg. Co.

Chicago 39. 5921 W. Dickens Ave.; Dick O. Klein, Dir. of Marketing; Tel.: Berkshire 7-7000

Harrisburg, Pa., 1500 Paxton Ave.; Hugh Mullen, Mgr.; Tel.: 3-2524

Milwaukee, 193 N. Broadway; H. V. Schwartz, Mgr.; Tel.: Broadway 1-7675 Peoria, Ill., 818 S. Adams St.; James H. Cox, Mgr.; Tel.: 3533

Philadelphia, 919 N. Broad St.; Laurence Phister, Mgr.; Tel.: Stevenson 7-6910

Products: Receivers, receiving tubes, black and white; color picture tubes

Raytronic Labs., Inc.

Cincinnati 15, 9701 Reading Rd.; L. A. Razette, V. P.; Tel.: Valley 8500 Products: Cathode beamer (kinescope analyzer), aging unit (emission checker and aging unit for cathode ray tubes)

Ready Eddy

Sandy Hook, Conn.; Henry Roger, Mgr.; Tel.: Garden 6-2466, Newtown, Conn.

Products: Film computer, motion picture equipment for making commercials, titles, etc., camera timer, special cinema equipment

Recoton Corp.

New York 11, 147 W. 22nd St.; Jack Karns, Mgr.; Tel.: Oregon 5-7868-69

Products: Playback phonograph needles, cut-ting stylii, cartridges, recording blanks, magnetic recording tape

Reeves Soundcraft Corp.

New York 22, 10 E. 52nd St.; F. B. Rogers, Jr., V. P.; Tel.: Plaza 9-2644 Los Angeles 48, 1429 N. Vista St.; Wayne Gra-ham, Mgr.; Tel.: Hollywood 2-3552

Products: Magna-stripe equipment; magna-stripe service

Rek-O-Kut Co.

Long Island City 1, N. Y., 38-01 Queens Blvd.; George Silber, Sls. Mgr.; Tel.: Stillwell 4-7062

Products: Transcription turntables, console

Rissi Electronic Supply Co.

Detroit 1, 1112 W. Warren Ave.; V. A. Wilton, Mgr.; Tel.: Temple 2-5611
Grand Rapids 3, 505 Jefferson Ave., S. E.; N. McPhail, Mgr.; Tel.: Grand Rapids 9-4611

Products: Tubes, microphones, allied equipment, and tape recorders

Rome Cable Corp.

Rome, N. Y., P. O. Box 71; F. S. Marks, Sls. Mgr.; Tel.: Rome 3000

Products: Electrical wires and cables; mast tubing

The Rust Industrial Co., Inc.

Manchester, N. H., 608 Willow St.; Wil Carlisle, Mgr.; Tel.: Manchester 3-3596 William

Products: Studio lighting panels, Carrier failure alarms

Rutherford Electronics Co.
Culver City, Calif., 3707 S. Robertson Blvd.;
C. E. Rutherford, Pres.; Tel.: Texas 0-4362 Products: Test instruments for pulse equip-



playing the best supporting role in TV

More than forty years ago, at Ketchikan, Alaska, four 300-foot Blaw-Knox self-supporting "wireless" towers were installed. And they are still providing good service, despite the extreme cold, wind, ice and other hazardous weather conditions.

Today, we are designing and building the most modern types of TV towers for the most modern types of antennas. These antennas are often 100 feet or more in height and weigh 10 tons or more. Yet they must be rigidly supported by towers at heights which range over 1000 feet in the air . . . in order to provide a clear, steady picture in the home.

Blaw-Knox designs each tower for its specific

application. This complete flexibility is characteristic of our research, engineering, testing and fabricating services . . . and a key reason why Blaw-Knox plays the best supporting role in TV.

In many industries, Blaw-Knox accomplishes outstanding engineering achievements. They improve production, reduce costs, make better products possible. The listing below will readily give you a good idea of the wide scope of products and services offered by other Blaw-Knox divisions.

BLAW-KNOX COMPANY

Farmers Bank Building • Pittsburgh 22, Penna.

before you buy, see if Blaw-Knox makes it



Blaw-Knox Equipment Division Pittsburgh 38, Pa. and Elyria, Ohio Chemical and Process Equipment Clamshell Buckets Gas Cleaning Equipment Open Steel Grating Radio, TV and Transmission Towers

Towers
Road Paving Machinery and
Construction Equipment
Steel Forms for Concrete
Construction
Steel Plant Equipment—Water
Cooled Doors, Frames,
Reversing Valves, etc.,
for High Temperature Furnaces

Buffovak Equipment Division Buffalo 11, N.Y. and Mora, Minn. Chemical, Dairy and Food Process Equipment

Chemical Plants Division Pittsburgh 30, Pa.
Engineers and Constructors of Chemical Process, Industrial, Petroleum and Atomic Energy Plants Plants

Foote Const. Equip. Division Nunda, N.Y. Black Top Road Pavers Concrete Road Pavers

Lewis Machinery Division Groveton, Pa.

Rolling Mills and Auxiliary
Machinery for Rolling Steel and
Other Metals
Ordnance Equipment

Power Piping and Sprinkler Division Pittsburgh 33, Pa.

Prefabricated Piping for All Pressures and Temperatures Automatic Fire Protection Systems Pipe Hangers

National Alloy Division Pittsburgh 38, Pa.

Alloy Steel Castings for Extreme Temperature, Abrasion and Corrosion Resistance

Union Steel Castings Division Heavy Industrial Steel Castings Ordnance Castings

Rolls Division (Pittsburgh and Lewis Rolls) Pittsburgh 1, Pa. Iron, Steel and Alloy Rolls for Rolling Steel and Other Metals

RYB, Inc.

Beverly Hills, Calif., 251 S. Robertson Blvd.; Eddie Yuhl, Mgr.; Tel.: Bradshaw 2-1983 New York, % Visual Transcriptions, Inc., 49 W. 19th St.; Tel.: CH. 2-8218

Products: Wireless mike; high fidelity speaker systems; condenser microphones and direct drive amplifiers; RF-cue system

Ryder 16 MM Services, Inc.

Hollywood 38, Calif., 1161 N. Vine St.; Philip Brigandi, Gen. Mgr.; Tel.: Hollywood 9-3511 Products: Magnetic sound recording and editing equipment

Scenic Backgrounds, Inc.

Los Angeles 4, 662 N. Heliotrope Dr.; Allen F. Buckley, Pres.; Tel.: Normandy 2-1128 Products: Scenic backgrounds

Paul Schafer Custom Engineering

Los Angeles 39, 2279 Allesandro St.; Paul C. Schafer, Owner; Normandy 2-2161

Products: Remote control systems applicable for remotely controlling and telemetering transmitters via telephone lines

Schumaker Construction Co.

Michigan City, Ind., E. Mich. St. at Warnke Rd.; K. F. Schumaker, Mgr.: Tel.: 3-3218 Products: Erectors towers, antennas and co-

Herman Hosmer Scott, Inc.

Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel.: Kirkland 7-0646 Philadelphia 19, 7135 Germantown Ave.; H. Estersohn, Mgr.; Tel.: Wissahickon 7-1816 Pittsburgh 16, P. O. Box 8046; E. Tydings, Mgr.; Tel.: Fieldbrook 1-5100

Products: Dynamic noise suppressors

Self-Winding Clock Co., Inc.

Brooklyn 5, N. Y., 205 Willoughby Ave.; H. Wellman, Asst. Sls. Mgr.; Tel.: Main 2-6300 Products: Sweep seconds self-powered, dry cell battery operated self-winding clocks containing connections for receiving automatic synchronizing pulses hourly from Western Union lines or local synchronizing pulses from manual control kit.

Shallcross Mfg. Co.

Collingdale, Pa., Jackson & Pusey Aves.; John S. Shallcross, Pres.; Tel.: Farragut 9-5100

Products: Kilovoltmeter multiplier for measuring high voltage delay lines; resistors

Shure Brothers, Inc.

Chicago 10, 225 W. Huron St.; V. Machin, V. P.; Tel.: Delaware 7-4550 Products: Microphones

Sierra Electronic Corp.

San Carlos, Calif., 1050 Brittan Ave.; W. Feld-scher, Pres.; Tel.: Lytell 1-0711 Products: Test equipment; color monitors

Mark Simpson Mfg. Co., Inc.

Long Island City 3, N. Y., 32-28 49th St.; Mrs. Miryam Simpson, V.P.; Tel.: Yellowstone 2-3400

Products: Automatic all-channel and tunable vhf boosters

Skyline Tower Co.

Chicago 29, 2436 W. 59th St.; Walter E. Smith, Mgr.; Tel.: Walbrook 5-1288

Products: Self-supporting and guyed towers

Small Motors, Inc.

Chicago 14, 2076 Elston Ave.; R. R. Cook, Sls. Mgr.; Tel.: Armitage 6-6900 Products: Blowers

Rawdon Smlth Associates, Inc.

Wash. 7, D. C., 2217 M St., N. W.; F. R. Smith, Mgr.; Tel.: District 7-1970 Products: Tape duplication equipment

Sonocraft Corp.

New York 36, 115 W. 45th St.; Harold H. Oppenheimer, Mgr.; Tel.: Judson 2-1750 Products: Sound and recording equipment

Sound Apparatus Co.
Stirling, N. J.; A. W. Niemann, Pres.; Tel.:
Millington, N. J., 7-0600 Products: Graphic recorders

South Bend Lathe Works

South Bend 22, Ind., 425 E. Madison St.; N. D. Jackman, Adv. Dept.; Tel.: 2-3311

Products: Lathes, drill presses, bench shapers, tool grinders, accessories

South River Metal Products Co., Inc.

South River, N. J., 377 Turnpike; Martin L. Roth, Sls. Mgr.; Tel.: South River 6-2330

Products: Antenna mounting brackets and accessories

Stainless, Inc.

North Wales, Pa.; W. L. Guzewicz, Pres.; Tel.: North Wales 874 New York 7, 50 Church St.; Henry Guzewicz, Mgr.; Tel.: Digby 9-4379 Products: Towers, screens, erection

Stancil-Hoffman Corp.

Hollywood 38, Calif., 921 N. Highland Ave.; W. V. Stancil, Pres.; Tel.: Hollywood 4-7461 Evanston, Ill., 220 Kedzie St.; Warren Cozzens, Mgr.; Tel.: Davis 8-4800

New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel.: Murray Hill 7-1550
Honolulu 14, 1545 S. Beretania; T. Y. Takase, Mgr.; Tel.: Honolulu 9-3769

Toronto 5, Canada, 447 Jarvis St.; S. W. Caldwell, Mgr.; Tel.: WA 2-2103

Products: Recorders, magnetic film; motors, electrical interlock

Standard Electronics Corp.

Newark, N. J., 285 Emmet St.; W. H. Zillger,
V. P.; Tel.: Bigelow 3-5540

Birmingham 9, 2463 Fairway Drive, English Village; James L. Evans, Mgr.; Tel.: Birmingham 2-6223

Chicago 40, 1039 Hollywood; E. W. Stone, Mgr.; Tel.: Ravenswood 8-3967

Los Angeles, 432 S. Curson; Lew E. Pett, Mgr.; Tel.: Webster 1-4382

Wash., D. C., Defense Bldg.; J. T. Campbell, Mgr.; Tel.: Republic 7-2246

Products: Transmitters; cameras; associated
 equipment.

Stephens Mfg. Corp.

Culver City, Calif., 8538 Warner Dr.; Harry F.
Izenour, Sls. Engr.; Tel.: Texas 0-3775

Products: Wireless microphone system; conventional microphones; monitor speaker systems

Stromberg-Carlson Co.
Rochester 3, N. Y., 100 Carlson Rd.; C. J. Hunt,
Gen. Mgr., Radio-Tv Div.; Tel. Culver 0260
Chicago 10, 215 W. Superior St.; J. A. Frye,
Mgr.; Tel.: Whitehall 4-2111

Products: Receivers

Studio Television Products Sales Corp.

New York 18, 500 Fifth Ave., Room 2223; John Newton, Pres.; Tel.: Oxford 5-2199

Products: Camera dollies; dolly bases; tripods; mike booms and bases

Swager Tower Co.

Angola, Ind., P. O. Box 203; Tel.: 8192X Products: Tower erection, maintenance

Sylvania Electric Products, Inc.

New York 19, 1740 Broadway: Donald W. Gunn, Gen. Sls. Mgr.; Tel.: Judson 6-2424
Chicago, 2001 N. Cornell Ave. (Melrose Park, Ill.); L. A. Wheelock, Mgr.; Tel.: Esterbrook 9-2525

Cincinnati, Terrace Plaza Bldg.; J. T. Mallen, Mgr.; Tel.: Garfield 1550

Mgr.; Tel.: Garneld 1550 Los Angeles, 2936 E. 46th St., F. E. Gilbert, Mgr.; Tel.: Logan 5-8121 Teterboro, N. J., 1000 Huyler St.; L. S. Ray-nor, Dist. Mgr.; Tel.: LA 4-1253

Products: Receiving, picture tubes; crystal diodes; transistors; sockets; connectors; plugs; tungsten; parts; chemicals; test equipment

Sarkes Tarzian Inc., Broad. Equip. Div.

Bloomington, Ind., 4th & Rogers Sts.; Biagio Presti, Bus. Mgr.; Tel.: Bloomington 9689

Presti, Bus. Mgr.; Tel.: Bloomington 9689

Products: Uhf transmitters—video and waveform monitors; vidicon cameras, vidicon
film chain (with multiplexing mirrors),
relay operated switching system, distribution amplifiers, audio control, monitor amplifiers, regulated power supplies, consoles,
microwave relay (stl & trp), orthicon cameras, vhf transmitters, limiter amplifier,
custom design to requirement

Technical Appliance Corp.

Sherburne, N. Y., 1 Taco Ave.; T. Lundahl, V.P.-Dir. Sls.; Tel.: Sherburne 7-2211 **Product**s: Antennas; couplers; antenna signal distribution equipment

Technicraft Labs., Inc.

Thomaston, Conn., Thomaston-Waterbury Rd.; Geo. R. Houk, Sls. Mgr.; Tel.: Atlas 3-4315 Los Angeles 38, 6907½ Melrose Ave.; C. Fetty, Mgr.; Tel.: Webster 3-7276

Products: Flexible waveguides; rigid waveguide assy.; microwave test plumbing; beam-bender—passive relay

Tektronix, Inc.

Portland 7, Ore., P. O. Box 831; W. K. Dallas, Field Eng. Mgr.; Tel.: Cypress 2-2611
Baltimore 14, 8118 Harford Rd.; F. J. Hart, Mgr.; Tel.: Enterprise 1-6023
Bronxville 8, N. Y., 49 Pondfield Rd.; J. J. Cassidy, Mgr.; Tel.: Bronxville 2-3266
Newtonville 60, Mass., 18 Austin St.; J. E. Day, Mgr.; Tel.: Lasell 7-2212

Mgr.; Tel.: Lasell 7-2212
Philadelphia 38, 7709 Ogontz Ave.; F. K. Frost, Mgr.; Tel.: Waverly 4-5678
Syracuse 10, N. Y., 313 Nottingham Rd.; G. Edens, Mgr.; Tel.: 72-3339
Products: Oscilloscopes and adaptors; squarewave generators; waveform monitors

Telechrome Sales, Inc.

Amityville, N. Y., 88 Merrick Rd.; H. Charles Riker, Pres.; Tel.: Amityville 4-4446 Products: Color equipment

Tele King Corp.

New York 1, 601 West 26th St.; C. E. Bell, Exec. V.P.; Tel.: Watkins 4-4600 Products: Receivers

Teleprompter National Sales Corp.

New York 17, 270 Park Ave.; Herbert W. Hobler, Natl. Sls. Mgr.; Tel.: Murray Hill 8-8715 Chicago, 177 N. State; Raymond Hagen, Mgr.; Tel.: Franklin 2-8826 Los Angeles, 6151 Santa Monica Blvd.; Geo. Kane, Mgr.; Tel.: Hollywood 9-6239 Philadelphia, City & Monument Aves.; James Blair, Mgr.; Tel.: Greenwood 7-8300 Wash., D. C., 1346 Conn. Ave., N. W.; Neal Roach, Mgr.; Tel.: Columbia 5-3161 Products: All-electronic prompting device

Television Specialty Co., Inc. New York 1, 350 W. 31st St.; Alfred Jenkins, Pres.; Tel.: Longacre 4-6440

Pres.; Tel.: Longacre 4-6440

Products: Rear screen projectors, rear projection screens and slides; studio lighting equipment; switchboards, dimmers, microphone booms, camera dollies, special effects equipment, prompting devices; cameras, tripods, accessories, film processing machines, film and supplies, camera repair service

Television Utilities Corp.

New Hyde Park, L. I., N. Y., 1315 Jericho Turnpike; A. E. Siegel, Pres.; Tel.: Floral Park 4-0408-9

Products: Picture monitors and industrial closed circuit monitors, pulse cross monitors, distribution and line amplifiers

Television Zoomar Co.

New York 36, 500 Fifth Ave.; Jack A. Pegler, Pres.; Tel.: Br 9-5835

Products: Lenses

St. Paul 1, Minn., 1633 Eustis; J. R. Anderson, Sls. Mgr., Electro-Acoustic Div.; Tel.: Nes-tor 7211

Products: Boom-type headset for cameramen

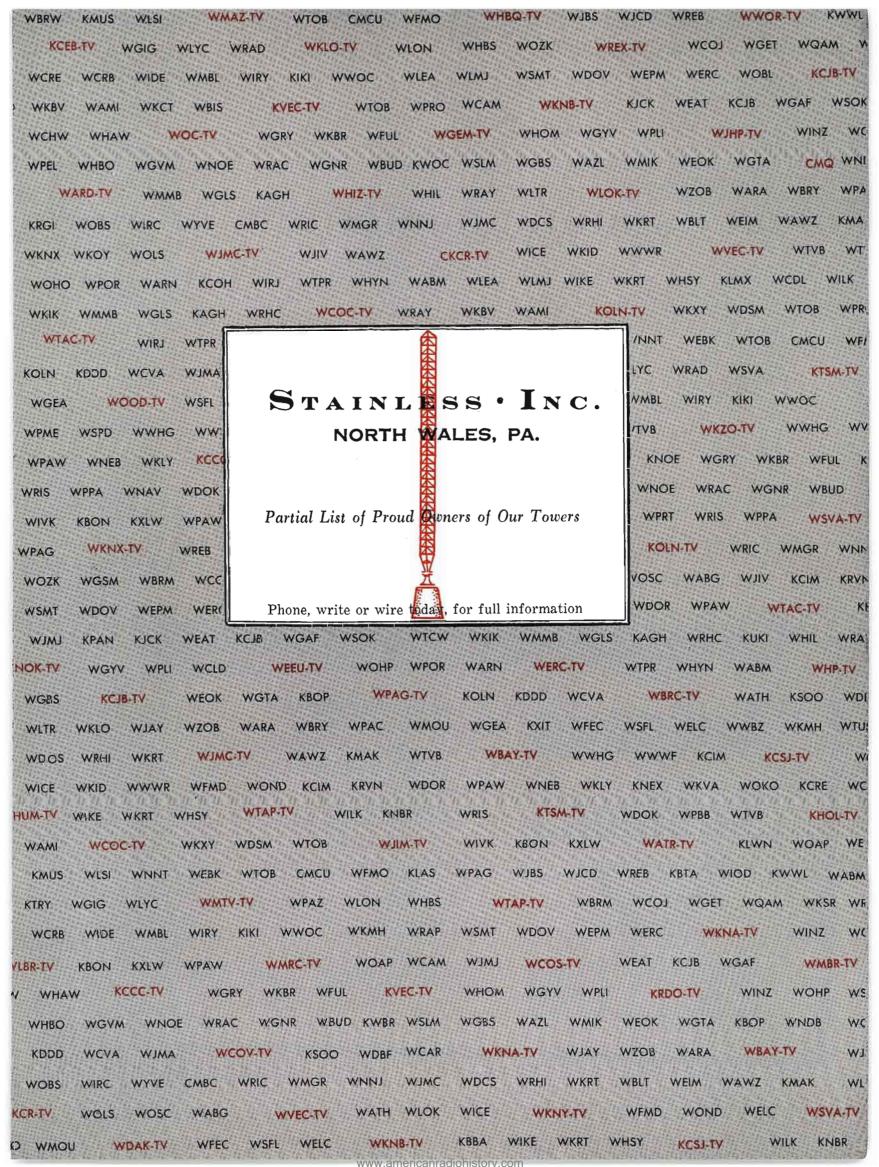
Tel-Instrument Co., Inc.

el-Instrument Co., Inc.
Carlstadt, N. J., 728 Garden St.; L. P. Blakely, Sls. Mgr.; Tel.: Webster 9-9520
Chicago, 4501 N. Ravenswood Ave.; F. Waterfall, Mgr.; Tel.: Uptown 8-1141
Toronto, Canada, 560 King St., W.; S. Janikun, Mgr.; Tel.: Empire 8-4761
Products: Synchronizing generators—monochrome and color; color studio and test equipment; production line test equipment

Terminal Radio Corp.

New York 7, 85 Cortlandt St.; Frank Miller, Sec.; Tel.: Worth 4-3311

Products: Electronic equipment



Tower Construction Co.

Sioux City, 1923 Geneva St.; M. M. Lasensky, Owner; Tel.: 5-7653

West Hyattsville, Md., 6640 23rd Ave.; Frank Little, Jr., Mgr.; Tel.: Harrison 23515 Products: Towers; passive reflectors; erection

Tower Sales and Erecting Co.

Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel.: Trinity 7303 Products: Supporting towers—guyed and self-supporting, erecting, lighting, painting, an-tenna erecting; installation coaxial lines

Trad Television Corp.

Asbury Park, N. J., 1001 First Ave.; A. William Christopher, Sls. Mgr.; Prospect 6-7445 Products: Theatre television

Transistor Products, Inc.

Waltham 54, Mass., 241-257 Crescent St.; Paul F. Alphen, Sls. Mgr.; Tel.: Waltham 5-9330 Products: Video detector diodes, uhf mixer diodes, color clamper and balanced modulator diodes, transistors

Trans-Lux Corporation

New York 20, 1270 Ave. of the Americas; Bert W. Roth, Sls. Dir.; Tel.: Circle 7-4970 Products: Rear screens for background scenery, rear screen projectors, background scenery slides

Tressel Television Productions, Inc.

Products: Automatic remote control switching selector for campaigness. Products: Automatic remote controlled slide and opaque projector for all iconoscope and vidicon cameras, remote control switching selector for complete control of all projection room equipment from up to six remote positions

John D. Trilsch, Inc.

Houston 2, 1310 McKinney Ave.; J. Gillespie, V. P.; Tel.: Atwood 9351 Products: Towers

The Triplett Electrical Instrument Co.

Bluffton, Ohio, Harmon Rd.; N. A. Triplett, Sls. Mgr.; Tel.: 323-W

Products: Test equipment and electrical measuring instruments

Truscon Steel Div. (Republic Steel Corp.)

Pruscon Steel Div. (Republic Steel Corp.)
Youngstown 1, 1315 Albert St.; George F. Bateson, Sls. Mgr., Steel Joist & Tower Products; Tel.: Riverside 6-7211
Boston 27 (South), 307 Dorchester Ave.: C. H. Watt, Mgr.; Tel.: South Boston 8-2420-21-22
Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel.: Madison 5767
Chicago 6, 201 N. Wells St.; W. D. George, Mgr.; Tel.: Franklin 2-4600
Cleveland 15, Hanna Bldg. Annex; L. F. Stormont, Mgr.; Tel.: Superior 1-9010
Dallas 4, 2900 Routh St.; H. T. Swanson, Mgr.; Tel.: Randolph 8044
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel.: Harrison 3673
Long Island City 1, N. Y., 48-18 Northern Blvd.; C. D. Loveland, Mgr.; Tel.: Astoria 4-2410
Los Angeles 22, P. O. Box 6788. E. Los Angeles Branch; N. J. Cavalier, Mgr.; Tel.: Raymond 3-1375
Minneapolis 2, Baker Bldg.; J. W. Davies, Mgr.; Tel.: Main 5537

The Turner Co.

Cedar Rapids, Iowa, 909 17th St. N. E.; H. M. Murdock, Sls. Mgr.; Tel.: 3-8144 Products: Microphones, accessories

T-V Products Co.

Springfield Gardens 13, N. Y., 145-68 228 St.; Elliot March, Sls. Mgr.; Tel.: Laurelton 7-3500

Products: Receiving antennas, accessories

The Ucinite Co., Div. United-Carr Fastener Corp.

Che Ucinite Co., Div. United-Carr Fastener Corp.

Newtonville 60, Mass., 459 Watertown St.; G. V. Sweetnam, Sls. Mgr.; Tel.: Lasell 7-8400

Chicago, 1026 S. Homan Ave.

Cleveland, 1468 W. 9th St.
Los Angeles, 1709 W. 8th St.

New York, 15 E. 26th St.

Philadelphia, 3701 N. Broad St.

Products: Component parts for receivers.

Tuner wafers, anode connectors, tube caps, corona shields, miscellaneous connectors and metal stampings

United States Motors Corp.

Oshkosh, Wis., 430 Nebraska; Louis Shriber II, Mgr.; Tel.: Blackhawk 9100 Products: Standby power plants

U. S. Recording Co.

Washington 5, D. C., 1121 Vermont Ave. N. W.; Eugene Rosen, Sls. Mgr.; Tel.: Lincoln 3-2705

Products: Complete studio facilities for re-cording both tape and transcriptions

United Tower Co.

Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel.: 3347 Products: Supporting antenna and micro-wave towers

Universal General Corp.

New York 13, 324 Canal St.; Morris Greenberg, Mgr.; Tel.: Walker 5-9642

Products: Conversion, accessories, kits

University Loudspeakers, Inc.

White Plains, N. Y., 80 S. Kensico Ave.; L. J. Epstein, Sls. Mgr.; Tel.: White Plains 6-7700 Products: Monitor loudspeakers, speaker sys-

Varian Associates

Palo Alto, Calif., 611 Hansen Way; W. M. Silhavy, Sls. Mgr.; Tel.: Davenport 5-5631

Products: High power three resonator klystron amplifiers for uhf transmitters

Joseph Vasconcellos, Inc.

Long Island City 1, N. Y., 43-15 Dutch Kills St.;

Jos. Vasconcellos, Pres.; Tel.: Stillwell

Burbank, Calif., 3816 W. Magnolia Blvd.; M. A. Fusco, Mgr.; Tel.: Rockwell 9-3026

Products: Microphone boom dollies; equipment racks; studio equipment and rigging, curtain tracks, turntables, etc.

COMPETE ... FOR MAXIMUM EFFICIENCY, DEPENDABILITY and ECONOMY Antenna Systems RYLON

- Guyed Towers for TV-FM Antennas
- **Vertical Radiators for AM**
- "Heavyweight" Towers for Microwave

Vulcan Tower Co.

J. Brennan, Partner; Tel.: 54-4441
Washington, D. C., 3738 Kanawha St. N. W.;
Wm. E. Benns, Jr., Mgr.; Tel.: Emerson
2-8071

Products: Towers

Wallach & Associates

Cleveland 18, 1532 Hillcrest Rd.; Arthur Wallach, Sls. Mgr.; Tel.: Yellowstone 2-2353

Products: Allmetal sectional and double door storage cabinets

Warren Wire Co.
Pownal, Vt.; F. W. Kunzelmann, Sls. Mgr.;
Tel.: Pownal 2511
Products: Insulated lead wire; teflon, form-var, plain enamel, nylonel, silicone magnet wires; bare and tinned copped wires, teflon coated glass fabrics

Washington Aluminum Co., Inc.

Baltimore 29, Knecht Ave. & Penna. R. R.; Malcolm Melvin, Sls. Mgr.; Tel.: Arbutus

Malcolm Meivin, S.S. 1951, 2700

New York 17, 342 Madison Ave.; Frank Crofutt, Mgr.; Tel.: Murray Hill 7-0926
San Francisco 11, 37 California St.; M. J. Gigy, Mgr.; Tel.: Yukon 6-2803

Montreal 3, Canada, 637 Craig St. W.: A. A. Desmarias, Mgr.; Tel.: University 6-3529

Products: Aluminum gin poles for tower

West Coast Electronics Co.

Los Angeles 16, 5873 West Jefferson Blvd.; John P. Daily, Mgr.; Tel.: Texas 0-7211 Products: Chassis

Westinghouse Electric Corp.

Westinghouse Electric Corp.

Metuchen, N. J., Lincoln Highway; R. L. Sandefur, Sls. Mgr.; Tel.: Metuchen 6-5000
Atlanta, 684 Peachtree St.; J. C. Drewry, Mgr.; Tel.: Emerson 5635
Chicago 90, Merchandise Mart; R. W. Eckman, Mgr.; Tel.: Whitehall 4-3860
Cleveland 14, 1740 E. 12th St.; L. S. McLeod, Mgr.; Tel.: Tower 1-7100
Los Angeles 17, 600 St. Paul St.; W. P. Frost, Mgr.
New York 17, 405 Lexington Ave.; A. Earle Fisher, Mgr.; Tel.: Murray Hill 6-5258
St. Louis 1, 411 N. Seventh St.; J. E. Hoag, Jr., Mgr.

Products: Receivers

Weston Electrical Instrument Corp.

Newark 5, N. J., 614 Frelinghuysen Ave.; H. M.
Ricks, Gen. Sls. Mgr.; Tel.: Bigelow 3-4700
Chicago 6, 205 W. Wacker Dr.; C. G. Miller,
Mgr.; Tel.: Franklin 2-4656
New York 7, 50 Church St.; W. J. Healey, Mgr.;
Tel.: Worth 4-3510
Washington 11, D. C., 6230 Third St. N. W.; L. F.
Parachini, Mgr.; Tel.: Tuckerman 2-2414
Products: Insulation, circuit testers: vacuum

Products: Insulation, circuit testers; vacuum tube voltmeters; electronic test equipment; vu and db meters; panel instruments, ana-lyzer, calibrators, tube testers, oscilloscopes

Wilcox-Gay Corp.

Charlotte, Mich.; L. M. Sandwick, Mgr.; Tel.:
Charlotte 485
Brooklyn I, N. Y., 79 Washington St.; M.
Raphael, Mgr.; Tel.: Ulster 2-6000
Chicago 10, 743 N. LaSalle St.; R. Jenkins,
Mgr.; Tel.: Whitehall 4-0077
Los Angeles, 2772 W. Olympic Blvd.; B. R.
Ross, Mgr.; Tel.: Dunkirk 1783

Products: Magnetic tape, and disc; blanks; Cutting and playback needles

Willys Motors, Inc., Electronics Div.

Toledo 1, 6225 Benore Rd.; A. R. Bitter, Mgr., TV Dept.; Tel.: Pontiac 1591 Arlington 2, Va., Box 3079, Eads Sta.; J. C. Lauderback, Mgr.; Tel.: Otis 4-6950

Products: Cameras, camera controls, switcher-fader sync generator, master monitor, power supply, mobile equipment, audio equipment of studio

wincharger Corp.

Sioux City 2, Iowa, E. 7th & Division Sts.; V. V. Holmes, Sls. Mgr., Antenna Tower Dept.; Tel.: 2-1844

New York 17, 7 E. 48th St.; Thomas L. Aye, Mgr.; Eldorado 5-6021

Oklahoma City, 3100 N. W. 38th St.; C. E. Nelson, Mgr.; Tel.: Windsor 3-5578

Signal Mountain, Tenn.; W. B. Taylor, Mgr.; Tel.: 88-2487

Products: Antenna supporting towers

Wind Turbine Co.

West Chester, Pa., E. Market St. & Penna. R. R.; R. W. Weeks, Pres.; Tel.: West Chester 3110

Products: Guyed towers, antenna supports, microwave relay towers, ground systems, design and supply of special antenna systems and radio frequency power switches

Wright Zimmerman, Inc. New Brighton 12, Minn.; J. D. Zimmerman, Pres.; Tel.: Nestor 8877 Products: Speakers

Zenith Radio Corp.

Chicago 39, 6001 W. Dickens Ave.; L. C. Trues-dell, V. P. Radio-tv Sls.; Tel.: Berkshire 7-7500

Products: Receivers

 $color\ TV$ studio equipment TEL-INSTRUMENT Years of experience as specialists in TV instrumentation . . . modern production facilities . . . painstaking quality care in manufacture . . . all and contribute to making this performance Color TV studio equipment the at realistic very finest obtainable . . . and prices at reasonable cost. WRITE FOR FULL DETAILS Tel-Instrument Co.Inc. 728 GARDEN ST., CARLSTADT, NEW JERSEY

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Am, Fm, Television and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (am), frequency modulation (fm), or television (tv) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for am stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for am, fm, or tv broadcast.

Selecting a Frequency

Selecting a Frequency
Standard (am) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; station of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an am frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

undertake to make such studies for prospective applicants.

An applicant for a commercial fm station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for fm stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational Fm Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community. Cemmercial tv stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational tv operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301,

CONCERNING FCC RULES & REGULATIONS

"How to apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Reports & Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 394, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the Office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

"Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers am, fm and tv broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for tv applications.

Temporary Processing Procedure for tv applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another am or fm broadcast station; or that the minimum separation requirements for tv stations, are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediate adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a

comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 60 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 60 days before the start of the scheduled hearing. Hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing area.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner Issues an initial decision.

hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral arguments before the Commission. In all cases heard by the examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new clause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Am, fm and tv broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is pro forma or technical in nature, i.e., where no substantial changes in interest occur. interest occur.

TV MANUFACTURE BY YEARS

					Total	At
			Tota	l Tv	Tv Sets	Close
	Total Tv Sets Manufactured		Picture Tubes Manufactured		in use	of
					in U.S.	
	Number	Retail Value	Number	Retail Value		
1946	10,000	\$ 5,000,000	20,000	\$ 1,000,000		1946
1947	250,000	100,000,000	300,000	15,000,000	8,000	1947
1948	1,000,000	350,000,000	1,500,000	75,000,000	250,000	1948
1949	3,000,000	950,000,000	3,500,000	210,000,000	1,000,000	1949
1950	7,500,000	2,700,000,000	8,000,000	400,000,000	4,000,000	1950
1951	5,600,000	2,100,000,000	6,000,000	300,000,000	. 10,500,000	1951
1952	6,300,000	1,900,000,000	6,500,000	227,000,000	15,750,000	1952
1953	7,300,000	1,675,000,000	9,000,000	360,000,000	28,000,000	1953
1954*	3,100,000	700,000,000	4,100,000	145,500,000	31,100,000	1954*

Courtesy of Bernard F. Osbahr, Editor, Tele-Tech & Electronic Industries.

* First 6 months



FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

Selected Sections as Amended to July 15, 1954.

Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

Allocation and Assignment of Frequencies

§3.603. Numerical designation of television

channels. (a)	
Frequency band No. (Megacycles) 2. 54-60 3. 60-66 4. 66-72 5. 76-82 6. 82-88 7. 174-180 8. 180-186 9. 186-192 10. 192-198 11. 198-204 12. 204-210 13. 210-216 14. 470-476 15. 476-482 16. 482-488 17. 488-494 18. 494-500 19. 500-506 20. 506-512 21. 512-518 222. 518-524 23. 524-530 24. 530-536 25. 536-542 26. 542-548 27. 548-554	Channel band No. (Megacycles) 43. 644-650 44. 650-656 45. 656-662 46. 662-668 47. 668-674 48. 674-680 49. 680-686 50. 686-692 51. 692-698 52. 698-704 53. 704-710 54. 710-716 55. 716-722 56. 722-728 57. 728-734 58. 734-740 59. 740-746 69. 746-752 61. 752-758 62. 758-764 63. 764-770 64. 770-776 65. 776-782 66. 782-788 67. 788-794 68. 794-800 69. 800-806
24530-536 25536-542	65
30	71 812-818 72 818-824 73 824-830 74 830-836
34	75. 836-842 76. 842-848 77. 848-854 78. 854-860
38	79 860-866 20 866-872 21 872-878 82 878-884 83 884-890

(b) In the Territory of Hawaii the frequency bands 76-82 mc and 82-88 mc are allocated for non-broadcast use. These frequency bands (Channels 5 and 6) will not be assigned in the Territory of Hawaii for use by television broadcast stations.

Channel Utilization

§3.606. Table of Assignments. (a) The following Table of Assignments contains the channels assigned to the listed communities in the United States, its Territories, and Posessions. Channels designated with an asterisk are assigned for use by non-commercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

(b) Table of Assignments.

ALABAMA	Channel No. Munford*7
Channel No. Andalusia 29 Anniston 70+ Auburn *56 Bessemer 54 Birmingham 6-, *10-, 13-, 42+, 48 Brewton 23+	Opelika 22- Selma 8-, 58+ Sheffield 47- Sylacauga 24- Talladega 64 Thomasville 27- Troy 38- Tuscaloosa 45, 51- Tuskegee 16-
Clanton14	University*74+
Cullman 60+	
Decatur23- Demopolis18 Dothan9+, 19-	ARIZONA
Enterprise	Ajo 14- Bisbee 15 Casa Grande 18- Clifton 25- Coolidge 30+ Douglas 3- Eloy 24 Flagstaff 9, 13 Globe 34+ Holbrook 14 Kingman 6- Mesa 12-

Classes at	BT -
Channel	IA O
Miami Morenci Nogales Phoenix 3+, 5-, *8+, Prescott Safford Tucson 4-, *6+, 9-,	28+ .31 .17- .10- .15 .21 .13-
Williams	
Winslow	
Yuma11–,	13+

ARKANSAS

Arkadelphia Batesville Benton Blytheville .64+, Camden Conway El Dorado .10-, Fayetteville .*13-, Forrest City Fort Smith .5-, *1	30 40 74 50 62 41 22 6.
Harrison	39 24 54
Magnolia Malvern Morrilton Newport Paragould Pine Bluff Russellville Searcy Springdale Stuttgart	28 46 43 58 36 19 33
	_

CALIFORNIA

Bakersfield10-, 29

Brawley25+

Diawicy
Chico12-
Corona52
Delano37+
El Centro16, 56
Eureka3-, 13-
Fresno12+, *18-, 24, 47, 53
Hanford21 Los Angeles 2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Los Angeles 2, 4, 5, 7,
9, 11, 13, 22, *28, 34
Madera30+
Merced34-, 66
Modesto14+, 58
Monterey. (See Salinas.)
Salinas.)
Napa62 Oakland. (See San
Oakland. (See San Francisco.)
Oxnard32 Palm Springs14
Petaluma68
Port Chicago15
Porterville55 Red Bluff16
Redding7
Riverside40, 46
Sacramento 3, *6 10, 40-, 46+
Salinas-Monterey 8+, 28-
San Bernardino18,
*24-, 30
San Buenaventura 38-
San Diego8, 10, *15+,
San Diego8, 10, *15+, 21-, 27, 33, 39
San Francisco-
Oakland2+, 4-, 5+
Oakland2+, 4-, 5+ 7-, *9+, 20-, 26-, 32+, 38, 44-
San Jose11+. 48
San Jose11+, 48 *54, 60
San Luis Obispo6+
Santa Barbara3-, 20, 26
Santa Cruz16
C

Santa Maria44

Channel No.
Santa Paula16+
Santa Rosa50
Stockton13+, 36, *42, 64
Tulare 27+ Ukiah 18 Visalia 43, 49 Watsonville 22- Yreka City 11 Yuba City 52-

COLORADO

Alamosa	19+
Boulder*12,	22+
Canon City	36
Colorado Springs 1	1,
13, *17+,	23+
Craig	19
Delta	24-
Denver 2.4.	6-
7 9- 20	26+
Ourango6+,	15
Fort Collins	10
Fort Morgan	19+
Grand Junction 5-,	21+
Greeley	
La Junta	24
Jamar	18–
eadville	14+
ongmont	32
oveland	38
Montrose10+,	1Ω
honitoseo+,	TO
Pueblo3–, *8, 28–,	24
70, 20-,	04-
alida	25
sterling	
rinidad	
Walsenburg	30-

CONNECTICUT

Bridgeport	
49-,	
Hartford3+, 18-,	
Meriden	
New Britain	
New Haven8+,	59+
New London26+,	81
Norwalk, (See	
Stamford.)	
Norwich57+,	*63-
Stamford-Norwalk	27
*** / 1	
Waterbury	.53

DELAWARE

DISTRICT OF COLUMBIA

Washington 4-, 5+, 7-9-, 20+, *26-, 50-

FLORIDA	
Belle Glade2	 5
Bradenton2	8-
Clearwater32+, 50	
Daytona Beach 2-, 53	
De Land4	
Fort Lauderdale	٠.
17-, 2:	3-
Fort Myers1	
Fort Pierce1	
Gainesville,*5-, 20	
Jacksonville 4+, *7, 12	۳.
Jacksonville 4+, *7, 12 30+, 30	6-
Key West14+, 20	
Lake City3	
Lakeland16+, 2:	
Lake Wales1	
Leesburg2	
Marianna1	
Melbourne3	
Miami*2, 4, 7	-, 3
101, 211, 00	

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Palatka17
Panama City7+, *30, 36+
Pensacola3-, 15-, *21, 46
Quincy54+
St. Augustine25+
St. Petersburg. (See Tampa.)
Sanford35+
Sarasota34+
Tallahassee*11–, 24, 51
Fampa-St. Petersburg *3, 8-, 13-, 38
West Palm Beach5, 12, *15, 21+

Boise*4+, 7, 9-

GEORGIA

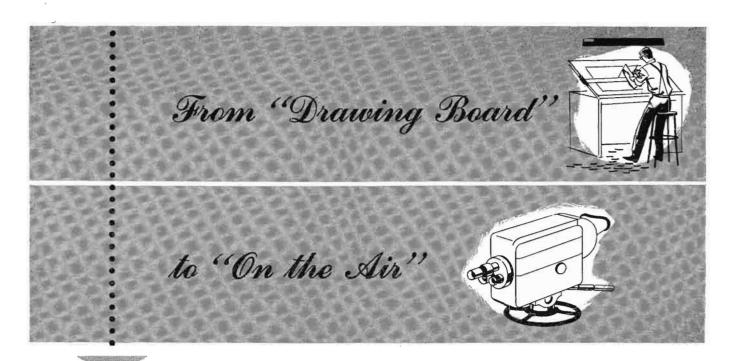
Albany10, 25	
Americus31	
Athens*8, 60-	A
Atlanta2, 5-, 11+, *30, 36	A
11+, *30, 36	F
Augusta6+, 12+	Ε
Bainbridge35–	(
Augusta6+, 12+ Bainbridge35- Brunswick28+, 34-	C
Cairo45+	(
Carrollton33	(
Cartersville63-	
Cedartown53- Columbus4, 28, *34	(
Columbus4, 28, *34	
Cordele43	I
Dalton25+	Ι
Douglas32-	I
Dublin15	I
Elberton24+	I
Fitzgerald53+	
Fort Valley18+	
Gainesville52	H
Griffin39+	J
La Grange50	J
Macon*41+, 47+	I
Marietta57+	I
Milledgeville51+	I
Moultrie48-	I
Newnan61+	
Rome9, 59	I
Savannah3+, *9-, 11	I
Statesboro22	I
Swainsboro20-	
Thomasville6, 27	I
Tifton14-	(
Toccoa35	I
Valdosta37+	I
Vidalia26	(
Warner Robins13+	F
Wayeross16	1
TDATIO	5
IDAHO	ì

Channel No.
Burley15-
Caldwell2
Coeur d'Alene12-
Emmett26-
Gooding23
Idaho Falls3, 8+
Jerome17
Kellogg33-
Lewiston3-
Moscow*15
Nampa6, 12+
Payette14+
Pocatello6-,.10.
Preston41
Rexburg27+
Rupert21
Sandpoint9+
Twin Falls11, 13–
Wallace27-
Weiser20-

ILLINOIS

ILLINOIS
Alton48
Aurora16
Belleville54+
Bloomington15-
Cairo24- Carbondale34, *61-
Carbondale34, *61-
Centralia32+, 59+
Centralia32+, 59+ Champaign-Urbana 3+, *12-, 21, 27, 33
Chicago2-, 5, 7, 9+, *11, 20, 26, 32, 38, 44
*11, 20, 26, 32, 38, 44
Danville24
Decatur17, 23+ De Kalb*67
Dixon47+
Elgin28+
Freeport23
Galesburg40-
Harrisburg22
Jacksonville29
Joliet48+
Kankakee14
Kewanee60- La Salle35
Lincoln58+
Macomb61+
Marion40
Mattoon46-
Moline. (See Daven-
port, Iowa.) Mt. Vernon38-
Mt. Vernon38-
Olney16-
Pekin
Peoria 8, 19, *37-, 43+
Quincy10-, 21+
Rockford .13+, 39+, *45+
Rock Island. (See Davenport, Iowa.)
Springfield 2+, 20+, *66+
Streator65-
Streator65- Urbana. (See
Champaign.)
Vandalia28-

Waukegan22+



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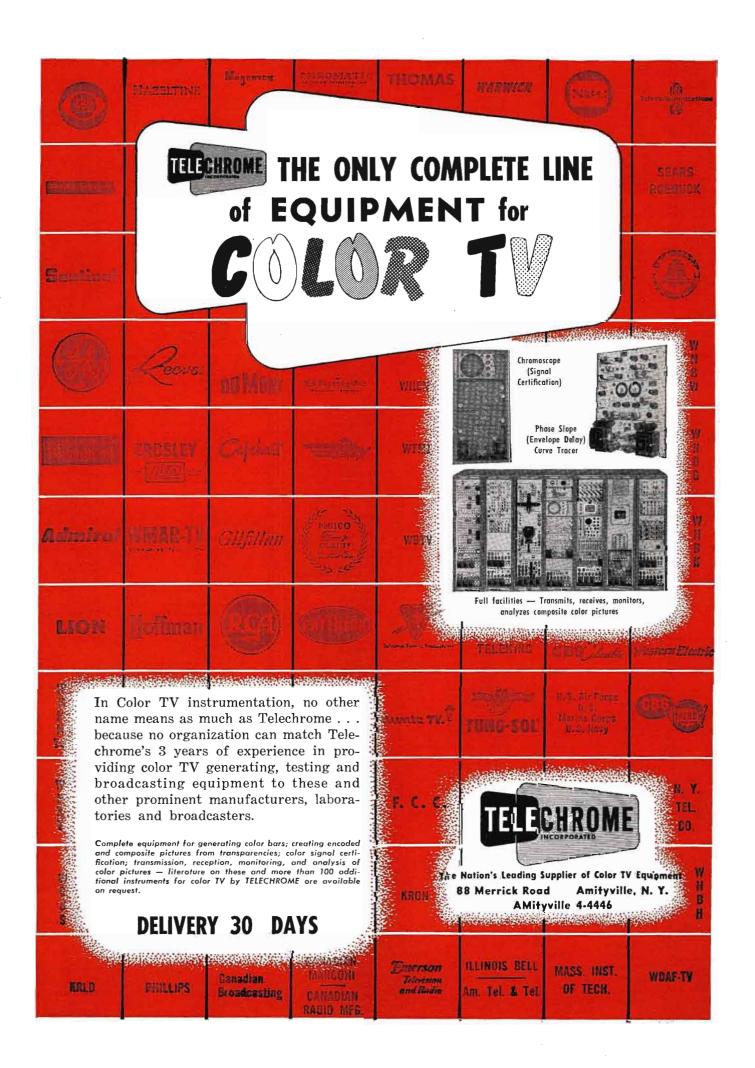
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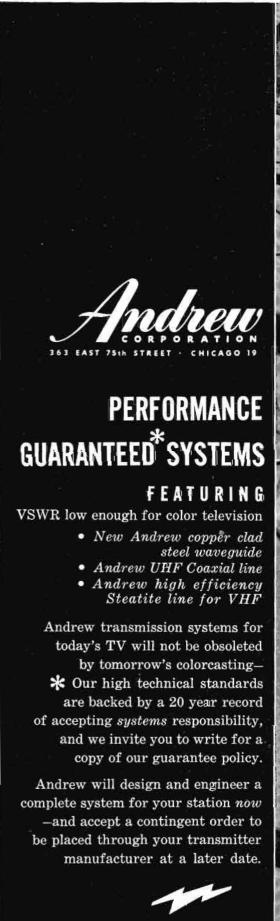
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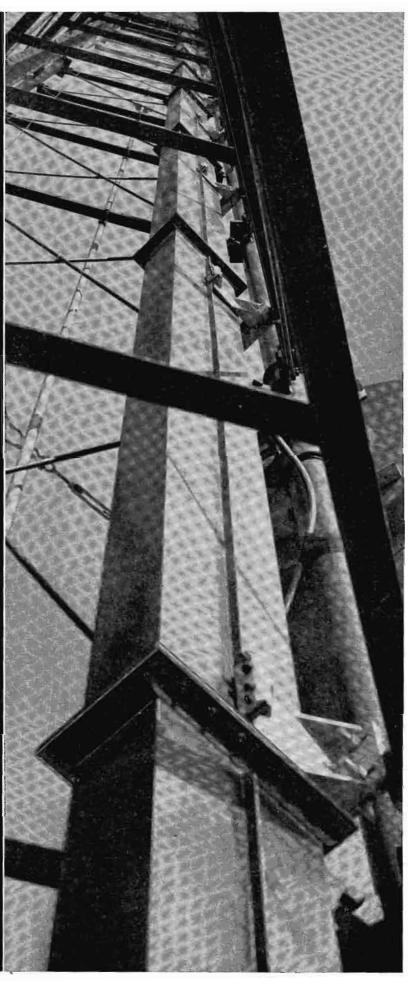


	Channel No.		Channel No.	Channel No.	Channel No.
INDIANA	Junction City29+	MARYLAND	Montevideo19	Red Lodge18+	Silver City*10+, 12
Channel No.	Larned15– Lawrence*11, 17–	Channel No.	New Ulm43- Northfield26	Shelby14- Sidney14	Socorro15+ Tucumcari25+
Anderson61	Leavenworth54- Liberal14	Annapolis14-	Owatonna45 Red Wing63–	Whitefish16+ Wolf Point20-	
Angola15+	McPherson26-	Baltimore2+, 11-, 13+, 18, *24+, 72-	Rochester10, 55-		NEW YORK
Bedford	Manhattan*8, 23+ Newton14+	Cambridge22+ Cumberland17+, 30-	St. Cloud7, 33 St. Paul. (See	NEBRASKA	Albany Cabanastady
*30-, 36 Columbus42-	Olathe52- Ottawa21-	Frederick62+	Minneapolis.) Stillwater39–		Albany-Schenectady- Troy6, *17+,
Connersville38+	Parsons46– Pittsburg7+, 38–	Hagerstown52, 68+ Salisbury16+	Thief River Falls15 Virginia26+	Alliance13–, 21 Beatrice40	23-, 35, 41 Amsterdam52-
Elkhart	Pratt		Wadena27+	Broken Bow14- Columbus49+	Auburn37- Batavia33-
*56, 62 Fort Wayne*27+, 33-, 69	Salina34 Topeka13+, 42, *48+	MASSACHUSETTS	Willmar31+ Winona61	Fairbury35 Falls City38-	Binghamton12-,
33-, 69 Gary50, *66	Wellington24- Wichita3-, 10-,		Worthington32	Framont 52	Buffalo (also see
Hammond	16-, *22+ Winfield43+	Amherst*82 Barnstable52	MISSISSIPPI	Grand Island11-, 21+ Hastings5-, 27-	Buffalo-Niagara Falls)17, *23
Huntington21+	Willied	Barnstable52 Boston*2+, 4-, 5-, 7+, 44+, 50-, 56		Kearney13, 19 Lexington23-	Buffalo-Niagara Falls 2, 4–, 7+, 59
Huntington21+ Indianapolis 6, 8-, 13-, *20-, 26+, 67-	KENTUCKY	Brockton	Biloxi 13, *44+, 50- Brookhaven37+	Lincoln10+, 12-, *18+, 24	Carthage
Jasper		Greenfield58– Holyoke. (See	Canton16	McCook8-, 17 Nebraska City50	Dunkirk46
Kokomo31 Lafayette*47, 59 Lebanon 18	Ashland59– Bowling Green 13, 17+ Campbellsville40+	Springfield.)	Clarksdale6, 32 Columbia35+	Norfolk33+	Elmira 18+, 24– Glens Falls39+
Lebanon18 Logansport51	Campbellsville40+ Corbin16	Lawrence72 Lowell32+	Columbus4-, 28- Corinth29-	North Platte2-, 4+	Gloversville29-
Madison 25- Marion 29+ Michigan City 62+	Danville35+	New Bedford 28-, 34+ North Adams 74+, *80	Greenville21-, 27 Greenwood24+	Omaha3, 6+, 7, *16, 22, 28- Scottsbluff10-, 16+	Hornell 50 Ithaca*14+, 20- Jamestown 58+
Muncie49, 55+, *71	Elizabethtown23 Frankfort43-	Northampton36+	Grenada15	York15	Kingston
Princeton52+ Richmond32-	Glasgow28+ Harlan73+	Pittsfield64+ Springfield-Holyoke	Gulfport56- Hattiesburg9, 17-		Malone20+, *66
Shelhyville58+	Hazard19– Hopkinsville20	55, 61 Worcester14, 20	Hattiesburg9, 17- Jackson3+, 12+, *19+, 25-, 47	NEVADA	Massena14- Middletown60
South Bend34-, *40+, 46	Lexington18+,		Kosciusko 52– Laurel33–	Boulder City4+	New York 2-, 4, 5+, 7, 9+, 11+, *25, 31-
Tell City31- Terre Haute10,	27-, 64, 70+ Louisville3-, 11+, *15, 21-, 41-, 51-	MICHIGAN	Louisville46	Carlin14 Carson City37	Magara Falls. (See
*57+, 63-, 73+ Vincennes44+	*15, 21–, 41–, 51– Madisonville26		McComb31- Meridian 11-, 30-, *36-	Elko10-	Buffalo -N iaga ra Falls.)
Washington60+	Mayfield63	Alma	Natchez29+ Pascagoula22	Ely	Ogdensburg24+ Olean54+
	Middlesborough 57, 63+	Ann Arbor20+, *26-	Picayune14– Starkville34–	Goldfield5- Hawthorne31	Oneonta62-
IOWA	Murray33- Owensboro14-	Bad Axe46- Battle Creek58-, 64- Bay City 5-, 63-, *73+	State College*2+	Henderson 2- Las Vegas 8-, *10+, 13-	Oswego31 Patchogue75
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Dubuque56+, 62-	Franklin46+ Hammond57	Iron River33- Ironwood12-, 31- Jackson48	Fulton24+ Hannibal7-, 27+ Jefferson City13, 33+	Manchester9-, 48+ Nashua54	Burnsville18 Chapel Hill*4+
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Shenandoah20+	Opelousas58 Ruston20	10+. 28–. *34	11-, 30,36-, 42+ Sedalia6-, 28+	New Brunswick *19–, 47+	Kannapolis59+ Kinston45
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Spencer42+	Thibodaux24	West Branch21	Springfield3+, 10, *26+, 32	Wildwood48-	Lumberton21+ Mount Airy55
Storm Lake34+ Waterloo7+,	Winnfield22–	MINNESOTA	West Plains20-		New Bern13- Raleigh5, *22-, 28-
Waterloo7+, 16-, *22-, 46+	MAINE		MONTANA	NEW MEXICO	Roanoke Rapids30+
Webster City27	MAINE	Albert Lea57- Alexandria36		Alamogordo17	Rocky Mount50+ Salisbury80
	Auburn23+	Austin6-, 51+	Anaconda2+	Albuquerque4+, *5+, 7+, 13+	Sanford38
KANSAS	Augusta10-, 29+	Bemidji13–, 24– Brainerd12	Billings2, 8, *11 Bozeman*9, 22–	Artesia21+	Shelby39
Abilene31+	Bangor2–, 5+, *16– Bar Harbor22–	Cloquet44	Butte4, 6+, *7-, 15+	Atrisco-Five Points 18+ Belen24+	Southern Pines49 Statesville64
Arkansas City49	Bath65	Crookston21-	Cut Bank20+	Carlsbad6-, 23	Washington7
Atchison60+	Belfast41-	Detroit Lakes18+ Duluth-Superior, Wis.	Deer Lodge25+	Clayton27- Clovis12+, 35	Wilmington3-, 6, 29-, *35+
Chanute50- Coffeyville33-	Biddeford59	3, 6+, *8-, 32, 38	Dillon20 Glasgow16	Deming14+	Wilson56
Colby22-	Calais7-, 20- Dover-Foxcroft18+	Ely	Glendive18–	Farmington17-	Winston-Salem12,
Concordia47-	Fort Kent17+	Faribault20	Great Falls 3+, 5+, *23-	Gallup3, *8-, 10	26+, *32–
Dodge City6+, 23 El Dorado55+	Houlton24	Fergus Falls16-	Hamilton17+ Hardin4+	Hobbs46 Hot Springs19	NORTH DAKOTA
Emporia39-	Lewiston8-, 17 Millinocket14+	Grand Rapids20- Hastings29+	Havre9+. 11+	Las Cruces22–	TOTTI DANOTA
Fort Scott27	Orono*12-	Hibbing10+	Helena10+, 12	Las Vegas14-	Bismarck5, 12-,
Garden City9, 11+	Portland6+, 13+ *47-, 53+	International Falls 11+	Kalispell8– Laurel14+	Lordsburg23+ Los Alamos20-	18, *24 Bottineau16+
Goodland31 Great Bend2, 28	Presque Isle8, 19	Little Falls14+	Lewistown13	Lovington27	Carrington26-
Hays7-, 20-	Rockland25–	Mankato15- Marshall22+	Livingston16-	Portales22+	Devils Lake8+, 14-
Hutchinson12, 18	Rumford55– Van Buren15–	Minneapolis-St. Paul	Miles City3-, *6, 10 Missoula *11-, 13-, 21+	Raton46–, *52 Roswell*3+, 8, 10–	Dickinson2+, 4, *17 Fargo6, 11, *34-, 40
Independence20 Iola44+	Waterville35+	*2-, 4, 5-, 9+ 11-, 17, 23+	Polson18	Santa Fe2+, *9+, 11-	Grafton17
		,			



	Tee Rol				
Channel No.	Channel No.	TENNESSEE	Channel No.	VIRGINIA	WISCONSIN
Grand Forks*2, 10 Harvey22+	Corvallis*7-, 49- Eugene *9+, 13, 20+, 26		Harlingen (also see Brownsville-Harl- lingen-Weslaco) .23	- ` 	
Jamestown7-, 42 Lisbon23 Minot*6+, 10-, 13+	Grants Pass30 Klamath Falls2-, 17	Channel No.	Hebbronville58	Channel No. Blacksburg*60+	Channel No
New Rockford20+	La Grande13+ Lebanon43+	Athens14+ Bristol, TennBristol,	Henderson42+ Hereford19-	Bristol. (See Bristol,	Appleton42
Rugby38– Valley City4–, 32–	McMinnville .46- Medford .5 North Bend .16+	Va 5+, 46- Chattanooga 3+, 12-,	Hillsboro63 Houston2-, *8-, 13-, 23+, 29-, 39-	Tenn.) Charlottesville *45+, 64+	Ashland
Wahpeton45+ Williston8-, 11-, *34+	North Bend16+ Pendleton28	43+, 49+, *55- Clarksville53	Huntsville	Covington44+ Danville24-	Beloit
	Pendleton28 Portland6+, 8-, *10, 12, 21-, 27+	Cleveland 38+ Columbia39-	Jacksonville36– Jasper49+	Emporia25+ Farmville19	Eau Claire 13, *19+, 25
OHIO	Roseburg4+, 28+ Salem 3+, *18-, 24+, 66	Cookeville24, *69 Crossville*77	Kermit14	Farmville19 Fredericksburg47 Front Royal39	Fond du Lac 54 Green Bay 2+, 5+, 70 Janesville 65
I 40. *EE 61.	Springfield37–	Covington19- Dyersburg46+	Kilgore59– Kingsville40	Front Royal39- Harrisonburg3-, 34-	Kenosha6
kron49+, *55–, 61+ shtabula15	The Dalles32	Elizabethton22+	Lamesa28 Lampasas40–	Lexington54 Lynchburg13, 16-	La Crosse
Athens62– Bellefontaine63	PENNSYLVANIA	Fayetteville27+ Gallatin48+	Laredo 8, 13, *15+ Levelland	Marion50 Martinsville35-	Madison
Bowling Green*70 Cambridge26		Harriman67 Humboldt25.	Littlefield32 Longview32, 38+	Newport News. (See Norfolk-Portsmouth-	Manitowoc
Canton29	Allentown39, 67 Altoona10-, 19+, 25-	Jackson7+, 16+ Johnson City 11-, 34+	Longview32, 38+ Lubbock5-, 11, 13-, *20, 26	Newport News.) Norfolk-Portsmouth	Milwaukee 4, *10 12, 19, 25, 3
incinnati5-, 9, 12, *48-, 54-, 74- leveland3, 5+,	Bethlehem51-	Kingsport28 Knoxville6, 10+,	Lufkin9, 46- McAllen20-	(also see Norfolk- Portsmouth-Newport	Oshkosh48 Park Falls*18
eleveland3, 5+, 8, 19, *25+, 65+	Bradford70- Butler43- Chambersburg46-	*20+, 26- Lawrenceburg50+	McKinney65-	News)27 Norfolk-Portsmouth-	Portage1' Prairie du Chien3
olumbus4-, 6+, 10+, *34, 40-	Du Bois	Lebanon58	Marfa19+ Marshall16-	Newport News (also see Norfolk-	Racine49-, 55 Rhinelander2
oshocton20 ayton .2, 7+, *16+, 22+	Easton	Lexington*11 McMinnville46	Mercedes32 Mexia50	Portsmouth)3+,	Rice Lake2
efiance43	Emporium42- Erie12, 35+, *41-, 66+ Harrisburg 27-, 55+, 71+	Maryville51 Memphis3, 5+, *10+,	Midland2+, 18 Mineral Wells38	10+, 15, *21-, 33 Norton52+	Richland Center15
indlay53 remont59+	Hazleton63 Irwin4+	13+, 42-, 48- Morristown54+	Mission14	Petersburg8, 41 Portsmouth. (See	Sheboygan5 Shell Lake*3
allipolis72 Iamilton-Middletown	Johnstown6, 56-	Murfreesboro18- Nashville*2-, 4+, 8+, 30+, 36+	Monahans9- Mount Pleasant35	Norfolk-Portsmouth and also see Norfolk,	Sparta
65	Lancaster8-, 21+ Lebanon15+	8+, 30+, 36+ Oak Ridge32+	Nacogdoches40+ New Braunfels62- Odessa7-, 24-	Portsmouth-Newport	Sturgeon Bay4 Superior. (See Dulut
ancaster28– ima35–, 73	Lewistown38 Lock Haven32-	Old Hickory5	Orange43–	News.) Pulaski	Minn.)
orain31– [ansfield36+	Meadville37 New Castle45-	Paris51+ Pulaski44-	Pampa17– Paris33+	12-, *.23, 29+	Wausau7-, 16+, *4 Whitefish Bay
Marion	Oil City	Shelbyville62– Sneedville*2+	Pearsall31 Pecos16+	Roanoke7, 10, 27+, *33-	Wisconsin Rapids14
Iassillon23+ Iiddletown, (See Hamilton,)	17-, 23+, 29, *35-	Springfield42 Tullahoma68–	Perryton22	South Boston14+ Staunton36	WYOMING
Tount Vernon58 Tewark60-	Pittsburgh2-, 11, *13-, 16, 47-, 53+	Union City55	Plainview29+ Port Arthur. (See	Waynesboro42 Williamsburg17	
)xford*14+	Reading33+, 61- Scranton16-, 22-, 73	TEV A C	Beaumont.) Quanah42	Winchester28+	Buffalo2
Piqua44- Portsmouth30	Sharon39+ State College*44	TEXAS	Raymondville42 Rosenberg17–		Casper2+, Cheyenne3,
andusky42+ pringfield52-, 76 teubenville. (See	Sunbury65 Uniontown14	Abilene9+, 33-	Rosenberg	WASHINGTON	Cody24 Douglas14
Wheeling, W. Va.)	Washington63+ Wilkes-Barre28, 34	Alice34+ Alpine12-	San Antonio4, 5, *9- 12+ 35+ 41+	Aberdeen58	Evanston
riffin	Williamsport 36-	Amarillo .*2–, 4, 7, 10 Athens25+	San Benito48 San Marcos53+	Anacortes34 Bellingham12+,	Green River16 Greybull4
Varren	York43, 49	Austin 7+, 18-, 24, *70- Ballinger25	Seguin14-	18+, 24- Bremerton44, 50	Lander1' Laramie*8+, 1
27, 73–	RHODE ISLAND	Bay City33 Beaumont-Port	Seymour24+ Sherman46+	Centralia17 Ellensburg49, *65	Lovell 3
anesville18–, 50+		Arthur4-, 6-, 31+, *37	Snyder30+ Stephenville32+	Enhants 42	Lusk
OKLAHOMA	Providence10+, 12+, 16, *22	Beeville38-	Sulphur Springs41 Sweetwater12	Everett22-, 28- Grand Coulee37	Powell3 Rawlins1
	12+, 10, -22	Big Spring4-, 34+ Bonham43	Taylor58+ Temple6, 16, 22+	Hoquiam52 Kelso39 Kennewick (also see	Riverton10 Rock Springs1
da10+, 50+ ltus36	SOUTH CAROLINA	Borger33 Brady15-	Terrell53 Texarkana. 6+, *18, 24-	Kennewick (also see Kennewick-Rich-	Sheridan9-, 12 Thermopolis1
lva30 nadarko58–		Breckenridge14+ Brenham52-	Tyler7, 19-, 72	land-Pasco)25 Kennewick-Richland-	Torrington2 Wheatland2
rdmore12-, 55- artlesville62-	Aiken54 Anderson40, 58-	Brownfield15 Brownsville (also see	Uvalde	Pasco*41 Longview33	Worland3
lackwell51–	Camden14 Charleston2+, 5+,	Brownsville-Harl-	Victoria19+ Waco10+, *28-, 34	Olympia60 Omak-Okanogan*35-	II G MEDDIMODIE
hickasha64 laremore15	*13, 17+ Clemson*68	ingen-Weslaco)36 Brownsville-Harl-	Waxahachie45- Weatherford51	Okanogan. (Šee	U. S. TERRITORIES AND POSSESSIONS
linton32– Juncan39–	Columbia 10-	ingen-Weslaco ¹ 4+, 5– Brownwood19	Weslaco. (See Browns- ville-Harlingen-	Omak.) Pasco (also see	ALASKA
ourant	*19+, 25–, 67+ Conway23-	Bryan54- Childress40	Weslaco.) Wichita Falls3, 6-,	Kennewick-Rich- land-Pasco)19–	
l Reno56+ nid5, 21, *27+	Florence8-, 60 Georgetown27-	Cleburne57 Coleman21-	*16+, 22-	Port Angeles16- Pullman*10-, 24 Richland (also see	Anchorage
rederick44 uthrie48	Greenwood21-	College Station *3+, 48- Conroe20+	UTAH	Richland (also see Kennewick-Rich-	Anchorage
uymon20+ obart23+	Lake City55+ Lancaster31-	Corpus Christi 6+, 10-, *16+, 22, 43	- UTAII	land-Pasco)31 Seattle4, 5+,	Juneau*3, 8, 1
oldenville14- ugo21+	Laurens	Corsicana47+ Crockett56	Brigham36-	7, *9, 20, 26+ Spokane 2-, 4-, 6-, *7+	Ketchikan2, 4, * Seward4-,
awton7+, *28+, 34-	Newberry70 Orangeburg44	Crystal City28+	Cedar City5 Logan12-, 30, *46	Tacoma11+, 13-, *56, 62	Sitka1
IcAlester47 Iiami58+ Iuskogee 8-, *45+, 66+	Rock Hill61-	Cuero25– Dalhart16	Ogden9+, *18-, 24	Walla Walla 5-, 8, *22	
forman31-, *37-	Spartanburg7+,	Dallas4+, 8, *13+, 23, 29, 73	Price6 Provo11+, 22, *28	Wenatchee*45, 55, 67 Yakima23+, 29+, *47	HAWAIIAN ISLANI
oklahoma City4–, 9–, *13, 19+, 25–	Sumter47 Union65	Del Rio16-	Richfield13+		Hilo, Hawaii2, *4
kmulgee26		Denison	St. George18+	WEST VIRGINIA	7, 9, 11, 1
auls Valley61 onca City40–	SOUTH DAKOTA	Denton*2, 17 Eagle Pass26	Salt Lake City2-, 4-, 5+, *7-, 20+, 26	Beckley4, 21, 66	Honolulu, Oahu 4-, *7+, 9-, 11+, 1
ryor Creek54	Ahandaan 0 17.	Edinburg26-	Tooele44	Bluefield6-, 41+ Charleston 8+, *43+, 49-	Lihue, Kauai
apulpa42-	Aberdeen9-, 17+ Belle Fourche23+	El Campo27 El Paso4, *7,	Vernal3+	Clarksburg 12+, 22, 69-	Wailuku, Maui 8, *10, 1
eminole59 hawnee53–	Brookings*8, 25	9, 13, 20+, 26+	VERMONT	Elkins40+ Fairmont35	8, *10, 1
tillwater29-, *69	Hot Springs17+ Huron12+, 15+	Falfurrias52 Floydada45		Hinton31	DITERTO DICO
'ulsa2+, 6,	Lead5-, 26	Fort Stockton22	Bennington33	Huntington3+,	PUERTO RICO
*11-, 17+, 23	Madison46	Fort Worth5+,	Brattleboro77+ Burlington*16+, 22+	Logan23-	Arecibo1
7inita28–		11_ 90_ #96_		Martinsburg58-	Caguas1
7inita28–	Mitchell5+, 20-	11–, 20–, *26– Gainesville49–	Montpelier3, 40		
7inita28– Woodward8+		Gainesville49- Galveston11+,	Newport46	Morgantown*24	Mayaguez3+,
7inita28–	Mitchell5+, 20- Mobridge27- Pierre6-, 10+, *22+ Rapid City3+, 7+, 15-	Gainesville49-	_		Mayaguez3+, Ponce7+,
Vinita28– Voodward8+	Mitchell5+, 20- Mobridge27- Pierre6-, 10+, *22+	Gainesville49- Galveston11+, 35-, 41-, *47-	Newport46 Rutland49+	Morgantown*24 Parkersburg15 Welch25 Weston*5, 32	Mayaguez3+, Ponce7+,
7inita	Mitchell5+, 20- Mobridge27- Pierre6-, 10+, *22+ Rapid City3+, 7+, 15- Sioux Falls11, 13+, 38+, *44- Sturgis20	Gainesville	Newport 46 Rutland 49+ St. Albans 34- St. Johnsbury 30	Morgantown *24 Parkersburg 15- Welch 25 Weston *5, 32 Wheeling (also see Wheeling-Steuben-	Mayaguez3+, Ponce7+,
Vinita	Mitchell5+, 20- Mobridge27- Pierre6-, 10+, *22+ Rapid City3+, 7+, 15- Sioux Falls11, 13+, 38+, *44- Sturgis20 Vermillion*2+, 41	Gainesville	Newport	Morgantown*24 Parkersburg15- Welch25 Weston*5, 32 Wheeling (also see Wheeling-Steuben- ville, Ohio)*57+	Mayaguez3+, 5 Ponce7+, 5 San Juan2+, 4-, * VIRGIN ISLANDS
Vinita28– Woodward8+	Mitchell5+, 20- Mobridge27- Pierre6-, 10+, *22+ Rapid City3+, 7+, 15- Sioux Falls11, 13+, 38+, *44- Sturgis20	Gainesville	Newport .46 Rutland .49+ St. Albans .34- St. Johnsbury .30 may be utilized in any	Morgantown *24 Parkersburg 15- Welch 25 Weston *5, 32 Wheeling (also see Wheeling-Steuben-	Mayaguez3+, Ponce7+, San Juan2+, 4-,





§3.607. Availability of channels.—(a) Subject to the provisions of subparagraph (b) herein, applications may be filed to construct television broadcast stations only on the channels assigned in the Table of Assignments and only in the communities listed therein. Applications which fail to comply with this requirement, whether or not accompanied by a petition to amend the Table, will not be accepted for filing.

or not accompanied by a petition to amend the Table, will not be accepted for filing.

(b) A channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. In addition, a channel assigned to a community listed in the Table of Assignments and not designated for use by noncommercial educational stations only, is available upon application in any other community within 15 miles thereof which, although listed in the Table, is assigned only a channel designed for use only by noncommercial educational stations. Where channels are assigned to two or more communities listed in combination in the Table of Assignments the provisions of this paragraph shall apply separately to each community so listed. The distance between communities shall be determined by the distance between the respective coordinates thereof as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States." If said publication does not contain the coordinates of either or both communities, the coordinates of the main post office in either or both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 3.611 (d).

§3.610. Separations. The following provisions relate to assignment separations and station

§3.610. Separations. The following provisions §3.610. Separations. The following provisions relate to assignment separations and station separations. Petitions to amend the Table of Assignments (other than those also expressly requesting amendment of this subparagraph) will be dismissed and all applications for new television broadcast stations or for changes in the transmitter sites of existing stations will not be accepted for filing if they fail to comply with the requirements specified in the following subgaragraphs? paragraphs.2

(a) Minimum co-channel assignment and station separations:

Zone	Channels 2-13	Channels 14-83
I	170 miles	155 miles
II	190 miles	175 miles
III	220 miles	2 05 miles

II 190 miles 205 miles

(i) Zone I consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum): Beginning at the most easterly point of the state boundary line between North Carolina and Virginia; thence in a straight line to a point on the Virginia, West Virginia boundary line located at North Latitude 37° 49′ and West Longitude 80° 12′ 30″; thence westerly along the southern boundary lines of the States of West Virginia, Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky and Missouri State boundary lines; thence northerly along the western boundary line of the State of Illinois, Iowa, and Wisconsin State boundary lines; thence easterly along the northern State boundary line of Illinois to the 90th meridian; thence north along this meridian to the 43.5° parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 45th parallel; thence east along the 45th parallel to the Atlantic Ocean. When any of the above lines pass through a city, the city shall be considered to be located in Zone I. (See Appendix I, Figure 1.)

(ii) Zone II consists of that portion of the United States which is not located in either Zone I or Zone III, and Puerto Rico, Alaska, Hawaiian Islands and the Virgin Islands.

(iii) Zone III consists of that portion of the United States located south of a line, drawn on

(iii) Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map, (based on standard parallels 29½° and 45½°; North American datum), beginning at a point on the east coast of Georgia and the 31st

¹This publication may be purchased from the Government Printing Office, Washington, D. C.

parallel and ending at the United States-Mexican border, consisting of arcs drawn with a 150 miles radius to the north from the following specified

West Longitude
33°24′
34°12′
36°30′
87°58′30″
90°38′30″
93°19′
95°05′
96°39′30″
97°32′

When any of the above arcs pass through a city, the city shall be considered to be located in Zone

(2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(b) Minimum assignment and station adjacent channel separations applicable to all Zones:

(1)ChannelsChannels 60 miles 55 miles

(2) Due to the frequency spacing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel sepa-

rations specified above shall not be applicable to these pairs of channels. (See Section 3.603.)
(c) In addition to the foregoing, the following

minimum assignment and station separations between stations on Channels 14-83, inclusive, between stations on Channels 14-83, inclusive, must be met in either rule making proceedings looking toward the amendment of the Table of Assignments or in licensing proceedings. No channel listed in column (1) will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in these columns and parallel with the channel in column columns and parallel with the channel in column

(d) The zone in which the transmitter of a (d) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

3 The parenthetical reference beneath the mile-"The parenneucal reference beneam the mile-age figures in columns 2 to 7, inclusive, indicate, in abbreviated form, the bases for the required mileage separations. For a discussion of these bases, see the "Sixth Report and Order" of the Commission (FCC 52-294). The hyphenated num-bers listed in column (3) are both inclusive.

(1) Channel	(2) 20 miles (I.F. beat)	(3) 20 miles (Intermod- ulation)	(4) 55 miles (Adjacent channel)	(5) 60 miles (Oscil- lator)	(6) 60 miles (Sound image)	(7) 75 miles (Picture image)
14	22	16-19	15	21	28	29
15	23	17-20	14,16	22 23	29	30
16 17	24 25	14,18-21	15,17	23	30	31
18	26	14–15,19–22 14–16,20–23	16,18 17,19	24 25	31 32	32 33
19	27	14-17,21-24	18.20	26	33	34
20	28	15–18,22–25 16–19,23–26	19,21 20,22 21,23	27	34	35
21 22	29 3 0,14	16-19,23-26 17-20,24-27	20,22	28,14	35	36
23	31,15	18-21,25-28	21,23 22,24	29,15 30,16	36 37	37 38
24	32,16	19-22,26-29		31,17	38	39
25	33,17	20-23,27-30	23,25 24,26	32,18 33,19	39	40
26 27	34,18 35,19	21–24,28–31 22–25,29–32	25,27	33,19	40	41
28	36,20	23-26,30-33	26,28 27,29	34,20 35,21	41 42,14	42 43
29	37,21	24-27,31-34	28,30	36,22	43,15	44,14
30	38,22	25-28,32-35	29,31	37,33	44,16	45,15
31 32	39,23 40,24	26-29,33-36 27-30,34-37	30,32 31,33	38,24 39,25	45,17	46,16
33	41,25	28-31,35-38	32,34	40,26	46,18 47,19	47,17 48,18
34	42,26 43,27	29-32,36-39	33,35	41,27	48,20	49,19
35 36	43,27	29-32,36-39 30-33,37-40 31-34,38-41	34,36	42,28	49.21	50.20
37	44,28 45,29	32-35,39-42	35.37 36,38	43,29 44,30	50,22 51,23	51,21 52,22
38	46,30	33-36,40-43	37.39	45,31	52,24	53,23
39	47,31	34-37,41-44	38,40	46,32	53,25	54,24 53,25
40 41	48,32 49,33	35-38,42-45	39,41	47,33	54,26	53,25
42	50,34	36-39,43-46 37-40,44-47	40,42 41,43	48,34 49,35	55,27 56,28	56,26 57,27
43	51,35	38-41,45-48	42,44	50,36	57,29	58,28
44	52,36	39-42,46-49	43,45	51,37	58,30	59,29
45 46	53,37 54,38	40-43,47-50	44,46	52,38	59,31	60,30
47	55,39	41–44,48–51 42–45,49–52	45,47 46,48	53,39 54,40	60,32 61.33	61,31 62,32
48	56,40	43-46,50-53	47,49	55,41	61,33 62,34	63,33
49 50	57,41	44-47,51-54	48,50 49,51	56.42	63,35	64,34
50 51	58,42 59,43	45-48,52-55 46-49,53-56	49,51 50,5 2	57,43 58,44	64,36 65,37	65,35 66,36
52	60,44	47-50,54-57	51,53	59,45	66,38	67,37
53	61,45	48-51,55-58	52,54	60,46	67,39	68,38
54 55	62,46 63,47	49-52,56-59 50-53,57-60	53,55 54 56	61,47	68,40	69,39
56	64,48	51-54.58-61	54,56 55,57	62,48 63,4 9	69,41 70,42	$70,40 \\ 71,41$
57	65,49	51-54,58-61 52-55,59-62	56.58	64,50	71,43	72,42
58	66,50	53-56,60-63	57,59	65,51	72,44	73,43
59 60	67,51 68,52	54-57,61-64 55-58,62-65	58,60 59.61	66,52 67,53	73,45 74,46	74,44 75,45
61	69,53	56-59,63-66	60,62	68,54	75,47	76,46
62 63	70,54	57-60,64-67	61,63	69,55	76,48	77,47
64	71,55 72,56	58-61,65-68 59-62,66-69	62,64 63,65	70,56 71,57	77,49	78,48
65	73,57	60-63,67-70	64,66	72,58	78,50 79,51	79,48 80,50
66	74,58	61-64,68-71	65,67	73,59	80,52	81,51 82,52
67 68	75,59	62-65,69-72 63-66,70-73	66,68	74,60	81,53	82,52
69	76,60 77,61	64-67,71-74	67,69	75,61 76,62	82,54 83,55	83,53 54
70	78,62	65-68,72-75	68,70 69,71	77,63	56	55
71	79,63	66-69,73-76	70,72	78,64	57	56
72 73	80,64	67-70,74-77	71.73	79,65	58 59	57 58
73 74	81,65 82,66	68-71,75-78 69-72,76-79	72,74 73,75	80,66 81,67	60	59
75	83,67	70-73,77-80	73,75 74,76	82,68	61	60
76	68	71-74,78-81	75,77	83,69	62	61
77 78	69 70	72–75,79–82 73–76,80–83	76,78 77,79	70 71	63 64	62 63
79	71	74-77,81-83	78,80	72	65	64
80	72	75-78,82-83	79,81	73	66	65
81	73	76-79.83	80,82	74	67	66
82 83	74 75	77–80 78–81	81,83 82	75 76	68 69	67 68
00	10	10-01	0.0		, 00	00

²Licensees and permittees of television broad-cast stations which were operating on April 14, cast stations which were operating on April 14, 1952, pursuant to one or more separations below those set forth in Section 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Section 3.610. Thereafter, the provisions of said Section shall be applicable.

Power and Antenna Height

§3.614. Power and antenna height requirements.—(a) Minimum requirements. Applications filed for television broadcast stations in cities in the population groupings set forth below will not be accepted for filing if they fail to comply with the following requirements as to power at the specified antenna heights above average terrain:

Population of City (Excludes adjacent areas) (1950 Census)

Minimum visual effec-tive radiated power in db above one kilowatt (dbk) for the antenna (dbk) for the anne height shown

1,000,000 and above 250,000-1,000,000

17 dbk (50 kw)/500 ft. antenna 10 dbk (10 kw)/500 ft.

50.000- 250.000

antenna
3 dbk (2 kw)/500 ft.
antenna
0 dbk (1 kw)/300 ft.
antenna

Under 50,000

antenna

No minimum antenna height is specified. Where antenna heights differ from those listed above, the Grade A field intensity coverage shall not be less than that resulting from the use of the minimum powers with the antenna heights shown above. Equivalent coverage shall be based on the chart designated as Appendix III, Figure 1; however, the effective radiated power may not exceed the figures specified in subparagraph (b) below. In no event shall less than 0 dbk effective radiated power be authorized for any station.

- (1) The minimum effective radiated power in any horizontal direction shall meet the minimum power requirements of this section and Appendix III, Figure 1.
- (b) Maximum power. Except as provided in subparagraph (1) below, the maximum effective radiated powers of television broadcast stations operating on the channels set forth below with antenna heights not in excess of 2000 feet above average terrain shall be as follows:

Maximum visual effective radiated power in db above

Channel Nos.		one kilowatt (dbk)	c)
	2–6	20 dbk (100 kw)	
	7-13	25 dbk (316 kw)	
	1483	30 dbk (1000 kw)	

- (1) In Zone I, on Channels 2-13, inclusive, the maximum powers specified above for these channels may be used only with antenna heights not in excess of 1000 feet above average terrain. Where antenna heights exceeding 1000 feet above average terrain are used on Channels 2-13, or antenna heights exceeding 2000 feet above average terrain are used on Channels 14-83, the maximum power shall be based on the chart designated as Appendix III, Figure 2a.
- (2) In Zones II and III, the maximum powers which may be used by television broadcast stations operating on the respective channels set forth in the above table with antenna heights exceeding 2000 feet above average terrain shall be based on the chart designated as Appendix III, Figure 2b.
- (3) The effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by this section and Appendix III, Figures 2(a) and 2(b).
- (4) The maximum effective radiated power in any direction above the horizontal plane shall be as low as the state of the art permits and may not exceed the effective radiated power in the horizontal direction in the same vertical plane.
- (c) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to maximum antenna heights and powers for VHF stations when the transmitter is located in Zone I and the channel to be employed is located in Zone II, or the transmitter is located in Zone II and the channel to be employed is located in Zone I.

Multiple Ownership

§3.636. Multiple ownership.—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control*) if

- (1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or
- (2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other

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^{&#}x27;The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.



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70ps in 70wers Construction Co. SIOUX CITY, IOWA television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than five television broadcast stations.

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

[EDITOR'S NOTE: FCC has proposed a revision of Sec. 3.636 permitting the ownership of seven tv stations, not more than five of which shall be vhf. This was still pending as of

Studio Location

§3.613. Main studio location.—(a) The main studio of a television broadcast station shall be located in the principal community to be served. Where the principal community to be served is a city, town, village or other political subdivision, the main studio shall be located within the corporate boundaries of such city, town, village or other political subdivision. Where the principal community to be served does not have specifically defined political boundaries, applications will be considered on a case-to-case basis in the light of the particular facts involved to determine whether the main studio is located within the principal community to be served.

(b) In cases where an adequate showing is made that there is good cause for locating a main studio outside the principal community to be served and that to do so would not be inconsistent with the operation of the station in the public interest, the Commission will permit the use of a main studio location other than that specified above. The licensee or permittee of a television broadcast station shall not move his main studio outside the principal community in which it is located without first securing a modification of construction permit or license. Such a licensee or permittee shall notify the Commission promptly of any change of the location of the main studio within the community. In any case where the main studio is located outside the principal community to be served, the licensee or permittee of a television broadcast station shall not move his main studio without first securing a modification of construction permit or license.

Operating Schedules

§3.651. Time of operation. (a) All television broadcast stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: not less than two hours daily in any five broadcast days per week and not less than a total of twelve hours per week during the first eighteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen hours, twenty hours and twenty-four hours per week for each successive six month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of twenty-eight hours per week thereafter. "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentation, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

(b) Noncommercial education television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be

of this section to the stockholders of a corpora-tion which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or in-directly own 1% or more of the outstanding vot-

taken into account when considering the renewal of non-commercial educational television broadcast licenses.

- (c) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:
- (i) For actual tests of station equipment or actual experimentation in accordance with Section 3.666; and
- (ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enable to remain tuned to the station: for example, music or news accompanying a test pattern or other visual presentation.
- (2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other: Provided, That nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:
- (i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broad-cast day.
- (ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

Examples: (1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e., a "simulcast") is consistent with this paragraph.

- (2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this paragraph, except for the specific purposes and periods specified in paragraph (c) (2).
- (3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmission are integral parts of the same program having a substantial relationship to each other, within the meaning of paragraph (c) (2). Mood music unrelated to the visual transmission is not consistent with this paragraph.
- (4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers, or receiving antennas is not consistent with this paragraph.
- (5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this paragraph.
- (6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not con-sistent with this paragraph.

Operator Requirements

§3.661. Operator requirements. One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or FCC Form No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

Network Rules

§3.658. Affiliation agreements.—(a) Exclusive affiliation of station. No license shall be granted to a television broadcast station having any



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Atlanta, 13th & Spring Sts. Montreal, Canadian Marconi Co. contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organziation.

(b) Territorial exclusivity. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its area upon the program of the network organization.

[EDITOR'S NOTE: FCC has proposed to revise this rule to permit territorial exclusivity only in the principal community served by the affiliate. This was still pending as of July 15.]

- (c) Term of Affiliation. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than 2 years: Provided, That a contract, arrangement, or understanding for a period up to 2 years may be entered into within 6 months prior to the commencement of such period.
- (d) Option time. No license shall be granted to a television broadcast station which options for network programs any time subject to call on less than 56 days' notice, or more time than a total of 3 hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.
- (e) Right to reject programs. No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization which, (a) with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from relecting or refusing or hinders the station from rejecting or refusing or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which, (b) with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.
- (f) Network ownership of stations. No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control¹⁰ of a network organization, for a television broadcast station in
- ⁶The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.
- ⁷ As used in this section, an option is any contract, arrangement, or understanding, express or tract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the
- ⁸ All time options permitted under this section *All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.
- These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

10 The word "control" as used in this section. is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

any locality where the existing television broad-cast stations are so few or of such unequal desir-ability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

- (g) Dual network operation. No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: Provided, That this section shall not be applicable, if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.
- (h) Control by networks of station rates. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

[EDITOR'S NOTE: FCC proposed additional "temporary" rules, "to remain effective while the scarcity of television broadcast stations persists," designed to balance competition among TV networks. FCC suggested this might be done by limiting the number of program hours which stations in one-, two- and three-station markets might accept from any one network, or, affirmatively, by setting a minimum number of hours to be taken from each network. Following this proposal, the networks in conjunction with AT&T worked out an arrangement to share intercity networking facilities. But, as of July 15, the FCC's proposal was still pending.]

Common Antenna Site

§3.635. Use of common antenna site. No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

Reports to be Filed¹¹

ALL BROADCAST STATIONS . .

\$1.341. Financial report, broadcast licensees and permittees.—(a) Each licensee of a broacast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, broadcast revenue and expense statements for the preceding calendar year together with a statement as to investment in tangible broadcast property as of December 31 of such calendar year.

\$1.342 Filing of contracts, broadcast licensees and permittees.—Each licensee or permittee of a standard, FM, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

- (a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements. Transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.
- (b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such owenrship or control. All contracts, instruments and documents exempted from the requirements of §1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:
- 11 EDITOR'S NOTE: Regarding reports filed in compliance with these sections, \$0.206(c) provides, in part: "The information filed under \$1.341 and network and transcription contracts filed pursuant to \$1.342 shall not be open to public inspection."

- Articles of partnership, association and incorporation and changes in such instru-ments.
- (2) Bylaws and any instruments affecting changes in such bylaws.
- (3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.
- trusts agreements, and other executory agreements are required to be filed.

 (4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted; provided, however, that when the permittee or licensee is a corporation having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors or who have one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers or directors nor hold one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers or directors nor hold one percent or more of the corporation's stock, the only information required to be filed is the name of any person voting one percent or more of the stock by proxy, the number of shares voted by proxy, the number of shares voted at the particular stockholders' meeting in which the aforesaid shares were voted by proxy.
- (5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of cur-rent assets, etc.
- (6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by §1.343 of the rules.
- (c) Contracts relating to the sale of broadcast time to "time brokers" for resale.
- (d) Contracts relating to functional music operations such as "storecasting," "transit casting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licensees or permittees the right to broadcast copyright
- (e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special
- events.

 (f) Contracts relating to the utilization in a management capacity of any person other than an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for both a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons, regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with program managers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.
- \$1.343. Ownership reports, broadcast licensees and permittees.—(a) the licensee of each broadcast station shall file an Owenship Report (FCC Form 323) at the time the application for renewal of station license is required to be filed: Provided, however, that licensees owning more than one Standard, FM or Television broadcast station shall file the Ownership Report together with the first application for renewal of station license filed on or after February 1, 1954, and at three-year intervals thereafter. Ownership Re-



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- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership, the names of the partners and the interests of each partner.¹²
- partner."

 In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest direct or indirect, in the licensee or any of its stock;

FOR EXAMPLE:

- (a) Where A is the beneficial owner or votes stock held by B, the same in-formation should be furnished for A as is required for B.
- as is required for B.

 (b) Where X corporation controls the licensee, or holds 25 percent or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.
- The same information should be furnished as to Y corporation if it controls X corporation or holds 25 percent or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25 percent or more of the stock of Y and so on back to natural persons.
- (iv) full information as to family relationship or business association between two or more officials and/or stockholders.
 - (4) In the case of all licensees (i) a list of all contracts still in effect required to be filed with the Commission by §1.342 showing the date of execution and expiration of each contract; (ii) any interest which the licensee may have in any other broadcast station.
- (b) A supplemental Ownership Report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change cocurs in the information required by the Ownership Report (the application or construction permit in the case of a permittee who has not filed an ownership report) from that previously reported. Such report shall include without limitation:
 - Any change in capitalization or organization.
 - (2) Any change in officers and directors.
 - (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation,
 - tion.

 Any change in the officers, directors, or stockholders of a corporation other than the licensee or permittee such as X, Y, or Z corporation described in the example above: provided, however, that in the case of a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee (such as X, Y, or Z corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25 percent or more of the voting stock in the licensee or permittee.¹⁴
- (e) Exceptions. Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are of-

¹² Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license or permit. If such change involves less than a controlling interest the application for Commission consent to such change may be made upon FCC Form No. 316 (Short Form).

¹³ Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act of the Communications Act.

ficers or directors of the corporation, or of other stockholders who have 1 percent or more of the stock of the corporation.

stock of the corporation.

§1.344. Definitions of terms used in Sections 1.341-1.343.—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" or "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . .

§1.320. Application for renewal of license; broadcast and non-broadcast.—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast. FM Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be removed; and each application for renewal of license of a non-broadcast station shall be filed at least 60° days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an ap-

shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearings or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: The list of forms to be used in filing for license renewals may be obtained by writing the FCC, Washington 25, D. C.]

\$3.630. Normal license period. (a) All television broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., eastern standard time, in accordance with the following schedule and at three year intervals thereafter.

(1) For stations located in Delaware and Pennsylvania, August 1, 1954.

(2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.

(3) For stations located in North Carolina, South Carolina, December 1, 1954.

(4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1955.
(5) For stations located in Alabama and Georgia, April 1, 1955.

(6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1955.

(7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1955.

(8) For stations located in Ohio and Michigan, October 1, 1955. (9) For stations located in Illinois and Wisconsin, December 1, 1955.

(10) For stations located in Iowa and Missouri, February 1, 1956.

(11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.

(12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956. (13) For stations located in Texas, August 1, 1956.

(14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.

(15) For stations located in California, December 1, 1953.

ber 1, 1953.

(16) For stations located in Washington, Oregon, Alaska, and Hawaii, February 1, 1954.

(17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, April 1, 1954.

(18) For stations located in New Jersey and New York, June 1, 1954.

Station Identification

§3.652. Station identification. (a) A licensee of a television broadcast station shall make station identification announcements (call let-

14 The 60-day requirement does not apply to Amateurs

ters and location) at the beginning and ending of each time of operation and during the opera-tion on the hour. The announcement at the be-ginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs

§3.654. Sponsored programs, announcement.
(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any television broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts or other material or services have been furnished to such station in connection with the broadcasting of such programs: Provided, however, That only one such announcement need be made in the case of any such program of 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program. program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (b) of this section are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program. ing the program.

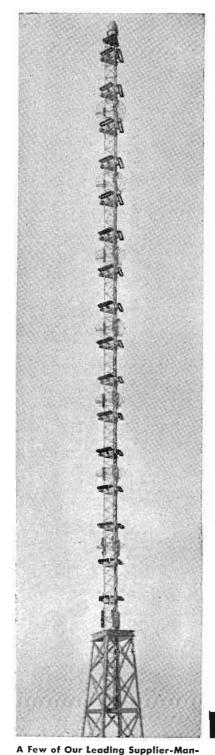
(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . .," or "Smith Stove Co. offers you . . .," or "Ajax Pens brings you . ." The following are not acceptable: "Write to the Comb Man . . .," or "Send your money to Nylons, Box— . . .," or "This program is sponsored by your Sink Man . ." sored by your Sink Man . . . "]

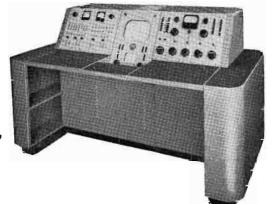
Recordings

§3.653. Mechanical reproductions. §3.653. Mechanical reproductions. (a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification program identifica-(a) Each effects, station identification, program identifica-

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from a single, convenient source

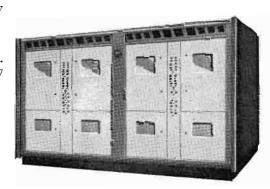


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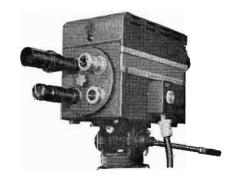
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ST. LOUIS J. P. Lenkerd. Newstead 4700

WASHINGTON, D. C. W. C. Cothron, Executive 3-0022

tion (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Political Broadcasts

§3.657. Broadcast by candidates for public office—(a) Legally qualified candidate. A "legally qualified candidate. A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who:

(1) Has qualified for a place on the ballot, or

(2) Is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

case may be.

(b) General requirements. No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities: Provided, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

censorship over the material broadcast by any such candidate.

(c) Rates and practices. The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrmination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to the regulations in this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) Inspection of records. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcast

§3.655. Rebroadcast. (a) The term "rebroadcast" as used below means reception by radio of the program¹⁵ of a television broadcast station, and the simultaneous or subsequent retransmission of such programs by a broadcast station. The broadcasting of a program relayed by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast.

(a) No licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.¹⁶

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in paragraph (b) of this section without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.¹⁷

¹⁵ As used in this section, program includes any complete program or part thereof.

¹⁶ The notice and certification of consent shall be given within 3 days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

¹⁵ By Order No. 82 dated and effective June

ur By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.655(c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1.401. Notice of violations.—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

\$1.402. Revocation of station licenses and construction permits and issuance of cease and desist orders.—(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in Section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in Section 312(b) of the Act, the Commission will issue an order directing the licensee, permittee or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with subsection (a) of this Section will contain a statement of the matters with respect to which the Commission is inquiring and will call upon the licensee or permittee or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty (30) days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period. period.

(c) In order to avail himself of the opportunity to appear before the Commission at the time and place stated in the show cause order to give evidence upon the matter specified therein, the licensee, permittee or person, in person or by his attorney, shall within 30 days of the receipt of the order, or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written appearance stating that he will appear and present evidence on the matter specified in the order.

ter specified in the order.

(d) Hearings on the matter specified in the order to show cause, and the practice and procedure in connection therewith, shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of the evidence and the burden of proof shall be upon the Commission, and except that the Commission may, where the circumstances of the proceeding require expedition, specify in the show cause order, or authorize the hearing examiner to specify by subsequent order, times within which the initial decision in such proceedings shall become effective, within which exceptions to such initial decision or replies thereto may be filed, and within which parties may file notice of intent to seek and participate in oral argument, less than those specified in Secs. 1.853 and 1.854.

(e) If the licensee, permittee or person does not desire to appear before the Commission and glve evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written waiver of hearing. Such waiver, which shall include the name of the licensee, permittee or person to whom the show cause order was addressed, the call letters of his station, if any, and the Docket Number of the proceeding, may be accompanied by a statement of reasons why the licensee, permittee or person believes that an order of revocation or a cease and desist order, as the case may be, should not be issued.

(f) If the licensee, permittee or person fails

(f) If the licensee, permittee or person fails

timely to respond to an order to show cause or fails to appear at a hearing, such failure will be deemed a waiver of hearing.

fails to appear at a hearing, such failure will be deemed a waiver of hearing.

(g) If the licensee, permittee or person waives a hearing in accordance with the provisions of subsection (e) of this Section and fails to submit a statement therewith showing why he believes an order of revocation or a cease and desist order should not be issued, or if he is deemed to waive a hearing in accordance with the provisions of subsection (f) of this Section, the allegations specified in the order to show cause will be deemed to be admitted and a decision will be issued by the Commission invoking the sanction specified in the order to show cause. If a hearing is waived pursuant to subsection (e) of this Section but a written statement as to why an order of revocation or cease and desist order should not be issued is submitted, the Commission will, on the basis of the facts before it as supplemented by such written statement, issue a decision stating its reasons for invoking the sanction specified in the order to show cause or for dismissing the proceeding, as the case may be; Provided, That where the written statement contains factual allegations contrary to those upon which the show cause order was based the Commission may call upon the submitting party to furnish additional information under oath, or, if necessary, designate the proceeding for oral hearing. The decisions of the Commission referred to in this subsection shall have the same effect as an initial decision and the procedure to be followed thereafter shall be the same as in the case of an initial decision issued in the course of the regular hearing procedure. In the order issued pursuant to this Section

(h) Any order of revocation or cease and desist order issued pursuant to this Section shall include a statement of the findings and the grounds and reasons therefore and specify the effective date of the order, and shall be served on said licensee, permittee or person.

§1.403. Modification of licenses.—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureaus of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

\$1.404. Suspension of operator licenses.—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Chief of the Safety and Special Radio Service Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Spe-\$1.404. Suspension of operator licenses.-Whenhearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Services Bureau, or the Chief, Field Engineering and Monitoring Bureau, as the case may be pursuant to authority delegated by the Commission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington,

¹⁵ See §1.853-1.857 of the Rules.

Telecasters...



... use the RIGHT instruments

Sync Separator

Delayed Sweeps

Field Selector

Sweep Range

Sweep Magnifier

signal.

Permits triggering from composite

Zero to 25 milliseconds from start of

3x or 10x magnification—expands

0.1 µsec/cm to 0.01 sec/cm continu-

ously variable, accurate within 5%.

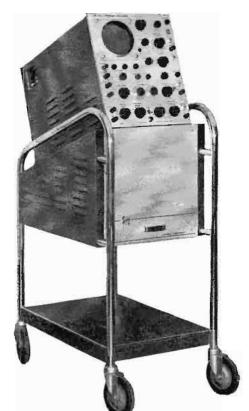
4 kv Accelerating Potential

Flat-faced 5" cathode-ray tube.

sweep to left and right of center.

field—triggered at any selected

Instant shift to opposite field.



for maintenance of your telecasting equipment TELECASTER'S SCOPE

The Tektronix Type 524-D Television Oscilloscope was designed for you. It has the features you need for proper maintenance and adjustment of your transmitting and studio equipment. Well kept equipment keeps you on the air . . . profitably and at top quality.

Variable delayed sweeps at the frame rate let you examine any portion of the television picture --- from complete frames to small portions of individual lines. Any one of the picture

60-Cycle Sine-Wave Sweep

Separate phase and amplitude controls.

Vertical Sensitivity DC to 10 mc-0.15 v/cm to 50 v/cm.

2 cps to 10 mc - 0.015 v/cm to 50 v/cm.

scopes.

Transient Response Risetime - 0.04 µsec.

Signal Delay-0.25 μ sec

Undistorted Vertical Deflection More than 6 cm.

Internal Time Mark Generator

Pips spaced 1 μ sec, 0.1 μ sec, 0.05 μ sec, or 200 pips per television line. Amplitude Calibrator

lines may be located and observed in minute

detail. A touch on the Field Shift button pro-

vides a quick switch to the corresponding line

or lines in the opposite field. Sweep magnifier

expands the image 3x or 10x for detailed

examination of sync and equalizing pulses.

Internal markers are available for checking

accuracy of sync timing. All other features

meet Tektronix standards for laboratory oscillo-

Square wave, zero to 50 v in 7 ranges...accurate within 3% ...duty cycle variable from 1% to 99%.

Line-Indicating Video Output

Lines being observed on the Type 524-D are brightened on picture monitor.

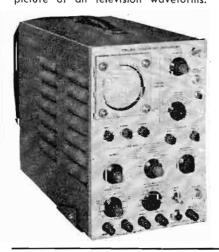
DC-Coupled Unblanking Electronically Regulated Power Supply 10x Attenuator Probe

Type 524-D Cathode-Ray Oscilloscope — \$1180 Type 500 Scope-Mobile --- \$97.50

PORTABLE SCOPE FOR REMOTES

You'll like the small size and light weight of the Type 315-D for trouble shooting in field equipment. It will help you locate and correct troubles quickly in that vital synchronizing generator, as well as other equipment in the chain.

With the Type 315-D you can choose the amplitude point (on the incoming waveform) where you want the sweep to start. The 5x magnifier expands the trace both ways from center, permitting very close examination of pulse shapes. DC to 5 mc vertical response and 0.1 µsec/division to 10 sec/division sweep range assure you a true picture of all television waveforms.



BROADCASTING • TELECASTING

Vertical amplifier and sweep settings are accurately calibrated so that you can read time and amplitude directly from the screen.

Vertical Bandwidth

DC to 5 mc.

Transient Response

Risetime less than 0.07 μ sec.

Vertical Sensitivity

12 calibrated steps, 0.01 v/div to 50 v/div. Continuously variable but uncalibrated from 0.01 v/div to 100 v/div. Direct coupled from 0.1 v/div to

100 v/div. Sweep Range

> 24 calibrated steps, 0.1 µsec/div to Continuously variable but

uncalibrated from 0.1 µsec/div to 10 sec/div.

Voltage Calibrator

Square wave, approximately 1 kc. 1.8 KV Accelerating Potential Flat-faced high-definition 3" crt.

0.25 µsec Signal Delay 5x Magnifler

DC-Coupled Unblanking Trigger-Amplitude Discriminator

Electronically Regulated Power Supply

10x Attenuator Probe

85% wide, 123% high, 181¼ deep.

Weight

36 pounds.

Type 315-D Cathode-Ray Oscilloscope — \$770

SAVE TIME AND TROUBLE

and get better results—by adjusting your video amplifiers with a squarewave generator and an oscilloscope. Square-wave technique gives you an immediate picture of these amplifier characteristics - frequency response, tronsient response (ability to follow steep-fronted pulses, presence of overshoot and ringing), and phase shift. This method requires square waves of less than 0.03 μ sec risetime, and less than 10 μ sec to more than 20,000 $\mu_{ extsf{sec}}$ duration. Output of Tektronix Type 105 Square-Wave Generator exceeds these requirements.

You can easily sync the Type 105 to lock in at a multiple of either line or vertical rate for making equipment adjustments under dynamic conditions. Used this way Type 105 also becomes an accurate bor generator.

Frequency Range

25 cycles to 1 mc, continuously variable.

0.02 μ_{sec} with output termination of 100 ohms or less.

Frequency Indication

Accurate within 3% of full scale.

Output Amplitude

0 to 100 v peak to peak across internal 600-ohm load. 0 to 160 ma available for external load.

External Sync Input

Electronically Regulated **Power Supply**

Type 105 Square-Wave Generator—\$395

All prices f.o.b. Portland (Beaverton), Oregon For complete specifications call your Tektronix Field Engineer, or write to:



Tektronix, Inc.

P. O. Box 831K • Portland 7, Oregon • Cable: TEKTRONIX

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D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

§3.656. Lotteries and give-away programs. (a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a television broadcast station, will not be granted where the applicant proposes to follow or continue to follow policy or practice of broadcasting or permitting "the broadcast of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See 18 U.S.C. sec. 1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize, such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question.

§1304 (of U. S. Criminal Code) Broadcasting Lottery Information.—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information. formation concerning any lottery, gift enterprise, or similar scheme, offering prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

FOR ALL STATIONS . . .

\$326 (of Communications Act.)—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) Broadcasting Obscene Language.—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

Transfers and Assignments.

§3.634. Assignment or transfer of control—(a) Voluntary. Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control) or FCC Form No. 316 (Short Form) at least 60 days prior to the centemplated effective date of assignment or transfer of control.

(h) Pro forma Assignment or transfer appliance of the control of transfer appliance of the control of transfer appliance of the control of the control of transfer appliance of the control of transfer appliance of the control of transfer appliance of transfer appliance of the control of transfer appliance of transfer applia

(b) Pro forma. Assignment or transfer application shall be filed on FCC Form 316 where:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corpora-tion to its individual stock-holders without ef-

fecting any substantial change in the disposition of their interests.

(3) There is an assignment or transfer by which certain partners or stock-holders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an Executive, Administrator or other court appointed officer caused by death or legal disability, except that this form does not cover assignments (or transfers) from the Executor, Administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stock-holders without substantial change in their interests;

(7) There is an assignment of less than a controlling interest in a partnership.

trolling interest in a partnership.

[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approved. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

(c) Involuntary. In the event of death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) Within thirty days after the occurrence of such death or legal disability, application on FCC Form No. 316 shall be filed for consent to involuntary transfer of control of such corporation to a person or entity qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

SUMMARY OF TV ALLOCATIONS, APPLICATIONS, ASSIGNMENTS

Shows channels allocated (in parentheses), operating stations, grants and applications pending or in hearing as of Aug. 1, 1954. Asterisk (*) indicates reserved noncommercial educational channel.

ALABAMA

ANDALUSIA: (Ch. 29) ANNISTON: (Ch. 70+) AUBURN: (Ch. *56)

AUBURN: (Ch. *56)
BESSEMER: (Ch. 54)
BIRMINGHAM: (Ch. 6-, *10-, 13-, 42+, 48)
—Operating: ch. 6 WBRC-TV, ch. 13 WABT
(TV). Granted: ch. 48 WJLN-TV. Channels
available: *10 (Ala. Educational Tv Com., WEDMTV Munford), 42.
BREWTON: (Ch. 23+)
CLANTON: (Ch. 23+)
CLANTON: (Ch. 14)
CULLMAN: (Ch. 60+)
DECATUR: (Ch. 23-)—Operating: ch. 23
WMSL-TV.
DEMOROLUS: (Ch. 18)

DEMOPOLIS: (Ch. 18)

DOTHAN: (Ch. 9+, 19-)-Granted: ch. 9 WTVY (TV). Channel available: 19.

ENTERPRISE: (Ch. 40+)

EUFAULA: (Ch. 44) FLORENCE: (Ch. 41) FORT PAYNE: (Ch. 19)

GADSDEN: (Ch. 15+, 21+) GREENVILLE: (Ch. 49-)

GUNTERSVILLE: (Ch. 40-)

HUNTSVILLE: (Ch. 31+)

JASPER: (Ch. 17)

MOBILE: (Ch. 5+, 10+. *42, 48+)—Operating: ch. 10 WALA-TV, ch. 48 WKAB-TV. In hearing: ch. 5 The Mobile TV Corp., WKRB-TV Inc. Channels available: *42.

MONTGOMERY: (Ch. 12, 20, *26+, 32)—Operating: ch. 20 WCOV-TV;. Granted: ch. 12 WSFA-TV. Channels available: *26, 32.

MUNFORD: (Ch. *7)-Granted: ch. *7 WEDM

OPELIKA: (Ch. 22—)

SELMA: (Ch. 8—, 58+)—Granted: ch. 8 WSLA (TV). Channel available: 58.

SHEFFIELD: (Ch. 47-) SYLACAUGA: (Ch. 24-) TALLADEGA: (Ch. 64) THOMASVILLE: (Ch. 27--) TROY: (Ch. 38-)

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TUSCALOOSA: (Ch. 45, 51-) TUSKEGEE: (Ch. 16—) UNIVERSITY: (Ch. *74—)

ARIZONA

AJO: (Ch. 14-) BISBEE: (Ch. 15)

CASA GRANDE: (Ch. 18-)

CLIFTON: (Ch. 25—) COOLIDGE: (Ch. 30+) DOUGLAS: (Ch. 3-)

ELOY: (Ch. 24)

FLAGSTAFF: (Ch. 9, 13)

GLOBE: (Ch. 34+)

HOLBROOK: (Ch. 14)

KINGMAN: (Ch. 6-)

MESA: (Ch. 12–)—Operating: 12 KVAR (TV) (Phoenix).

MIAMI: (Ch. 28+) MORENCI: (Ch. 31)-

NOGALES: (Ch. 17--)

PHOENIX: (Ch. 3+, 5-, 10-, *84)—Operating: ch. 5 KPHO-TV, ch. 10 KOOL-TV; Granted: ch. 3 Arizona Tv Co. Channel available: *84,

PRESCOTT: (Ch. 15) SAFFORD: (Ch. 21)

TUCSON: (Ch. 4-, *6+, 9-, 13-)—Operating: ch. 4 KVOA-TV, ch. 13 KOPO-TV. Channels available: *6, 9.

WILLIAMS: (Ch. 25) WINSLOW: (Ch. 16-)

YUMA: (Ch. 11-, 13+)-Operating: ch. 11 KIVA (TV). Channel available: 13.

ARKANSAS

ARKADELPHIA: (Ch. 34+)

BATESVILLE: (Ch. 30-)

BENTON: (Ch. 40)

BLYTHEVILLE: (Ch. 64+, 74)

CONWAY: (Ch. 62)

CAMDEN: (Ch. 50)

EL DORADO: (Ch. 10-, 26-)-Granted: ch. 10 KRBB (TV). Channel available: 26.

FAYETTEVILLE: (Ch. *13-, 41-)

FORREST CITY: (Ch. 22+)

FORT SMITH: (Ch. 5-, *16-, 22, 39)—Operating: ch. 22 KFSA-TV. Granted: ch. 5 KNAC-TV. Channels available: *16, 39.

HARRISON: (Ch. 24)

HELENA: (Ch. 54-)

HOPE: (Ch. 15-)

HOT SPRINGS: (Ch. 9+, 52+)—Granted: ch. 9 KTVR (TV). Channel available: 52.

JONESBORO: (Ch. 8, 39牛)

LITTLE ROCK: (Ch. *2-, 4, 11+, 17-, 23+)-Operating: ch. 4 KARK-TV, ch. 7 KATV (TV) (Pine Bluff). Granted: ch. 23 KETV (TV). In Hearing: ch. 11—Arkansas Television Co., Arkansas Telecasters Inc. Channels available: *2, 17.

MAGNOLIA: (Ch. 28+)

MORRILTON: (Ch. 43-)

NEWPORT: (Ch. 28)

PARAGOULD: (Ch. 58-)

PINE BLUFF: (Ch. 7—, 36)—Operating: ch. 7 KATV (TV). Channel available: 36. RUSSELLVILLE: (Ch. 19)

SEARCY: (Ch. 33)

SPRINGDALE: (Ch. 35-)

STUTTGART: (Ch. 14+)

CALIFORNIA

ALTURAS: (Ch. 9)—

BAKERSFIELD: (Ch. 10—, 29)—Operating: ch. 10 KERO-TV, ch. 29 KBAK-TV.
BERKLEY (See San Francisco)

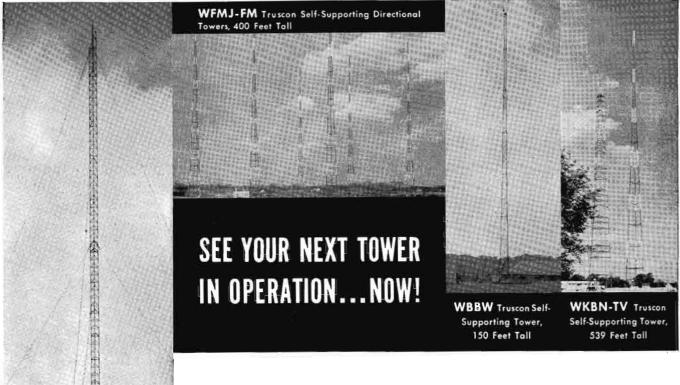
BRAWLEY: (Ch. 25+)

CHICO: (Ch. 12-)-Operating: ch. 12 KHSL-TV. CORONA: (Ch. 52)—Granted: ch. 52 KCOA (TV).

DELANO: (Ch. 37+)

EL CENTRO: (Ch. 16, 56)—Granted ch. 16 KPIC-TV. Channel available: 56.

EUREKA: (Ch. 3-, 13-)-Operating: ch. 3 KIEM-TV. Channel available: 13.



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NAME YOU CAN BUILD ON

FRESNO: (Ch. 12+.*18-, 24, 47, 53)—Operating: ch. 24 KMJ-TV, ch. 47 KJEO-TV. Granted: ch. 53 KBID-TV. In hearing: ch. 12—California Inland Broadcasting Co. (KFRE), KARM, The George Harm Station (KARM). Channel avallable: *18.

HANFORD: (Ch. 21)

LOS ANGELES: (Ch. 2, 4, 5, 7, 9, 11, 13, 22, *28, 34)—Operating: ch. 2 KNXT (TV), ch. 4 KNBH (TV), ch. 5 KTLA (TV), ch. 7 KABC-TV, ch. 9 KHJ-TV, ch. 11 KTTV (TV), ch. 13 KCOP (TV), ch. *28 KTHE (TV). Granted: ch. 22 KBIC-TV. Channel available: 34 (KFWB Bestg. Corp.).

MADERA: (Ch. 30+)
MERCED: (Ch. 34-, 66)
MODESTO: (Ch. 14+, 58)—Granted ch. 14
KTRB-TV. Channel available: 58,
MONTEREY: (See Salinas).

NAPA: (Ch. 62) OXNARD: (Ch. 32) PALM SPRINGS: (Ch. 14) PETALUMA: (Ch. 56)

PORT CHICAGO: (Ch. 15) PORTERVILLE: (Ch. 55)

RED BLUFF: (Ch. 16) REDDING: (Ch. 7)

RIVERSIDE: (Ch. 40, 46)

RIVERSIDE: (Ch. 40, 46)

SACRAMENTO: (Ch. 3, *6, 10, 40-, 46+)—
Operating: ch. 40 KCCC-TV. Granted: ch. 3
KCRA Inc., ch. 46 KBIE-TV. In hearing: ch.
10—McClatchy Broadcasting Co. (KFBK), Sacramento Telecasters Inc. Channel available: *6.

SALINAS-MONTEREY: (Ch. 8+, 28-)—Operating: ch. 8 share-timers KSBW-TV (Salinas),
KMBY-TV (Monterey). Channel available: 28.

SAN BERNARDINO: (Ch. 18, *24-, 30)

SAN BIENAVENTURA: (Ch. 38-)

SAN BERNARDINO: (Ch. 18, *24-, 30)
SAN BUENAVENTURA: (Ch. 38--)
SAN DIEGO: (Ch. 8, 10, *15+, 21-, 27, 33, 39)-Operating: ch. 8 KFMB-TV, ch. 10 KFSD-TV.
Granted: ch. 21 KUSH (TV). Channels available:
*15, 27, 33, 39.

*15, 27, 33, 39.

SAN FRANCISCO-OAKLAND: (Ch. 2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44--)-Operating: ch. 4 KRON-TV, ch. 5 KPIX (TV), ch. 7 KGO-TV, ch. 32 KSAN-TV. Granted ch. *9 KQED (TV) Berkeley, ch. 20 KBAY-TV. In hearing: ch. 2-KROW Inc. (KROW), Television East Bay, Chanel Two Inc., San Francisco-Oakland Tv Inc. Channels available: 26, 38, 44.

SAN JOSE: (Ch. 11+, 48, *54, 60)—Granted: ch. 11 KQXI (TV). Channels available: 48, *54, 60.

SAN LUIS OBISPO: (Ch. 6)—Operating: ch. 6 KVEC-TV.

SANTA BARBARA: (Ch. 3-, 20, 26)—Operating: ch. 3 KEYT (TV). Channels available: 20, 26.

SANTA CRUZ: (Ch. 16)

SANTA MARIA: (Ch. 44)

SANTA PAULA: (Ch. 16+)

SANTA PAULA: (Ch. 16+)

SANTA PAULA: (Ch. 16+)
SANTA ROSA: (Ch. 50)
STOCKTON: (Ch. 13+, 36, *42, 64)—Operating: ch. 36 KTVU (TV). Granted: ch. 13 KOVR (TV). Channels available: *42, 64.
TULARE: (Ch. 27+)—Operating: ch. 27 KVVG (TV).

UKIAH: (Ch. 18)

VISALIA: (Ch. 43, 49)—Channels available: 43 (Sequoia Telecasting Co.), 49.

WATSONVILLE: (Ch. 22-) YREKA CITY: (Ch. 11) YUBA CITY: (Ch. 52-)

COLORADO

ALAMOSA: (Ch. 19+) BOULDER: (Ch. 12+, 22+) CANON CITY: (Ch. 36)

COLORADO SPRINGS: (Ch. 11, 13, *17+, 23+)
—Operating: ch. 11 KKTV (TV), ch. 13 KRDOTV. Channels available: *17, 23.

CRAIG: (Ch. 19) DELTA: (Ch. 24-)

DENVER: Ch. 2, 4—, *6—, 7, 9—, 20, 26+)—Operating: ch. 2 KFEL-TV, ch. 4 KOA-TV, ch. 7 KLZ-TV, ch. 9 KBTV (TV). Granted: ch. *6 KRMA-TV. Channels available: 20, 26.

DURANGO: (Ch. 6+, 15) FORT COLLINS: (Ch. 44+) FORT MORGAN: (Ch. 15+)

GRAND JUNCTION: (Ch. 5-, 21+)—Operating: ch. 5 KFXJ-TV. Channel available: 21.

GREELEY: (Ch. 50)

LA JUNTA: (Ch. 24)

LAMAR: (Ch. 18-)

LEADVILLE: (Ch. 14+)

LONGMONT: (Ch. 32)

LOVELAND: (Ch. 38)

MONTROSE: (Ch. 10+, 18)

PUEBLO: (Ch. 3-, 5, *8, 28-, 34-)—Operating: ch. 5 KCSJ-TV. Granted: ch. 3 KDZA-TV. Channels available: *8, 28-, 34.

SALIDA: (Ch. 25) STERLING: (Ch. 25-) TRINIDAD: (Ch. 21-) WALSENBURG: (Ch. 30-)

CONNECTICUT

BRIDGEPORT: (Ch. 43-, 49-, *71—Operating: ch. 43 WICC-TV. Granted: ch. *71 WCBE (TV). Channel available: 49-.

HARTFORD: (Ch. 3+, 18-, *24)—Granted: ch. 18 WGTH-TV, ch. *24 WCHF (TV). In hearing: ch. 3—Travelers Broadcasting Service Corp. (WTIC), Hartford Telecasting Co.

MERIDEN: (Ch. 65-)

NEW BRITAIN: (Ch. 30+)—Operating: ch. 30 WKNB-TV.

NEW HAVEN: (Ch. 8+, 59+)—Operating: ch. 8 WNHC-TV. Granted: ch. 59 WELI-TV.

NEW LONDON: (Ch. 26+, 81)—Granted: ch. 26 WNLC-TV. Channel available: 81.

NORWALK: (See Stamford)

NORWICH: (Ch. 57+, *63-)—Granted; ch. *63 WCNE (TV). Channel available: 57.

STAMFORD-NORWALK: (Ch. 27)—Granted: ch. 27 WSTF (TV).

WATERBURY: (Ch. 53)—Operating: ch. 53 WATR-TV.

DELAWARE

DOVER: (Ch. 40)—Granted: ch. 40 WHRN (TV).

WILMINGTON: (Ch. 12, *59-, 83+)—Operating: ch. 12 WDEL-TV. Granted: ch. 83 WILM-TV. Channel available: *59.

DISTRICT OF COLUMBIA

WASHINGTON: (Ch. 4-, 5-, 7+, 9-, 20+, *26-, 50-)—Operating: ch. 4 WNBW (TV), ch. 5 WTTG (TV), ch. 7 WMAL-TV, ch. 9 WTOP-TV. Granted: ch. 50 WOOK-TV. In hearing: ch. 20—Arlington-Fairfax Broadcasting Co. (WEAM Arlington, Va.), Washington Metropolitan Tv Corp. (WGMS). Channel available: *26.

FLORIDA

BELLE GLADE: (Ch. 25-)

BRADENTON: (Ch. 28-)

CLEARWATER: (Ch. 32+, 50)—Granted: ch. 32 WPGT (TV). Channel available: 50.

DAYTONA BEACH: (Ch. 2-, 53)—Granted: ch. 2 WMFJ-TV. Channel available: 53.

DE LAND: (Ch. 44+)

FORT LAUDERDALE: (Ch. 17-, 23-)—Operating: ch. 17 WITV (TV), ch. 23 WFTL-TV.

FORT MYERS: (Ch. 11+)—Operating: ch. 11 WINK-TV

FORT PIERCE: (Ch. 19)

GAINESVILLE: (Ch. *5-, 20+)

JACKSONVILLE: (Ch. 4+, *7, 12-, 30+, 36-). Operating: ch. 4 WMBR-TV, ch. 36 WJHP-TV. Granted: ch. 30 WOBS-TV. In hearing: ch. 12-City of Jacksonville (WJAX), Florida-Georgia TV Co., Jacksonville Broadcasting Corp. (WPDQ). Channels available: *7 (Educational Tv Inc.), 36.

KEY WEST: (Ch. 14+, 20)

LAKE CITY: (Ch. 33+)

LAKELAND: (Ch. 16+, 22+)

LAKE WALES: (Ch. 14) LEESBURG: (Ch. 26-)

MARIANNA: (Ch. 17+)

MARIANNA: (Ch. 17+)

MELBOURNE: (Ch. 37-)

MIAMI: (Ch. *2, 4, 7-, 10+, 27+, 33)—Operating: ch. 4 WTVJ (TV). Granted: ch. *2 WTHS-TV, ch. 27 WMIE-TV, ch. 33 WMFL (TV). In hearing: ch. 7—Biscayne Tv Corp., East Coast Tv Corp., South Florida Tv Corp., Sunbeam Tv Corp., ch. 10—WKAT Inc. (WKAT), L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc., Public Service Tv Inc.

Inc., Public Service Tv Inc.

OCALA: (Ch. 15+)
ORLANDO: (Ch. 6-. 9, 18, *24-, 47)—Operating: ch. 6 WDBO-TV, In hearing: ch. 9—WORZ Inc. (WORZ), WHOO Inc. (WHOO), Mid-Florida Tv Corp. Channels available: 18 (Orange Tv Enterprizes), *24, 47.

PALATKA: (Ch. 17)
PANAMA CITY: (Ch. 7+, *30, 36+)—Operating: ch. 7 WJDM (TV). Channels available: *30, 36.

PENSACOLA: (Ch. 3—, 15—, *21, 46)—Operating: ch. 3 WEAR-TV, ch. 15 WPFA (TV). Channels available: *21, 46.

QUINCY: (Ch. 54+)

ST. AUGUSTINE: (Ch. 25+)

ST. PETERSBURG: (See Tampa)

SANFORD: (Ch. 35+) SARASOTA: (Ch. 34+)

TALLAHASSEE: (Ch. *11-, 24, 51)

TAMPA-ST. PETERSBURG: (Ch. *3, 8-, 13-, 38)—Operating: ch. 38 WSUN-TV. In hearing: ch. 8—Tribune Co. (WFLA), Pinellas Broadcasting Co., Tampa Bay Area Telecasting Corp.; ch. 13—Tampa Times Co. (WDAE), Orange Tv Broadcasting Co., Tampa Tv Co. Channel available: *3. WEST PALM BEACH: (Ch. 5, 12, *15, 21+)—Operating: ch. 21 WIRK-TV. Granted: ch. 5 WJNO-TV, ch. 12 WEAT-TV. Channel available: *15,

GEORGIA

ALBANY: (Ch. 10, 25)—Operating: ch. 10 WALB-TV. Channel available: 25.

AMERICUS: (Ch. 31)

ATHENS: (Ch. *8, 60—)
ATLANTA: (Ch. 2, 5—, 11+, *30, 36)—Operating: ch. 2 WSB-TV, ch. 5 WAGA-TV, ch. 11
WLWA (TV). Granted ch. 36 WQXI-TV. Channel available: *30 (Board of Education).

AUGUSTA: (Ch. 6+, 12+)—Operating: ch. 6
WJBF-TV, ch. 12 WRDW-TV.
BAINBRIDGE: (Ch. 35—)
BRUNSWICK: (Ch. 28+, 34—)

CAIRO: (Ch. 45+)

CARROLLTON: (Ch. 33)
CARTERSVILLE: (Ch. 63—)
CEDARTOWN: (Ch. 53—)
COLUMBUS: (Ch. 4, 28, *34)—Operating: ch. 4
WRBL-TV, ch. 28 WDAK-TV. Channel available

CORDELE: (Ch. 43)

DALTON: (Ch. 25+)

DOUGLAS: (Ch. 32—) DUBLIN: (Ch. 15)

ELBERTON: (Ch. 24+) FITZGERALD: (Ch. 53+)

FORT VALLEY: (Ch. 18+) GAINESVILLE: (Ch. 52)

GRIFFIN: (Ch. 39+)

LA GRANGE: (Ch. 50)

MACON: (Ch. 13 (Warner Robins), *41+, 47+)
—Operating: ch. 13 WMAZ-TV, ch. 47 WNEX-TV.
Channel available: *41.

MARIETTA: (Ch. 57+)

MILLEDGEVILLE: (Ch. 51+)

MOULTRIE: (Ch. 48-)

NEWMAN: (Ch. 61+) ROME: (Ch. 9, 59)—Operating: ch. 9 WROM-TV. Channel available: 59.

SAVANNAH: Ch. 3+, *9-, 11)—Operating: ch. 11 WTOC-TV. In Hearing: ch. 3—WSAV Inc. (WSAV), WJIV-TV Inc. (WJIV). Channel available *9 (Board of Education).

STATESBORO: (Ch. 22)

SWAINSBORO: (Ch. 20-)

THOMASVILLE: (Ch. 6, 27)—Granted: ch. 6 WCTV (TV). Channel available: 27.

TIFTON: (Ch. 14-)

TOCCOA: (Ch. 35)

VALDOSTA: (Ch. 37+)—Granted: Ch. 37 WGOV-TV.

VIDALIA: (Ch. 26)

WARNER ROBINS: (Ch. 13+)-(See Macon).

WAYCROSS: (Ch. 16)

IDAHO

BLACKFOOT: (Ch. 33)

BOISE: (Ch. *4+, 7, 9-) (Ch. 2 Caldwell)— Operating: ch. 2 KBOI (TV), ch. 7 KIDO-TV. Channel available: *4, 9.

BURLEY: (Ch. 15-)

CALDWELL: (Ch. 2)—(See Boise).

COEUR D'ALENE: (Ch. 12-)

EMMETT: (Ch. 26-)

GOODING: (Ch. 23)

IDAHO FALLS: (Ch. 3, 8+)—Operating: ch 3 KID-TV. Granted: ch. 8 KIFT (TV).

JEROME: (Ch. 17)

KELLOGG: Ch. 33-)

LEWISTON: (Ch. 3-)

MOSCOW: (Ch. *15) NAMPA: (Ch. 6, 12+)—Granted: ch. 6 KTVI (TV). Channel available: 12.

PAYETTE: (Ch. 14+)

POCATELLO: (Ch. 6-, 10)—Granted: ch. 6 KISJ (TV), ch. 10 KWIK-TV.

PRESTON: (Ch. 41)

REXBURG: (Ch. 27+)

RUPERT: (Ch. 21)

SANDPOINT: (Ch. 9+)

ATCHISON: (Ch. 60+)

TWIN FALLS: (Ch. 11, 13—)—Granted: ch. 11 KLIX-TV. Channel available: 13.
WALLACE: (Ch. 27—)
WEISER: (Ch. 20—)

ILLINOIS

ALTON: (Ch. 48) AURORA: (Ch. 16)
BELLEVILLE: (Ch. 54+)—Operating: ch. 54
WTVI (TV). BLOOMINGTON: (Ch. 15—)—Operating: ch. 5 WBLN (TV).
CAIRO: (Ch. 24—) CARBONDALE: (Ch. 34, *61-) CENTRALIA: (Ch. 32+, 59+)
CHAMPAIGN-URBANA: Ch. 3+, *12-, 21, 27, 33)—Operating: ch. 3 WCIA (TV). Granted: ch. *12 WTLC (TV). Channels available: 21, 27, 22 27, 33.

CHICAGO: (Ch. 2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44)—Operating: ch. 2 WBBM-TV, ch. 5 WNBQ (TV), ch. 7 WBKB (TV), ch. 9 WGN-TV. Granted: ch. *11 WTTW (TV), ch. 26 WHFC-TV, ch. 20 WIND-TV. ch. 32 WTLE (TV) Evanston, ch. 44 WOPT (TV).

DANVILLE: (Ch. 24)—Operating: ch. 24 WDAN-TV. DECATUR: (Ch. 17, 23+)—Operating: ch. 17 WTVP (TV). Channel available: 23. DEKALB: (Ch. *67)

DEKALB: (Ch. *67)
DIXON: (Ch. *47)
ELGIN: (Ch. 28+)
EVANSTON: (See Chicago).
FREEPORT: (Ch. 23)
GALESBURG: (Ch. 40-)
HARRISBURG: (Ch. 22)-Operating: ch. 22

JACKSONVILLE: (Ch. 29)

JOLIET: (Ch. 48+)—Granted: ch. 48 WJOLTV.

KANKAKEE: (Ch. 14) KEWANEE: (Ch. 60-) LA SALLE: (Ch. 35) LINCOLN: (Ch. 53+) MACOMB: (Ch. 61+) MARION: (Ch. 40) MATTOON: (Ch. 46—)

MOLINE: (See Davenport, Iowa)

MT. VERNON: (Ch. 38-) OLNEY: (Ch. 16-)

PEKIN: (Ch. 69+) PERIN: (Ch. 69+)
PEORIA: (Ch. 8, 19, *37—, 43+)—Operating:
ch. 19 WTVH-TV, ch. 43 WEEK-TV. In hearing: ch. 8—WMBD Inc. (WMBD), WIRL TV Co.
(WIRL). Channel available: *37.
QUINCY: (Ch. 10—, 21+)—Operating: ch. 10
WGEM-TV. Channel available: 21.

ROCKFORD: (Ch. 13+, 39+, *45+)—Operating: ch. 13 WREX-TV, ch. 39 WTVO (TV). Channel available: *45.

ROCK ISLAND (also see Davenport, Iowa): Ch. 4)—Operating: ch. 4 WHBF-TV (ch. 6 WOC-TV Davenport).

SPRINGFIELD: (Ch. 2+, 20+, *66+)—Operating: ch. 20 WICS (TV). In hearing: ch. 2—Sagamon Valley Tv Corp. (WTAX), WMAY-TV Inc. (WMAY).

STREATOR: (Ch. 65-) URBANA: (See Champaign) VANDALIA: (Ch. 28-) WAUKEGAN: (Ch. 22+)

INDIANA

ANDERSON: (Ch. 61)

ANGOLA: (Ch. 15+)—(See Waterloo).

BEDFORD: (Ch. 68)

BLOOMINGTON: (Ch. 4, "30-, 36)—Operating: ch. 4 WTTV (TV). Channels available: *30, 36.

COLUMBUS: (Ch. 42-)

CONNERSVILLE: (Ch. 38+)

ELKHART: (Ch. 52)—Operating: ch. 52 WSJV

EVANSVILLE: (Ch. 7, 50—, *56, 62)—Operating: ch. 50 WEHT (TV), ch. 62 WFIE (TV). In hearing: ch. 7—Evansville Tv Inc., On The Air Inc. (WGBF), WFBM Inc. (WEOA). Channel available: *56.

FORT WAYNE: (Ch. *27+, 33-, 69)—Operating: ch. 33 WKJG-TV. In hearing: ch. 69—Radio Fort Wayne Inc. (WANE), Anthony Wayne Broadcasting. Channel available: *27.

GARY: (Ch. 50, *66)

HAMMOND: (Ch. 56-)

HATFIELD: (Ch. 9+)—See Owensboro, Ky.

HUNTINGTON: (Ch. 21+)

BROADCASTING • TELECASTING

INDIANAPOLIS: (Ch. 6, 8—, 13—, *20—, 26+, 67—)—Operating: ch. 6 WFBM-TV, ch. 8 WISH-TV, In hearing: ch. 13—Indianapolis Broadcasting Inc. (WIRE), WIBC Inc. (WIBC), Mid-West Tv Corp., Crosley Broadcasting Corp. Channels available: *20, 26, 67.

JASPER: (Ch. 19+) KOKOMO: (Ch. 31)

LAFAYETTE: (Ch. *47, 59)—Operating: ch. 59 WFAM-TV. Channel available: *47.

LEBANON: (Ch. 18) LOGANSPORT: (Ch. 51)

MADISON: (Ch. 25-) MARION: (Ch. 29+)

MUNCIE: (Ch. 49, 55+, *71)—Operating: ch. 49 WLBC-TV. Channels available: 55, *71.

MICHIGAN CITY: (Ch. 62+)

PRINCETON: (Ch. 52+)—Granted: ch. 52 WRAY-TV.

RICHMOND: (Ch. 32+)

SHELBYVILLE: (Ch. 58+)

SOUTH BEND: (Ch. 34—, *40+, 46)—Operating: ch. 34 WSBT-TV. In hearing: ch. 46—South Bend Broadcasting Corp. (WHOT), Michiana Telecasting Corp. Channel available: *40.

TELL CITY: (Ch. 31-)

TERRE HAUTE: (Ch. 10, *57+, 63-, 73+)—Granted: ch. 10 WTHI-TV. Channels available: *57, 63, 73.

VINCENNES: (Ch. 44+)

WASHINGTON: (Ch. 60+)

WATERLOO: (Ch. 15)—Granted: ch. 15 WINT (TV).

; IOWA

ALGONA: (Ch. 37+)

AMES: (Ch. 5, 25)—Operating: ch. 5 WOITV. Channel available: 25.

ATLANTIC: (Ch. 45--)

BOONE: (Ch. 19--)

BURLINGTON: (Ch. 32-, 38+)

CARROLL: (Ch. 39)

CEDAR RAPIDS: (Ch. 2, 9-, 20-, *26+)-Operating: ch. 2 WMT-TV, ch. 9 KCRI-TV. Channels available: 20, *26.

CENTERVILLE: (Ch. 31-)

CHARLES CITY: (Ch. 18-)

CHEROKEE: (Ch. 14)

CLINTON: (Ch. 64)
CRESTON: (Ch. 43)
DAVENPORT (Rock Island-Moline, Illinois):
(Ch. 4+, 6+, *30+, 36+, 42-)—Operating: ch. 4
WHBF-TV Rock Island, ch. 6 WOC-TV, Channels available: *30, 36, 42.

DECORAH: (Ch. 44+)

DECORAH: (Ch. 44+)

DES MOINES: (Ch. 8-, *11+, 13-, 17+, 23-)

Operating: ch. 13 WHO-TV, ch. 17 KGTV

(TV). In hearing: ch. 8-Murphy Broadcasting

Co. (KSO), Cowles Broadcasting Co. (KRNT).

Channels available: *11, 23.

DUBUQUE: (Ch. 56+, 62-)

ESTHERVILLE: (Ch. 24+)

EALIEFE D. (Ch. 56)

FAIRFIELD: (Ch. 54) FORT DODGE: (Ch. 21)—Operating: ch. 21 KQTV (TV).

FORT MADISON (Ch. 50+)

GRINNELL: (Ch. 71)
IOWA CITY: (Ch. *12+, 24-)
KEOKUK: (Ch. 44-)
KNOXVILLE: (Ch. 33-)
MARSHALLTOWN: (Ch. 49)

MASON CITY: (Ch. 3+, 35-)-Operating: ch. KGLO-TV. Channel available: 35.
MUSCATINE: (Ch. 58)

MUSCATINE: (Ch. 58)
NEWTON: (Ch. 65+)
OELWEIN: (Ch. 28)
OWKSLOOSA: (Ch. 52+)
OTTUMWA: Ch. 15+, 63)
RED OAK: (Ch. 32+)
SHENANDOAH: (Ch. 20+)
SIOUX CITY: (Ch. 4-, 9, *30, 36-)-Operating: ch. 9 KVTV (TV). Granted: ch. 4
KTIV (TV), ch. 36 KCTV (TV). Channel available: *30.

SPENCER: (Ch. 42+) STORM LAKE: (Ch. 34+)

WATERLOO: (Ch. 7+, 16-, *22-, 46+)— Operating: ch. 7 KWWL-TV. Channels available: 16, *22, 46.

WEBSTER CITY: (Ch. 27)

KANSAS

ABILENE: (Ch. 31+) ARKANSAS CITY: (Ch. 49)

CHANUTE: (Ch. 50—) COFFEYVILLE: (Ch. 33—) COLBY: (Ch. 22--) CONCORDIA: (Ch. 47—)
DODGE CITY: Ch. 6+, 23)
EL DORADO: (Ch. 55+)
EMPORIA: (Ch. 39—) FORT SCOTT: (Ch. 27)
GARDEN CITY: (Ch. 9, 11+)
GOODLAND: (Ch. 31)
GREAT BEND: (Ch. 2, 28)—Granted: ch. 2
KCKT (TV). HAYS: (Ch. 7-, 20-)
HUTCHINSON: (Ch. 12, 18)—Operating: ch.
12 KTVH (TV). Channel available: 18.
INDEPENDENCE: (Ch. 20) INDEPENDENCE: (Ch. 20)
IOLA: (Ch. 44+)
JUNCTION CITY: (Ch. 29+)
LARNED: (Ch. 15-)
LAWRENCE: (Ch. *11, 17-)-Channels available: *11 (U. of Kansas), 17.
LEAVENWORTH: (Ch. 54-) LEAVENWORTH: (Ch. 54—)
LIBERAL: (Ch. 14)
McPHERSON: (Ch. 26—)
MANHATTAN: (Ch. *8, 23+)—Granted: ch.. *8
KSAC-TV. Channel available: 23.
NEWTON: (Ch. 14+)
OLATHE: (Ch. 52—)
PARSONS: Ch. 46—)
PITTSBURG: (Ch. 7+, 38—)—Operating: ch.
7 KOAM-TV. Channel available: 38.
PRATT: (Ch. 36+)
SALINA: (Ch. 34)
TOPEKA: (Ch. 13+, 42, *48+)—Operating: ch.
13 WIBW-TV. Granted: ch. 42 KTKA (TV).
Channel available: *48.
WELLINGTON: (Ch. 24—)
WICHITA: (Ch. 3-, 10—, 16—, *22+)—Operating: ch. WICHITA: (Ch. 3-, 10-, 16-, *22+)-Operating: ch. 16 KEDD (TV). Granted: ch. 10 KAKE-TV. In hearing: ch. 3-The Radio Station KFH Co. (KFH), Taylor Radio & Tv Corp. (KANS), Wichita Tv Corp. Channel available: *22.

KENTUCKY

WINFIELD: (Ch. 43+)

ASHLAND: (Ch. 59—)—Granted: ch. 59 WPTV (TV). BOWLING GREEN: (Ch. 13, 17+)
CAMPBELLSVILLE: (Ch. 40+)
CORBIN: (Ch. 16)
DANVILLE: (Ch. 35+)
ELIZABETHTOWN: (Ch. 23)
EPANYEORT: (Ch. 42, 2) FRANKFORT: (Ch. 43—) GLASGOW: (Ch. 28+) HARLAN: (Ch. 73+) HAZARD: (Ch. 19—) HOPKINSVILLE: (Ch. 20) HOPKINSVILLE: (Ch. 20)

LEXINGTON: (Ch. 18+, 27-, 64, 70+)—Granted: ch. 18 WLEX-TV, ch. 27 WLAP-TV. Channels available: 64, 70.

LOUISVILLE: (Ch. 3-, 11+, *15, 21-, 41-, 51-)—Operating: ch. 3 WAVE-TV, ch. 11 WHAS-TV. Granted: ch. 21 WKLO-TV, ch. 41 WQXL-TV. Channels available: *15, 51.

MADISONVILLE: (Ch. 26) MAYFIELD: (Ch. 24)
MAYFIELD: (Ch. 24+)
MIDDLESBOROUGH: (Ch. 57, 63+)
MURRAY: (Ch. 33-) OWENSBORO (Ch. 14-) PADUCAH: (Ch. 6+, 43, 72)—In hearing: ch. 6—Paducah Newspapers Inc. (WKYB) and Columbia Amusement Co.
PIKEVILLE: (Ch. 14—)
PRINCETON (Ch. 45—)

LOUISIANA

ABBEVILLE: (Ch. 27+)
ALEXANDRIA: (Ch. 5, 62+, 74)—Granted: ch. 5 KALB-TV. Channels available: 62, 74.
BASTROP: (Ch. 53+)
BATON ROUGE: (Ch. 2, 28, *38, 40-)—Operating: ch. 28 WAFB-TV. Granted: ch. 2 WBRZ (TV). Channel available: *38, 40.
BOGALUSA: (Ch. 69, 78)
CROWLEY: (Ch. 21+)
DE RIDDER: (Ch. 14)
EUNICE: (Ch. 64-)
FRANKLIN: (Ch. 46+)

FRANKLIN: (Ch. 46+) HAMMOND: (Ch. 57) HOUMA: (Ch. 30+) JACKSON: (Ch. 18-) JENNINGS: (Ch. 48)

RICHMOND: (Ch. 60)

SOMERSET: (Ch. 29-) WINCHESTER: (Ch. 37+)

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——TV SUMMARY-LAFAYETTE: (Ch. 10, 38-, 67-)—Granted: ch. 10 KVOL-TV, KLFY-TV (share-time). Channels available: 38, 67.

LAKE CHARLES: (Ch. 7-, *19, 25, 60+)—Operating: ch. 25 KTAG (TV). Granted: ch. 7 KPLC-TV. Channels available: *19, 60.

MINDEN: (Ch. 30) MONROE: (Ch. 8+, 43+)—Operating: ch. 8 KNOE-TV. Granted: ch. 43 KFAZ (TV). MORGAN CITY: (Ch. 36+) NATCHITOCHES: (Ch. 17+) NATCHITOCHES: (Ch. 17+)
NEW IBERIA: (Ch. 15+)
NEW ORLEANS: (Ch. 4+, 6+, *8, 20-, 26, 32+, 61)—Operating: ch. 6 WDSU-TV, ch. 61 WJMR-TV. Granted: ch. 20 WTLO (TV), ch. 26 WCKG (TV), ch. 32 WCNO-TV. In hearing: Ch. 4-Loyola U. (WWL), James A. Noe & Co. (WNOE) and Times Picayune Pub. Co. (WTPS). Channel available *8. OAKDALE: '(Ch. 54+) OAKDALE: '(Ch. 54+)
OPELOUSAS: Ch. 58)
RUSTON: (Ch. 20)
SHREVEPORT: (Ch. 3-, 12)—Operating: ch. 12 KSLA (TV), interim operation. Final decision has granted ch. 12 to Shreveport Tv Co., but grantee has not taken over, In hearing: ch. 3—KTBS Inc. (KTBS), International Broadcasting Corp. (KWKH).
THIBODAUX: (Ch. 24)
WINNFIELD: (Ch. 22—) AUBURN: (Ch. 23+)
AUGUSTA: (Ch. 10-, 29+)
BANGOR: (2-, 5+, *16-)—Operating: ch. 5
WABI-TV. Granted: ch. 2 WTWO (TV). Channel available: *16. BAR HARBOR: (Ch. 22--) BATH: (Ch. 65) BELFAST: (Ch. 41—) BIDDEFORD: (Ch. 59) CALAIS: (Ch. 7-, 20-) DOVER-FOXCROFT: (Ch. 18+) FORT KENT: (Ch. 17+) HOULTON: (Ch. 24)
LEWISTON: (Ch. 8—, 17)—Operating: ch. 17
WLAM-TV. Granted: ch. 8 WMTW (TV) at
Poland (Mt. Washington). Poland (Mt. Washington).

MILLINOCKET: (Ch. 14+)

ORONO: (Ch. *12-)

POLAND—Granted: ch. 8 WMTW (TV). (Assigned to Lewiston).

PORTLAND: (Ch. 6+, 13+, *47-, 53+)—Operating: ch. 6 WCSH-TV, ch. 13 WGAN-TV, ch. 53 WPMT (TV). Channel available: *47.

PRESQUE ISLE: (Ch. 8, 19) ROCKLAND: (Ch. 25-) RUMFORD: (Ch. 55—) VAN BUREN: (Ch. 15—) WATERVILLE: (Ch. 35+) MARYLAND ANNAPOLIS: (Ch. 14—)
BALTIMORE: (Ch. 2+, 11—, 13+, 18, *24+, 72—)—Operating: ch. 2 WMAR-TV, ch. 11 WBAL-TV, ch. 13 WAAM (TV). Granted: ch. 18 WTLF (TV), ch. 72 WITH-TV. Channel available: *24. CAMBRIDGE: (Ch. 22+) CUMBERLAND: (Ch. 17+, 30-)-Granted: ch. 17 WTBO-TV. Channel available: 30. FREDERICK: (Ch. 62+) HAGERSTOWN: (Ch. 52, 68+) SALISBURY: (Ch. 16+)—Operating: ch. 16 WBOC-TV. MASSACHUSETTS ADAMS—Operating: ch. 74 WMGT (TV). (Assigned to Pittsfield). AMHERST: (Ch. *82) BARNSTABLE: (Ch. 52)

BORINSTABLE: (Ch. 52)
BOSTON: (Ch. *2+, 4-, 5-, 7+, 44+, 50-, 56)—Operating: ch. 4 WBZ-TV, ch. 7 WNAC-TV. ch. 56 WTAO-TV (Cambridge) Granted: ch. *2 WGBH-TV, ch. 44 WJDW (TV). In hearing: ch. 5—Matheson Radio Co. (WHDH), Greater Boston Tv Corp., Columbia Bcstg. System (WEEI), Mass. Bay Telecasters Inc., Allan B. DuMont Labs., Post Publishing Co. (WCOP). Channels available: 44, 50.

BROCTON: (Ch. 62)—Granted: ch. 62 WHEF-TV.

CAMBRIDGE—Operating: ch. 56 WTAO-TV. (Assigned to Boston).

FALL RIVER: (Ch. 46-, 68) GREENFIELD: (Ch. 58-) HOLYOKE: (See Springfield)

LAWRENCE: (Ch. 72)

LOWELL: (Ch. 32+)

NEW BEDFORD: (Ch. 28-, 34+). NORTH ADAMS: (Ch. 74+, *80) NORTHAMPTON: (Ch. 36+) PITTSFIELD: (Ch. 64+)—Granted ch. 64 WMGT (TV) at Adams.

SPRINGFIELD-HOLYOKE: (Ch. 55, 61)—Operating: ch. 55 WHYN-TV, ch. 61 WWLP (TV).
WORCESTER: (Ch. 14, 20)—Operating: ch. 14
WWOR-TV. Granted: ch. 20 WAAB-TV.

MICHIGAN

ALMA: (Ch. 41+) ALPENA: (Ch. 9+, 30-) ANN ARBOR: (Ch. 20+, *26-)—Operating: ch. 20 WPAG-TV. Granted: ch. *26 WUOM-TV.

ch. 20 WPAG-TV. Granted: ch. *26 WUOM-TV. BAD AXE: (Ch. 46—)
BATTLE CREEK: (Ch. 58—, 64—)—Granted: ch. 58 WBCK-TV, ch. 64 WBKZ (TV).
BAY CITY: (Ch. 5—, 63—, *73+)—Operating: ch. 5 WNEM-TV. Channels available: 63, *73.
BENTON HARBOR: (Ch. 42)
BIG RAPIDS: (Ch. 39)
CADILLAC: (Ch. 13—, 45)—Operating: ch. 13
WWTV (TV). Channel available: 45.
CALUMET: (Ch. 13+)
CHEBOYGAN: (Ch. 4+, 36+)

CALUMET: (Ch. 13+)
CHEBOYGAN: (Ch. 4+, 36+)
COLDWATER: (Ch. 24-)
DETROIT: (Ch. 2+, 4, 7-, 50-, *56, 62)—
Operating: ch. 2 WJBK-TV, ch. 4 WWJ-TV, ch. 7 WXYZ-TV. Granted: ch. *56 WTVS (TV), ch. 62 WCIO-TV. In hearing: ch. 50—Booth Radio & Tv Stations Inc.
EAST LANSING: (Ch. 60+)—Operating: ch. 60 WKAR-TV. (Operating on noncommercial basis).

60 WKAR-TV. (Operating on noncommercial basis).

EAST TAWAS: (Ch. 25—)

ESCANABA: (Ch. 3+)

FLINT: (Ch. 12—, 16—, *22—, 28)—Granted: ch. 12 WJRT (TV). Channels available: 16, *22, 28.

GLADSTONE: (Ch. 40—)

GRAND RAPIDS: (Ch. 8+, *17+, 23—)—Operating: ch. 8 WOOD-TV. In hearing: ch. 23—Peninsula Bestg. Co. Channel available: *17.

HANCOCK: (Ch. 10—)

HOUGHTON: (Ch. 19)

IRON MOUNTAIN: (Ch. 9, 27)

IRON RIVER: (Ch. 33—)

IRONWOOD: (Ch. 12—, 31—)

JACKSON: (Ch. 48)

KALAMAZOO: (Ch. 3—, 36—)—Operating: ch. 3 WKZO-TV. Channel available: 36.

LANSING: (Ch. 6—, 54)—Operating: ch. 6

WJIM-TV, ch. 54 WILS-TV.

LUDINGTON: (Ch. 18+)

MANISTEE: (Ch. 15—)

MANISTEE: (Ch. 15--)
MANISTIQUE: (Ch. 14+)
MARQUETTE: (Ch. 6-, 17)—Granted: ch. 6
WAGE-TV. Channel available: 17.
MIDLAND: (Ch. 19+)

MOUNT PLEASANT: (Ch. 47-)

MOUNT PLEASANT: (Ch. 47—)
MUSKEGON: (Ch. 29—, 35+)—Granted: ch. 35 WTVM (TV). Channel available: 29.
PARMA-ONONDAGA: (Ch. 10—). Pending—Booth Radio & Tv Stations Inc. (WBKZ-TV Battle Creek), Triad Tv Corp., Tv Corp. of Mich. Inc., Jackson Bestg. & Tv Corp. (WKHM Jackson) and Michigan State College (WKAR-TV East Lansing).

PETOSKEY: (Ch. 31)

PONTIAC: (Ch. 44+)
PORT HURON: (Ch. 34+)
ROGERS CITY: (Ch. 24)
SAGINAW: (Ch. 51-, 57)—Operating: ch. 57

WKNX-TV. Granted: ch. 51 WSBM-TV. SAULT STE. MARIE: (Ch. 8, 10+, 28-, *34) TRAVERSE CITY: (Ch. 7+, 20-, *26+)—Operating: ch. 7 WPBN-TV. Channels available: 20, *26.

WEST BRANCH: (Ch. 21)

MINNESOTA

ALBERT LEA: (Ch. 57—)
ALEXANDRIA: (Ch. 36)
AUSTIN: (Ch. 6—, 51+)—Operating: ch. 6
KMMT (TV). Channel available: 51.
BEMIDJI: (Ch. 13—, 24—)
BRAINERD: (Ch. 12)
CLOQUET: (Ch. 44)

CROOKSTON: (Ch. 21-)

DETROIT LAKES: (Ch. 18+)

DULUTH-SUPERIOR, Wis.: (Ch. 3, 6+, *8-, 32, 38)—Operating: ch. 3 KDAL-TV, ch. 6 WDSM-TV. Granted: ch. 38 WFTV (TV). Channels available: *8, 32.

ELY: (Ch. 16)

FAIRMONT: (Ch. 40+)

FARIBAULT: (Ch. 20)

FERGUS FALLS: (Ch. 16-)

GRAND RAPIDS: (Ch. 20-)

HASTINGS: (Ch. 29+)

HIBBING: (Ch. 10+)—Granted: ch. 10 KHTV

INTERNATIONAL FALLS: (Ch. 11)

LITTLE FALLS: (Ch. 14+)

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MANKATO: (Ch. 15—)
MARSHALL: (Ch. 22+)
MINNEAPOLIS-ST. PAUL: (Ch. *2—, 4, 5—, 9+, 11—, 17, 23+)—Operating: ch. 4 WCCO-TV, ch. 5 KSTP-TV, ch. 11 WTCN-TV, WMIN-TV (share time). Granted: ch. 9 KEYD-TV. Channels available: *2, 17, 23.
      MONTEVIDEO: (Ch. 19)
      NEW ULM: (Ch. 43-)
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NEW ULW: (Ch. 45—)
NORTHFIELD: (Ch. 26)
OWATONNA: (Ch. 45)
RED WING: (Ch. 63—)
ROCHESTER: (Ch. 10, 55—)—Operating: ch.
10 KROC-TV. Channel available: 55.
ST. CLOUD: (Ch. 7, 33)

ST. PAUL: (See Minneapolis) STILLWATER: (Ch. 39—) THIEF RIVER FALLS: (Ch. 15)

THIEF RIVER FALLS: (Ch. VIRGINIA: (Ch. 26+)
WADENA: (Ch. 27+)
WILLMAR: (Ch. 31+)
WINONA: (Ch. 61)
WORTHINGTON: (Ch. 32)

MISSISSIPPI

BILOXI: (Ch. 13, *44+, 50-)—In hearing: ch. 13—Radio Associates Inc. (WVMI), WLOX Broadcasting Co. (WLOX). Channels available: *44, 50.
BROOKHAVE: (Ch. 37+)

CANTON: (Ch. 16)

CANTON: (Ch. 16)
CLARKSDALE: (Ch. 6. 32)
COLUMBIA: (Ch. 35+)
COLUMBUS: (Ch. 4-, 28-)-Granted: ch. 4
WCBI-TV. Channel available: 28.
CORINTH: (Ch. 29-)
GREENVILLE: (Ch. 21-, 27)
GREENWOOD: (Ch. 24+)

GREENWOOD: (Ch. 24+)
GRENADA: (Ch. 15)
GULFPORT: (Ch. 56-)
HATTIESBURG: (Ch. 9, 17-)-Pending: ch. 9
-Hattiesburg Tv Co. (WHSY).
JACKSON: (Ch. 3+, 12+, *19+, 25-, 47)Operating: ch. 3 WLBT (TV), ch. 12 WSLI-TV, ch. 25 WJTV (TV). Channels available: *19, 47.
KOSCIOUSKO: (Ch. 52-)
LAUREL: (Ch. 33-)
LOUISVILLE: (Ch. 46-)
McCOMB: (Ch. 31-)

McCOMB: (Ch. 31—)

MERIDIAN: Ch. 11—, 30—, *36—)—Operating: ch. 11 WTOK-TV. Granted: ch. 30 WCOC-TV. Channel available: *36.

NATCHEZ: (Ch. 29+) PASCAGOULA: (Ch. 22) PICAYUNE: (Ch. 14-) STARKVILLE: (Ch. 34-) STARK VILLE (Ch. 34-)
STATE COLLEGE: (Ch. *2+)
TUPELO: (Ch. 9-, 38)
UNIVERSITY: (Ch. *20+)
VICKSBURG: (Ch. 41+)
WEST POINT: (Ch. 56+)

YAZOO CITY: (Ch. 49)

MISSOURI

CAPE GIRARDEAU: (Ch. 12, 18+, 69) — Granted: ch. 12 KFVS-TV, ch. 18 KGMO-TV. Channel available: 69. CARTHAGE: (Ch. 56-)

CLAYTON—Granted: ch. 30 KFUO-TV. Assigned to Joplin.
CARUTHERSVILLE: (Ch. 27—)

CHILLICOTHE: (Ch. 14-)

CLINTON: (Ch. 49-)

COLUMBIA: (Ch. 8+, 16+, 22-)—Operating: ch. 8 KOMU-TV. Channels available: 16, 22. FARMINGTON: (Ch. 52)

FESTUS: (Ch. 14+)—Granted: ch. 14 KACY (TV).

FULTON: (Ch. 24+)

HANNIBAL: (Ch. 7-, 27+)—Operating: ch. 7 KHQA-TV. Channel available: 27.

JEFFERSON CITY: (Ch. 13, 33+)—Granted: ch. 13 KRCG (TV).

JOPLIN: (Ch. 12+, 30+)—Granted: ch. 12 KSWM-TV. Channel available: 30.

KANSAS CITY: (Ch. 4, 5+, 9+, *19+, 25+, 65)
—Operating: ch. 4 WDAF-TV, ch. 5 KCMO-TV,
ch. 9 KMBC-TV. Channels available: *19, 25, 65. KENNETT: (Ch. 21)

KIRKSVILLE: (Ch. 3-, 18)—Granted: ch. 3 KTVO (TV).

LEBANON: (Ch. 23)

MARSHALL: (Ch. 40+) MARYVILLE: (Ch. 26)

MEXICO: (Ch. 45) MOBERLY: (Ch. 35+)

MONETT: (Ch. 14) NEVADA: (Ch. 18-)

Federal'S FTL-97-98B 25 KW TV AMPLIFIER

WITH ANTENNA GAINS OF 16, 316 KW OF ERP CAN EASILY BE ATTAINED ON CHANNELS 7-13



The FTL-97-98B Features:

- **Broad Band Circuits**
- **High-grade Color-Signal Performance**
- Excellent Linearity
- Remarkable Black Level Efficiency
- Quiet, Dependable Water-cooling
- Small Space Requirements
- Rugged Construction

The FTL-97-98B is designed to be driven by any standard 5 KW VHF television transmitter. Used in conjunction with an antenna system with a gain of five or more it will provide ERP in excess of 100 KW on the low channels; with gains of 16, 316 KW of ERP on channels 7-13.

The unit utilizes a stable grounded-gridscreen type circuit with a rated power gain of 81/2. Output is double-tuned with a single control. The 10 mc band width is more than adequate for color TV.

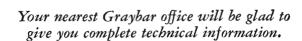
All circuits of the transmitter are metered; currents and voltages are indicated on front panel. Complete monitoring facilities for all RF portions of the circuit are presented by reflec-

The FTL-97-98B uses a single water-cooled tetrode type 4W20,000. Excellent heater life is assured by a bombarder type of cathode. Ceramic-copper tube seals are used for tube strength; heavy bronze castings for critical circuit parts.

Space requirements are small. Amplifiers require one standard bay each for aural and visual units-each bay 33" deep x 66" long x 83" high. Plate power rectifier units are of the fireproof,

sealed-in-oil type. The latter are mounted in a power vault approximately 6' x 10' x 8', which need not be fireproof.

Details of floor plans are best determined by examination of the customer's requirements.







TELEVISION BRANCH

Main Office: 500 Washington Avenue, Nutley, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P.Q. Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

BORATURI

POPLAR BLUFF: (Ch. 15+)
ROLLA: (Ch. 46)
ST. JOSEPH: (Ch. 2-, 30-, *36)—Granted:
ch. 2 KFEQ-TV. Channels available: 30, *36.
ST. LOUIS: (Ch. 4-, 5-, *9, 11-, 30, 36-,
42+)—Operating: ch. 4 KWK-TV, ch. 5 KSD-TV.
Granted: ch. 36 KSTM-TV. In hearing: ch. 11St. Louis Telecast Inc. (WEW), St. Louis Amusement Co., Columbia Broadcasting System Inc.
(KMOX), 220 Televsion Inc., Broadcast House
(KSTM). Channels available: *9, 30.
SEDALIA: (Ch. 6-, 28+)—Granted: ch. 6
KDRO-TV. Channel available: 28.
SIKESTON: (Ch. 37)
SPRINGFIELD: (Ch. 3+, 10, *26, 32)—Operating: ch. 3 KYTV (TV), ch. 10 KTTS-TV.
Channels available: *26, 32.
WEST PLAINS: (Ch. 20-) POPLAR BLUFF: (Ch. 15+)

MONTANA

ANACONDA: (Ch. 2+)

BILLINGS: (Ch. 2, 8, *11)—Operating: ch. 2 KOOK-TV. Channels available: 8, *11. ROOK-TV. Channels available: 8, *11.

BOZEMAN: (Ch. *9, 22—)

BUTTE: (Ch. 4, 6+, *7—, 15+)—Operating: ch. 4 KOPR-TV, ch. 6 KXLF-TV. Channels available: *7, 15.

CUT BANK: (Ch. 20+)

DEER LODGE: (Ch. 25+)

DILLON: (Ch. 20) GLENDIVE: (Ch. 18—)
GLASGOW: (Ch. 16—)
GREAT FALLS: (Ch. 3+, 5+, *23—)—Operating: ch. 5 KFBB-TV. Channels available: 3, *23.
HAMILTON: (Ch. 17+)
HARDIN: (Ch. 4+) HAVRE: (Ch. 9+, 11+) HELENA: (Ch. 10+, 12) KALISPELL: (Ch. 8-) LAUREL: (Ch. 14+) LEWISTOWN: (Ch. 13) LIVINGSTON: (Ch. 13)
LIVINGSTON: (Ch. 16-)
MILES CITY: (Ch. 3-, *6, 10)
MISSOULA: (Ch. *11-, 13-, 21+)—Operating: ch. 13 KGVO-TV. Channels available: *11, 21. POLSON: (Ch. 18) RED LODGE: (Ch. 18+) SHELBY: (Ch. 14-) SIDNEY: (Ch. 14) WHITEFISH: (Ch. 16+) WOLF POINT: (Ch. 20-)

NEBRASKA

ALLIANCE: (Ch. 13-, 21) BEATRICE: (Ch. 40) ALLIANCE: (Ch. 13—, 21)
BEATRICE: (Ch. 40)
BROKEN BOW: (Ch. 14—)
COLUMBUS: (Ch. 49+)
FAIRBURY: (Ch. 35)
FALLS CITY: (Ch. 38)
FREMONT: (Ch. 52)
GRAND ISLAND: (Ch. 11—, 21+)
HASTINGS: (Ch. 5—, 27—). Pending: ch. 5—
Seaton Pub. Co.
KEARNEY: (Ch. 13. 19)—Operating: ch. 13
KHOL-TV (Holdrege). Channel available: 19.
LEXINGTON: (Ch. 23—)
LINCOLN: (Ch. 10+, 12—, *18+, 24)—Operating: ch. 10 KOLN-TV. Granted: ch. 12 KUON (TV). Channels available: *18, 24.

MCCOOK: (Ch. 8—, 17)
NEBRASKA CITY: (Ch. 50)
NORFOLK: (Ch. 33+)
NORTH PLATTE: (Ch. 2—, 4+)
OMAHA: (Ch. 3, 6+, 7, +16, 22, 28—)—Operating: ch. 3 KMTV (TV), ch. 6 WOW-TV. In hearing: ch. 7—KFAB Broadcasting Co. (KFAB), Herald Corp. Channels available: 16, 22, 28.
SCOTTSBLUFF: (Ch. 10—, 16+). Pending: ch. 10—Frontier Bestg. Co. (KFBC-TV Cheyenne, Wyo.). YORK: (Ch. 15)

NEVADA

BOULDER CITY: (Ch. 4+) CARLIN: (Ch. 14) CARSON CITY: (Ch. 37) ELKO: (Ch. 10-) ELY: (Ch. 3-, 6+) FALLON: (Ch. 29-) GOLDFIELD: (Ch. 5--) HAWTHORNE: (Ch. 31) HENDERSON: (Ch. 2—) — Granted: ch. 2 KLRJ-TV. LAS VEGAS: (Ch. 8—, *10+, 13—)—Operating: ch. 8 KLAS-TV. In hearing: ch. 13 Desert Television Co. (KRAM). Channel available, *10. LOVELOCK: (Ch. 18+) McGILL: (Ch. 8+)

RENO: (Ch. 4. 8, *12+, 27-)-Operating: ch. 8 KZTV (TV). Channels available: 4, *12, 27. TONOPAH: (Ch. 9-) WINNEMUCCA: (Ch. 7+) YERINGTON: (Ch. 33)

NEW HAMPSHIRE

BERLIN: (Ch. 26) CLAREMONT: (Ch. 37) CONCORD: (Ch. 27+) DURHAM: (Ch. *11) HANOVER: (Ch. *21+) KEENE: (Ch. 45-)-Granted: ch. 45 WKNE-TV. LACONIA: (Ch. 43) LITTLETON: (Ch. 24—)
MANCHESTER: (Ch. 9—, 48+)—Operating:
ch. 9 WMUR-TV. Channel available: 48. NASHUA: (Ch. 54) PORTSMOUTH: (Ch. 19+) ROCHESTER: (Ch. 51) NEW JERSEY ANDOVER: (Ch. *69)

ASBURY PARK: (Ch. 58)—Operating: ch. 58
WRTV (TV)
ATLANTIC CITY: (Ch. 46, 52+)—Granted:
ch. 46 WFPG-TV, ch. 52 WOCN (TV).
BRIDGETON: (Ch. 64—)
CAMDEN: (Ch. *80)—Granted: ch. 17 WKDN-TV (assigned to Philadelphia). FREEHOLD: (Ch. *74) HAMMONTON (Ch. *70) MONTCLAIR: (Ch. *77) NEWARK: (Ch. 13—)—Operating: ch. 13 WATV (TV).

NEW BRUNSWICK: (Ch. *19—, 47+)—
Granted: ch: *19 WTLV (TV). Channel available: 47.

PATERSON: (Ch. 37+)

TRENTON: (Ch. 41+) WILDWOOD: (Ch. 48-)

NEW MEXICO

ALAMOGORDO: (Ch. 17) ALBUQUERQUE: (Ch. 4+, *5+, 7+, 13+)—Operating: ch. 4 KOB-TV, ch. 7 KOAT-TV, ch. 13 KGGM-TV. Channel available: *5.

ARTESIA: (Ch. 21+) ARTRISCO-FIVE POINTS: (Ch. 18+) BELEN: (Ch. 6-, 23) CARLBAD: (Ch. 27-) CLAYTON: (Ch. 12+, 35) CLOVIS: (Ch. 14+) DEMING: (Ch. 14+) FARMINGTON: (Ch. 17-) GALLUP: (Ch. 3, *8--, 10) HOBBS: (Ch. 46) HOT SPRINGS: (Ch. 19) LAS CRUCES: (Ch. 22—) LAS VAGAS: (Ch. 14—) LORDSBURG: (Ch. 23+) LOVINGTON: (Ch. 27) LOS ALAMOS: (Ch. 20-) LOS ALAMOS: (Ch. 20—)
PORTALES: (Ch. 22+)
RATON: (Ch. 46—, *52)
ROSWELL: (Ch. *3+, 8, 10—)—Operating:
ch. 8 KSWS-TV. Channels available: *3, 10.
SANTA FE: (Ch. 2+, *9+, 11—)
SILVER CITY: (Ch. *10+, 12)
SOCORRO: (Ch. 15+)
TUCMACARI: (Ch. 25+) NEW YORK

ALBANY - SCHENECTADY - TROY: (Ch. 6, *17+, 23-, 35, 41)—Operating: ch. 6 WRGB (TV) Schenectady, ch. 41 WROW-TV Albany, ch. 35 WTVI (TV) Albany, Granted: ch. *17 WTVZ (TV), ch. 23 WPTR-TV. AMSTERDAM: (Ch. 52-) AUBURN: (Ch. 37-) BATAVIA (Ch. 33-)

BINGHAMTON: (Ch. 12—, 40—, *46+)—Operating: ch. 12 WNBF-TV. Granted: ch. *46 WQTV (TV). In hearing: ch. 40—Southern Tier Radio Services Inc. (WINR), Ottaway Stations Inc. (WENE Endicott).

BLOOMINGDALE: (Ch. 5)—Granted: ch. 5 WIRI (TV). (Assigned to Lake Placid).

BUFFALO-NIAGARA FALLS: (Ch. 2, 4—, 7+, 17, 23, 59)—Operating: ch. 4 WBEN-TV, ch. 17 WBUF-TV. Granted: ch. 2 WGR-TV, ch. 23 WTVF (TV). In hearing: ch. 7—Great Lakes Tv Inc., Greater Erie Broadcasting Co. (WWOL) and WKBW-TV Inc. (WKBK). Channel available: 59.

CARTHAGE: (Ch. 7—)—Granted: ch. 7 WCNY-TV. CORTLAND: (Ch. 56+) DUNKIRK: (Ch. 46) ELMIRA: (Ch. 18+, 24--)-Operating: ch. 24 WTVE (TV). Granted: ch. 18 WECT (TV). GLENS FALLS: (Ch. 39+) GLOVERSVILLE: (Ch. 29-) HORNELL: (Ch. 50) ITHACA: (Ch. *14+, 20-)—Granted: ch. *14 WIET (TV), ch. 20 WHCU-TV. JAMESTOWN: (Ch. 58+) KINGSTON: (Ch. 66—)—Operating: ch. 66 WKNY-TV. LAKE PLACID: (Ch. 5)—Granted: ch. 5 WIRI (TV) at Bloomingdale. MALONE: (Ch. 20+, *66) MASSENA (Ch. 14-) MIDDLETOWN: (Ch. 60) NEW YORK: (Ch. 2-, 4, 5+, 7, 9+, 11+, *25, 31-)—Operating: ch. 2 WCBS-TV, ch. 4 WNBT (TV), ch. 5 WABD (TV), ch. 7 WABC-TV, ch. 9 WOR-TV, ch. 11 WPIX (TV). Granted: ch. *25 WGTV (TV), ch. 31 WNYC-TV.

NIAGARA FALLS: (See Buffalo-Niagara Falls) OGDENBURG (Ch. 24+) OGDENBURG (Ch. 24+)
OLEAN: (Ch. 54+)
ONEONTA: (Ch. 62-)
OSWEGO: (Ch. 31)
PATCHOGUE: (Ch. 75)
PLATTSBURG: (Ch. 28+)
POUGHKEEPSIE: (Ch. 21-, *83)
ROCHESTER: (Ch. 5-, 10+, 15-, *21, 27+)
—Operating: ch. 5 WHAM-TV, ch. 10 WVET-TV,
WHEC-TV (share time). Granted: ch. 15 WCBF
TV, ch. *21 WROH (TV), ch. 27 WRNY-TV.
ROME: (See Ultica) ROME: (See Utica) SARANAC LAKE: (Ch. 18)
SCHENECTADY: (See Albany-Schenectady-Troy)

SYRACUSE: (Ch. 3-, 8, *43+)—Operating: ch. 3 WSYR-TV, ch. 8 WHEN-TV. Granted: ch. *43 WHTV (TV).

TROY: (See Albany)
UTICA-ROME: (Ch. 13, 19, *25+)—Operating: ch. 13 WKTV (TV). Granted: ch. 19 WFRB (TV). Pending: *25—U. of State of New York. WATERTOWN: (Ch. 48) NORTH CAROLINA AHOSKIE: (Ch. 53)

AHOSKIE: (Ch. 53)
ALBEMARLE: (Ch. 20)
ASHEVILLE: (Ch. 13-, *56-, 62+, 78)—Operating: ch. 62 WISE-TV. Granted: ch. 13 WLOSTV. Channels available: *56, 78.
BURLINGTON: (Ch. 63)
BURNSVILLE: (Ch. 18)
CHAPEL HILL (Ch. *4+)—Granted: ch. *4
WUNC-TV.
CHAPILOTTE: (Ch. 2, 9, 1, 28-1, *42+) Operation WUNC-TV.

CHARLOTTE: (Ch. 3. 9+, 36+, *42+)—Operating: ch. 3 WBTV (TV), ch. 36 WAYS-TV. In hearing: ch. 9 — Radio Station WSOC Inc. (WSOC), Piedmont Electronics & Fixture Corp., Carolinas' Television Corp. Channel available: *42. DURHAM: ,Ch. 11+, *40-, 46+, 73-)-Granted: ch. 11 WTVD (TV). Channels avail-able: *40, 46, 73. ELIZABETH CITY: (Ch. 31+)

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FAYETTEVILLE: (Ch. 18-, 54-)-Granted: ch. 18 WFLB-TV. Channel available: 54.

GASTONIA: (Ch. 48)-Granted: ch. 48 WTVX (TV).

GOLDSBORO: (Ch. 34, 72)

GREENSBORO: (Ch. 2-, *51-, 57-)-Operating: ch. 2 WFMY-TV. Granted: ch. 57 WCOG-TV. Channel available: *51.

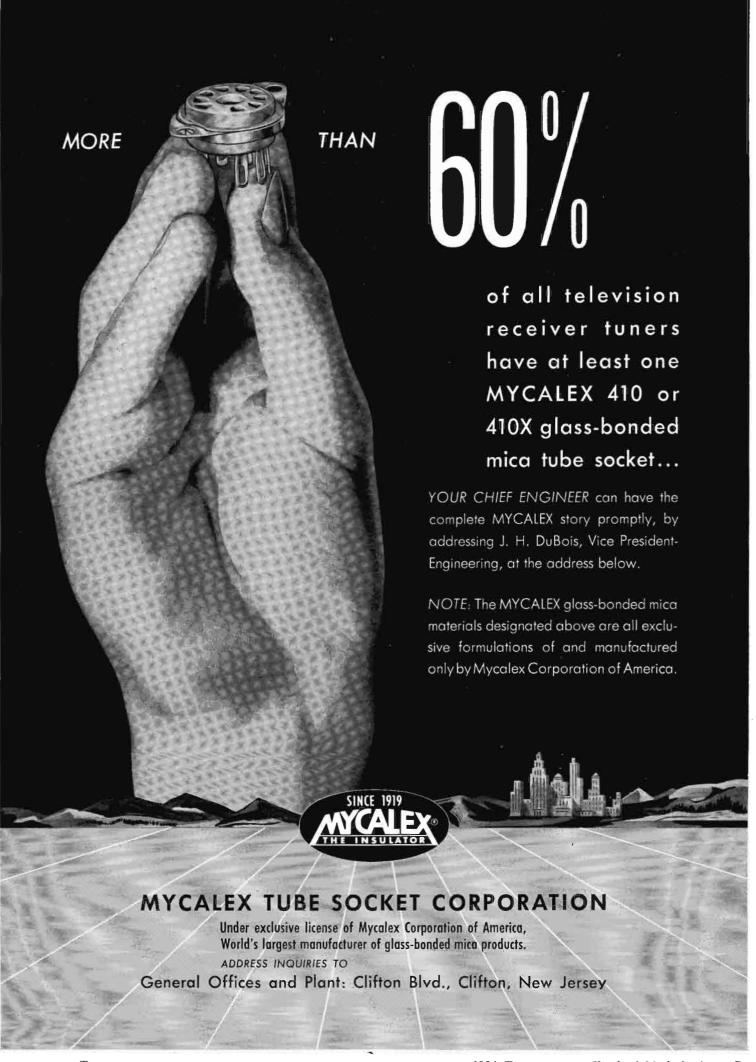
GREENVILLE: (Ch. 9)-Operating: ch. 9 WNCT (TV).

HENDERSON: (Ch. 52-) HENDERSON: (Ch. 52-) HENDERSONVILLE: (Ch. 27) HICKORY: (Ch. 30-) HIGH POINT: (Ch. 15+) JACKSONVILLE: (Ch. 16)

KANNAPOLIS: (Ch. 59+) KINSTON: (Ch. 45) LAURINBURG: (Ch. 41-)

LAURINBURG: (Ch. 41—)
LUMBERTON: (Ch. 21+)
MOUNT AIRY: (Ch. 55)
NEW BERN: (Ch. 13—)
RALEIGH: (Ch. 5, *22—, 28—)—Operating:
ch. 28 WNAO-TV. In hearing: ch. 5—WPTF
Radio Co. (WPTF), Capitol Broadcasting Co.
(WRAL). Channel available: 28.
ROANOKE RAPIDS: (Ch. 30+)
ROCKY MOUNT: (Ch. 50+)
SALISBURY: (Ch. 80)

SALISBURY: (Ch. 80) BROADCASTING • TELECASTING



SANFORD: (Ch. 38)
SHELBY: (Ch. 39)
SOUTHERN PINES: (Ch. 49)
STATESVILLE: (Ch. 64—)
WASHINGTON: (Ch. 7). Pending: North Carolina Tv Inc. (WRRF).
WILMINGTON: (Ch. 3—, 6, 29—, *35+)—Operating: ch. 6 WMFD-TV. Granted: ch. 3 WTHT (TV). Channels available: 29, *35.
WILSON: (Ch. 56)
WINSTON-SALEM: (Ch. 12, 26+, *32—)—Op-

WINSTON-SALEM: (Ch. 12, 26+, *32-)-Operating: ch. 12 WSJS-TV, ch. 26 WTOB-TV. Channel available: *32.

NORTH DAKOTA

BISMARCK: (Ch. 5, 12—, 18, *24)—Operating: ch. 5 KFYR-TV. Channels available: 12, 18, *24. BOTTINEAU: (Ch. 16+) CARRINGTON: (Ch. 26-)
DEVILS LAKE: (Ch. 8+, 14-)
DICKINSON: (Ch. 2+, 4, *17)
FARGO: (Ch. 6, 11, *34-, 40)—Operating: ch. GRAFTON: (Ch. 17)
GRAND FORKS: (Ch. *2, 10)—Granted: ch. 10 KNOX-TV. Channel available: *2.

HARVEY: (Ch. 22+)
JAMESTOWN: (Ch. 7-, 42) LISBON: (Ch. 23)
MINOT: Ch. *6+, 10-, 13+)—Operating: ch.
13 KCJB-TV. Channels available: *6, 10.
NEW ROCKFORD: (Ch. 20+) NEW ROCKFORD: (Cn. 20+7)
RUGBY: (Ch. 38-)
VALLEY CITY: (Ch. 4-, 32-)-Granted: ch.
4 KXJB-TV. Channel available: 32.
WAHPETON: (Ch. 45+)
WILLISTON: (Ch. 8-, 11-, *34+)

AKRON: (Ch. 49+, *55-, 61+)—Operating: ch. 49 WAKR-TV. Channels available: *55, 61. ASHTABULA: (Ch. 15)—Operating: ch. 15 WICA-TV. ATHENS: (Ch. 62-). Pending: Ohio U. BELLEFONTAINE: (Ch. 63) BOWLING GREEN: (Ch. *70) CAMBRIDGE: (Ch. 26) CANTON: (Ch. 29)—In hearing: ch. 29—Brush-Moore Newspapers Inc. (WHBC), Stark Broadcasting Corp. (WCMW), Tri-Cities Telecasting Inc.

Casting Inc.

CHILLICOTHE: (Ch. 56+)

CINCINNATI: (Ch. 5--, 9, 12, *48-, 54-, 74-)—Operating: ch. 5 WLWT (TV), ch. 9 WCPO-TV, ch 12 WKRC-TV, ch. *48 WCET (TV). Granted: ch. 54 WQXN-TV. Channels available: 74.

CLEVELAND: (Ch. 3, 5+, 8, 19, *25+, 65+)— Operating: ch. 3 WNBK (TV), ch. 5 WEWS (TV), ch. 8 WEEL (TV). Granted ch. 19 WHK-TV, ch. 65 WERE-TV. Channel available: *25. COLUMBUS: (Ch. 4-, 6+, 10+, *34, 40-)-Operating: ch. 4 WLWC (TV), ch. 6 WTVN-TV, ch. 10 WBNS-TV. Granted: ch. *34 WOSU-TV. Channel available: 40.

COSHOCTON: (Ch. 20)

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DATON: (Ch. 2, 7+, *16+, 22+)—Operating:
ch. 2 WLWD (TV), ch. 7 WHIO-TV. Granted:
ch. 22 WIFE (TV). Channel available: *16.
ELYRIA—Granted: ch. 31 WEOL-TV (assigned to Lorain).

DEFIANCE: (Ch. 43)
FINDLAY: (Ch. 53)
FREMONT: (Ch. 59+)
GALLIPOLIS (Ch. 72)

GALLIPOLIS (Ch. 72) HAMILTON-MIDDLETOWN: (Ch. 65)

HAMILTON-MIDDLETOWN: (Ch. 65)
LANCASTER: (Ch. 28—)
LIMA: (Ch. 35—, 73)—Operating: ch. 73
WLOK-TV. Granted: ch. 35 WIMA-TV.,
LORAIN: (Ch. 31—)—Granted: ch. 31 WEOLTV at Elyria.

MANSFIELD: (Ch. 36+)—Granted: ch. 36 WTVG (TV).
MARION: (Ch. 17-)

MASSILLON: (Ch. 23+)—Granted: ch. 23 WMAC-TV. MOUNT VERNON: (Ch. 58) NEWARK: (Ch. 60—) OXFORD: (Ch. *14+)

PIQUA: (Ch. 44-)

PORTSMOUTH: (Ch. 30)

TOLEDO: (Ch. 11—, 13, *30+)—Operating: ch. 13 WSPD-TV. In hearing: ch. 11—Toledo Blade Co., Community Broadcasting Co. (WTOL), Unity Corp. Inc. (WTOD), Citizens Broadcasting Co., Maumee Valley Broadcasting Co., Great Lakes Broadcasting Co., Anthony Wayne Tv Corp. Channel available: *30.

WARREN: (Ch. 67+) YOUNGSTOWN: (Ch. 21—, 27, 73—)—Operating: ch. 21 WFMJ-TV, ch. 27 WKBN-TV. Channel available: 73. ZANESVILLE: (Ch. 18—, 50+)—Operating: ch. 50 WHIZ-TV. Channel available: 18.

OKLAHOMA ADA: (Ch. 10+, 50+)—Operating: ch. 10 KTEN (TV). Channel available: 50. ALTUS: (Ch. 36) ALVA: (Ch. 30). ANADARKO: (Ch. 58—)
ARDMORE: (Ch. 12—, 55—)—Granted: ch. 12
KVSO-TV. Channel available: 55.
BARTLESVILLE: (Ch. 62—) BLACKWELL: (Ch. 51—) CHICKASHA: (Ch. 64) CLAREMORE: (Ch. 15) CLINTON: (Ch. 32-) CLINTON: (Ch. 32—)
DUNCAN: (Ch. 39—)
DURANT: (Ch. 27—)
ELK CITY: (Ch. 15+, 26+)
EL RENO: (Ch. 56+)
ENID: (Ch. 5, 21, *27+)—Granted: ch. 5
KGEO-TV. Channels available: 21, *27.
FREDERICK: (Ch. 44) GUTHRIE: (Ch. 48) GUYMON: (Ch. 20+) HOBART: (Ch. 23+) HOLDENVILLE: (Ch. 14—) HUGO: (Ch. 21+) LAWTON: (Ch. 7+, *28+, 34-)—Operating: ch. 7 KSWO-TV. Channels available: *28, 34, McALESTER: (Ch. 47)
MIAMI: (Ch. 58+)—Granted: ch. 58 KMIV (TV). MUSKOGEE: (Ch. 8-, *45+, 66+)-Granted: ch. 8 KTVX (TV). Channels available: *45, 66. NORMAN: (Ch. 31-, *37-)
OKLAHOMA CITY: (Ch. 4-, 9-, *13, 19+, 25-)-Operating: ch. 4 WKY-TV, ch. 9 KWTV (TV), ch. 19 KMPT (TV), ch. 25 KTVQ (TV). Granted: ch. *13 KETA (TV). OKMULGEE: (Ch. 26)
PAULS VALLEY: (Ch. 61)
PONCA CITY: (Ch. 40—)
PRYOR CREEK: (Ch. 54) SAPULPA: (Ch. 42—) SEMINOLE: (Ch. 59) SHAWNEE: (Ch. 53—) SHAWNEE: (Ch. 55—)
STILLWATER: (Ch. 29—, *69)
TULSA: (Ch. 2+, 6, *11—, 17+, 23)—Operating: ch. 6 KOTV (TV), ch. 23 KCEB (TV).
Granted: ch. 2 KVOO-TV, ch. *11 Oklahoma Educational Tv Authority, ch. 17 KSPG(TV). VINITA: (Ch. 28-) WOODWARD: (Ch. 8+)

OREGON

ALBANY: (Ch. 55+) ASHLAND: (Ch. 14-) ASTORIA: (Ch. 30-) BAKER: (Ch. 37+) BARER: (Ch. 37+)
BEND: (Ch. 15-)
BURNS: (Ch. 16)
CORVALLIS: (Ch. *7-, 49-)
EUGENE: (Ch. *9+, 13; 20+, 26)—Operating:
ch. 13 KVAL-TV. Channels available: *9, 20, 26.
GRANTS PASS: (Ch. 30)
KLAMATH FALLS: (Ch. 2-, 17)—In hearing:
ch. 2-KFJI Broadcasters (KFJI), Klamath
Falls Tv Inc. Channel available: 17.
LA GRANDE: (Ch. 13+) LA GRANDE: (Ch. 13+) LEBANON: (Ch. 43+) McMINNVILLE: (Ch. 46—)
MEDFORD: (Ch. 5)—Operating: ch. 5 KBESTV. NORTH BEND: (Ch. 16+) PENDLETON: (Ch. 28) PORTLAND: (Ch. 6+, 8-, *10, 12, 21-, 27+)
—Operating: ch. 6 KOIN-TV, ch. 27 KPTV (TV).
Granted: ch. 12 Oregon Tv Inc., ch. 21 KVANTV at Vancouver. In hearing: ch. 8-Westinghouse Radio Stations (KEX), Portland Tv Inc.,
North Pacific Tv Inc., Cascade Television Co.
Channel available: *10. ROSEBURG: (Ch. 4+, 28+) SALEM: (Ch. 3+, *18-, 24+, 66)—Granted: ch. 3 KSLM (TV). Channels available: *18, 24, 66. SPRINGFIELD: (Ch. 37-)

PENNSYLVANIA

THE DALLES: (Ch. 32)

ALLENTOWN: (Ch. 39, 67)—Granted: ch. 39 WQCY (TV), ch. 67 WFMZ-TV. ALTOONA: (Ch. 10-, 19+, 25-)-Operating: ch. 10 WFBG-TV. Channels available: 19, 25.

BETHLEHEM: (Ch. 51—)—Operating: ch. 51 WLEV-TV. BRADFORD: (Ch. 70-) BUTLER: (Ch. 43—) CHAMBERSBURG: (Ch. 46—)—Granted: ch. 46 WCHA-TV. DU BOIS: (Ch. 31+) EASTON: (Ch. 57-)-Operating: ch. 57 EASTON: (Ch. 57—)—Operating: ch. 57
WGLV (TV),
EMPORIUM: (Ch. 42—)
ERIE: (Ch. 12, 35+, *41—, 66+)—Operating:
ch. 12 WICU (TV), ch. 35 WSEE (TV). Granted: ch. 66 WLEU-TV. Channel available: *41.
HARRISBURG: (Ch. 27—, 55+, 71+)—Operating: ch. 55 WHP-TV, ch. 71 WTPA (TV)
Granted: ch. 27 WCMB-TV.
HAZELTON: (Ch. 63)—Granted: ch. 63
WAZL-TV.

WAZL-TV.

IRWIN (PITTSBURGH): (Ch. 4+)—In hearing: ch. 4—Allegheny Broadcasting Corp. (KQV), WCAE Inc. (WCAE), Matta Enterprises, Wespen Tv Inc., Irwin Community Tv.

JOHNSTOWN: (Ch. 6, 56—)—Operating: ch. 6 WJAC-TV, ch. 56 WARD-TV.

LANCASTER: (Ch. 8—, 21+)—Operating: ch. 8 WGAL-TV. Granted: ch. 21 WWLA (TV).

LEBANON: (Ch. 15+)—Operating: ch. 15 WLBR-TV.

LEWISTOWN: (Ch. 38)

LEWISTOWN: (Ch. 38) LOCK HAVEN: (Ch. 32-) MEADVILLE: (Ch. 37)

NEW CASTLE: (Ch. 45—)—Operating: ch. 45 WKST-TV.

OIL CITY: (Ch. 64)

PHILADELPHIA: (Ch. 3, 6—, 10, 17—, 23+, 29, *35—)—Operating: ch. 3 WPTZ (TV), ch. 6 WFIL-TV, ch. 10 WCAU-TV. Granted: ch. 23 WHBG-TV. Pending: ch. *35—Delaware Valley Educational Tv Corp. Channels available: 17, 29, *35

*35.

PITTSBURGH: (Ch. 2—, 11, *13—, 16, 47—, 53+)—Operating: ch. 2 WDTV (TV), ch. *13 WQED (TV), ch. 16 WENS (TV). Granted: ch. 47 WTVQ (TV), ch. 53 WKJF-TV. In hearing: ch. 11 Westinghouse Broadcasting Co. (KDKA), WWSW Inc. ((WWSW), Pittsburgh Radio Supply House Inc. (WJAS). [Also see ch. 4 at Irwin].

READING: (Ch. 33+, 61-)—Operating: ch. 33
WEEU-TV, ch. 61 WHUM-TV.
SCRANTON: (Ch. 16-, 22-, 73)—Operating: ch. 16 WARM-TV, ch. 22 WGBI-TV, ch. 73
WTVU (TV).

SHARON: (Ch. 39+)—Granted: ch. 39 WSHA (TV).

STATE COLLEGE: (Ch. *44) SUNBURY: (Ch. 65)

UNIONTOWN: (Ch. 14)

WASHINGTON: (Ch. 63+)

WILKES-BARRE: (Ch. 28, 34)—Operating, ch. 28 WBRE-TV, ch. 34 WILK-TV.

WILLIAMSPORT: (Ch. 36—)—Granted: ch. 36 WRAK-TV.

YORK: (Ch. 43, 49)—Operating: ch. 43 WSBA-TV, ch. 49 WNOW-TV.

RHODE ISLAND

PROVIDENCE: (Ch. 10+, 12+, 16, *22)—Operating: ch. 10 WJAR-TV, ch. 16 WNET (TV). Granted: 12 WPRO-TV. Channel available: *22.

SOUTH CAROLINA

AIKEN: (Ch. 54)—Granted: ch. 54 WAKN-TV. ANDERSON: (Ch. 40, 58)—Operating: ch. 40 WAIM-TV. Channel available: 58.

CAMDEN: (Ch. 14)—Granted: ch. 14 WACA-TV.

CHARLESTON: (Ch. 2+, 5+, *13, 17+)—Operating: ch. 5 WCSC-TV. Granted: ch. 2 WUSN-TV. Channels available: *13, 17.

CLEMSON: (Ch. *68)

COLUMBIA: (Ch. 10-, *19+, 25-, 67+)-Operating: ch. 10 WIS-TV, ch. 25 WCOS-TV, ch. 67 WNOK-TV. Channel available: *19.

CONWAY: (Ch. 23-)

FLORENCE: (Ch. 8-, 60)-Granted: ch. 8 WBTW (TV). Channel available: 60.

GEORGETOWN: (Ch. 27-)

GREENVILLE: (Ch. 4—, 23+, *29)—Operating: ch. 4 WFBC-TV, ch. 23 WGVL (TV). Channel available: *29.

GREENWOOD: (Ch. 21-)

LAKE CITY: (Ch. 55+)

LANCASTER: (Ch. 31-) LAURENS: (Ch. 45--)

MARION: (Ch. 43-)

NEWBERRY: (Ch. 70)

ORANGEBURG: (Ch. 44-)

ROCK HILL: (Ch. 61-)

SPARTANBURG: (Ch. 7+, 17-, 74-)—Granted: ch. 7 WSPA-TV. Channels available: 17, 74.

SUMTER: (Ch. 47) UNION: (Ch. 65-)

SOUTH DAKOTA

ABERDEEN: (Ch. 9-, 17+)

BELLE FOURCHE: (Ch. 23+)

BROOKINGS: (Ch. *8, 25)

HOT SPRINGS: (Ch. 17+)

HURON: (Ch. 12+, 15+)

LEAD: (Ch. 5-, 26)

MADISON: (Ch. 46)

MITCHELL: (Ch. 5+, 20-)

MOBRIDGE: (Ch. 27--)

PIERRE: (Ch. 6-, 10+, *22+)

RAPID CITY: (Ch. 7+, 15-)—Granted: ch. 7 KTLV (TV). Channel available: 15.

SIOUX FALLS: (Ch. 11, 13+, 38+, *44-)—Operating: ch. 11 KELO-TV. Channels available: 13, 38, *44.

STURGIS: (Ch. 20)

VERMILLION: (Ch. *2+, 41)

WATERTOWN: (Ch. 3-, 35+)

WINNER: (Ch. 18-) YANKTON: (Ch. 17-)

TENNESSEE

ATHENS: (Ch. 14+)

BRISTOL, Tenn.-BRISTOL, Va.: (Ch. 5+, 46-). In hearing: ch. 5-Appalachian Broadcasting Co. (WCYB), Tri-Cities Tv Corp. (WOPI).

*55—)—Operating: ch. 12 WDEF-TV. In hearing: ch. 3—WDOD Broadcasting Corp. (WDOD), Mountain City Tv Inc. (WAPO). Channels available: 43, 49, *55.

CLARKSVILLE: (Ch. 53)

CLEVELAND: (Ch. 38+)

COLUMBIA: (Ch. 39--)

COOKESVILLE: (Ch. 24, *69)

COVINGTON: (Ch. 19-)

CROSSVILLE: (Ch. *77)

DYERSBURG: (Ch. 46+)

ELIZABETHTON: (Ch. 22+)

FAYETTEVILLE: (Ch. 27+)

GALLATIN: (Ch. 48+)

HARRIMAN: (Ch. 67)

HUMBOLDT: (Ch. 25)

JACKSON: (Ch. 7+, 16+)—Granted: ch. 7 WDXI-TV. Channel available: 16.

JOHNSON CITY: (Ch. 11—, 34+)—Operating: ch. 11 WJHL-TV. Channel available: 34.

KINGSPORT: (Ch. 28)

KNOXVILLE: (Ch. 6, 10+, *20+, 26-)--Operating: ch. 6 WATE (TV), ch. 26 WTSK (TV). In hearing: ch. 10-Scripps-Howard Radio Inc. (WNOX), Tennessee Tv Inc., Radio Station WBIR Inc. (WBIR). Channel available: *20.

LAWRENCEBURG: (Ch. 50+)

LEBANON: (Ch. 58)

LEXINGTON: (Ch. *11)

McMINNVILLE: (Ch. 46)

MARYVILLE: (Ch. 51)

MEMPHIS: (Ch. 3, 5+, *10+, 13+, 42-, 48-)
—Operating: ch. 5 WMCT (TV), ch. 13 WHBQTV. In hearing: ch. 3—WREC Broadcasting
Service (WREC), WMPS Inc. (WMPS). Pending:
Ch. *10—Memphis Community Tv Foundation.
Channels available: *10, 42, 48.

MORRISTOWN: (Ch. 54+)

MURFREESBORO: (Ch. 18-)

NASHVILLE: (Ch. *2-, 4+, 8+, 30+, 36+)-Operating ch. 4 WSM-TV, ch. 8 WSIX-TV. Pending: ch. *2-Nashville Educational Tv Foundation. Channels available: *2, 30, 36. [Also see ch. 6 at Old Hickory].

OAK RIDGE: (Ch. 32+)

OLD HICKORY (NASHVILLE): (Ch. 5)—Operating: ch 5 WLAC-TV.

PARIS: (Ch. 51+)

PARIS: (Ch. 51+)
PULASKI: (Ch. 44-)
SHELBYVILLE: (Ch. 62-)
SNEEDVILLE: (Ch. *2+)
SPRINGFIELD: (Ch. 42)
TULLAHOMA: (Ch. 68-)

UNION CITY: (Ch. 55)

BROADCASTING • TELECASTING

TEXAS

ABILENE: (Ch. 9+, 33-)-Operating: ch. 9 KRBC-TV. Channel available: 33.

ALICE: (Ch. 34+)

ALPINE: (Ch. 12--)

AMARILLO: (Ch. *2--, 4, 7, 10)—Operating: ch. 4 KGNC-TV, ch. 10 KFDA-TV. Granted: ch. 7 KLYN-TV. Channel available: *2.

ATHENS: (Ch. 25+)

AUSTIN: (Ch. 7+, 18-, 24, *70-)—Operating: ch. 7 KTBC-TV. Channels available: 18, 24, *70.

BALINGER: (Ch. 25)

BAY CITY: (Ch. 33)

BEAUMONT-PORT ARTHUR: (Ch. 4—, 6—, 31+, ~37)—Operating: ch. 31 KBMT (TV). Granted: ch. 6 KFDM-TV. In hearing: ch. 4—Jefferson Amusement Co. (petitioner), Port Arthur College (KPAC), Smith Radio Co. Channel available: *37.

BEEVILLE: (Ch. 38-)

BIG SPRING: (Ch. 4—, 34+)—Granted: ch. 4 KBST-TV. Channel available: 34.

BONHAM: (Ch. 43)

BORGER: (Ch. 33)

BRADY: (Ch. 15-)

BRECKENRIDGE: (Ch. 14+)

BRENHAM: (Ch. 52-)

BROWNFIELD: (Ch. 15)

BROWNSVILLE (also see Brownsville-Harlingen-Weslaco): (Ch. 36)

BROWNSVILLE - HARLINGEN - WESLACO: (Ch. 4+, 5-)—Operating: ch. 4 KGBT-TV (Harlingen), ch. 5 KRGV-TV (Weslaco).

BROWNWOOD: (Ch. 19)

BRYAN: (Ch. 54-)

CHILDRESS: (Ch. 40)

CLEBURNE: (Ch. 57)

COLEMAN: (Ch. 21-)

COLLEGE STATION: (Ch. *3+, 48-)

CONROE: (Ch. 20+)

CORPUS CHRISTI: (Ch. 6+, 10-, *16+, 22, 43)—Operating: ch. 22 KVDO-TV. Granted: ch. 43 KTLG (TV). In hearing: ch. 6—Gulf Coast Broadcasting Co. (KRIS), Baptist General Convention of Texas; ch. 10—Superior Tv Inc., Keys-Tv Inc. (KEYS), K-Six Tv Inc. (KSIX). Channel available: *16.

CORSICANA: (Ch. 47+)

CROCKETT: (Ch. 56)

CRYSTAL CITY: (Ch. 28+)

CUERO: (Ch. 25-)

DELHART: (Ch. 16)

DALLAS: (Ch. 4+, 8, *13+, 23, 29, 73—Operating: ch. 4 KRLD-TV, ch. 8 WFAA-TV. Granted: ch. 23 KDTX (TV), ch. 29 KLIF-TV. Channels available: *13, 73.

DEL RIO: (Ch. 16-)

DENISON: (Ch. 52)

DENTON: (Ch. *2, 17)

EAGLE PASS: (Ch. 26) EDINBURGH: (Ch. 26—)

EL CAMPO: (Ch. 27)

EL PASO: (Ch. 4, *7, 9, 13, 20+, 26+)—Operating: ch. 4 KROD-TV, ch. 9 KTSM-TV. Granted: ch. 13 KELP-TV. Channels available: *7, 20, 26.

FALFURRIAS: (Ch. 52)

FLOYDADA: (Ch. 45)

FORT STOCKTON: (Ch. 22)

FORT WORTH: (Ch. 5+, 11-, 20-, *26-)—Operating: ch. 5 WBAP-TV. In hearing: ch. 11—Texas State Network Inc. (KFJZ), Fort Worth Tv Co., Channels available: 20, *26.

GAINESVILLE: (Ch. 49---)

GALVESTON: (Ch. 11+, 35-, 41-, *47-)— Operating: ch. 11 KGUL-TV. Channels avail-able: 35, 41, *47.

GONZALES: (Ch. 64+)

GREENVILLE: (Ch. 69-)

HARLINGEN: (Ch. 23). (Also see Brownsville-Harlingen-Weslaco): Operating: ch. 4 KGBT-TV.

HEBBRONVILLE: (Ch. 58)

HENDERSON: (Ch. 42+)

HEREFORD: (Ch. 19---)

HILLSBORO: (Ch. 63)

HOUSTON: (Ch. 2-, *8-, 13--, 23+, 29-, 39-)-Operating: ch. 2 KPRC-TV, ch. *8 KUHT (TV). Granted: ch. 13 KTLK (TV), ch. 23 KTVP (TV), ch. 29 KXYZ-TV, ch. 39 KNUZ-TV.

HUNTSVILLE: (Ch. 15)

JACKSONVILLE: (Ch. 36)

JASPER: (Ch. 49+) KERMIT: (Ch. 14) KILGORE: (Ch. 59---)

KINGSVILLE: (Ch. 40)

LAMESA: (Ch. 28)

LAMPASAS: (Ch. 40—) LAREDO: (Ch. 8, 13, *15+) LEVELLAND: (Ch. 38—) LITTLEFIELD: (Ch. 32)

LONGVIEW: (Ch. 32, 38+)—Operating: ch. 32 KTVE (TV).

LUBBOCK: (Ch. 5--, 11, 13--, *20, 26)—Operating: ch. 11 KCBD-TV, ch. 13 KDUB-TV. Granted: ch. 5 KFYO-TV. Channels available: *20, 26.

LUFKIN: (Ch. 9, 46-)

McALLEN: (Ch. 20—) McKINNEY: (Ch. 65—)

MARFA: (Ch. 19+) MARSHALL: (Ch. 16-)

MERCEDES: (Ch. 32)

MEXIA: (Ch. 50—)

MIDLAND: (Ch. 2+, 18)—Operating: ch. 2 KMID-TV. Channel available: 18. MINERAL WELLS: (Ch. 38)

MISSION: (Ch. 14)

MONAHANS: (Ch. 9---)

MOUNT PLEASANT: (Ch. 35)

NACOGDOCHES: (Ch. 40+)

NEW BRAUNFELS: (Ch. 62-) ODESSA: (Ch. 7—, 24—)—In hearing: ch. 7— Odessa Television Co., The Odessa Tv Co. Chan-nel available: 24.

ORANGE: (Ch. 43-)

PAMPA: (Ch. 17--)

PARIS: (Ch. 33+) PEARSALL: (Ch. 31)

PECOS: (Ch. 16+)

PERRYTON: (Ch. 22)

PLAINVIEW: (Ch. 29+) PORT ARTHUR: (See Beaumont).

QUANAH: (Ch. 42)

RAYMONDVILLE: (Ch. 42)

ROSENBERG: (Ch. 17—)

SAN ANGELO: (Ch. 3-, 8+, 17+, *23-)-Operating: ch. 8 KTXL-TV. Channels avail-able: 3, 17, *23.

SAN ANTONIO: (Ch. 4, 5, *9-, 12+, 35+, 41+)—Operating: ch. 4 WOAI-TV, ch. 5 KGBS-TV. Granted: ch. 35 KALA (TV), ch. 41 KCOR-TV. In hearing: ch. 12—Mission Telecasting Corp. (KONO), The Walmar G. Co. (KMAC). Pending: ch. *9—San Antonio Council for Educational Tv.

SAN BENITO: (Ch. 48)

SAN MARCOS: (Ch. 53+)

SEQUIN: (Ch. 14---)

SEYMOUR: (Ch. 24+) SHERMAN: (Ch. 46+)

SNYDER: (Ch. 30+)

STEPHENVILLE: (Ch. 32+)

SULPHUR SPRINGS: (Ch. 41) SWEETWATER: (Ch. 12)—Granted: ch. 12 KPAR-TV.

TAYLOR: (Ch. 58+)

TEMPLE: (Ch. 6, 16, 22+)—Operating: ch. 6 KCEN-TV. Channels available: 16, 22.

TERRELL: (Ch. 53)

TEXARKANA: (Ch. 6+, *18, 24-)—Operating: ch. 6 KCMC-TV. Channels available: *18, 24.

TYLER: (Ch. 7, 19—, 72)—Operating: ch. 19 KETX (TV). Granted: ch. 7 KLTV (TV). Channel available: 72.

UVALDE: (Ch. 20)

VERNON: (Ch. 18+)

VICTORIA: (Ch. 19+)—Granted: ch. 19 KNAL (TV).

WACO: (Ch. 10+, *28-, 34)—Operating: ch. 34 KANG-TV. In hearing: ch. 10-KWTX Broadcasting Co. (KWTX), Waco Tv Corp. Channel available: *28.

WAXAHACHIE: (Ch. 45---)

WEATHERFORD: (Ch. 51)

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WESLACO (see Brownsville-Harlingen-Weslaco)—Operating: ch. 5 KRGV-TV.

WICHITA FALLS: (Ch. 3, 6-, *16+, 22-)—Operating: ch. 3 KFDX-TV, ch. 6 KWFT-TV. Channels available: *16, 22.

UTAH

BRIGHAM: (Ch. 36-)

CEDAR CITY: (Ch. 5)

LOGAN: (Ch. 12-, 30, *46)

OGDEN: (Ch. 9+, *18-, 24)—In hearing: ch. 9—United Broadcasting Co. (KVOG). Channels available: *18, 24.

PRICE: (Ch. 6)

PROVO: (Ch. 11+, 22, *28)—Granted: ch. 11 KOVO-TV. Channels available: 22, *28.

RICHFIELD: (Ch. 13+)

ST. GEORGE: (Ch. 18+)

SALT LAKE CITY: (Ch. 2-, 4-, 5+, *7-, 20+, 26)—Operating: ch. 4 KTVT (TV), ch. 5 KSL-TV. Granted: ch. 2 KUTV (TV). Channels available: *7, 20, 26. TOOELE: (Ch. 44)

VERNAL: (Ch. 3+)

VERMONT

BENNINGTON: (Ch. 33)

BRATTLEBORO: (Ch. 77+)

BURLINGTON: (Ch. *16+, 22+)

MONTPELIER: (Ch. 3, 40)—Granted. ch. 3

WMVT (TV). Channel available: 40. NEWPORT: (Ch. 46)

RUTLAND: (Ch. 49+)

ST. ALBANS: (Ch. 34-)

ST. JOHNSBURY: (Ch. 30)

VIRGINIA

BLACKSBURG: (Ch. *60+)

BRISTOL (see Bristol, Tenn.)

CHARLOTTESVILLE: (Ch. *45+, 64+)

COVINGTON: (Ch. 44+)

DANVILLE: (Ch. 24—)—Operating: ch. 24 WBTM-TV.

EMPORIA: (Ch. 25+) FARMVILLE: (Ch. 19)

FREDERICKSBURG: (Ch. 47)

FRONT ROYAL: (Ch. 39-)

HAMPTON: Operating: ch. 15 WVEC-TV (assigned to Norfolk).

HARRISONBURG: (Ch. 3-, 34-)-Operating: ch. 3 WSVA-TV. Channel available: 34.

LEXINGTON: (Ch. 54)

LYNCHBURG: (Ch. 13, 16—)—Operating: ch. 13 WLVA-TV. Channel available: 16.

MARION: (Ch. 50)

MARTINSVILLE: (Ch. 35-)

NORFOLK - PORTSMOUTH - NEWPORT NEWS: (Ch. 3+, 10+, 15, *21-, 27, 33)—Operating: ch. 3 WTAR-TV (Norfolk), ch. 15 WVEC-TV (Hampton), ch. 27 WTOV-TV (Norfolk), ch. 33 WACH-TV (Newport News). In hearing: ch. 10—Beachview Broadcasting Corp., Portsmouth Radio Corp. (WAVY).

NORTON: (Ch. 52+)

PETERSBURG: (Ch. 8, 41)—In hearing: ch. 8—Petersburg Tv. Corp., Southside Va. Telecasting Corp. (WSSV). Channel available: 41.

PULASKI: (Ch. 37-)

RICHMOND: (Ch. 6+, 12-, *23, 29+)—Operating: ch. 6 WTVR (TV). Granted: ch. 29 WOTV (TV). In hearing: ch. 12—Richmond Newspapers Inc. (WRNL), Richmond Tv Corp. Channel available: *23.

ROANOKE: (Ch. 7-, 10, 27+, *33-)-Operating: ch. 10 WSLS-TV. In hearing: ch. 7-Radio Roanoke, Inc. (WROV), Times-World Corp. (WDBJ). Channels available: 27, *33.

SOUTH BOSTON: (Ch. 14+)

STAUNTON: (Ch. 36)

WAYNESBORO: (Ch. 42)

WILLIAMSBURG: (Ch. 17)

WINCHESTER: (Ch. 28+)

WASHINGTON

ABERDEEN: (Ch. 58).

ANACORTES: (Ch. 34).

BELLINGHAM: (Ch. 12+, 18+, 24-)—Operating: Ch. 12 KVOS-TV. Channels available: 18, 24.

CENTRALIA: (Ch. 17).

ELLENBURG: (Ch. 49, *65)

EPHRATA: (Ch. 43)

EVERETT: (Ch. 22--, 28--)

GRAND COULEE: (Ch. 37).

HOQUIAM: (Ch. 52)

KELSO: (Ch. 39).

KENNEWICK (also see Kennewick-Richland-Pasco): (Ch. 25).

KENNEWICK-RICHLAND-PASCO: (Ch. *41).

LONGVIEW: (Ch. 33).

OKANOGAN: (See Omak).

OLYMPIA: (Ch. 60).

OMAK-OKANOGAN: (Ch. *35-).

PASCO (also see Kennewick-Richland-Pasco): (Ch. 19—).

PORT ANGELES: (Ch. 16-).

PULLMAN: (Ch. *10, 24).

RICHLAND (also see Kennewick-Richland-Pasco): (Ch. 31).

SEATTLE: (Ch. 4, 5+, 7, *9, 20, 26+)—Operating: Ch. 4 KOMO-TV, Ch. 5 KING-TV. Granted: Ch. *9 KCTS (TV), Ch. 20 KCTL (TV). In hearing: Ch. 7—Queen City Bcstg. Co. (KIRO), KXA Inc. (KXA), Puget Sound Broadcasting Co. (KVI). Channel available: 26.

SPOKANE: (Ch. 2-, 4-, 6-, *7+)—Operating: Ch. 4 KXLY-TV, Ch. 6 KHQ-TV. Granted: Ch. 2 KREM-TV. Channel available: *7.

TACOMA: (Ch. 11 \perp , 13-, *56, 62)—Operating: Ch. 11 KTNT-TV, ch. 13 KMO-TV. Channels available: *56, 62.

VANCOUVER—Granted: Ch. 21 KVAN-TV (assigned to Portland, Ore.).

WALLA WALLA: (Ch. 5-, 8, *22).

WENATCHEE: (Ch. *45, 55, 67).

YAKIMA: (Ch. 23+, 29+, *47)—Operating: Ch. 29 KIMA-TV. Channels available: 23, *47.

WEST VIRGINIA

BECKLEY: (Ch. 4, 21, 66)—Granted: Ch. 4 WOAY-TV at Oak Hill. Channels available: 21,

BLUEFIELD: (Ch. 6—, 41+)—In hearing: Ch. 6—Daily Telegraph Printing Co. (WHIS), Southern W. Va. TV Inc. Channel available: 41.

CHARLESTON: (Ch. 8+, *43+, 49-)-Operating: Ch. 49 WKNA-TV. Granted: Ch. 8 WCHS-TV. Channel available: *43.

CLARKSBURG: (Ch. 12+, 22, 69-)—Granted: Ch. 12 WBLK-TV. Channel available: 22, 69.

ELKINS: (Ch. 40+).

FAIRMONT: (Ch. 35)—Operating: Ch. 35 WJPB-TV.

HINTON: (Ch. 31).

HUNTINGTON: (Ch. 3+, 13+, *53--)-Operating: Ch. 3 WSAZ-TV. In hearing: Ch. 13-Greater Huntington Radio Corp. (WHTN), Huntington Broadcasting Corp. (WPLH). Channel available: *53.

LOGAN: (Ch. 23-).

MARTINSBURG: (Ch. 58-).

MORGANTOWN: (Ch. *24).

OAK HILL-Granted: Ch. 4 WOAY-TV (assigned to Beckley).

PARKERSBURG: (Ch. 15—)—Operating: Ch. 15 WTAP (TV).

WELCH: (Ch. 25).

WESTON: (Ch. *5, 32).

WHEELING (also see Wheeling-Steubenville, Ohio): (Ch. $^*57+$).

WHEELING-STEUBENVILLE, OHIO: (Ch. 7, 9+, 51+)—Operating: Ch. 7 WTRF-TV, Ch. 9 WSTV-TV at Steubenville. Granted: Ch. 51 WLTV (TV).

WILLIAMSON: (Ch. 17).

WISCONSIN

ADAMS: (Ch. *58+).

APPLETON: (Ch. 42+)—Operating: Ch. 42 WNAM-TV at Neenah.

ASHLAND: (Ch. 15+).

BEAVER DAM: (Ch. 37).

BELOIT: (Ch. 57).

CHILTON: (Ch. *24+)

EAU CLAIRE: (Ch. 13, *19, 25+)—Operating: Ch. 13 WEAU-TV. Channels available: *19, 25.

FOND DU LAC: (Ch. 54+).

GREEN BAY: (Ch. 2+, 5+, 70+)—Operating: Ch. 2 WBAY-TV. Granted: Ch. 5 WFRV-TV. Channel available: 70.

JANESVILLE: (Ch. 63-|-).

KENOSHA: (Ch. 61-).

LA CROSSE: Ch. 8+, *32+, 38-, 72)—Granted: Ch. 8 WKBT (TV), Ch. 38 WTLB (TV). Channels available: *32, 72.

MADISON: (Ch. 3. *21—, 27—, 33+)—Operating: Ch. *21 WHA-TV, Ch. 27 WKOW-TV, Ch. 33 WMTV(TV). In hearing: Ch. 3—Radio Wisconsin Inc. (WISC), Badger TV Co. (WIBA).

MANITOWOC: (Ch. 65).

MARINETTE: (Ch. 11+, 32-, *38+)-Granted: Ch. 11 WMBV-TV. Channels available: 32, *38.

MILWAUKEE: (Ch. 4—, *10+, 12, 19—, 25, 31+)—Operating: Ch. 4 WTMJ-TV, Ch. 19

WOKY-TV, Ch. 25 WCAN-TV. Granted: Ch. 12 WTVW (TV). Pending: Ch. *10—Wisconsin State Radio Council, Board of Vocational and Adult Education. Channel available: *10. [Also see ch. & of Whitefelt Payl

6 at Whitefish Bay]. NEENAH—Operating: Ch. 42 WNAM-TV (assigned to Appleton).

OSHKOSH: (Ch. 48-).

PARK FALLS: (Ch. *18).

PORTAGE: (Ch. 17-).

PRAIRIE DU CHIEN: (Ch. 34).

RACINE: (Ch. 49-, 55).

RHINELANDER: (Ch. 22).

RICE LAKE: (Ch. 21+).

RICHLAND CENTER: (Ch. 15, *66-).

SHEBOYGAN: (Ch. 59-).

SHELL LAKE: (Ch. *30-).

SPARTA: (Ch. 50-). STEVENS POINT: (Ch. 20+, 26-).

STURGEON BAY: (Ch. 44-).

SUPERIOR (see Duluth, Minn.). WAUSAU: (Ch. 7-, 16+, *46-)-Granted: Ch.

7 WSAU-TV, Ch. 16 WOSA-TV. Channel available: *46.

WHITEFISH BAY: (Ch. 6)—In hearing: Ch. 6—Independent TV Inc., Cream City Broadcasting Co. (WMIL), The Hearst Corp. (WISN), WCANTV.

WISCONSIN RAPIDS: (Ch. 14-).

WYOMING

BUFFALO: (Ch. 29)

CASPER: (Ch. 2+, 6+). CHEYENNE: (Ch. 3, 5+)—Operating: Ch. 5 KFBC-TV. Channel available: 3.

CODY: (Ch. 24—).

DOUGLAS: (Ch. 14).

EVANSTON: (Ch. 14-).

GILLETTE: (Ch. 31-).

GREEN RIVER: (Ch. 16). GREYBULL: (Ch. 40).

LANDER: (Ch. 17-).

LARAMIE: (Ch. *8+, 18+).

LOVELL: (Ch. 36+). LUSK: (Ch. 19-).

NEWCASTLE: (Ch. 28+).

POWELL: (Ch. 30+).

RAWLINS: (Ch. 11-).

RIVERTON: (Ch. 10+). ROCK SPRINGS: (Ch. 13).

SHERIDAN: (Ch. 9-, 12+). THERMOPOLIS: (Ch. 15).

TORRINGTON: (Ch. 27). WHEATLAND: (Ch. 24+).

WORLAND: (Ch. 34).

TELEVISION ALLOCATIONS BY CHANNELS

KOMO-TV Seattle, Wash.
KXLY-TV Spokane, Wash.
WOAY-TV Oak Hill, W. Va.
(Beckley)
WTMJ-TV Milwaukee, Wis.
WAPA-TV San Juan, P. R.
Fairbanks, Alaska
Ketchikan, Alaska
Seward, Alaska
fillo, Hawaii
KULA-TV Honolulu,
Hawaii

Ch. 5 (76-82 mc)

Mobile, Ala.

\$ KPHO-TV Phoenix, Ariz.

† KNAC-TV Fort Smith, Ark.

\$ KTLA (TV) Los Angeles,
Calif.

\$ KPIX (TV) San FranciscoOakland, Calif.

† KFXJ-TV Grand Junction,
Colo.

Oakland, Calif.

KFXJ-TV Grand Junction,
Colo.

KCSJ-TV Pueblo, Colo.

WTTG (TV) Washington,
D. C.

Gainesville, Fla.

West Palm Beach, Fla.

WAGA-TV Atlanta, Ga.

WNBQ (TV) Chicago, Ill.

WOJ-TV Ames, Iowa

KALB-TV Bangor, Me.

Boston, Mass.

WNEM-TV Bay City, Mich.
Marquette, Mich.

KSTP-TV MinneapolisSt. Paul, Minn.

KCMO-TV Kansas City,
Mo.

KFBB-TV Great Falls,
Mont.

Mont.

Hactings Neb

* Channel reserved for non-commercial educational use

† Post freeze station not on air as of Aug. 1.

‡ Post freeze station on the

§ Pre-freeze station on the air.

Vhf Allocations by Channels

Ch. 2 (54-60 mc)

* Little Rock, Ark. \$ KNXT (TV) Los Angeles, Calif. San Francisco-Oakland, Calif. ‡ KFEL-TV Denver, Colo. † WMFJ-TV Daytona Beach,

wMrJ-TV Daytona Beach
Fla.
WTHS-TV Miami, Fla.
WSB-TV Atlanta, Ga.
KBOI (TV) Meridian
Caldwell (Boise), Idaho
WBBM-TV Chicago, Ill.
Springfield, Ill.
WMT-TV Cedar Rapids,
Iowa

† KCKT (TV) Great Bend, Kan. † WBRZ (TV) Baton Rouge,

Kan.

† WBRZ (TV) Baton Rouge,
La.

† WTWO (TV) Bangor, Me.

§ WMAR-TV Baltimore, Md.

† WGBH-TV Boston, Mass.

§ WJBK-TV Detroit, Mich.

* Minneapolis-St. Paul, Minn.

* State College, Miss.

‡ KFEQ-TV St. Joseph, Mo.
Anaconda, Mont.

‡ KOOK-TV Billings, Mont.
North Platte, Neb.

† KLRJ-TV Henderson, Nev.
Santa Fe, N. M.

† WGR-TV Buffalo, N. Y.

§ WCBS-TV New York, N. Y.

§ WFMY-TV Greensboro,
N. C.
Dickinson, N. D.

§ Transparent of the property of the pr

KUTV (TV) Salt Lake City, Utah

Utah

KREM-TV Spokane, Wash.

WBAY-TV Green Bay, Wis.
Casper, Wyo.

WKAQ-TV San Juan, P. R.

KFIA (TV) Anchorage,
Alaska

† KFIF (TV) Fairbanks, Alaska Ketchikan, Alaska Hilo, Hawaii

Ch. 3 (60-66 mc)

Honolulu, Hawaii

Douglas, Ariz. hoenix, Ariz.

* KIEM-TV Eureka, Calif.
Sacramento, Calif.

* KEYT (TV) Santa Barbara,
Calif.

* KDZA-TV Pueblo, Colo.

Hartford, Conn.

WEAR-TV Pensacola, Fla.

Tampa-St. Petersburg, Fla.
Savannah, Ga.

KID-TV Idaho Falls, Idaho

\$ KID-TV Idaho Falls, Idaho Lewiston, Idaho \$ WCIA (TV) Champaign-Urbana, Ill. \$ KGLO-TV Mason City, Iowa Wichita, Kan. \$ WAVE-TV Louisville, Ky. Shreveport, La. Escanaba, Mich. \$ WKZO-TV Grand Rapids, (Kalamazoo) Mich. \$ KDAL-TV Duluth, Minn. \$ WLBT (TV) Jackson, Miss. \$ KTVO (TV) Kirksville, Mo. \$ KYTV (TV) Springfield, Mo. Great Falls, Mont. Miles City, Mont.

Miles City, Mont. § KMTV (TV) Omaha, Neb.

Ely, Neb. Gallup, N. M.

* Roswell, N. M. § WSYR-TV Syracuse, N. Y.

BROADCASTING . TELECASTING

\$ WBTV (TV) Charlotte,
 N. C.
† WTHT (TV) Wilmington,

† WTHT (TV) Wilmington,
N. C.
§ WNBK (TV) Cleveland,
Ohio
† KSLM-TV Salem, Ore.
§ WPTZ (TV) Philadelphia,
Pa.
Rapid City, S. D.
Watertown, S. D.
Chattanooga, Tenn.
Memphis, Tenn.
**College Station, Tex.
San Angelo, Tex.
**t KFDX-TV Wichita Falls,
Tex.
Vernal, Utah
† WMVT (TV) Montpelier,
Vt.
** WSVA TV Harrigonburg

Vt. ‡ WSVA-TV Harrisonburg,

WSVA-TV Harrisonburg,
Va.

WTAR-TV Norfolk-Portsmouth-Newport News,
Va.

WSAZ-TV Huntington,
W. Va.
Madison, Wis.

KDAL-TV Duluth, Minn.Superior, Wis.
Cheyenne, Wyo.
Mayaguez, P. R.

Juneau, Alaska
Lihue, Hawaii
Wailuku, Hawaii

Ch. 4 (66-72 mc)

KVOA-TV Tucson, Ariz. # KARK-TV Little Rock,

Ark.

§ KNBH (TV) Los Angeles,
Calif.

§ KRON-TV San FranciscoOakland, Calif.

† KOA-TV Denver, Colo.

§ WNBW (TV) Washington,
D. C.

§ WMBR-TV Jacksonville, Fla. WTVJ (TV) Miami, Fla. WRBL-TV Columbus, Ga.

* WRBL-TV Columbus, Ga.
* Boise, Idaho
\$ WHBF-TV Davenport
(Iowa)-Rock IslandMoline, Ill.
\$ WTTV (TV) Bloomington,
Ind.
† KTIV (TV) Sioux City,
Iowa

Iowa

Iowa
New Orleans, La.
WBZ-TV Boston, Mass.
Cheboygan, Mich.
WWJ-TV Detroit, Mich.
WCCO-TV MinneapolisSt. Paul, Minn.
WCBI-TV Columbus, Miss.
WDAF-TV Kansas City,

§ WDAF-TV Kansas City,
Mo.

‡ KWK-TV St. Louis, Mo.

‡ KWK-TV St. Louis, Mo.

‡ KOPR-TV Butte, Mont.
Hardin, Mont.
North Platte, Neb.
Boulder City, Nev.
Reno, Nev.

§ KOB-TV Albuquerque,
N. M.

§ WBEN-TV Buffalo-Niagara
Falls, N. Y.

§ WNBT (TV) New York,
N. Y.

* WUNC (TV) Chapel Hill,
N. C.
Dickinson, N. D.

N. C.
Dickinson, N. D.

† KXJB-TV Valley City,
N. D.

§ WLWC (TV) Columbus,
Ohio

§ WKY-TV Oklahoma City,

Okla. Roseburg, Ore.

WFBC-TV Greenville, S. C. WSM-TV Nashville, Tenn. KGNC-TV Amarillo, Tex. Beaumont-Port Arthur,

Beaumont-Port Arthur,
Tex.
KBST-TV Big Spring, Tex.
KGBT (TV) BrownsvilleHarlingen-Weslaco, Tex.
KRLD-TV Dallas, Tex.
KROD-TV El Paso, Tex.
WOAI-TV San Antonio,
Tex.

§ KVTV (TV) Salt Lake City, Utah

* KFBB-TV Great Fails, Mont. Hastings, Neb. Goldfield, Nev. * Albuquerque, N. M. † WIRI (TV) (Lake Placid) Bloomingdale, N. Y. § WABD (TV) New York, N. Y. § WABD (TV) New York,
N. Y.
§ WHAM-TV Rochester,
N. Y.
Raleigh, N. C.
KFYR-TV Bismarck, N. D.
§ WLWT (TV) Cincinnati,
Ohio
§ WEWS (TV) Cleveland,

Ohio KGEO-TV Enid, Okla. KBES-TV Medford, Ore. WCSC-TV Charleston, S. C.

Lead, S. D.
Mitchell, S. D.
Bristol, Tenn.-Va.

WMCT (TV) Memphis,

Briston,

\$ WMCT (TV) Memphis,
Tenn.

\$ WLAC-TV (Nashville) Old
Hickory, Tenn.
Brownsville-HarlingenWeslaco, Tex.

\$ WBAP-TV Fort Worth,
Tex.

\$ KFYO-TV Lubbock, Tex.

\$ KGBS-TV San Antonio,
Tex.

\$ KRGU-TV Weslaco, Tex.
Cedar City, Utah
\$ KSL-TV Salt Lake City,
Utah
\$ KING-TV Seattle, Wash.
Walla Walla, Wash.

Walla Walla, Wash.
Weston, W. Va.
WFRV-TV Green Bay, Wis.
KFBC-TV Cheyenne, Wyo.

Mayaguez, P. R.

Ch. 6 (82-88 mc)

§ WBRC-TV Birmingham, Ala. Kingman, Ariz.

* Tucson, Ariz.
* Sacramento, Calif.

‡ KVEC-TV San Luis Obispo,
Calif.

†*KRMA-TV Denver, Colo.

Durango, Colo.

† WDBO-TV Orlando, Fla.

† WJBF-TV Augusta, Ga.

Thomasville, Ga.

† KTVI (TV) Boise-Nampa,

Idaho
KISJ (TV) Pocatello, Idaho
WFBM-TV Indianapolis,

Ind.

§ WOC-TV Davenport, Iowa-Rock Island-Moline, Ill.

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Dodge City, Kan. Paducah, Ky. § WDSU-TV New Orleans,

WDSU-TV New Orleans,
La.

WCSH-TV Portland, Me.

WISH-TV Lansing, Mich.

WAGE (TV) Marquette,
Mich.

KMMT (TV) Austin, Minn.

WDSM-TV Duluth (Minn.)Superior (Wis.)
Clarksdale, Miss.

KDRO-TV Sedalia, Mo.

KXLF-TV Butte, Mont.

Miles City, Mont.

WOW-TV Omaha, Neb.
Carlsbad, N. M.

WGBB (TV) Schenectady,
N. Y.

WMFD-TV Wilmington,
N. C.

WDAY-TV Fargo, N. D.

N. Y.

WMFD-TV Wilmington,
N. C.

WDAY-TV Fargo, N. D.

WINTON, D.

WTVN (TV) Columbus,
Ohio

KOTV (TV) Tulsa, Okla.

KOIN-TV Portland, Ore.

WJAC-TV Johnstown, Pa.

WHIL-TV Philadelphia, Pa.
Pierre, S. D.

WATE (TV) Knoxville,
Tenn.
Beaumont-Port Arthur,
Tex.
Corpus Christi, Tex.

KTEM-TV Temple, Tex.

KCMC-TV Texarkana, Tex.

KCMC-TV Texarkana, Tex.

KWFT-TV Wichita Falls,
Tex.
Price, Utah

WTVR (TV) Richmond, Va.

KHQ-TV Sookane, Wash.
Bluefield, W. Va.

WDSM-TV Superior (Wis.)Duluth (Minn.)
Whitefish Bay, Wis.
Casper, Wyo.

San Juan, P. R.

Ch. 7 (174-180 mc)

Ch. 7 (174-180 mc)

* WEDM (TV) Munford, Ala. ‡ KATV (TV) Pine Bluff,

‡ KATV (TV) Pine Bluff,
Ark.

§ KABC-TV Los Angeles,
Calif.
Redding, Calif.
§ KGO-TV San FranciscoOakland, Calif.
‡ KLZ-TV Denver, Colo.
§ WMAL-TV Washington,
D, C

D. C.
Jacksonville, Fla.
Miami, Fla.
WJDM (TV) Panama City,
Fla.
KIDO-TV Boise, Idaho

WBKB (TV) Chicago, Ill. Evansville, Ind. KWWL-TV Waterloo, Iowa Hayes, Kan.

† KOAM-TV Pittsburg, Kan. † KPLC-TV Lake Charles,

La.
Calais, Me.
WNAC-TV Boston, Mass.
WXYZ-TV Detroit, Mich.
WPBN-TV Traverse City,
Mich.

Mich, St. Cloud, Minn. KHQA-TV Hannibal, Mo. Butte, Mont. Omaha, Neb.

Omaha, Neb.
Winnemucca, Nev.

‡ KOAT-TV Albuquerque,
N. M.
Buffalo-Niagara Falls, N. Y.

‡ WCNY-TV Carthage, N. Y.

§ WABC-TV New York, N. Y.
Washington, N. C.
Jamestown, N. D.

§ WHIO-TV Dayton, Ohio

‡ KSWO-TV Lawton, Okla.
Corvalis, Ore.

† KSWO-TV Lawton, Okla Corvalis, Ore. † WSPA-TV Spartanburg, S. C. † KTLV (TV) Rapid City, S. D.

WDXI-TV Jackson, Tenn. KLYN-TV Amarillo, Tex. KTBC-TV Austin, Tex. El Paso, Tex.
Odessa, Tex.
KLTV (TV) Tyler, Tex.

Salt Lake City, Utah Roanoke, Va.

Seattle, Wash.

* Spokane, Wash.

† WTRF-TV Wheeling (W. Va.)-Steubenville, Ohio

† WSAU-TV Wausau, Wis. Ponce, P. R.

* Anchorage, Alaska Fairbanks, Alaska Hilo, Hawaii

* Honolulu, Hawaii

Ch. 8 (180-186 mc)

† WSLA (TV) Selma, Ala. * Phoenix, Ariz. Jonesboro, Ark. ‡ KMBY-TV and KSBW-TV Monterey-Salinas, Calif. (share time). ‡ KFMB-TV San Diego, Calif. * Pueblo. Colo.

Pueblo, Colo. WNHC-TV New Haven,

* Pueblo, Colo.

\$ WNHC-TV New Haven,
Conn.
Tampa-St. Petersburg, Fla.

* Athens, Ga.

† KIFT (TV) Idaho Falls,
Idaho
Peoria, III.

† WISH-TV Indianapolis, Ind.
Des Moines, Iowa

†*KSAC-TV Manhattan, Kan.

† KNOE-TV Monroe, La.

* New Orleans, La.

† WMTW (TV) Poland
(Me.), Mt. Washington,
N. H. (Lewiston, Me.)
Presque Isle, Me.

§ WOOD-TV Grand Rapids,
Mich.

Duluth (Minn.)-Superior,
Wis.

† KOMUT-TV Columbia, Mo.

Wis.

‡ KOMU-TV Columbia, Mo.
Billings, Mont.
Kalispell, Mont.
McCook, Neb.

‡ KLAS-TV Las Vegas, Nev.
McGill, Nev.

‡ KZTV (TV) Reno, Nev.

Gallup, N. M. KSWS-TV Roswell, N. M.

† KSWS-TV Roswell, N. M.

§ WHEN (TV) Syracuse,
N. Y.
Devils Lake, N. D.
Williston, N. D.

§ WXEL (TV) Cleveland,
Ohio

† KTBX (TV) Muskogee,
Okla.
Woodward, Okla.
Portland, Ore.

§ WGAL-TV Lancaster, Pa.

† WBTW (TV) Florence,
S. C.

* Brookings, S. D.

WBIW (TV) Florence,
S. C.
Brookings, S. D.
WSIX-TV Nashville, Tenn.
WFAA-TV Dallas, Tex.
*KUHT (TV) Houston, Tex.
Laredo, Tex.
KTXL-TV San Angelo, Tex.
Petersburg, Va.
Walla Walla, Wash.
WCHS-TV Charleston,
W. Va.
La Crosse, Wis.
Laramie, Wyo.
Juneau, Alaska
Lihue, Hawaii
Wailuku, Hawaii
Christiansted, Virgin
Islands
Ch. 9 (186, 192, ma)

Ch. 9 (186-192 mc)

† WTVY (TV) Dothan, Ala. Flagstaff, Ariz. Tucson, Ariz. † KTVR (TV) Hot Springs,

Tucson, Ariz.

† KTVR (TV) Hot Springs,
Ark.
Alturas, Calif.

§ KHJ-TV Los Angeles, Calif.

†*KQED (TV) Berkeley,
Calif. (San Francisco)

KBTV (TV) Denver, Colo.

§ WTOP-TV Washington,
D. C.
Orlando, Fla.

† WROM-TV Rome, Ga.

* Savannah, Ga.
Boise, Idaho
Sandpoint, Idaho

§ WGN-TV Chicago, Ill.
Hatfield, Ind.

† KCRI-TV Cedar Rapids,
Iowa

‡ KVTV (TV) Sloux City,
Iowa
Garden City, Kan.
Albena, Mich.

Garden City, Kan. Alpena, Mich.

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Iron Mountain, Mich.

† KEYD-TV MinneapolisSt. Paul, Minn.
Hattiesburg, Miss.

‡ KMBC-TV Kansas City,
Mo.

†*KFTC (TV)

* Bozeman, Mont. Havre, Mont. Tonopah, Nev. ‡ WMUR-TV Manchester,

* WMOR-TV Manchester, N. H.

* Santa Fe, N. M.

§ WOR-TV New York, N. Y.
Charlotte, N. C.

‡ WNCT (TV) Greenville,
N. C.

N. C.
§ WCPO-TV Cincinnati, Ohio
† WSTV-TV Steubenville,
Ohio (Wheeling)
† KWTV (TV) Oklahoma
City, Okla.
* Eugene, Ore.
Aberdeen, S. D.
† KRBC-TV Abilene, Tex.
† KTSM-TV El Paso, Tex.
Lufkin, Tex. Lufkin, Tex. Monahans, Tex

San Antonio, Tex.
Ogden, Utah
Seattle, Wash.
WSTV-TV (Wheeling,
W. Va.), Steubenville,
Ohio

Sheridan, Wyo. Ponce, P. R. Fairbanks, Alaska Ketchikan, Alaska Seward, Alaska

Hilo, Hawaii ‡ KGMB-TV Honolulu, Hawaii

Ch. 10 (192-198 mc)

Birmingham, Ala. WALA-TV Mobile, Ala. KOOL-TV Phoenix, Ariz. El Dorado, Ark.

‡ KERO-TV Bakersfield,
Calif.

Sacramento, Calif. # KFSD-TV San Diego, Calif.
Montrose, Calif.

Montrose, Cain.
Miami, Fla.
WALB-TV Albany, Ga.
KWIK-TV Pocatello, Idaho
WGEM-TV Quincy, Ill.
WTHI-TV Terre Haute,

MTHI-TV Terre Haute, Ind. KAKE-TV Wichita, Kan. KVOL-TV and KLFY-TV Lafayette, La. (share time)

time)
Augusta, Me.
Hancock, Mich.
Parma-Onandoga, Mich.
Sault Ste. Marie, Mich.
KHTV (TV) Hibbing, Minn.
KROC-TV Rochester, Minn.
KTTS-TV Springfield, Mo.
Helena, Mont.
Miles City, Mont.
KOLN-TV Lincoln, Neb.
Scottshluff, Neb.

‡ KOLN-TV Lincoln, Neb.
Scottsbluff, Neb.
Elko, Nev.

* Las Vegas, Nev.
Gallup, N. M.
Roswell, N. M.

* Silver City, N. M.

† WHEC-TV and WVET-TV
Rochester, N. Y. (share
time).

time).
† KNOX-TV Grand Forks,
N. D.
Minot, N. D.
§ WBNS-TV Columbus, Ohio
† KTEN (TV) Ada, Okla.
* Portland, Ore.
† WFBG-TV Altoona, Pa.
§ WCAU-TV Philadelphia,
Pa.
§ WIAR-TV Providence B. L.

Pa.

§ WJAR-TV Providence, R. I.

‡ WIS-TV Columbia, S. C.
Pierre. S. D.
Knoxville, Tenn.

* Memphis, Tenn.

‡ KFDA-TV Amarillo, Tex.

Corpus Christi, Tex.

† KFDA-TV Amarillo, Tex Corpus Christi, Tex. Waco, Tex. Norfolk-Portsmouth-Newport News, Va. † WSLS-TV Roanoke, Va. † Pullman, Wash. † Milwaukee, Wis. Riverton, Wyo. Juneau, Alaska

Lihue, Hawaii Wailuku, Hawaii Charlotte Amalie, Virgin Islands

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Ch. 11 (198-204 mc)

tn. 11 (198-204 mc)

‡ KIVA-TV Yuma, Ariz.
Little Rock, Ark.

§ KTTV (TV) Los Angeles,

Calif.

† KQXI (TV) San Jose, Calif.
 Yreka City, Calif.

‡ KKTV (TV) Colorado
 Springs, Colo.

‡ WINK-TV Fort Myers,
 Fla.

WINK-TV Fort Myers, Fla. Tallahassee, Fla. WLWA (TV) Atlanta, Ga. WTOC-TV Savannah, Ga. KLIX-TV Twin Falls, Idaho

*WTTW (TV) Chicago, Ill.
Des Moines, Iowa

Des Moines, Iowa
Garden City, Kan.
Lawrence, Kan.
WHAS-TV Louisville, Ky.
WBAL-TV Baltimore, Md. whal-Tv Battlinder, Minn.
International Falls, Minn.
WTCN-TV and WMIN-TV
Minneapolis-St. Paul,
Minn. (share time).
WTOK-TV Meridian, Miss.

†WTOK-TV Meridian, Miss.
St. Louis, Mo.
* Billings, Mont.
Havre, Mont.
* Missoula, Mont.
Grand Island, Neb.
* Durham, N. H.
Santa Fe, N. M.
§ WPIX (TV) New York,
N. Y.
† WTVD (TV) Durham, N. C.
Fargo, N. D.
Williston, N. D.
Toledo, Ohio
†*Oklahoma Educational TV
Authority, Tulsa, Okla.
Pittsburgh, Pa.
† KELO-TV Sioux Falls,
S. D.
† WJHL-TV Johnson City,

‡ WJHL-TV Johnson City, Tenn.

Tenn.
Lexington, Tenn.
Fort Worth, Tex.
KGUL-TV Galveston, Tex.
KCBD-TV Lubbock, Tex.
KCVO-TV Provo, Utah
KTNT-TV Tacoma, Wash.
WMBV-TV Marinette, Wis.

WMBV-TV Marinette, w Rawlins, Wyo. Caguas, P. R. \$ KTVA (TV) Anchorage, Alaska Fairbanks, Alaska

Hilo, Hawaii ‡ KONA (TV) Honolulu, Hawaii

Ch. 12 (204-210 mc)

WSFA-TV Montgomery, Ala. KVAR (TV) Mesa, Ariz. KHSL-TV Chico, Calif. Fresno, Calif. Boulder, Colo. WDEL-TV Wilmington, Del.

Del.
Jacksonville, Fla.
† WEAT-TV West Palm
Beach, Fla.
‡ WRDW-TV Augusta, Ga.
Coeur d'Alene, Idaho
Nampa, Idaho
†*WTLC (TV) ChampaignUrbana, Ill.
* Iowa City, Iowa
‡ KTVH (TV) Hutchinson,
Kans.
‡ KSLA (TV) Shreveport,

Kans.

† KSLA (TV) Shreveport,
La.

* Orono, Me.

† WJRT (TV) Flint, Mich.
Ironwood, Mich.
Brainerd, Minn.

† WSLI-TV Jackson, Miss.

† KFUS-TV Cape Girardeau,
Mo.

† KSWN-TV Joplin, Mo.
Helena, Mont.

Helena, Mont. KUON (TV) Lincoln, Neb.

Clovis, N. M.
Silver City, N. M.
\$ WNBF-TV Binghamton,
N. Y.

\$ WSJS-TV Winston-Salem,

WSJS-TV Winston-Sai N. C. Bismarck, N. D. WKRC-TV Cincinnati, Ohio

Ardmore, Okla.

Aramore, Okia.
Oregon Tv Inc., Portland,
Ore.
WICU (TV) Erie, Pa.
WPRO-TV Providence, R. I.
Huron, S. D.

‡ WDEF-TV Chattanooga, Tenn.
Alpine, Tex.
San Antonio, Tex.
KPAR-TV Sweetwater,

Tex.
Logan, Utah
Richmond, Va.
‡ KVOS-TV Bellingham,

† KVOS-TV Bellingham, Wash. † WBLK-TV Clarksburg, W. Va. † WTVW (TV) Milwaukee, Wis. Sheridan, Wyo. Lihue, Hawaii Wailuku, Hawaii Charlotte Amalie, Virgin Islands

Ch. 13 (210-216 mc)

§ WABT (TV) Birmingham,

§ WABT (TV) Birmingham,
Ala,
Ala,
Flagstaff, Ariz.

\$ KOPO-TV Tucson, Ariz.
Yuma, Ariz.
* Fayetteville, Ark.
Eureka, Calif.
\$ KCOP (TV) Los Angeles,
Calif.
† KOUR (TV) Stockton,
Calif.

\$ KROD-TV Colorado
Springs, Colo.
Tampa-St. Petersburg, Fla.

\$ WMAZ-TV Warner-Robins,
Ga. (Macon)
Twin Falls, Idaho

\$ WREX-TV Rockford, Ill.
Indianapolis, Ind.

\$ WHO-TV Des Moines, Iowa

\$ WIBW-TV Topeka, Kans.
Bowling Green, Ky.

\$ WGAN-TV Portland, Me.

\$ WAAM (TV) Baltimore,
Md.

§ WAAM (TV) Baltimore, Md. ‡ WWTV (TV) Cadillac, Mich.

Mich.
Calumet, Mich.
Bemidji, Minn.
Biloxi, Miss.
† KRCG (TV) Jefferson City,

Mo. Lewistown, Mont. ‡ KGVO-TV Missoula, Mont.

‡ KGVO-TV Missoula, Mont.
Alliance, Neb.
‡ KHOL-TV (Holdrege)
Kearney, Neb.
Las Vegas, Nev.
§ WATV (TV) Newark, N. J.
‡ KGGM-TV Albuquerque,
N. M.
§ WKTV (TV) Utica, N. Y.

§ WKTV (TV) Utica, N. Y.
† WLOS-TV Asheville, N. C.
New Bern, N. C.
‡ KCJB-TV Minot, N. D.
§ WSPD-TV Toledo, Ohio
†*KETA (TV) Oklahoma
City, Okla.
‡ KVAL-TV Eugene, Ore.

La Grange, Ore. WQED (TV) Pittsburgh, Pa.

Pa.
Charleston, S. C.
Sioux Falls, S. D.
WHBQ-TV Memphis, Tenn.
Dallas, Tex.
KELP-TV El Paso, Tex.
KHLK (TV) Houston, Tex.
Laredo, Tex.
KDUB-TV Lubbock, Tex.
Richfield, Utah
WLVA-TV Lynchburg, Va.
KMO-TV Tacoma, Wash.
Huntington, W. Va.
WEAU-TV Eau Claire, Wis.
Rock Springs, Wyo.
Arecibo, P. R.

Rock Springs, Wyo. Arecibo, P. R. Anchorage, Alaska Fairbanks, Alaska Sitka, Alaska Hilo, Hawaii Honolulu, Hawaii

ALLOCATIONS BY UHF CHANNELS

Ch. 14 (470-476 mc)

Clanton, Ala. Ajo, Ariz. Ajo, Ariz.
Holbrook, Ariz.
Stuttgart, Ark.
KTRB-TV Modesto, Calif.
Palm Springs, Calif.
Leadville, Colo.
Key West, Fla. Lake Wales, Fla. Tifton, Ga. Payette, Idaho Kankakee, Ill. Cherokee, Iowa

Liberal, Kan.
Newton, Kan.
Owensboro, Ky.
Pikeville, Ky.
DeRidder, La.
Millinocket, Me.
Annapolis, Md.

WWOR-TV Worcester,
Mass

Annapolis, Md.
WWOR-TV Worcester,
Mass.
Manistee, Mich.
Little Falls, Minn.
Picayune, Miss.
Chillicothe, Mo.
KACY (TV) Festus, Mo.
Monett, Mo.
Laurel, Mont.
Sidney, Mont.
Sidney, Mont.
Sidney, Mont.
Broken Bow, Neb.
Carlin, Nev.
Deming, N. M.
Las Vegas, N. M.
*WIET (TV) Ithaca, N. Y.
Massena, N. Y.
Devils Lake, N. D.
Oxford, Ohio
Holdenville, Okla.
Ashland, Ore.
Uniontown, Pa.
WACA-TV Camden, S. C.
Athens, Tenn.
Breckenridge, Tenn.
Kermit, Tex.
Mission, Tex.
Seguin, Tex.
Seguin, Tex.
South Boston, Va.
Wisconsin Rapids, Wis.
Douglas, Wyo.
Evanston, Wyo.
Ch. 15 (476-482 mc)

Ch. 15 (476-482 mc)

Gadsden, Ala.
Bisbee, Ariz.
Prescott, Ariz.
Hope, Ark.
Port Chicago, Calif.
San Diego, Calif.
Durango, Colo.

Fort Morgan, Colo.
WFFA (TV) Ocala, Fla.
Pensacola, Fla.
West Palm Beach, Fla.

* West Palm Beach, Fla.
Dublin, Ga.
Burley, Idaho
Moscow, Idaho

‡ WBLN (TV) Bloomington,
Ill.
† WINT (TV) (Angola, Ind.)
Waterloo, Ind.
Ottumwa, Iowa
Larned, Kan.
* Louisville Kv. Larned, Kan.
Louisville, Ky.
New Iberia, La.
Van Buren, Me.
Manistee, Mich.
Mankato, Minn.
Thief River Falls, Minn.
Granda, Miss.

Grenada, Miss. Poplar Bluff, Mo. Butte, Mont.
York, Neb.
Socorro, N. M.
WCBF-TV Rochester, N. Y.
High Point, N. C.

High Point, N. C.

WLBR-TV Lebanon, Pa.
Huron, S. D.
Rapid City, S. D.
Brady, Tex.
Brownfield, Tex.
Huntsville, Tex.

* Laredo, Tex.

WVEC-TV (Norfolk-Portsmouth-Newport News)
Hampton, Va.

WTAP (TV) Parkersburg,
W. Va.
Ashland, Wis.
Richland Center, Wis.
Thermopolis, Wyo.

Thermopolis, Wyo.

Ch. 16 (482-488 mc)

Tuskegee, Ala. Winslow, Ariz. Fort Smith, Ark. KPIC-TV El Centro, Calif. Red Bluff, Calif. Santa Cruz, Calif. Santa Paula, Calif. Lakeland, Fla. Waycross, Ga. wayeross, Ga.
Aurora, Ill.
Olney, Ill.

‡ KEDD (TV) Wichita, Kan.
Corbin, Ky. Bangor, Me. WBOC-TV Salisbury, Mo.

Flint, Mich. Ely, Minn. Fergus Falls, Minn. Canton, Miss. Columbia, Mo. Glasgow, Mont. Livington, Mont.

Whitefish, Mont.
Omaha, Neb.
Scottsbluff, Neb.
Jacksonville, N. C.
Bottineau, N. D.
Dayton, Ohio
Burns, Ore.
North Bend, Ore.
WENS (TV) Pittsburgh, Pa,
WARN-TV Scranton, Pa.
WNET (TV) Providence,
R. 1.
Jackson, Tenn.
Corpus Christi, Tex.
Dalhart, Tex.
Del Rio, Tex.
Marshall, Tex.
Pecos, Tex.
Temple, Tex.
Wichita Falls, Tex.
Burlington, Vt.
Lynchburg, Va.
Port Angeles, Wash.
WOSA-TV Wausau, Wis.
Green River, Wyo.
Ch. 17 (488-494 mc)

Ch. 17 (488-494 mc)

Ch. 17 (488-494 mc)
Jasper, Ala.
Nogales, Ariz.
Little Rock, Ark.
Colorado Springs, Colo.
WITV (TV) Fort Lauderdale, Fla.
Marianna, Fla.
Palatka, Fla.
Jerome, Idaho
WTVP (TV) Decatur, Ill.
KGTV (TV) Des Moines,
Iowa
Lawrence, Kan. Lawrence, Kan.

Bowling Green, Ky. Natchitoches, La. Fort Kent, Me. WLAM-TV Lewiston, Me. WTBO-TV Cumberland, Me. Grand Rapids, Mich.

Marquette, Mich. Minneapolis-St. Paul, Minn. Minneapolis-St. Paul, Minn.
Hattiesburg, Miss.
Hamilton, Mont.
McCook, Neb.
Alamogordo, N. M.
Farmington, N. M.
*WTVZ (TV) Albany, N. Y.
WBUF-TV Buffalo, N. Y.

Dickinson, N. D.
Grafton, N. D.
Marion, Ohio
Klamath Falls, Ore.

KSPG (TV) Tulsa. Okla. WKDN-TV (Camden) Philadelphia, Pa. Charleston, S. C. Charleston, S. C.
Spartanburg, S. C.
Spartanburg, S. C.
Aberdeen, S. D.
Hot Springs, S. D.
Yankton, S. D.
Denton, Tex.
Pampa, Tex.
Rosenberg, Tex.
San Angelo, Tex.
Williamsburg, Va.
Centralia Wash Centralia, Wash. Williamson, W. Va.

Portage, Wis. Lander, Wyo. Ch. 18 (494-500 mc)

Demopolis, Ala. Demopolis, Ala.
Casa Grande, Ariz.
Fresno, Calif.
San Bernardino, Calif.
Ukiah, Calif.
Lamar, Colo.
Montrose, Colo.
WGTH-TV Hartford, Conn.

WGTH-TV Hartford, Conn Orlando, Fla. Fort Valley, Ga. Lebanon, Ind. Charles City, Iowa Hutchinson, Kan. WLEX-TV Lexington, Ky.

Jackson, La. Dover-Foxcroft, Me.

Dover-Foxcroft, Me.
WTLF (TV) Baltimore, Md.
Ludington, Mich.
Detroit Lakes, Minn.
KGMO-TV Cape Girardeau,
Mo.
Kirksville, Mo.
Nevada, Mo.
Glendive, Mont.
Polson, Mont.
Red Lodge, Mont.
L ncoln, Neb.
Lovelock, Nev.
Atrisco-Five Points, N. M.
WECT (TV) Elmira, N. Y.
Saranac Lake, N. Y.
Burnsville, N. C.

† WFLB-TV Fayetteville,
N. C.
Bismarck, N. D.
Zanesville, Ohio

* Salem, Ore.
Winner, S. D.
Murfreesboro, Tenn.
Austin, Tex.
Midland, Tex.

* Texarkana, Tex.
Vernon, Tex.
Vogden, Utah
St. George, Utah
Bellingham, Wash.

* Park Falls, Wis.
Laramie, Wyo.

Ch. 19 (500-506 mc)

Dothan, Ala.
Fort Payne, Ala.
Russellville, Ark.
Alamosa, Colo.
Craig, Colo.
Fort Pierce, Fla.

WTVH-TV Peoria, Ill.
Jasper, Ind.
Boone, Iowa
Hazard, Ky.

Lake Charles, La.
Presque Isle, Me.
Houghton, Mich.
Midland, Mich.
Montevideo, Minn.

* Jackson, Miss.

* Kansas City, Mo.
Kearney, Neb.
Portsmouth, N. H.

*WTLV (TV) New Brunswick, N. J.
Hot Springs, N. M.
WFRB (TV) Utice

†*WTLV (TV) New Brunswick, N. J.
Hot Springs, N. M.
† WFRB (TV) Utica, N. Y.
† WHK-TV Cleveland, Ohio
‡ KMPT (TV) Oklahoma
City, Okla.
Altoona, Pa.
* Columbia, S. C.
Covington, Tenn.
Brownwood, Tex.
Hereford, Tex.
Hereford, Tex.

* KETX (TV) Tyler, Tex.
† KNAL-TV Victoria, Tex.
Farmville, Va.
Pasco, Wash.
* Eau Claire, Wis.
‡ WOKY-TV Milwaukee, Wis.
Lusk, Wyo.
Ch. 20 (506-512 mc)

Ch. 20 (506-512 mc)

† WCOV-TV Montgomery, Ala. † KBAY-TV San Francisco-Oakland, Calif. Santa Barbara, Calif. Santa Barbara, Calif.
Denver, Colo.
Washington, D. C.
Gainesville, Fla.
Key West, Fla.
Swainsboro, Ga.
WIND-TV Chicago, Ill.
WICS (TV) Springfield, Ill.
Indianapolis, Ind.
Cedar Rapids, Iowa
Shenandoah, Iowa
Hays, Kan. Hays, Kan.
Independence, Kan.
Hopkinsville, Ky.
WTLO (TV) New Orleans,

† WTLO (TV) New Orlean
La.
Ruston, La.
Calais, Me.
† WAAB-TV Worcester,
Mass.
‡ WPAG-TV Ann Arbor,
Mich.
Traverse City, Mich.
Faribault, Minn.
* University, Minn.
West Plains, Mo.
Cut Bank, Mont.
Dillon, Mont.
Wolf Point, Mont.
Los Alamos, N. M.
† WHCU-TV Ithaca, N. Y.
Malome, N. Y.
Albemarle, N. C.
New Rockford, N. D.
Coshocton, Ohio

New Rockford, N Coshocton, Ohio Guymon, Okla. Eugene. Ore. Mitchell, S. D. Sturgis, S. D. * Knoxville, Tenn. Conroe, Tex. El Paso, Tex. Fort Worth, Tex.

* Lubbock, Tex.
McAllen, Tex.
Uvalde, Tex.
Salt Lake City, Utah

Seattle, Wash. Stevens Point, Wis.

Ch. 21 (512-518 mc)

Gadsden, Ala. Safford, Ariz.
Hanford, Calif.
† KUSH (TV) San Diego,
Calif.
Grand Junction, Colo. Trinidad, Colo.

Trinidad, Colo.

Pensacola, Fla.

WIRK-TV West Palm
Beach, Fla.
Rupert, Idaho
Champaign-Urbana, Ill.
Quincy, Ill.
Huntington, Ind.

KQTV (TV) Fort Dodge,
Iowa
Ottawa Kan

Ottawa, Kan. WKLO-TV Louisville, Ky.

Ottawa, Kan.

† WKLO-TV Louisville, Ky.
Crowley, La.
West Branch, Mich.
Crookston, Minn.
Greenville, Miss.
Kennett, Mo.
Missoula, Mont.
Alliance, Neb.

* Reno, Nev.

* Hanover, N. H.
Artesia, N. M.
Poughkeebsie, N. Y.

† WROH (TV) Rochester,
N. Y.
Lumberton, N. C.

‡ WFMJ-TV Youngstown,
Ohio
Enid, Okla.
Hugo, Okla.

† KVAN-TV Portland, Ore.(Vancouver, Wash.)

† WWLA (TV) Lancaster, Pa.
Greenwood, S. C.
Coleman, Tex.

* Norfolk-PortsmouthNewport News, Va.

† KVAN-TV Vancouver,
Wash.-(Portland, Ore.)
Beckley, W. Va.

‡*WHA-TV Madison, Wis.

Beckley, W. Va. WHA-TV Madison, Wis. Rice Lake, Wis.

Ch. 22 (518-524 mc)

Opelika, Ala.
Forrest City, Ark.
KFSA-TV Fort Smith, Ark.
KBIC-TV Los Angeles,
Calif. Calif.
Watsonville, Calif.
Boulder, Colo.
Lakeland, Fla.
Statesboro, Ga.
WSIL-TV Harrisburg, Ill.

WSIL-TV Harrisl Waukegan, Ill. Waterloo, Iowa Colby, Kan. Wichita, Kan. Winnfield, La. Bar Harbor, Me. Cambridge, Me. Flint, Mich. Marshall, Minn.

Marshall, Minn.
Pasagoula, Miss.
Columbia, Mo.
Bozeman, Mont.
Omaha, Neb.
Las Cruces, N. M.
Portales, N. M.
Raleigh, N. C.
Harvey, N. D.
WIFE (TV) Dayton, Ohio
WGBI-TV Scranton, Pa.
Providence, R. I.

Providence, R. I. Pierre, S. D. Pierre, S. D.
Elizabethton, Tenn.
KVDO-TV Corpus Christi,
Tex.
Fort Stockton, Tex.
Perryton, Tex.
Temple, Tex.
Wichita Falls, Tex.
Provo, Utah
Burlington Vt

Provo, Utan Burlington, Vt. Everett. Vt. Walla Walla, Wash. Clarksburg, W. Va. Rhinelander, Wis.

Ch. 23 (524-530 mc)

Brewton, Ala.
WMSL-TV Decatur, Ala.
KETV (TV) Little Rock,
Ark. Colorado Springs, Colo.

‡ WFTL-TV Fort Lauderdale,
Fla. Gooding, Idaho
Decatur, Ill.
Freeport, Ill.
Des Moines, Iowa
Dodge City, Kan.
Manhattan, Kan.
Elizabethtown, Ky.
Auburn, Me.
Grand Rapids, Mich.
Minneapolis-St. Paul, Minn.
Lebanon, Mo.
Great Falls, Mont.
Lexington, Neb.
Carlsbad, N. M.
Lordsburg, N. M.
WPTR-TV Albany-Schenetady-Troy, N. Y.
†*WTVF (TV) Buffalo, N. Y.
Lisbon, N. D.
WMAC-TV Massillon, Ohio
Hobart, Okla.
† KCEB (TV) Tulsa, Okla.
† KCEB (TV) Tulsa, Okla.
† WIBG-TV Philadelphia, Pa.
Conway, S. C.
† WGVL (TV) Greenville,
S. C.
Belle Fourche, S. D.
† KDTX (TV) Dallas, Tex.
Harlingen, Tex.
† KTVP (TV) Houston, Tex.
* Sichmond, Va.
Yakima, Wash.
Logan, W. Va.
Ch. 24 (530-536 mc)

Ch. 24 (530-536 mc)

Sylacauga, Ala. Sylacauga, Ala.
Elroy, Ariz.
Harrison, Ark.

KMJ-TV Fresno, Calif.
San Bernardino, Calif.
Delta, Colo.
La Junta, Colo.

*WCHF (TV) Hartford,
Conn.

Conn.
Conn.
Conn.
Conn.
Conn.
Conlando, Fla.
Tallahassee, Fla.
Elberton, Ga.
Cairo, Ill.
WDAN-TV Danville, Ill.
Estherville, Iowa
Iowa City, Iowa
Wellington, Kan.
Maysville, Ky.
Thibodeaux, La.
Houlton, Me.
Baltimore, Md.
Coldwater, Mich.
Rogers City, Mich.
Bemidji, Minn.
Greenwood, Miss.
Fulton, Mo.

Fulton, Mo. Lincoln, Neb.

Lincoln, Neb.
Littleton, N. H.
Belen, N. M.
WTVE (TV) Elmira, N. Y.
Ogdensburg, N. Y.
Bismarck, N. D.
Salem, Ore.
Cookeville, Tenn. Cookeville, Tenn.
Austin, Tex.
Odessa, Tex.
Seymour, Tex.
Texarkana, Tex.
Ogden, Utah
WBTM-TV Danville, Va.
Bellingham, Wash.
Pullman, Wash.
Morgantown, W. Va.
Chilton, Wis.
Cody, Wyo.
Wheatland, Wyo.

Ch. 25 (536-542 mc)

Clifton, Ariz.
Williams, Ariz.
Brawley, Calif.
Salida, Colo.
Sterling, Colo.
Belle Glade, Fla.
St. Augustine, Fla.
Albany, Ga.
Dalton, Ga.
Madison. Ind. Madison, Ind. Ames, Iowa ‡ KTAG-TV Lake Charles, La.

La.
Rockland, Me.
East Travis, Mich.

† WJTV (TV) Jackson, Miss.
Kansas City, Mo.
Deer Lodge, Mont,
Tucumcari, N. M.

†*WGTV (TV) New York,
N. Y.

* Utica-Rome, N. Y.

* Cleveland, Ohio

* Cleveland, Ohio ‡ KTVQ (TV) Oklahoma City, Okla.

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Altoona, Pa.

* WCOS-TV Columbia, S. C. Brookings, S. D. Humboldt, Tenn. Athens, Tex. Ballinger, Tex. Cuero, Tex. Emporia, Va. Kennewick, Wash. Welch, W. Va. Eau Claire, Wis.

* WCAN-TV Milwaukee, Wis.

Ch. 26 (542-548 mc)

Montgomery, Ala. El Dorado, Ark. San Francisco-Oakland, Calif.

Santa Barbara, Calif.

Santa Barbara, Calif.
Denver, Colo.
WNLC-TV New London,
Conn.
Washington, D. C.
Leesburg, Fla.
Vidalia, Ga.
Emmett, Idaho
WHFC-TV Chicago, Ill.
Indianapolis, Ind.
Cedar Rapids, Iowa
McPherson, Kan.
Madisonville, Ky.
WCKG (TV) New Orleans,
La.
*WUOM (TV) Ann Arbor

†*WUOM (TV) Ann Arbor, Mich. * Traverse City, Mich. Northfield, Minn. Virginia, Minn.

Northfield, Minn.
Virginia, Minn.
Maryville, Mo.

* Springfield, Mo.
Berlin, N. H.

* WTOB-TV Winston-Salem, N. C.
Carrington, N. D.
Cambridge, Ohio
Elk City, Okla.
Okmulgee, Okla.
Eugene, Ore.
Lead, S. D.

* WTSK (TV) Knoxville,
Tenn.
Eagle Pass, Tex.
Edinburg, Tex.
Edinburg, Tex.
El Paso, Tex.

* Fort Worth, Tex.
Lubbock, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

Ch. 27 (548-554 mc)

Ch. 27 (548-554 mc)

Thomasville, Ala.
San Diego, Calif.

KVVG (TV) Tulare, Calif.

KVVG (TV) StamfordNorwalk, Conn.

WMIE (TV) Miami, Fla.
Thomasville, Ga.
Rexburg, Idaho
Wallace, Idaho
Champaign-Urbana, Ill.

Fort Wayne, Ind.
Webster City, Iowa
Fort Scott, Kan.

WLAP-TV Lexington, Ky.
Iron Mountain, Mich.
Wadena, Minn.
Greenville, Miss.
Caruthersville, Mo.
Hastings, Neb.
Reno, Nev.
Concord, N. H.
Clayton, N. M.

WRNY-TV Rochester, N. Y.
Hendersonville, N. C.

WKBN-TV Youngstown,
Ohio
Durant, Okla.

Enid. Okla

Ohio
Durant, Okla.
Enid, Okla.
WCMB-TV Harrisburg, Pa.
Georgetown, S. C.
Mobridge, S. D.
Fayetteville, Tenn.
El Campo, Tex.
WTOV-TV NorfolkPortsmouth, Va.
Roanoke, Va.

Roanoke, Va. WKOW-TV Madison, Wis. Torrington, Wyo.

Ch. 28 (554-560 mc)

Miami, Ariz. Miami, Ariz.
Magnolia, Ark.
Newport, Ark.

†*KTHE (TV) Los Angeles,
Calif. Salinas-Monterey, Calif.

Bradenton, Fla.
Brunswick, Ga.
WDAK-TV Columbus, Ga.
Elgin, III.
Vandalia, III.
Oelwein, Iowa
Great Bend, Kan.
Glasgow, Ky.
WAFB-TV Baton Rouge,

La. New Bedford, Mass. New Bedford, Mass.
Flint, Mich.
Sault Ste. Marie, Mich.
Columbus, Miss.
Sedalia, Mo.
Omaha, Neb.
Plattsburg, N. Y.
WNAO-TV Raleigh, N. C.
Lancaster, Ohio
* Lawton, Okla.
Vinita, Okla.
Pendleton, Ore.
Roseburg, Ore.

* WBRE-TV Wilkes-Barre,
Pa.
Kingsport, Tenn.

Pa.
Kingsport, Tenn.
Crystal City, Tex.
Lamesa, Tex.
Waco, Tex.
Provo, Utah
Winchester, Va.
Everett, Wash.
Newcastle, Wyo.

Ch. 29 (560-566 mc)

Andalusia, Ala.

‡ KBAK-TV Bakersfield,
Caiif. Jacksonville, Ill. Marion, Ind. Junction City, Kan. Somerset, Ky. Augusta, Me. Augusta, Me.
Muskegon, Mich.
Hastings, Neb.
Corinth, Miss.
Natchez, Miss.
Fallon, Nev.
Gloversville, N. Y.
Wilmington, N. C.
Canton, Ohio
Stillwater, Okla.
Philadelphia, Pa.
Greenville, S. C.
KLIF-TV Dallas, Tex.
KXYZ-TV Houston, Tex.
Plainview, Tex.
WOTV (TV) Richmond, Va.
KIMA-TV Yakima, Wash.
Buffalo, Wyo.

Ch. 30 (566-572 mc)

Coolidge, Ariz. Batesville, Ark. Madera, Calif. San Bernardino, Calif.

Walsenburg, Colo.

‡ WKNB-TV New Britain,
Conn.

† WOBS-TV Jacksonville,

Fla.
Panama City, Fla.
Atlanta, Ga.

Atlanta, Ga.
Bloomington, Ind.
Davenport (Iowa)-Rock
Island-Moline, Ill.
Sioux City, Iowa

Island-Moine, III.
Sioux City, Iowa
Houma, La.
Minden, La.
Cumberland, Md.
Alpena, Mich.
WCOC-TV Meridian, Miss.
Joplin, Mo.
St. Joseph, Mo.
KUFO-TV (St. Louis)Clayton, Mo.
Hickory, N. C.
Roanoke Rapids, N. C.
Portsmouth, Ohio
Toledo, Ohio
Alva, Okla.
Astoria, Ore.
Grants Pass, Ore.
Nashville, Tenn.
Snyder, Tex.
Logan, Utah
St. Johnsbury, Vt.
Shell Lake. Wis.
Powell, Wyo.
Ch. 31 (572-578 mc)

Ch. 31 (572-578 mc)

Huntsville, Ala. Morenci, Ariz. Morenci, Ariz, Americus, Ga, Kokomo, Ind. Tell City, Ind. Centerville, Iowa Abilene, Kan. Goodland, Kan. Petoskey, Mich. Willmar, Minn.

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McComb, Miss.
Hawthorne, Nev.
WNYC-TV New York, N. Y.
Oswego, N. Y.
Elizabeth City, N. C.
WEOL-TV (Elyria)-Lorain,
Ohio
Norman Okla Ohio Norman, Okla.
DuBois, Pa.
Lancaster, S. C.

KBMT (TV) BeaumontPort Arthur, Tex.
Pearsall, Tex.
Richland, Wash.
Hinton, W. Va.
Milwaukee, Wis.
Gillette, Wyo.

Ch. 32 (578-584 mc)

Montgomery, Ala.
Oxnard, Calif.

‡ KSAN-TV San FranciscoOakland, Calif.
Longmount, Colo.

† WPGT (TV) Clearwater, Longmount, Colo.
WPGT (TV) Clearwater,
Fla.
Douglas, Ga.
Centralia, Ill.
WTLE (TV) Chicago, Ill.(Evanston)
Richmond, Ind.
Burlington, Iowa
Red Oak, Iowa
WCNO-TV New Orleans,
La.
Lowell, Mass.
Duluth (Minn.)
-Superior (Wis.)
Worthington, Minn.
Clarksdale, Miss.
Springfield, Mo.
Winston-Salem, N. C.
Valley City, N. D.
Clinton, Okla.
The Dalles, Ore.
Lock Haven, Pa.
Oak Ridge, Tenn.
Littlefield, Tex.
KTVE (TV) Longview, Tex.
Mercedes, Tex.
Stephenville, Tex.
Weston, W. Va.
La Crosse, Wis.
Marinette, Wis.

Ch. 33 (584-590 mc)

Searcy, Ark.
San Diego, Calif.
Lake City, Fla.
WMFL (TV) Miami, Fla.
Carrollton, Ga.
Blackfoot, Idaho
Kellogg, Idaho
Chambaign-Urbana, Ill.
WKJG-TV Fort Wayne,
Ind. WKJG-TV Fort Wayne, Ind.
Knoxville, Iowa
Coffeyville, Kan.
Murray, Ky.
St. Cloud, Minn.
Laurel, Miss.
Jefferson City, Mo.
Norfolk, Neb.
Yerington, Nev.
Batavia, N. Y.
WEEU-TV Reading, Pa.
Abilene. Tex. ** WEEU-TV Heading, Pa.

Abilene, Tex.
Bay City, Tex.
Borger, Tex.
Paris, Tex.
Bennington, Vt.

** WACH (TV) Norfolk-Portsmouth-Newport News, Va.

*** Respective Vs. * Roanoke, Va. Longview, Wash. ‡ WMTV (TV) Madison, Wis.

Ch. 34 (590-596 mc)

Globe, Ariz. Globe, Ariz. Arkadelphia, Ark. Los Angeles, Calif. Merced, Calif. Pueblo, Colo. * Columbus, Ga.

* Columbus, Ga.

Carbondale, Ill.

WSBT-TV South Bend, Ind. Storm Lake, Iowa Salina, Kan. Baton Rouge, La. New Bedford, Mass. Port Huron, Mich. Port Huron, Mich.

* Sault Ste. Marie, Mich.
Starkville, Miss.
Goldsboro, N. C.

* Fargo, N. D.

* Williston, N. D.

†*WOSU-TV Columbus, Ohio
Lawton, Okla. # WILK-TV Wilkes-Barre,

Johnson City, Tenn.

Alice, Tex.
Big Spring, Tex.
KANG-TV Waco, Tex.
St. Albans, Vt.
Harrisonburg, Va.
Anacortes, Wash.
Prairie du Chien, Wis.
Worland, Wyo.

Ch. 35 (596-602 mc)

Ch. 35 (596-602 mc)

Springdale, Ark.
Sanford, Fla.
Bainbridge, Ga.
Toccoa, Ga.
La Salle, Ill.
Mason City, Iowa
Danville, Ky.
Waterville, Me.
WTVM (TV) Muskegon,
Mich.
Columbia, Miss.
Moberly, Mo.
Fairbury, Neb.
Clovis, N. M.
WTRI (TV) Albany, N. Y.
Wilmington, N. C.
WIMA-TV Lima, Ohio
WSEE (TV) Erie, Pa.
Philadelphia, Pa.
Watertown, S. D.
Galveston, Tex.
Mount Pleasant, Tex.
KALA (TV) San Antonio,
Tex.
Martinsville, Va.
Omak-Okanogan, Wash.
WJPB-TV Fairmount,
W. Va.

Ch. 36 (602-608 mc)

Pine Bluff, Ark.

‡ KTVU (TV) Stockton,
Calif.
Canon City, Colo.

‡ WJHP-TV Jacksonville, WJHP-TV Jacksonville,
Fla.
Panama City, Fla.
Atlanta, Ga.
Bloomington, Ind.
Davenport (Iowa)-Rock
Island-Moline, Ill.
KCTV (TV) Sioux City,
Iowa
Pratt, Ky.
Morgan City, La.
Northampton, Mass.
Cheboygan, Mich.
Kalamazoo, Mich.
Alexandria, Minn.
Meridian, Miss.
St. Joseph, Mo.
KSTM-TV St. Louis, Mo.
WAYS-TV Charlotte, N. C.
WTVG (TV) Mansfield,
Ohio
Altus, Okla.
WRAK-TV Williamsport,
Pa.
Nashville, Tenn. Pa.
Nashville, Tenn.
Brownsville, Tex.
Jacksonville. Tex. Brigham, Utah Staunton, Va. Lovell, Wyo.

Ch. 37 (608-614 mc)

Lelano, Calif.

Melbourne, Fla.
WGOV-TV Valdosta, Ga.
Peoria, Ill.
Algona, Iowa Algona, Iowa
Winchester, Ky.
Brookhaven, Miss.
Sikeston, Mo.
Carson City, Nev.
Claremont, N. H.
Paterson, N. J.
Auburn, N. Y.
Norman, Okla.
Baker, Ore.
Springfield, Ore.
Meadville, Pa.
Beaumont-Port Arthur,
Tex. Tex. Pulaski, Va. Grand Coulee, Wash. Beaver Dam, Wis.

Ch. 38 (614-620 mc)

Troy, Ala. San Buenaventura, Calif. San Francisco-Oakland, Calif. Loveland, Colo.

* WSUN-TV Tampa-St.
Petersburg, Fla. Petersburg, Fla.
Chicago, Ill.
Mt. Vernon, Ill.
Connersville, Ind.
Burlington, Iowa
Pittsburg, Kan.
Lafayette, La.
† WFTV (TV) Duluth, Minn.Superior, Wis. Tupelo, Miss.
Falls City, Neb.
Sanford, N. C.
Rugby, N. D.
Lewiston, Pa.
Sioux Falls, S. D.
Cleveland, Tenn.
Beeville, Tex.
Levelland, Tex.
Longview, Tex.
Mineral Wells, Tex.
WTLB (TV) La Crosse,
Wis.
Marinette, Wis.

Ch. 39 (620-626 mc)

* Marinette, Wis.

Ch. 39 (620-626 mc).

Fort Smith, Ark.
Jonesboro, Ark.
San Diego, Calif.
Griffin, Ga.
WTVO (TV) Rockford, Ill.
Carroll, Iowa
Emporia, Kan.
Big Rapids, Mich.
Stillwater, Minn.
Glens Falls, N. Y.
Shelby, N. C.
Duncan, Okla.
WQCY (TV) Allentown, Pa.
WSHA (TV) Sharon, Pa.
Columbia, Tenn.
KNUZ-TV Houston, Tex.
Front Royal, Va.
Kelso, Wash.

Ch. 40 (626-632 mc)

Ch. 40 (626-632 mc)

Enterprise, Ala.
Guntersville, Ala.
Benton, Ark.
Riverside, Calif.

KCCC-TV Sacramento,
Calif.

WHRN (TV) Dover, Del.
Galesburg, Ill.
Marion. Ill.
South Bend, Ind.
Campbellsville, Ky.
Baton Rouge, La.
Gladstone, Mich.
Fairmont, Minn.
Marshall, Mo.
Beatrice, Neb.
Binghamton, N. Y.
Durham, N. C.
Fargo, N. D.
Columbus, Ohio
Ponca City, Okla.

WAIM-TV Anderson, S. C.
Childress, Tex.
Kingsville, Tex.
Lampassas, Tex.
Nacogdoches, Tex.
Montpelier, Vt.
Elkins, W. Va.
Greybull, Wyo.

Ch. 41 (632-638 mc)

Ch. 41 (632-638 mc)

Florence, Ala.
Fayetteville, Ark.
Macon, Ga.
Preston, Idaho
WQXL-TV Louisville, Ky.
Belfast, Me.
Alma, Mich.
Vicksburg, Miss.
Trenton, N. J.
WROW-TV Albany-Schenectady-Troy, N. Y.
Laurinburg, N. C.
Erie, Pa. Erie, Pa. Vermillion, S. D. KCOR-TV San Antonio, Tex. Galveston, Tex. Sulphur Springs, Tex. Petersburg, Pa. Kennewick-Richland-Pasco, Wash.

Ch. 42 (638-644 mc)

Bluefield, W. Va.

Birmingham, Ala. Mobile, Ala. Stockton, Calif. Columbus, Ind. Davenport (Iowa)-Rock Island-Moline, Ill. Spencer, Iowa
KTKA (TV) Topeka, Kan.
Benton Harbor, Mich.
WIL-TV St. Louis, Mo. WIL-TV St. Louis, M. Charlotte, N. C. Jamestown, N. D. Sandusky, Ohio Sapulpa, Okla. Emporium, Pa. Memphis, Tenn. Springfield, Tenn. Henderson, Tex. Quanah, Tex. Raymondville, Tex. Waynesboro, Va.

ww.americanradiohistory.com

‡ WNAM-TV (Appleton)Neenah, Wis.

Ch. 43 (644-650 mc)

Morritton, Ark.
Visalia, Calif.
WICC-TV Bridgeport,
Conn.
Cordele, Ga.
WEEK-TV Peoria, Ill.
Creston, Iowa
Winfield, Kan.
Frankfort, Ky.
Paducah, Ky. Winfield, Kan.
Frankfort, Ky.
Paducah, Ky.
KFAZ-TV Monroe, La.
New Ulm, Minn.
Laconia, N. H.
*WHTV (TV) Syracuse,
N. Y.
Defiance, Ohio
Lebanon, Ore.
Purlar Pa. Defiance, Ohio
Lebanon, Ore.
Butler, Pa.
WSBA-TV York, Pa.
Marion, S. C.
Chattanooga, Tenn.
Bonham, Tex.
KTLG (TV) Corpus Christi,
Tex.
Orange, Tex.
Eohrata, Wash.
Charleston, W. Va.

Ch. 44 (650-656 mc)

Ch. 44 (650-656 me)

Eufala, Ala.
San Francisco-Oakland,
Calif.
Santa Maria, Calif.
Fort Collins, Colo.
De Land, Fla.
WOPT (TV) Chicago, Ill.
Vincennes. Ind.
Decorah, Iowa
Keokuk, Iowa
Iola, Kan.
WJDW (TV) Boston, Mass.
Pontiac, Mich.
Cloquet, Minn.
Biloxi, Miss.
Piqua, Ohio
Frederick, Okla.
State College, Pa.
Orangeburg, S. C.
Sioux Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis. Sturgeon Bay, Wis.

Ch. 45 (656-662 mc)

Ch. 45 (656-662 mc)

Tuscaloosa, Ala.
Cairo, Ga.

* Rockford, Ill.
Atlantic, Iowa
Princeton, Ky.
Cadillac, Mich.
Owatonna, Minn.
Mexico, Mo.

† WKNE-TV Keene, N. H.
Kinston, N. C.
Wahpeton, N. D.

* Muskogee, Okla.

† WKST-TV New Castle, Pa.
Laurens, S. C.
Floydada, Tex.
Wexahachie, Tex.

* Charlottesville, Va.

* Wenatchee, Wash. Wenatchee, Wash.

Ch. 46 (662-668 mc)

Malvern, Ark. Riverside, Calif. † KBIE-TV Sacramento,

KBIE-TV Sacram Calif. Pensacola, Fla. Matoon, Ill. South Bend, Ind. Waterloo, Iowa Parsons, Kan. Franklin, La. Fall River, Mass. Bad Axe, Mich. Louisville, Miss. Rolla, Mo. † WFPG-TV Atlantic City, N. J. Hobbs, N. M. Hobbs, N. M.
Raton, N. M.

†*WQTV (TV) Binghamton,
N. Y.
Dunkirk, N. Y.
Durham, N. C.
McMinnville, Ore.

† WCHA-TV Chambersburg, Pa.
Madison, S. D.
Bristol, Tenn.-Va.
Dyersburg, Tenn.
McMinnville, Tenn.
Lufkin, Tex.
Sherman, Tex.
* Logan, Utah

Newport, Vt. * Wausau, Wis.

Ch. 47 (668-674 mc)

Ch. 47 (668-674 mc)

Sheffield, Ala.

‡ KJEO (TV) Fresno, Calif.
Orlando, Fla.

‡ WNEX-TV Macon, Ga.
Dixon, Ill.

‡ Lafayette, Ind.
Concordia, Kan.

* Portland, Me.
Mount Pleasant, Mich.
Jackson, Miss.
New Brunswick, N. J.
Tiffin, Ohio
McAlester, Okla.

† WTVQ (TV) Pittsburgh,
Pa.
Sumter, S. C.
Corsicana, Tex.

* Galveston, Tex.
Fredericksburg, Va.

* Yakima, Wash.

Ch. 48 (674-680 mc)

† WJLN-TV Birmingham, Ala.

‡ WKAB-TV Mobile, Ala.
San Jose, Calif.
Moultrie, Ga.
Alton, Ill.

† WJOL-TV Joliet, Ill.

† Topeka, Kan.
Jennings, La.
Jackson, Mich.
Manchester, N. H.
Wildwood, N. J.
Watertown, N. Y.

† WTVX (TV) Gastonia,
N. C.

‡*WCET (TV) Cincinnati,
Ohio
Guthrie, Okla.
Gallatin, Tenn.
Memphis, Tenn.
College Station, Tex.
San Benito, Tex.
Oshkosh, Wis. † WJLN-TV Birmingham,

Ch. 49 (680-686 mc)

Ch. 49 (680-686 mc)

Greenville, Ala.
Visalia, Calif.
Bridgeport, Conn.

WLBC-TV Muncie, Ind.
Marshalltown, Iowa
Arkansas City, Kan.
Yazoo City, Miss.
Clinton, Mo.
Columbus, Neb.
Southern Pines, N. C.

WAKR-TV Akron, Ohio
Corvalis, Ore.

WNOW-TV York, Pa.
Chattanooga, Tenn.
Gainesville, Tex.
Jasper, Tex.
Rutland, Vt.
Ellensburg, Wash.

WKNA-TV Charleston,
W. Va.
Racine, Wis.

Ch. 50 (686-692 mc)

Camden, Ark.
Santa Rosa, Calif.
Greeley, Colo.
† WOOK-TV Washington,
D. C.
Clearwater, Fla.
La Grange, Ga.
† WEHT (TV) Evansville, Ind. Gary, Ind. Fort Madison, Iowa Fort Madison, Iowa Chanute, Kan.

* WEHT (TV) Henderson, Ky. (Evansville, Ind.) Boston, Mass. Detroit, Mich. Biloxi, Miss. Nebraska City, Neb. Hornell, N. Y.
Rocky Mount, N. C.
WHIZ-TV Zanesville, Ohio Ada, Okla. Lawrenceburg, Tenn. Mexia, Tex. Marion, Va. Bremerton, Sparta, Wis. Wash. Ch. 51 (692-698 mc)

Tuscaloosa, Ala.
Tallahassee, Fla.
Milledgeville, Ga.
Logansport, Ind.
Louisville, Ky.

WSBM-TV Saginaw, Mich.
Austin, Minn.
Rochester, N. H.

Greensboro, N. C.
Blackwell, Okla.

WLEV-TV Bethlehem, Pa.

Broadcasting • Telecasting

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Maryville, Tenn. Paris, Tenn. Weatherford, Tex.
WLTV (TV) Wheeling,
W. Va.-Steubenville, Ohio

Ch. 52 (698-704 mc)

Hot Springs, Ark.
KCOA (TV) Corona, Calif.
Yuba City, Calif.
Gainesville, Ga.
WSJV (TV) Elkhart, Ind.
WRAY-TV Princeton, Ind. Oskaloosa, Iowa Olathe, Kan. Hagerstown, Md. Barnstable, Mass. Kosciusko, Miss. Farmington, Mo.

Farmington, Mo.
Fremont, Neb.

† WOCN (TV) Atlantic City,
N. J.

* Raton, N. M.
Amsterdam, N. Y.
Henderson, N. C.
Springfield, Ohio
Brenham, Tex.
Denison, Tex.
Falfurrias, Tex.
Norton, Va.
Hoquiam, Wash.

Ch. 53 (704-710 mc)

KBID-TV Fresno, Calif. WATR-TV Waterbury, Conn. Daytona Beach, Fla. Daytona Beach, Fla.
Cedartown, Ga.
Fitzgerald, Ga.
Lincoln, Ill.
Bastrop, La.
WPMT (TV) Portland, Me.
Aboskie, N. C.
Findlay, Ohio
Shawnee, Okla.
WKJF-TV Pittsburgh, Pa.
Clarksville, Tenn. Clarksville, Tenn. San Marcos, Tex.

Ch. 54 (710-716 mc) Bessemer, Ala.

Terrell, Tex.
* Huntington, W. Va.

Helena, Ark.
San Jose, Calif.
Quincy, Fla.
WTVI (TV) Belleville, Ill.
Fairfield, Iowa Fairfield, Iowa
Leavenworth, Kan.
Oakdale, La.

‡ WILS-TV Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Fayetteville, N. C.

† WQXN-TV Cincinnati, Ohio Pryor Creek, Okla. WAKN-TV Aiken, S. C. Morristown, Tenn. Bryan, Tex. Lexington, Va. Fond du Lac, Wis.

Ch. 55 (716-722 mc)

Porterville, Calif. Muncie, Ind.
El Dorado, Kan.
Rumford, Me.

‡ WHYN-TV SpringfieldHolyoke, Mass.
Rochester, Minn.
Mount Airy, N. C.
Akron, Ohio
Ardmore, Okla.
Albany, Ore.
WHP-TV Harrisburg, Pa.
Lake City, S. C.
Chattanooga, Tenn.
Union City, Tenn.
Wenatchee, Wash.
Racine, Wis.

Ch. 56 (722-728 mc)

Auburn, Ala. El Centro, Calif. Evansville, Ind. Hammond, Ind. Dubuque, Iowa WTAO-TV Boston, Mass. † WTAO-TV Boston, Mass.
†*WTVS (TV) Detroit, Mich.
Gulfport, Miss.
West Point, Miss.
Carthage, Mo.
Cortland, N. Y.
* Asheville, N. C.
Wilson, N. C.
Chillicothe, Ohio
El Reno, Okla.
† WARD-TV Johnstown, Pa.
Crockett, Tex.
* Tacoma, Wash.

Ch. 57 (728-734 mc)

Norwich, Conn. Marietta, Ga. Terre Haute, Ind. Middlesborough, Ky. Hammond, La. WKNX-TV Saginaw, Mich.

Albert Lea, Minn.

† WCOG-TV Greensboro,
N. C.

‡ KGLV (TV) Easton, Pa.

Cleburne, Tex. Wheeling, W. Va. Beloit, Wis.

Ch. 58 (734-740 mc)

Selma, Ala.
Paragould, Ark.
Modesto, Calif.
Shelbyville, Ind.
Muscatine, Iowa
Opelousas, La.
Greenfield, Mass.
† WBCK-TV Battle Creek,
Mich.
† WRTV (TV) Asbury Park,
N. J.
Jamestown, N. Y.

N. J.
Jamestown, N. Y.
Mount Vernon, Ohio
Anadarko, Okla.
KMIV (TV) Miami, Okla.
Anderson, S. C.
Lebanon, Tenn.
Hebbronville, Tex.

Taylor, Tex. Aberdeen, Wash, Martinsburg, W. Va. Adams, Wis.

Ch. 59 (740-746 mc)

† WELI-TV New Haven,

Conn.

* Wilmington, Del.
Rome, Ga.
Centralia, Ill.

‡ WFAM-TV Lafayette, Ind.

† WPTV (TV) Ashland, Ky.

Biddeford, Me.
Buffalo-Niagara Falls, N. Y.
Kannapolis, N. C.
Fremont, Ohio
Seminole, Okla.
Kilgore, Tex.
Sheboygan, Wis.

Ch. 60 (746-752 mc)

Cullman, Ala. San Jose, Calif. Athens, Ga. Kewanee, Ill. Washington, Ind.
Atchison, Kan.
Richmond, Ky.
Lake Charles, La.
WKAR-TV East Lansing,
Mich. Mich. Middletown, N. Y. Newark, Ohio Florence, S. C. Blacksburg, Va. Olympia, Wash.

Ch. 61 (752-758 mc)

Newman, Ga. Newman, Ga.

* Carbondale, III.
Macomb, III.
Anderson, Ind.

‡ WJMR-TV New Orleans,
La.

‡ WWLP (TV) SpringfieldHolyoke, Mass.
Winona, Minn.
Akron, Ohio
Pauls Valley, Okla.

‡ WHUM-TV Reading, Pa.
Rock Hill, S. C.
Kenosha, Wis.

Ch. 62 (758-764 mc)

Conway, Ark. Napa, Calif. ‡ WFIE (TV) Evansville, Ind. Michigan City, Ind. Dubuque, Iowa Dubuque, Iowa
Alexandria, La.
Frederick, Md.
WHEF-TV Brockton, Mass.
WCIO-TV Detroit, Mich.
Oneonta, N. Y.
WISE-TV Asheville, N. C.
Athens, Ohio

Athens, Ohio
Bartlesville, Okla.
Shelbyville, Tenn.
New Braunfels, Tex. Tacoma, Wash.

Ch. 63 (764-770 mc)

†*WCNE (TV) Norwich, Conn. Cartersville, Ga. Terre Haute, Ind. Ottumwa, Iowa Mayfield, Ky. Mayfield, Ky.
Middlesborough, Ky.
Bay City, Mich.
Red Wing, Minn.
Burlington, N. C.
Bellefontaine, Ohio
WAZL-TV Hazelton, Pa.
Washington, Pa.
Hillsboro, Tex.
Janesville, Wis.

Ch. 64 (770-776 mc) Talladega, Ala.

Blytheville, Ark.
Stockton, Calif.
Clinton, Iowa
Lexington, Ky.
Eunice, La.
Pittsfield, Mass.
WBKZ-TV Battle Creek,
Mich. Mich.
Bridgeton, N. J.
Statesville, N. C.
Chickasha, Okla.
Oil City, Pa.
Gonzales, Tex.
Charlottesville, Va.

Ch. 65 (776-782 mc)

Ch. 65 (776-782 mc)

Meriden, Conn.
Streator, Ill.

Newton, Iowa
Bath, Me.
Kansas City, Mo.
WERE-TV Cleveland, Ohio
Hamilton-Middletown, Ohio
Sunbury, Pa.
Union, S. C.
McKinney, Tex.
Ellensburg, Wash.
Manitowoc, Wash.

Ch. 66 (782-788 mc)

Merced, Callf.
Springfield, Ill.
Gary, Ind.
WKNY-TV Kingston, N. Y.
Malone, N. Y.
Muskogee, Okla.
Evic Pa

* Richland Center, Wis.

Erie. Pa.

Ch. 67 (788-794 mc)

* DeKalb, Ill. Indianapolis, Ind.

Hudialapins, Hud.
Lafayette, Ind.
Warren, Ohio
WFMZ-TV Allentown, Pa.
WNOK-TV Columbia, S. C.
Harriman, Tenn. Wenatchee, Wash.

Ch. 68 (794-800 mc)

Hagerstown, Md. Bedford, Ind. Petaluma, Calif. Fall River, Mass. Clemson, S. C. Tullahoma, Tenn.

Ch. 69 (800-806 mc)

Pekin, Ill. Fort Wayne, Ind. Bogalusa, La. Cape Girardeau, Mo. Andover, N. J.
Stillwater, Okla.
Cookeville, Tenn.
Greenville, Tex.
Clarksburg, W. Va.

Ch. 70 (806-812 mc)

Anniston, Ala. Anniston, Ala.
Lexington, Ky.
Hammonton, N. J.
Bowling Green, Ohio
Bradford, Pa.
Newberry, S. C.
Austin, Tex.
Green Bay, Wis.

Ch. 71 (812-818 mc) †*WCBE (TV) Bridgeport, Conn. * Muncie, Ind. Grinnel, Iowa ‡ WTPA (TV) Harrisburg, Pa.

Ch. 72 (818-824 mc)

Paducah, Ky. † WITH-TV Baltimore WITH-TV Batum Lawrence, Mass. Goldsboro, N. C. Gallipolis, Ohio Tyler, Tex. La Crosse, Wis.

Terre Haute, Ind.

Ch. 73 (824-830 mc)

Terre Haute, Ind.
Harlan, Ky.

* Bay City, Mich.
Durham, N. C.

* WLOK-TV Lima, Ohio
Youngstown, Ohio

* WTVU (TV) Scranton, Pa.
Dallas, Tex.

Ch. 74 (830-836 mc)

* University, Ala. Blytheville, Ark. Alexandria, La.

‡ WMGT (TV) North Adams, Mass.

Freehold, N. J. WNOP-TV Newport, Ky. (Cincinnati) Spartanburg, S. C.

> Ch. 75 (836-842 mc) Patchogue, N. Y.

Ch. 76 (842-848 mc) Springfield, Ohio

Ch. 77 (848-854 mc)

Montclair, N. J. Crossville, Tenn. Brattleboro, Vt.

Ch. 78 (854-860 mc)

Bogalusa, Ala. Asheville, N. C. Ch. 79 (860-866 mc)

(Channel not assigned)

Ch. 80 (866-872 mc)

* North Adams, Mass. Camden, N. J.

Salisbury, N. C.

Ch. 81 (872-878 mc) New London, Conn.

Ch. 82 (878-884 mc)

* Amherst, Mass.

Ch. 83 (884-890 mc)

† WILM-TV Wilmington,

* Poughkeepsie, N. Y.

[Note: FCC from time to [Note: FCC from time to time reassigns whf and uhf allocations to correct sub-standard spacing and for other reasons; these changes will be published in Broad-casting-Telecasting when they are proposed and again when

REGIONAL TELEVISION NETWORKS

ABC PACIFIC COAST REGIONAL TV NET-WORK-Comprising KING-TV Seattle, KHQ-TV Spokane, KPTV (TV) Portland, KGO-TV San Francisco, KEYT (TV) Santa Barbara, KABC-TV Los Angeles, KFMB-TV San Diego, KVTV (TV) Salt Lake City, KPHO-TV Phoenix, KBTV (TV) Denver, KKTV (TV) Colorado Springs, KOAT-TV Albuquerque, KSWS-TV Roswell, N. M., KLAS-TV Las Vegas. Headquarters: 4151 Prospect St., Los Angeles. Donn Tatum, director of television, Western Div.

CBS PACIFIC TELEVISION NETWORK—Comprising KTNT (TV) Tacoma-Seattle, KPIX (TV) San Francisco, KFMB-TV San Diego, KPHO-TV Phoenix, KBTV (TV) Denver and KNXT (TV) Los Angeles. Headquarters: 1313 N. Vine St., Los Angeles. Jim Aubrey, general manager; Ed Bunker, sales manager.

TRISTATE NETWORK—Comprising WKRC-TV Cincinnati, WTVN (TV) Columbus and WHIO-TV Dayton, all Ohio. Headquarters: 800 Broadway, Cincinnati; Don L. Chapin, coordinating director. The Katz Agency (representative for WKRC-TV and WTVN) and George P. Hollingbery Co. (WHIO-TV) authorized to act for group.

CROSLEY BROADCASTING CORP.—Comprising WLWT (TV) Cincinnati, WLWC (TV) Columbus, and WLWD (TV) Dayton, all Ohio. Headquarters: 140 W. Ninth St., Cincinnati. George Henderson, general sales manager.

GOLD NUGGET TELEVISION NETWORK —Comprising KOA-TV Denver, KCSJ-TV Pueblo and KRDO-TV Colorado Springs, all Colorado. Headquarters: KOA-TV Denver. William F. MacCrystall, sales manager. Represented by Edward Petry Co. and Avery-Knodel Co.

ROCKY MOUNTAIN BROADCASTING SYSTEM—Comprising operating stations KLAS-TV Las Vegas, Nev.; KOPR-TV Butte, Mont.; KOOK-TV Billings, Mont., and KFBC-TV Cheyenne, Wyo. Eventually to include KUTV (TV) Salt Lake City; KIFT-TV Idaho Falls, KTVI (TV) Boise, KWIK-TV Pocatello, all Idaho. Frank C. Carman, president; S. John Schile, executive vice president.

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DISTRIBUTORS OF FILM FOR TELEVISION

(For Program Production and Related Services see page 438)

Α

ABC FILM SYNDICATION INC.

7 W. 66th St., New York 23; Tel.: Susquehanna 7-5000; George T. Shupert, pres.; Donald L. Kearney, sales vice pres..

Services: Distributes filmed TV shows.

Chicago 6—20 N. Wacker Dr.; Tel.: Andover 3-0800; John B. Burns, midwest mgr.

Hollywood—ABC-TV Center; Tel.: Normandy 3-3311; William L. Clark, western mgr.

ACADEMY FILM PRODUCTIONS Inc.

122 W. Chestnut St., Chicago 10; Tel.: Michigan 2-0128 Bernard Howard, pres.

Services: Packaging and distributing own shows.

ACUS PICTURES Corp.

165 W. 46th St., New York 36; Tel.: Plaza 7-2265; Patrick E. Shanahan, pres.

Services: Feature film rental.

JOHN ADASKIN PRODUCTIONS

67 Yonge St., Toronto, Ont., Canada; Tel.: Empire 4-9296; John Adaskln, own.

Service: Film library.

AFFILIATED PROGRAM SERVICE Inc.

535 Fifth Ave., New York 17; Tel.: Murray Hill 7-1881; Paul F. Adler, pres.

Services: Film distribution, emphasis on sports.

ALEXANDER FILM CO.

Alexander Film Bldg., Colorado Springs 1; Tel.: Melrose 3-1771; J. Don Alexander, pres.

Services: Producers and distributors of commercials.

Chicago 11—435 N. Michigan Ave.; Tel.: Michigan 2-5636; C. C. Alexander, mgr.

Dallas 1-308 S. Harwood St.; Tel.: Riverside

4558; J. A. McInaney, mgr.

New York 36-500 Fifth Ave.; Tel.: Pennsylvania

6-3028; Les E. Wysong, mgr. San Francisco 2—125 Hyde St.; Tel.: Graystone 4-2213; A. Lyle Bramson, mgr.

Hollywood 46-8484 Harold Way; Tel.: Hollywood 9-7396; C. J. Dexter.

M & A ALEXANDER PRODUCTIONS Inc.

6040 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-3414; Arthur Alexander, pres.

Service: Distributor of films.

AMERICAN FILM Co.

1329 Vine St., Philadelphia 7; Tel.: Walnut 2-1800; Ben Harris, mgr.

Service: Film service.

ANIMATED VIDEO FILMS Inc.

1001 N. Vermont Ave., Los Angeles 27; Ace

EVAN J. ANTON PRODUCTIONS Ltd.

20 E. 42nd St., New York 17; Evan J. Anton.

ASSOCIATED ENTERPRISES

735 N. Vine St., Hollywood 38; Tel.: Hollywood 4-0249; R. B. Struble, pres.

ASSOCIATED PROGRAM SERVICE (A division of Muzak Corp.)

221 4th Ave., New York 3.; Tel.: Orchard 4-7400. Edward Hochhauser, Jr., vice pres. & gen. mgr.

Services: Distribute Encyclopaedia Britannica films, film leases, package film leases, annual film library leases, film clips, slides, loups, TV Production Music Transcription library.

ASSOCIATION FILMS Inc.

347 Madison Ave., New York 17; Tel.: Murray Hill 5-8573; J. R. Bingham, pres.

Services: Distributors of free and rental films. Ridgefield, N. J.—Broad at Elm St.; Tel.: Morsemere 6-8200; E. K. Pearson, mgr.

Chicago 3-79 E. Adams St.; Tel.: Harrison 7-4393; M. G. Weiland, mgr.

San Francisco 2-79 E. Adams St.; Tel.: Prospect 5-2800; W. O. Siler, mgr.

Dallas 2-1108 Jackson St.; Tel.: Randolph 3144; Carl Stahl, mgr.

ATHENA FILMS

165 W. 46th St., New York 19; Tel.: Plaza 7-2320; Milton Perlman.

ATLANTIC TELEVISION Corp.

130 W. 46th St., New York 36; Tel.: Judson 2-1287; Jacques Kopfstein, exec, vice pres.

Services: Distributors of motion pictures for television.

Chicago 16-203 N. Wabash Ave.; Tel.: Victory 2-5454; Ben Barry, mgr.

Hollywood 28-5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom Corradine, mgr.

ATLAS TELEVISION Corp.

15 W. 44th St., New York 35; Tel.: Murray Hill 7-5535; Henry Brown, pres.

Services: Distribute, produce film.

Hollywood—1350 N. Highland Ave.; Tel.: Hollywood 4-0840; Jack London, West Coast sales

В

GEORGE BAGNALL & Assoc. (also DBA Consolidated Television Sales)

109 N. La Cienga Blvd.; Beverly Hills, Calif.; Tel.: Crestview 1-5133; George Bagnall, pres.; J. J. O'Loughlin, vice pres & sales mgr.; Fred C. Lindquist, sec'y.

Services: Distributes features, one-hour and quarter-hour films.

New York-25 Vanderbilt Ave.; Tel.: Murray Hill 6-7543; Anthony Azzato, mgr.

Chicago—520 N. Michigan Ave.; Tel.: Michigan 2-5231; Frank Maun.

Miami-PO Box 164, Little River Station; Tel.: 7-4645.

TOM BAILEY PRODUCTIONS Inc.

722 N. 4th St., Tucson, Ariz.; Tel.: 4-2421; Tom Bailey, pres.

Services: Distributes full length features.

BARRY, ENRIGHT & FRIENDLY Inc.

667 Madison Ave., New York 21; Tel.: Templeton 2-8600; Jack Barry, pres.

Services: Package producer & sales agent.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner.

Services: Distributes film and package TV programs.

ZACH BAYM FILMS

13 E. 37th St., New York 16; Tel.: Murray Hill 9-4175; Zach Baym, mgr.

Services: Distributors of film for TV.

BEACON TELEVISION FEATURES Inc.

118 Newberry St., Boston 16,; Tel.: Commonwealth 6-6881; J. Leonard Sanderson, pres. Services: Package TV programs and film distribution.

BELL PICTURES CORP.

630 Ninth Ave, New York 19; Tel.: Circle 6-1383; Frances Frank.

BENGAL PICTURES

3102 Quincy St., N. E., Albuquerque, N. M.; Tel.: 2-3436; Phil E. Cantonwine, prod.

Service: Sponsored pictures, historical travelogues, Tv spots.

BRANDON FILMS Inc.

200 W. 57th St., New York 19; Tel.: Circle 6-4868; Thomas J. Brandon, pres.

Service: Supply motion pictures for TV.

BRAY STUDIOS Inc.

729 Seventh Ave., New York 19; Tel.: Circle 5-4582; J. R. Bray, pres.; Paul A. Bray, vice

Services: Features and short subjects.

BRITISH INFORMATION SERVICE

30 Rockefeller Plaza, New York 20; Tel.: Circle 6-5100; Lester Schoenfield, distribution mgr. Service: Distributes documentary films for TV on Great Britain and Commonwealth.

Chicago 11—720 N. Michigan Ave.; Tel.: White-hall 3-1480; Miss L. Johnston, film off. Los Angeles 13—448 S. Hill St.; Tel.: Madison

6-4411; Basil Bleck, film off.

Washington 4—903 Nat'l Press Bldg.; Tel.: Executive 3-8525; Janet Locke, film off.

San Francisco 4-310 Sansome St.; Tel.: Sutter Houston-3103 Fannin St.; Tel.: Jackson 4231.

WILLIAM F. BROIDY PRODUCTIONS Inc.

5545 Sunset Blvd., Hollywood 28; Tel.: Hollywood 3-6844; Wm. F. Broidy, pres.

Services: Distributes own television productions.

S. W. CALDWELL Ltd.

447 Jarvis St., Toronto 5, Canada; Tel.: Walnut 2-2103; G. N. Mackenzie, vice pres. for sales. Services: Distribute telescriptions and feature

Winnipeg, Man., Canada—171 McDermott Ave.; A. L. Garside.

CAPITAL FILM SERVICE

224 Abbott Rd., East Lansing, Mich.; Tel.: Edgewood 2-3455; J. R. Hunter, owner.

CARAVEL FILMS Inc.

730 Fifth Ave., New York 19; Tel.: Circle 7-6110; David I. Pincus, pres.

CAVALCADE TELEVISION PROGRAMS Inc.

7904 Santa Monica Blvd., Hollywood 46; Tel.: Hollywood 9-5458; Harvey Pergament, pres. Services: General distributor of motion picture

films. New York 25-875 W. End Ave.; Tel.: Academy 2-4781; Alvin Pergament, mgr.

CBS TELEVISION FILM SALES

485 Madison Ave., New York 22: Tel.: Plaza 1-2345; Leslie Harris, vice pres.-gen. mgr.; Fred J. Mahlstedt, opns. dir.; Wilbur S. Edwards, gen. sls. mgr.

Services: Distributes filmed TV shows.

Chicago—410 N. Michigan; Tel.: Whitehall 4-6000; William Perkinson.

Los Angeles—1313 N. Vine St.; Tel.: Hollywood 9-1212; Thomas Moore. Atlanta-31 3rd St., N. E.; Tel.: Elgin 0727; Rich-

ard Buch. San Francisco-Palace Hotel; Tel.: Yukon 2-7000; Glen Ticer.

Dallas—1000 Fidelity Union Life Bldg.; Tel.: Sterling 4996; Carter Ringlep.

LEW CHATHAM ASSOCIATES

Chatham Building, Claremore, Okla.; Tel.: 1122; L. A. Chatham, gen. mgr. Services: Distribute films.

CINEFFECTS Inc. 115 W. 45th St., New York 36; Tel.: Circle 6-0951; Nathan Sobel, pres.

CINEMA SERVICE Corp.

106 West End Ave., New York 23; Tel.: Trafalgar 3-1411; Joseph Seiden.

Services: Studios for filming by outside producers, rents films, cameras, sound recorders, lighting equipment for television.

CINEQUE COLORFILM LAB. Inc.

424 E. 89th St., New York 28: Tel.: Sacramento 2-5837; Sam Marcus, pres.

Services: Distributes slides and film-strips.



COMMONWEALTH

- Audience tested.
- Sponsor tested.



CLYDE DE MEXICO, S. A.

Quebrada 83, Acapulco, Mexico; Tel.: 1441; W. P. Clyde Jr., gerente; Max P. Palacios, subgerente New York—64 E. 90th St.; Tel.: Lehigh 4-8315; Alastair Kyle.

GEORGE W. COLBURN LAB. Inc.
164 N. Wacker Dr., Chicago 6; Tel.: State 2-7316;
John E. Colburn, exec. vice pres.
Services: Distribute complete 16mm recordings,
studios & printing service.

COLSON & CO. Inc.

3846 Meredith Dr., Dallas; Tel.: Sterling 3878; Harrison D. Colson, pres. Services: Distribute film and package TV pro-

COMMONWEALTH FILM & TELEVISION Inc. 723 Seventh Ave., New York 19; Tel.: Circle 5-6456; Mort Sackett, pres.

Services: Distribute motion picture theatrical features, westerns, cartoons, etc.

Atlanta-101 Walton St.; Tel.: Walnut 3479; Ed Stevens.

Miami—9536 N. E. 2nd Ave.; Tel.: 78-2080; W. D. Besselieu.

Nashville—416 A Broad St.; Tel.: 5-7480; Bob Davis.

Dallas—211 S. Pearl Expressway; Tel.: Sterling 2306; William Butz. Richmond-19 W. Main St.; Tel.: 7-2061; Martin

Cleveland—2142 Payne Ave.; Tel.: Main 1-9173; Leo Gottlieb. Denver—2081 Broadway; Tel.: Alpine 0110; Bob Patrick.

Minneapolis—1109 Currie Ave. N.; Tel.: Lincoln 7013; Don Swartz.

San Francisco—821 Market St.; Tel.; Exbrook 2-5203; Sam Elkins.

Detroit—718 Fox Bldg.; Tel.: Woodward 3-5925; Stan Dudelson.

CORNELL FILMS Inc. 1501 Broadway, New York 36; Tel.: Wisconsin 7-6650; Milton Salzburg, pres; Dave Dash, vice pres.

Services: TV film production, syndication, distribution,

CORONET INSTRUCTIONAL FILMS

65 E. South Water Street, Chicago 1; Tel.: Dearborn 2-7676; Ellsworth C. Dent, dir.

Services: Distribute prints of educational films.

JERRY COURNEYA PRODUCTIONS Inc. 633 N. Almont Dr., W. Hollywood 46; Tel.: Crest-view 4-5621; Jerry Courneya, pres.

Services: Distribute own films and film series.

CREST FILMS

Box 1006, Beverly Hills, Calif.; Tel.: Normandy 2-2520; Jack Parker, exec. prod.; Ray Bond,

2-2520; Sack Parker, exec. prod.; Ray Bolid, sales mgr.

Hollywood 28—Box 702; Tel.: Normandy 2-2520; Mutual 5456; Howard D. Tawney, bus. mgr.

Los Angeles 12—109 S. Grand Ave.; Tel.: Mutual 5456; Hortense Reed, mgr.

Hollywood 27—Room 203, 1750 N. Vermont Ave.; Howard D. Tawney, bus mgr.

Services: Distributes films.

CRYSTAL PICTURES Inc.

1564 Broadway, New York 36; Tel.: Plaza 7-5130; Melvin M. Hirsh.

DBA CONSOLIDATED TELEVISION SALES (See George Bagnali & Assoc.)

D

DELBRIDGE & GORRELL

301 Fox Theatre Bldg., Detroit 26; Tel.: Woodward 3-6990; Bill O'Halloran.

DEMBY PRODUCTIONS Inc.

Hotel Plaza, 1 W. 58th St., Suite 1751, New York 19; Tel.: Plaza 9-2495; Emanual Dembry, pres. Services: Distribute own film and package TV programs.

DEPHOURE STUDIOS

782 Commonwealth Ave., Boston; Tel.: Beacon 2-5722; Joseph DePhoure.

LOUIS de ROCHEMONT Assoc.

380 Madison Ave., New York; Tel.: Oxford 7-0350; Louis de Rochemont.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-7035; Harry S. Dube, pres.

Services: Distribute film and package TV pro-

JEAN DUBOIS CO.

927 21st St., Denver 2; Tel.: East 8122; Jean M. F. Dubois, own. and gen. mgr.

Service: Commercial, feature and newsreel motion pictures.

Denver-2214 Dahlia St.; Tel.: East 8122.

9908 Santa Monica Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-7258; Don McNamara, exec. vice pres.

Services: Distribute film and package TV pro-

New York 22-501 Madison Ave.; Tel.: Eldorado 5-1076; Carl Dudley, pres.

DU MONT TELEVISION NETWORK
515 Madison Ave., New York 22; Tel.: Murray
Hill 8-2600; Merriman H. Holtz Jr., film syndication dept. suppr.

Services: Film programs, sale & distribution.

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EDUCATIONAL FILMS Corp. of America 1501 Broadway, New York 36; Tel.: Pennsylvania 6-1780; Earl W. Hammons; 221 W. 57th St., New York; Tel.: Judson 6-6800.

ESPANA MEXICO ARGENTINA, S. A. de C. V. Calle de Barcelona No. 15, Mexico 6, D. F.; Tel.: 36-58-14; General Juan F. Azcarate, dir.-pres.

Services: Distributors of films.

EXPLORERS PICTURES Inc. 1501 Broadway, New York; Tel.: Longacre 4-5592; Jules Weill, pres.

Services: Films for television.

Hollywood—5743 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom J. Corradine & Assoc.

JERRY FAIRBANKS PRODUCTIONS OF CALI-FORNIA 6052 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-1101. Jerry Fairbanks, pres.

Service: All types of filmed programs and commercials for television.

Chicago—520 N. Michigan Ave.; Tel.: Whitehall 4-0196; Fenton P. McHugh, sales vice pres.

Detroit—16581 Murray Hill; Tel.: Broadway 3-4556; James W. Mitchell.

FAIR DEAL MOTION PICTURE SERVICE 2040 Chatterton Ave., New York; Tel.: Talmadge 9-6728. Louis Colson.

Services: Cartoons, serials, newsreels and features.

FAMILY THEATRE Inc.

Hollywood 46—7201 Sunset Blvd.; Tel.: Hollywood 2-1317; Rev. Patrick Peyton, C. S. C., exec. prod. Services: Distribute films.

Albany 3—432 Western Ave.; Tel.: 2-4111; Rev. Joseph Quinn, C. S. C., mgr.

FILM NETWORK Inc.
New York; Tel.: Judson 2-3026; FILM STUDIOS OF CHICAGO

35 S. LaSalle St., Chicago 3; Te H. A. Spanuth, managing dir. Tel.: Central 6-8147: Service: Motion picture films and package shows

furnished.

FILM VISION CORP. 247 W. 46th St., New York 19; Tel.: Circle 6-3734; Armand Schneck, pres.

FILMS FOR INDUSTRY Inc.

129 W. 52nd St., New York 19; Tel.: Plaza 3-2800; Joseph McCaffery.

FILMS FOR TELEVISION Inc.
Harbor Ave., Marblehead Mass.; Tel.: Neptune
2-2020; Charles W. Phelan, pres.
Services: Distribute own films for television.

FILMS OF THE NATIONS Inc. 2-0040.

Services: Distributes films sponsored by representative agencies of several foreign countries.

FRIEDA FISHBEIN

11 W. 42nd St., New York 36; Tel.: Longacre 5-1379; Frieda Fishbein, owner.

Services: Distribute scripts.

GEORGE F. FOLEY Inc. 625 Madison Ave., New York 16; Tel.: Plaza 1-1860; George F. Foley, pres. Services: Distribute film and package TV pro-

ew York—157 E. 69th St. (studios); Tel.: Plaza 1-1860; J. C. Holahan, vice pres.

FOREIGN SERVICE FILM Corp.

3515 Sunset Blvd., Los Angeles 26; Tel.: Normandy 2-6128; Eugene B. Gold, vice pres, in chg. of TV.

Service: Foreign product principally Gaucho series in Mexico for TV.

FORTUNE FEATURES Inc.

501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill; Murray M. Kaplan, vice pres.

Services: Distributes tv films.

FOUNDATION FILMS Corp.
Citizens: Bank Building, Pasadena 1,; Tel.: Sycamore 2-6476; Richard D. Pearsall, pres. & gen. mgr.

Services: Consultants, releasing agents & advisers for religious and children's programs.

BROADCASTING • TELECASTING

Major Company Features

Film and Television, Inc.

MORT SACKETT, Pres.

723 Seventh Avenue, New York 19, N.Y.

Westerns

Comedies

Serials





"How do you spell 'Washinton'?"

How do YOU spell Washington???? If you're going into your own money-making business you'd better learn to spell it the way the Government does. Not only that, but you'd better begin a study of fine engraving, likely serial numbers, and get a thorough grounding on get-away cars and hide-outs.

But if you don't have a talent for crime, here's a simpler way to make money... there is a gold mine hiding in many of Sterling's shows. With proper planning, placement and programming these shows can turn into money-making adventures for you. (Perhaps not in quantities such as our little man here can turn out—but it's certain to be real money!)

In future issues of this magazine and elsewhere, we will give you specific examples. In the meanwhile, for more complete information describing all of Sterling's shows—send for your free Sterling Television File.





STERLING TELEVISION CO., INC.

NEW YORK 205 East 43 Street New York 17, New York CHICAGO 30 N. LaSalle Street Chicago 2, Illinois HOLLYWOOD 6715 Hollywood Blvd. Hollywood 28, California

... your source for "quality in film entertainment"



from the portfolio of TPA Sales Builders

This is the show BBD&O grabbed for Campbell Soupeven before it was offered for regional sale. It's scheduled for showing and selling next Fall over a coast-to-coast CBS hookup.

Agency and client immediately recognized a sure winner in this TPA property.

For this TPA program has a story line that's irresistible to young and old-with script to match. Billing credits are evenly divided between that wonder dog "Lassie" and a child star every parent will approve and every kid will envy. Production is tops-all down the line.

Sorry, this one is not available. But for other quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue

Hollywood: 6253 Hollywood Boulevard

-FILM DISTRIBUTORS—

FRANKLIN TELEVISION PRODUCTIONS Inc. 636 Acanto St., Los Angeles 49; Tel.: WY. 1491; John Jay Franklin, prod.
Services: Distribute film and package TV programs

ALLEN A. FUNT PRODUCTIONS
100 Central Park S., New York 19; Tel.: Judson 6-5227; Allen A. Funt, pres.
Services: Distribute film.



GALLAGHER FILMS Inc.
854 Shawano Ave., Green Bay, Wis.; Tel.: Hemlock 7-1307; James C. Gallagher, pres.
Services: Distributes films.
Milwaukee 3—639 N. 7th St.; Tel.: Broadway
1-2354; J. Gallagher.
Hollywood 29—4920 Santa Monica Blvd.; Stuart
O'Brien.

GATEWAY PRODUCTIONS Inc. 1859 Powell St., San Francisco; Tel.: Sutter

59 Powell St., San Fi 1–8464; Alvin J. Gordon.

1-8464; Alvin J. Gordon.

GENERAL ARTISTS Corp.
1270 Sixth Ave., New York 20; Tel.: Circle 7-7543;
Thomas G. Rockwell.

GENERAL FILM Corp.
141 E. 44th St., New York; Tel.: Murray Hill
7-5181; Harry A. Kapit, pres.

NAT C. GOLDSTONE AGENCY
120 El Camino Dr., Beverly Hills, Calif.; Tel.:
Crestview 6-1071; Milton Rosner, tv dir.
Services: Distribute film.

HARRY S. GOODMAN PRODUCTIONS 19 E. 53rd St., New York 22; Tel.: Plaza 5-6131; Harry S. Goodman, pres. Services: Distribute film.

GOVERNOR TELEVISION ATTRACTIONS Inc. 151 W. 46th St., New York 36; Tel.: Judson 6-4221; Arthur Kerman, pres.
Service: Distributors of films for television.

JOHN GUEDEL PRODUCTIONS
8321 Beverly Blvd., Los Angeles 48; Tel.: York
6291; John Guedel, vice pres.
Service: Distribute film.
Pacific Palisades, Calif.—1055 Galloway; Tel.: Exbrook 4-4567; Dick Pettit, vice pres.
Sherman Oaks, Calif.—15418 Sutton St.; Tel.:
State 9-2676; Martin Hill, vice pres.

GUERIN ENTERPRISES Inc. 427 N. Euclid Ave., St. Louis 8; Fort B. Guerin Jr. GUILD FILMS CO. Inc. 420 Madison Ave., New York 17; Tel.: Murray Hill 8-5364; Reub Kaufman, pres. Services: Production and distribution of TV film shows.

Hollywood 28-5746 Sunset Blvd.; Tel.: Hollywood 9-5456; Will Lane, admin. asst.; Haan J. Tyler.

9-5456; Will Lane, admin. asst.; Haan J. Tyler. Chicago 4—20 E. Jackson Blvd.; Tel.: Wabash 2-4146; Bob DeVinny, acct. exec.

Portland 12, Ore.—611 N. Tillamook St.; Tel.: Murdock 4255; Merriman Holtz, acct. exec.

Kansas City, Mo.—7609 Sni-A-Bar Terrace; Tel.: Armour 4310; Victor Peck, acct. exec.

Cleveland—1575 E. Boulevard Tel.: Garfield 1-2250; George Fisher, acct. exec.

Detroit—424 Book Bldg.; Tel.: Woodward 1-9085; Bill Pomeroy, acct. exec.

Bill Pomeroy, acct. exec. Toronto—447 Jarvis St.; Tel.: Walnut 2103; S. W. Caldwell.

Н

MITCHELL J. HAMILBURG AGENCY 8776 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-4171; Mitchell J. Hamilburg, exec. in chg.

JAM HANDY ORGANIZATION

2821 E. Grand Blvd., Detroit 11, Tel.: T 5-2450; Elmer Voltz, studio business mgr. 11. Tel.: Trinity

Service: Produce tv commercials.

New York 19-1031-33 G. M. Bldg., 1775 Broadway; Tel.: Judson 2-4060; Herman Goelz Jr., mgr. Chicago—230 N. Michigan Ave.; Tel.: State 2-6757; Henry Watts.

Dayton 2—310 Talbott Bldg.; Tel.: Adams 6289; A. Merritt Simpson.

Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 3-5809; Thomas Curtis.

Pittsburgh 22—Col. Henry Bouquet Bldg.; Tel.: Express 1-1840; James M. McCollum.

HARRISCOPE Inc. 355 N. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-4632; Burt I. Harris, pres. Services: Film distribution.

MARK HAWLEY ASSOC.
133 E. 54th St., New York 22; Tel.: Plaza 1-0450;
Mark Hawley, pres.
Services: Film brokerage.
Los Angeles 36—5859 W. 3rd St.; Tel.: Webster
8-2181; Perry King, vice pres.-gen. mgr.

HAWLEY-LORD Inc. 205 E. 43rd St., New York 17; Tel.: Oxford 7-2520. Lewis Abbott.

LESLIE HELHENA 932 N. LaBrea Ave., Hollywood 38; Tel.: Hollywood 7-3174; Leslie Helhena.
Services: Distributes films.

HILE-DAMROTH Inc.

270 Park Ave., New York 17; Tel.: Plaza 5-2078; James L. Hile, vice pres. Services: Sales counselors.

HOLLYWOOD FILM CO.

946 N. Seward St., Hollywood 38; Tel. Hollywood 4-7191; Ben and Harry Tietelbaum. Services: Editing equipment and supplies for TV.

HOLLYWOOD FILM ENTERPRISES

6060 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-2181; T. H. Emmett, sls., mgr.

Services: Distributes, processes motion pictures to TV.

HOLLYWOOD TELEVISION SERVICE Inc.

4020 Carpenter Ave., N. Hollywood; Tel.: Sunset 3-8807; Earl R. Collins, pres.

Services: Distributes motion pictures for TV.

RICHARD W. HUBBELL AND ASSOC.

360 1st Ave., New York 10; Tel.: Oregon 7-8358; Richard Hubbell, chmn.

Services: Distributes film, consultant on film projects, marketing, sales problems.

HYGO TELEVISION FILMS Inc.

60 W. 46th St., New York; Tel.: Circle 6-4347; Jerome Hyams, pres. Services: Distributes films.

Hollywood—8121/2-14 N. LaBrea; Tel.: Hollywood 7-4882; L. Goldstein, vice pres.

IDEAL PICTURES Corp.

58 E. South Water St., Chicago 1; Tel.: Financial 6-5480; Paul R. Foght, pres. & gen. mgr. Services: Distribution and rental of films.

Alexandria—211½ Murray St.; Tel.: 6786; Robert

Alexandria—211½ Murray St.; Tel.: 6786; Robert Hilton McCrory.
Atlanta 3—52 Auburn Ave. N. E.; Tel.: Cypress 7643; George E. Dean.
Baltimore 1—537 N. Howard St.; Tel.: Lexington 9-3391; Milton Stark.
Boston 16—40 Melrose St.; Tel.: Hancock 6-1133; Jerry Wells.
Buffalo 8—1558 Main St.; Tel.: Garfield 3782; Wm. C. Kirkpatrick Jr.
Chicago 1—58 E. South Water St.; Tel.: Financial 6-5245; Carl J. Ross.
Cincinnati 2—125 E. Sixth St.; Tel.: MA. 4-4293; Jack McCroskey.

6-5245; Carl J. Ross.
Cincinnati 2—125 E. Sixth St.; Tel.: MA. 4-4293;
Jack McCroskey.

Dallas—2010 N. Lamar St.; Tel.: Prospect 2115;
John E. Wright.
Denver 2—714 18th St.; Tel.: Tabor 5525; Hal F.
Stewart.

Des Moines—2109 Forest Ave. Box 1130; Tel.:
9-6561; Jack McKinstry.
Detroit 2—7338 Woodward Ave., Room 407; Tel.:
Trinity 3-0355; Charles W. Dobbertin.
Honolulu, Hawaii—1370 S. Beretania St.; Tel.:
6-5336; O. H. Strauser Jr.
Kansas City 6—1402 Locust St.; Tel.: Ha. 2481;
W. P. Humston, Mrs. E. S. Bell.
Beverly Hills, Calif.—8826 Olympic Blvd.; Tel.:
Crestview 4-6156, 4-6157; Louis C. Simmel.
Louisville 2—422 W. Liberty St.; Tel.: Jackson 8418; Carroll M. Hadden.
Mansfield, Ohio—23 N. Mulberry; Tel.: 3-2766;
Larry E. Skeese.
Memphis 3—18 S. Third St.; Tel.: 37-4313; Stanley L. Nolan.
Mlami 32—1331 N. Miami; Tel.: 9-9875; Jack
Spire.

Mlami 32—1331 N. Miami; Tel.: 9-9875; Jack Spire.
Minneapolis 4—1915 Chicago Ave.; Tel.: Lincoln 8965; R. L. Komarek.
New York 36—233-239 W. 42nd St.; Tel.: Lackawanna 4-0916; Walter J. Dauler.
Oakland 11, Calif.—4247 Piedmont Ave.; Tel.: Piedmont 5-4886; Arthur J. Gerber.
Oklahoma City—704 N. Broadway; Tel.: CE 2-1534; Werner Tanner.
Philadelphia 3—1729 Sansom St.; Tel.: Rittenhouse 6-3892; Louis W. Kellman.
Portland 5, Ore.—915 S. W. 10th St.; Tel. AT. 6579; R. F. Mirabella.
Richmond 19—219 East Main St.; Tel.: 7-2973; Dan Browning.

Dan Browning.

Salt Lake City—54 Orpheum Ave.; Tel.: 4-2126; Robert A. Webb.

INPERIAL WORLD FILMS INC.

49 E. Oak St., Chicago 11; Tel.: Michigan 2-6200; Russell W. Davis, pres.

Services: Produce, distribute industrial, o mercial films, wrestling, biblical readings.

IMPS INC. (INTERNATIONAL MOVIE PRODUCERS SERVICE)

515 Madison Ave., New York 22; Tel.: Eldorado 5-6620; Ben Gradus.

INSTITUTE OF VISUAL TRAINING Inc.

40 E. 49th St., New York 17; Tel.: Eldorado 5-1444; Herbert R. Dietz, gen. mgr.

Services: Distributes free-loan sponsored films. INTERNATIONAL FILM BUREAU Inc.

57 E. Jackson Blvd., Chicago 4; Tel.: Wabash 2-1648; Wesley Greene, pres.
Service: Sound films for tv, short subjects.

New York—20 W. 55th St.; Tel.: Columbus 5-3665; Luther Greene.

ROADCASTING • TELECASTING

INTERNATIONAL FILM FOUNDATION Inc. 345 W. 46th St., New York 17; Tel.: Oxford 7-1888.

INTERNATIONAL NEWS SERVICE

235 E. 45th St., New York; Tel.: Murray Hill 7-8880; Robert H. Reid.

Services: In association with Telenews Productions Inc., distributes daily news film service, weekly news review, weekly sports reel, International News Facsimile TV wire circuit sending both sport news and photos, Super-Projectall projector.

Atlanta—1010 Glenn Bldg.; Tel.: Walnut 4244; John R. Henry. Boston—5 Winthrop Sq.; Tel.: Liberty 2-5090; Herbert Caryl.

Chicago—415 Hearst Bldg.; Tel.: Andover 3-1234; Gene Roguski.

Dallas—1217 Texas Bank Bldg.; Tel.: Riverside 3421; Ray Baumgardner.

San Francisco—864 Howard St.; Tel.: Sutter 1-2487; John D. Hanley.

Washington—602 Times-Herald Bldg.; Tel.: National 8-1733. William K. Hutchinson.

INTERNATIONAL 16mm Corp.

165 W. 46th St., New York 36; Tel.: Plaza 7-2265; Patrick E. Shanahan, pres.

Service: Rent films, short subjects, classical music played by symphonic orchestras.

INTERSTATE TELEVISION Corp.

4376 Sunset Blvd., Hollywood 27; Tel.: NO. 2-9181; G. Ralph Branton, pres. Services: Package shows, western and feature pictures.

KAGRAN Corp.

4 W. 58th St., New York 19; Tel.: Murray Hill 8-0585; Martin Stone, pres.

Services: Distributor of films,

KLING FILM ENTERPRISES Inc.

1058 W. Washington Blvd., Chicago 7; Tel.: Seely 8-4181; Fred Niles, vice pres.

Services: TV film production, distribution. Hollywood—1416 N. La Brea; Tel.: Hollywood 3-2141; Lee Blevins.

New York—40 E. 51st St.; Tel.: Plaza 9-4770; Seymour Thompson.

San Francisco—503 Market St.; Tel.: Yukon 2-6641; Downey & Co.; Ed Fargo Jr.

Seattle—Terminal Sales Bldg.; Tel.: Main 3860; D. D. Fairbanks.

Dallas—3851 W. Beverly Dr., Highland Park; Tel.: Justin 7781; John Loewe.

Cincinnati—1535 Beaverton Ave.; Tel.: Valley 3313; Harvey Cary.

KNOWLEDGE BUILDERS

625 Madison Ave., New York 22; Tel.: Eldorado 5-2848; John R. McCrory, dir.

HERBERT S. LAUFMAN & CO.

646 N. Michigan Ave., Chicago 11; Tel.: White-hall 4-2370; Herbert S. Laufman, pres. Services: Distributes film.

LEWIS & MARTIN FILMS Inc.

218 S. Wabash Ave., Chicago 4; Tel.: Webster 9-6434; H. G. Lewis, vice pres.

Services: Package TV shows, commercials, scripts.

LIBRA FILM PRODUCERS-DISTRIBUTORS
6525 Sunset Blvd., HAC Building, Hollywood 28;
Tel.: Hollywood 3-1161; Charles M. McCoy,
vice pres.
Services: Distributor of films.

LIBRARY FILMS Inc.

25 W. 45th St., New York 36; Tel.: Plaza 7-3450; Paul N. Robins, pres.; Joan Raphael, mgr., Customers Service dept. Services: Distributes films.

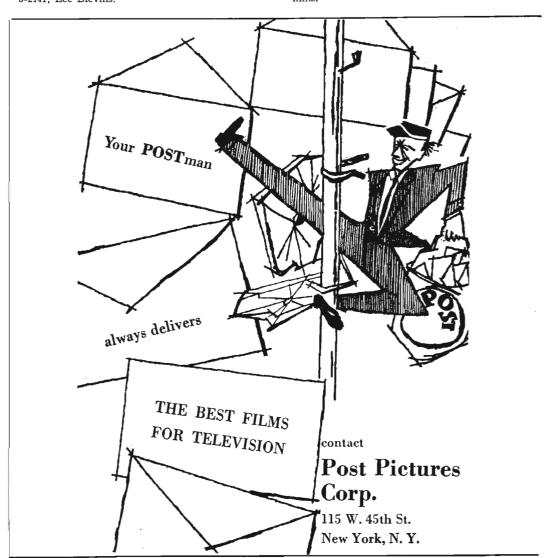
LION TELEVISION PICTURES Corp.

1501 Broadway, New York 36; Tel.: Pennsylvania 6-1780; E. W. Hammons. Service: Distributor of film.

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MAJOR TELEVISION PRODUCTIONS Inc.

Plaza 7-6990; Irving Lesser, pres.
Culver City, Calif.—9336 W. Washington Blvd.;
Tel.: Texas 0-2931.
Services: Distributors of motion pictures and



MAYFAIR PICTURES Inc.
729 Seventh Ave., New York 19; Tel.: Circle 5-4353; Leo Seligman, pres.
Service: Distribution of motion picture films.
M.C. PICTURES Inc.
1501 Broadway, New York 36; Tel.: Longacre 3-6187; Jerome Balsam, vice pres.
Services: Distributes film.

MCA TV Ltd.

MCA TV Ltd.

598 Madison Ave., New York 22; Tel.: Plaza 9-7500; David Sutton, vice pres.
Services: Distributor of films.

Beverly Hills—9370 Santa Monica; Tel.: Crestview 6-2001; Bob Greenberg, western sls. mgr. Chicago—430 N. Michigan; Tel.: Delaware 7-1100; Raoul Kent, midwest sls. mgr.
San Francisco—105 Montgomery St.; Tel.: Exbrook 2-8922; Maury Baker, Mgr.
Cleveland—Union Commerce Bldg.; Tel.: Cherry 1-6010; De Arv Barton, mgr.
Dallas—2102 N. Akard St.; Tel.: Prospect 7536; Layton Bailey, mgr.
Detroit—837 Book Tower; Tel.: Woodward 2-2604; Pat Patterson, mgr.
Atlanta—515 Glenn Bldg.; Tel.: Lamar 6750; Henry Curth, mgr.
Boston—45 Newbury St.; Tel.: Copley 7-5830; Jack King.
Toronto—111 Richmond St., MCA (Canada) Ltd.; Stuart Smith.
Cincinnati—3790 Gardner Ave.; Tel.: Sycamore 9038; Fred Harner.
Seattle—715 10th North; Tel.: Minor 5534; John von Herberg.

Seattle—715 10th North; Tel.: Minor 5534; John von Herberg.
Roanoke—3110 Yardley Dr. N.W.; Tel.: Roanoke 2-4857; Ed Owens.
New Orleans—5405 S. Prieur; Tel.: Univesity 5104; Ros McCausland.

5104; Ros McCausland.

McCONKEY ARTISTS
1822 N. Wilcox Ave.. Hollywood 28; Tel.: Hollywood 3-7141; Jay S. McConkey, pres.
Service: Distributor of films.
Chicago 2—Congress Hotel; Tel.: Harrison 7-9660; Dick Shelton, pres.
Cleveland—Hippodrome Bldg.; Tel.: Cherr.
1-4778; Cliff Myers, mgr.
Kansas City 6—12th & Walnut St. Bldg.; Tel.: Victor 3346; Paul Davis, mgr.
New York 19—1780 Broadway; Tel.: Columbus 5-7720; Loyd LaBrie, mgr.
Tampa—Thomas Jefferson Hotel; Tel.: 3-3680X; Bob Florio, mgr.

THE RALPH McFEELY CO. 714 Hartman Theatre Bldg.; Columbus 15, Ohio; Tel.: Adams 4116; Ralph S. McFeely. Services: Distributors of film.

ALEXANDER McQUEEN AND ASSOCIATES
5222 N. Lakewood Ave., Chicago 40, Ill.; Tel.:
Ravenswood 8-9010; Alexander McQueen, own.
Service: Distributors of films.

CHARLES MICHELSON Inc.
15 W. 47th St., New York 36; Tel.: Plaza 7-0695;
Charles Michelson, pres.
Service: Distributors of films.

MODE-ART PICTURES Inc. 1022 Forbes St., Pittsburgh 19; Tel.: Express 1-1846; James L. Baker, pres. Services: Producer and distributor of films.

MODERN TALKING PICTURE SERVICE Inc. 219 E. 44th St., New York; Tel.: Oxford 7-2753; J. R. Ritenour, gen. mgr. Service: Distributors of feature, spot tv films. Chicago 11—140 E. Ontario St.; Tel.: Delaware 7-3572; Peter Markovich, mgr. Los Angeles 17—Store No. 152, Tishman Bldg., 3450 Wilshire Blvd.; Tel.: Madison 9-2121 & Dunkirk 4-2511; J. J. Lipsky. New York—219 E. 44th St., New York; Tel.: Oxford 7-2753; A. D. Leslie.

MOGULL'S FILM CO.
112-114 West 48th St., New York 19; Tel.: Plaza 7-1414; Charles Mogull, pres.
Service: Rights of copyrighted features and shorts.

MORTON TELEVISION PRODUCTIONS Inc. 64 E. Lake St., Chicago 1; Tel.: Central 6-4144; Morton Jacobson, pres. Services: Distributor of own shows.

MOTION PICTURES FOR TELEVISION Inc. (MPTV)
655 Madison Ave., New York 21; Tel.: Templeton 8-2000; Edward D. Madden, vice pres.-gen. mgr.; E. H. Ezzes, vice pres.-sls. mgr.
Service: Distribution of filmed programs.
Boston—216 Tremont St.; Tel.: Hancock 6-0897; Frederick W. Yardley, mgr.
Chicago—155 E. Ohio St.; Tel. Whitehall 3-2600; Dick Feiner.
Dallas—3109 Routh St. Tel. Sterling 4007; Inc.

Dallas-3109 Routh St.; Tel. Sterling 4007; Irv

Feld.
Los Angeles—9100 Sunset Blvd.; Tel.: Crestview 1-6101; John J. Cole.
Detroit—2211 Woodward Ave.; Tel.: Woodward 1-2560; Dalton Danon.
Atlanta—Mortgage Guaranty Bldg.; Tel. Alpine 0912; Robert Feiner.
San Francisco—625 Market St.; Tel. Douglas 2-1387; Ed Hewitt.
Toronto—216 Victoria St. Tel. Empire 2 2022.

Toronto—216 Victoria St.; Tel. Empire 8-8621; Alex Metcalfe.

Ν

NATIONAL TELEVISION FILMS
300 W. 3d St. (Box 1342), Charlotte 1, N. C.;
Tel.: Edison 4-6426; Scott Lett, sls. mgr.
Services: Tv film distribution.
Hollywood 28—1591 Cross Roads of the World;
Tel.: Hollywood 9-4428.

NATIONWIDE TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre
4-8234; Irving Shapiro, pres.
Service: Distributors of motion pictures.

NBC TV FILM DIVISION
30 Rockefeller Plaza, New York 20; Tel.: Circle
7-8300; Carl M. Stanton, vice pres. in chg.;
Edgar G. Sisson Jr., director; John B. Cron,
nat'l. sls. mgr.
Services: Film distribution, film production, syndication. Film stock library, film exchange.
Chicago 54—Central Division, Merchandise Mart,
Tel.: Superior 7-8300; H. W. Keever, sls.
supervisor.

supervisor.

Hollywood 28—Western Division, Sunset & Vine;
Tel.: Hollywood 9-6161; Clifford Ogden, sls. supervisor.

NEFF PRODUCTIONS
783 Harcourt Rd., Grosse Pointe, Mich.; Mort
Neff. own.
Service: Outdoor and wildlife film packages.

TED NEMETH STUDIOS 729 7th Ave., New York 19; Tel.: Circle 5-5147; Ted Nemeth, prod. Services: Distributors of musical shorts and

NETHERLANDS INFORMATION SERVICE 10 Rockefeller Plaza, New York 20; Tel,: Colum-bus 5-6216; Jerome L. Heldring, dir. Services: Distributor of films.

OFFICIAL FILMS Inc.
25 W. 45th St., New York 36; Tel.: Plaza 7-0100; Harold Hackett, pres.; Herman Rush, vice pres.; Herb Jaffe, sales dir. Services: Distributors of films.
Boston—419 Boylston St.; Tel.: Kenmore 6-6566; Dave Abbott.
Chicago—Wellington Arms Hotel, 2970 Sheridan Rd.; Tel.: Bittersweet 8-4600; Art Breecher. Atlanta—333 Candler Bldg.; Tel.: Alpine 4013; Jeff Davis.

Atlanta—333 Candier Bidg., 1ch., 1ch., 2df Davis.
Baltimore—2301 N. Charles St.; Tel.: Belmont 5-4161; Barry Winton.
Hollywood—(contact New York office).

PACKAGED PROGRAMS Inc. 634 Penn Ave., Pittsburgh 22; Tel.: Grant 1-4756; M. E. Fierst, gen. mgr. Services: Distributors of film.

PARAMOUNT TELEVISION PRODUCTIONS Inc. 1501 Broadway, New York 36; Tel.: Bryant 9-8700; Paul Raibourn, board chairman; Richard Hodgson, pres.
Services: Distribution of film.
Hollywood 38—5451 Marathon St.; Tel.: Hollywood 9-3181; Klaus Landsberg, vice pres.

PICTORIAL FILMS Inc.
1501 Broadway, New York 36; Tel.: Pennsylvania
6-3756; J. Milton Salzburg, pres.
Services: Distributor of films.

POLARIS PICTURES Inc.
5859 W. 3rd St., Los Angeles 36; Tel.: Webster
8-2181; Juan C. Hutchinson, pres,
Services: Custom production, distribution of
films

films.

New York 22—133 E. 54th St.; Tel.: Plaza 1-0450;
Mark H. Hawley.

POST PICTURES Corp.
115 W. 45th St., New York 36; Judson 2-4870;
Alan I. Post, tv sls. mgr.
Services: Distributors of features and short sub-

GEORGE LOGAN PRICE Inc. 20823 Pacific Coast Hgwy., Malibu, Calif.; Tel.: Globe 6-2135; G. L. Price, pres. Service: Distributor of films.

PRINCESS PICTURES Inc.
11 W. 42d St., New York 36; Tel.: Longacre
5-1535; Burt Balaban, pres.
Services:.. Distributes film.

PRODUCERS REPRESENTATIVES 1270 Ave. of the Americas, New York 20; Tel.: Plaza 7-6990; Irving M. Lesser.

PSI—TV
(Subsidiary of Prockter Television Enterprises Inc.) 221 W. 57th St., New York 19; Tel.: Judson 6-6800; Andrew Jaeger, vice pres. for sales.
Services: Produces, distributes live and film shows for TV.
Chicago—360 N. Michigan Ave.; Tel.: Central 6-0653; Al Morey, Midwest sls. mgr.
Beverly Mills, Calif.—139 S. Beverly Dr.; Tel.: Crestview 4-5204; Berne Tabakin, West Coast rep. PSI-TV

London W 1—57 Green St.; Tel.: Mayfair 3985; John Nasht, European rep.

PUBLIC SERVICE PRODUCTIONS Inc. 3400 Newark St. N. W. Washington, D.C.; Tel.: Woodley 6-5070. Patricia Beall, pres.

Service: Distributes public service films for tv.

REGAL TELEVISION PICTURES Corp.
151 W. 46th St., New York 36; Tel.: Judson
2-1887; Moe Kerman, pres. Services: Sales and distribution.

REPUBLIC TELEVISION FEATURES
64 E. Lake St., Chicago 1; Tel.: State 2-0460;
Capico Kapps, pres.
Services: Distributors and representatives.

MARION RIDDICK PRODUCTIONS Ltd. 815 Stuart St., Houston 6; Tel.: Linden 9653; Wm. M. Riddick, mgr. distrib.

Service: Film programs, shorts, serials for chil-

HAL ROACH STUDIOS Inc.
8822 Washington Blvd., Culver City, Calif.; Tel.:
Texas 0-2761; Hal E. Roach, pres.
Service: Film producers of spots, shows and
industrial films.

New York 19—729 Seventh Ave.; Tel.: Circle 5-4135; Herbert R. Gelbspan, eastern representative.

ROBBINS BROS. 67 W. 44th St., New York 36; Tel.: Murray Hill 7-2033; Fred Robbins, pres. Services: Distributors of films.

ROCKHILL PRODUCTIONS Inc. 18 E. 50th St., New York 22; Tel.: Plaza 9-7979.

SACK TELEVISION ENTERPRISES
358 W. 44th St., New York; Tel.: Judson 6-2258; Julius Sack, sls. mgr.
Services: Distribution of films.
Dallas—Film Exchange Bldg.; Tel.: Sterling 3069; Alfred Sack.

ABE SAPERSTEIN TV ENTERPRISES

127 N. Dearborn St., Chicago 2; Tel.: Dearborn 2-2427; Abe Saperstein.

Services: Regional tv film sales.

New York 1—7614 Empire State Bldg.; Tel.: Longacre 3-4677; Walter Kennedy; Fay Saperstein, sales.

Hollywood 46—8506 Sunset Blvd; Tel.: Crestview 4-2602; Samuel Rosen, production vice pres.

WALTER SCHWIMMER PRODUCTIONS Inc. WALTER SCHWIMMER PRODUCTIONS INC.
75 E. Wacker Dr., Chicago 1; Tel.: Franklin
2-4392; Walter Schwimmer, pres.
Services: Distributor and packager of film.
New York 17—16 E. 41st St.; Tel.: Lexington
2-1791; Jack Arden, mgr.

SCREENCRAFT PICTURES Inc.

341 W. 44th St., New York 36; Tel.: Circle 6-8546; Peter M. Piech, tv sls. mgr.; Edward Berkson, tv vice pres.
Services: Distributes tv film.

Services: Distributes tv film.

Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom Corradine, tv repr.

Chicago—203 N. Wabash Ave.; Tel.: State 2-2818; Jack Russell, tv repr.

Memphis—Suite 302, M & M Bldg.; Tel.: Memphis 5-5060; Fred A. Meyers, tv repr.

Minneapolis—1109 Currie Ave.; Tel.: Lincoln 7013; Don Swartz, tv repr.

Washington—922 New Jersey Ave., N.W.; Tel.: Republic 7-0776; Myron Mills, tv repr.

Republic 7-0776; Myron Mills, tv repr.

SCREEN GEMS Inc.

233 W. 49th St., New York 19; Tel.: Circle 5-5044;
Ralph Cohn, vice pres.

Services: Distributors of musical films.

Hollywood—1334 N. Beachwood; Tel.: Hudson
2-3111, Irving Starr, prod.

SIMMEL-MESERVEY TELEVISION PRODUC-TIONS Inc.
8826 Olympic Blvd., Beverly Hills, Calif.; Tel.: Crestview 4-6156; Louis C. Simmel, pres. Service: Production and distribution of films.

SNADER RELEASES Inc.

9130 Sunset Blvd., Hollywood 46; Tel.: Crestview 4-6651; Louis D. Snader, pres.
Service: Distributes film.

SOUNDAC PRODUCTIONS Inc.
2133 N.W. 11th Ave., Miami 37, Fla.; Robert D. Buchanan, pres.
Services: Produce and distribute film commercials, tailored and syndicated, Animation specialist.

SOUTHERN ATTRACTIONS Inc.
Chatham Bldg., Charlotte, N. C.; Tel.: 5-8474;
T. D. Kemp, pres.; M. E. Thalheimer, sec'y-

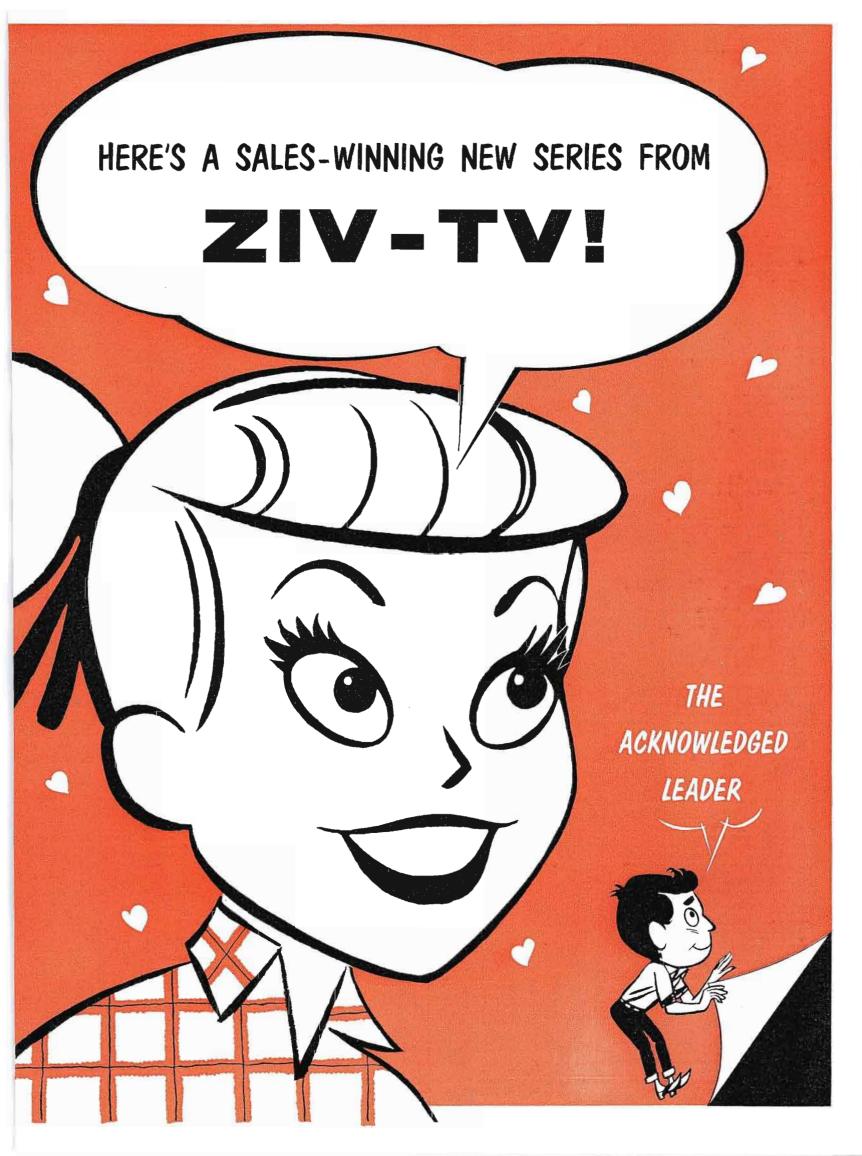
Services: Tv film distribution, production, talent.

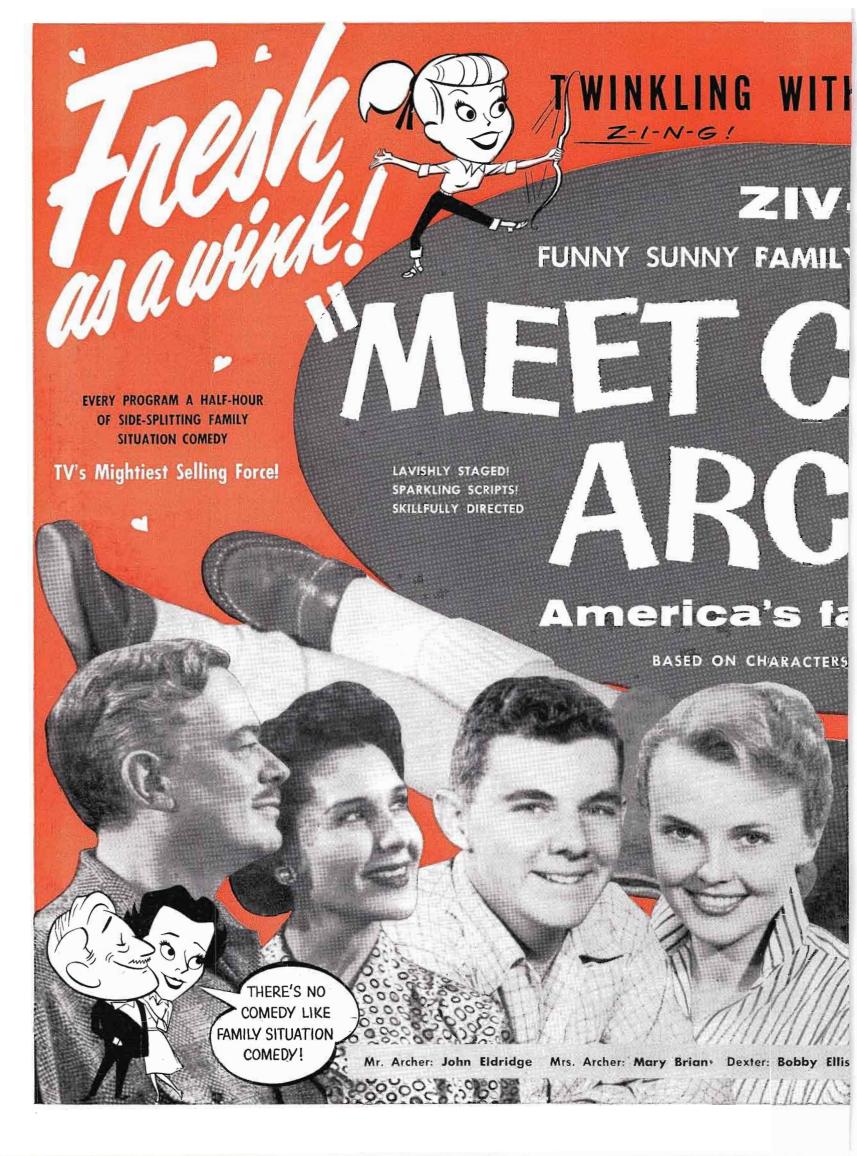
SPECIALTY TELEVISION FILMS Inc. 1501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill, pres.; Murray M. Kap-4-55: lan.

Services: Distribute feature films.

SPORTSVISION Inc. 233 Sansome St., San Francisco 4; Tel.: Exbrook 2-3837; William J. Parry, pres. Services: Distribute sports films for tv.

SQUARE DEAL PICTURES Corp.
Pines Bridge Rd., Ossining, N. Y.; Tel.: Ossining
2-2617; Donn Marvin, vice pres.
Services: Distribution of own pictures.





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HOLLYWOOD Hollywood & Vine, 28 WALLY **ENGELHARDT**

STANDARD TELEVISION

STANDARD TELEVISION
321 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Cresview 4-6869; Marcus Loew II, pres.
Services: Distributes tv films.
New York—10 E. 49th St.; Tel.: Plaza 5-4617; Raymond Byrnes, eastern sls. mgr.
STANDARD TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Irvin Shapiro, pres.
SETATION DISTRIBUTORS Inc.
(Div. of PC Corp.)
1450 Broadway, New York 19; Tel.: Wisconsin 7-2055.

(DIV. of PC COTP.)
1450 Broadway, New York 19; Tel.: Wisconsin 7-2055.
Service: National, regional and local syndication of individual films and package film series.
Beverly Hills, Calif.—321 S. Beverly Drive; Stuart Reynolds, associate.
STATION FILMS Inc.
30 Rockefeller Plaza, New York 20; Tel.: Circle 7-1279; Robert H. Salk, pres.
Services: Film buying service for TV stations.
STERLING TELEVISION CO.
205 E. 43d St., New York 17; Tel.: Oxford 7-2520; Saul J. Turell, pres.
Services: Distributes film.
Hollywood 28—6715 Hollywood Blvd.; Tel.: Hollywood 4-6111; Lee Orgel, mgr.
Chicago—30 N. LaSalle St.; Tel.: Dearborn 2-4455; Carl Russell, mgr.
STUDIO FILMS Inc.

2-4455; Carl Russell, mgr.
STUDIO FILMS Inc.
380 Madison Ave., New York 17; Tel.: Oxford
7-2590; Ben Frye, exec. vice pres.
Services: Tv film distribution.
BILL STURM STUDIOS Inc.
723 7th Ave. New York 3: Tel.: Judson 6-1650;
Albert D. Hecht, gen. and sls. mgr.
Services: Distribute film.
SYNDICATED FILMS
1022 Forbes St., Pittsburgh 19, Pa.; Tel.: Express
1-1355; J. John Kemerer, mgr.
Services: Sales and distribution of tv shows.

THE TEEVEE CO.
211 S. Beverly Dr., Beverly Hills, Calif.; Tel.:
Crestview 5-1076; Marc Frederic, gen. mgr.
Sorvices: Distribute own shows.
New York—666 5th Ave.; Tel.: Plaza 1-0236; John
C. Alicoate, eastern sls. mgr.
Chicago—Agency Recording & Film Co., 333 N.
Michigan Ave.; Tel.: Central 6-3632; John
Garamoni.
TELECAST FILMS Inc.
112 W. 48th St., New York 36; Tel.: Judson
6-5480; Gordon W. Hedwig, treas.-secy.
Services: Distribution of films.
TELEFILM ENTERPRISES
38 E. 57th St., New York 22; Tel.: Plaza 8-3360;
Charles Wick, pres.; Bud Austin, vice pres.gen. mgr.

TELEFILM ENTERPRISES
38 E. 57th St., New York 22; Tel.: Plaza 8-3360; Charles Wick, pres.; Bud Austin, vice pres.-gen. mgr.
Services: Distributes film.
Chicago—20 N. Wacker Dr.; Al Le Vine.
Philadelphia—309 N. 13th St.; Bob Gabriel.
Cleveland—1515 Euclid Ave.; Bob Blair.
Dallas—211 S. Pearl Expressway; Jim Kier.
Atlanta—101 Walton St.; Ed Stevens.
Miami—9536 NE 2d Dr.; W. D. Besselieu.
Nashville—416 A. Broad St.; R. B. Davis.
Richmond—19 W. Main St.; Martin Hogan.
TELE-PICTURES Inc.
145 N. Robertson Blvd., Beverly Hills, Calif.;
Tel.: Crestview 5-4535; E. G. Baumgarten, exec. vice pres.
Services: Distributes own films.
New York—25 W. 45th St.; Tel.: Plaza 7-0100;
Official Films—Herman Rush.
TELESCENE FILM PRODUCTIONS CO.
237 First Ave., New York 3; Tel.: Algonquin 4-8470; Robert D. Tobias, prod.
Services: Distributes films.
TELEVISION EVENTS Ltd.
Box 1006, Beverly Hills, Calif.; Tel.: Mutual 5456; Hortense Reed, sales mgr.
Los Angeles 12—109 S. Grand Ave.; Tel.: Mutual 5456; Hortense Reed, sales mgr.
Los Angeles 12—109 S. Grand Ave.; Tel.: Mutual 5456; Hortense Reed, sales mgr.
Tel.: Normandy 2-2520; Howard Tawney, mgr.
TELEVISION EXPLOITATION Inc.
(Div. of PC Corp.)
1450 Broadway, New York; Tel.: Wisconsin 7-2055; Milton Gettinger.
TELEVISION FILMS OF AMERICA
Box 1006, Beverly Hills, Calif.; Tel.: Chapman 5-4087; Jack Parker, exec. prod.
Services: Distributors of films.
Chicago 11—710 Lake Shore Dr.; A. F. Parker Jr., mgr.
Hollywod 28—Box 2222; Tel.: Hollywood 5-5509;
Ross Van Nibroc. mgr.

Chicago 11—710 Lake Shore Dr.; A. F. Parker Jr., mgr.
Hollywod 28—Box 2222; Tel.: Hollywood 5-5509; Ross Van Nibroc, mgr.
Los Angeles 5—2610 W. 8th St.; Tel.: Dunkirk 8-3630; Howard D. Tawney, mgr.
San Francisco 8—540 Stockton St.; Tel.: Sutter 1-6780; Kaye Hyde, mgr.
TELEVISION INTERNATIONAL CO.
25 W. 45th St., New York 36; Tel.: Plaza 7-3450; Paul N. Robins, gen. mgr.
Services: Distributors of film.

TELEVISION PROGRAMS OF AMERICA

TELEVISION PROGRAMS OF AMERICA
477 Madison Ave., New York 22, N. Y.; Tel.: Plaza
5-2101; Ed Small, chairman of the board; Milton A. Gordon, president; Michael Sillerman,
executive vice president.
Services: Distribute tv film programs.
Hollywood—6253 Hollywood Blvd.; Tel.: Hollywood 7-0468; Bruce Eells, manager.
Chicago—2710 W. Summerdale Ave.; Tel.: State
2-1100; Robert Hoffman, manager.

TELEVISION SCREEN PRODUCTIONS Inc. 17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., pres. Services: Distribution of films.

TEL RA PRODUCTIONS

1518 Walnut St., Philadelphia 2; Tel: Kingsley 6-4140; W. Wallace Orr, prod. Services: Distributors of film.

"TEXAS RASSLIN"

Cadiz and Industrial Blvd., Dallas; Tel.: Sterling 2173; Maurice Beck, vice pres.-sales mgr. Services: Distribution of wrestling films.

TRANSFILM Inc. 35 W. 45th St., New York 36; Tel.: Judson 2-1400; William Miesegaes, pres.; Walter Lowendahl, exec. vice pres. Services: Distributors of film.

Amsterdam Holland—Duivendrechtsekade; Tel.:

83-87; Joop Geesink. Scranton, Pa.—645 N. Webster Ave.; Malcolm H.

Oettinger.
Santa Fe, N. M.—Box 1174; Robert Wistrand.
Little Compton, R. I.—Sherer Sales Co., Osborn

TV FILMS Inc.

155 W. 46th St., New York 36; Tel.: Judson 2-3607; Robert V. Pollock, pres. Services: Distributors of film.

TV UNLIMITED Inc. 17 E. 45th St., New York; Tel.: Oxford 7-0725; Herbert Rosen, pres. Services: Distributors of films.

TWENTIETH CENTURY-FOX TELEVISION
PRODUCTIONS Inc.
444 W. 56th St., New York; Tel.: Columbus
5-3320; Lem Jones, TV dir.
Services: TV film distribution, library footage.

RICHARD ULLMAN INC.

295 Delaware Ave., Buffalo 2, N. Y.; Tel.: Cleve-land 2066; Richard Ullman, pres.; Marvin A. Kempner, exec. vice pres. Services: Distributes films.

UNITED ARTISTS CORP.

1041 N. Formosa, Hollywood 38; Tel.: Hollywood 7-5111; Arthur Krem, pres.
UNITED ARTISTS TELEVISION Corp.

UNITED ARTISTS TELEVISION Corp.
729 Seventh Ave., New York 19; Tel.: Circle
5-6000.
Service: Distribution of programs for tv.
Chicago—1301 S. Wahash Ave.; Tel.: Harrison
7-6310; Pat O'Brian, midwest branch mgr.
Cleveland 14—1745 E. 23rd St.; Tel.: Prospect
1-2935; William Ellis, salesman.
Dallas 1—2020 Jackson St.; Tel.: Riverside 1363.

Dallas 1—2020 Jackson St.; Tel.: Riverside 1363.
UNITED PRESS ASSNS.
220 E. 42d St., New York 17; Tel.: Murray Hill
2-0400; Hugh Baillie, pres.
Services: Motion picture news coverage prepared
jointly by 20th Century-Fox and United Press.
Los Angeles 15—Daily News Bldg., 1257 S. Los
Angeles St.; Tel.: Richmond 6565; Roderick
Beaton, bus. rep.
San Francisco 3—Room 600, Daily News Bldg., 814
Mission St.; Tel.: Yukon 6-6100; Fred J. Green,
bus. rep.

Mission 5L.; 1et.. 1 takon o-too, 1.23 bus. rep.

Denver 2—650 15 St., Suite 500; Tel.: Alpine 1428;
Samuel H. Pew, bus. rep.

Atlanta 3—526 Western Union Bldg.; Tel.: Walnut 557; Stanley Whitaker, div. mgr.

Jacksonville 1—Journal Bldg.; Tel.: 6-2877; Jack V. Harvey, bus rep.
Chicago 6—Daily News Bldg.; Tel.: Randolph 6-4172; S. Edmund Steeves, div. mgr.
Boston 2—United Press Bldg., 262 Washington St.; Tel.: Capitol 7-4000; Bert Masterson, div. mgr.

St.; Tel.: Capitol 7-4000; Bert Masterson, div. mgr.

Detroit 26—813 W. Lafayette Blvd.; Tel.: Woodward 1-6649; Paul Svoboda, bus rep.

Minneapolis 15—Star & Tribune Bldg.; Tel.: Lincoln 7547; H. C. Thornton, bus. rep.

Kansas City 6—220 W. 11th St.; Tel.: Grand 2070; Samuel D. Hales, bus. rep.

New York 17—220 E. 42d St.; Tel.: Murray Hill 2-0400; Leroy Keller, gen. sls. mgr.

Albany 7, N. Y.—48-50 State St.; Tel.: Albany 5-7311; James Smith, bus. rep.

Columbus 15, Ohio—Columbus Citizen Bldg., 34 N. 3rd St.; Tel.: Main 4291; Willis Evans, Ohio State mgr.

Portland 7, Ore.—Journal Plaza; Tel.: Beacon 7997; Henry E. Minard, bus. rep.

Philadelphia 7—201 Dewey Bldg., 1 N. 13th St.; Tel.: Locust 7-1373; Charles B. Engelke, bus. rep.

rep.

Pittsburgh 22—307 House Bldg., 4 Smithfield St.;
Tel.: Court 1-4033; Gerald J. Rock, div. mgr.

Pallas 2—2523 McKinney Ave.; Tel.: Riverside
4085; Fred A. McCabe, div. mgr.

Salt Lake City 1—411 Tribune Bldg.; Tel.: 5-3502.

Murray M. Moler, bus. rep.

Seattle 9—100 4th Ave., N.; Tel.: Main 2505;
David F. Bellnap, bus. rep.

Montreal, Que.—231 St. James St., W.; Tel.:
Plateau 9947; Philip R. Curran, gen. mgr.

Mexico City, Mex.—El Universal Bldg., Avenida
Bucareli 8; Tel.: 358237; Robert Prescott, mgr.

for Mexico.

Paris (IX), France—2 Rue des Italiens; Tel.:

for Mexico.

Paris (IX), France—2 Rue des Italiens; Tel.:
Taitbout 6855; Jean de Gandt, mgr. for France.

London E. C. 4, England—30 Bouverie St.; Tel.:
Central 2282; George H. Pipal, gen. European bus, mgr.

UNITED PRODUCERS DISTRIBUTORS 633 N. Almont Dr., West Hollywood 46, Calif.; Tel.: Crestview 4-5621; Jerry Courneya. Services: Distributes films.. Boston—N. W. Russo; Statler Bldg.; Tel.: Liberty

UNITED PRODUCTIONS OF AMERICA UNITED PRODUCTIONS OF AMERICA
4440 Lakeside Dr., Burbank, Calif.; Tel.: Thornwall 2-7171; Stephen Bosustow, pres.
Service: Producers of animated commercial advertising spots and animated tv program pictures.
New York 19-670 Fifth Ave.; Tel.: Plaza 3-1672;
Charles D. McCormick, vice pres., UPA of
N. Y.

UNITED TELEVISION PROGRAMS Inc.

N. Y.

UNITED TELEVISION PROGRAMS Inc.
650 N. Bronson Ave., Hollywood 4; Tel.: Hollywood 9-8321; Lee Savin, exec. vice pres.
Services: Distributes films.
New Orleans—504 Delta Bldg.; Tel.: Raymond 8378; Ed Simmel, dist. mgr.
New York—444 Madison Ave.; Tel.: Plaza 3-4620; Aaron Beckwith, vice pres.
Chicago—360 N. Michigan Ave.; Tel.: Central 6-0041; John Rohrs, vice pres.
Pittsburgh 19—550 Grant St.; Tel.: Grant 1-9995; Gene Adam, acct. exec.
San Francisco—1204 Russ Bldg.; Tel.: Douglas 2-3345; Jack Brumback, acct. exec.
Kansas City—3214 Penn Ave.; Tel.: Jefferson 1945; Jim Necessary, acct. exec.
Dallas—10455 Ferguson Rd.; Tel.: Davis 7-1902; Ray Wild, reg. mgr.
St. Louis—Suite 713-719 Ambassador Bldg.; Tel.: Chestnut 1-4568; Warren Glinert, acct. exec.
Atlanta—205 Paramount Theatre Bldg.; Tel.: Cypress 2521; Crenshaw Bonner, acct. exec.
UNITED WORLD FILMS Inc.
445 Park Ave.. New York; Tel.: Plaza 9-8000; Norman E. Gluck, vice pres.
Service: Production of spot commercials, rent film shows.
Chicago—606 W. Washington Blvd.; Tel.: State 2-3840; Mr. Manirelli.
Los Angeles—7356 Melrose Ave.; Tel.: Webster 8-6125; Frank Harrington, mgr.
Atlanta—287 Techwood Dr., N. W.; Tel.: Cypress 6201; L. Berch, mgr.
Dallas—2227 Bryan St.; Tel.: Sterling 4277; Alan Roberts.
Miami, Fla.—1311 NE Bayshore Dr.; Tel.: 3-2464,

Roberts. Miami, Fla.—1311 NE Bayshore Dr.; Tel.: 3-2464,

Miami, Fla.—1311 NE Bayshote 2..,
Al Myles.
Portland, Ore.—5023 NE Sandy Blvd.; Tel.: Garfield 9732, William J. Visteen.
UNITY TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Arche A. Mayers, pres.; Sydney A. Mayers, contract mgr.; Len Firestone, nat'l. sls. mgr.; Jerry Weisfelt, western div. mgr.
Services: Distributors of motion pictures for television.

VIDEO PICTURES INC.
41 E. 50th St., New York 22; Tel.: Murray Hill 8-1162; William Deering, pres.
VITAPIX Corp.
509 Madison Ave., New York 22; Tel.: Plaza 8-3013; Edward L. Koenig Jr., vice pres.
Services: Tv film syndication.
Los Angeles—8949 Sunset Blvd.; Tel.: Crestview 1-7191; Frank E. Mullen, pres.

VETTER PRODUCTION SERVICE 3 E. 57th St., New York 22; Tel.: Plaza 3-4840; C. F. Vetter Jr.

LOUIS WEISS & CO.
655 N. Fairfax Ave., Los Angeles 36; Tel.:
Webster 8-5287; Adrian Weiss, gen. mgr.
Services: Distributes film.
Baltimore 12—242 Rodgers Forge Rd.; Tel.: Valleys-0469; Henry Wright.
Chicago 16—2326 S. Michigan Ave.; Tel.: Victory 2-5454; Ben Barry.
Dallas—2013½ Young St.; Tel.: Riverside 1974; Richard C. White.
Detroit—6432 Cass Ave.; Tel.: Trinity 1-4600; John E. Kenealy.
Denver—2081 Broadway; Tel.: Alpine 5-0110; Robert Patrick.
Des Moines—408 56th St.: 7-1281; Bert Stolpe.
New Orleans—415 Poydras St.; Tel.: Raymond 9143; F. J. Didier.
Philadelphia—309 N. 13th St.; Tel.: Locust 7-2698; Robert Gabriel.
San Francisco—321 Market St.; Tel.: Exbrook 2-5203; Sam Elkins.
Seattle—517 Dexter Ave.; Tel.: Elliot 8930; Al Amundsen.
Portland. Ore.—2450 S.W. Glenhaven Rd., Os-

Amundsen.

Portland, Ore.—2450 S.W. Glenhaven Rd., Oswego; Tel.: Capitol 6880; Dick Griffiths.

Honolulu—P. O. Box 1872; Tel.: 5-6096; Robert T.

ZAHLER FILMS Inc.

2AHLER TEAMS INC.
418 S. Robertson Blvd.; Los Angeles 48; Tel.:
Crestview 5-4373; Gordon R. Zahler, pres.
ZIV TELEVISION PROGRAMS Inc.
488 Madison Ave., New York; Tel.: Murray Hill
8-4700; John L. Sinn, pres.
Service: Sales and distribution of films. Cincinnati—1529 Madison Rd.; Tel.: Plaza 1323; Frederic W. Ziv, chmn. of the board. Hollywood—5255 Clinton St.; Tel.: Hollywod 3-5121; Maurice Unger, West Coast mgr.

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TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(For Film Distributors, see Listing, page 426.)

ACADEMY FILMS

P. O. Box 3088, Hollywood 38; Tel.: Hollywood 5-3219; James A. Larsen, pres.
Services: TV film production, processing, rent educational shorts.

ACADEMY FILM PRODUCTIONS INC.

123 W. Chestnut St., Chicago 10; Tel.: Michigan 2-0128; Bernard Howard, pres. Services: tv program production, package tv programs, scripts, talent, tv film production, syndication.

JOHN ADASKIN PRODUCTIONS

Suite 314-15 67 Yonge St., Toronto, Ontario, Canada; Tel.: Empire 4-9296; John Adaskin. Services: TV program production, packaging, TV film syndication.

AFFILIATED ARTISTS REPRESENTATIVES Irene Etkin, Robert Mayberry, partners.
Services: TV program production, package TV programs, talent, TV film production.
Hollywood—8776 Sunset Blvd.; Tel.: Crestview 6-4652; Louis Artigue.

AFFILIATED PROGRAM SERVICE INC.
535 5th Ave., New York 17; Tel.: Murray Hill
7-1881; Paul F. Adler, pres.
Services: Package TV programs, syndicate film.

ALADDIN TELEVISION PRODUCTIONS INC. 165 N. La Brea Ave., Los Angeles 36; Tel. Webster 3-9437; Julius F. Tuchler, vice pres.assoc, prod.
Services: Produce tv film.

ALTON ALEXANDER PRODUCTIONS INC. ALTON ALEXANDER PRODUCTIONS INC. 595 Madison Ave., New York 22; Tel.: Plaza 9-3277; Alton Alexander, pres.; David A. Lown, sls. dir.; Lottie Ritter, mgr. Services: Produce, package tv programs; scripts, produce tv film.

ALEXANDER FILM CO.

ALEXANDER FILM CO.

Alexander Film Bldg., Colorado Springs 1; Tel.:
Melrose 3-1771; J. Don Alexander, pres.; Earl
D. Austin, tv dir.
Services: TV film production.
Chicago 11—435 N. Michigan Ave.; Tel.: Michigan 2-5636; C. C. Alexander.

Dallas 1—308 S. Harwood; Tel.: Riverside 4558; J. A. McInaney.
New York 36—500 5th Ave.; Tel.: Pennsylvania 6-3028; Les E. Wysong.
San Francisco 2—125 Hyde St.; Tel.: Graystone 4-2213; Lyle A. Bramson.
Hollywood 46—3484 Harold Way; Tel.: Hollywood 9-7396; C. J. Dexter.

M & A ALEXANDER PRODUCTIONS 6040 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-3414; Arthur Alexander, pres. Services: TV program production, TV film pro-duction, syndicate film.

TED ALLAN STUDIOS
6230 Yucca, Hollywood 28; Tel.: Hollywood
3-3973; Ted Allan, owner-gen. mgr.
Services: TV program production, rent facilities
and equipment for outside producers.

ALL-SCOPE PICTURES INC.
8949 Sunset Blvd., Hollywood 46; Tel.: Crestview 4-6943; Gordon S. Mitchell, pres.
Services: tv program production, produce film.
AMERICAN FILM PRODUCERS
1600 Broadway, New York 19; Tel.: Plaza 7-5915;
Robert Gross, exec. prod.
Services: TV film production.

AMERICAN JEWISH BROADCASTING CO. 150 Broadway, New York 38; Tel.: Worth 2-3322; Herman Younglieb, mgr. Services: Jewish programs.

AMERICAN NATIONAL VIDEO PRODUCTIONS

INC.
17 N. Wabash Ave., Chicago 2; Tel.: Superior 7-7500; Thomas J. O'Brien Jr., pres.
Services: TV program production, scripts, package TV programs.

CLYDE ANDERSON MOTION PICTURES
334 "A" St., Salt Lake City 3; Tel.: 3-5337; L.
Clyde Anderson, own.-mgr.
Services: TV film production. Animated, stock
shots, black & white and color.

TOBY ANGUISH MOTION PICTURE
PRODUCTIONS
8470 Melrose Ave., Hollywood 46; Tel.: Webster
3-8301; Toby Anguish, own. and mgr.
Services: TV program production, scripts, package TV programs, talent, TV film production, film processing, syndicate film.

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ANIMATED ARTS 4001 Nichols Ave., S. W., Washington 20, D. C.; Tel.: Johnson 2-9424; C. Wes Doty, prod. Services: TV slides and films, live and animated.

ANIMATION SERVICE CO.

(also see Victor Kayfetz Productions Inc.)
1780 Broadway, New York 19; Tel.: Circle 5-4832;
Victor Kayfetz.
Services: Animation and titles for others producing TV spots and film.

APEX FILM Corp. 1040 N. Las Palmas Ave.; Hollywood 38; Tel.: Hollywood 3-5106; Jack Chertok, pres. Services: Film productions and animated films.

ARIZONA RECORDING PRODUCTIONS
834 N. 7th Ave., Phoenix; Tel.: 2-2016; Raymond
A. Boley, own.-mgr.
Services: TV program production, scripts, talent.

J. ARMSTRONG & CO.
19 W. 44th St., New York 17; Tel.: Murray Hill
7-0669; Joseph Armstrong, own.
Services: Produces syndicated commercials.

ARROW PRODUCTIONS INC.

846 N. Cahuenga Blvd., Los Angeles; Leon From-kess, prod. Services: TV film production, syndication.

ARTISTS RECORDING STUDIOS

15 W. 10th St., Kansas City 5; Tel.: Harrison 6109; Bill L. Godden, pres.

Services: TV sound production.

ASIA TELEVISION SERVICE
2026 Hobart Ave., Hollywood 28; Tel.: Normandy
1-7961; Larry Tighe, gen. mgr.
Services: TV news and news feature service
from Asia, TV program production, packaging,
TV film production, syndication.
Tokyo, Japan—105 1 Chome, Okusawa SetagayaKu; Larry Tighe, Tokyo branch mgr.

ASSOCIATED BROADCASTING CO.
1139 Bay St., Toronto, Ontario, Canada; Tel.:
Princess 1111; Gordon Allen, dir. Broadcast and
TV. Div. TV Div.

Services: Timebuying, commercials, production.

ASSOCIATED ENTERPRISES
735 N. Vine St., Hollywood 38; Tel.: Hollywood
4-0249; R. B. Struble, pres.
Services: TV program production, package TV
talent, TV film production, syndicate film.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.) 221 4th Ave., New York 3; Tel.: Orchard 4-7400; Edward Hochhauser Jr., vice pres. and gen.

mgr. Services: Syndicate film, package programs.

ATLAS FILM CORP.

1111 South Blvd., Oak Park, Ill.; Tel.: Austin 7-8620; Euclid 6-3100; L. P. Mominee, vice pres. and gen. mgr.

Services: TV program production, scripts, TV film production, packaging, syndication, talent, processing

processing.

Chicago 1—228 N. LaSalle St.; Tel.: Andover 3-5672; Norman C. Lindquist, vice pres.

Washington—Room 913 Warner Bldg., 501 13th St.; R. C. Barrett.

Hollywood—1931 Rodney Dr.; L. J. Marlowe.

ATLAS TELEVISION CORP.
15 W. 44th St., New York 36; Tel.: Murray Hill 7-5535; Henry Brown, pres.
Services: Package TV programs, TV film production, syndicate film.
Hollywood—1350 N. Highland Ave.; Tel.: Hollywood 4-0840; Jack London, West Coast sls. repr.

AUDIO-MASTER CORP.

17 E. 45th St., New York 17; Tel.: Oxford 7-0725; Herbert Rosen, pres.

Services: TV film production, syndication, TV program production, packaging, mood and bridge music for dubbing.

AUDIO PICTURES LTD.
310 Lakeshore Rd., Toronto 14, Ontario, Canada;
Tel.: Clifford 1-5211; Murray Briskin, asst. to

pres.
Services: TV film production, processing.

AUDIO PRODUCTIONS INC. 630 9th Ave., New York 36; Tel.: Plaza 7-0760. Frank K. Speidell.

A-V TAPE LIBRARIES INC. 730 5th Ave., New York 19; Tel.: Plaza 7-3091; Ray Rand, sls. mgr.

TOM BAILEY PRODUCTIONS INC.

722 N. 4th Ave., Tucson; Tel.: 2-1907; Tom Bailey, pres-exec. prod.; William Freytag, vice

Services: TV film production.

WILLIAM J. (BILL) BAILEY
2500 Q St., N. W., Washington 7, D. C.; Tel.:
Dupont 7-0953, 7-3400; William J. Bailey.
Services: Produces, packages tv programs.

THOS J. BARBRE MOTION PICTURE PRODUCTIONS

1215 E. Virginia Ave., Denver 9; Tel.: Race 2-4605; Thomas J. Barbre, owner-manager. Services: TV film production, syndication, TV program production, packaging.



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You asked how we had been doing with our second running You asked how we had been doing with our second running of your "Great Americans" series for our client, Michigan series for our client, Michigan I am happy to be able to report that Dear Ed: we are doing wonderfully.

For the three months for which we have figures, and during which we were running this series for the second time to Detroit, our audience has been almost exactly the same as for our first run. There has been no drop in retings whether in Detroit, our audience has been almost exactly the same as for our first run. There has been no drop in ratings whatsoever.

And since we were delighted with the ratings "Great Americans"

And since we were delighted with the ratings that our pleasure. And since we were delighted with the ratings "Great Americans" secured the first time around, you can imagine that our pleasure at doing just as well with the second run is at least double.

Our association with this series has certainly become a long-standing one by now and one which we regard as eminently satisfactory.

These Great Americans:

Susan B. Anthony Andrew Carnegie Horace Mann Booker T. Washington Eli Whitney John Quincy Adams John C. Calhoun Benjamin Franklin Alexander Hamilton Andrew Jackson Thomas Jefferson Abraham Lincoln John Marshall George Washington Daniel Webster Daniel Boone Christopher Columbus John C. Fremont La Salle Lewis and Clark Louisa May Alcott James Fenimore Cooper Oliver Wendell Holmes Washington Irving Henry Wadsworth Longfellow John Greenleaf Whittier







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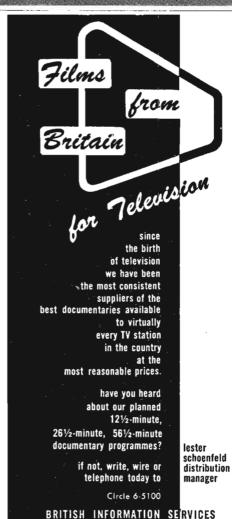


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RICHARD BARE PRODUCTIONS & VARIETIES Warner Bros. Studios, 400 W. Olive, Burbank, Calif.; Tel.: Hollywood 9-1251; Richard Bare,

pres. Services: Tv film production.

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667 Madison Ave., New York 21; Tel.: Templeton
2-8600; Jack Barry, pres.
Services: TV program production, package TV
programs, TV film production.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner. Services: TV program production, package TV programs, TV film production, syndicate film.

BEACON TELEVISION FEATURES INC.
118 Newbury St., Boston 16; Tel.: Commonwealth
6-6881; J. Leonard Sanderson, pres.
Services: TV program production, package TV
programs, TV film production, syndicate film,
consultants.

IRENE BEASLEY RADIO PRODUCTION

SERVICE
501 Madison Ave., New York 22; Tel.: Plaza 3-8940; Irene Beasley, own.
Services: TV program production, package TV programs.

V. S. BECKER PRODUCTIONS
562 5th Ave., New York 36; Tel.: Judson 2-1040; Viola S. Becker, exec. prod.
Services: TV program production, package TV programs, talent, TV film production, syndication.

BENGAL PICTURES
3102 Quincy St., N. E., Albuquerque, N. M.; Tel.:
3-3436; Phil E. Cantonwine, prod.
Services: TV film production, TV program packaging talent

aging, talent. GEORGE E. BENTEL AGENCY 5617 Hollywood Blvd., Hollywood 28; Tel.: Holly-wood 7-8608: Carl Coolidge, dir. Services: Package TV scripts.

JULIAN BERCOVICI 142 W. 10th St., New York 14; Tel.: Watkins 9-3774; Julian Bercovici, owner. Services: TV program production, package TV

programs.

GUY BIDDICK 1151 S. Broadw 1151 S. Broadway, Los Angeles 15; Tel.: Richmond 6184; Guy Biddick, own.
Services: TV film production, TV spot production.

BIG D STUDIOS

4215 Gaston Ave., Dallas, Tex.; Tel.: Tremont
4723, Victor 1341; Charles H. Edwards, prod.
Services: Produce TV programs, handle TV
scripts, package TV programs, handle TV
talent, produce TV film, process film, syndicate film.
Garland, Tex.—P. O. Box 56; Tel.: 3-9235; Bill
Burkett, dir.

FRITZ BLOCKI PRODUCTIONS
1152 N. Curson Ave., Hollywood 46; Tel.: Hollywood 2-8971; Fritz Blocki.
Services: TV program production, package TV

programs.

FORD BOND RADIO PRODUCTIONS INC. 810 RCA Bldg., New York 20; Tel.: Circle 7-2236; Ford Bond, pres. Services: TV scripts, production, package pro-grams and development, advisory service.

BONDED TV FILM SERVICE INC. 904 N. La Cienega Blvd., Los Angeles 46; Tel.: Crestview 4-3112; Stanley Halperin, gen. mgr. Services: After-production services for TV film.

film.

New York 36—630 9th Ave.; Tel.: Judson 6-1030;

Manny Kandel, vice pres.-gen. mgr.

BORIES CO.
608 5th Ave., New York 20; Tel. Judson 6-7600;
Robert A. Bories, gen. mgr.
Services: TV production, scripts, talent for food
merchandising.

WILLIAM BOYD PRODUCTIONS INC. 8901 Wilshire Blvd., Beverly Hills; Tel.: Crestview 4-5248; Robert Stabler, vice pres. Services: Program production, packaging. New York—NBC Film Syndication, 30 Rockfeller

BRAMSON ENTERTAINMENT BUREAU INC. Hotel Astor, New York 36; Tel. Circle 6-9860; Nat M. Abramson. Services: Produce TV programs, package TV programs, handle TV talent, produce TV film.

BRISCOE & GOLDSMITH INC.
522 5th Ave., New York 18; Tel. Murray Hill
2-6244; Johnson Briscoe & George Goldsmith.
Services: Agent for TV talent.

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20; Tel. Circle
6-5100; Lester Schoenfield, distribution mgr.;
Jack Aistrop, radio-tv officer.
Services: Film rental and sales.

BROADCAST PRODUCTIONS INC. 350 Madison, Detroit 26; Tel. Woodward 5-0909; Lois Michels, pres. Services: TV scripts, package programs, production, talent.

BROADCASTING & FILM COMMISSION OF NATIONAL COUNCIL OF CHURCHES OF CHRIST IN USA
220 5th Ave., New York 1; Tel.: Oregon 9-2963; S. Franklin Mack, exec. dir.
Services: TV religious film and live program production, serving 25 Protestant denominations.

Hollywood 28—5746 Sunset Blvd.; Tel.: Hillside 7464; George Heimrich, radio-TV dir.

WILLIAM F. BROIDY PRODUCTIONS INC. 5545 Sunset Blvd., Hollywood 28; Tel.: Hollywood 3-6844; William F. Broidy, pres. Services: TV film production, syndicate film.

HOWARD G. BROWN PRODUCTIONS
6325 Santa Monica Blvd., Hollywood 38; Tel.:
Hollywood 2-3460; H. G. Brown, owner.
Services: TV film production.

BUCKEYE MOTION PICTURE PRODUCERS

 INC.
 P. O. Box 56, Garland, Tex.; Tel.: 3-9235;
 Charles H. Edwards, pres.
 Services: TV package programs production, scripts, talent, TV film production processing, syndication scripts, talent, TV film production processing, syndication.

Dallas—2008A Jackson; Tel.: Randolph 5973; C. H. Edwards, prod. dir.

AL BUFFINGTON PRODUCTIONS 6711 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-8367; Al Buffington, pres. Services: TV program production, scripts, pack-age TV programs, TV film production.

BYRON INC.

BYRON INC.
1226 Wisconsin Ave., Washington 7, D. C.; Tel.:
Dupont 7-1800; Byron Roudabush, pres.
Services: TV program production, package TV
programs, TV film production, film processing
(16mm work), handle TV scripts.
New York 36—550 5th Ave.; Tel.: Circle 5-8188;
David H. Lion, mgr.

BYRON PRODUCTIONS CO. 8 E. 52d St., New York 22; Tel.: Plaza 3-6930; Edward A. Byron, pres. Servlees: Package TV programs.

C & G FILM EFFECTS
1600 Broadway, New York 19; Tel.: Plaza 7-2098;
Hugo Casolaro, partner; Milton M. Gottlieb,
partner.
Services: Titles, animation, photography, slide
films, optical effects, 16mm and 35mm film.

S. W. CALDWELL LTD. 447 Jarvis St., Toronto 5, Ont., Canada; Tel.: Walnut 2-2103; G. F. Keeble, production vice pres. Services: TV film production, talent, film syndi-

Winnipeg, Man.—171 McDermott Ave.; A. L. Gar-

ROBERT E. CALLAHAN & ASSOC. 5675 W. Washington Blvd., Los Angeles 16; Tel.: Whitney 2652; Robert E. Callahan, prod.owner.
Services: Produce, package tv programs, produce, syndicate tv film.

CAMPBELL PRODUCTIONS

19 W. 44th St., New York 18; Tel.: Murray Hill
2-2542; Muriel Campbell.
Services: Package programs, creating, consulting and editing.

CAMPUS FILM PRODUCTION 14 E. 53 St., New York 22; Tel.: Plaza 3-3280; Nat. Campus, owner. Services: TV program production.

CANYON FILMS OF ARIZONA 834 N. 7th Ave., Phoenix; Tel.: Alpine 8-5292; Ray Boley, prod. dir.; Robert Allen, photog-

rapny dir. ervices: TV film production, film commercials, programs, scripts.

CAPITAL FILM LABS INC.
1905 Fairview Ave., N. E., Washington 2, D. C.;
Tel.: Lawrence 6-4634; James A. Barker, pres.;
William E. Brooks, exec. vice pres.; Owen D.
Safford, sls. vice pres.
Services: 16mm printing and processing, 16mm
and 35mm sound recording and editorial.
Washington Studios—105 11th St. S.E.

CAPITAL FILM SERVICE
224 Abbott Rd., East Lansing, Mich.; Tel.: Edge-wood 2-3544; Frank A. Karoly, sls., prod. dir. Services: TV program production, scripts, package TV programs, TV film production, film processing, syndication.

CAPITOL RECORDS DISTRIBUTING CORP. (Studio Recording Services; Sales Div. & Broadcast Sales Div.) 5315 Melrose Ave., Hollywood 38; Tel.: Hollywood 3-7114; Walter S. Heebner, vice pres. and gen. mgr. Services: Theme and mood music for TV film producers, studio recording, film production.

PHILLIPS CARLIN

RKO Bidg., 1270 6th Ave., New York 20; Tel.: Judson 6-5534; Phil Carlin, own.
Services: Consultant and representative for outof-town advertising agencies, produce tv programs, film.

CARSON-STEMPEL ENTERPRISES

717 N. LaCienega Blvd., Hollywood 46; Tel.: Crestview 1-7141; Frank Stempel, partner. Services: TV talent.

CASCADE PICTURES OF CALIFORNIA INC.

Research Technical of Carliffordina McC.

8822 Washington Blvd., Culver City, Calif.; Tel.:
Texas 0-4520; Bernard J. Carr, pres.
Services: TV program production, scripts, package TV programs, TV film production, film processing, film syndication, talent.

CAVALIER PRODUCTIONS

P. O. Box 7, New Hyde Park 2. and 1164 Ave. of the Americas, New York 36; Tel. Pioneer 6-7110 and Circle 7-8466; Dr. Joseph L. Levit, pres. Services: Talent, TV film production. New York 19—Phillip St. Clair, tech. dir.

CENTAUR PRODUCTIONS

125 E. Linden Ave., Burbank, Calif.; Tel.: Victoria 9-2194; Wah Chang, Norval Crutcher, Gene Warren, partners.
Services: TV film production.

CENTRAL SERVICE STUDIOS INC.

329 E. 47th St., New York 17; Tel.: Murray Hill 8-9351; Edgar A. Schuller, pres. Services: Film production facilities, sound serv-

HU CHAIN ASSOC.

40 E. 40th St., New York 16; Tel.: Murray Hill 5-7220; Hubert V. Chain, own. Services: TV program production, scripts, TV film production.

BRUCE CHAPMAN CO.

55 W. 42d St., New York 36; Tel.: Wisconsin 7-9244; Bruce Chapman, pres.

Services: TV program production, package TV programs, TV film production.

Paris 2-30 Rue Gramont; Tel.: Richelieu 8004;

Paris 2-30 Kue Gramont; ref., Richeled 6001, Dan Morley, mgr. London W. 1-22 Davies St.; Tel.: Mayfair 1037; Frank Byers, mgr. Berlin-Schoneberg, Germany-9-10 am Park; Tel.: 71-64-69; Rolfe Brede, mgr.

LEW CHATHAM ASSOC.

Chatham Bldg., Claremore, Okla.; Tel.: 1122; L. A. Chatham, gen. mgr. Services: TV program production, scripts, talent, TV film production.

JACK CHERTOK PRODUCTIONS INC.

1040 N. Las Palmas Ave. (General Service Studios), Hollywood 38: Tel.: Hollywood 3-5106; Jack Chertok, pres. Services: Film production, animated films, TV spot commercials.

CHICAGO FILM STUDIOS

56 E. Superior St., *Chicago; Tel.: Whitehall 4-6971; A. G. Dunlap, pres. Services: TV film production, processing, educational, industrial, training films.

CHICAGO TRIBUNE-NEW YORK NEWS

220 E. 42 St., New York 17; Tel.: Murray Hill 2-1234; Mollie Slott, mgr.

Services: Newspaper features adaptable to tele-

FRANK CHRISTL & ASSOC.

521 N. LaCienega Blvd., Los Angeles 48; Tel.: Crestview 1-6452; Frank Christl, own.

Services: TV program production, package TV programs, TV film production, scripts, talent.

CINEGRAPHICS INC.

5 E. 57th St., New York 22; Tel.: Plaza 9-8532; Francis C. Thayer, pres.

Services: Produce, package tv programs, scripts and talent, tv film production.

CINEMA (CANADA) PICTURES LTD.

36 Dundas St. East, Toronto 2, Ont.; Tel.: Empire 6-9573; Edward C. Buddy, gen. mgr. Services: TV film production.

CINEQUE COLORFILM LABS INC.

424 E. 89th St., New York 28; Tel.: Sacramento 2-5837; Sam Marcus, pres.

Services: TV film production, processing.

CINESCOPE FILMS

42-45 160th St., Flushing 58, N. Y.; Tel.: Flushing 8-1935; George L. George, pres.
Services: TV film production.

CINE-TELE PRODUCTIONS

6325 Santa Monica Blvd., Hollywood 38; Tel.: Hollywood 5-3376; Harry Lehman, pres. Services: TV film production, film processing.

CINETEX PRODUCTIONS OF SAN ANTONIO,

2007 S. Presa St., San Antonio 10; Tel.: Kenwood 1682; Frank E. Sherry Jr., own.

Services: TV film production, program production, scripts.

BOB CLAMPETT ENTERPRISES

5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 7-0522; D. J. Nocerine, gen. mgr.

Services: TV program production, package TV programs, talent.

CLYDE DE MEXICO S.A.

Quebrada 83, Aeapulco, Guerro, Mexico; Tel.: 1441; W. P. Clyde Jr., gerente; Max P. Palicos, subgerente.

Services: Latin American representation U. S. firms; production, adaptation and distribution of TV film.

GEORGE W. COLBURN LAB. INC.

164 N. Wacker Dr., Chicago 6; Tel.: State 2-7316; John E. Colburn, exec. vice pres.

Services: TV film production, film processing, TV program production.

TED COLLINS CORP.

Room 20, 500 5th Ave., New York 36; Tel.: Chickering 4-5036; Ted Collins, mgr. Services: Production, talent.

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1989 S. George Mason Dr., Arlington 4, Va.; Tel.: Jackson 6-8021; Harold L. Lassiter, own. Services: Motion picture production.

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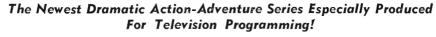
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New York 22—Esquire Inc., 488 Madison Ave.;
Tel.: Plaza \$-3232; Wendell Shields, eastern
reg. mgr.
Los Angeles—Craig Movie Supply, 1053 S. Olive
St., Los Angeles; Tel.: Richmond 6233; W. J.
Colleran, vis. educ. dept. mgr.
Los Angeles—Craig Movie Supply, 1053 S. Olive
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Colleran, vis. educ. dept. mgr.
JERRY COURNEYA PRODUCTIONS INC.
633 N. Almont Dr., W. Hollywood 46; Tel. Crestview 4-5621; Jerry Courneya, pres.
Services: Produces films.
LOUIS G. COWAN, INC.
575 Madison Ave., New York 22; Tel.: Plaza
9-3700; Louis G. Cowan, pres.
Services: TV program production, scripts.
Chicago 3—8 S. Michigan Ave.; Tel.: Randolph
6-2022; John Lewellen, vice pres.
CRAFTON BROS. INC.
3210 W. Lawrence Ave., Chicago; Tel.: Juniper
8-0396; David F. Cratton.
Services: Slides, film production.
CRAWFORD PICTURES INC.
6764 Lexington Ave., Los Angeles 38; Tel.: Hollywood 3-6856; Robert Crawford, own.
Services: TV film production.
BING CROSBY ENTERPRISES INC.
9028 Sunset Blvd., Los Angeles 46; Tel.: Crestview 1-1171; E. M. Crosby, pres.; Basil F.
Grillo, vice pres.
Services: TV program production.
New York City—600 5th Ave.; Tel.: Plaza 7-2277;
E. M. Crosby, pres.; Basil F. Grillo, vice pres.
Services: TV program production, scripts, packaging, talent, TV film production, processing.
New York City—600 5th Ave.; Tel.: Cherry 1822;
R. E. Dunville, pres.
Services: TV program production, scripts, packaging, talent, TV film production, processing.
New York 20—630 5th Ave.; Tel.: Crestview York 20—630 5th Ave.; Tel.: Crestview York 20—630 5th Ave.; Tel.: Cherry 1822;
R. E. Dunville, pres.
Services: TV program production, scripts, packaging, talent, TV film production, processing.
New York 20—630 5th Ave.; Tel.: Crestview 4-6393; Harry Albrecht, vice pres.
Columbus 2—(WLWD) 4595 S. Dixie Hwy.; Tel.:
Walnut 2101: Peter Lasker, vice pres.
Ch

COLSON & CO. INC.

1122 Jackson, Dallas; Tel.: Sterling 3878; Harrison D. Colson, pres.

Services: TV program production, package TV programs, talent, TV film production.

Dallas—3846 Meredith.

COLUMBIA ARTISTS MANAGEMENT INC.

113 W. 57th St., New York 19; Tel.: Circle 7-6900; Humphrey Dulens, TV dir.

Services: Talent booker.

Chicago—406 Wrigley Bldg., 400 N. Michigan Ave.; Tel.: Delaware 7-6626; Herbert Fox, vice pres.

Los Angeles 13—714 Auditorium Bldg., 427 W. 5th St.; Tel.: Madison 6-2327; Cleone Pottenger, head, TV Dept.

COMMODORE PRODUCTIONS & ARTISTS INC.

971 N. La Cienega Blvd., Hollywood 46; Tel.: Crestview 1-7106; Bradshaw 2-4701; Walter White Jr., pres.

Services: TV program production.

COMMONWEALTH FILM & TELEVISION INC. White Jr., pres.
Services: TV program production.
COMMONWEALTH FILM & TELEVISION INC.
723 7th Ave., New York 19; Tel.: Circle 5-6456;
Mort Sackett, pres.
Services: TV program production, package TV programs, TV film production, syndicate film.
FRANK COOPER ASSOC.
521 5th Ave., New York 22; Tel.: Vanderbilt 6-5661; Sy Fischer, mgr.
Services: TV program production, packaging, talent, scripts, TV film production.
Hollywood—6277 Selma Ave.; Tel.: Hollywood 4-7258; Frank Cooper, own.
CORNELL FILMS INC.
1501 Broadway, New York 36; Tel.: Wisconsin 7-6651; Milton Salzburg, pres.; Dave Dash, vice pres. pres.
Services: TV film production, syndication.
CORONET INSTRUCTIONAL FILMS
65 E. South Water St., Chicago 1; Tel.: Dearborn
2-7676; Ellsworth C. Dent, dir.
Services: Prints of educational films.
New York 22—Esquire Inc., 488 Madison Ave.;
Tel.: Plaza S-3232; Wendell Shields, eastern

DALTON FILM CO. BALTON FILM CO.

13 Daniel Bidg., 3rd & Boston Ave., Tulsa 3;
Russell W. Kurtz.

J. HUGH E. DAVIS CO.

1680 Vine St., Hollywood; Tel.: Hollywood
0.7103

9-7193

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RONALD DAWSON ASSOC.
545 5th Ave., New York 17; Tel.: Murray Hill
7-6865; Ronald Dawson, own.
Services: Scripts, package TV programs.
GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16; Tel.: Oregon 9-3595;
Gordon M. Day.
Services: Package programs, TV film production.

KAIE DEEI TELEVISION TALENT
1697 Broadway, New York 19; Tel.: Turnbull
7-0238; Kaie Deei, exec. dir.
Services: Scripts, package TV programs, talent.

DE FRENES CO. 1909 Buttonwood St., Philadelphia 30; Tel.: Rit-tenhouse 6-1686; Joseph De Frenes, pres.-gen.

mgr. Services: TV film production.

DEMBY PRODUCTIONS INC.
Hotel Plaza, 1 W. 58th St., Suite 1751, New York
19; Tel.: Plaza 9-2495; Emanuel H. Demby,
pres.

Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

DENHAM PRODUCTIONS INC.

16560 Wyoming Ave., Detroit 21; Tel.: University 1-3422; William F. Deneen, pres.

Services: TV film production (commercials).

Royal Oak (Mich.)—1018 S. Wilson; Tel.: Lincoln
3-9492; Grace Garland.

DEPICTO FILMS INC. 254 W. 54th St., New York 19; Tel.: Columbus 5-7620; John Hans, pres. Services: Produce TV film, package programs,

talent.
LOUIS DE ROCHEMONT ASSOCIATES INC.
35 W. 45th St., New York 36; Tel.: Judson 2-1440;
Louis de Rochemont.
Services: TV film production.
DESILU PRODUCTIONS INC.
Motion Picture Center, Hollywood; Desi Arnaz,
Lucille Ball.
Services: TV film production services: TV film production.

DOUGFAIR CORP.

666 N. Robert

OUGFAIR CORP. 6 N. Robertson Blvd., Los Angeles 46; Tel.: Crestview 1-8107; H. Alexander MacDonald,

Crestview 1-8107; H. Alexander MacDonald, pres. Services: TV film production. DOUGLAS PRODUCTIONS 1425 S. Racine, Chicago 8; Tel.: Haymarket 1-0409; Robert B. Hicks. Services: TV film production, processing. Milwaukee 2—925 N. Jackson St.; Tel.: Broadway 2-5680. D. P. M. PRODUCTIONS INC. 62 W. 45th St., New York 36; Tel.: Murray Hill 2-0040; Dorothy P. Maulsby, pres. SHERMAN H. DRYER PRODUCTIONS 667 Madison Ave., New York 21; Tel.: Templeton 8-7827; Sherman H. Dryer, pres. Services: TV program production, package TV programs, TV film production. HARRY S. DUBE 10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-7035; J. Knight, mgr. Services: TV programs production, scripts, package TV programs, TV talent, TV film production, syndicate film. JEAN DUBOIS CO. 2214 Dahlia St., Denver 7; Tel.: East 8122; Jean M. F. Dubois, own.-gen. mgr. Services: TV film production. Denver 2—927 21st St.; Tel.: Main 5401; L. E. Turner, mgr.

M. F. Dubols, own.-gen. mgr.
Services: TV film production.
Denver 2—927 21st St.; Tel.: Main 5401; L. E.
Turner, mgr.
DUDLEY TELEVISION CORP.
9908 Santa Monica Blvd., Beverly Hills; Tel.:
Crestview 1-7258; Don McNamara, exec. vice
pres.; Carl W. Dudley, pres.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film.
New York 22—501 Madison Ave.; Tel: Eldorado
5-1076; Carl Dudley, pres.
DUMONT TELEVISION NETWORK
515 Madison Ave., New York 22; Tel.: Murray
Hill 8-2600; James L. Caddigan, prog.-prod. dir.;
Donald Stewart, film coord.
Services: TV program production, scripts, package TV programs, talent, syndicate film.
CAL DUNN STUDIOS
159 E. Chicago Ave., Chicago 11; Tel.: Whitehall
3-2424; Cal Dunn, own., Alan Lee, writer-dir.
Services: Production of cartoon film commercials, motion pictures.
DYNAMIC FILMS INC.
112 W. 89th St., New York 24; Tel.: Trafalgar
3-6221; Henry Morley, pres.; Nathan Zucker, treas. and board chmn.
Services: Program production (commercial, documentary, industrial, institutional), package
TV programs, film production; free films for public service or sustaining programs.
White Plains, N. Y.—155 Concord Ave.; Tel.:
White Plains 6-9017; Henry Zucker.
Hollywood, Calif.—8272 Sunset Blvd.; Tel.: Holly-wood 2-7461; George Zucker,
Houston, Tex.—2235 Welch.; Tel.: Ja-6701; (Mrs.)
Barbara Atwell.

RALPH EDWARDS PRODUCTIONS RALPH EDWARDS PRODUCTIONS
1655 N. Cherokee Ave., Hollywood 28; Tel.: Hollywood 3-8121; Ralph Edwards, pres.
Services: Packaged live and filmed TV shows.
ELECTRO-VOX RECORDING STUDIOS
546 Melrose Ave., Hollywood 38; Tel.: Hollywood 5-2189; Bert B. Gottschalk, own. and mgr.
Services: Spot announcements, Sound Check service.

PETER ELGAR PRODUCTIONS INC.
18 E. 53rd St., New York 22; Tel.: Murray Hill
8-5626; Peter F. Elgar, pres.
Services: TV film production.

W. M. ELLSWORTH 159 E. Chicago Ave., Chicago; Tel.: Mohawk 4-7050; W. M. Ellsworth, own. Services: TV program production, packaging

ENCYCLOPAEDIA BRITANNICA FILMS Inc. (See Associated Program Service)
1150 Wilmette Ave., Wilmette, Ill.; Tel. 6404;
Maurice P. Mitchell, Pres.
Services: Production of films for schools.

ENDORSEMENTS INC.
500 5th Ave., New York 36; Tel.: Chickering
4-7275; Jules Alberti, pres.
Services: Secures endorsements by celebrities
for manufacturers' products.
Hollywood 46-9172 Sunset Blvd.; Tel.: Crestview
6-1272; Mrs. Stella March, vice pres.

BAVID ETTELSON & ASSOC.

858 N. LaSalle St., Chicago 10; Tel.: Whitehall 4-5460; David Ettelson, sales mgr.

Services: TV scripts, TV program production, packaging, TV film production, process film, syndicate film, TV talent, marketing and merchandising counseling.

ESPANA MEXICO ARGENTINA (EMA)
S. A. de C. V.
Calle de Barcelona No. 15, Mexico D. F. 6; Tel.:
36-58-14; General Juan F. Azcarate, dir.
Services: TV film production.
Monterrey, N. L., Mex.—Edificio Chapa; Tel.:
29643 Ramón Pedroza Langarica, publicidad siglio.

F

FADIMAN ASSOC. LTD. 1501 Broadway, New York 36; Tel.: Lackawanna 4-3544; Edwin Fadiman, mgr. Services: TV package shows.

FILMEFFECTS OF HOLLYWOOD

1153 N. Highland Ave., Hollywood 38; Tel.: Hollywood 9-5808; Charles S. Leeds, gen. mgr.

Services: 16mm or 35mm black and white and color specialized laboratory service; reduction optical dupe negatives, 35mm color prints from 16mm color originals by 3 methods; Ansco direct reversal, Eastman or Ansco color negatives, 3-color negatives, 16mm Kodachrome optical printing master with special effects.

JERRY FAIRBANKS PRODUCTIONS INC. 6052 Sunset Blvd., Hollywood 28; Tel.: Holly-wood 2-1101; Jerry Fairbanks, pres. Services: TV film production. Chicago—520 N. Michigan Ave.; Tel.: Whitehall 4-0196; Fenton McHugh, vice pres. in charge of sales

4-0196; Fenton McHugh, vice pres. in charge of sales.

Detroit, Mich.—16581 Murray Hill; Tel.: Broadway 3-4556; James W. Mitchell.

FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46; Tel.: Hollywood 2-1317; James J. Ambrose, bus. mgr.; Rev. Patrick Peyton, C.S.C., exec. prod.

Services: TV program production, TV film production.

talent.
New York 20—610 5th Ave.; Tel.: Circle 7-6200;
Charles Abramson.

FANCHON & MARCO INC.
6838 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 3-3263; Marco Wolff, pres.; Jefferey Lazarus, radio-TV mgr.
Services: Live and film TV programs.

FEARLESS FAGAN PRODUCTIONS Eagle-Lion Studios, 7324 Santa Monica Blvd., Hollywood: Frank Woods. Services: TV film production.

FEATURE BUREAU
152 W. 42nd St., New York 36; Tel.: Wisconsin
7-9715; Bert Nevins, managing editor.
Services: Scripts service for women commen-

FEATURE PRODUCTIONS
1440 N. State Pkwy., Chicago 10; Tel: Michigan
2-6015; Charles L. Acree, managing dir.
Services: TV program production, scripts, TV
program packages, TV film production, syndi-

FEDERAL TELEFILMS CORP. 1041 N. Formosa Ave., Hollywood 46; Tel.: Hollywood 7-5111; Harry Joe Brown, Buster

Collier.
Services: TV film production.

FEDERATED TELEVISION PRODUCTIONS

FEDERATED TELEVISION PRODUCTIONS
(See Hu Chain Assoc.)
40 E. 40th St., New York 16; Tel.: Murray Hill
5-7220; Hubert V. Chain, pres.
Services: TV program production scripts, TV
film production.

PAUL J. FENNELL CO.
404 N. La Cienega Blvd., Los Angeles 48; Tel.:
Crestview 6-0847; Paul J. Fennell, pres.
Services: TV film production (public relations, training, animated commercials), TV scripts.
New York 16—40 E. 40th St.; Tel.: Lexington 2-2384.

HERMAN FIALKOFF AGENCY
1560 Broadway, New York 36; Tel.: Judson
2-4037-8-9; Herman Fialkoff, own.
Services: TV talent, TV film production, package TV programs.
Hollywood—5809 Troost Ave.; Harry A. Gourfain.
Rio de Janeiro (Brazil)—Copacabana Hotel;
Francisco De Souza.

FILM ASSOCIATES INC. 4600 S. Dixie Ave., Dayton 9; Tel.: Walnut 2164; Edward R. Lang, gen. mgr.; E. Raymond Arn,

pres. TV program production, package TV programs, TV talent, TV film production, film processing, sound recording, complete 16mm Laboratory services.

Services: TV film production.

FILMCRAFT PRODUCTIONS

8451 Melrose Ave., Los Angeles 46; Tel.: Webster 3-9281; Isidore Lindenbaum, pres.; William Deming, prod. vice pres.

Services: TV film production, packaging, film and TV consultant, scripts, TV program production, TV film commercials.

FILM DEVICES INC.
13 E. 37th St., New York 16; Tel.: Murray Hill
9-4175; Leo R. Dratfield, pres.
Services: Package TV programs, syndicate TV

FILM GRAPHICS INC.
245 W. 55th St., New York City; Tel.: Judson 6-1922; Lee Blair, pres.
Services: Animated material, live action commercials, educational film shorts, film productions for industry.

tions for industry.

FILMACK STUDIOS

1327 S. Wabash Ave., Chicago 5; Tel.: Harrison 7-3395; Irving Mack, pres.

Services: TV film production, TV commercials, film processing, syndicate film.

New York 36—530 9th Ave.: Tel.: Plaza 7-3809; Jack Saperstein, prod. mgr.

FILMFAX PRODUCTIONS

10 E. 43d St., New York 17; Tel.: Murray Hill 7-7758; Henry Clay Gipson.

Services: Animated and film productions.

FILM MAKERS INC.

322 E. 24th St., New York 10; Tel.: Murray Hill 5-3358; J. H. Lenauer, pres.

Services: TV film production, TV scripts.

FILMASTERS

FILMASTERS
299 Madison Ave., New York 17; Tel.: Oxford
7-0953; Raymond B. Gamble; Maurice H. Zouary, exec. vice pres.
Services: TV program production, packaging, TV
film production.

FILM NETWORK INC.
853 7th Ave., New York 19; Tel.: Judson 2-3026; West Hooker, pres.
Services: tv program production, package tv programs, tv talent, tv film production, syndicate film, scripts.

FILMS FOR TELEVISION INC. (FFTV) Harbor Ave., Marble head, Mass.; Tel.: Marble-head 2020; Charles W. Phelan, pres. Services: TV film production, syndication.

FILMS FOR TELEVISION Inc.
1041 N. Formosa, Hollywood 28; Hollywood 7-5111;
Jack Skirball.
135 S. LaSalle St., Chicago 3; Tel.: Central 6-8147;
H. A. Spanuth, managing dir.
Services: TV package programs, production, talent.

FILMWRIGHT PRODUCTIONS INC.
3 E. 57th St., New York 22; Tel.: Eldorado 5-6038; Max Glandbard, pres.
Services: TV film production.

FIVE STAR PRODUCTIONS INC. 6530 Sunset Blvd., Hollywood 28; Tel.: Hollywood 3-4807; Chester H. Glassley, pres. Services: TV commercials.

FRIEDA FISHBEIN
11 W. 42d St., New York 36; Tel: Longacre
5-1379; Frieda Fishbein, own.
Services: TV scripts, TV program packaging.

FLYING A PICTURES INC. 6920 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-1425; Armand L. Schaefer, pres. Services: TV film production.

FLYING A PRODUCTIONS
6920 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-1425; Armand Schaefer, prod. exec.
Services. Scripts, package TV programs, TV film production, syndicate film.

GEORGE E. FOLEY INC.
625 Madison Ave., New York 22, Tel.: Plaza 1-1860; George F. Foley, pres. (Studios) 157 E. 69th St., V. C. Holahan, vice pres. Services: TV program production, package TV programs, scripts, TV talent, TV film production, syndicate film.

FORDELL FILMS INC. 1187 University Ave., New York 52; Tel.: Lud-low 8-5100; Clifford F. Potts, pres.-exec. prod. Services: TV film production.

FORTUNE FEATURES
1501 Broadway, New York 36; Jules Weill.

FORTUNE PRODUCTION DIVISION FORTUNE
MERCHANDISING CORP.
8433 Melrose Ave., Hollywood 46, Calif.; Tel.:
Webster 8-2828; Leonard Shane, pres.
Services: Produce syndicated TV film, commercials, tailor-made TV commercials, syndicate TV film commercials involving "personality" talent.

FORTUNE RECORD DISTRIBUTORS 11629 Linwood, Detroit 6; Tel.: Townsend 7-3077;

FORTUNE RECORD DISTRIBUTORS

11629 Linwood, Detroit 6; Tel.: Townsend 7-3077; Dorothy S. Brown.

Services: TV scripts, package TV programs.

FOUNDATION FILMS AND FOUNDATION FILMS FOR TELEVISION CORP.

Citizens Bank Bldg., Pasadena 1; Tel.: Sycamore 2-6476; Richard D. Pearsall, pres.

Services: Package TV programs, TV program production, scripts, produce TV film, syndicate film.

FRANKLIN TELEVISION PRODUCTIONS

1067 Melrose Ave., Hollywood; Tel.: Wyoming 1491; Homer O'Donnell; John J. Franklin, prod. Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing, syndicate film.

Los Angeles—109 N. La Cienega Blvd.

FULTON RECORDING CO.

80 W. 40th St., New York 18; Tel.: Lackawanna 4-7187; Thomas Farrell, gen. mgr.

Services: Sync tape recording for transfer to film.

ALLEN A. FUNT PRODUCTIONS

film.
ALLEN A. FUNT PRODUCTIONS

100 Central Park South, New York 19; Tel.: Judson 6-5227; Allen A. Funt, pres.
Services: TV program production, package TV programs, TV film production, syndicate film.

G

BLANCHE GAINES

(Writers' Representative)
350 W. 57th St., New York 19; Tel.: Plaza 7-0537.
Services: tv scripts.
GAINSBOROUGH ASSOC.
207 E. 30th St., New York 16; Tel.: Oregon
9-2720; Mitchell Jablons, pres.
Services: TV program production, package TV
programs, talent, scripts, TV film productions.
Hollywood—7200 Santa Monica Blvd.; Tel.: Crestview 3-256i; Charles B. Rogers.
GALE INC.
48 W. 48th St., New York 19; Tel.: Plaza 7-7100;
Moe Gale, pres.
Services: TV talent, TV program production,
scripts, packaging, TV film production.
GALLUCCI BROTHERS & ASSOCIATES
727 Meriden Road, Waterbury 4, Conn.; N. T.
Gallucci, gen. mgr.
Services: TV program production; package TV
programs.
WILLIAM J. GANZ CO. INC.
40 E. 49th St., New York City; Tel.: Eldorado
5-1443; William J. Ganz, pres.
Services: TV film production.
AL GARRY PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Riverside
9-5055; Al Garry, own.
Services: TV package shows.

GBA PRODUCTIONS
727 Meriden Rd., Waterbury 63, Conn.; Tel.: 3-5272; Joe Gallucci, pres.
Services: Package TV programs.
GENERAL ARTISTS CORP.
RKO Bldg., New York 20; Tel.: Circle 7-7550;
Thomas G. Rockwell, pres
Services: Package TV programs, TV talent, TV film production, syndicate film.
Chicago—8 S. Michigan Ave.; Tel.: State 2-6288;
Pat Lombard, vice pres.
Beverly Hills (Calif.)—9650 Santa Monica Blvd.;
Tel.: Crestview 1-8101; Henry Miller, vice pres.
Cincinnati 1—Fidelity Union Life Bldg.; Tel.: Main 1197; Frank Hanshaw.
Dallas—511 Bryan; Tel.: Riverside 3665; Phil Brown.

Dallas—511 Bryan; Tel.: Riverside 3665; Phil Brown.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 22; Tel.: Eldorado 5-3520; Howard G. Barnes, pres.

Services: TV program production, package TV programs, TV film production.

GENERAL PICTURES PRODUCTIONS INC.

Production offices: 621 6th Ave., Des Moines 9; Tel.: 3-4553; William H. Schultz, vice pres. in chg. of prod. Laboratory offices: Kempton Road; Tel.: 3-8275; David H. Bonine, vice pres. in charge of lab.

Services: TV program production, TV film production, film processing.

GENERAL TELERADIO FILM DIV.

1440 Broadway, New York 18; Tel.: Longacre 4-8000; Peter Robeck.

GENERAL TELEVISION ENTERPRISES INC.

4-8000; Peter Robeck.

GENERAL TELEVISION ENTERPRISES INC.
6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 5-4146; Gordon Levey, pres.

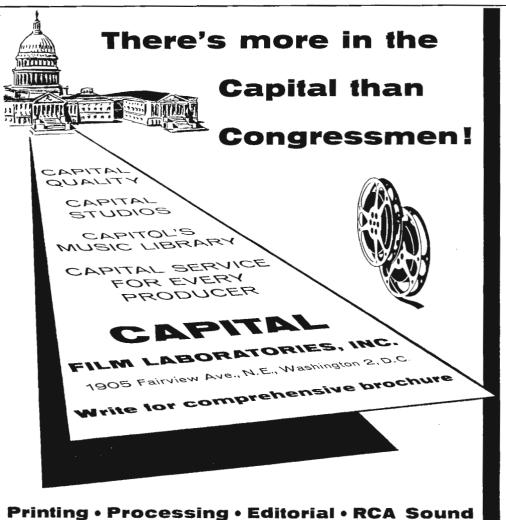
G-L ENTERPRISES INC.
270 Park Ave., New York 17; Tel.: Plaza 5-9473; Marion Gering, pres.

MITCHELL GERTZ AGENCY INC.
338-44 N. Rodeo, Beverly Hills; Tel.: Crestview 4-5491; Mitchell Gertz, owner; Ralph Rogers, tv head.

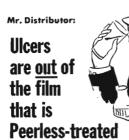
4-5491; Mitchell Gertz, owner; Ralph Rogers, tv head.
Services: TV program production, scripts, package TV programs, talent TV film production.
JOHN GIBBS AGENCY INC.
Room 2207, 1270 Sixth Ave., New York 20; Tel.: Plaza 7-5959; John E. Gibbs, pres.
Hollywood 28, Calif.—6253 Hollywood Blvd.; Tel.: Hollywood 9-7237; Leonard Reeg.
Services: TV package programs, production, talent, scripts, produce TV film.

ent, scripts, produce TV film.

MEL GOLD PRODUCTIONS INC.
1639 Broadway, New York 19, N. Y.; Tel.: Judson 6-5444; Melvin L. Gold, pres.
Services: TV program production; TV film production; TV commercials, package TV programs.







All those disfiguring scors, those unsightly scratches — so irritating to the audience that its attention may be distracted — just don't occur in prints that are Peerless-treated, because Peerless Treatment guards the prints against domage.

The charge for Peerless Treatment is a trifling addition to your print costs. Write for literature



What you're shooting for, in the long run, is frequent showings of your film and sustained audience interest.

But, if your prints are untreated, they are bound to develop defects and thus irritate the audience.

To avoid this, the producer who is a perfectionist includes Peerless-treatment in his budget.

The cost is negligible—the results gratify

EERLESS

FILM PROCESSING CORPORATION 165 WEST 46th STREET, NEW YORK 36, N. Y. 959 SEWARD STREET, HOLLYWOOD 38, CAUF.

In New York and Hollywood, Peerless also offers

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> 20 YEARS EXPERIENCE IN SAFEGUARDING FILM.

NAT C. GOLDSTONE AGENCY
120 El Camino Dr., Beverly Hills, Calif.; Tel.:
Crestview 6-1071; Milton Rosner.
Services: TV program production, scripts, package TV programs, talent, TV film production, syndicate film.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53d St., New York 22; Tel.: Plaza 5-6131;
Harry S. Goodman, pres.
Services: Scripts, TV program production, packaging, TV talent, TV film production, syndicate film and commercials.

GOODSON-TODMAN PRODUCTIONS
41 E, 57th St., New York 22; Tel.: Plaza 1-0600;
W. S. Todman, Mark Goodson, partners.
Services: TV package programs, production, scripts.

SCTIPES.

MARTIN A. GOSCH PRODUCTIONS

307 E. 44th St., New York 17,; Tel.: Murray
Hill 9-3800; Martin A. Gosch, pres.

Beverly Hilks, Calif.—260 Beverly Dr.; Tel.: Crestview 5-0117; Herman Bernie, mgr.

Services: TV production, programs, scripts, TV
film production.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 36; Tel.: Judson 6-5577; Herbert M. Moss, pres.
Services: TV program production, package TV programs, TV film production, TV talent, soviets. scripts.

scripts.

GRAY-O'REILLY STUDIOS

480 Lexington Ave., New York 17; Tel.: Plaza
3-1531; James E. Gray, vice pres.

Services: TV program packaging, TV film production

duction. GREEN ASSOCIATES
520 N. Michigan Ave., Chicago 11; Tel.: White-hall 4-0818; Lewis G. Green, mgr.
Services: TV program production, scripts, package TV programs, TV film production.

FRANK X. GREEN
501 Greenlawn Dr., Hyattsville, Md.; Tel.:
Juniper 5-1504.
Service: TV program production.

Service: TV program production.

BEN GREENE FILM PRODUCTIONS
117 W. 48th St., New York 36; Tel.: Plaza 7-3858;
Ben Greene, own.
Services: TV program production, scripts, package TV programs, talent, TV film production.

GROSS-KRASNE INC.
(See United Television Programs Inc.)
California Studio: 650 N. Bronson Ave., Hollywood 4; Tel.: Hollywood 9-8321; Jack Gross, Phil Krasne.

AL GROSSMAN

1270 6th Ave., RKO Bldg., New York 20; Tel.: Circle 5-8422; Al Grossman, own. Services: Package TV programs.

JOHN GUEDEL RADIO PRODUCTIONS

8321 Beverly Blvd., Los Angeles 48; Tel.: York 6291; John Guedel.
Services: TV program production, package TV programs.

GUILD FILMS CO. INC.

GUILD FILMS CO. INC.

420 Madison Ave., New York 17; Tel.: Murray Hill 8-5365; Reub Kaufman, pres. Services: Sales, production and distribution of TV films and packages. Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 9-5456; Will Lane, admin. asst. Chicago 4—20 E. Jackson Blvd.; Tel.: Wabash 2-4146; Robert DeVinny, acct. exec. Portland 12, Ore.—611 N. Tillamook St.; Tel.: Murdock 4255; Merriman Holtz, acct. exec. Kansas City, Mo.—7609 San-Bar Terrace; Tel.: Armour 4310; Victor Peck, acct. exec. G & W TELEVISION PRODUCTIONS INC. 307 E. 44th St., New York 17; Tel.: Murray Hill 5-4258; Robert Whiteman, exec. vice pres. Services: TV program production, package TV programs, TV film production.

HERMAN HACK PRODUCTIONS
535 N. Laurel Ave., Los Angeles 48; Tel.: Webster 5-2068: Herman Hack.
Services: TV program production, TV film production, package TV programs.
SYLVIA HAHLO THEATRICAL AGENCY
113 W. 57th St., New York 19; Tel.: Judson 6-2731; Sylvia Hahlo, pres.
Services: TV talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS

4355 N. Paulina St., Chicago 13; Tel.: Graceland 2-6418; Wendell Hall, own.
Services: TV program production, TV talent, TV musical spots.

MITCHELL J. HAMMILBURG AGENCY

8776 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-4171; Mitchell J. Hamilburg, own. Services: TV program production, scripts, package TV programs, talent, TV film production.

LAURENCE HAMMOND PRODUCTIONS INC.

LAURENCE HAMMOND FRODUCTIONS INC.
455 E. 51st St., New York 22; Tel.: Plaza 9-2210;
Laurence Hammond.
Services: TV program production, scripts, package TV programs, TV film production.
PAUL HANCE PRODUCTIONS INC.
1776 Broadway, New York 19; Tel.: Circle 5-9140; Dermid Maclean, vice pres.
Services: TV film production, talent.

JAM HANDY ORGANIZATION

JAM HANDY ORGANIZATION

2821 E. Grand Blvd., Detroit 11; Tel.; Trinity 5-2450; Elmer Voltz, studio bus. mgr.

Services: TV program production.

New York 19—1031-33 G. M. Bldg., 1775 Broadway; Tel.: Judson 2-4060; Herman Goelz Jr.

Chicago 1—230 N. Michigan Ave.; Tel.: State 2-6757; Harry C. Watts.

Dayton 2—310 Talbott Realty Bldg., Tel.: Adams 6289; A. Merritt Simpson.

Hollywood 28—5746 Sunset Blvd.; Tel.: Hempstead 5809; Tom R. Curtis, Mgr.

Pittsburgh 22—Col. Henry Bouquet Bldg.; Tel.: Express 1-1840; James M. McCollum.

HANKINSON STUDIO
15 W. 46th St., New York 36; Tel.: Judson 6-0133; Fred L. Hankinson, own.
Services: TV film productions, TV commercials, scripts, talent.

scripts, talent.

MARK HANNA
654 Madison Ave., New York 21; Tel.: Templeton
8-8730; Mark Hanna, own.
Services: TV talent, scripts.

HANSON-ROBERTS FILMS
912A Pine St., Seattle, Wash.; Tel.: Mutual
1-3422; Ralph Hanson, partner, sales mgr.
Services: Produce TV programs, handle TV
scripts, package TV programs, produce TV film,
syndicate film.

HARRIS & STEELE INC. 50 W. 67th St., New York 23; Tel.: Endic 2-9555; Helen S. Harris, pres. and treas. Services: Handle TV scripts and TV talent. Endicott

HARRISCOPE Inc.
355 N. Beverly Dr., Beverly Hills, Calif.; Tel.:
Crestview 6-4632; Burt I. Harris, pres.
Services: Package TV programs; produce TV
film; syndicate film.

nim; syndicate nim.

BEN HARRISON PRODUCTIONS INC.

112 W. 89th St., New York 24; Tel.: Susquehanna
7-1657. Ben Harrison, pres.

Services: TV package programs and commercials
(live and animated), TV production.

HARRIS-TUCHMAN PRODUCTIONS

751 N. Highland Ave., Hollywood 38; Tel.: York 7189; Ralph G. Tuchman, gen. mgr. Chicago 1, Ill.—185 N. Wabash; Tel.: Andover 3-6938; Lester Vihon. Services: TV film production, live action and animation tv commercials.

HARTLEY PRODUCTIONS INC.

20 W. 47th St., New York 36; Tel.: Judson 2-3960; Irving Hartley, pres. Services: TV film production, distributors.

HARVEY & HOWE PRODUCTIONS

500 5th Ave., New York 38; Tel.: Wisconsin 7-2000; W. S. Harvey, pres. Chicago 11—919 N. Michigan Ave.; Tel.: Superior 7-4930; Eleanor Howe, vice pres. Services: TV program production, scripts, TV film production, package TV programs.

SAM HAYES PRODUCTIONS

6000 Sunset Blvd., Hollywood 28; Tel.: Hollywood 3-1515; Sam Hayes, pres. and gen. mgr. Services: TV program production, package TV programs, TV film production.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30; Tel.: Grant 1-3696; George Heid, pres.
Services: TV program production, scripts, packaging, talent, TV film production, syndication.

WALTER HERZBRUN AGENCY

8820 Sunset Blvd., Los Angeles 46; Tel.: Crestview 6-4157; Walter Herzbrun, pres.
Services: TV talent, scripts.

HOFFBERG PRODUCTIONS INC.

362 W. 44th St., New York 36; Tel.: Circle 6-9031; Jack H. Hoffberg, pres. Services. TV program production, TV film pro-duction.

PAUL HOEFLER PRODUCTIONS

7934 Santa Monica Blvd., Los Angeles 46; Tel.: Hollywood 9-2001; Paul L. Hoefler. Services: Produces TV programs and commercials.

HOLLAND-WEGMAN PRODUCTIONS

233 North St., Buffalo 1; Tel.: Elmwood 4600; Sheldon C. Holland; Edward J. Wegman, part-

ners. Services: TV program production, scripts, pack-aging, TV film production.

HOLLYWOOD FILM CO.

946 Seward St., Hollywood 38; Tel.: Hollywood 4-7191; Ben and Harry Teitelbaum, partners. Services: Sale of TV editing supplies and equip-

HOLLYWOOD FILM COMMERCIALS CO.

1710 N. La Brea, Hollywood 46, Calif.; Tel.: Hollywood 5-4126; Jay Eiseman. Services: Produces TV film commercials.

HOLLYWOOD TELEVISION PRODUCTIONS

880 Bergen Ave., Jersey City 6, N. J.; Tel.: Journal Square 4-3104; Jack McGowan, pres. Services: TV program production, film processing, syndicate film (also produces and distributes free public service films to TV stations). New York—505 Fifth Ave.; Tel.: Murray Hill 2003 2-0326.

HOLLYWOOD TELEVISION SERVICE INC.
4020 Carpenter St., North Hollywood; Tel.: Sunset 3-8807; Earl R. Collins, president.
Services: Package TV programs, TV film production; syndicate film; produce TV commercials.
Branch Managers at Republic Pictures Corp. offices in 33 principal cities.

ROBIN HOOD PRODUCTIONS
Thousand Oaks, Calif.; Tel.: Thousand Oaks 2415;
Desmond Slattery, exec. prod.
Services: TV program production, TV package programs.

HOWARD RADIO-TV PRODUCTIONS
(Same as Academy Film Productions Inc.)

MARY HOWARD RECORDINGS 37 E. 49th St., New York 17; Tel.: Plaza 8-2910; Mary Howard, own. Services: Recording.

SANDY HOWARD PRODUCTIONS
853 7th Ave., New York 19; Tel.: Circle 5-6971,
Sandy Howard.
Services: Produce and package TV programs;
produce TV film; TV talent.

HOWCO PRODUCTIONS INC.

120 S. Poplar St., Box 1805, Charlotte, N. C.; Tel.:
Franklin 5-6051; J. Francis White, pres.
Hollywood—1591 Crossroads of the World; Tel.:
Hollywood 9-4428.
Services: TV film production.

HARRY O. HOYT PRODUCTIONS
2543 Kelton Ave., Los Angeles 64; Tel.: Brighton
0-4757; Harry O. Hoyt, pres.
Services: TV film production (commercials),
scripts.

RICHARD W. HUBBELL & ASSOC.
360 First Ave., New York 10; Tel.: Oregon 7-8358, Richard Hubbell, chmn.
Services: TV program production, scripts, package TV programs, TV film production, consultant.

ant.

HU CHAIN ASSOCIATES

40 E. 40th St., New York 16, N. Y.; Tel.: Murray
Hill 5-7220; Hubert V. Chain.

Services: TV program production, TV film production, package TV programs, scripts.

duction, package TV programs, scripts.

HUGHES SOUND FILMS
1200 Grant St., Denver 3; Tel.: Spruce 0101;
Lafayette M. Hughes Jr., own.
Services: TV program production, TV film production (live and animated commercials).

HULLINGER PRODUCTIONS
5200 Klingle St., N. W., Washington 16, D. C.;
Tel.: Woodley 6-9487; Edwin Ware Hullinger, pres.

pres. Services: TV program production, scripts, package TV programs, TV film production. (newsreel assignments.)

HURRELL PRODUCTIONS 333 N. Rodeo Dr., Beverly Hills; Tel.: Crestview 1-8593; George Hurrell, pres., Phyllis Hurrell. Services: TV film production.

HYPERION FILMS INC. 1564 Broadway, New York 36; Tel.: Judson 2-2928; William Holland, pres. Services: TV film production.

IDEAL PICTURES CORP. 58 E. South Water St., Chicago 1; Tel.: Financial 6-5480; Paul R. Foght, pres. Services: 16mm film library, TV program pack-

aging.
 aging.
 aging.
 by E. Oak St., Chicago 1, Ill.; Tel.: Michigan 2-6200; Russell W. Davis, pres.
 Services: TV program production, TV film production, package TV programs.

duction, package TV programs.

IMPRO PRODUCTIONS INC.
(Hal Roach Studios)
8822 W. Washington Blvd., Culver City, Calif.;
Tel.: Texas 0-2761; Herbert L. Strock, pres.
Services: Writing, directing, producing TV films.

INSTITUTE OF VISUAL TRAINING INC.
40 E. 49th St., New York 17; Tel.: Eldorado 5-1443;
Herbert R. Dietz, gen. mgr.
Services: TV film production and distribution (public service films).

(public service films).

INTERNATIONAL MOTION PICTURE STUDIOS (IMPS)
515 Madison Ave., New York 22; Tel.: Eldorado 5-6620; Ben Gradus, pres.
New York 19—Studios; Ben Gradus Studios; 321
W. 56th St., Tel.: Plaza 7-4823; Harry Wolf.
Services: TV program production, scripts, package TV programs, TV talent, TV film production.

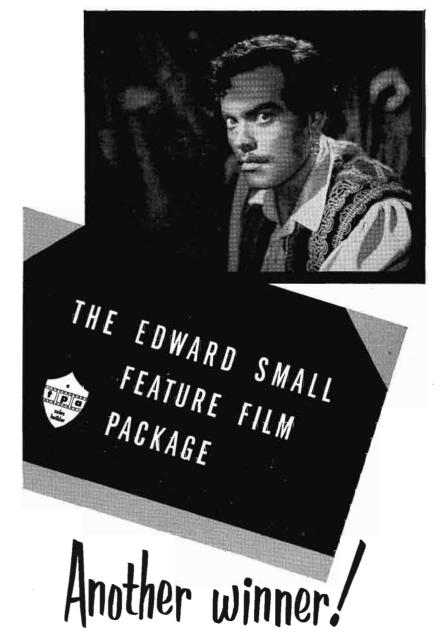
INTERSTATE TELEVISION CORP. 4376 Sunset Dr., Hollywood 27; John Flinn, Robert Neuggard.

LOU IRWIN INC. AGENCY
9165 Sunset Blvd., Hollywood 46; Tel.: Crestview
1-7131; Lou Irwin, pres.
Services: TV talent representative, live and film
TV packages.

CHARLES IRWIN PRODUCTIONS
(See Television Production Assoc.)

JACK-O-GRAM STUDIOS 152 W. 42d St., New York 36; Tel.: Lackawanna 4-1173; S. Jack Solomon, own. Services: TV film production.

JAFFE AGENCY INC. 8553 Sunset Blvd.: Los Angeles 46; Tel.: Crestview 6-6121; Sam Jaffe, pres. Services: Scripts, package TV programs, talent.



from the portfolio of TPA Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter-and dessert-to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco ... smothered a competing "Berle" in Salt Lake City ... exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever-had" (WCBS-TV, New York) ... tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 477 Madison Avenue Chicago: 2710 West Summerdale Avenue

Hollywood: 6253 Hollywood Boulevard

JAMIESON TV PRODUCTIONS 3825 Bryan St., Dallas 4; Tel.: Tenison 8158; Hugh V. Jamieson Sr., partner. Services: TV film producers, commercials, filmed

JAMIESON FILM CO.
3825 Bryan, Dallas 4; Tel.: Tenison 8158; Bruce
Jamieson, partner.
Services: TV film production, processing, TV program production, TV commercials, sound and laboratory services.

JEWELL RADIO & TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1; Tel.: Financial
6-4474; James E. Jewell, pres.
Services: TV program production, package TV
programs, syndicate film, TV film production.
Detroit, Mich.—Penobscot Bldg.; Tel.: Woodward
3-0617; W. Ralph Jewell, vice pres.

JONS-HALL PRODUCTIONS 4105 Brandywine St., N. W., Washington 16, D. C.; Tel.: Woodley 6-3540; Ernest H. Hall, gen. mgr. Services: TV program productions, TV talent.

ROBERT JOSEPH TELEVISION PRODUCTIONS
4455 Carpenter Ave., North Hollywood; Tel.: Sunset 1-1331; Robert Joseph, pres.
Services: TV program production, scripts package TV programs, TV film production.

JUDYLYN FILM & TELEVISION PRODUCTIONS Empire Bldg., 13th & Walnut Sts., Philadelphia 7; Tel.: Kingsley 6-4941; Yevsie S. Petrushansky,

mgr.

Services: TV slides, film commercials, TV program production, handle TV talent and TV scripts, package TV programs, process film.

KAGRAN CORP.
4 W. 58th St., New York 19; Tel.: Murray Hill 8-0585; Martin Stone, pres.
Services: TV program production; TV film production, package TV programs, scripts, talent.

BERNARD E. KARLEN PRODUCTIONS
270 Park Ave., New York 17; Tel.: Plaza 9-3107;
Bernard E. Karlen, pres.
Services: TV program production, package TV programs, TV film production.

BEULAH KARNEY INC.
940 Crescent Blvd., Glen Ellyn, Ill.; Tel.: 2596;
Beulah Karney, pres.
Services: TV program production, packaging, TV
talent, film production, processing, syndication.

VICTOR KAYFETZ PRODUCTIONS INC. 780 Broadway, New York 19, N. Y.; Tel.: Circle 5-4830; Victor Kayfetz, pres.; A. L. Simon, gen.

mgr.
Services: TV program productions, TV film production, film processing, laboratory processing, animation (black and white, color).

TOM KELLEY PRODUCTIONS
736 N. Seward, Hollywood 38; Tel.: Hollywood
7-6831; Tom Kelley, pres.
Services: TV film production and commercials.

HERBERT KERKOW INC. 480 Lexington Ave., New York 17; Tel.: Plaza 1-1833; Herbert Kerkow, pres. Services: TV film production.

KEY PRODUCTIONS INC.

18 E. 41st St., New York 17; Tel.: Murray Hill
4-1771; James D. Kantor, vice pres.

Services: Produce TV programs, TV film pro-

duction.

KIER FILM CO.
154 Davis Court, San Antonio 2; Tel.: Travis 0652; H. W. Kier, own.
Services: TV talent, film production, processing syndication.

KLING FILM ENTERPRISES INC. 1058 W. Washington Blvd., Chicago 7; Tel.: Seely 8-4181; Fred Niles, vice pres., motion picture-

8-4181; Fred Niles, vice pres., motion picture-division.
Services: TV program production, package TV programs, talent, scripts, TV film production, processing, syndication.

Hollywood—1416 N. LaBrea; Tel.: Hollywood 3-2141; Lee Blevins, vice pres.



New York—Thompson Assoc., 40 E. 51st St.; Tel.: Plaza 9-4770; Seymour Thompson, agency head. San Francisco—Downey Co., 503 Market St.; Tel.: Yukon 2-6641: Ed Fargo Jr. Seattle 1—D. D. Fairbanks & Assoc., Terminal Sales Bldg.; Tel.: Main 3860; Don Fairbanks. Dallas—3851 W. Beverly Dr.; Tel.: Justin 7781; John W. Loewe.

KNICKERBOCKER PRODUCTIONS INC. 1600 Broadway, New York 19; Tel.: Circle 6-9850; Howard A. Lesser, pres. Services: TV film production.

KNOWLEDGE BUILDERS
625 Madison Ave., New York 22; Tel.: Eldorado
5-2848; John R. McCrory, dir.
Services: Produce TV film, syndicate film, distribute TV film.

LALLEY & LOVE INC.
3 E. 57th St., New York 22; Tel.: Eldorado 5-1382;
James A. Love, pres.; L. H. Holton, prod. mgr.
Services: TV program production, scripts, TV
film production, package TV programs, TV

commercials.

Pittsburgh 19, Pa.—505 Berger Bldg.; Tel.: Atlanta
9-9508; C. A. Love, sales mgr.

L'ANGLAIS PRODUCTIONS
317 Keefer Bldg., Montreal; Tel.: University
6-8751; Paul L'Anglais, pres.
Services: TV scripts, package programs and production, talent. ANGLAIS PRODUCTIONS

ALBERT LANG PRODUCTIONS INC. 5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-7111; Albert Lang, pres. Services: TV program production, package TV programs, TV film production.

LANGLOIS FILMUSIC INC.
619 W. 54th St., New York 19, N. Y.; Tel.: Judson 6-4155; C. O. Langlois, pres.
Services: TV background music library, music scoring and licensing for TV films.
Holywood 28, Calif.—6060 Sunset Blvd.; Tel.: 4-4687; Roberta Adyw, mgr.
Toronto 4, Canada—447 Jarvis St.; Tel.: Wa. 2-2103; S. W. Caldwell, rep.

LANG-WORTH FEATURE PROGRAMS INC.
113 W. 57th St., New York 19; Tel.: Judson 6-5700;
C. O. Langlois, pres.
Services: Background and cue music written and produced for film or live TV.

LARCHMONT TV STUDIOS
210 N. Larchmont Blvd., Los Angeles 4; Tel.:
Hollywood 9-2895; Jack Miles, pres.
Services: TV studios and facilities for rental.

HERBERT S. LAUFMAN & CO. 221 N. La Salle St., Chicago 1; Tel.: Randolph 6-4086 Herbert S. Laufman. Services: TV program production, scripts, pack-age TV programs, TV film production.

ROBERT LAWRENCE PRODUCTIONS INC. 418 W. 54th St., New York 19; Tel.: Judson 2-5242; Robert L. Lawrence, pres. Services: TV film production, TV program pro-duction, packaging, produce TV film commer-

LES LEAR PRODUCTIONS
Hotel Sherman, Chicago; Tel.: Franklin 2-2100;
Les Lear, mgr.
Services: TV production, talent.

TOM LEIGHTON PRODUCTIONS INC.
1627 K St., N. W., Washington 7; Tel.: Republic 7-5827; Tom Leighton, pres.
Services: Scripts, TV program production, packaging, counsel, TV ideas on commercials, programs.

GENE LESTER PRODUCTIONS
1487 N. Vine St., Hollywood 28; Tel.: Hollywood 4-7287; Gene Lester, own.
Services: TV program production, package TV programs, TV film production.

CAROL LEVENE PRODUCTIONS
210 Post St., San Francisco 8; Tel.: Sutter 1-5022;
Carol Levene, own.
Services: TV_program production, package TV carol Levene, own. ervices: TV program production, package TV programs, TV film production.

JULES LEVEY 1270 6th Ave., New York 20; Tel.: Circle 7-7956. Services: Film production, educational film shorts, features, serials.

W. BIGGIE LEVIN 612 N. Michigan Ave., Chicago 11; TeI.: Superior 7-0506; W. Biggie Levin, pres. Services: TV production, package programs, talent, scripts.

EDWARD LEWIS PRODUCTIONS 226 S. Beverly Dr., Beverly Hills; Tel.: Crestview 1-5727.

JACK LEWIS THEATRICAL ENTERPRISES 1564 Broadway, New York 36; Tel.: Plaza 7-0412; Jack Lewis, owner. Services: Production, talent, scripts.

LESTER LEWIS ASSOC.
11 E. 48th St., New York 17; Tel.: Plaza 3-5083;
Lester Lewis, partner.
Services: TV program production, package TV programs, TV talent, film production, personal representation for radio and TV.

LEWIS & MARTIN FILMS INC.
218 S. Wabash Ave., Chicago 4; Tel.: Webster 9-6434; H. G. Lewis, gen. mgr.
Services: TV program production, scripts, packaging, talent, TV film production, syndication, film processing, TV slide art, editing, 16mm and 35mm photography.
Detroit 27—17400 3rd St., S. H. Dicksteen.
Dallas—4409 Bell; Tel.: Taylor 5168; Kertz & Herndon, rep.

LIBRA FILM PRODUCERS & DISTRIBUTORS 6525 Sunset Blvd., HAC Bldg., Hollywood 28; Tel.: Hollywood 3-1161; Charles M. McCoy, vice pres. for production.
Services: TV program production, scripts, package TV programs, talent, TV film production, film processing, syndicate film, motion picture production consultant.

LIBRARY FILMS INC.

LIBRARY FILMS INC. 25 W. 45th St., New York 36; Tel.: Plaza 7-3450; Paul N. Robins, pres. Services: Rent 16mm film for TV.

No. 3 Gilbert Court, Peoria 5; Tel.: 2-9443; Norris John Buechele, pres.
Services: TV film production, TV program packaging, sound recording, TV commercials.

LION PRODUCTIONS

LION PRODUCTIONS

Motion Picture Center, Hollywood; Desi Arnaz,
Lucille Ball.
Services: TV film production.

LION TELEVISION PICTURES CORP.
1501 Broadway, New York 36; Tel.: Pennsylvania
6-1780; E. W. Hammons.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

PHILLIPS H. LORD INC. 1440 Broadway, New York 18; Tel.: Lo. 4-8000; T. F. O'Neil, pres. Services: TV package programs.

LOTT VIDEO PRODUCTIONS

1454 5th St., Santa Monica; Tel.: Exbrook 6-4018;
D. N. Lott, mgr.
Services: TV program production, scripts, talent,
TV film production.

LOUCKS & NORLING STUDIOS INC.
245 W. 55th St., New York 19; Tel.: Circle 7-2366; Wil Marcus, vice pres.
Services: TV film production.
JOHN W. LOVETON RADIO & TELEVISION PRODUCTIONS
9100 Sunset Blvd., Hollywood.

C. P. MacGREGOR 729 S. Western Ave., Los Angeles 5; Tel.: Dunkirk 4-4191; George R. Jones, gen. sls. mgr. Services: Mood music library.

ROY MACK AGENCY 9128 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-2141; Roy Mack, own. Services: TV manuscripts, talent.

Services: TV manuscripts, talent.

MAGIC CIRCLE PRODUCTIONS
6801 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 3-4181; Sam R. Sebby, prod.
Services: TV program production, scripts, package TV programs, talent.

MAJOR TELEVISION PRODUCTIONS INC.
1270 Avenue of the Americas, New York 20; Tel.: Plaza 7-6990; Irving Lesser, pres.
Services: TV feature film production, syndicate film.

MIKE MALLOY PRODUCTIONS Inc.
1600 N. La Brea, Hollywood.

MARATHON TV NEWSREEL INC.
10 E. 49th St., New York 17; Tel.: Murray Hill
8-0985; Konstantin Kalser, pres., exec. prod.
Services: TV film production, produce and distribute public information films for TV, worldwide newsreel service, station consultants on TV news.

TV news.

MARCH OF TIME
369 Lexington Ave., New York 16; Tel.: Judson
6-1212; Frank Shea.

MARK VII LTD.
(see Sherry-TV Inc.)

HARVEY MARLOWE TELEVISION ASSOC. INC.
38 E. 57th St., New York 22; Tel.: Regent 7-9200;

Harvey Marlowe, pres.
Services: Produce and package TV programs and produce, syndicate TV film.

MARSHALL-HESTER PRODUCTIONS INC.

produce, syndicate TV film.

MARSHALL-HESTER PRODUCTIONS INC.
521 5th Ave., New York 17; Tel.: Murray Hill
7-2722; Anthony W. Marshall, pres.
Services: TV program production, scripts, package TV programs, TV film production.

MASTER MOTION PICTURE CO.
48 Piedmont St., Boston 16; Tel.: Hancock 6-3592;
Maurice Master, pres. and treas.
Services: Television commercials and film processing.

MASTERPIECE PRODUCTIONS INC. 45 W. 45th St., New York 36; Tel.: Judson 2-4717; Jules Weill.

MASTERSON, REDDY & NELSON

10 E. 49th St., New York 17; Tel.: Plaza 9-1120;
John Masterson, John Reddy, John Nelson,
partners.

Services: Package TV programs, produce TV

programs. ROBERT MAXWELL ASSOCIATES
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-6027; Robert Maxwell, gen. partner
Services: Package TV programs, TV program production, TV film production.

MCA ARTISTS LTD.

598 Madison Ave., New York City; Tel.: Plaza 9-7500; David Werblin, vice pres.

9-7500; David Werblin, vice pres.
Services: Package TV programs, TV talent.
Beverly Hills (Calif.)—9370 Santa Monica Blvd.;
Tel.: Crestview 6-2001.
Chicago—430 N. Michigan Ave.; Tel.: Delaware 7-1100; Raoul Kent, mgr.
San Francecc—105 Montgomery St.; Tel.: Exbrook 2-8922.
Cleveland—1172 Union Commerce Bldg.; Tel.: Cherry 1-6010.
Dallas—2102 N. Akard St.; Tel.: Prospect 7536.
Detroit—937 Book Tower; Tel.: Woodward 2-2604.
Minneapolis—1048 Northwestern Bank Bldg.; Tel.: Lincoln 7863.

MCA TV LTD.

598 Madison Ave., New York 22; Tel.: Plaza 9-7500; David Sutton, vice pres.; Kirk Torney, sls. mgr.

Services: TV programs, film production, syndica-

tion.

Beverly Hills (Calif.)—9370 Santa Monica Blvd.;
Tel.: Crestview 6-2001; Bob Greenberg.

Chicago—430 N. Michigan Ave.; Tel.: Delaware
7-1100; Raoul Kent.
San Francisco—105 Montgomery St.; Tel.: Exbrook 2-8922; Maury Baker.

Cleveland—1172 Union Commerce Bldg.; Tel.:
Cherry 1-6010; De Arv Barton.

Dallas—2102 N. Akard St.; Tel.: Prospect 7536;
Lavton Bailev.

Cherry 1-5010; De Arv Barton.

Dallas—2102 N. Akard St.; Tel.: Prospect 7536;
Layton Bailey.

Boston—45 Newbury St.; Tel.: Copley 7-5830;
Jack King.

Atlanta—515 Glenn Bldg.; Tel.: Lamar 6750;
Henry Curth.

Cincinnati—3790 Gardner Ave.; Tel.: Sycamore 9149; Fred Horner.

Detroit—837 Book Tower; Tel.: Woodward 2-2604;
Pat Patterson.

Seattle—715 10th North; Tel.: Minor 5534; John von Herberg.

Roanoke—3110 Yardley Dr., N.W.; Tel.: Roanoke 2-4857; Ed Owens.

New Orleans—42 Allard Blvd.; Tel.: Galvez 4410;
Ross McCausland.

Toronto—MCA (Canada) Ltd., 111 Richmond St.;
Stuart Smith.

Salt Lake City—727 McClelland; Thomas Mc-Mann.

McCONKEY ARTISTS

1822 N. Wilcox, Hollywood 28; Tel.: Hollywood 3-7141; Jay S. McConkey, pres.

3-7141; Jay S. McConkey, pres.
Services: TV program production, package TV programs, TV talent, TV film production, syndicate film.
Kansas City 6—12th & Walnut St. Bldg.; Tel.: Victor 3346; Paul Davis, mgr.
Chicago 2—Congress Hotel; Tel.: Harrison 7-9660; Dick Shelton, pres.
Cleveland—Hippodrome Bldg.; Tel.: Cherry 1-4778; Cliff Myers, mgr.
New York 19—1780 Broadway; Tel.: Columbus 5-7720; Lloyd LaBrie, mgr.
Tampa—Bay Shore Royal Hotel; Tel.: 33680X; Bob Florio, mgr.

RALPH McFEELY CO.

Hartman Theatre Bldg., Columbus 15, Ohio; Tel.: Adams 4116; Ralph S. McFeely. Services: Package TV programs, syndicate film.

ALEXANDER McQUEEN & ASSOC.

Services: TV program production, TV film production, syndicate film.

MENTOR FILMS

846 7th Ave., New York 19; Albert F. Shipley, vice pres.-gen. mgr.

Services: TV film production.

MERCURY INTERNATIONAL PICTURES INC. 6611 Santa Monica Blvd., Hollywood 38; Tel.: Hollywood 5-1101; V. E. Ellsworth, pres.

Services: TV program production, package TV programs, TV film production, film processing, Chicago 11—Tempo Inc., 251 E. Grand Ave.; Tel.: Delaware 7-3934; Walter Wentzel, pres.

MERIT PRODUCTIONS INC.

40 E. 49th St., New York 17; Tel.: Plaza 8-0118; E. J. Spiro, pres. Services: Film producer.

METRO ARTIST BUREAU

W. 57th St., New York 19; Tel.: Circle 6-8471; T. M. Nelson, dir.

Services: Scripts, package programs, talent.

CHARLES MICHELSON INC.

15 W. 47th St., New York 36; Tel.: Plaza 7-0695; Charles Michelson, pres.

Services: TV program production, packaging, syndicate film, sound effects and mood music libraries.

J. W. MILLER CO.

Brimfield Turnpike, Sturbridge, Mass.; Tel.: Dickens 7-3336; James W. Miller, pres.

Services: TV program production, package TV programs, talent, scripts, sales promotion and development services.

MINOT TV INC.

509 Madison Ave., New York 22; Tel.: Plaza 9-7380; Charles Amory, pres.

MODE-ART PICTURES INC.

1022 Forbes St., Pittsburg 19; Tel.: Express 1-1846; James L. Baker, pres.

Services: TV program production, packaging, TV film production, syndication, talent, scripts, produce industrial, educational and public relations motion pictures.

Hollywood 28-6063 Sunset Blvd.; Tel.: Hollywood 4-3183; R. L. Stone.

Cleveland 13-Rockefeller Bldg.; Tel.: Superior 1-3333.

Cleveland 13—Rockefeller Bldg.; Tel.: Superior 1-3333.

EMIL MOGUL CO.
250 W. 57th St., New York 19; Tel.: Judson 2-5200; Lestie L. Dunier, radio-TV bus. mgr.
Services: TV program production, scripts, TV talent, TV film production, film processing, syndicate film.

MOLE & LEE INC.

105 W. 55th St., New York 19; Tel.: Circle 6-0006; John Mole, pres.
Services: Package TV programs.

MONARCH PROGRAM LIBRARY INC.
615 Kettridge Bldg., 511 16th St.; Denver 2; Tel.: Alpine 4038; Noel L. Jordan, pres.
Services: TV scripts, package programs (and commercials), production, talent.

CARLTON E. MORSE PRODUCTIONS
1500 Vine St., Hollywood 28; Tel.: Hollywood 9-6161; Carlton E. Morse, own.
Services: TV program production, scripts, package TV programs, TV film production.

MORTON TELEVISION PRODUCTIONS INC. 64 E. Lake St., Chicago 1; Tel.: Central 6-4144; Morton Jacobson, pres. Services: TV film production, syndicate film, TV program production, packaging.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36; Tel.: Judson 6-5577;
Herbert M. Moss, pres.
Services: TV program production, package TV programs, TV film production.

MOTION PICTURE ADVERTISING SERVICE CO. 1032 Carondelet St., New Orleans 1; Tel.: Raymond 2253; C. J. Mabry, pres.

mond 2253; C. J. Mabry, pres.

Services: TV scripts, TV film production, processing, syndication, produce TV programs.

Branch Offices: 70 E. 45th St., New York 17; Tel.: Murray Hill 6-3717; Claude Lee, mgr.

Atlanta—193 Walton St., N. W.; Tel.: Alpine 1594; Guy Brown, mgr.

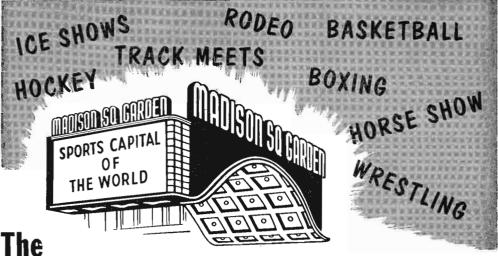
Birmingham—508 American Life Bldg.; Tel.: 7-4528; Milton Schwarz, mgr.

Dallas—9428 Lenel Dr.; Tel.: Fleetwood 7-2773; Roy Kanter, mgr.

Houston—221 Millbrook Lane; Tel.: Holbrook 5-5467; E. M. Dellinger, mgr.

San Antonio—451 Bryn Mawr; Tel.: Travis 7859; R. L. Howard, mgr.

Cincinnati—205 E. 6th St.; Tel.: Parkway 7058; Y. Feitel, mgr.



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DALLAS, Texas: W. B. Butz 211 So. Pearl Expressway—Sterling 2306

MIAMI, Fla.: W. D. Besselieu 9536 N.E. Second Ave.,—78-2080

NASHVILLE, Tenn.: Robert B. Davis 416-A Broad St., -57480

PORTLAND, Ore.: Merriman Holtz 611 No. Tillamook St.

RICHMOND, Va.: Martin L. Hogan 19 West Main St.,—72061

TORONTO, Canada: Hoyd Burns 760 Davenport Rd.—Oliver 8447

HOLLYWOOD, CAL.: Jack Covel, 961 N. La Cienega Blvd.,—Crestview 6-6139

MOTION PICTURE PRODUCTIONS INC.
Rockefeller Bldg., Cleveland 13; Tel.: Prospect
1-4900; Donald C. Jones, pres.
Services: TV program production, scripts, TV
talent, TV film production, film processing.
MOTION PICTURE SERVICE CO.
125 Hyde St., San Francisco 2; Tel.: Ordway
3-9162; Gerald L. Karski, pres.
Services: TV commercial production, industrial
business, training films, theatre screen trailers.
MOTION PICTURE STAGES INC.
3 E. 57th St., New York 22; Tel.: Plaza 3-4840;
Charles F. Vetter Jr., pres.
Services: Film production services, studios.
MOTION PICTURES FOR INDUSTRY
2543 Kelton Ave., Los Angeles 64; Tel.: Brighton
0-4757; Harry O. Hoyt, pres.
Services: Scripts, package TV programs, TV film
production.
San Francisco-Monadnock Bldg: Tel.: Exprock

0-4/5/; harry
Services: Scripts, package TV programs, TV mm
production.

San Francisco—Monadnock Bldg.; Tel.: Exbrook
2-0377; George I. Lynn.

New York—101 W. 57th St.; Tel.: Circle 6-1500;
Ira H. Simmons.

MOTION PICTURES FOR TELEVISION INC.
655 Madison Ave., New York 21; Tel.: Templeton
8-2000; Edward D. Maddon, vice pres.-gen.mgr.; E. H. Ezzes, v. p. & gen. sls. mgr.
Services: TV film production, syndicate film.
Hollywood—9100 Sunset Blvd.; Tel.: Crestview
1-6101; John J. Cole.
Chicago—155E. Ohio St.; Tel.: Whitehall 3-2600;
Dick Feiner.

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Chicago—155E. Ohio St.; Tel.: Whitehall 3-2600; Dick Feiner.
Boston—216 Tremont St.; Tel.: Hancock 6-0897; Frederick W. Yardley.
Dallas—3109 Routh St.; Tel.: Sterling 4007; Irv Feld.
Detroit—2711 Woodward Ave.; Tel.: Woodward 1-2560; Dalton Danon.
Atlanta—Mortgage Guaranty Bldg.; Tel.: Alpine 0912; Robert Feiner.
San Francisco—625 Market St.; Tel.: Douglas 2-1387; Ed Hewitt.
Toronto—266 Victoria St.; Tel.: Empire 8-8621; Alex Metcalfe.
MRS. AMERICA INC.
152 W. 42d St., New York 36; Tel.: Wisconsin 7-9715; Bert Nevins, pres.
Services: Package TV local contest promotion and syndicate Mrs. America TV film series.
OWEN MURPHY PRODUCTIONS INC.
723 7th Ave., New York 19; Tel.: Plaza 7-8144; Owen Murphy, pres. and exec. prod.
Services: TV film production.
Pittsburgh 13—153 N. Craig St.; Tel.: Mayflower 1-4793; Walter Earley, rep.

MUTUAL-WOR RECORDING STUDIOS
1440 Broadway, New York 18; Tel.: Longacre
4-8000; John B. Hayes, mgr.
Services: Sound recording facilities for production and manufacture of custom-made transcriptions, slide film records, promotion and
TV Sound on film.

NBC TV FILM DIVISION

30 Rockefeller Plaza, New York 20; Tel.: Circle 7-8300; Carl M. Stanton, vice pres. in chg.; Edgar G. Sisson Jr., dir.; John B. Cron, nat. sales mgr.

Services: TV program production, film syndication, film stock library, film exchanges.

New York—Eastern Division, 30 Rockefeller Plaza; Tel.: Circle 7-8300; Leonard Warager.

Chicago—Central Division. Merchandise Mart; Tel.: Superior 7-8300; H. Weller Keever.

Hollywood—Western Division. Sunset and Vine; Tel.: Hollywood 9-6161; Clifford Ogden.

NATIONAL CONCERT ARTISTS CORP.

711 5th Ave., New York 22; Tel: Plaza 9-6000; Stephen Rose, radio-TV dir.

Services: TV package programs, talent.

Also offices in Chicago and Los Angeles.

NATIONAL PRODUCTIONS

1001 Connecticut Ave., N. W., Washington 6; Tel.: Sterling 3-2222; R. L. Friend, film dir.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, TV film processing, film syndication.

NATIONAL RETAIL RADIO SPOTS INC.

6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-1989; Philip B. Singer, sales; Jack Ross, prod.

Services: TV Spot film production.

NATIONAL SAFETY COUNCIL

425 N. Michigan Ave., Chicago 11; Tel.: Whitehall 4-4800; Ned H. Dearborn, pres.

Services: Scripts. TV film production, produce TV programs.

NATIONAL SCREEN SERVICE CORP.

Services: Scripts. TV film production, produce TV programs.
NATIONAL SCREEN SERVICE CORP.
1600 Broadway, New York 19; Tel.: Circle 6-5700; Harold L. Danson, dir. of adv., publ. and TV. Services: TV film production (commercials).
Hollywood—7026 Santa Monica Blvd.; Tel.: Gladstone 3136: Ben Ashe.
NATIONAL TELEVISION FILMS
120 S. Poplar St., Charlotte, N. C.; Tel.: Franklin 5-6051; J. Francis White, pres.
Services: Produce TV film, syndicate film.
Hollywood 28—1591 Cross Roads of the World; Tel.: Hollywood 9-4428; Dorothy DeMayo, sales.
Charlotte—300 W. 3d St.; Tel.: Edison 4-6426;

Scott Lett, sales mgr.

NATIONAL VIDEO PRODUCTIONS INC.
105 11th St., S. E., Washington; Tel.: Lincoln
3-8822; F. William Hart, prod. dir.
Services: TV program production. TV film production, syndication.

NATIONWIDE PICTURES
222 E. 46th St., New York; Tel.: Murray Hill
7-2913; H. K. Carrington, prod.
Services: TV program production, packaging, TV
film production, processing (entertainment, industrial, commerical TV spots).

GEORGE R. NELSON INC.
208 State St., Schenectady 5; Tel.: 4-4135; George
R. Nelson, pres.
Services: TV film production, TV program production, packaging, scripts, talent.

NELSON PRODUCTIONS INC.
341 Madison Ave., New York 17; Tel.: Murray
Hill 6-5862; Raymond E. Nelson, pres.
Services: TV program production, scripts, package TV programs, TV film production, consultants to agencies on TV.
TED NELSON ASSOC.
130 5th Ave., New York 19; Tel.: Circle 6-8470;
Ted Nelson, owner.
Services: TV program production, scripts, package TV programs, TV talent.

TED NEMETH STUDIOS
729 7th Ave., New York 19; Tel.: Circle 5-5147;
Ted Nemeth, prod.-dir.
Services: Package, produce TV programs, TV
film production.

NETHELANDS INFORMATION SERVICE
10 Rockefeller Plaza, Room 401, New York 20;
Tel.: Columbus 5-6216.
Services: TV talent, mat photos available for TV.
San Francisco-988 Mills Bidg.; Tel.: Exbrook
2-7948; Julie G. Lynch, dir.
Holland, Mich.—Holland Museum; Tel.: 3174;
Willard C. Wichers, dir.

NEWSREEL SERVICE
5 Centre Market Pl. New York 13; Tel.: Canal
6-3284; Alfred P. Manni, prod. mgr.
Services: Film news coverage, sound or silent
multi-camera film production.

OLIVER W. NICOLL PRODUCTIONS
37 W. 46th St., New York 36; Tel.: Lynchburg
7336; John Norman, gen. mgr.
Services: TV program production, package TV
programs, TV talent, TV film poduction, syndication, TV consultation.

OLIVER B. NORTH
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Meyer B. North, own.
Services: TV talent, package TV programs.

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JOHN O'CONNOR

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Services: TV production, scripts, talent.
OFFICIAL FILMS INC.
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H. L. Hacket.
LILIAN OKUN INC.
50 W. 72d St., New York 23; Tel.: Susquehanna
7-0500; Lillian Okun, pres.
Services: TV program production, scripts.
OLIO VIDEO TELEVISION PRODUCTIONS INC.
106 West End Ave., New York 23; Tel.: Susquehanna 7-4521; Harvey Cort, pres.
Services: TV program production, scripts, package TV programs, TV film production.
ORSATTI & CO. INC.
300 S. Beverly Dr., Beverly Hills; Tel.: Crestview 6-6241; Irving Salkow, mgr.
Services: TV program production, scripts, package TV programs, talent, TV film production.
FRANK OXARART PRODUCTIONS
1606 Vista Del Mar, Hollywood 28; Tel.; Hollywood 9-1171; Frank Oxarart, own.
Services: TV program production, scripts, package TV programs, TV film production.

PACKAGED PROGRAMS INC.
634 Penn Ave., Pittsburgh 22; Tel.: Grant 1-4756;
M. E. Fierst, gen. mgr.
Services: TV program production, scripts, package TV programs, TV film production, film processing, syndicate film.
PARAMOUNT TELEVISION PRODUCTIONS
1501 Broadway, New York 36; Tel.: Bryant 9-8700; Richard Hodgson, pres.
Services: TV program production, packaging, TV film production, syndicate film, talent.
Los Angeles 38—KTLA(TV) 5451 Marathon St.; Tel.: Hollywood 9-3181; Klaus Landsberg, vice pres.

Tel.: Hollywood 9-3181; Klaus Landsberg, vice pres.

JACK PARKER PRODUCTIONS

Box 1006, Beverly Hills, Calif.; Tel.: Normandy 2-2520; Jack Parker, exec. prod.

Services: TV program production, package TV programs, TV film production, syndicate film, produce TV commericals and short subjects.

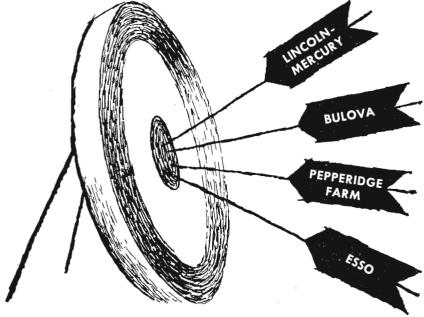
Hollywood 28—Box 702; Tel.: Normandy 2-2520; Ross Van Nibroc, mgr.

Los Angeles 12—109 S. Grand Ave.; Tel.: Mutual 5456; Hortense Reed, mgr.

Glendale, Calif.—Box 305; Tel.: Normandy 2-2520; Betty Underwood, mgr.

San Francisco—540 Stockton St.; Tel.: Sutter 1-6780; Kaye Hyde, mgr.





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PAUL PARRY PRODUCTIONS
7557 Sunset Blvd., Hollywood 46, Calif.; Tel.:
Hollywood 7-4774; Paul Parry, prod.
Services: Producer of TV film commercials and
corporation training films.

JACK PARTINGTON TELEVISION

PRODUCTIONS
300 W. 53d St., New York 19; Tel.: Plaza 7-0316; Jack A. Partington Jr., pres.
Services: TV film production.

PATHESCOPE PRODUCTIONS

PATHESCOPE PRODUCTIONS
(Pathescope Co. of America Inc.)
580 5th Ave., New York 36; Tel.: Plaza 7-5200;
Edward J. Lamm, pres.
Services: Television commerical production, programming.
Long Island (Studio)—21-29 45th Rd.; Tel.: Stillwell 4-3053; James Pierce, prod. mgr.

PEARSON & LUCE PRODUCTIONS
26 O'Farrell St., San Francisco; Tel.: Yukon
2-1272; Lloyd K. Pearson.
Services: TV program production, packaging, TV
film production, scripts.
San Francisco—Bellevue Hotel; Tel.: Prospect
6-6335; Ralph W. Luce.

6-6335; Ralph W. Luce.

PEERLESS FILM PROCESSING CORP.
165 W. 46th St., New York 36; Tel.: Plaza 7-3630; Kern Moyse, pres.; R. S. Moyse, vice pres. and treas.; Barbara Holz. asst. secy.; Raoul J. Menendez. eastern sls. mgr.; Allen DeForest, mgr., N. Y. special services.

Services: Peerless Film treatment to safeguard films; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; film distribution and library servicing; film shipping service to TV stations, distributor of reels, cans, shipping cases.

New York 36—130 W. 46th St.; Tel.: Judson 2-0052; Louis J. Mikulka, plant mgr.

Hollywood 38—959 Seward St.; Tel.: Hollywood 7-9223; Victor C. Krupa, vice pres. in charge of western operations; Suzon Steinle Krupa, secy., branch mgr.; Thomas E. Ayers, plant mgr.

PERSPECTIVE 1954
270 Park Ave., New York 17; Tel.: Eldorado
5-6853; H. B. Humphrey Jr., pres.
Services: Produce TV programs, package TV
programs, handle TV talent, produce TV film,
syndicate film.

PHILBIN-BERGMANN PRODUCTIONS
350 5th Ave., New York 1; Tel.: Longacre 5-3200;
Robert Bergmann, managing dir.
Services: TV program production, package TV programs.

PHOTO-ART COMMERCIAL STUDIOS
420 SW Washington, Portland 4, Ore.; Tel.:
Broadway 5411; Claude F. Palmer, own. and

Services: TV film production.

PICKWICK PICTURES
1350 N. Highland Ave., Hollywood 28; Tel.:
Hollywood 5-6733; Thomas B. Armistead.
Services: TV program production, packaging, TV
film production, processing.

PICTORIAL FILMS INC.
1501 Broadway, New York 36; Tel.: Pe vania 6-3756; J. Milton Salzburg, pres. Services: TV film production.

POLISH PROGRAM SERVICE
P. O. Box 485, Passaic, N. J.; John V. Nowak, mgr.-dir.
Services: TV program production, scripts, packaging, TV talent. Polish language program production.
Hamtramck, Mich.—2509 Goodsoon; Eugene Brominski.

POST PICTURES CORP. 115 W. 45th St., New York 36; Tel.; Judson 2-4870, Alan Post.

LELAND POWERS SCHOOL INC. 31 Evans Way, Boston 15; Tel.: Aspinwall 7-2900; Haven M. Powers, principal. Services: Talent supplier.

PREMIER-HARDCASTLE TV PRODUCTIONS 3033 Locust St., St. Louis 3; Tel.: Jefferson 3555; Wilson Dalzell, vice pres. Services: TV film production.

GEORGE LOGAN PRICE INC. 20828 Pacific Coast Highway, Malibu, Calif.; Tel.: Globe 6-2135; G. L. Price, pres. Services: Scripts, TV program production, pack-

PRINCESS PICTURES INC.
11 W. 42d St., New York 36; Tel.: Longacre 5-1535; Burt Balaban, pres.
Services: TV film production, syndication.

PRINCETON FILM CENTER INC.
Carter Rd., Princeton, N. J.; Tel.: 1-3550; Gordon Knox, pres.
Services: TV program production, packaging.
New York 17—270 Park Ave.; Tel.: Plaza 5-0322; Bradford K. Cross, sls. dir.

PROCKTER TELEVISION ENTERPRISES INC. 221 W. 57th St., New York 19; Tel.: Judson 6-6800; Bernard J. Prockter, pres. Services: TV program production, packaging, TV film production.

PRODUCTIONS FOR TELEVISION INC. 250 W. 57th St., New York 19; Tel.: Judson 2-5200; Leslie L. Dunier, radio-TV dir. Services: TV program production.

PUBLIC SERVICE PRODUCTIONS INC.
3400 Newark St., N. W., Washington, D. C.; Tel.:
Woodley 6-5070; Patricia J. Beall, pres.
Services: Production and packaging of institutional and public service TV programs and films.

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36; Tel.: Judson 2-5130;
Oliver W. Nicoll, exec. dir.; Sandra Munsell,
assoc. dir.
Services: TV program production, scripts, packaging, talent, TV film production, TV consultation.

Services: 1v program production, TV conaging, talent, TV film production, TV consultation.

New York 22—Production Unit, Hotel New Weston, Madison Ave. at 49th St.; Tel.: Plaza 3-4800; John Henry MacDonnell, managing dir.; Elleen Ellis, prog. coordinator.

RADIO PRODUCTION SERVICE
(See Irene Beasley Productions)
501 Madison Ave., New York 22; Tel.: Plaza
3-8940; Irene Beasley, own.
Services: TV package shows.

RADIO-TELEVISION ARTS ACADEMY
3819 Wilshire Blvd., Los Angeles 5; Tel.: Dunkirk
8-1323; Doria Balli, dir.
Services: TV program production, scripts, TV
film production.

RADIUS FILMS INC.
26 E. 93d St., New York 28; Tel.: Atwater 9-1024;
Alexander S. Gordon, pres.
Services: TV film production.

RAM PRODUCTIONS
661 West End Ave., New York 25; Tel.: Monument 2-5111; Ed Lindner, dir.-prod.
Services: TV program production, package TV programs, talent.

RARIG MOTION PICTURE CO.
5514 University Way, Seattle 5; Tel.: Kenwood
0707; Max H. Rarig, pres.
Services: TV program production, packaging,
scripts, talent, TV film production.

RAY & BERGER
1471 N. Tamarind Ave., Hollywood 28; Tel.:
Hollywood 2-4202; Howard Ray and Jack
Berger, partners.
Services: Syndicated prizes for TV quiz and
give-away shows.

REID H. RAY FILM INDUSTRIES INC. 2269 Ford Parkway, St. Paul 1; Tel.: Emerson 1393; Reid H. Ray, pres. Services: TV program production and packag-ing, TV film production, processing, syndica-

Chicago 4—208 S. LaSalle St.; Tel: Financial 6-1949; Frank Balkin. Los Angeles 46—8762 Holloway Dr.; Tel: Crestview 1-4080.

RCA VICTOR DIVISION

(RCA Victor Record Dept.)
630 5th Ave., New York 20; Tel.: Judson 2-5011;
Manny Sacks, vice pres.
RCA Victor Custom Record Sales Div.—James P.
Davis, mgr.; Herbert H. Wood, artist and repertoire mgr.; Bennett S. Rosner, adv. and prom.

mgr.
Custom Record Sales Section—D. J. Finn, mgr.;
A. E. Hindle, Chicago mgr.; Richard C. Bucholz,
Hollywood mgr.; Richard E. Bylandt, New York
mgr. of orders and service; Ralph C. Williams,
New York sls. rep. (phonograph records); Marjorie B. Tahaney, New York sls. rep. (slidefilm); James R. Cunnison, New York sls. rep.
(transcriptions); Geoffrey B. Bennett, Chicago
sls. rep.

film); James R. Cunnison, New York sls. rep. (transcriptions); Geoffrey B. Bennett, Chicago sls. rep.
Services: Recording, pressing, transcriptions, slidefilm and promotion records.

RCA Recorded Program Services—A. B. Sambrook, sls. mgr.; William F. Reilly, Central sls. mgr. (Chicago); William C. Gartland, Western sls. mgr. (Hollywood); George Field, Northeastern sls. rep. (New York); Henry A. Gillespie, Southeastern sls. rep. (Atlanta); Ben Selvin, Central sls. rep. (Chicago); Robert Fender, Southwestern sls. rep. (Dallas); Walter R. Seifert, mgr. of sls. service; Donald D. Axt, mgr. of commercial research.
Services: Thesaurus (musical program service), RCA syndicated programs (recorded dramatic, variety, musical shows), TV film libraries and syndicated programs.
New York 20—630 5th Ave.; Tel.: Judson 2-5011. Chicago 11—445 N. Lake Shore Dr.; Tel.: Whitehall 4-3530.

Hollywood 38—1016 N. Sycamore Ave.: Tel.: Hollywood 4-5171.

Atlanta 3—522 Forsyth Bldg.; Tel.: Walnut 5948.

Dallas—1907-11 McKinney Ave.; Tel.: Riverside 1371.

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REALIST PRODUCTIONS INC.

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8822 W. Washington Blvd., Culver City, Calif.;
Tel.: Texas 0-2761; Roland D. Reed, pres.
Services: Motion picture production for TV,
TV series, commercials.

REEVES SOUND STUDIOS INC.
304 E. 44th St., New York 17; Tel.: Oregon 9-3550;
Chester L. Stewart, vice pres.-gen. mgr.
Services: Sound recording.

REGENCY PRODUCTIONS INC.

REGENCY PRODUCTIONS INC.

112 W. 48th St., New York 36; Tel.: Judson 2-0274; Joseph Schaeffer, pres.

Services. Package TV programs, TV film production, syndication.

REPUBLIC TELEVISION FEATURES
64 E. Lake St., Chicago 1; Tel.: State 2-0460; Capico Kapps, pres.
Services: TV program production, scripts, package, TV programs, TV talent, TV film production, syndicate, process film.

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STUART REYNOLDS PRODUCTIONS

9120 Sunset Blvd, Los Angeles 46; Tel.: Crestview 4-7863; Stuart Reynolds, pres.

Services: TV film production, commercials.

MARION RIDDICK PRODUCTIONS

815 Stuart St., Houston 6; Tel.: Linden 9653;
M. Riddick, managing dir.

Services: TV program production, packaging, TV scripts, talent, TV film production, syndication.

RIVIERA PRODUCTIONS

1713 Via El Prado, Redondo Beach, Calif.; Tel.:
Frontier 5-4592; F. W. Zens, exec. prod.
Services: TV film production, scripts.

RKO-PATHE INC.
625 Madison Ave., New York 22; Tel.: Plaza 9-3600; Jay Bonafield, exec. vice pres.; Sidney Kramer, gen. sls. mgr.
Services: TV program production, TV film production.

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HAL ROACH STUDIOS INC.

8822 W. Washington Blvd., Culver City, Calif.;
Tel.: Vermont 8-2185, Texas 0-2761; Hal E.
Roach, pres.
Services: TV film production.

New York 19—729 7th Ave.; Tel.: Circle 5-4135;
Herbert R. Gelbespan, eastern rep.

ROBBINS BROS.

67 W. 44th St., New York 36; Tel.: Murray Hill
7-2033; Fred Robbins.
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6108 Santa Monica Blvd., Hollywood 38; Tel.:
Hollywood 7-7131; J. Richard Westen, pres.
Services: Film commercial spots.

ROCKHILL PRODUCTIONS INC.

18 E. 50th St., New York 22; Tel.: Plaza 9-7979; Stanley J. Wolf, pres.

Services: TV productions (live and film), recording.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25; Tel.: Riverside 9-3647; Richard H. Roffman, pres.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, prizes for giveaway programs, public relations.

ROLLOW-CLARK & CO.

108 Oak St., Denton, Tex.; Bill Rollow.

ROSS-DANZIG PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 5-1085; Frank K. Danzig, Bart Ross, partners.

Services: TV program packaging, film production.

JACK ROSS ADV.

6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-4019; Jack Ross, pres.
Services: Production of syndicated and custom

spots.

LESLIE ROUSH PRODUCTIONS INC.

333 W. 52d St., New York 19; Tel.: Columbus 5-6430; Leslie M. Roush, pres.
Services: TV program production, package TV programs, TV film production, talent, scripts.
Mineola, Long Island, N.Y.—(Studios and Shops) 130 Herrichs Rd.; Tel.: Garden City 7-8130; Jules K. Sindic, studio mgr. and vice pres.

DANNY ROUZER STUDIO

7022 Melrose Ave., Hollywood 38; Tel.: York 2494; Danny Rouzer, pres.
Services: TV program production, packaging, TV film production, producer services (equipment and personnel).

JACK RUSSELL & ASSOC.

203 N. Wabash Ave., Chicago 1; Tel.: State 2-2818; Jack Russell, own. Services: TV program production, packaging, scripts, TV film syndication, talent.

S

BARNARD L. SACKETT TV & RADIO PRODUCTIONS

Empire Bldg. (13th & Walnut Sts.), Philadelphia 6; Tel.: Kingsley 5-6063; Barnard L. Sackett, gen. mgr. Services: TV program production, package TV programs, TV film production.

SAM SAMUELS

1564 Broadway, New York 36; Tel.: Judson

6-9012. Services: TV package programs, talent, TV program production.

JAMES L. SAPHIER AGENCY INC.

9538 Brighton Way, Beverly Hills; Tel.: Crestview 1-7231; James L. Saphier, pres.
Services: TV program production, scripts, package TV programs, TV talent.
New York 17—6 E. 45th St., Murray Hill 7-8370; James A. Schulke, mgr.

SARRA INC.

16 E. Ontario St., Chicago; Tel.: Whitehall 4-5151; H. W. Lange, prod. mgr.

New York 22—200 E. 56th St.; Tel.: Murray Hill 8-0085; Jack Henderson, sls. mgr. for TV.

Services: Custom-made television commercials for national advertisers, TV package programs.

ROBERT SCHULTZ ASSOCIATES

14 E. 62nd St., New York 21; Tel.: Templeton 8-7217, 8-0620; Robert Schultz, dir. Services: TV program production, packaging, talent, film syndication.

WALTER SCHWIMMER PRODUCTIONS INC.

75 E. Wacker Dr., Chicago 1; Tel.: Franklin 2-4392; Walter Schwimmer, pres. Services: TV program production, package TV programs, syndicate film.

New York 17—16 E. 41st St.; Tel.: Lexington 2-1791; Jack Arden, mgr.

SCIENCE PICTURES INC.

5 E. 57th St., New York 22; Tel.: Plaza 9-8532; Francis C. Thayer.

Services: Industrial and educational film production with animation.

SCREEN GEMS INC.

(TV Subsidiary of Columbia Pictures Corp.)
233 W. 49th St., New York; Tel.: Circle 5-5044;
Ralph Cohn, vice pres. and gen. mgr.
Services: TV program production, package TV
programs, TV film production, syndicate film.
Hollywood—1334 N. Beachwood; Tel.: Hudson
2-3111; Irving Briskin, prod. vice pres.

SCREENCRAFT PICTURES INC.

341 W. 44th St., New York 36; Tel.: Circle 6-8546; Peter M. Piech, TV sls. mgr. Services: Distribute films.

SELLERS CO.

905½ Main, Dallas; Tel.: Randolph 5978; J. E. Sellers, mgr.
Services: TV production and recording for films.

SELS PRODUCTIONS

1906 N. Lietz Ave., Burbank, Calif.; Tel.: Charleston 0-8668; Len Segall, gen. mgr.
Services: TV program production, scripts, package TV programs, talent, TV film production.
Los Angeles 35—1458 Shenandoah St.; Tel.: Crestview 6-2426; Bob Clamage, mgr.
Chicago—6705 N. Seeley; Tel.: Hollycourt 5-9254; Dore Lewis, rep.

SESAC INC.

475 5th Ave., New York 17; Tel.: Murray Hill 5-5365; Paul Heinecke, pres.; R. C. Heinecke, treas; E. S. Prager, asst. to pres. Services: Performance licensing, transcribed library service.

STEPHEN SHARFF PRODUCTIONS

P. O. Box 408, Katonah, N. Y.; Tel.: Katonah 4-0107; Stephen L. Sharff, pres. Services: TV film production. New York—450 W. 56th St.

SHERRY-TV INC.

(Same as Mark VII Ltd.) 2400 W. Alameda Ave., Burbank, Calif.; Tel.: Victoria 9-2461; Jack Webb, dir. Services: TV program production, TV film production.

SIMMEL-MESERVEY TV PRODUCTIONS Inc.

8826 Olympic Blvd., Beverly Hills, Calif.; Louis C. Simmel, pres.
Services: TV program packaging, TV film production, syndication.

AL SIMON PRODUCTIONS

1040 N. Las Palmas, Hollywood 38; Tel.: Hollywood 5-6854; Al Simon, own.
Services: TV film production, TV program production

duction.

SIXTEEN SCREEN SERVICE ÇO.

6710 Melrose Ave., Hollywood 38, Tel.: Wyoming 1491; Leonard Clairmont, H. F. O'Donnell, partners.
Services: TV film production (newsreel, educational shorts).

STEPHEN SLESINGER INC.

247 Park Ave., New York 17; Tel.: Eldorado 5-2544; Hugh Sears.

FLETCHER SMITH STUDIOS INC.

321 E. 44th St., New York 17; Tel.: Murray Hill 5-9010; Fletcher Smith, pres. Services: TV program production, packaging, TV film production.

WARREN R. SMITH INC.

117 4th Ave., Pittsburgh 22; Tel.: Express 1-4410; Warren B. Smith, pres.
Services: TV program production, scripts, packaging, TV film production, processing, syndication.

SNADER TELESCRIPTIONS CORP.

(Also Snader Productions Inc.)
9130 Sunset Blvd., Hollywood 46; Tel.: Crestview
4-6651; Louis D. Snader, pres.
Services: TV program production, package TV
programs, TV film production, syndicate film,
TV talent.

JOSEPH I. SONNENREICH

165 W. 91st St., New York 24; Tel.: Susque-hanna 7-1797; Joseph I. Sonnenreich, pres. Services: TV program production, package TV programs, TV talent, TV film production.

SOUND MASTERS INC.

165 W. 46th St., New York 36; Tel.: Plaza 7-6600; Harold E. Wondsel, pres.; Francis C. Wood, vice pres.; W. French Githens, bd. chmn.; Paul L. Field, TV dir. Services: Scripts, TV talent, TV film production.

SOUNDAC PRODUCTIONS INC.

2133 NW 11th Ave., Miami 37, Fla.; Robert D.

Buchanan, pres.
Services: Scripts, package TV programs, TV film production, syndicate film.
Buffalo 2—295 Delaware Ave.; Charles Wynn, vice

SOUTHERN ATTRACTIONS INC.

Chatham Bldg., Charlotte, N. C.; Tel.: 5-8474; T. D. Kemp, pres.; M. E. Thalheimer, secytress. Services: TV film production, talent, distribution.

SOVEREIGN PRODUCTIONS INC.

9120 Sunset Blvd., Los Angeles 46; Tel.: Crestview 4-7863; Stuart Reynolds, pres.
Services: TV program production, package TV

SIGMUND SPAETH

400 E. 58th St., New York 22; Tel.: Plaza 8-0879; Sigmund Spaeth, pres. Services: TV film production. programs, TV film production, syndicate film.

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SPECIALTY TELEVISION FILMS INC.

1501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill, pres.
Services: TV film production, syndicate film.

SPLENDID FILMS INC.

565 5th Ave., New York 17; Tel.: Plaza 8-0114; John G. Stratford, pres. Services: TV program production, scripts, packaging, film production.

SPORTSVISION INC.

233 Sansome St., San Francisco 4; Tel.: Exbrook 2-3837; William J. Parry, pres.
Services: Produces sports films for TV.

SQUARE DEAL PICTURES CORP.

Pines Bridge Rd., Ossining, N. Y.; Tel.: Ossining 2-2617; Donn Marvin, vice pres. Services: Scripts, produce, package TV pro-grams, TV talent, TV film production, syndigrams, TV cate film.

WILBER STARK-JERRY LAYTON INC.

270 Park Ave., New York 17; Tel.: Plaza 3-1742; Wilbur Stark, pres.; Jerry Layton, vice pres. and treas.
ervices: TV program production, package TV programs, TV film production, talent.

WAYNE STEFFNER PRODUCTIONS

6223 Selma Ave., Hollywood 28; Tel.: Hollywood 3-4173; Wayne Steffner, own.
Services: TV program production, scripts, packaging, film production.

STERLING TELEVISION CO.

205 E. 43d St., New York 17; Tel.: Oxford 7-2529; Saul J. Turell, pres. Services: TV film production, syndicate film. Hollywood 28-6715 Hollywood Blvd.; Tel.: Granite 2866; Lee Orgel, mgr. Chicago—30 N. LaSalle St.; Tel.: Dearborn 2-4455; Carl Russell, mgr.

IRV STOLL CO.

2821 Gunckel, Toledo, Ohio; Tel.: Klondike 3385; Irv Stoll, pres. Services: TV program production, scripts, package TV programs, TV film production.

WILBUR STREECH PRODUCTIONS

135 W. 52d St., New York 19; Tel.: Judson 2-3816; Wilbur J. Streech, own. Services: Production of TV film programs and commercials; animation and special effects.

STRICKLAND FILM CO.

220 Pharr Rd., N. E., Atlanta; Tel.: Cherokee 5317; Robert B. Strickland, own.
 Services: TV program production, TV film production, film processing.

RICHARD STROUT PRODUCTIONS LTD.

1849 N. Rossmore Ave., Los Angeles 4; Tel.: Hollywood 7-9091; Richard Strout, pres.

Services: TV program production, packaging, TV film production.

New York 18—507 5th Ave.; Tel.: Murray Hill 2-6924; S. B. Strout, pres.

ROBERT STRUBLE & ASSOC.

(Div. of Associated Enterprises)
735 N. Vine St., Hollywood 38; Tel.: Hollywood
4-0249; Robert B. Struble.

STUDIO & ARTISTS RECORDERS

6087 Sunset Blvd., Hollywood 28; Tel.: Holly-wood 4-8241; N. Lewis, mgr.-chief engineer. Services: Studios and rehearsal hall rentals, tape

STUDIO FILMS INC.

380 Madison Ave., New York 17; Tel.: Oxford 7-2590; Ben Frye, exec. vice pres.
Services: TV film production, syndication.

BILL STURM STUDIOS INC.

723 7th Ave., New York 19; Tel.: Judson 6-1650; Albert D. Hecht, treas. and sls. mgr.
Services: TV film production, syndicate commercials.

SUN DIAL FILMS INC.

341 E. 43d St., New York 17; Tel.: Murray Hill 6-2046; Samuel A. Datlowe, pres. Services: TV program production, handle TV scripts, TV film production.

JOHN SUTHERLAND PRODUCTIONS INC.

201 N. Occidental Blvd., Los Angeles 26; Tel.: Dunkirk 8-5121; John Sutherland, pres. and

gen. mgr.

Services: TV film production.

New York 16-404 4th Ave.; Tel.: Murray Hill
6-4590; Ross Sutherland, exec. vice pres.

SWANK FILMS INC.

627 Salem Ave., Dayton 6; Tel.: Taylor 4192; Jerrold A. Swank, pres. Services: Slides, art work, Balopticon cards, animation.

–TV PROGRAMS –—–

H. N. SWANSON INC. 8523 Sunset Blvd., West Hollywood 46; Tel.: Crestview 1-5115; H. N. Swanson, pres. Services: TV scripts, writers, TV rights to published fiction, non-fiction.

SWIFT-CHAPLIN PRODUCTIONS INC. 1136 N. Highland Ave., Hollywood 38; T Hollywood 2-0761; Charles Chaplin, pres. Services: Production of commercials.

TAHOE PICTURES INC.
P. O. Box 66, Corona del Mar, Calif.; Tel.:
Harbor 0789J; Web Terwilliger, exec. prod.
Services: TV film production, syndication.

HAL TATE PRODUCTIONS
192 N. Clark St., Chicago 1; Tel.: Financial
6-5450; Hal Tate, pres.
Services: TV package programs, production.

TECHNISONIC STUDIOS
1201 S. Brentwood Blvd., St. Louis 17; Tel.;
Parkview 7-1055; Charles E. Harrison, pres.
Services: TV program production; TV film production, processing.

THE TEEVEE CO.
211 S. Beverly Dr., Beverly Hills; Tel.: Crestview 4-3909; Marc Frederic, gen. mgr.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film

age TV programs, TV film production, syndicate film.

New York 19—666 5th Ave.; Tel.: Plaza 1-0236;

J. C. Alicoate, eastern sls. mgr.

TELECAST FILMS INC. 112 W. 48th St., New York 36; Tel.: Judson 6-5480; Gordon W. Hedweg, sec.-treas. Services: TV film production, syndicate film.

TELECINE RECORDING STUDIOS INC.
100 S. Northwest Highway, Park Ridge, Ill.;
Tel.: Talcot 3-1418; Byron L. Friend, pres.
Services: Produce programs, scripts, packaging, talent, film.

TELECRAFT PRODUCTIONS INC. 6230 Yucca, Hollywood 28; Tel.: Hollywood 4-2071.

TELEFILM ENTERPRISES

TELEFILM ENTERPRISES
38 E. 57th St., New York 22; Tel.: Plaza 8-3360; Charles Wick, pres.; Bud Austin, vice pres.gen. mgr.
Services: TV film distribution.
Chicago—20 N. Wacker Dr.; Al Le Vine.
Philadelphia—309 N. 13th St.; Bob Gabriel.
Cleveland—1515 Euclid Ave.; Bob Blair.
Dallas—211 S. Pearl Expressway; Jim Kier.
Atlanta—101 Walton St.; Ed Stevens.
Miami—9356 NE 2d Ave.; W. D. Besselieu.
Nashville—316 A Broad St.; R. B. Davis.
Richmond—19 W. Main St.; Martin Hogan.

TELEFILM Inc.
6039 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-7205; J. A. Thomas, pres. and gen. mgr.
Services: TV film production, TV facilities for independent producers, commercials.

TELEMATED CARTOONS
70 E. 45th St., New York 17; Tel.: Murray Hill 6-8933; Saul S. Taffet, prod.-dir.
Services: TV film commercials and inserts, animation, live action, 35mm or 16mm facilities, program main title films, special effects films.

TELEMOUNT PICTURES INC.
P. O. Box 24555, Los Angeles 24; Tel.: Crestview 1-1192; Henry B. Donovan, pres.-prod.
Services: Produce package TV programs, TV film production.

TELENEWS PRODUCTIONS Inc.
630 Ninth Ave., New York 36; Tel.: Judson
6-2450; Charles N. Burris, gen. mgr.
Services: Producers of TV film programs, commercials, documentaries, industrial films.

TELEPAK

201 N. Carmelina Ave., Los Angeles 49; Tel.: Arizona 3-6076; C. Robert Longenecker, pres. Services: TV program production, scripts, package TV programs, talent, TV film production.

TELE-PICTURES INC.

(Subsidiary of Lippert Pictures)
1650 Broadway, New York; Tel.: Circle 6-3590.
Services: TV film production, program packag-

ing.

Beverly Hills—145 N. Robertson Blvd.; Tel.:

Crestview 5-4535; Bill Magginetti.

TELEPIX CORP.

1515 N. Western Ave., Hollywood 27; Tel.: Hollywood 4-7391; Robert P. Newman, pres.
Services: Package TV programs, TV talent, TV film production.

TELESCENE FILM PRODUCTIONS CO.

237 1st Ave., New York 3; Tel.: Algonquin 4-8470; Robert D. Tobias, sls. mgr. Services: TV film syndication.

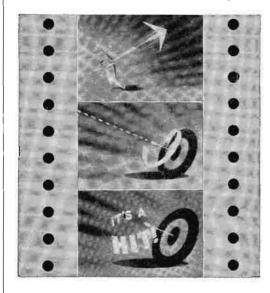
TELEVIEW PRODUCTIONS

245 W. 55th St., New York 19; Tel.: Judson 2-2217. Filmed shows and Latin American

Right from the Shoulder Selling . . .

always right on our reels

• The great sales results that Ullman Television Packages have earned for local sponsors everywhere are the result of highly creative know-how and flexible, yet proven production techniques.



AD-I-MATION:

Here's a series of 264 ten sec. animated film clips (sample above) designed to add action to IDs, 20 seconds, minutes, or program commercials. 150 stations are currently satisfied subscribers.

\$ DOLLAR DERBY \$:

Get the facts on this "sales-sational" auction show which has the HIGHEST RATING of any locally produced live show in the country. Extensively used by grocery and gasoline chains.

BANK ANIMATION:

A unique 48 film clip series designed to sell all commercial banking services.

WATCH THE BIRDIE:

A great all new film show to be released October 1, 1954.

TAILORED ANIMATION:

Now you can get a film tailored for your own selling needs at costs any advertiser can afford.

RICHARD



Contact office nearest you for full details

295 Delaware Avenue Buffalo 2, N. Y. Phone: Cleveland 2066 2133 N.W. 11th Avenue Miami 37, Florida Phone: 2-2655

TELEVISION AIRSHOWS INC.

7-0508; W. G. T. Hyer, producer.
Services: TV program production, packaging, scripts, TV talent, TV film production.

TELEVISION CENTER

230 Maryland Ave., N.E., Washington; Tel.: Lincoln 4-5405.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing.

Atlantic City (N. J.)—803 Atlantic Ave., Leo Masucci, gen. mgr.

TELEVISION EXPLOITATION INC. 1450 Broadway, New York; Tel.: 7-2055; Milton Gettinger. Wisconsin

TELEVISION FEATURES OF AMERICA
37 W. 46th St., New York 36; Tel.: Judson
2-5130; Oliver W. Nicoll, exec. dir.; Sandra
Munsell, assoc. dir.
Services: Produce, package TV programs,
scripts, talent, consultation, produce and syndicate TV film.

cate TV film.

TELEVISION FILMS OF AMERICA (TFA)
Box 1006, Beverly Hills; Tel.: Normandy 2-2520;
Jack Parker, exec. prod.

Services: TV program production, package TV programs, TV film production, syndicate film.
Hollywood 28—Box 702; Tel.: Normandy 2-2520;
Ross Van Nibroc, mgr.
San Francisco 8—540 Stockton St.; Tel.: Sutter 1-6780; Kay Hyde, mgr.

Los Angeles 12—109 S. Grand Ave.; Tel.: Mutual 5456; Hortense Reed, mgr.

Hollywood 27—Suite 203-A, 1750 N. Vermont St.; Normandy 2-2520; Howard D. Tawney, mgr.

TELEVISION GRAPHICS INC. 245 W. 55th St., New York 19; Tel.: Judson 6-1922; Hal Gerson, production mgr. Services: Live action and animated film com-mercials and industrial films.

TELEVISION GUILD PRODUCTIONS INC 210 N. Larchmont Blvd., Los Angeles 4; Tel.: Hollywood 9-2895; Jack Miles, pres.

Services: TV program production, package TV programs, TV film production, facilities for other producers.

TELEVISION INTERNATIONAL CO.

25 W. 45th St., New York 36; Tel.: Plaza 7-3450; Paul M. Robbins, gen. mgr.

TELEVISION PRODUCTION ASSOCIATES
24 Beekman Pl., New York; Charles Irving, dir.
Services: TV film production, TV program production, packaging.

TELEVISION PROGRAMS OF AMERICA

TELEVISION PROGRAMS OF AMERICA
477 Madison Ave., New York 22, N. Y.; Tel.: Plaza
5-2101; Ed Small, chairman of the board; Milton A. Gordon, president; Michael Sillerman,
executive vice president.
Services: Produce tv film programs.
Hollywood—6253 Hollywood Blvd., Tel.: Hollywood 7-0468; Bruce Eells, manager.
Chicago—2710 W. Summerdale Ave.; Tel.: State
2-1100; Robert Hoffman, manager.

TELEVISION & RADIO FEATURES OF

AMERICA
37 W. 46th St., New York 36; Tel.: Judson 2-5130;
Oliver W. Nicoll, exec. dir.; Sandra Munsell,
assoc. dir.

assoc. dir.

Services: TV program production, scripts, packaging, TV talent, TV film production, TV consultation.

New York 22—Production unit, Hotel New Weston, Madison Ave. at 49th St.; Tel.: Plaza 3-4800; John Henry MacDonell, managing dir.; Eileen Ellis, prog. coordinator.

TELEVISION SCREEN PRODUCTIONS INC.

17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., pres. Services: TV program production, TV film production, processing, syndicate film, production of industrial and commercial films.

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2; Tel.: Kingsley 6-4140; W. Wallace Orr, prod.
Services: TV program production, scripts, package TV programs, TV talent, TV film production, process, syndicate film.

MICHAEL TERR INC.
1276 N. Crescent Heights Blvd., Los Angeles 46;
Tel.: Hollywood 2-7038; Michael Terr, mgr.
Services: TV program production, TV film production duction.

TERRYTOONS INC.

38 Centre Ave., New Rochelle, N. Y.; Tel.: New Rochelle 2-3466; Paul H. Terry, pres.

Services: Programs, film production.

"TEXAS RASSLIN" SPORTATORIUM

Cadiz & Industrial Blvd., Dallas; Tel.: Sterling 2173; Ed McLemore, pres.; Maurice Beck, sls. exec.

Services: TV program production.

THE THEATRE GUILD

23 W. 53d St., New York 19; Tel.: Columbus 5-6170; Lawrence Langner, Theresa Helburn Arminia Marshall, prod. supvr.; H. William Fitelson, managing dir.

Services: Production of Theatre Guild on the Air and U. S. Steel Hour. Branch subscription offices in 16 cities.

TOMLIN FILM PRODUCTIONS INC.

480 Lexington Ave., New York 17; Tel.: Plaza 8-3070; Frederick A. Tomlin, pres. Services: TV film production.

TRANS-AMERICAN BROADCASTING & TELEVISION CORP.
1 E. 54th St., New York 22; Tel.: Plaza 5-9800; William A. Wasmuth, mgr.
Services: TV package programs.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36; Tel.: Judson 2-3530;M. E. Moore, pres. Services: TV scripts, seasonal jingles.

TRANSFILM INC.

35 W. 45th St., New York 36; Tel.: Judson 2-1400;
 William Miesegaes, pres.
 Services: TV film production.

TRANSVIDEO CORP. OF AMERICA

Theodore A. Parisi, pres.

1 AMERICA

2 W. 46th St., New York 36; Tel.: Judson 2-1280;

Theodore A. Parisi, pres.

GEORGE R. TURPIN & ASSOC.
P. O. Box 802, Fort Worth 1; Tel.: Fortune 7453; George R. Turpin, gen. mgr.
Services: Regional sales campaigns and give-away shows for television stations.

TV ADS INC.

3839 Wilshire Blvd., Los Angeles 5; Tel.: Dunkirk 8-1323; Doria Balli, pres. Services: TV commercials production.

TV ART PRODUCTIONS 119 N. 7th St., St. Louis 1; Tel.: Central 1-4757; Daniel Bishop, William Hunn. Services: Scripts, packaging.

TV FILMS INC.

516 5th Ave., New York 36; Tel.: Murray Hill 2-3383; Robert V. Pollock, pres. Services: TV program production, scripts, TV film production, syndicate film.

TV FILMS REGIONAL SALES CO.

516 5th Ave., New York 36; Tel.: Murray Hill 2-3383; Matthew B. McBride, pres. Services: TV film production.

TV PROGRAMS

10 Washington Pl., New York 3, N. Y.; Tel.: Spring 7-0234; E. Roberts, exec. prod.
Services: TV program production, package TV programs, TV talent.

TV RELEASE ORGANIZATION Ring Bldg., Washington 6, D. C.; Tel.: Executive 3-3663; Edward T. Ingle, pres.

TV UNLIMITED INC.

17 E. 45th St., New York; Tel.: Oxford 7-0725; Herbert Rosen, pres.

Services: TV program production, package TV programs, TV film production, syndicate film.

GEORGE ULLMAN AGENCY

8979 Sunset Blvd., Los Angeles 46; Tel.: Crestview 4-5238; George Ullman, pres.; Jack Easton, radio-TV dept., mgr.
Services: TV scripts, package TV programs, talent, directors.

RICHARD ULLMAN INC.

295 Delaware Ave., Buffalo, N. Y.; Tel.: Cleveland 2066; Richard Ullman, pres.; Marvin A. Kemp-ner, exec. vice pres.

UNIFILMS INC.
146 E. 47th St., New York 17; Tel.: Murray Hill
8-9325; Charles E. Gallagher, pres.
Services: TV film production.

UNITED FEATURE SYNDICATE INC. 220 E, 42d St., New York 17; Tel.: Murray Hill 2-3020; James Hennessy, bus. mgr.

UNITED FILM SERVICE INC.

UNITED FILM SERVICE INC.
(See also Motion Picture Advertising Service Co.)
2449 Charlotte St., Kansas City 8; Tel.: Baltimore 5100; W. H. Hendren, pres.
Services: Production of TV commercials.
Chicago:—333 N. Michigan Ave.; Tel.: Andover 3-3023; Frank Carpenter.
San Francisco—821 Market St.; Tel.: Yukon 2-4850; Edward E. Hewitt.
Cleveland—460 Leader Bldg.; Tel.: Sweetbrier 1-5274; R. V. Stambaugh.
Detroit—3275 Penobscot Bldg.; Tel.: Woodward 1-2289; Larry M. Goodwin.

UNITED FILM & RECORDING STUDIOS

301 E. Erie St.. Chicago 11; Tel.: Superior 7-9114; William L. Klein, gen. mgr.
Services: TV program production, package TV programs, TV film production.

UNITED PRESS (Formerly Telectronix Div. of NEA Service Inc.)
461 8th Ave., New York; Tel.: Longacre 3-5160; R. W. Johnson, eastern mgr.
Services: TV package programs, production, news pictures and photos in slides; Movietone News, TV scripts.

Cleveland 13—W. 3d & Lakeside; Tel.: Main 1-7300; Meade Monroe, vice pres. San Francisco—News Bldg., 814 Mission St.; Tel.: Garfield 1-4158; Sherman Montrose, western

mgr. Chicago—400 W. Madison; Tel.: Randolph 6-4172; S. E. Steeves, Midwest mgr.

UNITED SOUND SYSTEMS

ONTED SOUND SYSTEMS
5840 Second Blvd., Detroit 2, Mich.; Tel.: Trinity
1-2570; James V. Siracuse, pres.
Services: Sound film recording.
Owosso, Mich.—1011 E. Main St.; Tel.: Owosso
339; Norman Dufour, mgr.

UNITED TELEFILM CO.

106 W. 39th St., New York 18, N. Y.; Tel.: Long-acre 5-3137; Jesse L. Stern, own. Services: TV film production, syndicate film. Washington (D. C.)—1001 New Jersey Ave., N. W.; Tel.: Republic 7-0776; B. Mills.

UNITED TELEVISION PROGRAMS INC. 650 N. Bronson Ave., Hollywood 4; Tel.: E-wood 9-8321; Lee Savin, exec. vice pres.

wood 9-8321; Lee Savin, exec, vice pres.
Services: Syndicate film.
New York City—444 Madison Ave.; Tel.: Plaza 3-4620; Aaron Beckwith, vice pres.
Chicago 1—360 N. Michigan Ave.; Tel.: Central 6-0041; John Rohrs, vice pres.
Pittsburgh—550 Grant St.; Tel.: Grant 1-9995; Gene Adam, dist. mgr.
Dallas—10455 Ferguson Rd.; Tel.: Davis 7-1902; Ray Wild, dist. mgr.
St. Louis—Ambassador Bldg.: Tel.: Chestnut

Ray Wild, dist. mgr.

St. Louis—Ambassador Bldg.; Tel.: Chestnut 1-4568; Warren Glinert, dist. mgr.

Kansas City—3214 Penn Ave.; Tel.: Jefferson 1945; Jim Necessary, dist. mgr.

Atlanta—169 Peachtree St., N.E.; Tel.: Cypress 2521; Crenshaw Bonner, dist. mgr.

New Orleans—504 Delta Bldg.; Tel.: Raymond 3378; Ed Simmel, dist. mgr.

San Francisco—1204 Russ Bldg.; Tel.: Diamond 4-4670; Jack Brumback, dist. mgr.

THOMAS J. VALENTINO INC.
150 W. 46th St., New York 36; Tel.: Circle 6-4675;
T. J. Valentino, pres.
Services: Sound effects and mood music records.

VAN PRAAG PRODUCTIONS

1600 Broadway, New York 19, N. Y.; Tel.: Plaza 7-2687; William Van Praag, pres. Services: TV film production, processing, syndication, TV program production, scripts, packaging, TV talent.

C. F. VETTER JR. 3 E. 57th St., New York 22; Tel.: Plaza 3-4840.

VICTOR RADIO & TELEVISION ENTERPRISES

7-3019; John V. Nowak.

Services: TV program production, package TV programs, scripts, TV talent, produce, syndicate film.

VIDEO EVENTS INC.
535 5th Ave., New York 17; Tel.: Murray Hill
7-1668; Julienne Dupuy, pres.
Services: TV package production, program consultant.

VIDEO FILMS

1004 E. Jefferson Ave., Detroit 7, Mich.; Tel.: Woodward 2-3400; Clifford Hanna, partner. Services: TV film production.

VIDEO PICTURES INC.
500 5th Ave., New York 36; Tel.: Circle 7-2062;
William R. Deering, pres.; Martin Henry, vice pres.

New York 19—Studio, 510 W. 57th St.; Tel.: Circle 7-2062. Services: TV program production, TV film production.

VIDEO PRODUCTIONS ASSOCIATES
319 W. 30th St., New York 1; Tel.: Lackawanna 4-8422; Philip Brodsky, Miriam Tulin. Services: TV package programs, TV production, scripts, consultant service.

VIDICAM PICTURES CORP.
240 E. 39th St., New York 16, N. Y.; Tel.: Murray
Hill 6-3310; Al Justin, pres.
Services: TV film production.

J. FRANKLYN VIOLA

(See Television Films & Ideas) Room 801, 152 W. 42d St., New York 18, N. Y.; Tel.: Chickering 4-3254; J. Franklyn Viola, pres.
Services: TV program production, English and foreign language shows.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.; Tel.: Eldorado 5-0734; Chick Vincent, prod. Services: TV package programs, TV production.

OWEN VINSON & CO.

803 19th St., P. O. Box 111, Santa Monica, Calif.; Tel.: Exbrook 5-1305; Owen Vinson, own. Services: TV program production, scripts, pack-age TV programs, produce TV films.

VISUAL DRAMA INC. 1440 Broadway, New York 18; Tel.: Longacre 4-8000; T. F. O'Neil, pres. Services: Package TV programs.

VISUAL MEDIA INC. 2129 45th Rd., Long Island City.; Tel.: Stillwell 4-2941; William M. Nelson, pres. Services: TV package programs, TV production, scripts.

VITAPIX CORP. 8-3013; Bob Wormhoudt, exec. vice pres.
Services: TV film syndication.
Los Angeles—5539 Sunset Blvd.; Tel.: Gladstone 7202: Bill Proidy

Services: TV film syndication.
Los Angeles—5539 Sunset Blvd.; Tel.: Gladstone
7202; Bill Broidy.
VITATONE FILM PRODUCTIONS
738 S. Atlantic, Los Angeles; Tel.: Angelus 0584;
Jack Helstowski, own.
Services: TV film production (commercials).

Services: TV film production (commercials),
VOELLER PRODUCTIONS INC.
1052 Carol Dr., Hollywood 46; Tel.: Crestview
4-6253; Will H. Voeller, pres.
Services: TV program production, live and film commercial TV spots, film live and animated TV package programs.
Washington 7-3409 Fulton St., N.W.; Tel.: Kellog 7-1968; George E. Hughes, vice pres.
VOGUE-WRIGHT STUDIOS
469 E. Ohio St., Chicago 11; Tel.: Mohawk 4-5600; J. E. Holmes, studio mgr.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film.
New York—225 4th Ave.; Tel.: Algonquin 4-3400; Robert Shea, vice pres.
Hollywood 46—1041 N. Formosa; Tel.: Hollywood

Hollywood 46—1041 N. Formosa; Tel.: Hollywood 7-5111; Charles W. Sheely, sls. prom. coordinator.

Nator.

VONNA PRODUCTIONS INC.

1040 N. Las Palmas, Hollywood 38; Tel.: Hollywood 40814; Eddison Van Ottenfeld, pres.

Services: TV program production, scripts, TV film production.

Washington—1121 Vermont Ave., N. W.; Tel.: District 3-2705; Win Adams.

ROGER WADE PRODUCTIONS
15 W. 46th St., New York 19; Tel.: Circle 7-6797;
Roger Wade, own.
Services: TV program production, TV film production

WASHINGTON SPOTLIGHT INC.
931 Washington Bldg., Washington 5, D. C.; Tel.:
Sterling 3-0722; Milton Hammer, pres.
Services: TV film production and syndication
(forum and panel shows and interviews). Package, produce TV programs.

age, produce TV programs.

ADRIAN WEISS PRODUCTIONS
655 N. Fairfax Ave., Los Angeles 36; Tel.: Webster 8-5287; Adrian Weiss, prod.; Louis Weiss, prod. exec.

Services: TV program production, package TV programs, TV film production, syndication.

WELGOT TRAILER SERVICE

Film Center Bldg., 630 9th Ave., New York 36; Tel.: Circle 6-6450; Martin Gottlieb, Charles L. Weish.

Services: TV film production, processing.

RUPE WERLING

RUPE WERLING
Hidden Haven, Chalfont, Pa.; Tel.: Lexington
707; Rupe Werling.
Services: TV commercials and scripts to order

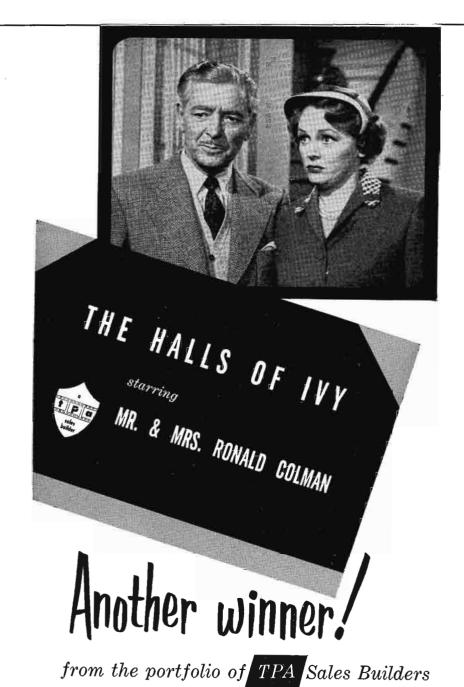
Services: TV commercials and scripts to order only.

WEST COAST SOUND STUDIOS
(Affiliate of Video Pictures Inc.)
510 W. 57th St., New York 19; Tel.: Circle 7-2062; Martin Henry, vice pres.
Services: Produce TV programs, produce TV film, handle TV scripts.

WFAA-TV
3000 Harry Hines Blvd., Dallas 4; Tel.: Riverside 3315; Ralph W. Nimmons, sta. mgr.
Services: TV program production.

WILDING PICTURE PRODUCTIONS INC.
1345 Argyle St., Chicago 40; Tel.: Longbeach 1-8410; C. H. Bradfield Jr., pres.; Hal W. Fish, exec. vice pres.; A. Kellock, production vice pres.; L. S. Thompson, sales vice pres.
Services: Produce sound films and slide films for business, industry, education and TV.
New York City—385 Madison Ave.; Tel.: Plaza 9-0854; Ted Westermann, vice pres.
Detroit—1000 Dime Bldg.; Tel.: Woodward 3-9311; Don Calhoun, vice pres.
Cleveland—310 Swetland Bldg.; Tel.: Tower 1-640; Jack Rheinstrom, vice pres.
Cincinnati—617 Vine St.; Tel.: Garfield 0477; R. L. McMillan.
Pittsburgh—429 4th Ave.; Tel.: Grant 1-6240; Ralph Maitland.
St. Louis—4378 Lindell Blvd.; Tel.: Lucas 0986; James E. Darst.
Hollywood—5981 Venice Blvd.; Tel.: Webster 0183; John Oser.
WINIK FILMS CORP.
625 Madison Ave., New York 22; Tel.: Plaza 9-5350; Leslie Winik, pres.
Services: TV film production, syndication, TV program production, packaging, scripts.
Chicago—80 N. LaSale St.; Tel.: Anderson 3-3950; Carl Russel.
Dallas—211 S. Pearl Expressway; Tel.: Sterling 2306; W. B. Butz.
Atlanta—101 Walton St., N.W.; Tel.: Walnut 3479; Ed. H. Stevens.
Los Angeles—11810 Recbank St., Sun Valley, Calif.; Hollywood 3-9046.
Nashville—416 A. Broad St.; Tel.: 5-7480; Robert B. Davis, sls. mgr.
Portland, Ore.—611 N. Tillamook St.; Tel.: Murdock 4255; Merriman Holz, sls. mgr.

BROADCASTING • TELECASTING



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HALLS OF IVY is a show to which superlatives naturally gravitate. As a radio program it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a new TV series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting. It has received the loudest plaudits from the top agencies and advertisers in the country.

HALLS OF IVY is unquestionably the most delightful, the most distinguished, the most desired program in television.

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Television Programs of America, Inc.

New York: 477 Madison Avenue

Chicago: 2710 West Summerdale Avenue Hollywood: 6253 Hollywood Boulevard

FRANK WISBAR PRODUCTIONS INC.
7324 Santa Monica Blvd., Hollywood 46; Tel.:
Hollywood 2-2286; Frank Wisbar, prod.-dir.
Services: TV film production.
WLS ARTIST BUREAU
1230 Washington Blvd., Chicago; Tel.: Monroe
6-9700; George Ferguson, Earl Kurtze.
Services: Recording, talent (represents WLS
artists).

WOLF ASSOC. INC.
420 Madison Ave., New York 17; Tel.: Plaza
5-2050; Edward Wolf, pres.
Services: TV program production, package TV

programs.

programs.

RAPHAEL G. WOLFF STUDIOS
5631 Hollywood Blvd., Hollywood 28, Calif.; Tel.:
Hollywood 7-6126; Raphael G. Wolff, own.
Services: TV film production.
New York 22—330 Park Ave., Room 1901; Tel.:
Plaza 5-5386; Dicran Nahigian.
Detroit 35—16852 Meyers Rd.; Tel.: Diamond
1-0654; Harold R. Troy.
Chicago—185 N. Wabash Ave., Tel.: Financial
6-4474; Carl Wester.
Cincinnati 2—Room 811, Federal Reserve Bank
Bldg.; Tel.: Main 0722; Robert Sampson.
WORKSHOP PRODUCTIONS INC.
418 S. Robertson Blvd., Los Angeles 48; Tel.:
Crestview 5-3106; Paul Garrison, prod. vice
press. pres.
Services: TV program production, packaging, TV film production.

WORLD BROADCASTING SYSTEM INC. 488 Madison Ave., New York 22; Tel.: Murray

Hill 8-4700; Robert W. Friedheim, vice pres.; Pierre Weis, gen. mgr.; Dick Lawrence, sls.

mgr. Services: World television service of production music and sound (transcribed for TV themes, background, etc.)
Cincinnati 6—1529 Madison Rd.; Tel.: Plaza 1323;

background, etc.)
Cincinnati 6—1529 Madison Rd.; Tel.: Plaza 1323;
Leo Gutman, prom. dir.
CARTER WRIGHT ENTERPRISES
6533 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-0944.
Services: TV program production, package TV programs, talent.
WYNN WRIGHT ASSOCIATES
17 W. 57th St., New York 19; Tel.: Plaza 3-4417;
Charles Granzow, partner-mgr.
Services: TV package programs.
WRIGHT-SONOVOX INC.
6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-3614; John T. Abbott, gen. mgr.
Services: Talking and singing sound.
New York 22—444 Madison Ave.; Tel.: Plaza 1-2700; E. C. Redding.
WRITECRAFTERS
Suite 103, 5617 Hollywood Blvd., Hollywood 28,
Calif.; Tel.: Hollywood 7-8608; Carl Coolidge,
dir.
Services: TV scripts, TV program packaging. Services: TV scripts, TV program packaging.

EMERSON YORKE STUDIO 245 W. 55th St., New York 19; Tel.: Judson 2-2216; Emerson Yorke, own. Services: Filmed shows.

YOUNG AMERICA FILMS INC. 18 E. 41st St., New York 17; Tel.: Lexington 2-4100; James R. Brewster, prod. Services: Educational film library.

Ζ

ZAHLER FILMS INC.
918 N. La Cienega Blvd., Los Angeles 46; Tel.:
Bradshaw 2-9337; Gordon R. Zahler, pres.
Services: TV program production, packaging,
TV film production. Syndication through
Zahler Distributing Co.
ZAHLER MUSIC LIBRARY
918 N. La Cienega Blvd., Los Angeles 48; Tel.:
Bradshaw 2-9337; Gordon R. Zahler, pres.
Services: Background music for TV filmed series,
ZIV TELEVISION PROGRAMS INC.

Services: Background music for TV filmed series.

ZIV TELEVISION PROGRAMS INC.

488 Madison Ave., New York 22; Tel.: Murray
Hill 8-4700; M. J. Rifkin, vice pres. in chg.
of sls.; Albert Goustin, eastern sls. mgr.; I. E.
Showerman, New York sls. mgr.
Services: TV film production, syndicate film, TV
program production, packaging.

Los Angeles 4—5255 Clinton St.; Tel.: Hollywood
3-5121; Walter Kingsley, western sls. mgr.
Cincinnati 6—1529 Madison Rd.; Tel.: Plaza 1323;
Edward J. Broman, midwest sls. mgr.

MAURICE H. ZOUARY TELEVISION

MAURICE H. ZOUARY TELEVISION
PRODUCTIONS
299 Madison Ave., New York 17; Tel.: Oxford
7-0953; Maurice H. Zouary, pres.
Services: TV program production, package TV
programs, TV film production, talent.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

ACCURATE ADV. AGENCY 9 W. 60th St., New York 23 Tel.: Circle 7-3880

AD FRIED ADV. AGENCY (See under "A")

A. D. ADAMS ADV. 562 Fifth Ave., New York 36 Tel.: Circle 6-2940

TV Dept.: A. D. Adams, owner. TV Acets.: Dynavox Corp. (S); Spirling Products Co. (S); Jacmar Mfg., Co.

ADDINGTON-KRUTILEK 3722 Bowser Ave., Dallas, Tex.

AD ASSOCIATES 5050 Wilshire Blvd., Los Angeles 36 Tel.: Webster 3-7501

ADV. INC. 1523-31 Central Nat'l Bank Bldg., Richmond 19, Va. Tel.: 3-2800

Va.
Tel.: 3-2800
TV Dept.: J. Lynn Miller.
Richmond 19—416 E. Main St.; Tel.: 3-5667;
A. F. Watson, production manager.
TV Accounts: Virginia Elec. & Power Co.; Commonwealth Motors.

ADV. ENGINEERS CORP. 448 S. Hill St., Los Angeles 13 Tel.: Mutual 5039 TV Dept.: D. Kildare.

TV Dept.: D. Kildare.

AITKIN-KYNETT CO.
1400 S. Penn Sq., Philadelphia 2
Tel.: Rittenhouse 6-7810
TV Dept.: Paul B. Phillips, TV director; Edna M. Gretz, timebuyer; Barclay Hallowell, media research director.

TV Accounts: Bachman Bakeries; Esterbrook Pen Co.; Lummis & Co.; P. R. Mallory & Co.; Mrs. Paul's Kitchens; Moly Motor Products Corp.; Pennsylvania Refining Co.; Stephano Bros.

R. H. ALBER CO. 439 N. Larchmont Blvd., Los Angeles 4 Tel.: Hollywood 9-8273

DON ALLEN & ASSOC. 409 SW 13th Ave., Portland 5, Ore. Tel.: Capitol 9445

Dept.: Everett A. Mitchell, TV director; H. Richard Seller, account executive.

Accounts: White Stag Mfg. Co.; Skyway Luggage Co.; Pontiac Motor Div. (Northwest Dealers); Gen. Elec. Supply Co.

ALLEN & REYNOLDS ADV. 1300 Woodmen of the World Bldg., Omaha 2 Tel.: Atlantic 4445 TV Dept.: Milt Stephan, partner, TV director; Don Amsden, Jack Keiner, asst. TV direc-

Accounts: Merchants Biscuit Co.; Omaha Pub. Power Dist.; P. F. Petersen Baking Co.; Peter Pan Bakery; Fairmount Foods Co.; Sidles Conditioned Air Co.; U. S. Nat'l Bank; Omaha Dairy Council; Holland Lumber Co.; Nebraska-Iowa Electrical Council.

ALLIED ADV. AGENCIES INC. 167 S. Vermont Ave., Los Angeles 4 Tel.: Dunkirk 7-7331

Dept.: Stuart Heinemann, TV director; Milton Hoffman, Bart Ross, Dick Gardner, W. F. Gardner.

Accounts: Dr. F. E. Campbell; Pridham Davis; Descanso Gardens; Gold's Furniture-Appl.; Harold A. Sparling; United Sporting Goods; Arden Farms.

ALLIED ADV. AGENCY INC. 100 Boylston St., Boston 16 Tel.: Hubbard 2-4100

TV Dept.: Howard Shamban, TV director; Marc F. Shamban, TV timebuyer.

ALTOMARI ADV. AGENCY INC. 20 Vesey St., New York 7

Tel.: Digby 9-1510

TV Dept.: Michael Altomari, TV director, time-buyer, account executive.

TV Accounts: Geo. Peabody & Assoc.

ANDERSON & CAIRNS INC. 488 Madison Ave., New York 22 Tel.: Murray Hill 8-5800

Dept.: Victor Seydel, vice-president, TV director, chief timebuyer; Jean Simpson, spot timebuyer; Anne Burkholder, production asst.

Accounts: C. H. Masland & Sons (N-S); Brooklyn Paint Co. (S); Nat'l Home Show (S); Rootes Motors (S); Martinson Coffee (S); Associated Bulb Growers of Holland; Rilling Dermetics Inc.

ANTHRACITE ADV. AGENCY
410 Scranton Times Bldg., Scranton 3, Pa.
Tel.: Diamond 7-9328, 2-2907
TV Dept.: Lawrence L. Russoniello, president, timebuyer; I. L. Daily, secretary-treasurer, media director.

Accounts: Parodi Cigar Co.; Dean Phipps Stores; Ma Skettino's Spaghetti Sauce; Moore-Ford Co.; Williams Baking Co.; Wick-ham Potato Chips; Fowler & Williams Freight Lines.

ARBEE AGENCY INC. Wabash at Brown Ave., Terre Haute, Ind. Tel.: Crawford 3563 TV Dept.: W. L. Smith, vice president.

ARNOLD & CO.
262 Washington St., Boston 8
Tel.: Richmond 2-1220
TV Dept.: Arnold Z. Rosoff, timebuyer.
TV Accounts: North American Packing Corp.;
O'Donnell-Usen Fisheries Corp.

ARNDT, PRESTON, CHAPIN, LAMB & KEEN

ARNDT, PRESTON, CHARLE,
INC.
160 N. 15th St., Philadelphia 2
Tel.: Locust 4-4400
TV Dept: Kennard G. Keen Jr., vice president,
TV director; Roy T. Lochten, media director; Po Jack, timebuyer.

ART-COPY ADV. AGENCY

Tel.: Market 2-7115
TV Dept.: Seymour Steinhardt, TV director, timebuyer.

www.americanradiohistory.com

ASSOCIATED ADV. AGENCY INC.

612 First Nat'l Bank Bldg., Cincinnati 2 Tel.: Main 2811

TV Dept.: S. Malcolm Levy, president; W. Wilson Lang, vice president in charge of TV; George Service, vice president & account son Lang, George Se executive.

ATHERTON ADV. AGENCY 8455 Melrose Place, Los Angeles 46 Tel.: Webster 3-8488 TV Dept.: Alfred A. Atherton, TV executive. TV Accounts: Pacific Citrus Products (S).

ATHERTON & CURRIER INC.

420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
TV Dept.: John P. Atherton, TV director;
William T. Tieman, TV timebuyer.
Toronto—100 Adelaide W.; Tel.: Empire 3-5418,
William McDonald, manager; Robert A.
Clayton, assistant manager.

AUBREY, FINLAY, MARLEY & HODGSON INC.

230 N. Michigan Ave., Chicago 1 Tel.: Financial 6-1600

Dept.: J. J. Finlay, president; Gene E. Fromherz, media director; Richard Fech-heimer, vice president; R. C. Marley, vice president.

N. W. AYER & SON INC. W. Washington Sq., Philadelphia 6 Tel.: Lombard 3-0100

New York 20—30 Rockefeller Plaza; Tel.: Circle 6-0200.

New York 20—30 Rockereller Plaza; Tel.: Circle 6-0200.
TV Dept.: James F. Hanna vice president and director, TV; T. J. McDermott, TV plans; T. H. Calhoun, programming & production; John M. Caldwell, copy chief; Dorothy Doran Lewis, publicity; R. A. Mortensen, sports broadcasting; H. L. Smith Jr., TV research; G. D. Gudebrod, film production; Fred O. Eckert, TV traffic; Charles M. Wilds, Paul F. Kizenberger, Elaine Sloat, Richard S. Bunbury, Joan Rutman, W. P. Croasdale, Helen Hartwig, timebuyers.
Boston 16—Statler Office Bldg.; Tel.: Hubbard 2-4970; E. Craig Greiner, vice president.
Chicago 3—135 LaSalle St.; Tel.: Randolph \$-3456; Sterling E. Peacock, vice president; Roderick Mitchell, TV production.
Detroit 26—4170 Penobscot Bldg.; Tel.: Woodward 5-3322; J. Widman Bertch, vice president.
Hollywood 28—714 Taft Bldg.; Tel.: Hollywood

dent.
Hollywood 28—714 Taft Bldg.; Tel.: Hollywood 3-4871; Glenhall Taylor.

San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2534; Carl Zachrisson, vice president.
Honolulu 16—231 Dillingham Bldg.; Tel.: Honolulu 6193; James Smith, manager.

lulu 6193; James Smith, manager.

Accounts: American Factors Ltd.; The Atlantic Refining Co.; B. C. Remedy Co.; Bissell Carpet Sweeper Co.; Brooklyn Union Gas Co.; Chesapeake & Potomac Telephone Co.; Electric Companies Adv. Program; Hawaiian Pineapple Co.; Hills Bros. Coffee Inc.; Charles E. Hires Co.; Howard D. Johnson Co.; Illinois Bell Telephone Co.; Knouse Food Cooperative Inc.; Light's Diamond

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Jubilee Committee; Ohio Oil Co.; Michigan Bell Telephone Co.; John Morrell & Co.; National Dairy Products Corp.; Penn Fruit Co.; Pennsylvania Co. for Banking & Trusts; Plymouth Dealer Co-operative Adv. Program; Plymouth Div.—Chrysler Corp.; Regal Shoe Co.; Reuben H. Donnelley Corp.; Seabrook Farms Co.; Supplee-Wills-Jones Milk Co.; Telechron Div. of G. E.; United Air Lines; Yardley of London Inc.; Zippo Manufacturing Co.

AYLIN ADV. AGENCY
904 Lovett Blvd., Houston 6
Tel.: Lynchburg 3766
TV Dept.: R. N. Aylin, president; Mrs. Luana K.

TV Dept.: R. N. Aylin, president; Mrs. Luana K. Lewis, TV director; Charles Lewis, Alston Cameron, Robert Lahr, account executives. TV Accounts: Henke & Pillot Inc.; Rheem Mfg. Co.; Second Nat'l Bank all (S)

AYRES & ASSOC. INC. 1325 N St., Lincoln 8, Neb. Tel.: 2-6928 St. Joseph, Mo.—309 KFEQ Bldg. AZRAEL ADV. AGENCY 1000 N. Charles St., Baltimore 1 Tei.: Lexington 9-7575

BADGER & BROWNING & HERSEY INC.
(see Badger & Browning & Parcher)
630 5th Ave., New York 20
Tel.: Circle 7-3719
TV Dept.: Jack Wilcher, TV director; Richard M. Mason, timebuyer; Hubert R. Sweet, account executive.

BADGER & BROWNING & PARCHER 75 Federal St., Boston Tel.: Liberty 2-3364 TV Dept.: Franklin S. Browning Jr.; Clifford P. Tel.: Liv. TV Dept.: F Parcher.

BAHN ADV. CO. 115 Chauncy St., Boston 11 Tel.: Liberty 2-4206 TV Dept.: Samuel Bahn, owner. TV Accounts: Manchester Hosiery Mills; Form-craft Inc.

FREDERICK E. BAKER & ASSOC. Joseph Vance Bldg., Seattle 1 Tel.: Elliott 0957

Tel.: Elliott 0957
LYNN BAKER INC.
720 5th Ave., New York 19
Tel.: Judson 6-3900
TV Dept.: David E. Durston, TV director;
George Trimble, media director; Mary
Burak, timebuyer; Donald Cutler, A. J. Hilton, account executives.

TV Accounts: F. W. Woolworth Co. (N); Coast
Fisheries; Puss 'n Boots Cat Food (S) (N).

BEN BALDWIN ADV. 8923 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 5-5146

BALDWIN, BOWERS & STRACHAN INC. 374 Delaware Ave., Buffalo 2, N. Y. Tel.: Madison 6020

Tel.: Madison 6020

TV Dept.: Everett L. Thompson. TV director; Joseph H. Radder, creative director; Catharine D. Walsh; Malcolm L. Barney, H. Truman Rice, Edythe Cudlipp, copyrighters & producers. Thomas Donovan, art director.

BALL-DAVIDSON INC. 1030 Speer Blvd., Denver 4 Tel.: Main 1291

Tel.: Main 1291

TV Dept.: Carl A. Salstrand, president; Billy D. Prescott, vice president & account executive, Craig Ramsey.

TV Accounts: Bowman Biscuit Co.; Morey Mercantile Co.; Tivoli Beer; Hugh M. Woods; Jerry Holland Co.; Howry-Berg.

BARNES ADV. AGENCY INC. 312 E. Wisconsin Ave., Milwaukee 2, Wis. Tel.: Broadway 6-2393.

Broadway 6-2393.

Dept.: Ralph Duke, coordinator; Patricia Klopatek, TV director; John Barnes III, Kenneth Goelzer, E. R. Wholihan. Roger Genske, Eugene Van Handel, account executives; Anita Marten, timebuyer.

Accounts: Marshall & Isley Bank; Spic & Span Dry Cleaners; Super Seal Awning; Roundy's Inc.; Kingsbury Breweries; Otto L. Kuehn Co.; Coddington Mfg. Co.; Wilson Ice & Coal Co.; J. J. Jones Co.; Bush Tours; Milwaukee Plumbing Contractors Assn.; John Nichols Inc.

BARLOW ADV. AGENCY 742 James St., Syracuse, N. Y.

BARLOW AT.

742 James St., Syracuse, N. 1.

Tel.: 9-6644

TV Dept.: B. J. Stapleton, account executive,
TV director; H. J. Accurso. asst. dir.; J. R.
Coleman, H. H. Goodhart, G. F. Swartz,
F. B. Tompkins, R. K. McCabe, account ex-

Accounts: Dairymen's League; Lincoln Bank; P & R Macaroni Co.; Will & Baumer Candle; General Electric.

BARNES CHASE CO. 530 Broadway, San Diego 1, Calif. Tel.: Belmont 3-7771

TV Dept.: Norman Barnes. Los Angeles 5-3450 Wilshire Blvd.; Tel.: Dun-kirk 4-1193; Charles Davis, vice presidentmanager.

TED BATES & CO. 630 5th Ave., New York 20 Tel.: Judson 6-0600

TV Dept.: Judson 6-0600

TV Dept.: James C. Douglass, director of radio & TV; Harry Saz, business manager; Vincent Rowe, new program development; Jay Clark, Allan Dingwall, Ed Brown, producers; Thomas McAndrews, Thomas Hanlon, Al Basso, film production; Chuck Kebbe, TV casting director; Herb Gunter, Frank Taubes, Tom Gad, Harry Doolittle, Don Booth, Ralph Rosenberg, Dirk Van Slyke, TV commerical writers.

writers.

Timebuying Dept.: Edgar Small, media director; Jack Haight, Macdonald Dunbar, Ned Midgley, media supervisors; Chris Lynch, Al Fetcavage, Bill Kennedy, Malcolm James, Wynn Kirchert, Jack McCarthy, Frank McCann, Chester Slaybaugh, timebuyers.

Hollywood 28.—1680 N. Vine St.; Tel.: Hollywood 9-2161; H. Austin Peterson, partner in charge of TV; Frank O'Connor, producer.

TV Accounts: American Chicle Co.; Anahist Co.; Brown & Williamson Tobacco Corp.; Cantrell-Cochrane Corp.; Carter Products Inc.; CBS-Columbia Inc.; Colgate-Palmolive Co.; Continental Baking Co.; Minute Maid Corp.; Morton Packing Co.; Hawley & Hoops Inc.; Standard Brands Inc.

BATTEN. BARTON. DURSTINE & OSBORN

BATTEN, BARTON, DURSTINE & OSBORN

INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
TV Dept.: Bob Foreman, vice president in charge of TV; James S. Bealle Jr., in charge of new program development; Donald M. Rowe, production manager of TV; Arthur Bellaire, commercial supervisor; Frank Silvernail, manager, timebuying; Tucker M. Scott, Jr., chief timebuyer; Walter Cortese, assistant to Mr. Scott; group heads—timebuyers, Elenore Scanlan, Fred Stoutland, Robert Tatum; Gertrude Scanlan, account executive & timebuyer; Helen Bosshard, assistant to Gertrude Scanlan; timebuyers: Hope Martinez, George Polk, Mary Ellis, Robert Rowell, Richard McKeever, Mildred Eberhard, Helen Lucassen.

sen.

Boston 16—462 Boylston St., Tel.: Copley 7-7800;
F. W. Hatch, vice president.

Buffalo 3, N. Y.—1614 Rand Bldg., Tel.: Cleveland 7915; A. M. Ward, vice president.

Chicago 11—919 North Michigan Ave., Tel.: Superior 7-9200; H. H. Haupt, vice president.

Cleveland 13—1050 Terminal Tower, Tel.: Tower 1-7270; H. H. Haring, vice president.

Detroit 25—3146 Penobscot Bldg., Tel.: Woodward 5-6620; R. E. Anderson, vice president.

Hollywood 28—1680 North Vine St., Tel.: Hollywood 2-6723; Wayne Tiss, vice president.

Minneapolls 19—Northwestern Bank Bldg., Tel.: Lincoln 8401; J. C. Cornelius, executive vice president.

Pittsburgh 19—Grant Bldg., Tel.: Grant 1-9900;

wood 2-6723; Wayne Tiss, vice president.

Minneapolis 19—Northwestern Bank Bldg., Tel.:
Lincoln 8401; J. C. Cornelius, executive vice president.

Pittsburgh 19—Grant Bldg., Tel.: Grant 1-9900;
L. D. Hansen, vice president.

San Francisco 4—2200 Russ Bldg., Tel.: Sutter 1-2232; J. G. Motheral, vice president.

Syracuse 2, N. Y.—205 Harrison St., Tel.: Syracuse 2-5319; Mrs. Helen Cown, manager.

Los Angeles 48—6363 Wilshire Blvd., Tel.: Webster 1-1234; A. W. Neally, vice president.

TV Accounts: American Tobacco; Armstrong Cork; Bon Ami Co.; California Oil; Consolidated Edison; Curtis Publishing; DeSoto Div. Chrysler; DuPont de Nemours; Ethyl Corp.; Genex Co.; General Baking; General Electric; General Time Corp.; General Mills; B. F. Goodrich; Hamilton Watch; Holiday; Lever Brothers; National Cranberry Assn.; Nehi Corp.; New York State Dept. of Commerce; New York Telephone Co.; Penick & Ford Ltd.; Reader's Digest Assn.; United Fruit; National City Bank of New York; Personal Products; Remington Arms Co.; Saturday Evening Post; F. & M. Schaefer Brewing; Trans World Airlines; U. S. Steel (Public Relations—Institutional); Vick Chemical; Rexall Drugs; American Radiator & Standard Sanitary Corp.; Fort Pitt Brewing; Sea Breeze Labs; GE Lamp Div.; Flo-Ball Pen; Easy Washing Machine; Wildroot; Barcalo Mfg.; Marine Midland Group; Pfeiffer's Products; First Nat'l Bank of Boston; Wm. Underwood Co.; Savings Bank Assn. of Mass.; Burnham & Morrill Co.; Southern New England Telephone Co.; Liberty Mutual Insurance; R. H. Stearns Co.; Shreve, Crump & Low Co.; Doughboy Industries; Jacob Schmidt Brewing; Northwestern Bell Telephone; George A. Hormel & Co.; Northrup King & Co.; Farmer & Mechanics Saving Bank; Twin Cities DeSoto Dealer; Cream of Wheat; Northern Pacific Railway; Toro Manufacturing; Scott-Atwater Mfg.; Chrysler DeSoto Division; Murine Co.; Libby, McNeill & Libby; Peter Hand Brewery Co.; Westelox Div. of General Time Corp.; Zenith Radio Corp. Hearing Aid Division; Manhattan Roval Crown Corp.; Minnesota Mining & Mfg.; Fed

ADRIAN BAUER ADV.

1528 Walnut St., Philadelphia 2, Pa. Tel.: Kingsley 5-7870 TV Dept.: David Kaigler Jr., vice president in charge of TV.

BAY PATH ADV. INC.

9 Elm St., Southbridge, Mass. Tel.: Southbridge 4-8161. TV Dept.: Maurice L. LaReau, account execu-

TV Accounts: Universal Blank Co.

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4 Tel.: Franklin 4248

BEAUMONT, HELLER & SPERLING INC.

6th & Walnut Sts., Reading, Pa. Tel.: Reading 5-4311 TV Dept.: Dorathea A. Hassler, TV director.

Accounts: Willson Sun Glasses (N); Bowers Battery Co. (S); Crystal Rock Bottling Co. (S); Maier's Bakery (S); Polly Betts Lin-gerie.

WALTER F. BENNETT CO.

WALTER F. BENNETT CO.
20 N. Wacker Dr., Chicago 6
Tel.: Franklin 2-1131
TV Dept.: Walter F. Bennett, principal; Fred Dienert, account executive; Jane Gunther, media director.
Philadelphia 2—1405 Locust St.; Tel.: Kingsley 5-6798; Fred Dienert.
Hollywood 28—6912 Hollywood Blvd.; Tel.: Hollywood 4-8291; W. E. Boice.
TV Account: Billy Graham Evangelistic Assn. (N-S).

HERBERT S. BENJAMIN ASSOC. INC.

234 Main St., Baton Rouge, La. Tel.: 3-2847

TV Dept.: Lee Herzberg Jr. and Allan R. Brent, vice presidents and account executives; Dorothy Johnson, timebuyer.

Accounts: Kornmeyer Furniture Co.; Fidelity National Bank; Capital Bldg. & Loan; E. J. Gonzales Finance Co.; Paulsen's Fenotalc; Santa Maria Dairy Products Inc. (all S); Wright Insurance Agency.

BENNETT & NORTHROP INC.

69 Newbury St., Boston 16 Tel.: Kenmore 6-3820

Dept.: Mrs. Elizabeth D. Parsons, time-buyer; Nelson Bennett, account executive.

BENTON & BOWLES INC. 444 Madison Ave., New York 22 Tel.: Murray Hill 8-1100

Tel.: Murray Hill 8-1100

TV Dept.: L. T. Steele, administrative vice-pres.; Tom McDermott, vice-pres in charge of programming; William E. Schneider, business manager; Herb Leder, director of film production; Freddie Bartholomew, Maximilian Bryer, Ralph Star Butler Jr., Charles Fisher, Arthur Richards, Irwin Segelstein, Elizabeth Shay, Donald Wallace, Lawrence White; William Vallee, TV production director; Ann Howard, casting director.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 4-9151; Al Kaye, vice pres. in charge of West Coast operations; Murray Bolen, supervisor on NBC-TV's Loretta Young Show.

TV Accounts: Avco Mfg. Co. (Crosley Div)

Accounts: Avco Mfg. Co. (Crosley Div.); Benson & Hedges; Carling Brewing Co.; General Foods Corp.; M. & R. Dietetics; Nor-wich Pharmacal Co.; Procter & Gamble Co.

BERMINGHAM, CASTLEMAN & PIERCE 136 E. 38th St., New York 16 Tel.: Lexington 2-7550

TV Dept.: John H. McNeil, TV director: Stephen Siddle, timebuyer; John Finley, TV merchandising.
 TV Accounts: Griffin Mfg. Co. (S-N); Conti Shampoo (S); Dif Corp. (S); Pilgrim Laundry (S).

TED BERNSTEIN ASSOC.

51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730
TV Dept.: Sylvester J. Bernstein, timebuyer, account executive; Ted Bernstein.

BOB BETTS ADV.

1150 Bannock St., Denver 4 Tel.: Acoma 2-1876

TV Dept.: John F. Connors, TV director.
TV Accounts: Frontier Refining Co.; Carlson-Frink Dairy; Colorado Brake Co.; Denver Dairy Council; Maplecrest Turkey Farms Inc.; Denver Milk Producers Inc.; Centennial Turf Club.

BEN BEZOFF & CO.

220 Majestic Bldg., Denver 2
Tel.: Alpine 5-2300
TV Dept.: Ben Bezoff, owner; Jim Farquhar, manager; R. D. Lodders, account executive.
TV Accounts: Metropolitan Pontiac Inc.; Bank of Denver; Colorado Motor Carriers' Assn.

LEE S. BIESPIEL ADV. AGENCY

605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190
TV Dept.: L. S. Biespiel, president.
TV Accounts: Shepler Mfg. Co.; The William
Getz Corp.; Gem Mfg. Corp.

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RALPH BING ADV. CO.

2063 E. 4th St., Cleveland 15
Tel.: Superior 1-2773
TV Dept.: Ralph Bing, TV director; Nancy
Schattenfield, assistant account executive;
Thomas Friedman, TV research.

TV Accounts: Al Sirat Grotto Circus; B. W.
Blaushild Motors; Blaushild's ChryslerPlymouth Hq.; A. D. Pelunis Inc.; Meisel
Motors Inc.; Ideal Macaroni; Shaker Motors
Inc. (all S).

BIOW CO.

Inc. (all S).
BIOW CO.
640 5th Ave., New York 19
Tel.: Plaza 9-1717
TV Dept.: Terrence Clyne, senior vice president in charge of TV; Roy Winsor, TV director; Henry S. White, mgr. of TV programming dept.; J. E. Kucera, timebuyer.
Beverly Hills—8907 Wilshire Blvd.; Tel.: Crestview 4-7641 & Bradshaw 2-9038; Jack Runyon, manager; Ed Feldman, TV producer (Philip Morris).

Morris).

San Francisco 3—703 Market St.; Tel.: Garfield 1-4854; Norman E. Mork, manager and account executive.

BISHOPRIC, GREEN & ASSOC. INC. 1234 Alfred I. duPont Bldg., Miami 32

Tel.: 82-1475

TV Dept.: Jack I. Green, vice president and creative director; W. Arthur Fielden, vice president, TV director; Reggie Martin, account executive; Marguerite G. Brown, time-buyer; Evelyn Whaley, copy.

TV Accounts: Chase Federal Savings & Loan; Pepsi Cola; Miami Ventilated Awning Shutter Co.

BLAINF-THOMPSON CO.

ter Co.

BLAINE-THOMPSON CO.

234 W. 44th St., New York 36

Tel.: Longacre 4-0800

TV Dept.: Franklin Hobbs, TV director and account executives.

TV Accounts: Warner Bros. Motion Pictures; Merkell Inc.; Trade Winds; Pan-Redi Fishery Products; Cap's John—Doughnut Corp. of America; Barbizon School of Fashion Modeling.

ing.

FRANK L. BLUMBERG ADV.
800 Cathedral St., Baltimore 1
Tel.: Mulberry 5-6672
TV Dept.: Horace J. Elias, TV director.
TV Accounts: Kress Farm Dairy; Park Circle
Motor Co.; American TV Service.

BOCCARD, DUNSHEE & JACOBSEN INC.
867 Federal Blvd., Denver, Colo.
Tel.: Acoma 2-6392
TV Dept.: Charlotte Fairlamb, TV timebuyer.
FRED BOCK ADV. CO

FRED BOCK ADV. CO. Second Nat'l Bldg., Akron 8 Tel.: Portage 2-4616

Dept.: John Simpson, TV director; Fred Bock, Pearl Fairall.

BOCK, Pearl Fairall.

TV Accounts: Neo Sales; Pearl Brand Oysters; Carter Products; M & B Fruit Juices.

LEO P. BOTT JR. ADV.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-9187

TV Dept.: Leo P. Bott Jr., TV director; Paul V. Power, timebuyer.

BILL BONSIB ADV. ACENCY INC.

Power, timeouter.

BILL BONSIB ADV. AGENCY INC.

1717 E. Colfax Ave., Denver 6

Tel.: Florida 4418

TV Dept.: Jay Tallant.

BOONE & CUMMINGS ADV.—MERCHG.

3003 Louisiana, Houston, Tex.

Tel.: LY 3677

Tel.: LY 3677

TV Dept.: Robert Bowerman, TV director; Ruth Johnston, asst. TV director; G. B. Boone Jr. and D. M. Cummings, partners and account executives.

TV Accounts: City Nat'l Bank; Super-Value Stores; Frigid-Dough Products; Robert I. Cohen; Food Center; Home Owned Properties; Model Dairy; Walter Pye Inc.; U. S. Nat'l Bank; Jim West Bldg., and Houston Home Builders.

BOTSFORD, CONSTANTINE & GARDNER
115 SW 4th Ave., Portland 4, Ore.

Tel.: Atwater 9541

Seattle-1400 Tower Bldg.; Tel.: Eliot 3523.

San Francisco 5—625 Market St.; Tel.: Exbrook 2-7565.

NEW YORK 16—261 Madison Ave.; Tel.: Oxford

NEW YORK 16-261 Madison Ave.; Tel.: Oxford 7-2797.

LEO BOULETTE AGENCY 303 N. Main St., Three Rivers, Mich. Tel.: 3-4155

303 N. Main St., Three Rivers, Mich.
Tel.: 3-4155
BOURNE ASSOC. INC.
60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423
TV Dept.: Suzanne C. Lloyd, talent; Victor Arden, musical director.
STANLEY G. BOYNTON RADIO ADV.
159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888.
BOZELL & JACOBS INC.
510 Electric Bldg., Omaha 2
Tel.: Jackson 8030.
TV Dept.: F. C. Miller, executive vice president.
Chicago—205 N. LaSalle St.; Tel.: Central 6-0870.
TV Dept.: Philip Rouda, vice president, TV director; Gertrude Bussokov, timebuyer; Anthony Jacobs, TV producer.
Branches: New York, Minneapolis, Indianapolis, Seattle, Houston, Shreveport, Washington, Hollywood, Kansas City, Baltimore.
TV Accounts: Mason Shoe Co. (S): Phoenix Table Mat Co.; Leaf Brands (S); Bar 20 Assoc. (S): Wholesaler Plant Growers Assn.

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(S); Augusta Bedding Co.; Honorbilt-Serta; Serta of Louisville; Royal Bedding Co.; Hostetter-Bitters; Blue Cross of Illinois; Comforte Co.

ARTHUR BRAITSCH ADV.
528 Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-4115
TV Dept.: Arthur Braitsch, TV director; John Lorimer, TV timebuyer.

TV Accounts: R. I. Hospital Trust Co.; Roger Williams Savings; Weybosset Markets; Strand Theatre; Hillside Farms Dairy; Mule Battery; Republican State Central Committee of R. I.; Scott the Florist Inc.

MICHAEL BRAND ASSOC.
8820 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991
TV Dept.: Michael Brand, TV director & time-buyer.

J. CARSON BRANTLEY ADV. AGENCY

CARSON BRANTLEY ADV. AGENCY wen Bldg., Salisbury, N. C. el.: 900

Tel.: 900
TV Dept.: J. Carson Brantley, TV director.

Tel.: 900
TV Dept.: J. Carson Brantley, TV director.
BREIG ASSOC.
1715 Walnut St., Philadelphia 3
Tel.: Rittenhouse 6-3836
BRENNAN ADV. AGENCY
1414 West Clay, Houston 19
Tel.: Linden 7581
TV Dept.: Hazel Reed, TV director; Jesse O.
Wade, production; John E. McGary, John K.
Lynah, account executives.
TV Accounts: Houston Bank & Trust Co.; Daniel
Tire Co.; Tom Standley Co.; Simmonds Pet
Food; Donigan Co.
BRUCE B. BREWER & CO.
900 Walnut St., Kansas City 6, Mo.
Tel.: Harrison 4890
TV Dept.: Jack Kirwan, TV director; Jim Necessary, film buyer; Kent Boyd, John Griffith,
Bruce B. Brewer, account executives.
Minneapolis—400 Foshay Tower; Tel.: Atlantic
3314; Charles R. Strotz, manager; Loy M.
Booton, Wilton A. Krause, Jesse K. Lair,
account executives.
TV Accounts: Faultless Starch Co.; Nutrena
Mills; Minneapolis Brewing Co.; Lano-Sheen.
BRINDLEY-ROTH INC.
600 Griswold, Detroit 26
Tel.: Woodward 1-8295
BRISACHER, WHEELER & STAFF
1660 Bush St. San Francisco 9

BRINDLEY-ROTH INC.
600 Griswold, Detroit 26
Tel.: Woodward 1-8295
BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600
TV Dept.: Richard I. Clark, timebuyer; Mary Elizabeth Loeber, assistant timebuyer; John H. Butler, TV production.
New York 1-350 5th Ave.; Tel.: Bryant 9-5600; Darrell McCain, media director.
TV Accounts: East Bay Producers' Milk Council; Calif. Dairy Industry; Comfort Paper Div. of Crown Zellerbach Corp.; Lyons Magnus Inc.; Old Homestead Bakery: Parkmerced Towers; Rainier Brewing Co.; San Francisco Milk Industry; Hershel Calif. Fruit Products Co.; Van Camp Sea Food Co.; Pict-Sweet Foods Inc. New York office Accounts; Wheatena Corp.; Parsons Ammonia Co.
BROADCAST ADV.
170 S. Beverly Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-4840
TV Dept.: Van C. Newkirk, TV director; Betty Lester, timebuyer; John G. Fryer, account executive.
TV Accounts: Calif. Institute of Social Welfare; Bible Institute of L. A.; Crew of Good Ship of Grace; World Vision Inc.
BROADCAST ADV. INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854
TV Dept.: J. E. Murley, director, account executive; J. J. Manning, timebuyer; E. P. Gieringer, program director.
BROADCAST PRODUCTIONS INC. (B-P-I)
350 Madison Ave., Detroit 20
Tel.: Woodward 5-0909
TV Dept.: Lois M. Michels, director; Mary Ellen Russell, timebuyer; Mary Lee Lippin-cott, Adele Hager, Lucilla Mack, account executives.
BROADCAST SERVICE INC.
4601 Gordon Ave., Madison, Wis.
Tel.: 4-5929
BROOKS ADV. AGENCY
1610 N. Argyle St., Hollywood 28
Tel. + Hollywood 4-1158

4601 Gordon Ave., Madison, Wis.
Tel.: 4-5929
BROOKS ADV. AGENCY
1610 N. Argyle St., Hollywood 28
Tel.: Hollywood 4-1158
TV Dept.: A. R. Brooks, owner-manager. Jean Shay, timebuyer, copywriter.
BROOKE, SMITH, FRENCH & DORRANCE INC.
8469 E. Jefferson Ave., Detroit 14, Mich.
Tel.: Valley 2-9700
TV Dept.: Herbert Bayle; vice president in charge media; Hugh S. Hole, TV director; James P. Danaher, assistant TV director; William Kennedy and Harold E. Rumble, assistant timebuyers.
New York 17—52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; Jay Berry.
San Francisco—149 California St.; Tel.: Yukon 6-6836; King Harris. Carol Pauker, TV director.

tor.

TV Accounts: Mullins Mfg. Corp.; Ironrite Inc.; Hudson Motor Car Co.; Goebel Brewing Co.; Sparks-Withington (Sparton Radio-TV Div.).

D. P. BROTHER & CO.
3044 W. Grand Blvd., Detroit 2
Tel.: TRinity 2-8250

TV Dept.: Carl Georgi, Jr., vice president, media director; Ralph Bachman, timebuyer;

Kenneth G. Manuel, TV director; Robert V. Pollock, Melvus G. Furney, asst. TV direc-

Pollock, Melvus G. Furney, asst. TV directors.

TV Accounts: Oldsmobile Division, Guide Lamp Division, AC Spark Plug Division.

New York—720 5th Ave.; Tel.: Columbus 5-1004;
Francis E. Egan, branch mgr.

BURTON BROWNE ADV.
619 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7700

TV Dept.: Burton Browne, president; Robert Abbott, TV director; Jean Lang, timebuyer.
FRANKLIN BRUCK ADV. CORP.
1270 6th Ave., New York 20
Tel.: Circle 7-7660

TV Dept.: D. Davidow, TV director; Alice Ross, timebuyer; Herbert Gold, M. J. Kleinfeld, account executives.

Los Angeles 4—532 N. Cherokee Ave.; Tel.: Hollywood 7-9376; Howard Blake, general manager.

manager.

Accounts: Coty Inc.; hi-V Co.; Walter H. Johnson Candy Co.; Yonkers Trotting Assn.; Roosevelt Raceway; Russeks-Fifth Ave.

Roosevelt Raceway; Russeks-Fifth Ave.

BUCHANAN & CO.
1501 Broadway, New York 36
Tel.: Bryant 9-7900
TV Dept.: Nat Strom, TV director; William Dasheff, executive vice president; John Mc-Evoy, vice president, account executive.

Los Angeles 48—451 N. LaCienega Blvd.; Tel.: Crestview 5-5231; Charles Coleman, vice president, manager.

San Francisco 4—155 Montgomery St.; Tel.: Yukon 6-2927; Ray Randall, vice president.

TV Accounts: Western Airlines (S); Wilbur Clark's Desert Inn (S); Tidewater Associated Oil Co. (S); Eskimo Pie Corp. (S); Lionel Train.

BUCHANAN-THOMAS ADV. CO.

BUCHANAN-THOMAS ADV. CO.
412 S. 19th St., Omaha 4
Tel.: Atlantic 2125
TV Dept.: Adam Reinemund, director; Gene Edwards, asst. director.

Edwards, asst. director.

BUCHEN CO.

400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305
TV Dept.: Fergus Mead, vice president; John Cole, TV director; Mary Jane Carry, asst. TV director; Joseph H. Caro, Arthur Petersen, Seth Jewel, account executives.

TV Accounts: Chicago Title & Trust Co.; Edward Hines Lumber Co.; Michigan Nat'l Bank.

FRANK BULL & CO.
1239 N. Highland Ave., Hollywood 38, Calif.
Tel.: Hollywood 5-4194
TV Dept: Frank Bull, owner; Rudy Perkal, TV
director; Jane Darden, TV timebuyer; Mel
R. Roach, Henry R. Konysky, account executives.

ecuuves.

BULLARD AGENCY
219 Court St., Port Huron, Mich.
Tel.: Yukon 5-6755
TV Dept.: Rockwood Bullard.
TV Accounts: Alma Trailer Co.; Heinri Franck
Sons Inc.

G. NORMAN BURK INC.
223 4th Ave., Pittsburgh 22
Tel.: Express 1-3500
TV Dept.: G. Norman Burk, account executive,
TV director; Dolores E. McCarthy, time-buyer; A. Kenneth Hoel, Walter H. Ecker,
account executives.

TV director; Dolores E. McCarthy, time-buyer; A. Kenneth Hoel, Walter H. Ecker, account executives.

TV Accounts: Houlahen Motor Co.; D. J. Kennedy Co.; Meadow Gold Dairies; Fire Killer Sales Corp.; Instant Seat Cover Co.; McKnight Hardware Co.; Meadow Gold Foods Co.; Standard Floor Co.; Trebon Sales Co.; Ward Baking Co. (Aunt Hannah's Bread).

LEO BURNETT CO.

360 N. Michigan Ave., Chicago 1

Tel.: Central 6-5959

TV Dept.: William Weddell, vice president in charge of broadcasting; Lee Bland, creative TV supervisor; David Dole, operations manager; D. O'Kieffe, vice president in charge of TV creative; Gil McClellan, manager of broadcast promotion; Bob Richardson, film program director; Harry Bubeck, program manager; Arthur A. Porter, vice president for media; Kenneth Fleming. Seymour Banks, Leroy Boyer, Harold Tillson, media supervisors; Bowen Munday, Richard Coons, Helen Stanley, John Harper, Kathleen Meyers, William Pendill, John Boden, Rex French, timebuyers.

New York 22—677 5th Ave., Tel.: Murray Hill 8-9480; William McIlvain, vice president in charge of office; Glann Heisch.

Hollywood 28—1680 N. Vine St., Tel.: Hollywood 4-7374; William Coons, manager; Gordon Minner, TV creative film; David Hanson, John Christ, Wally Ruggles, TV producers.

TV Accounts: Pillsbury Mills (N-S); Kellogg Co. (N-S); Bauer & Black (N-S); Chas. Pfizer Co. (S); Procter & Gamble (N); Heileman Brewing Co. (S); The Englander Co. (N); Campbell Soup Co. (N-S); Commonwealth Edison Co.; Brown Shoe Co. (N-S); Globe Mills (S); Green Giant Co. (N-S); International Harvester Co. (S); Mars Inc. (N); Pure Oil Co. (S); Santa Fe Railway (S); Tea Council Inc. (S); Santa Fe Railway (S); Tea Council Inc. (S); Santa Fe Railway (S); Tea Council Inc. (S); Toni Co. (N-S); Hoover Vacuum Co. (N-S).

BYER & BOWMAN ADV. AGENCY
66 S. 6th St., Columbus 15, Ohio
Tel.: Capital 1-7551
TV Dept.: Sandy Hallock, TV director; Herbert
Byer, partner; F. Willis Monroe Jr., Regoffee Co.; Nash Finch Co.; Northern
inald Testament, Martha Sullivan, Jim Kelso,
Anne Duffy, Chuck Krouse, Nichols Popa,
account executives.

TV Accounts: August Wagner Breweries; Ohio
Fuel Gas Co.; T. Marzetti Co.; Buckeye
Foods; Dollar Federal Savings & Loan; F & R
Lazarus & Co.; Columbus Transit Co.; Kahn's
Jeweler's; Walkers; Sight Saving Campaign;
Ohio Safety Congress; Abel Corp., Morechouse Fashion; Rogers Jewelers, J. Max Mc.
BYRUM ADV. AGENCY
924 Broadway, Denver 3
Tel.: Tabor 5-7745
TV. Dept.: Russell H. Byrum, owner-manager,
TV Accounts: Central Assembly Church.

BYRUM ADV. AGENCY
925 Madison Ave.; Tel.: Murray Hill
6800; S. R. Carlin, TV director; H. F.
182 Erickson, vice president,
183 Co.; Pillsbury-Ballard Ovenready (N);
184 Co.; Charmin Paper
ills; R. M. Hollingshead Corp.; Land O'
184 Co.; Nash Finch Co.; Northern
185 Co.; Northwestern Nat'l. Bank;
185 Co.
185 Co.
186 Co.
186 Co.; Nash Finch Co.; Northern
186 Co.; Northwestern Nat'l. Bank;
186 Co.; Northwestern Nat'l. Bank;
188 Creameries; Malt-o-Meai Co.; Nash
188 Creameries; Malt-o-Meai Co.; Nash
189 Co.; Northwestern Nat'l. Bank;
180 Co.; Northwestern Nat

BYRUM ADV. AGENCY 924 Broadway, Denver 3 Tel.: Tabor 5-7745 TV. Dept.: Russell H. Byrum, owner-manager. TV Accounts: Central Assembly Church.

CABAT-GILL ADV. AGENCY
194 N. Church, Tucson, Ariz.
Tel.: 2-6362 and 3-6101
TV Dept.: Ernest Cabat, Sue Plummer, time-buyers, account executives.
TV Accounts: Southern Arizona Bank; Pioneer Paint & Varnish Co.; Steinfelds Furniture Store; Miami Chamber of Commerce.

HAROLD CABOT & CO.

136 Federal St., Boston 10

Tel.: Hancock 6-7600

TV Dept. Kay Chille, media director; Courtney Crandall, vice president.

TV Accounts: Allied Gas Co.; H. P. Hood & Sons; New Engl. Tel. & Tel.; Glenwood Range Co.

CAHN-MILLER INC.
510 St. Paul Place, Baltimore 2
Tel.: Saratoga 7-4466
TV Dept.: Louis C. Pedlar Jr., vice president.
TV Accounts: Eutaw Savings Bank; Hanline
Bros.; Jarman Motors; Popular Club Beverage Co.; Modern House; Stebbins-Anderson.

CALDWELL, LARKIN & CO. Merchants Bank Bldg., Indianapolis 4 Tel.: Market 6501

Tel.: Market 6501

CALKINS & HOLDEN
247 Park Ave., New York 17
Tel.: Plaza 5-6900
TV Dept.: Peter A. Krug, TV director; Robert E. Tucker, film & TV producer.
Chicago 1—333 N. Michigan Ave.; Tel.: Randolph 6-3831; Philip M. White, manager.
Los Angeles 36—712 S. Curson Ave.; Tel.: York 5145; Harry W. Witt, manager.
TV Accounts: Stokeley-Van Camp Inc. (N); Prudential Insurance Co. of America (N); Marshall Field & Co.; A. S. Harrison Co. (R); Oakite Products Inc. (R); Marcalus Mfg. Co. (S); Pacific Wines (S).

J. M. CAMP & CO.

J. M. CAMP & CO.
Savings & Loan Bldg., Wheaton, Ill.
Tel.: 8-4485
TV Dept.: Rosemae Kline, timebuyer; John
Reeder, account executive.
TV Accounts: Rev. Percey Crawford.

TV Accounts: Rev. Percey Crawford.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200
TV Dept.: Joseph J. Hartigan, senior vice president, director of media; Philip L. McHugh,
TV department manager.
New York 22—488 Madison Ave.; Tel.: Murray
Hill 8-3400; Frank W. Townsend, vice president and manager; William S. Ballinger,
Donald R. Benkart, account executives;
J. J. Passmore, spacebuyer.
Chicago 1—230 N. Michigan Ave.; Tel.: Central
6-1946; Earll W. Clements, vice president
and manager; J. R. Gentile, spacebuyer.
Los Angeles 5—3460 Wilshire Blvd.; Tel.: Dunkirk 9-1334; Richard C. Francis, vice president
and manager; Willard Hanes, TV director.

Sen Francisco 4—235 Montgomery St.; Tel.:

dent and manager; Willard Hanes, TV director.

San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-8736; T. M. Johnston, vice president and manager.

Atlanta 3—45 Edgewood Ave.; Tel.: Lamar 3858; C. G. Thom, manager.

Washington 6—1737 H St., N. W.; Tel.: Republic 7-7400; W. F. Armstrong Jr., manager.

Dallas 1—Bryan & Bullington Sts.; Tel.: Randolph 2094; George A. Back, manager.

Kansas City 11—4010 Washington Ave.; Tel.: Jefferson 5601; R. W. Bechtel.

TV Accounts: Chevrolet Motor Division, General Motors Corp.; Detroit Edison Co.; Local Metropolitan Chevrolet Dealers Groups; General Retail Corp., Division of General Shoe Corp.; Allen B. Du Mont Laboratories

CAMPBELL-MITHUN INC.

CAMPBELL-MITHUN INC.

1300 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824
TV Dept.: Arthur H. Lund, TV director; Robert N. Wold, assistant TV director; Ernest P. Andrews, TV production manager.

Chicago—1024 Palmolive Bldg.; Tel.: Delaware 7-753; Grant Atkinson, TV production manager. ager. TV Accounts: American Dairy Assn.; Gold

Francisco 11—260 California St.; Tel.: Yukon 4476.

-4476. Angeles 5—301 S. Kingsley Dr.; Tel.: Dun-irk 7-4255; R. R. Rullman, vice president; Idward R. McNeilly, TV director. Accounts: Union Pacific Railroad.

FON CARLSON CO.
Wilshire Blvd., Los Angeles 5, Calif.
Dunkirk 8-9464
Dept.: V. M. Barton, TV director; Ruth
Johnson, TV timebuyer; M. V. Carlson, V. M.
Barton, Sterling Blakeman, TV account executives.

MONA & ALLEN INC.

N. Highland Ave., Hollywood 38: Hollywood 4-7535
Dept.: Bill Allen, president; Al Carmona, secretary-treasurer; Marlene Halkier, timebuyer.

TER ADV. AGENCY INC. Baltimore Ave., Kansas City 5, Mo. Harrison 1356

TON INC.

Pron Inc. 40th St., New York 16: Lexington 2-1711

Dept.: Allan Black, TV director and account executive; Donald Quigley, timebuyer and assistant TV director; William D'Arcy Cayton, account executive.

Accounts: Chesebrough Mfg. Co.; Miracle Adhesive Corp.; Virginia Metal Products Co.; Young America Films.

CIL & PRESBREY INC

CIL & PRESBREY INC.
Park Ave., New York 17
: Murray Hill 8-1234
Dept.: J. Frank Gilday, V. P. and director;
Harry Parnas, V. P. and media director;
Herbert Gruber, Vincent DeLuca, Charlotte
Corbett, timebuyers; Samuel Dalsimer, John
Beresford, Archibald Foster, William Hecker, Daniel Ladd, Ben S. Laitin, James Little, Edward M. K. Murray, Edward B.
Noakes, Edmund C. Ridley, Jack D. Tarcher, Leonard Tarcher, John Waters, account executives.
Accounts: Block Drug Co. (N-S); Electric Auto-Lite Co. (N); McCormick & Co.
(S); Sylvania Electric Products Inc. (N-S);
Whitheall Pharmacal Co. (N); Benrus Watch
Co. (N-S); Mennen Co. (S); Nestle Co. Inc.
(N-S); Seeman Bros. Inc. (S); Necchi Sewing Machine Sales Corp. (N).
CRAIG CHAMBERS INC.

CRAIG CHAMBERS INC.

CRAIG CHAMBERS INC.
2d Ave., Pittsburgh 19
.: Atlantic 1-4028
Dept.: W. Craig Chambers, president; Harold McCoy, vice president.
Accounts: James Austin Co.; A. Mamaux Awning Co.; North Side Pkg. Co.; Peters Pkg.; Rand Drug Co.; G. C. Murphy Co.; J. S. Riley Co.; Chas. Raber & Co.; Jettronaire Inc.; Hawkinson Treads Inc.

IARLES J. CHARNEY ASSOC. I W. 55th St., New York 19 I.: Plaza 7-0955

MES THOMAS CHIRBURG CO.
4 Park Sq. Bldg., Boston 16
91.: Hancock 6-7310
7 Dept.: Edward B. Pope, media director.
W York 17—1612 Chanin Bldg.; Tel.: Murray
Hill 7-5040.

P. CLARK INC. enthouse, James Robertson Hotel, Nashville 3,

Tenn.
sl.: 6-4179

V Dept.: D. G. Goodwin, account executive, timebuyer; Sara Nolan.
V Accounts: First Amn. Nat'l Bank.

OE ADV. AGENCY

OE ADV. AGENCY
7 S. Townsend St., Syracuse 5, N. Y.
el.: 76-7456
V Dept.: Smith S. Binning, TV director; Lennox Wylie, account executive; Raymond Gantter, production chief.
V Accounts: Congress Beer; Wm. F. Kearney Co.; Market Basket Stores; P & C Food Markets; Town Talk Ice Cream; Parker Upholstering Co.; Rudolph Jewelers; E. M. O'Donnell; H. C. Poad Co.; Syracuse Bottlers Assoc.; VanDerhoof Roofing; Farm Bureau Inc.; Sundure Paint Products; Westinghouse Distributors; Ingleworth Pontiac.

ARNOLD COHAN CORP.
460 W. 34th St., New York 1
Tel: Wisconsin 7-4700
TV Dept.: Arnold Cohan, director; Marvin
Haas, copy chief.
TV Accounts: Gerald O. Kaye & Assoc.; New
York Times.

York Times.

HARRY B. COHEN ADV. CO.
41 E. 42nd St., New York 17

Tel.: Oxford 7-0660

TV Dept.: Peter Finney, vice president in charge of TV production; Beth Black, TV media director; Arthur Harrison, Ira Gansier, timebuyers.

TV Accounts: West End Brewing Co.; Grove Labs Inc.; Pearson Pharmacal Co.; B. T. Babbitt Co.; House of Westmore; Lo Calory Foods Corp.; Chattanooga Medicine Co.; Lydia E. Pinkham Med. Co.; Sulfur-8 Chemical Co.; Pal Blade Co.; Block Drug.

COHEN & MILLER ADV. INC.
1322 New York Ave., N.W., Washington 5
Tel.: Sterling 3-3333
TV Dept.: Sidney B. Wolfe, TV director; Irving
Kipnes, timebuyer; Reuben Cohen, account
executive.

HERBERT W. COHON CO. 18 E. 41st St., New York, N. Y.

COMER & REAMES INC.
15 W. 10th St., Kansas City 5
Tel.: Harrison 3964
TV Dept.: C. Alec Pollard, TV director; Ruth Vensch, TV timebuyer; Gardner Reames, R. Eloise Comer, account executives.
TV Accounts: Hill Packing Co.; others.

COMPTON ADV. INC.
261 Madison Ave., New York 16
Tel.: Oxford 7-2400
TV Dept.: Lewis H. Titterton, vice president in charge of production; Marjorie Irwin, business manager; Henry Clochessy, chief timebuyer.
Chicago 4—Suite 2142, 141 W. Jackson Blvd.; Tel.: Harrison 7-6935; L. O. Holnberg, vice president.

president. Cincinnati 2—525 Walnut St.; Tel.: Parkway

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-8107; James J. Seaborne, manager. Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475.

1-9475.
Accounts: Procter & Gamble (N-S); Socony Vacuum Oil Co. (S); Standard Brands Inc. (S); Personal Products Corp. (S); Goodyear Tire & Rubber Co. (N); Southern Biscuit Co. (S).

THOMAS F. CONROY INC. 1101 Majestic Bldg., San Antonio 5, Tex. Tel.: Garfield 3456.

Tel.: Garneld 3456.

CO-ORDINATED ADV. CORP.
16 W. 46th St., New York
Tel.: Judson 2-2100
TV Dept.: Lester L. Wolff, president; Irving
Herz, vice president; Michael Schwartz.
Cleveland, O.—815 Superior Ave., N. E.; Tel.:
Superior 1-7770; Arthur A. Peltz.
TV Accounts: Assoc. Food Stores; Manhattan
Quality Food Stores; Hotel Bar Foods Inc.;
Dugan Bros.; Sunrise Supermarkets Corp.;
Einhorn's Inc.; Roselux Chemical Co.; Omar
Inc.

PAUL CORBIN ADV.
350 E. St., Eureka, Calif.
Tel.: 2-6497
TV Dept.: Robert Croisant, TV director.
TV Accounts: Marshall-Wells Stores; Westinghouse Dealers; Dodge Dealers; Western Chain Saw Co.; Williams Jewelers; E. Pierson Co. (all S).

COWAN & DENGLER INC.
17 E. 45th St., New York 17
Tel.: Murray Hill 2-0940
TV Dept.: A. Marie Maus, media director.
TV Accounts: American Agricultural Co.

JOHN GILBERT CRAIG ADV. INC. 913 Washington St., Wilmington 99, Del. Tel.: 5-6185

CRAIG & WEBSTER ADV. AGENCY 22 Park Place, Lubbock, Tex. Tel.: 2-2314 TV Dept.: Rex Webster, TV director.

TV Dept.: Rex Webster, TV director.

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2

Tel.: Broadway 6-3500

TV Dept.: Roger LeGrand, TV director; Loretta Mahar, timebuyer; Ken Hegard, John Pritchard, account executives.

TV Accounts: Blue Cross; Altorfer Bros. Co.; Aluminum Goods Mfg. Co.; Evinrude Motors; First Federal Savings & Loan Assn.; First Wisconsin Nat'l Bank; Heil Co.; Pflugradt Co.; Plankinton Pkg. Co.; Patek Bros.; Wisconsin Telephone Co.

CROOK ADV. AGENCY Fidelity Union Bldg., Dallas 1 Tel.: Riverside 1175

SAMUEL CROOT CO. 28 W. 44th St., New York 36 Tel.: Bryant 9-2588 TV Dept.: William Dollison, media director.

CUMMINGS, BRAND & McPHERSON ADV. 2929 N. Main Road, Rockford, Ill. Tel.: 7-5706

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CUNNINGHAM & WALSH INC.
260 Madison Ave., New York 16
Tel.: Murray Hill 3-4900
TV Dept.: William Reydel, N. F. McEvoy, vice presidents in charge; John R. Sheehan, TV director; David F. Lewis, asst. TV director. Hollywood 46—8420 Sunset Blvd.; Tel.: 7-6131; William J. Peterson, manager.
TV Accounts: Liggett & Myers Tobacco Co. (N-S); Universal Int'l (S); Lentheric (S); Narragansett Brewing (R-S); N. Y. Daily News (S); Northwest Airlines Inc. (S); Sunshine Biscuits Inc. (S); Colgate-Palmolive Co.; (S); E. R. Squibb & Sons (N-S); Polaroid (S); McCalls (S).

DANCER-FITZGERALD-SAMPLE INC.
347 Madison Ave., New York 17
Tel.: Oregon 9-0600
TV Dept.: Alvin Kabaker, vice president and
TV director; Louis T. Fischer, vice president,
media director; C. T. Birch, C. C. Fitzmorgris Jr., S. J. Hamilton, G. H. Johnson, F. T.
Leighty, R. A. Porter, G. G. Tormey, account supervisors.
Chicago 1-221 N. LaSalle St.; Tel.: Financial
6-4700.
Hollywood 28—1680 N. Vine St.; Tel.: Hollywood
2-3256.
San Francisco—114 Sansome St.: Tel.: Douglas

San Francisco-114 Sansome St.; Tel.: Douglas

2-5107.
Toronto 1—Dancer-Fitzgerald-Sample (Canada)
Ltd.; 6 King St., E.; Tel.: Empire 3-2851.

LEONARD DAVIS ADV. INC. 107 Front St., Worcester 8, Mass. Tel.: 7-3617 TV Dept.: Leonard Davis, TV director; Marion Davis, timebuyer.

DAWSON ADV. 1150 Evans Ave., Napa, Calif.

ROBERT F. DENNIS ADV. AGENCY INC. 4564 York Blvd., Los Angeles 41 Tel.: Albany 2367 TV Dept.: Robert Dennis, TV director. TV Accounts: Sparkletts Drinking Water Corp.

DIENER & DORSKIND INC.
147 W. 42nd St., New York 36
Tel.: Bryant 9-8300
TV Dept.: Leo Greenland, director; Harry Pollack, timebuyer; Robert Dorskind, account executive.

DOHERTY, CLIFFORD, STEERS & SHENFIELD

INC.
350 5th Ave., New York 1
Tel.: Bryant 9-0445
TV Dept.: Chester MacCracken, vice president for TV production; Frank Dennis, vice president for commercials; Rodney O. Albright, Russell C. Armbruster, TV production; Ruth Loveaire, Gilbert J. Supple, TV writers; Donald H. Quinn, media director; Gerald Gibson, chief timebuyer.
TV Accounts: Borden's Instant Coffee; Bristol-Myers Co. (N-S); Pharmaco Inc.; Pioneer Div. of Borden Co.

RALPH L. DOMBROWER CO Dombrower Bldg., Richmond 19 Tel.: 3-1113

TV Dept.: Michaux Moody, TV director; Janet Hanson, timebuyer; Ralph L. Dombrower Jr., account executive.
TV Accounts: Etchison Hat Co.; Thomas C. Slaughter Co.; Central Nat'l Bank (all S).

DONAHUE & COE INC.

1270 Avenue of the Americas, New York 20 Tel.: Columbus 5-2772

Tel.: Columbus 5-2772
TV Dept.: A. Carl Rigrod, motion picture, TV director; Latham Ovens, Lewis Wechsler, Paul Phillips, general TV; Evelyn Lee Jones, TV business manager.
Atlanta—411 Hurt Bldg.; Tel.: Main 5662; Harry L. Morrill, vice president.
TV Accounts: N. Y. Herald Tribune (S); Irish Linen Guild (S); Scripto Pen & Pencil (S); Metro-Goldwyn-Mayer (S); Loew's Inc. (S); Israel Bonds (S); Burlington Mills (S); Miles Shoes (S); Caroline Rice (S): Dr. Scholl's Zino Pads (S); Chock Full O'Nuts Coffee; ENNDS Chlorophyll.

W. B. DONER & CO.

505 Washington Blvd. Bldg., Detroit 26 Tel.: Woodward 5-7400

TV Dept.: Charles F. Rosen, director; Wilfred B. Doner, Julian A. Grace, Felix Hower, account executives.
Chicago 1—203 N. Wabash Ave.; Tel.: Dearborn 2-4676; Marvin H. Frank, director.
Milwaukee 3—2051 West Wisconsin Ave.; Tel.: West 3-9315; D. P. McRae, director.

DOREMUS & CO.

120 Broadway, New York 5 Tel.: Worth 4-0700

TV Dept.: Edwin R. Rooney Jr., TV director, account executive.

Boston 9—53 State St.; Tel.: Lafayette 3-0770; William J. Sheehan, vice pres.

Philadelphia 2—(Doremus-Eshelman Co.) 1522
Locust St.; Tel.: Kingsley 5-2590; Joseph R. Rollins Jr.

Chicago 4—208 S. LaSalle St.; Tel.: Central oward A. Enders, vice president.
6-9132; Charles C. Greene, vice president. wood—6611 Santa Monica Blvd.; Tel.: Hill-San Francisco 8—425 Bush St.; Tel.: Yukon de 6118; John Swallow, manager.
2-4080; Ronaid Brindley, vice president.

TV Accounts: Kidder, Peabody & Co. (S); Lawn N EPSTEIN ADV.
Savings & Loan Assn. (S); Bob Waller Buick G. St., N.W., Washington 5
Co. (S); Smith, Kline & French Labs (N); Sterling 3-8550
Chemical Bank & Trust Co.; Diamond Match Dept.: Toni Pearson, TV director, time-Co.; Provident Trust Co.; Com. of Pennsyl- uyer; Jean Senter, Juanita Summers, copyvania; Philadelphia Arena; Farmers Bank of Titers; Frank Boucher, sales promotion; the State of Delaware; Associate Loan Co.; ackie Ganze, research; Ruth Graze, Jerome Iorwitz, account executives. Iorwitz, account executives. Iorwitz, accounts: Valley Forge Beer; Greber Bros.; iophl. Distributors; Shaw & Shaw Jewelers; ears, Roebuck & Co.; R. Mars Contract Co. 2000 (Sexington Ave., New York 17 Lexington 2-8700)
Dept.: Michael Levin, TV director; Keith

erage Corp. (S); Dormin Inc. (S).

DOYLE DANE BERNBACH INC.
20 W 43d St., New York 36

Tel.: Longacre 5-7878

TV Dept.: William Bernbach, pres.; Ned Doyle, Maxwell Dane, vice pres.; Charles Green, TV nto—1170 Bay St.; Tel.: Randolph 5187; director; Marion Hurley, timebuyer; Phyllis Ralph L. Lawson. Robinson, chief copywriter.

Los Angeles 5-607 S. Hobart Blvd.; Tel.: Dunkirk 8-8111; Ted H. Factor, Don Breyer, vice presidents; Bernice Levitas, TV timebuyer.

DOYNE ADV. ACENCY.

TV.

10 10 12 2—523 Marquette Ave.; Tel.: Attantic 1233; Mac Martin. Inhoma City 2—First Nat'l Bank; Tel. 7-5429; Mr. Marion Hurley, timebuyer, Nto—1170 Bay St.; Tel.: Randolph 5187; Catherine St.; Tel.: Plateau UjAmin Eshleman Co. Locust St., Philadelphia 2

ROY S. DURSTINE INC. 655 Madison Ave., New York 21 Tel.: Templeton 8-4600

Tel.: Templeton 8-4600

TV Dept.: Christine Petrino, timebuyer; DeAnne McManus, asst. timebuyer; Royce W.
Jackson Jr., production.

Los Angeles 5-3440 Wilshire Blvd.; Tel.: Dunkirk 8-3411; William D. Sloan, manager;
Sander Heyman, TV director.

San Francisco 4-156 Montgomery St.; Tel.:
Yukon 6-6917; Robert England, manager;
Sander Heyman, TV director.

HUGH DWIGHT ADV. 821 N.W. Flanders St., Portland, Ore.

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EASTBURN & SIEGEL ADV. CO. 623 Spring St., N.W., Atlanta 3 Tel.: Vernon 4707

TV Dept.: Mel Finkle.
TV Accounts: Monarch Sewing Co.; State Vacuum Co.; Kitchen Magic Co.; D'woskin Inc.; Charm Cards Inc.; Modern Sanitation Co.; Southern Upholstering Co.; Nu-Way Foods Inc.

ELLINGTON & CO. 535 5th Ave., New York 17 Tel.: Murray Hill 7-4300

TV Dept.: Michael Levin, TV director; Keith Crotty, executive producer; Daniel Kane, business manager, timebuyer; Howard Doyle, copy chief; Kay Woefle, production assistant; Doris Lustgarten, new programs.

TV Accounts: Celanese Corp. of America (S); Cities Service Gas & Oil (S); McKesson & Robbins (S); Bayuk Cigars Inc. (N).

EMERY ADV. CORP. 2 N. Ave., E., Baltimore 2 Tel: Vernon 3731

ROBERT J. ENDERS INC.

1001 Connecticut Ave., N.W., Washington 6, D. C.
Tel.: Sterling 3-2222

Tel.: Stering 3-2222

TV Dept.: Margot Phillips, TV director; Anne Merriam, timebuyer; Fred Waller, art director; Bob Friend, film director; William Fitzgerald, Hal Rosen, Sylvia Devey, John Swallow, Rudy Vallee, Howard A. Enders, Robert J. Enders, account executives.

New York—270 Park Ave.; Tel.: Plaza 5-4952;

TV Dept.: Joseph Tully, director.

DOWD, REDFIELD & JOHNSTONE INC. (see John C. Dowd Inc.)
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275
TV Dept.: Wallace H. Lancton, director; Jean M. Gibon, assistant; Edmund F. Johnstone, A. B. Crampton, Michael A. Raymond, account executives.
TV Accounts: Rapidol Dist. Corp (S); Block Drug (S); Albert Ehlers Inc. (S); Cott Beverage Corp. (S); Dormin Inc. (S).

DOYLE DANE BERNBACH INC.
20 W 43d St., New York 36
Tel.: Longage 5 7000

IN, WASEY & CO.

exington Ave., New York 17
Lexington Ave., New York 17
Lexington 2-8700
Dept.: Michael Levin, TV director; Keith shaffer, media business manager; Hal Davis, timebuyer.
Angeles 36—5045 Wilshire Blvd.; Tel.: Web. ter 1-1211; Robert L. Redd, vice president on charge; Charles Lowe, director of TV production.
ago 1—230 N. Michigan Ave.; Tel.: Randolph 6-4952; L. R. Northrup, vice president, general manager; John Gwynn, media director; Michael Levin, director of creative rections of the complex of

kirk 8-8111; Teq 11. —
presidents; Bernice Levitas, 1 v

DOYNE ADV. AGENCY
415 Church St., Nashville 3
Tel.: 42-7372
TV Dept.: J. T. Dawson, vice president, time-buyer; Robert F. Lee Jr., timebuyer and production.

TV Accounts: Neuhoff Packing Co. (S); Jersey Farms Milk Service; Colonial Foods Co., Third Nat'l Bank; Coca Cola Bottling Co.

JAY J. DUGAN AGENCY
JAY J. DUGAN AGENCY
1622 Chestnut St., Philadelphia 3
TV Accounts: Foss-Hughes Co.; John F. Daly Inc. (both S).

TV Accounts: Foss-Hughes Co.; John F. Daly Inc. (both S).

Accounts: Ross-Hughes Co.; John F. Daly Inc. (both S).

Accounts: R. J. Reynolds Tobacco Co.; Colagate-Palmolive Co.; Thos. Leeming Co.; Pacquin Inc.; General Mills Inc.; Coca-Cola Bottling Co. of N. Y.

ANS & ASSOC. ADV.

.: Edison 9521.

ERLING ASSOC. INC.

5 Chestnut St., Philadelphia 7 L: Market 7-2617 Dept.: Alice L. Mooney, account executive, timebuyer; Lester J. Harmon, TV produc-tion; Frank J. Corkery, account executive.

KE FADELL ADV. AGENCY

Northwestern Bank Bldg., Minneapolis 2 1.: Atlantic 3416

Dept.: John J. Polian, TV director; Doris Anderson, timebuyer; Jane Harrington, writer-producer; Richard T. Hedstrom, account executive.

IGENBAUM & WERMEN ADV. AGENCY

22 Spruce St., Philadelphia 3 1.: Locust 4-1536

Dept.: Stanley Goldstein, TV director; Harry Feigenbaum, David Wermen, partners, account executives; Leonard Shore, account executive.

Accounts: Yankee Maid Meat Products; Kasser Distillers; Arrow Store; Renuzit Dry Cleaner; Gaby Suntan Lotion; Bunting Glider Co.; Fox Weis Furriers; Robt. Bruce Sportswear; Pennsylvania Range Boiler Co.; Marlboro Sportswear.

OURTLAND D. FERGUSON INC.

OURTLAND D. FERGUSON INC.
5 Nat'l Press Bldg., Washington 4
el.: National 8-7713.
V Dept.: Walter J. Kerwin, TV director.
ew York 20—45 Rockefeller Plaza; Tel.: Plaza
7-2411; Phil Jackson, manager.
V Accounts: Bergmann's Laundry; Griffith
Consumers; Hechinger's; Luray Caverns;
Mann Co.; Nat'l Solvents Co.; Schindler's;
Smith's.

AWRENCE FERTIG & CO. 19 Madison Ave., New York 16 el.: Murray Hill 9-7100 V Dept.: Joseph H. Mintzer, TV director.

IRST UNITED BROADCASTERS

01 N. Wells St., Chicago 6 'el.: Randolph 6-7800 Dept.: Hugh Rager, managing director; Maryellen Convery, timebuyer.

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FITZGERALD ADV. AGENCY Lee Circle Bldg., New Orleans Tel.: Tulane 3131

Tel.: Tulane 3131

TV Dept.: Aubrey Williams, TV director; Mrs. Marie O'Meara, timebuyer.

TV Accounts: Blue Plate Foods; Godchaux Sugars; H. G. Hill Stores Inc.; Jackson Brewing Co.; La. State Rice Milling Co.; Maison Blanche; Pan-Am. Southern Corp.; Southern Cotton Oil Co.; Southern Shell Fish Co.; Wesson Oil & Snowdrift Sales Co. (all S).

FLACK ADV. AGENCY INC. Hills Bldg., Syracuse 2, N. Y. Tel.: 3-3129

M. M. FISHER ASSOC. 134 N. La Salle St., Chicago 2 Tel.: Central 6-1610

Tel.: Central 6-1610

TV Dept.: Jack L. Fisher Sr., owner, account executive; Jack L. (Bud) Fisher Jr., account executive and TV director; Helene Heinz, timebuyer; Paul Frumkin, account executive.

TV Accounts: Bell Savings & Loan (S); Cook County Central Democratic Committee; Monroe Theatre (S); Nat'l Foundation for Infantile Paralysis; Tam O'Shanter Country Club (N-S); United Artists Corp. (S); Universal-Internat'l Pictures Corp.; TV Time Foods (S); Loeber Pontiac (S); 20th Century-Fox Film Corp.; Topic Toys (S).

RICHARD A. FOLEY ADV. AGENCY INC. 1528 Walnut St., Philadelphia 2 Tel.: Kingsley 5-1560

Dept.: Frank Knight, TV director; Alice Mooney, timebuyer.
Accounts: Abbotts Ice Cream; Abbotts Mills; French's Bird Seed; Klix Dog Candy; B & O Railroad; Burks Meats; Delaware Park Race Track: Mrs. Smith's Pies; Freihofer Bread (all S).

FOOTE, CONE & BELDING 247 Park Ave., New York 17 Tel.: Murray Hill 8-5000

Dept.: Roger Pryor, TV vice president; R. L. Simpson, TV production director; Thomas M. McDonnell, director of broadcast planning.

planning.

Chicago 11—155 E. Superior St.; Tel.: Superior 7-4800; J. W. Switzer Jr., vice president & acct. exec.; Robert Hussey, vice president, media director; Jack Simpson, vice president and radio-TV production dept. manager; Harry Dieter, TV business manager; Genevieve Lemper, Gwen Dargel, Dorothy Fromherz, timebuyers; Buckingham Gunn, Homer Heck, Myron Clarke, William Maloney, Donald Hockstein, TV supervisors; Jack Owen, TV production supervisor; John Liberton, asst. director of TV film production.

Los Angeles 17—900 Wilshire Blvd.; Tel.: Madison 9-3611; Gene Fox, vice president in charge of TV.

San Francisco 4—235 Montgomery St.: Tel.: Sutter 1-2355; Ford Sibley, vice president in charge; Llew A. Jones, Robert Leefeldt, media directors.

media directors.

Hollywood 28—6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; C. Burt Oliver, vice president, general manager; Edmund L. Cashman, vice president in charge of TV production; Desmond Marquette, director of film production.

Houston 2—510 Taft (mailing—P. O. Box 4223, Houston 14); Tel.: Justin 5461; Grace Spaninel, timebuyer.

Portland 4, Ore.—644 Pacific Bldg.; Tel.: Broadway 3732; Leith F. Abbott, manager.

way 3732; Leith F. Abbott, manager.

Montreal 2—925 Dominion Sq. Bldg.; Tel.: University 6-8591.

London W. 1—27 Hill St.; Tel.: Mayfair 9131; Brian F. McCabe, managing director.

TV Accounts: General Foods; Liebmann Breweries; Internat'l Latex Corp.; Armour & Co. (soap); Frigidaire Div. General Motors Corp.; Hall Bros.; Internat'l Cellucotton Products; Beatrice Foods Co.; Security-First Nat'l Bank; Acme Brewing; Bullock's; Hoffman Radio; Hughes Aircraft; Purex Sunkist Growers; S. C. Johnson & Son (automotive div.); Paper-Mate Pen; RKO Pictures; Lever Bros. (Spry); Kimberly Clark; Bourjois Perfume.

FOOD RESEARCH & ADV. 159 E. Chicago Ave., Chicago 11 Tel.: Superior 7-6664; Norman E. Kraff, pro-

FORT & CO. 416 Providence Rd., Charlotte 1, N. C. Tel.: 4-7122

TV Dept.: John L. Fort, timebuyer.
TV Accounts: C. B. Silver & Son (S); Richardson Co. (S); Black Panther Co. (S).

ALBERT FRANK-GUENTHER LAW INC. 131 Cedar St., New York 6 Tel.: Cortland 7-5060

TV Dept.: Robert W. Day, vice president. Boston 9—10 Post Office Sq.; Tel.: Hancock 6-5900.

Chicago 2—1 La Salle St.; Tel.; Dearborn 2-6424; R. W. Dawson, George H. Knott, vice presidents.

Philadelphia 2—Packard Bldg.; Tel.: Rittenhouse 6-3915.

San Francisco 8—246 Bush St.; Tel.: Yukon 6-4641.

Washington—1510 19th St., N.W.; Tel.: Columbia 5-4888.

Accounts: Kiplinger Washington Agency Inc. (N); Haelan Labs; Buitoni Foods Corp.

JONES FRANKEL CO. 180 N. Wabash Ave., Chicago 1 Tel.: Dearborn 2-5745

TV Dept.: Jones B. Frankel, A. G. Gaines, account executives.

FREDERICK-CLINTON CO. 545 5th Ave., New York 17 Tel.: Murray Hill 2-7433

TV Dept.: Harold S. Rieff, president, TV director.

CURT FREIBERGER & CO. 1439 Court Place, Denver 2 Tel.: Alpine 5-2048

TV Dept.: Curt Freiberger, president, account executive; Lowell Switzer, TV director; Robert Lochrie, gen. mgr., account executive.

OAKLEIGH R. FRENCH & ASSOC. 4235 Lindell Blvd., St. Louis 8 Tel.: Newstead 0037

TV Dept.: C. S. Pangman, media director.

FRENCH & PRESTON INC. 1 E. 43d St., New York 17 Tel.: Oxford 5-3450

Tel.: Oxford 5-3450

TV Dept.: Mildred Gannon, media buyer; James P. Selvage, Ted Price, account executives.

Washington 6—1625 Eye St., N.W.; Tel.: Republic 7-4041; Samuel Bledsoe, manager.

TV Accounts: Francis I. duPont & Co. (S); Gen. Pub. Corp. (S); Minwax (S); Nat'l Republican Senatorial Committee (N-S); Wallpaper Council.

AD FRIED ADV. AGENCY 318 15th St., Oakland 12, Calif. Tel.: Higate 4-6580

TV Dept.: Ad Fried, TV director; Betty Harrell Simmons, timebuyer; Elaine Fried, music director; Gerhard Jacobi, art & production director; Wm. Muir, camera direction, photography; Messrs. Fried, Muir, Jacobi, and Mesdames Fried and Simmons, producers.

San Francisco—260 Kearny St.; Tel.: Yukon 2-1291.

2-1291.

Accounts: Davi Miracle Foam; Betty Elizabeth Shampoo; Roto-Rooter of North California; Bell Smoked Fish Co.; Lake Merritt Hotel; The Quiet Hour; Lo Fare Cab Co.; Cochran & Celli; Oakland Light Opera Assn.; Political Campaigns; O. K. Rubber Welders Northern California Assn.; E-Z Glaze; Elemin Food Supplement; Fruitvale Merchants Assn.; Northern Calif. Automatic Bowling Proprietors Assn. (all S).

FRIEND-REISS-McGLONE

221 W. 57th St., New York 19 Tel.: Plaza 7-8030 TV Dept.: Edward Ratner, TV director.

Accounts: Sweet-Orr & Co.; Lafayette Radio; DeJur-Amsco Corp.; Playskool Mfg. Co.; Toy Guidance Council; Levolor Lorentzen Inc.

JIMMY FRITZ & ASSOCIATES 1680 N. Vine St., Hollywood 28 Tel.: Hollywood 3-3251

TV Dept.: Paul Knight, radio-TV director;
 Jimmy Fritz, president; Carl Brandes, vice president;
 J. W. Ellsworth, vice president.
 TV Accounts: Kitchen Fresh Potato Chips; Advance Muffler Service; McDaniels Markets.

HARRY M. FROST CO. 260 Tremont St., Boston 16 Tel.: Liberty 2-6140

FULLER & SMITH & ROSS INC. 71 Vanderbilt Ave., New York 17 Tel.: Murray Hill 6-5600

.: Murray Hill 6-5600

Dept.: Arthur E. Duram, vice president;
Peter Cardozo, copy director; Byron McKinney, commercial director; Bernard Rasmussen, timebuyer; Lois Winston, publicity;
Charles Pelham, Gil Morris, Fred Duncan,
George Lyon, Ralph Nicholson, vice president-account executives; Fred Polangin,
account executive.

Cleveland 15—1501 Euclid Ave.; Tel.: Cherry 1-6700; Burt Schellenback, Ken Moore, vice presidents; Davc Adam, department man-

Chicago 3—105 W. Adams St.; Tel.: Andover 3-5041; E. J. LaMesen, vice president; C. W. Billingsley, media dept. manager.

www.americanradiohistory.com

Accounts: Aluminum Co. of America; Aluminum Cooking Utensil Co.; Westinghouse Electric Corp.; Commercial Solvents Corp. (all N); Sherwin, Williams Co.; Central National Bank; Sterling Lindner Davis; Burkhardt Brewing Co. (all S); American Greeting Cards Corp.

GARDNER ADV. CO. 915 Olive St., St. Louis 1 Tel.: Central 1-3200

Tel.: Central 1-3200

TV Dept.: William D. Fisher, vice president, TV director; Jay Kacin, asst. to TV director; Phil Archer, chief timebuyer; Earl Hotze, Grace McMullen, timebuyers.

New York 20-9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martini, vice president, TV director; James Marshutz, asst. TV director.

TV Accounts: Pet Milk Co. (N); Grove Labs. (N); Ralston Cereals (N); Nebraska Consol. Mills; Southwestern Bell Tel. Co.; First Nat'l Bank; Banquet Canning Co.; St. Louis Packing Co.; Barton Mfg. Co.; Monsanto Chemical Co. (N); Wabash R.R. Co.; Union Electric Co. of Mo.

SIDNEY GARFIELD & ASSOC. 26 O'Farrell St., San Francisco 5 Tel.: Exbrook 2-3420

Dept.: Benson M. Sherman, TV director; Harold M. Walker and Sidney Garfield, account executives; Daphne June King, copy chief; Donna Williams, media assistant. Accounts: Kay Jewelers; Chemicals Inc.; Harrison Products Inc.; Horsetrader Ed; Craftsmen's Insurance Agency; Henry J. Kaiser Motor Co.; No. Calif. Kaiser-Frazer Dealers; National Mfg. & Sales Co.; R. D. Schwalb Co.; Uneek Distributors.

NEWSOM W. GAY ADV. Gulf States Bldg., Dallas 1 Tel.: Prospect 7300

GEARE-MARSTON INC. SW Cor. 22nd & Locust Sts., Philadelphia 3 Tel.: Locust 4-6358 New York 17—420 Lexington Ave.; Tel.: Lexing-ton 2-0880.

GEMMER ASSOC. INC. 208 Strauss Bldg., Fort Wayne 2, Ind. Tel.: Anthony 1157

TV Dept.: Duane A. Zimmerman, director.
TV Accounts: Bluffton Grocery Co.; Eskay
Dairy Co.; Fort Wayne Packard Sales; North
American Van Lines; IMO Distributors Inc.;
Harges-Mills Candy Shops.

GEYER ADV. INC. 745 5th Ave., New York 22 Tel.: Plaza 1-3300

Tel.: Plaza 1-3300

TV Dept.: Lewis Happ, media director; William Lewis; TV director; Edward Richardson, Betty Powell, timebuyers.

Dayton 2—931 Third Nat'l Bldg.; Tel.: Fulton 4145; E. G. Frost, manager.

Detroit 32—14250 Plymouth Rd.; Tel.: Webster 3-5520; Ralph L. Wolfe, manager.

Hollywood 28—1680 Vine St.; Tel.: Hollywood 7-6114; John K. Mason Jr., manager.

GIBBONS ADV. AGENCY INC. 802 Daniel Bldg., Tulsa, Okla. Tel.: 4-2444

Tel.: 4-2444
TV Dept.: Mercedes (Dee) Freiday, TV director; J. Burr Gibbons, president, account executive; John B. Gibbons, vice president, account executive.
TV Accounts: Tom P. McDermott Inc. (S); State Fed. Savings & Loan Assn. (S); Wortz Biscuit Co. (S); Comet Moving & Storage Co.; Hawk Dairies; Community Loan & Invest. Co.; Rabon Pharmaceutical Co. (all S).

GILLHAM ADV. AGENCY INC. 500 Continental Bank Bldg., Salt Lake City 5 Tel.: 4-5516

TV Dept.: Heber Wolsey, Alden Richards.
TV Accounts: Cloverleaf Dairy; Colville Ice
Cream; Henager's Business; Fisher Brewing;
Purity Biscuit; Royal Baking; Union Pacific;
Utah Power & Light; Sego Milk; First Security Bank; Utah Oil Refining Co.; Ogden
First Federal.

BERT S. GITTINGS ADV. 739 N. Broadway, Milwaukee 2 Tel.: Broadway 6-5948

GLASSER-GAILEY INC. 3416 W. First St., Los Angeles 4 Tel.: Dunkirk 4-2141

TV Dept.: G. F. (Grace) Glasser, president.

WILLIAM GLAZER ADV. AGENCY 707 United Office Bldg., Cleveland 13 Tel.: Main 1-0816

Tel.: Main 1-0816

TV Dept.: Wm. Glazer, owner; Mollie Gayle Rodie, production; W. J. Gabriel Jr., account executive.

TV Accounts: Foodtown Super Markets; Popular Brands Inc.; Mary Lee Candies; Eagle Ice Cream Co.; Ideal Macaroni & Spaghetti Co. (all S).

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GLENN ADVERTISING INC.
304 First Life Bldg., Fort Worth 2, Tex.
Tel.: Fannin 4476
TV Dept.: John H. Stewart, exec. vice president; Arnold C. Shaw, vice president; Robert Rogers, account executive.
Dallas 1—1915 Elm St.; Tel.: Riverside 6686;
Ward M. Wilcox, vice president; Duke Burgess

Ward M. Wilcox, vice president; Duke Burgess. s Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-9369; Ray K. Glenn, president; R. E. Prochnow. Antonio—Moore Bldg.; Tel.: Garfield 2369. Robert O. Holleron, account executive; John Fraser, account executive. Accounts: Waples-Platter Co.; Serval Drug Co.; Gebhardt Chili Powder Co.; Republic Nat'l Bank; Ft. Worth Nat'l Bank; Dotties Quickie Cookies; Fort Worth Macaroni Co.; Great American Health and Life Ins. Co.; Harper General Tire Co.; Jordan Motors; Motaloy; Rio Vista Dairy Farms; Smith Motor Imports; Texas Industries; Turbiville Motors. Motors.

GLENN-JORDAN-STOETZEL INC. 307 N. Michigan Ave., Chicago 1 Tel.: State 2-8927 TV Dept.: George McGivern, media director,

timebuyer.

timebuyer.

GODOY & CROSS ADV. AGENCY
21 z O- Vedado, Havana, Cuba
Tel.: F-7470
TV Dept.: Enrique Marrero, TV director; Sarah
Cross, assist. TV director and timebuyer;
Cuqui Ponce de Leon, producer; Ramon
Romero, Antonio Herbella, account executives.

TV Accounts: Humara y Lastra (RCA Victor);
Cia Pepsi Cola de Cuba; U.S. Rubber Co.
(F. D. Richards); Kellogg Co. (J. W. T.)
Battle Creek; Lauman & Kemp; Standard
Brands (J. W. T.); Cia Nacional de Almento
(Nestle); Cia Nacional de Almento; (Libby's); Richard Hudnut; Anson (Frank Ring);
Jacoby Bender (I. Vladimir); Shulton Inc.;
American Chicle (Clorets, Adams, Dentyne);
Humara y Cia (Ecko-Pyrex); Swift & Co.;
Vejoy Cia (Productos Norte); Los Pinos
Nuevos (White Bread); Ford Motor Co.
(J. W. T.); Lincoln-Mercury (J. W. T.);
Maquinas Royal; Aire acond Vornado; Cia.
Memande Cuba; Colonia 4711; Mahatuma
Rice; Kleenex (I. Vladimir); Whiskey, Seagrams V.O. (I. Vladimir); Villaamel Santella
y Cia (Cigarros Regal).

GOODKIND, JOICE & MORGAN

919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6747
TV Dept.: Florence A. Neighbors, media director.
TV Accounts: Planters Nut & Chocolate; Goldenrod Ice Cream Co.; Illinois Canning Co.; Kahn Bros, Co.

KENT GOODMAN ADV.

KENT GOODMAN ADV.
6636 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 5-8821
TV Dept.: Kent Goodman, TV director.
TV Accounts: Transmission Exch. Co.; Mist-Master Corp.; D'Frost-Amatic Freezers; Air-Vent Awning; Silton's Jewelers; Modern Realty Assoc.; Gene Klein Motors; Cramton Motors; Manchester Lincoln-Mercury; Geo. Myer Lincoln-Mercury; Parkway Ford; Bulter Buick; O'Leary Buick; House of Carpets; Fram Zelle Modeling School; Johnny's Car Co.

PHIL GORDON AGENCY

23 E. Jackson Blvd., Chicago
Tel.: Harrison 2-2103
TV Dept.: Phil Abrams, executive vice president & TV director.
TV Accounts: Richter Food Products; Esserman Motors; Flavour Candy Co.; Stuart Greeting Card Co.

GOTHAM ADV. CO.

2 W. 46th St., New York 36 Tel.: Judson 2-2880 TV Dept.: Arthur A. Kron, TV director.

GRANT ADV. INC.

GRANT ADV. INC.

919 N. Michigan, Chicago 11
Tel.: Superior 7-6500
TV Dept.: Donald E. Tomkins, John Gaunt.
E. M. Moore, Donald Miller, TV directors;
Fred Norman, TV timebuyer; Wendell D.
Moore, media director.
Dallas 1—1313 Gulf States Bldg.; Tel.: Prospect
8121; Thomas R. Murphy, vice president,
manager; Vener O. J. Barnes, TV timebuyer.

buyer.

Detroit 26—29th Floor Guardian Bldg.; Tel.:

Woodward 3-9400; Donald Miller, TV director; Wendell D. Moore, media director;

Louise C. Grace, media and research di-

Louise C. Grace, Media and Proceed of Policy (1988). Hollywood 28—1680 North Vine St.; Tel.: 9-5371; John Gaunt, TV director; Barbara Mendelsohn, timebuyer.

Miami 32—Penthouse, Langford Bldg.; Tel.: Miami 3-0773; John A. Dey, vice president, general manager; Ray C. Lipe, media director

Rental Hallager, Ray C. Lipe, Hedia director.

New York 21—655 Madison Ave.; Tel.: Templeton 8-9393; Donald E. Tomkins, TV director (all offices); Thomas Ellis, timebuyer.

Portland, Ore.—American Bank Bldg.; Tel.: Capitol 9609; John A. Giesy, manager.

San Francisco—593 Market St.; Tel.: Douglas 2-0369; Jack E. Early, manager; William Nietfeld, media director.
Other offices in Bogota, Columbia; Bombay, Calcutta, Madras, New Delhi, India; Buenos Aires, Argentina; Cape Town, Johannesburg, S. Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Karachi, Pakistan; Lima, Peru; London, England; Manila, P. I.; Mexico City, Monterrey, Mexico; Panama City, Panama; Rio de Janeiro, Sao Paulo, Brazil; Santiago, Chile.

WILL GRANT ADV. AGENCY 3729 W. 3d St., Los Angeles 5 Tel: Dunkirk 7-3361 TV Dept.: Will Grant, owner.

GRAY-SCHWARTZ ADV.
228 N. LaSalle St., Chicago
Tel.: Randolph 6-7760
TV Dept.: Marv Gray, owner-acct, exec.

GREGORY-HOUSE ADV. CO.
2157 Euclid Ave., Cleveland 15
Tel.: Main 1-7822
TV Dept.: Bromley House, TV director; Marion Reeves, timebuyer; Judith Kline, asst. timebuyer; Honor Gregory, account executive.
Los Angeles—303 S. New Hampshire; Tel.: Dunkirk 8-6187; Clarence Horowitz, manager; Kira Melis, James Hamilton, account executives.

tives.
Terre Haute, Ind.—522 Ohio St.; Tel.: Crawford 8048; Myra Janco, manager.
TV Accounts: Acme Store; Spang Baking Co.

TV Accounts: Acme Store; Spang Baking Co.
GREY ADV. AGENCY INC.
430 Park Ave., New York
Tel.: Plaza 1-3500
TV Dept.: Alfred L. Hollender, vice president;
Sidney T. Hertzel, business manager; Helen
Wilbur, head timebuyer; Warren Stewart
and Marion Jones, timebuyers; Joel Spector and Richard Lukin, production supervisors; George W. Feld, producer; Leita
Thompson, traffic manager.
TV Accounts: Shwayder Brothers Inc. (N);
Associated Products Inc. (N); Anson Jewelry Inc. (N), Prince Gardner (N); Doeskin
Products Inc. (N); Toy Manufacturers Association (N); Kirsch Beverages Inc. (S);
Union Pharmaceutical Inc. (S); Artra Cosmetics Inc. (S); Esquire Inc. (S); Jean R.
Graef Inc. (S); Frank H. Lee Co. (S); The
Ullman Co. (S); The Mennen Co. (S); G.
Krueger Brewing Co. (S).
GRAY & ROGERS

GRAY & ROGERS

GRAY & ROGERS

12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-4808
TV Dept.: Edmund H. Rogers, partner, TV department supervisor & production head; Walter M. Erickson, TV department director & media head; David E. Henderson, assistant production; John N. Sumner, copy; Charlotte L. Baumann, assistant media.
TV Accounts: Associated Hospital Service of Philadelphia (Blue Cross-Blue Shield); Bell Telephone Company of Pennsylvania; Diamond State Telephone Company (Delaware); Chevrolet Dealers Association of Philadelphia; Fidelity-Philadelphia Trust Co.; Keystone Automobile Club; Lee Tire & Rubber Company; Philadelphia Saving Fund Society; Philadelphia Zone Planning Association (Chevrolet Dealers); Charles Marchand Co.; Tasty Baking Co.; Wilen Brothers Inc. (all S).
GRIFFITH-McCARTHY INC.

GRIFFITH-McCARTHY INC.

GRIFFITH-MCCARTHY INC.
602 Times Bldg., St. Petersburg 1, Fla.
Tel.: 7-4311
TV Dept.: T. M. Griffith, timebuyer; Donald P. Griffith, Joseph A. Griffith, Stanley R. Nutting, account executives.
Tampa—206 S. Franklin St.; Tel.: 2-9644; R. E. McCarthy, timebuyer & vice president.
TV Accounts—Borden's; Florida Citrus Canners Coop.—Lake Wales; Florida Citrus Exchange (All Spot); First Fed. Savings & Loan Assn. (N).

JULIAN GROSS ADV. AGENCY INC. 11 Asylum St., Hartford 3, Conn. Tel.: Chapel 9-8491

GROSS & STRAUSS ADV. CONSULTANTS

GROSS & STRAUSS ADV. CONSULTANTS
516 E. Morrison St., Portland, Ore.
Tel.: Filmore 7323
TV Dept.: R. D. Gross, TV director; D. S.
Strauss, chief account executive; Joyce Gilham, production coordinator.
TV Accounts: Hart Mfg. & Sales Co.; Billingsley Pontiac; Hervin Co. (Blue Mt. Dog Food).

GROSSFIELD & STAFF 22 W. Monroe St., Chicago Tel.: Andover 3-6904

GRUBB & PETERSEN ADV.

111 N. Market, Champaign, III.
Tel.: 6-3766
TV Dept.: Dale R. Arvidson, TV director, account executive; Earl Broihier, Helen L. Malott, asst. directors, account executives; Mildred B. Dudley, timebuyer.

GUENTHER, BROWN & BERNE INC. 1418 Enquirer Bldg., Cincinnati 2 Tel.: Garfield 4244 Wheeling—907 Nat'l Bank of W. Va. Bldg.; Tel.:

GUERIN, JOHNSTONE, JEFFRIES INC. 6456 York Blvd., Los Angeles 42 Tel.: Cleveland 7-8271 TV Dept.: Paul Guerin, pres.; Wilbur C. Jeffries, vice pres.; Jack Johnstone, secy-treas.

fries, vice pres.; Jack Johnstone, secy-treas.
GUILD, BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040
TV Dept.: Alex H. Anderson, vice president in charge of TV production; Robert F. La-Chance, TV director; Rod MacDonald, media director.
TV Accounts: Rosefield Pkg. Co. (N-S); Good Foods Inc. (N-S); Roman Meal Co. (S); Foremost-Golden State Co. (S); Ralston Purina Co.; Gravem-Inglis Baking Co.; Regal Amber Brewing Co.

LAWRENCE C. GUMBINNER ADV. AGENCY

INC.
655 Madison Ave., New York 21
Tel.: Templeton 8-1717
TV Dept.: Paul G. Gumbinner, TV director;
Anita Wasserman, timebuyer; Marianne
Baer, copy-production.

Н

WILLIAM J. HACKENBERG ADV. 206 Main St., Wheeling, W. Va. Tel.: 6983 TV Dept.: Wm. J. Hackenberg.

TV Dept.: Wm. J. Hackenberg.

HERBERT SUMMERS HALL ADV.
30 N. LaSalle St., Chicago 2

Tel.: State 2-0670

TV Dept.: Herb Hall, TV director.

TV Accounts: Community Family Food Plan;
Broadway Chevrolet; Chicago Area Photo
Retailers Assn.; Goldberg's Fashion Forum;
Kulick Construction Co.; North American
Phillips Co.; Powell's Camera Mart; Plot-OProducts; South Shore Lincoln-Mercury;
Slenderella Salons; Wood-Davis Co. (all S).

JOHN L. HALPIN ADV.
207 State St., Schenectady 9, N. Y.
Tel.: 2-0492
TV Dept.: John L. Halpin, timebuyer.
TV Accounts: Latham Rug Co.; IUE-CIO Local
301; Cobleskill Agricultural Society.

301; Cobleskiii Agricultural Society.

THE HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: Jackson 7-0183
TV Dept.: M. H. Hammer, director; Vincent Carone, account executive; Herbert Sherman, buyer.

New York 18—101 W. 55th St.; Tel.: Plaza 7-0955; Melvin Levy, Seymour Chodorkoff.
TV Accounts—Berkline Corp (N); Comfi-Coil (N); Munsing Wood Products; Dearborn Corp.; Shelton Tack Corp. (all Spot).

HANLY, HICKS & MONTGOMERY INC. (see Wallace-Ferry-Hanly Co., division) 500 5th Ave., New York 18 Tel.: Longacre 5-5000 TV Dept.: H. E. Lehman, media director; H. M. Montgomery, Robert N. Mann, account ex-ecutives.

HANSON & RIDLON ASSOC.
212 Essex St., Boston 11
Tel.: Hancock 6-4924
TV Dept.: G. B. Hanson, TV director; J. A. Ridlon, timebuyer.
TV Accounts: Touraine Paints.

HARRINGTON-RICHARDS
(division of Fletcher D. Richards Inc.)
256 Sutter St., San Francisco 8
TV Dept.: Virginia Miller, TV timebuyer.

R. T. HARRIS ADV. AGENCY INC.
1515 Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815
TV Dept.: Richmond T. Harris, Keith E. Montague, account executives and timebuyers;
Robert G. Love, TV director, timebuyer.

Robert G. Love, TV director, timebuyer.

HART-CONWAY CO.
45 Exchange St., Rochester 14, N. Y.

Tel.: Locust 3520

TV Dept.: H. L. Hart, H. E. Kennedy, J. P. Street, J. P. Brown, E. W. Phillips, J. M. Nixon, account executives.

TV Accounts: Blue Boy Dairy; Blue Boy Ice Cream; Crescent-Puritan Laundry; Genesee-Monroe Racing Assn.; Hallman Chevrolet Co.; Haxton Foods Inc.; Levis Music Stores; Security Trust Co.; Standard Brewing Co.; Rochester Gas & Elec. Corp.; Columbia Banking, Savings & Loan Assn.; Webaco Oil Co.

GEORGE H. HARTMAN CO.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055
TV Dept.: John T. Holloway, vice president;
John Berg, TV director; Sarah Rodgers,
Evelyn Gorsuch, Bud Hartman, timebuyers.
TV Accounts: Hartz Mountain Products; Mystik Adhesive Products; Joanna Western
Mills Co.; American Bird Products; City
National Bank & Trust Co.; Sawyer Biscuit
Co.; Hekman Business Co.; Manchester Biscuit Co.; Wanzer Milk Co.

HARVEY-MASSENGALE CO. Walton Bldg., Atlanta 3 Tel.: Walnut 9117 Durham, N. C.—Snow Bldg.; Tel.: J-8451.

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F. H. HAYHURST CO. LTD.
7 King St. E., Toronto
Tel.: Empire 6-0731
TV Dept.: R. D. Amos, director; C. M. Harrision, production supervisor; D. J. Loney, timebuyer.
Montreal—1510 Drummond St.; B. J. Leupold.
Vancouver—524 Hornby St.; R. M. Kearns.
TV Accounts—Acousticon Ltd.; Minibrix; Can.
Canners Ltd.; Dr. Chase Medicine Co.; Purity Flour; Walter M. Lowney Co.; General Steel Wares (all S).
HAYS ADV. AGENCY

HAYS ADV. AGENCY
252 College St., Burlington, Vt.
Tel.: 4-4063
TV Dept.: James E. Duncan, C. K. Elliott, account executives.
TV Accounts: Hotpoint Dealers (R).

TV Accounts: Hotpoint Dealers (R).
HEINTZ & CO. INC.
611 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-3181
TV Dept.: June Morgan, TV director, time-buyer: Herbert R. Dickow, Robert P. Heintz, Don Wood, account executives.
PAUL LYNN HELLER ADV. INC.
911 13th St., N.W., Washington 5
Tel.: National 8-7638
TV Dept.: Paul Lynn Heller, timebuyer, account executive; Jerome F. Horwitz, account executive.

HENDERSON ADV. AGENCY 9 W. McBee Ave., Greenville, S. C. Tel.: 3-8381

.: 3-8381
Dept.: Howard K. McIntyre, account executive; Betty McCowan, timebuyer; E. Roy Ellison, production manager.
Accounts: General Baking Co.; Orders Mattress Co.; National Simpson Coffee Co.; Greenwood Packing Plant: Texize Chemicals, Inc.

cals, Inc.

HENRI, HURST & McDONALD INC.

121 W. Wacker Dr., Chicago 1

Tel: Franklin 2-9180

TV Dept.: J. S. Keck, TV director; J. T. Shaw, asst. TV director; Lee Randon, film director; Laura Hall, timebuyer.

TV Accounts: Fred W. Amend Co.; Perma Starch; Skelly Oil Co. & Skelgas Div.; Ready-to-Bake Foods Inc.; International Shoe Co.; Roberts, Johnson & Rand Division; Peters Shoe Co.; Field Enterprises Inc.; Kroehler Mfg. Co.; John Oster Mfg. Co.; Thor Corp.

C. J. HERRICK ASSOC

Thor Corp.
C. J. HERRICK ASSOC.
22 E. 67th St., New York 21
Tel.: Trafalgar 9-6310
TV Dept.: Laurel Cutler, TV director,
TV Accounts: Wave Crest Gardens; Lake Panamoka.

moka.

AL HERR ADV. AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040
TV Dept.: Pat Kocian, TV director and account executive; Ruth Walter, timebuyer; Al Herr, John Rock, account executives.

HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany, N. Y.
Tel.: 5-1586
TV Dept.: Horace L. Hevenor, president, account executive; Edward T. Loveday, vice president, account executive; Lois Stephenson. TV director; Charles C. Cross. Douglas F. Van Valkenburg, account executives.

TV Accounts: Saratoga Vichy Spring Co.; Southern Fruit Distributors; Armory Garage; Martinec Packing Co.; City & County Savings Bank; C. O. Hasselbarth Inc.; House of Montague (all S).

HEWITT, OGILVY, BENSON & MATHER INC.

of Montague (all S).

HEWITT, OGILVY, BENSON & MATHER INC. 589 Fifth Ave., New York 17
Tel.: Murray Hill 8-6100
TV Dept.: Howard Connell, vice president, TV director; Frank Brandt, TV manager; Rex Coston, traffic; Robert Davis, head art director; James J. McCaffrey, vice president, media director; Martin Kane, Ann Janowicz, timebuyers.

London, England—Roger Lloyd.
TV Accounts: British Travel Assn.; Campbell Soup Co. (Franco-American Products); Helena Rubinstein; Lever Bros. (Rinso and Good Luck Margarine); Melville Shoe Corp. (Thom McAn Shoes).

HICKS & GREIST INC.

BROADCASTING • TELECASTING

420 Lexington Ave., New York 17 Tel.: Murray Hill 6-6800 TV Dept.: Theodore J. Grunewald, TV director; Eileen Cummings, Vincent J. Daraio, time-

Eileen Cummings, Vincent J. Daraio, time-buyers.

S Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Peyton Carroll, manager.

Accounts: Dixie Cup Co. (ice cream cups, home dispensers); Glamorene Inc. (rug, up-holstery, paint brush cleaner); Peerless Electric (Broil-Quik broiler, rotisseries, fryer-cookers) (all N-S); Blackstone Corp. (washing machines, automatic washers, dryers, ironers); Eberhard Faber Pencil Co. (pencils, pencil products, fountain pens, erasers); Lewyt Corp. (vacuum cleaners); Louis L. Libby Food Products Inc. (Red L. Frozen foods); Roger & Gallet (perfumes, soaps, toiletries); Servel Inc. (refrigerators, home freezers, air conditioners); Waring Products Corp. (blendors, mixors, steam travel irons); Wolco Products Inc. (Glass-Spray, CopperKleen, ChromeKleen, Hi-Shine) (all S).

HICKS, NAIDITCH & WILE INC.
8584 Sunset Blvd., Hollywood
TV Dept.: Everett V. Wile, president; Lawrence
B. Hicks, vice president; Murray Naiditch,
art director.
IVAN HILL INC.
49 E. Superior St., Chicago 11
TV Dept.: Ivan Hill, president; Elinor Fahrenholz, TV director.
TV Accounts: Kitchens of Sara Lee; Thomas
J. Webb Co.; Ivo Inc.; Duncan Hines Dressings for Salads; George Roper Ranges; Monarch Bicycles.
HIRSHON-GARFIELD INC

arch Bicycles.

HIRSHON-GARFIELD INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-8900
TV Dept.: Sylvan Taplinger, director.
Boston 16—Park Sq. Bldg.; Tel.: Liberty 2-0488;
Herbert Stern, director.
Miami 32—210 Roper Bldg.; Tel.: Miami 3-0793;
Jules Kase, vice president.
TV Accounts: Adam Hat Stores (N); U.S. Time
Corp. (S); L. Van Munching & Co. (S);
American Viscose Corp. (S); Worstell-Tex
(S).

Corp. (S); L. Van Munching & Co. (S);
American Viscose Corp. (S); Worstell-Tex
(S).

HIXSON & JORGENSEN INC.
2001 Beverly Blvd., Los Angeles 57
Tel.: Dunkirk 8-3121
TV Dept.: H. D. Walsh, vice pres., TV director;
Harriett M. Weigand, timebuyer; Edward P.
Roden, producer.
TV Accounts: Beaute Vues Corp.; Citizens Nat'l
Bank; Day & Night Water Heater; Inglewood Park Cemetery; Kierulff & Co.; Payne
Furnace; Richfield Oil Corp.; W. J. Voit
Rubber Co.; Utter-McKinley; Local Loan;
Flying Tiger; Wilson & Co.; Rehig Mfg. Co.;
Popcorn Process; White Rock Bottling Co.
(Welch-Ade); Tom Sawyer Peanut Butter.
HOEFER, DIETERICH & BROWN INC.
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575
TV Dept.: Wallace C. Riddell, manager.
HOFFMAN & YORK INC.
808 N. 3d St., Milwaukee 3
Tel.: Daly 8-6510
TV Dept.: Joel Kursel, vice president, TV program director; Joseph P. Mulvanny, timebuyer; Wilford York, executive vice president, media director.
TV Accounts: Milwaukee Gas Light Co.; L. J.
Mueller Furnace Co.; Shaler Co.
WILLIAM F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capital 1252
TV Dept.: W. F. Holland, owner, account executive; E. L. Holland, TV director, timebuyer.
HOLST & CUMMINGS & MYERS
1370 Kapiolani Blvd., Honolulu 14

buyer.

HOLST & CUMMINGS & MYERS
1370 Kapiolani Blvd., Honolulu 14
Tel: 95291
TV Dept.: Jim Wahl, vice president, TV director: Alexa Cogswell, assistant to TV director: San Francisco—215 Market St.; Tel.: Yukon 6-5957.

TV Accounts: Hawaiian Airlines; The Hawaiian Electric Co.; The Hawaiian Electric Supply; Hawaiian Tuna Packers; Von Hamm-Young Co.; Ponds; Borden's.

HOME SAVINGS BANK
11 N. Pearl St., Albany, N. Y.
Tel.: 4-4105
TV Dept.: Lester H. Carson, assistant vice president.

Dept.: Lester H. Carson, assistant vice president.

HONIG-COOPER CO.

1275 Columbus Ave., San Francisco 11

Tel.: Ordway 3-4469

TV Dept.: John W. Davis, media director, head timebuyer; Gail N. Myers, timebuyer; Beth Wachendorf, asst. timebuyer.

TV Accounts: Leslie Salt Co.; Italian Swiss Colony; Mother's Cake & Cookies Co.; Dwight Edwards Co.; Bell Brook Dairies Inc.; Girard's Inc.; Lejoin Brandy; G & D. Vermouth; Levi Strauss & Co.

HOOT ADV. AGENCY INC.
15 E. 40th St., New York 16
Tel: Murray Hill 6-3714
TV Dept.: H. Kirk Halpern, TV director.
TV Accounts: Mogen David Products; Snow Maid Foods; Met Foods.

BRYAN HOUSTON INC.

10 Rockefeller Plaza, New York 20
Tel.: Plaza 7-6400
TV Dept.: William B. Templeton, vice president, TV director; John Crandall, media dent, T' director.

CHARLES W. HOYT INC.
380 Madison Ave., New York 17
Tel.: Murray Hill 2-2000
TV Dept.: William Philip Smith, TV director;
Thomas Lee Jr., Clifford Simpson, assistants
to TV director; Douglas H. Humm, time-

to TV director; Douglas H. Humm, time-buyer.
Hartford 3—15 Lewis St.; Tel.: 5-6066.
TV Accounts: Arnold Bakers Inc. (S); Brock-Hall Dairy Co.; Chas. B. Knox Gelatine Co.; Michigan Blueberry Growers Assn.; (S); Rutland Fire Clay Co.; Stanley Home Products Co. (S); Taylor-Reed Corp. (S); Flako Products Corp. (S); Milton Bradley Co. (S); South African Rocklobster Assn. (S); American Home Foods Inc. (S); Stahl-Meyer Inc. (S); New York & New England Apple Growers Institute; Merck & Co. (S); KLM Royal Dutch Airlines (S); Switzerland Cheese Assn. (S).

www.americanradiohistory.com

HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212
TV Dept.: Frank Hubbell, timebuyer; Inez Wallace, producer; V. D. Lidyard, director.
TV Accounts: Montana Flour Mills; Louisville Title Ins. Co.

Title Ins. Co.
CHRISTY HUMBURG ADV. AGENCY
742a N. Forest, Webster Groves 19, Mo.
Tel.: Woodland 1-3707
TV Dept.: C. C. Humburg, TV executive.
H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Office Bldg., Boston 16
Tel.: Liberty 2-6100
TV Dept.: Ray Girardin, director
New York 17—370 Lexington Ave.; Tel.: Lexington 2-3020.
HUMPHREY, PRENTIKE & ASSOC

New York 17—3/0 Lexington Ave.; Tel.: Lexington 2-3020.

HUMPHREY, PRENTKE & ASSOC.
11406 Euclid Ave., Cleveland 6
Tel.: Randolph 1-4582
TV Dept.: Herbert E. Prentke, TV director
W. H. HUNT & ASSOC
1044 S. Robertson Blvd., Los Angeles 35
Tel.: Bradshaw 2-8293
TV Dept.: W. Henley Hunt, president; Cynthia Lawrence, media director; William King Driggs, TV producer.

HURLEY ADV. CO.
213 Securities Bldg., Des Moines
Tel.: 4-6289
TV Dept.: John E. Hurley.
TV Accounts: Donald Duck Bread; Duncan Hines Bread; Peanut Corp. of America; Rislone; Hiland Potato Chip Co.; Iowa Fibre Products Co.; Chevrolet Dealers of Iowa; Rislone-Lallys.

HUTCHINS ADV. CO.

Rislone-Lallys.
HUTCHINS ADV. CO.
42 E. Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160
Philadelphia 40—3701 N. Broad St.; Tel.: Baldwin 3-6200.
New York 19—16-18 W. 46th St.; Tel.: Plaza 7-8526.
Toronto—33-35 Hayden St.; Tel.: Kingsdale 6661.

IDAHO ADV. AGENCY
715 Grove St., Boise, Idaho
Tel.: 2-7671
TV Dept.: E. F. Casebeer, TV director; Bette Joy, timebuyer.

TEVIE JACOBS ADV. AGENCY
306 Morris Plan Bldg., Indianapolis 4
Tel.: Melrose 6-989
TV Dept.: Tevie Jacobs, pres.; Delores Perrault,
TV director.
TV Accounts: Morris Plan; J. C. Hirschman Co.;
Alsco-Indiana Inc.; Servies Inc.; Capital
Paper Co.

Paper Co.

RAY C. JENKINS ADV. AGENCY INC.
1240 Builders Exchange, Minneapolis 2
Tel.: Main 4421
TV Dept.: E. M. Grundy, vice president.
TV Accounts: Murray's Inc.; Marquette Nat'l
Bank; Western Oil & Fuel; Pearson Candy
Co.; Twin City Rapid Transit.

THE JESSOP ADV. CO. INC.
85 W. State St., Akron 8, Ohio
Tel.: Franklin 2169
TV Dept.: George J. Cobak, TV director.

DUANE JONES CO. INC.

570 Lexington Ave., New York 22
Tel.: Plaza 3-4848
TV Dept.: Duane Jones, president; Raymond
Coyle, treasurer; Vera T. Whelpley, secretary.

RALPH H. JONES CO.

JONES & BRAKELEY

3100 Carew Tower, Cincinnati 1
Tel.: Garfield 2300
TV Dept.: Kathryn Hardig, TV director; Ann
Smith, assistant TV director; Rita Kennedy
and Eula Reggin, timebuyers; Jeanne Friar,
film buyer.
New York 36—580 Fifth Ave.; Tel.: Plaza 7-4600.

150 Nassau St., New York 38 Tel: Beekman 3-1912 TV Dept.: Marie C. Power, timebuyer.

JONES & JONES ADV. AGENCY

717 Leonhardt Bldg., Oklahoma City 2
Tel.: Forest 5-9364
TV Dept.: Henry C. Jones, owner; Lucile M. Jones, timebuyer; R. L. Hoskinson, account executive.

JORDAN CO.

JORDAN CO.

2404 W. 7th St., Los Angeles 5
Tel.: Dunkirk 2-2248
TV Dept.: Walter C. Hughes Jr., media director; Ellen Jensen, timebuyer; Larry Pendleton, Paul R. Jordan, account executives.
TV Accounts: Bradston Co.; R. L. Chacon Chemical Co.; Baconette Products Co.; Downey Fertilizer Co.

C. B. JUNEAU INC.

S447 Wilshire Blvd., Beverly Hills, Calif. Tel.: Webster 3-7131 TV Dept.: Ted Bailey, TV director.

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KAL, EHRLICH & MERRICK ADV. INC.
Star Bldg., Washington 4
Tel.: Executive 3-3700
TV Dept.: Alvin Q. Ehrlich, vice president in charge of TV; David Thomas, TV director; Nella Manes, timebuyer; R. Edward Hotze, William B. Mullett, Alexander L. Charles, Forest R. Entwisle, Philip F. Berne, William G. Roberts, Joseph Weinstein, account executives.

ecutives.

KAPPS CO. ADV.

64 E. Lake St., Chicago 1

Tel.: State 2-0460

TV Dept.: Capico Kapps, pres., TV director;
Albert Kapps.

TV Accounts: Public Service Stores; Southeast
Radio & TV Stores; Ford-Hopkins Co.; Western Supply & Furnace Co.; Bahcall Hardware
Co.; Travler Radio & TV Corp.; Archer
Motors Sales Inc.; Henner Ford Sales Inc.;
North Park Sales & Service; Madewell Bedding Co.

H. W. KASTOR & SONS ADV. CO.

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Dr., Chicago 1
Tel.: Central 6-5331
TV Dept.: Martin Fritz, media director; James
H. West, TV director.

TV Dept.: Martin Fritz, media director; James H. West, TV director.

KASTOR, FARRELL, CHESLEY & CLIFFORD INC.

400 Madison Ave., New York 16

Tel.: Plaza 1-1400.

TV Dept.: Harry B. Walsh, director; Nancy E. Booth, assistant; Jack Peters, timebuyer.

TV Accounts: Hickok Mfg. Co. (S); Jeris (Ar. Winarick Inc.) (S); Elizabeth Arden.

JOSEPH KATZ CO.

10 W. Chase St., Baltimore 1

Tel.: Lexington 9-1500

TV Dept.: Robert G. Swan, vice-president, TV; Arthur Moore, Frederick Wehr, Morton Salan, TV production; Frank L. Chipperfield, media director; John Manning, Jean Mitchell, media.

New York 22—488 Madison Ave.; Tel.: Murray Hill 8-1223; Richard Katz, TV director; Catherine Mauch, media.

TV Accounts: American Oil Co.; Maryland Pharmaceutical Co.; Madera Bonded Wine & Liquor Co.; Maryland Drydock Co.; Pompeian Olive Oil Corp.; Arthur Murray Dance Studios; Motor Sales Co.; Gunther Brewing Co.; Mary Sue Candies; S. & N. Katz, Jewelers.

HENRY J. KAUFMAN & ASSOC. Co.; ma Jewelers.

Jewelers.

HENRY J. KAUFMAN & ASSOC.

1419 H. St., N.W., Washington 5

Tel.: District 7-7400

TV Dept.: Robert S. Maurer, TV director.

KAUFMAN-STROUSE ADV.

419 N. Charles St., Baltimore 1

Tel.: Saratoga 2414

TV Dept.: Renée Davis, all media; Myron Subotnik, production.

Subotnik, production.
KEELOR & STITES CO.
3001 Carew Tower, Cincinnati 2
Tel.: Parkway 1310
TV Dept.: Arthur A. Radkey, TV director.
LEE KELLER INC.
Fox Theatre Bldg., Philadelphia
EDWARD S. KELLOGG CO.
685 S. Carondelet, Los Angeles 57
Tel.: Dunkirk 7-5213
TV Dept.: Edward S. Kellogg, president; Wally
Seidler, TV director.
KELLY & LAMB ADV. AGENCY

KELLY & LAMB ADV. AGENCY

RELLY & LAMB ADV. AGENCY
897 Higgs Ave., Columbus 8, Ohio
Tel.: Klondike 3583
TV Dept.: Mrs. Dorrit Williams, TV director,
timebuyer, account executive.
TV Accounts: George Byers Sons; Graf & Sons;
Columbus Air Conditioning; Modern Finance
Co.; Shaffer Music Co.; Main Federal Savings; Ohio Appliances Inc. (all S).

KELLY, ZAHRNDT & KELLY INC.

2343 Hampton Ave., St. Louis 10
Tel.: Mission 5-2684
TV Dept.: Virgil A. Kelly, director; Walter
W. Zahrndt, timebuyer, acct. executive; Robert W. Kelly, William H. Thompson, Herbert
W. Knopp, account executives.
TV Accounts: Newberry Radio Co. (S)

KENYON & ECKHARDT INC.

247 Park Ave., New York 17
Tel.: Murray Hill 8-5700
TV Dept.: Wickliffe W. Crider, vice president in charge of TV.
Hollywood 28-6253 Hollywood Blvd.; Tel.: Hollywood 3-2101; Robt. D. Wolfe, vice president. Chicago 3-135 S. LaSalle St., Tel.: Randolph 6-6470

wood 3-2101; Robt. D. Wolfe, vice president. Chicago 3-135 S. LaSalle St., Tel.: Randolph 6-6470.

Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-0300; Donald C. Miller, vice president, manager.

Atlanta 3-805 Peachtree St. N.E.; Tel.: Vernon 0194.

San Francisco 4-620 Market St. Tel.: Yukon

0194.

San Francisco 4—620 Market St.; Tel.: Yukon 2-3070; Sydney G. Walton, vice president.

Toronto 1—80 King St., W.; Tel.: Empire 3-8314.

Philadelphia 7—Lincoln-Liberty Bldg.; Tel.: Rittenhouse 6-6020; William N. Berech, vice president, manager.

TV Accounts: Ford Motor Co.; Warner Hudnut Inc.; Lincoln Mercury Dealers Assoc. (N); Welch Grape Juice Co.; Radio Corp. of America; American Maize Co. (N-S); Chase Nat'l Bank; National Brewing Co.; The Mennen Co.; Beechnut Packing Co.; Coats & Clark Inc.; The Gorham Co. (all S).

KETCHUM, MacLEOD & GROVE INC.
411 Seventh Ave., Pittsburgh 19, Pa.
TV Dept.: Lansing B. Lindquist, vice-president;
Edgar J. Donaldson, assoc. TV director; John
D. Held, M. F. Johnston, Donald Fox, TV
producers; William B. Kroske, TV timebuyer.
Cleveland 1, Ohio—629 Euclid Ave.
Washington 6, D. C.—1627 K St.
Harrisburg, Pa.—State St. Bldg.
Richmond 19, Va.—Central Nat'l Bank Bldg.
Buffalo 3, N. Y.—Brisbane Bldg.
TV Accounts: Allegheny Airlines; Braun Baking Co.; Calgon Inc.; Pittsburgh Zone Chevrolet Dealers; Buffalo Chevrolet Dealers; Harrisburg Chev. Dealers; Maryland Chev. Dealers; Virginia Chevrolet Dealers; The Colonial Trust Co.; Dairymen's Co-op Sales Assoc.;
The East Ohio Gas Co.; Hospital Service Assoc.; Mfrs. Light & Heat Co.; Natural Gas Cos.; Peoples Natural Gas Co.; Reymer & Bros. Inc.; Rieck Dairy Co.; Ruud Mfg. Co.; The Tappan Stove Co.; Thorofare Markets Inc.
KIESEWETTER, BAKER, HAGEDORN & SMITH

KIESEWETTER, BAKER, HAGEDORN & SMITH INC.

9 E. 40th St., New York 16, N. Y. Tel.: Lexington 2-0023

KILLINGSWORTH CO.

RILLINGSWORTH CC.
8743 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-5275
TV Dept.: James C. Killingsworth, president;
Arnold Isaak, account executive.

ABBOTT KIMBALL CO.

ABBOTT KIMBALL CO.
250 Park Ave., New York 17
Tel.: Plaza 3-9600

TV Dept.: H. B. LeQuatte, vice president;
Miriam Traeger, TV director, timebuyer;
Elizabeth Proudfit, research; Alice White,
publicity; Rita McNamara, H. V. Coughlin,
G. Warren Sumner, Fred Tobey, account executives.

Chicago—520 N. Michigan Ave.; Tel.: Michigan
2-0300.

San Francisco 4—405 Montgomery St.; Tel.: Exbrook 2-6275; R. V. (Bert) Dunne, TV director.

tor.
Angeles 5-638 Van Ness Ave.; Tel.: Dunkirk 7-7305; Hugh Scheibner, Robert W. Boone, vice presidents.
Accounts: Drake America Corp. (S); Firth Carpet Co. (S); Trifari, Krussman & Fishel Inc., (S); Norcross Inc.; Brondow Inc.; Utica Brewing Co.

KIRCHER, HELTON & COLLETT INC.

1900 Hulman Bldg., Dayton 2, Ohio Tel.: Fulton 5161

TV Dept.: Ralph W. Kaufman, TV director.
TV Accounts: The Liberal Markets; Gem City
Bldg. & Loan Assn.; Gem City Ice Cream
Co.; Soft Water Publicity Co.; Zephyr Ventilated Awning Co.; Frederics-Helton Travel
Service; Price Bros. Co.; Metropolitan Clothing Co.; Huffman Mfg. Co.

PHILIP KLEIN ADV. AGENCY

226 S. 16th St., Philadelphia
Tel.: Pennypacker 5-7696
TV Dept.: Edward Felbin, timebuyer; Herbert
Ringold, Morton Koshland, Milton Feldman,
account executives.
TV Accounts: Paper-Mate Pens; Buten's Paint
Stores; George Gorson; Sun Ray Drug Co.

WALTER J. KLEIN CO.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Tel.: 7-1646
TV Dept.: Charles L. Moss, Alan Burke, Walter J. Klein, Guy Zwahlen, David C. McSwain, Robert Buckler, account executives; Walter J. Klein, Glen Moody, Emily Moore, Dolores Hall, George Fryer. TV production.

New York 17—17 E. 45th St.; Charles J. Basch, manager.

TV Accounts: American Hardware & Equipment Co.; Atlantic Co.; Austelle-Flintom Co.; Ballard Leather Co.; Baxter Stores Inc.; J. T. Beaty Machine Co.; Belk Bros. Co.; Bost Bakery Inc.; Britt Brokerage Co.; Charles A. Bunn Co.; Dr. Thomas Burton, N. C. Butane Gas Co.; Gas Engine & Electric Co.; Charlotte College; Carolina Power & Light Co.; Carolina Beverage Co.; Earle-Chesterfield Co.; Eckerd Drugs Inc.; T. W. Garner Food Co.; Gastobac Co.; Geer Drug Co.; Hayes & Hopson Inc.; White & Co.; Hi-N-Dri Mfg. Co.; Hood-Gardner Hotel Supply Co.; Interstate Insurance Co.; Jones Sausage Co.; Sam McDaniel & Sons; M & J Finance Corp.; Maola Milk & Ice Cream Co.; P. D. Meadors Mfg. Co.; Pearlman's; Charles B. Silver & Son; Morris Speizman Co.; Southern Church Furniture Co.; Southern Desk Co.; Suburban Rulane Gas Co.; Tire Distributors Inc.; Walker-Martin Co. Westinghouse Supply Co.; Southern Appliances. (all R)

EDWARD KLETTER ASSOCIATES, INC.

Tel: Plaza 1-1990.

TV Dept.: Don Blauhut, TV director: Helen Lawin, TV operations manager; Florence Robinson, copy supervisor; Ruth M. Bayer, timebuyer; Gerald J. Levey, account executives.

tive.
Accounts: Pharmaceuticals Inc.; Serutan Co.; Sun Drug Co.; Liggett-Rexall Drug Co.; Hook Drugs Inc.; Journal of Living Publishing Corp.

NAT M. KOLKER ADV. AGENCY Empire Bldg., Philadelphia 7 Tel.: Kingsley 6-1320

M. R. KOPMEYER CO.

Realty Bldg., Louisville 2, Ky. Tel.: WA 3357

KOSTKA, BAKEWELL & FOX INC.

To Jack Hull, TV director & account executive; Jack Hull, TV director & account executive; Jack Purter, assistant director; George Bakewell Jr., Louise Hewlett, Revill J. Fox, account executives.

KRONSTADT AGENCY

Till 14th St., N.W., Washington 5
Tel.: Republic 7-0272
TV Dept.: Henry L. Kronstadt; Mary Lou Tardio, TV production director.
TV Accounts: Mazor; L. Frank Co.; Capital Fur.

KUDNER AGENCY

KUDNER AGENCY
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700
TV Dept.: Myron P. Kirk, vice president, executive director of TV; Frank Harting, assistant TV director; Albert W. Reibling, business manager; John P. Marsich, timebuyer; G. Johnstone, L. Dean, C. Rohrabough, E. Owens, K. Tuttle, A. Corrigan, account executives.
Detroit 2—New Center Bldg.; Tel.: Trinity 5-5315; Martin Rice, Richard Farricker, vice presidents.
San Francisco 5—681 Market St.; Tel.: Garfield 1-5433; J. H. Hornell.
Washington 5—Albee Bldg.; Tel.: National 8-5506; Frank Getty.
TV Accounts: Texas Co. (N-S); General Motors (N-S); Buick (N-S); Goodyear Tire (N-S).
KUTTNER & KUTTNER INC.

KUTTNER & KUTTNER INC.

KUTTNER & KUTTNER INC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940
TV Dept.: S. S. Korshak, TV director; Stanley
Kuttner, timebuyer; Harold E. Kuttner,
Chester D. Kuttner, Milton J. Klee, account
executives.
New York 19—130 W. 57th St.; Tel.: Judson
6-2358; F. S. Kuttner.
TV Accounts: Community Builders; Sampson
Co.; Capitol Dairy; American Pure Water
Corp. (all R)

LAHR ADV. AGENCY INC.

915 N. Pennsylvania St., Indianapolis 4
Tel.: Plaza 5328
TV Dept.: Fred W. Lahr, timebuyer and account executive; Patricia Murphy, TV director.
TV Accounts: East End Dairies; Ford Fence Co.; Maplehurst Jersey Farms.

LAKE-SPIRO-SHURMAN INC.

Radio Center Bldg., Memphis 3
Tel.: 3-1571
TV Dept.: Lucille Simmons, timebuyer.
TV Accounts: Plough Sales Corp.; Union Planters Nat'l Bank.

LAMB & KEEN INC.

1616 Walnut St., Philadelphia 3 Tel.: Kingsley 6-3500

LAMBERT & FEASLEY INC.

430 Park Ave., New York
Tel.: Murray Hill 8-6464
TV Dept.: Frank W. Mace, senior vice president; Joseph Burland, media director; John Bates, TV director; William Hinman, time-buyer.

RAYMOND I. LANG ADV.

450 Grant Ave., San Francisco 8
Tel.: Yukon 2-5028
TV Dept.: Raymond I. Lang, account executive;
Marilyn Johnson, timebuyer.
TV Accounts: Villa Chartier.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579
TV Dept.: Robert F. Gibbons, TV manager, timebuyer; John D. Cremer, TV production manager.

LANNAN & SANDERS ADV. INC.

Interurban Bidg., Dallas 1
Tel.: Prospect 1583
TV Dept.: Tena Cummings, TV director.
Hollywood 28—1719 N. Highland Ave.; Tel.:
Hollywood 9-1681; G. S. Lannan, co-owner,

Hollywood 9-1681; G. S. Lannan, co-owner, manager.

Accounts: Continental Trailways Bus System; Transcontinental Bus System; Continental Bus System, Inc., Continental Southern Lines, Inc., Continental Central Lines; Continental Western Lines; Continental Dixie Lines; Continental Rocky Mountain Lines; Continental Pacific Lines; Continental Santa Fe Lines; Trailways Bus Depot of Atlanta.

Atlanta.

C. J. LaROCHE & Co.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
TV Dept.: Stuart D. Ludlum; Barbara Bergh.
TV Accounts: Mackintosh; Walt Disney; New England Confectionery Co.

LAVENSON BUREAU OF ADV. 12 S. 12th St., Philadelphia 7 Tel.: Market 7-6767

TV Dept.: Harry A. Egbert, TV director.
TV Accounts: American Metal Specialties Corp.
(N); Blumenthall Bros. Chocolate Co.; Mrs.
Schlorer's Inc.; James Industries Inc.; J. Edwards & Co., Stuart F. Louchheim & Co.
(all R).

CARL LAWSON ADV. CO.
4722 Broadway, Kansas City 12, Mo.
Tel.: Jefferson 5155
TV Dept.: John Lawson, president; Wayne H.
Ross, vice president; R. Michael Swift,
George Hicks, all account executives & buyers; Dorothy Mosley, space buyer.
Eureka Springs, Ark.—11 Howell Ave.; Ned
Bailey

Eureka Springs, Ark.—1.
Bailey.
TV Accounts: Real Estate Board of Johnson County, Kans.; Kitty Clover Potato Chip Co.

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500
New York 17—521 5th Ave.; Tel.: Vanderbilt
6-4340.
Chicago 11—435 N. Michigan Ave.; Tel.: Superior
7-951; E. G. Foreman Jr., vice president
& manager.

Chicago II—435 N. Michigan Ave.; Tel.: Superior 7-9511; E. G. Foreman Jr., vice president & manager.

LENNEN & NEWELL, INC.
380 Madison Ave., New York 17

Tel.: Murray Hill 2-5400

TV Depl.: Nicholas E. Keesely, senior vice-president in charge of Television; Francis C. Barton Jr., vice president, general manager; Anthony Pan, vice president, director of commercial production; George Kern, director of TV media; William Smith, chief time buyer; Frank A. Daniel, business manager; George Tompkins, director of motion pictures; Fred Killan, director of motion pictures; Fred Killan, director of new program development; Clark Agnew, TV art director; Gene Caron, traffic manager; Eva Bain, TV promotion and publicity; producers: Charles Harrell, Herbert Horton, Theodore Huston; account executives: Gordon D. Cates, senior vice president; Jackson Taylor, senior vice president; Henry W. Lowe, vice president; Le. E. Miller, vice president; Thomas P. Doughten, vice president; Edward T. Knauff, vice president; Kenneth J. White, vice president; Martin J. Dwyer, Jr.

Beverly Hills, Calif.—308 N. Rodeo Dr.: Tel.: Crestview 1-7221; B. R. Potts, vice president; supervisor.

Detroit—1710 Book Tower; Tel.: Woodworth 2-7812; John L. McQuigg, executive vice president. Lustre-Creme Shampoo, Lustre-Creme Lotion Shampoo; Lustre-Color home Hair Coloring; Lustre-Creme Home Parmanent; AD Detergent; Colgate Instant Barber Shave; Dorothy Gray Cosmetics; Bromo-Seltzer; Good Luck Instant Puddings; Lysol Disinfectant; Old Gold Cigarettes; Muriel Cigars; Schlitz Beer.

LEVY ADV. AGENCY 24 Commerce St., Newark 2, N. J. Tel.: Mitchell 2-0433

TED LEVY ADV. AGENCY
1441 Welton St., Denver 2
Tel.: Main 3-7133
TV Dept.: Ted Levy, general manager, coordinator of all TV. Barbara Aiton, TV manager, copy chief, timebuyer. Norma Lynd, asst. TV manager, coordinator of all spots and shows; Jane Zier, film editor; Gertrude B. Levy, partner, account executive.

B. Levy, partner, account executive.

LEWIN, WILLIAMS & SAYLOR INC.
40 E. 49th St., New York 17
Tel.: Murray Hill 8-6200

TV Dept.: William R. Seth, vice president in charge of TV; S. M. Weiss, Max Green, James Ellers, Richard Gulick, Leonard Newsteder, account executives.

Newark. N. J.—11 Commerce St.; Tel.: Mitchell 3-3200; L. Newsteder, vice president; R. Gulick, acct. executive.

TV Accounts: Costa Ice Cream; J-B Watch Bands; Omega Watches; Trol Hair Tonic; Spandy Disinfectant: De-Moist (dehumidifier) Pro-fesh Dry Cleaner; Easy-Aid Oven Cleaner; Easy Aid Silver Polish; Process 33 (paint remover).

LEWIS & GILMAN INC. 1528 Walnut St., Philadelphia 2 Tel.: Pennypacker 5-9900

LILLER, NEAL & BATTLE 810 Walton Bldg., Atlanta 3 Tel.: Cypress 6521

Tel.: Cypress 6521
TV Dept.: Sarah Williams, media director.
New York 17—399 Madison Ave.; Tel.: Plaza 9-6120; Robert Kane.
Columbia, S. C.—408 Palmetto Bldg.; Tel.: 4-4458; Caldwell Withers.
TV Accounts: W. D. Alexander; Armour Fertilizer Works; Bank of Georgia; Brock Candy Co.; Colonial Stores Inc.; Easterline Packing Co.; Gold Kist Pecan; H. G. Hastings Co.; Irvindale Farm Dairy; H. W. Lay & Co.; National NuGrape Co.; Puritan Mills Inc.; Ray Vegetable Oil Co.; Rock City Gardens; Trust Co. of Georgia.

LINDSEY & CO. 8 N. 8th St., Richmond, Va. Tel.: 7-3065

LOCKE, JOHNSON & CO., LTD. Harbour Commission Bldg., Toronto Tel.: Empire 4-6271

LOHMEYER, ADLEMAN & MONTGOMERY
1606 Walnut St., Philadelphia 3
Tel.: Pennypacker 5-9858
TV Dept.: Robert Adleman, TV director; Louise
Burgoyne, timebuyer.
New York—370 Park Ave.; Tel.: Murray Hill
8-5023
TV Accounts: Longchamps; Pure Drug & Chemical; Coronet Sales; Dill Chemical Co.; Crest
Sales. (all S)

W. E. LONG CO. 188 W. Randolph St., Chicago 1 Tel.: Randolph 6-4606

w. Manuolph St., Chicago 1
Tel.: Randolph 6-4606
TV Dept.: Edward C. Fritz Jr., director; David R. Hayes, asst. TV director; Suzanne Simpson, talent buyer.
TV Accounts: Old Homestead Bakery; Fuchs Baking Co.; Phoenix Holsum Bakeries; Carpenter Baking Co.; McGough Baking Co.; Mrs. Boehme's Baking Co.; Cotton's Bakeries; Fluhrer Bakeries; Gase Baking Co.; Haller's Eagle Bakery; Shipley Bakeries; Alfred Nickles Bakery; Amrhein's Bakery; Cross Baking Co.; Fox's Royal Bakery; Friddle's Bakery; Gunzenhauser Baking Co.; Heath's Holsum Bakery; Holsum Baking Co.; Langendorf United Bakeries; Nissen's Baking Co.; Royal Baking Co.; Fisher Baking Co.; Altstadt & Langlas Baking Co.; Franco-Superior Bakery; T. H. Bueter Baking Co.

LONG-HAYMES ADV. 532 Reynolds Bldg., Winston-Salem 1, N. C.

T. ROBLEY LOUTTIT INC. 49 Peck St., Providence 3 Tel.: Jackson 1-5858

LOWE & HALL ADV. 600 News Bldg., Greenville, S. C. Tel.: 5-7489

Tel.: 5-7489

TV Dept.: Sidney L. Lowe, Elliott H. Hall Jr., partners, timebuyers, account executives; Marthat Martin, asst. timebuyer, William A. Leslie, account executive.

TV Accounts: Mackey Mortuary; Southern Homes Show; First Federal Savings & Loan Assn.; Lowndes Products Co.; S. C. Hospital Service Assn.; Harper Brothers Inc.; Palmetto State Oil Co. (all R).

LOWE & STEVENS 685 W. Peachtree St., N. E., Atlanta 3, Ga. Tel.: Vernon 9695

TV Dept.: Robert C. Lowe Jr., John H. Stevens, partners and acct. execs.; Jules C. Gerding, vice pres., acct. exec.; Audrey Jones, media dir.; Oscar L. Shelley, prod. mgr.

EARLE LUDGIN & CO.

121 W. Wacker Dr., Chicago 1
Tel.: Andover 3-1888
TV Dept.: Jane Daly, TV director; Ruth Babick, timebuyer; Montgomery N. McKinney, Vincent R. Bliss, James Hill, George Rink, Walter Riddel, Cliff Schaible, account executives.
TV Accounts: Bendix Home Appliances (N); Best Foods Inc.; Rit & Shinola Div. (N-S); W. F. McLaughlin Co. (S); Jules Montenier Inc. (N); Rath Packing House; Helene Curtis.

LYNN-FIELDHOUSE ADV. AGENCY 15 S. Franklin St., Wilkes-Barre, Pa. Tel.: Valley **2-**7182

TV Dept.: W. B. Pritchard, TV director and timebuyer; S. C. B. Lynn, L. S. Fieldhouse, partners and account executives.
 New York 17—51 E. 42d St.; Tel.: Murray Hill 2-4048.

2-4048.

TV Accounts: Jack's Tasty Snack Corp.; Quinlan Pretzel Co.; Planters Edible Oil Co. (S); Wise Potato Chip Co. (S).

W. D. LYON CO. 303 2d Ave., S.E., Cedar Rapids, Iowa Tel.: 4-2451

TV Dept. Mrs. Eileen Burns, TV timebuyer.

MacFARLAND, AVEYARD & CO. 333 N. Michigan Ave., Chicago 1 Tel.: Randolph 6-9360

Dept.: W. A. Mowry, TV director; W. B. Goodrich, assistant; Beverly Hicks, time-buyer; A. S. Trude Jr., media director. Accounts: Drewry's Ltd.; Stewart-Warner Corp.; Standard Knitting Mills.

MacLAUGHLIN ADV. AGENCY 601 Ellicott Sq., Buffalo 3, N. Y. Tel.: Mohawk 5703

TV Dept.: F. R. MacLaughlin, account executive; Miss J. Andrea Connaroe, timebuyer, account executive.

TV Accounts: Perry's Ice Cream Co.; F. C. Ortner Dist. Co. (both R).

MacMANUS, JOHN & ADAMS
North Woodward Ave., Bloomfield Hills, Mich.
Tel: Midwest 6-1000
TV Dept.: Charles N. Campbell, William A.
Bushway, timebuyers; Paul Foley, account
executive, Pontiac Motor Div. account.
New York 22—444 Madison Ave.; Tel.: Plaza
9-3221; Henry Fownes, TV director; Mark
Lawrence, Russ Ford, assistants.
Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-9569; Jack R. Holmes, manager.
TV Accounts: Pontiac Motor Div.; Dow Chemical Co. (N-S); Sasheen Ribbon Div. of Minn.
Mining & Mfg. Co. (S).
MacWILKINS, COLE & WEBER
Corbett Bidg., Portland 4, Ore.
Tel.: Broadway 6401
Seattle 1—Republic Bldg.; Tel.: Elliott 7377.
MAHOOL ADV. INC.

Tel.: Broadway 6401
Seattle 1—Republic Bldg.; Tel.: Elliott 7377.

MAHOOL ADV. INC.
914 N. Charles St., Baltimore 1
Tel.: Plaza 3616
TV Dept.: Katherine H. Mahool, Robert D. Myers, Robert S. Nyburg, account executives supervising TV.

TV Accounts: Savings Bank of Baltimore; Oil Heat Assn. of Md.; Metropolitan Savings Bank; Maryland Pharmaceutical Co. (S).

MALCOLM-HOWARD ADV. AGENCY
203 N. Wabash Ave., Chicago 1
Tel.: Andover 3-0022
TV Accounts: Courtesy Motors; Roller Derby; Phoenix Sewing Machine Co.; Mages Stores for Sport Goods; Sun-Times; Midwest Sales Co.; Royal Lumber Co.; Stiffel Lamp Co.; World Wide Chinchilla Ranch; People's Pontiac; House-A-Plenty; Peter Hand Brewing Co.

Co.

W. H. MALE LTD.

1674 Kona St., Honolulu 14, Hawaii
Tel.: 9-1178
TV Dept.: Mrs. Leslie Cummingham, TV director, timebuyer; Maurice D. Myers, H. V.
Beazlle, Earl J. Goris, account executives.
TV Accounts: Love's Biscuit & Bread Co.;
Dairymen's Assn. Ltd.; Pacific Chemical &
Fertilizer Co.; Better Brands; Pacific Laundry; Royal Tire & Supply Co.; Chesebrough Vaseline Hair Tonic. (all S).

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16
Tel.: Copley 7-5980

J. GORDON MANCHESTER ADV INC

Tel.: Copley 7-5980
J. GORDON MANCHESTER ADV. INC.
1726 Pennsylvania Ave., Washington 6, D. C.
Tel.: Metropolitan 8-0060
TV Dept.: James Gordon Manchester; George D. McGuinness, M. A. Thomas, R. Williams, account executives.
TV Accounts: Safeway Stores; American Sta-Dri Co.; Roberts Bros.; James G. Gill Co.; W. S. Pope & Sons.; Ottenberg's Bakers Inc.; Smithfield Ham & Products Co.; Rockingham Poultry; C. F. Sauer Co. (all S).

LLOYD MANSFIELD CO. INC. 110 Pearl St., Buffalo 2, N. Y. Tel.: Washington 2762.

Tel.: Washington 2762.

HARWOOD MARTIN ADV.
2519 Connecticut Ave., Washington 8
Tel.: Adams 2-1161
TV Dept.: Hariot Stem, TV director; Jean Ort, timebuyer; Mildred Martin, Laura Hammond, account executives.

TV Accounts: American Wholesalers; Arcade-Sunshine; Beckers; Blair's TV & Appl.; Clement's; Hahn Shoe Stores; Hecht Co.; Master Auto Body; J. Nee Co.; Palace Laundry; Suit Shop; Woodward & Liothrop; Washington Gas Light Co.; Tuerke's Travel Shop.

MARSCHALK & PRATT CO. INC.
535 5th Ave., New York 17
Tel.: Vanderbilt 6-2022
TV Dept.: Curt A. Peterson, vice president, TV director; J. A. Powers, TV manager; Si Merrill, production supervisor; E. J. Cogan, media director; R. H. Jones, vice president and contact, Esso Standard Oil Co. account.

MASON-RELKIN CO. 46 W. 57th St., New York 19 Tel.: Circle 5-7010 TV Dept.: Roger B. Relkin.

J. M. MATHES INC.
260 Madison Ave., New York 16
Tel.: Lexington 2-7450
TV Dept.: Read Hamilton Wight, Richard S.
Jackson, Edna Cathcart.
TV Accounts: Canada Dry Ginger Ale; Luden's
Inc.; Canada Dry Bottlers; Northam Warren
Corp.; Capehart-Farnsworth Co.

Corp.; Capehart-Farnsworth Co.

MATHISSON & ASSOC. INC.
411 E. Mason St., Milwaukee 2

Tel.: Daly 8-4090

TV Dept.: Charles H. Helliwell, TV director, timebuyer; Edward G. Ball, vice president, account executive.

New York—1065 International Bldg., Rockefeller Center; Tel.: Plaza 7-2061; Ed Hinkle.

Los Angeles—1127 Wilshire Blvd., Tel.: Mutual 2482. Charles Smith.

TV Accounts: Miller Brewing Co.; Lauson Co.; Milwaukee Valve.

JOSEPH MAXFIELD CO. 87 Weybosset St., Providence 3 Tel.: Gaspee 1-4456 TV Dept.: Archie M. Finkle, TV director; Joseph M. Finkle, timebuyer.

MAXON INC.

2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
TV Dept.: Lou R. Maxon, pres.; Searle Hendee, vice pres.; W. I. O'Neil, treas.; G. Reginald McKiel, sec.

New York 22—12 E. 53d St.; Tel.: Plaza 9-7676; M. F. Mahony, vice pres, gen. mgr.; Ed Wilhelm, TV director; T. P. Maguire, TV dept. bus. mgr.

Chicago 11—664 N. Rush St.; Tel.: Whitehall 4-1676; L. Martin Krautter, manager.

TV Accounts: Gillette Safety Razor Co.; Snow Crop Marketers; Mohawk Carpet Mills Inc.; H. J. Heinz Co.; General Electric Co.; Packard Motor Car Co.; Hotpoint Inc.; Griesedieck-Western Brewing Co.; Pfeiffer Brewing Co.

MAYERS CO.
2301 W. 3d St., Los Angeles 57
Tel.: Dunkirk 8-2111
TV Dept.: Don Johnson, TV director and production; Beth Broberg, TV timebuyer and media

tion; Beth Broberg, IV alliebays and director.

TV Accounts: Bandini Fertilizer; Hoffman Candy Co.; Sears Roebuck & Co.

CHARLES H. MAYNE CO.

8487-B Melrose Place, Los Angeles 46

Tel.: Webster 3-8261

TV Dept.: Eugene P. Ramsay, owner.

TV Dept.: Eugene P. Ramsay, owner.
MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
TV Dept.: Jack Lindquist, TV director; Kay
Abner, timebuyer; Roderick A. Mays, owner
and account executive.
THE McCARTY CO.

THE McCARTY CO.

1206 Maple Ave., Los Angeles 15
Tel.: Prospect 7011
TV Dept.: Herb Brown, Alden Weis.
San Francisco 5—116 New Montgomery; Tel.:
Sutter 1-8224; George Church.
New York 22—430 Park Ave.; Tel.: Plaza 9-3915;
Ervin Rudick.
Chicago 11—20 E. Huron St.; Tel.: Superior
7-1847; Charles McKinney.
Dallas 1—1500 Jackson St.; Tel.: Prospect 4387;
M. N. Montgomery.

McCANN-ERICKSON INC.

M. Montgomery.

McCANN-ERICKSON INC.

50 Rockefeller Plaza, New York 20

Tel.: Judson 6-3400

TV Dept.: Alfred J. Scalpone, acting head of TV, vice president, coordinator of TV for all offices, domestic & international; Hendrik Booraem, vice president in charge of new programs; Ralph B. Koser, vice president & creative TV director; Dorothy M. McCann, vice president, executive producer; Edward Sutherland, TV production director; Clifford C. Lubkert, TV service manager; Thaddeus S. Kelly, timebuying manager.

Boston 16—200 Berkeley St.; Tel.: Liberty 2-7382; Watson M. Gordon, vice president.

Cleveland 14—629 Euclid Ave.; Tel.: Cherry 1-3490; Robert Dailey, vice president.

Detroit 26—647 Griswold St.; Tel.: Woodward 2-9792; Paul Holder, vice president.

Chicago 4—318 S. Michigan Ave.; Tel.: Webster 9-3701; Sidney A. Wells, vice president.

San Francisco 4—114 Sansome St.; Tel.: Douglas 2-5560; H. Q. Hawes, vice president, manager, western operations.

Los Angeles 5—3440 Wilshire Blvd.; Burt Cochran, J. Neil Reagan, vice presidents.

Portland 4—310 Pub. Service Bldg.; Tel.: Atwater 4305; T. N. Tracy.

TV Accounts: American Trust Co. (S); Calif. Pkg. Corp. (N-S); Calif. Wine Assn. (S); Chrysler Sales Div. (S); Chrysler Corp. (S); Clark Bros. (S); Cowles Magazines (S); Frank Fehr Brewing Co. (S); Gray Drug Stores (S); Gruen Watch Co. (N); Junket Brand Foods (S); Lehn & Fink Products Corp. (N); Pepsodent Div. Lever Bros. (N-S); Co. (S); Soil-Off Mfg. Co. (S); S.O.S. Co. (N-S); Ohlo Bell Tel. Co. (S); Pacific Coast Borax Co. (S); Soil-Off Mfg. Co. (S); S.O.S. Co. (N-S); So. Calif. Gas Co. (S); S.O.S. Co. (N-S); So. Calif. Gas Co. (S); So. Counties Gas Co. (S); Standard Oil Co. (Ind) (N-S); Leisy Brewing Co. (S); Nat'l City Bank of Cleveland (S); Westinghouse Elec. Corp. (N); Westin

McCONNELL, EASTMAN & CO. LTD. Huron & Erie Bldg., London, Ont.
Tel.: Wisconsin 7-4700
Montreal, Que.—Dominion Square Bldg.
Toronto—147 University Ave.; Tel.: Empire
3-7004.

Vancouver, B. C.—1198 West Pender St. Winnipeg, Man.—Trust & Loan Bldg.

McCORMICK CO.

217 E. 7th Ave., Amarillo, Tex. Tel.: Drake 4-5333.

WALTER McCREERY INC.

WALTER MCCHEERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
TV Dept.: John Bainbridge, TV director; Virginia White, timebuyer; Richard A. Berggren, production; Charles B. Ganz, Walter McCreary, Dave Larsen, Robert Svenson, account executives.
TV Accounts: Ice Follies; L. A. County Council; American Legion; Harris & Frank; Arden Farms Co.

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CHARLES H. McDOUGALL ADV. COUNSEL 155 Montgomery St., San Francisco, Calif. Tel.: Yukon 6-6590.

McKEE & ALBRIGHT INC.

MCKEE & ALBRIGHT INC.

1809 Walnut St., Philadelphia 3

Tel.: Locust 7-4737

TV Dept.: J. A. McFadden, vice president;
E. R. Walmsley, timebuyer.

TV Accounts: Breyers Ice Cream Co.; Phila. & Reading Coal & Iron Co.; Western Md. Dairy.

J. WALTER McLEAN ADV.

Tel.: Temple 2509
TV Dept.: J. Walter McLean, account executive;
Lucille Green, Ruth Bartleson.

MELDRUM & FEWSMITH INC.

MELDRUM & FEWSMITH INC.

1220 Huron Rd., Cleveland 15

Tel.: Cherry 1-3510

TV Dept.: Richard R. Fansler, TV director;
Marshall C. Taylor, media director; Muriel
Mack, timebuyer.

Birmingham, Mich.—135 N. Woodward Ave.;

Tel.: Midwest 4-9800.

New York 17—342 Madison Ave.; Tel.: Murray
Hill 7-1171; Keith R. Frazine, TV manager.

TV accounts: Apex Elec. Mfg. Co.; Durkee
Famous Foods; Glidden Co.; Tractor & Implement Div., Ford Motor Co.; Willard Elec.
Storage Battery Co. (all S).

ARTHUR MEYERHOFF & CO.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860
TV Dept.: Stuart L. Novy, TV director; George Rich, associate TV director; Maryal Stone, asst. TV director; Kay Knight, timebuyer.
Milwaukee—759 N. Milwaukee Ave.; Tel.: Marquette 8-3144; George Grabin, mgr.
Beverly Hills, Calif.—328 Beverly Dr.; Tel.: Crestview 4-6863; Jim Ward, West Coast manager.

manager.

C. L. MILLER CO. INC. 521 5th Ave., New York 17 Tel.: Murray Hill 2-1010 Chicago 1—333 N. Michigan Ave.; Tel.: Central 6-1640; I. M. Tuteur.

J. W. MILLER CO.

1056 Brimfield Turnpike, Sturbridge, Mass.
 Tel.: Dickens 7-3336
 TV Dept.: James W. Miller, president, TV director; Dorothy L. Katchadorian, assoc. producer; Louis T. Auritt, Walter Harrington, account executives.

DAN B. MINER CO.

304 S. Kingsley Dr., Los Angeles 5
Tel.: Dunkirk 8-3301
TV Dept.: Hildred Sanders, vice president, TV;
Arthur C. Trask, associate TV director; Kay
Ostrander, timebuyer; Garth Hintz, asst. to

Ostrander, timebuyer; Garth Hintz, asst. to vice-pres.
Accounts: American Beauty Macaroni Co.; Sues, Young & Brown; Thrifty Drug Stores; Kendall Foods; Freman Certi-fresh Fish (all S); Interstate Bakeries Corp (N); Luer Pkg. Co. (S); Carson Park Mutual Homes (S); Mytinger & Casselberry Inc. (N).

MOGGE-PRIVETT INC.

712 S. Curson Ave., Los Angeles 36
 Tel.: York 7243
 TV Dept.: Jane Leider, timebuyer and media director.

EMIL MOGUL CO.

EMIL MOGUL CO.
250 W. 57th St., New York 19
Tel.: Judson 2-5200
TV Dept.: Leslie L. Dunier, TV director; Nat B.
Eisenberg, TV production director; Marvin Schlaffer, film buyer; Lynn Dlamond, Elaine Schachne, Laura Partridge, timebuyers.
TV Accounts: Knomark Mfg. Co.; Ronzoni Macaroni Co.; Monarch Wine Co.; Block Drug Co.; Gold Medal Candy Corp.; National Shoes; Rayco Auto Seat Cover.

MOREY, HUMM & JOHNSTONE INC.

MOREY, HUMIN & JOHNSONS AND STATE AN

assistant IV director, June McComien, assistant timebuyer.
Accounts: Sinclair Refining Co. (S); Richfield Oil (S).

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywod 28
Tel.: Hollywood 3-4194
TV Dept.: James C. Morgan, vice president in charge of TV production; Terri Brady, time-

buyer.
San Francisco 11—260 California St.; Tel.: Douglas 2-6073.
Chicago 11—Palmolive Bldg.; Tel.: Superior 7-6746; (Goodkind, Joice & Morgan).
TV Accounts: Folger's Coffee Co.; Planters Nut & Chocolate Co.; Victory Pkg. Co.; Nehi Beverage Co.; White King Soap Co.; P. Lorillard Co.

MORSE INTERNATIONAL INC.

122 E. 42d St., New York 17
Tel.: Oxford 7-2100
TV Dept.: L. E. Waddington, director, TV production; Raymond McArdle, TV timebuyer;
Orrin E. Christy, media director.

www.americanradiohistory.com

MOSS ASSOC.

415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377
TV Dept.: Joseph Moss, president; Betty Math, buyer; Ely Landau.
TV Accounts: Semca Watch Co. (S).

MOTTL & SITEMAN ADV.

8417 Beverly Blvd., Los Angeles, Calif. Tel.: Webster 8-6288

C. WENDEL MUENCH & CO.

75 E. Wacker Dr., Chicago 1 Tel.: Financial 6-3481

TV Dept.: Victor Fabian, media director.

NEALE ADV. ASSOC. 448 S. Hill St., Los Angeles 13 Tel.: Michigan 2149

TV Dept.: C. A. Ray, TV director, TV Accounts: Descoware.

NEEDHAM & GROHMANN INC. 30 Rockefeller Plaza, New York 20 Tel.: Circle 5-6200

TV Dept.: John M. Handley, executive vice president, account executive; Harry C. Ledingham, media director; John M. Keil, account executive.

NEEDHAM, LOUIS & BRORBY INC.

135 S. LaSalle St., Chicago 3 Tel.: State 2-5151

135 S. LaSalle St., Chicago 3
Tel.: State 2-5151
TV Dept.: James G. Cominos, vice president, TV director, account executive; Alan Wallace, vice president in charge of programming and production; Christopher Ford, Morris Kinnan, Michael Dale, TV producers; Carl Behr, business manager; Otto R. Stadelman, vice president, media director; Arnold Johnson, broadcasting facilities director; Donald DeCarlo, Patricia Brouwer, TV spot buyers; Raymond W. Fowler, Paul C. Harper Jr., Robert Burton, John Nagel, Melvin Brorby, Vinton Hall, William Ohle, vice presidents and account supervisors; Joseph Keene, Marvin Clausen, account supervisors.
Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 2-2391; Frank Pittman, vice president, manager; Tom Brittingham, TV program negotiator.
New York 19—730 5th Ave.; Tel.: Plaza 7-0333; Richard L. Eastland, vice president, manager; Robert Salter, producer.
Toronto 5—880 Bay St.; Tel.: Walnut 9817; John A. Willoughby, vice president, managing director.
TV Accounts: Household Finance Corp. (S);

A. Willougnoy, vice director.

Accounts: Household Finance Corp. (S);

Kraft Foods Co. (N-S); Quaker Oats Co.

(N-S); S. C. Johnson & Son (N-S); Monsato Chemical (S); Wilson & Co. (S); Morton Salt; People's Gas, Light & Coke.

GEORGE R. NELSON INC.

208 State St., Schenectady, N. Y. Tel.: 4-4135

Tel.: 4-4135

TV Dept.: Robert B. Stone, director; Robert Groff, timebuyer.

TV Accounts: Golub Corp.; Wm. W. Lee & Co.; Saratoga Assn.; Allen's Breslaw Bros.; Empire State Wholesalers Inc.; Silver Sales Co.; Frigidaire Sales Corp.; Fitzgerald Bros. Brewing Co.; Saratoga Spa Authority; Carl Co. Dept. Store.

TED NELSON ASSOC.

730 5th Ave., New York 19 Tel.: Circle 6-8470

TV Dept.: Ted Nelson, TV producer; Nat Fields, Jack Fields, Sol Lipset, account executives; Perry Bruskin, Charles Durand, TV direc-

Accounts: Authentic Publications; TV & Radio Products Inc.; Barbey Distributors; Ideal Film & Supply Co.; Dist. 65 (CIO); United Sewing Center; Servco Lacquer & Equipment Co.

NEWHOFF-BLUMBERG ADV. AGENCY

529 N. Charles St., Baltimore 1 Tel.: Lexington 9-7155 TV Dept.: Melva Heil.

NEWMAN, LYNDE & ASSOC. INC.

1628 San Marco Blvd., Jacksonville 7, Fla. Tel.: 98-9721

TV Dept.: Hunter Lynde, pres.; David E. Robeson, vice-pres.; Ron G. Sercombe, public relations director, sec.; John A. Bunker, account executive.
 Tampa, Fla.—112 S. 12th St.; Tel.: 2-1521; Albert S. Whidden, account executive.

NOEL, LENT & ASSOC.

7401 Melrose Ave., Hollywood 46 Tel.: Webster 8-2161

TV Dept.: Harold Dreyfus, vice-pres., TV director.
TV Accounts: Anatole Robbins Cosmetics;

Accounts: Anatole Robbins Cosmetics; Smoky Joe Barbequed Beans; Tippa Type-writers; Superior Mortgage Co.; Infra-Red Auto Painting Co.

KELSO NORMAN ADV. 222 Kearney St., San Francisco 8 Tel.: Douglas 2-3942

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R. T. O'CONNELL ADV. CO. 420 Madison Ave., New York 17 Tel.: Plaza 3-5412

OHIO ADV. AGENCY INC. 2300 Payne Ave., Cleveland 14 Tel.: Superior 1-7070

OLIAN ADV. CO. 909 Ambassador Bldg., St. Louis 1 Tel.: Central 8380

Tel.: Central 8380
TV Dept.: Mrs. Alice McDonough, TV, media director and timebuyer; Peggy Leonhardt, TV production; James Spencer, account executive.
TV Accounts: Bluehill Foods; Sayman Products Co.; Pevely Dairy Co.; General Grocer Co.; Knapp-Monach Co.; Contour Sales Inc.; Bettendorf's.

OLIAN & BRONNER INC.
35 E. Wacker Dr., Chicago 1
Tel.: State 2-3381
TV Dept.: A. C. (Kay) Kennelly, media director; Irwin A. Olian, TV director; Maurice
Bronner, Edw. Sonnenschein, Robert Ross,
Robert Singer, I. A. Olian, account executives.
TV Accounts: Special Foods Co. (S): Atlant

tives.

Accounts: Special Foods Co. (S); Atlas Brewing Co. (S); Schoenhofen-Edelweiss Co. (S); Terry Foods Inc. (S); Williamson Candy Co. (S); Fohrman-Packard Ltd.; Princess Pat Ltd.; Burke Motors; C. E. T. Inc. (all S).

OLMSTED & FOLEY

1200 2d Ave. S., Minneapolis 3

Tel.: Atlantic 8166

TV Dept.: Warren T. Way, timebuyer.

TV Accounts: First Nat'l Bank; Russell-Miller
Milling Co.; Regan Bros. Co.; Nevens Co.;
Northland Milk Co.; Clover Leaf Creamery;
Marshall-Wells Co.; Hotel Leamington (all S).

S).
O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470
TV Dept.: William Cline, media director; Grace
Moran, asst. timebuyer; Stan Kaatz, production director.
Toronto—519 Jarvis St.; Tel.: Walnut 4-3855;
Neil LeRoy.
TV Accounts: Rhodes Pharmacal Co. (N-S);
Tintz Co. (S); Marlene's Inc.; Wate-On Co.
(S); Nil-O-Nal (S); Fleetwood Co.; J. P.
Branscomb Products.

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050
TV Dept.: Louis L. Ergmann, TV director;
Eleanor Accles, timebuyer.
TV Accounts: Andrew Jergens Co. (N); Clairol
(S); S. B. Thomas Inc. (S).

(S); S. B. Thomas Inc. (S).

MERRITT OWENS ADV. AGENCY INC.
365 New Brotherhood Bldg., Kansas City 1

Tel.: Drexel 7250

TV Dept.: Merritt Owens, R. Grant Neds, account executives; Earl Allvine, TV director.

TV Accounts: Zephyr Ventilated Awning Co.;
Coursey Creamery Co.; Feld Chevrolet Co.;
Home Federal Savings & Loan Assn.; Feld
Car & Truck Rental; Cool-Temp Awning Co.;
Chevrolet Dealers Assn.; Kelley-Williams
Motor Co.; Consolidated Rebuilders (all R).

PACIFIC NATIONAL ADV. AGENCY 2124 4th Ave., Seattle 1, Wash. Tel.: Eliot 1401 TV Dept.: Trevor Evans, TV director, time-buyer; Gertrude M. Nyman, TV timebuyer. Portland 4, Ore.—Cascade Bldg.; Tel.: Capital

1021.

Spokane, Wash.—Chronicle Bldg.; Tel.: Madison 4371.

TV Accounts: Fisher Flouring Mills Co.; Albertson's; ArOwn Dairy; Ivar Haglund; Inland Empire Dairy Assn.; Washington State Fruit Commission; IGA Stores; Wm. O. McKay Co.; Oregon Mutual Savings; Montag, Kauffman Bulck Co.; Imperial Candy Co.

PARIS & PEART 370 Lexington Ave., New York 17 Tel.: Murray Hill 9-2424 TV Dept.: Harold L. Mooney, media, research director; Weymouth M. Symmes, timebuyer.

PATCH & CURTIS ADV. AGENCY INC.
437 E. Broadway, Long Beach 2, Calif.
Tel.: 6-1259
TV Dept.: John Curtis, TV director; Gene Curtis, Lee Arbuthnot, account executives.
TV Accounts: Corcoran Mfg. Co.; Los Angeles County Packard Dealers.

PEARSON ADV. AGENCY INC. 250 Park Ave., New York 17 Tel.: Murray Hill 8-3055 TV Dept.: C. H. Pearson.

PECK ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 3-9900
TV Dept.: S. S. Schweitzer, TV director; Harry
Peck, board chairman; Harry Krawit, president; Sidney Alexander, Norman Mack, Her-

man Stolley, John Schuman, vice presidents.
TV Accounts: Premier Foods; Howard Clothes;
Chunky Chocolate Corp.; Old Dutch Coffee;
Charles of the Ritz; D'Orsay Perfumes;
Technical Tape Corp.

PERRY-BROWN INC.
2831 Vernon Place, Cincinnati 19
Tel.: Plaza 8200
TV Dept.: Edward J. Doran, TV director.

TV Dept.: Edward J. Doran, TV director.

J. R. PERSHALL CO.
105 W. Adams St., Chicago 3

Tel.: Franklin 2-8440

TV Dept.: Grace Rauworth, media dept. manager; William E. Sproat, Gerry J. Schnur, F. Michael Carroll, J. R. Pershall, account executives.

ALFRED M. PETTLER ADV. 821 Market St., San Francisco, Calif. Tel.: Garfield 1-7923

Tel.: Garneld 1-1923
PHILLIPS-RAMSEY CO.
604 First Nat'l Bank Bldg., San Diego 1
Tel.: Belmont 4-5121
TV Dept.: Mrs. Orva Huff, TV director; Robert
L. Phillips, media director; W. L. Phillips,
C. C. Ramsey, Robert F. Lewis, account
executives.

PICARD, MARVIN & REDFIELD 48 E. 43rd St., New York 17 Tel.: Murray Hill 2-3883

JOSEPH W. PINKUS ADV.
318 Market St., Newark, N. J.
Tel.: Mitchell 2-5475
TV Dept.: Joseph J. Pinkus, timebuyer.
TV Accounts: Perfume Import Co.; Spot Reducing Co.; Parade Records; More Weight Co.

CO.
PLATT, ZACHARY & SUTTON INC.
7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240
TV Dept.: William S. Walker, vice president;
Thomas O'Donnell, secretary, media director.

POLLYEA ADV. 670 Cherry St., Terre Haute, Ind. Tel.: Crawford 6707

POSNER-ZABIN ADV. 95 Madison Ave., New York 16 Tel.: Murray Hill 9-2676 TV Dept.: James B. Zabin.

TV Dept.: James B. Zaoin.

R. J. POTTS-CALKINS & HOLDEN
2233 Grand Ave., Kansas City 8, Mo.
Tel.: Grand 5775

TV Dept.: William J. Brewer, TV director;
Helen Church, timebuyer; Gene W. Dennis, Connie Joan Connor, account managers.

POWELL-GAYEK ADV. INC.

1166 Penobscot Bldg., Detroit 26

Tel.: Woodward 1-4321

TV Dept.: Robert H. Powell, TV director.

TV Accounts: Charlie's Nash; Plymouth Dealers; Louis Rose Co.; Packer Pontiac; Southwestern Mfrs.; Atlas Furniture; Nat'l. Casualty Ins. Co.

JOHN O. POWERS CO. 110 William St., New York 38 Tel.: Worth 4-7361

PRATER ADV. AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 1-6490
TV Dept.: George L. Prater, president, account executive; Barbara Block, TV director,
TV Accounts: Falls City Brewing Co.

PRESBA, FELLERS & PRESBA INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7683
TV Dept.: Marquis M. Smith, vice president, TV director, acct. exec.; Grant Smith, time-buyer; Will B. Presba, Frank Steel, acct. execs

execs.

Accounts: Flex-O-Glass Mfg. Inc. (N-S);
Olson Rug Co. (S); Vaughan Seed Co.; Book
House for Children (R); North American
Mushroom (S); Orleans Canning Co.

PROEBSTING, TAYLOR INC.

100 E. Ohio St., Chicago 11

Tel.: Whitehall 4-1051

TV Dept.: K. C. August, account executive;
Byron H. Clark, contract supervisor; John
A. Dunn, copy chief; Joan T. Blackman,
media buyer.

TV Accounts: Hooker Glass & Paint Mfg. Co.;
Illinois Power Co.

PROFILE ADV. 61 B St., Manchester, N. H. Tel.: 4-4991

R

RADIO ADV. CORP. OF AMERICA
128 Mallory Ave., Jersey City 4, N. J.
Tel.: Henderson 4-2332
TV Dept.: Michael A. Fiore, president, TV director.
TV Accounts: Watchung Lake; Korex Diet Gum; Afco Heater Units.

THE RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179
TV Dept.: Mrs. Florence F. Grady, TV director.
TV Accounts: Country Club Soda Co.; Crown
Petroleum Corp.; State Line Potato Chip
Co.; General Electric Supply Co.; Savitt
Jewelers; Hartford Sugar Co.

FRED M. RANDALL CO.
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4662
TV Dept.: Hugh R. Mack Jr., TV director;
C. E. Foerster, timebuyer; R. D. Hughes,
Hal G. Trump, account executives.

RAY-HIRSCH CO. INC. 185 Madison Ave., New York 16 Tel.: Murray Hill 5-8810

Tel.: Murray Hill 5-8810

KNOX REEVES ADV. INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2
Tel.: Bridgeport 7701

TV Dept.: Russell E. Neff, vice president-TV director; William S. Shepherd, TV program director; Coy Bender, TV timebuyer; R. W. Stafford, R. H. Burbank, Paul Phillips, Clayton J. Lisy, J. H. Sarles, account executives.
TV Accounts: Gen. Mills Inc. (N-S); Art Instruction Inc. (S); Midland Nat'l Bank (S); Pacific Gamble Robinson Co. (S).

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago II
Tel.: Whitehall 4-7440
TV Dept.: John Priebe, media director.
TV Accounts: Chicago, Burlington & Quincy
Railroad; Anderson Co.

EMIL REINHARDT ADV. AGENCY 1736 Franklin St., Oakland 12, Calif. Tel.: Templebar 2-2408 TV Dept.: Cecil Webb, TV director; Leo Bow-man, timebuyer.

RHOADES & DAVIS
642 Commercial St., San Francisco 11
Tel.: Exbrook 2-2870
TV Dept.: Faye Hanger, timebuyer.
Los Angeles 17—1201 W. Fourth St.; Tel.: Michigan 2396; Faythe Vent, TV timebuyer.

RICH ADV. 317 S. 18th St., Philadelphia, Pa.

317 S. 18th St., Philadelphia, Pa.

FLETCHER D. RICHARDS INC.

10 Rockefeller Plaza, New York 20

Tel.: Judson 6-5400
(see Harrington-Richards Division)

TV Dept.: E. A. Elliott, vice president in charge of media; Edwin S. Reynolds, TV director; S. J. Frolick, TV commercials supervisor; William L. Russell, in charge of TV copy; J. M. Kelly, timebuyer; Barbara M. Kiefer, traffic coordinator; John L. Washburn, copy-production; Robert Colodzin, TV production.

TV Accounts: Eastern Air Lines (S); U. S. Rubber Co. (N-S); Avoset Co. (N-S); American Machine & Foundry Co. (S); Waterman Pen Co. (S); Hathaway Mfg. Co. (N-S).

M. EVANS RICHMOND AGENCY
127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674
TV Dept.: Robert Kriger, R. Sanford.
Boston 16—230 Boylston St.; Tel.: Commonwealth
6-4491. Robert Sanford.
Hollywood 28—Yucca Vine Bldg.; Morey K. Reiss.

RICKARD & CO. INC. 11 E. 36th St., New York 16 Tel.: Murray Hill 6-4870 TV Accounts: Oakite Products Inc.

RIEDL & FREEDE INC. 269 Broadway, Paterson, N. J. Tel: Mulberry 4-6800 TV Dept.: Lee Morris, TV director.

RINGER & ASSOC. INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131
TV Dept.: Lee Ringer, president; Fred Ingalls, account executive.

DAN RIVKIN ADV. 1418 Walnut St., Philadelphia 2 Tel.: Pennypacker 5-5766

MARSHALL ROBERTSON ADV. AGENCY
721 U. S. Nat'l Bldg., Denver 2
Tel.: Keystone 6269
TV Dept.: Walter H. Krantz, TV director; Marshall G. Robertson, Mary Robertson, time-buyers; John F. Eby, Wendell McWilliams, account executives; Lavern C. Everson, TV art director.

ROBERTSON, BUCKLEY & GOTSCH 108 N. State St., Chicago 1 Tel.: Harrison 7-0654 TV Dept.: Clarence M. Gotsch; Martha Dameron, media director.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17

Tel.: Mutual 6293

TV Dept.: Lee Laufer, TV director; Robert C. Neuman, media director; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, account executives.

TV Accounts: Cinch Prod. Inc.; Wilco Co.; Loma Linda Food Co.; Calif. Federal Savings & Loan Assn.; Pasadena Savings & Loan; Western Federal Savings & Loan; Western Federal Savings & Loan Co.; Knit-Togs.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760
TV Dept.: Phil Stewart, TV director; N. J.
Cavanagh, timebuyer.
TV Accounts: Deep Freeze; Stewart Coffee;
Studebaker Dealers; Holland Furnace.

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IRVING ROCKLIN & ASSOC.

IRVING ROCKLIN & ASSOC.

32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324
TV Dept.: Ira Segall, TV director; Marjorie
Lovinger, copy chief; Stuart Klipp, I. Rocklin, Gerald Addis, account executives.
TV Accounts: Cole-Finder Inc.; Walton Motors;
Chicago Furniture Mart; Union Life Ins.;
Studebaker Sales Co.; Supreme Gasoline;
Midway Chevrolet; Roxy Rug Co.; ChryslerPlymouth of Devon; Olds Dealers of Chicagoland; Balaban Floor Covering Co.;
Crystal Pure Candy Co. (all R).

ROGERS & SMITH, POTTS-TURNBULL ADV. 903 McGee St., Kansas City 6, Mo. Tel.: Victor 9400 TV Dept.: Richard P. Slade, TV director.

IRVING ROSEN ADV.

230 5th Ave., New York 1 Tel.: Oregon 9-1926 TV Dept.: Irving Rosen, timebuyer.

ROSS ADV. AGENCY 1021 Big Bend Blvd., St. Louis 17 Tel.: Mission 1225

Kansas City 6, Mo.—823 Walnut St.; Tel.: Baltimore 6730.

CHARLES ROSS ADV. AGENCY 1418 N. Highland Ave., Hollywood 28 Tel.: Hollywood 2-1184

CHARLES L. RUMRILL & CO. 339 East Ave., Rochester 4, N. Y. Tel.: Baker 7-900

TV Dept.: Donald Lyons, TV director.
TV Accounts: Union Trust Co.; Community
Savings Bank; Fanny Farmer (S); Otto
Bernz Co. (S).

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Oklahoma City 2 Tel.: Re. 6-3521.

TV Dept.: Maury Ferguson, director; Howard Neumann, account executive, talent buyer; Monty Mann, account executive, timebuyer. TV Accounts: Dulaneys; Southwestern Bell Tel. Cb.; Cain's Coffee Co.

RUTHRAUFF & RYAN INC. 405 Lexington Ave., New York 17 Tel.: Murray Hill 6-6400

Tel.: Murray Hill 6-6400

TV Dept.: George Wolf, vice president, director; Grant Flynn, business manager; Ernest Motyl, film production supervisor; Roland Howe, TV production manager; Ken Haverstick, TV art director; TV writers: Patricia Brennan, Eleanore F. Clarkson, Louis de Milhau, Marguerite Walsh; media department: Herb Claassen, TV spot buying manager; Ed Fonte, Phil Branch, timebuyers; Gordon Hughes, assistant timebuyer.

Chicago 1—360 N. Michigan Ave.; Tel.: Financial 6-1833; Paul E. Watson, executive vice president & western manager; R. W. Metzger, vice president, TV director.

Cincinnati 2—Carew Tower; Tel.: Garfield 5800; John L. Magro, vice president, manager.

Detroit 2—7430 Second Boulevard; Tel.: Trinity 4-2200; Tod Reed, vice president, manager.

Dallas 1—1511 Bryan Street; Tel.: Riverside 6453; J. C. Simmons, vice president, manager.

ager.
Hollywood—6920 Sunset Blvd.; Tel.: Hollywood
9-3611; Tom Hargis, manager.
Houston 2—1121 Walker St.; Tel.: Charter 4-1741;
Theodore F. Keady, manager.
Los Angeles 5—3440 Wilshire Blvd.; Tel.: Dunkirk 8-0571; John H. Weiser, vice president,

manager.
Louis 1—611 Olive St.; Tel.: Main 1-0127;
Oscar A. Zahner, senior vice president, man-

Oscar A. Zahner, senior vice president, ager.

St. Paul—2654 University Ave.; Tel.: Prior 7711;
James R. Rahders, vice president, manager.
San Francisco 4—255 Montgomery St.; Tel.:
Exbrook 2-4616; John L. Harvey, manager.
Seattle 1—1218 Third Ave.; Tel.: Elliott 1572;
Francis G. Mullins, vice president, manager.
Washington, D. C. 4—1275 National Press Bldg.;
Tel.: Executive 3-6730; Donald J. Wilkins, manager.

manager.
Toronto 1—80 Richmond St. West; Tel.: Empire 6-1515; John Brookman, manager.

Toronto 1—80 Richmond St. West; Tel.: Empire 6-1515; John Brookman, manager.

TV Accounts: Network—Eastco, Inc. (N-S); Lewis Howe Co.; Thomas J. Lipton, Inc. (N-S); Palm Beach Co.; A. E. Staley Mfg. Co.; Wm. Wrigley Jr. Co.; Local—Bavarian Brewing Co.; Beltone Hearing Aid Co.; Chocolate Products Co.; Capital Frito Co.; Comfort Mfg. Co.; A. D. Goodman & Brothers; Janney, Semple, Hill & Co.; Krey Packing Co.; Lewis Howe Co.; Minnesota Hospital Service Assn.; Arthur Murray; Nalley's Inc.; Dr. Pepper Co.; Reddi-wip Inc.; Morris B. Sachs; Seattle First National Bank; A. E. Staley Mfg. Co.; Sugardale Provision Co.; Twin City Plymouth Dealers Assn.; Sidney Weber, Inc. Spot: Allied Florists of Ilinois; Baldwin Plano Co.; Bavarian Brewing Co.; Comfort Manufacturing Co.; Consolidated Royal Chemical Corp.: Albert Dickinson Co.; Doyle Packing Co.; Dwight Edwards Co. (Safeway Stores); Eastco Inc.; Emery Industries Inc.; Thomas Emery Sons Inc.; Erickson Brothers; Feinberg Kosher Sausage Co.; Faribault Canning Co.; Fritos Wisconsin; Fritos Co. West-

ern Division; Fritos Sales Inc. (Dallas); Fritos Co. of Cleveland; General Electric Co.; Glaser Crandell Co.; Janney, Semple, Hill & Co.; Jacob Ries Bottling Works Inc.; Krey Packing Co.; Lakeside Butter Co. (Safeway Stores); Lewis Howe Co.; Linco Products Distributing Co.; Thomas J. Lipton, Inc.; Minnesota Hospital Service Assn.; Motorola Inc.; Marketime Drugs; N. Y. Frito Co.; Minnesota Consolidated Canneries; Nalley's Inc.; Hotel Nicollet; Norselander Restaurant; Oshkosh B'Gosh Inc.; Dr. Pepper Co.; Peter Fox Brewing Co.; Pacific Coast Paper Mills of Washington; Puget Sound Power & Light Co.; Reddi-wip Inc.; Rap-In-Wax Paper; Rug Sheen Inc.; Morris B. Sachs Inc.; A. E. Staley Mfg. Co.; Sugardale Provision Co.; Sun Oil Co.; Twin City Plymouth Dealer Assoc.; Texas State Optical Co.; Texas Bank & Trust Co.; U. S. National Guard; Vernell's Fine Candies Inc.; Western Buick Dealers Adver. Assoc.; Wallerstein Co.; Warner-Hudnut Inc.; Waxed Paper Merchandising Council.

LEWIS EDWIN RYAN 726 Jackson Place, N.W., Washington 6, D. C. Tel.: Republic 7-7606

TV Dept.: William J. Green, TV director; Louise Scheiman, copy chief; William R. Doores, John F. Hardie, Marshall Hunt, account executives.

S

MAXWELL SACKHEIM & CO.

670 5th Ave., New York 19
Tel.: Plaza 8-2086
TV Dept.: Rae B. Elbroch, TV timebuyer;
Lester Wunderman, account executive.
TV Accounts: Jackson & Perkins; Demar Products Inc. (both S).

ucts Inc. (both S).

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17

Tel.: Plaza 5-1180

TV Dept.: James J. Freeman, director; William L. OBrion, timebuyer.

TV Accounts: Revere Copper & Brass (N).

SAUNDERS, SHROUT & ASSOC.
333 N. Michigan Ave., Chicago 1

Tel.: Dearborn 2-7089

TV Dept.: H. W. Buethe, media director.

WALKER SAUSSY ADV

WALKER SAUSSY ADV.

WALKER SAUSSY ADV.
823 Perdido St., New Orleans 12
Tel.: Magnolia 3218
TV Dept.: Walker Saussy, Jules Robert, D. Ziegelasch. Dorothea Schlesinger, Joseph C. Shields Jr., all account executives.
TV Accounts: American Brewing Co.; Wm. B. Reilly Co. Inc.; Hibernia Homestead; Henderson Sugar Refinery; Elmer Candy Co.; Holsum Bread; Louisiana Bank & Trust Co.

FRANK B. SAWDON INC. ADV.

TRANK B. SAWDON INC. ADV.
270 Park Ave., New York 17
Tel.: Plaza 5-1324
TV Dept.: Frank B. Sawdon, president; Jerry Bess, vice president, TV director; Yale Shafer, TV copy writer.
Chicago 1—75 E. Wacker Dr.; Tel.: Dearborn 2-0826; Tom Mannos, manager.
TV Accounts: Robert Hall Clothes; Abelson's Inc. (S) Accounts: Inc. (S).

SAXTON AGENCY

312 E. Wisconsin Ave., Milwaukee 2 Tel.: Broadway 6-4980 TV Dept.: H. Ellis Saxton, TV director; Eunice Grobe, timebuyer.

SCHEIDELER, BECK & WERNER

SCHEIDELER, BECK & WERNER

487 Park Ave., New York 22

Tel.: Murray Hill 8-8866

TV Dept.: Walter Ware, TV director; Vera Brennan, timebuyer; Joe Scheideler, Eugene Hulshizer, Philip Genthner, Philip Brooks, account executives.

TV Accounts: C. F. Mueller Co.; Sweetheart Soap; Blue White Flakes; Sterling Salt; A-1 Sauce; Economics Labs.

SCHOENFELD, HUBER & GREEN LTD.

Schoenfeld, Hober & Green Lib.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-0818
TV Dept.: Lewis G. Green, vice president in charge of TV; Miriam Orr, timebuyer; James F. MulCahy, vice-president, account executive

SCHOLTS ADV. SERVICE

1201 W. 4th St., Los Angeles 17 Tel.: Michigan 2396 TV Dept.: Tom Scholts, partner; Faythe Vent, TV director.

SCHWAB & BEATTY INC.

38 E. 57th St., New York 22 Tel.: Plaza 1-1557 TV Dept.: George F. Perkins, timebuyer.

SCHWIMMER & SCOTT INC.

SCHWIMMER & SCOTT INC.
75 E. Wacker Dr., Chicago 1
Tel.: Dearborn 2-1815
TV Dept.: Robert Knapp, executive director of TV; Evelyn Vanderploeg, timebuyer; Robert Berman, TV director; Edward P. Arlis, Edward H. Guy, Joseph F. O'Keefe Jr., R. J. Scott, Fred M. Vosse, Ray Washburn, Robert Riemenschneider, account executives

SCOTTS AGENCY INC. 11 Pemberton Sq., Boston 8 Tel.: Capitol 7-2425

RUSSEL M. SEEDS CO.

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3-2133
TV Dept.: Russell B. Young, vice president in charge of TV operations; Adelaide Couchman, assistant; Merle Myers, timebuyer; Freeman Keyes, president; Harry Maus, vice president; Fred Wilson, James Witherell, Harry Goldsmith, H. B. Hobbs, E. Eger, account executives.

Los Angeles 48—418 S. Robertson Blvd.; Tel.: Crestview 4-7613; Lou Place, vice president; Fenton Coe, TV producer, supervisor. Indianapolis 4—Lemcke Bldg., Tel.: Market 1395.
TV Accounts: Elgin American Div., Illinois Watch Case Co. (S); Reynolds Metals (N); W. A. Schaeffer Pen Co. (N-S); Brown & Williamson Tobacco Co. (S); Pinex Co. (S).

ROSCOE W. SEGAR ADV.

2125 N.E. 48th Ave., Portland 13, Ore. Tel.: Trinity 3445

H. RICHARD SELLER ADV. 206 S.E. Grand, Portland, Ore. H. Richard Seller, director.

SHAFFER BRENNAN, MARGULIS ADV. CO. 4 N. 8th St., St. Louis 1 Tel.: Main 2579

LEONARD SHANE AGENCY

8435 Melrose Ave., Hollywood 46
Tel.: Webster 8-3535
TV Dept.: J. M. Lench, general manager; W. T. Crago, TV director; Jeanne McFarland, timebuyer.

RALPH SHARP ADV. INC.

736 Lothrop Ave., Detroit 2
Tel.: Trinity 3-3350
TV Dept.: Arthur H. Seely, TV director; Howard E. Rodgers, timebuyer; Ralph W. Sharp, Joe H. Langhammer, Al Jacoby, account executives tives.

JOHN W. SHAW ADV. INC.

51 E. Superior St., Chicago
Tel.: Mohawk 4-6323
TV Dept.: John W. Shaw, president, account
executive; David E. Guerrant, vice president, account executive; Ann Shaffer, timebuver.

CHARLES SILVER & CO. 737 N. Michigan Ave., Chicago 11

SIMON & GWYNN

3329 Poplar, Memphis, Tenn.
Tel.: 62-1691
Nashville—930 Stahlman Bldg.; Tel.: 5-8909;
Bill Holder, account executive.

SIMMONDS & SIMMONDS INC.

201 N. Wells St., Chicago 6
Tel.: Andover 3-6645
TV Dept.: Kenneth R. Willert, TV director, account executive; Phil Tobias Jr., Curtis Winters, Mrs. Stephanie Seder, account executives.

ecutives.

TV.-Accounts: Dr. LeGear Poultry & Livestock;
American Grease Stick Co.; American Beauty
Macaroni; Craft Hosiery; Collins Co.; Krackettes Co.; Linda Sue Candies; Luby's Cafeteria; Owen Sausage Co.; Rudd-Humphreys Co.; Avenue of Better Cars; Automotive Accounts.

Also offices in St. Louis, Dallas, Fort Worth.

LEONARD M. SIVE & ASSOC.

22 W. 7th St., Cincinnati 2 Tel.: Garfield 3000

HOWARD R. SMITH CO.

703 Jones Bldg., Tacoma 2, Wash.TV Dept.: Larry Huseby, TV director; Howard R. Smith, Ted Knightlinger, account executive R. Sn tives.

SMITH & GANZ

6642 Sunset Blvd., Hollywood 28 Tel.: Hollywood 9-8234 TV Dept.: Richard T. Parker.

SMITH, TAYLOR & JENKINS INC.

TV Dept.: T. J. MacWilliams, TV director; William D. Morrissey, assoc. director; Ronald P. Taylor, W. C. Sutherland, Robert E. Quaid, account executives.

RAYMOND SPECTOR CO.

445 Park Ave., New York 22 Tel.: Murray Hill 8-4407 TV Dept.: Dick Blaine, head of radio-TV.

CHARLES N. STAHL ADV.

CHARLES N. STAHL ADV
6602 Selma Ave., Hollywood 28, Calif.
Tel.: Hollywood 2-7344.
TV Dept.: Charles N. Stahl, TV director and account executive; Donald D. Lewis, Evelyn Davis, Alison Prichard, account executives.
TV Accounts: Dr. Beauchamp; Troy Upholstery; Earl Scheib; Martin Motors; City of Cars; Ulrich Pontiac; Culver and Freeway Ford; Albertson Bros. Oldsmobile; Big Four Chevrolet Dealers; Bohemian Beer; Utter Pontiac; Lowenbrau Beer; Southern California Packard Dealers.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 17
Tel.: Trinity 8821
TV Dept.: E. C. Bloodworth, TV program director; A. W. Gudelman, timebuyer; Nat Jeffras, account executive.
TV Accounts: Certified Grocers (S); Signal Oil Co. (N); Brewster's Food Supplement (S). STERLING ADV. AGENCY 535 Fifth Ave., New York 17 Tel.: Murray Hill 7-3400 TV Dept.: Myron Brown, TV buyer. STEVENSON & SCOTT LTD. Tel.: University 5t., Montreal, Que.
Tel.: University 6-9361
Toronto—100 Adelaide St., W.; Tel.: Empire
3-1166.
Vancouver, B. C.—402 W. Pender St., Tel.: Pacific 5824. cific 5824.

STOCKTON-WEST-BURKHART INC.
1300 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Dunbar 5600
TV Dept.: Gary Lee, TV production manager;
R. A. McDowell, media director.

TV Accounts: Hudepohl Brewing Co.; Gibson
Wine Co.; Central Trust Co.; Cin. Gas &
Electric Co. (all R). Andrew Jergens Co.
(S); U. S. Shoe Co. (N). (S); U. S. Shoe Co. (N).

STOCKWELL & MARCUSE
1407 Industrial Bank Bldg., Detroit 26
TV Dept.: Philip R. Marcuse, timebuyer; Don Hodgins, account executive. GLENN JORDAN STOETZEL INC. 307 N. Michigan Ave., Chicago 1 TV Dept.: George McGivern, media director; Ralph Rozena, account executive. TV Accounts: Christian Reformed Church (S). STORM & KLEIN 331 Madison Ave., New York 17 Tel.: Murray Hill 7-4460 TV Dept.: Arthur Klein, timebuyer. TV Accounts: Tintex (S).

TV Accounts: Tintex (S).

STREET & FINNEY
76 Ninth Ave., New York 11
Tel.: Watkins 4-8510
TV Dept.: Helen A. Thomas, timebuyer.

STROMBERGER, LaVENE, McKENZIE
600 S. Lafayette Park Place, Los Angeles 57
Tel.: Dunkirk 5-2211
TV Dept.: Harmon O. Nelson, TV director;
George G. Anthony, media director.
TV Accounts: General Petroleum; Smart and
Final Iris Foods.

BOB STRUBLE & ASSOC.
735 N. Vine St., Hollywood 38
Tel.: Hollywood 4-0249
TV Dept.: R. B. Struble, TV director Len McLean, timebuyer.

SULLIVAN. STAUFFER. COLWELL & BAYLES

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 5th Ave., New York 16
Tel.: Oregon 9-2500
TV Dept.: Philip H. Cohen, vice president in charge of TV; Frank Minehan, vice president in charge of media.
Hollywood 28-6253 Hollywood Blvd.; Tel.: Hollywood 4-2119; J. J. VanNostrand, vice president in charge of TV.

SUTHERLAND-ABBOTT Tel.: Kenmore 6-1472
TV Dept.: T. R. Covey Jr., TV director; Evelyn Victor, assistant director.
TV Accounts: Gold Filed Mfgrs. Assoc.; Schlotterbeck & Foss Co.; Blue Cross-Blue Shield (all S).

TAGGART & YOUNG
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108
TV Dept.: Ray Lewis, TV director.
TV Accounts: Paul G. Wagner Co.; Parklabrea;
Columbia Mills Inc.; Resihite Sales Corp.;
Tom Ray Pontiac Co. TATHAM-LAIRD INC.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-3700
TV Dept.: George A. Bolas, TV director; Paul Schlesinger, Harold Bennett, Jack Ragel, Don Grasse, radio-TV (account) managers.
Hollywood—Taft Bldg. (1680 Vine St.); Tel.: Hollywood 1-9228; William Burch, TV production supervisor.
New York 22—595 Madison Ave.; Tel.: Plaza 3-7057; H. Lawrence Holcomb, William Vance, TV supervisors.
TV Accounts: Toni Co. (White Rain, Bobbi, Tame) (N-S); C. A. Swanson & Sons (N); George A. Wiedemann Brewing Co. (S); General Mills Inc. (Kix, Sure-Champ, Trix) (N-S); Simoniz Co. (Hi-Life Polish, Bodyguard Cleaner (N-S); Fulham Bros.; Armour & Co. (smoked meats); Wander & Co. (N-S); Abbott Labs.
TECH ADGENCY INC. TATHAM-LAIRD INC.

TECH ADGENCY INC. TECH ADGENCY INC.

1004 E. Jefferson Ave., Detroit 7

Tel.: Woodward 2-7367

TV Dept.: V. L. Marcinak, timebuyer.

TV Accounts: Paul Reed Inc. (S); Michigan

Bean Shippers Assn. J. WALTER THOMPSON CO.

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000
TV Dept.: Stanley Resor, president; John U.
Reber, vice president in charge of TV;
James O. Luce, Anne C. Wright, Jayne M.
Shannon, timebuyers; Virginia Spragle, H.
Bart McHugh Jr., talent buyers.
Chicago 11—410 N. Michigan Ave.; Tel.: Superior
7-0303; George C. Reeves, vice president,
manager; Peter Cavallo, TV director; Ed
Fitzgerald, timebuyer.
Detroit 26—535 Griswold St.; Tel.: Woodward
2-8890; Norman H. Strouse, manager, vice
president.

troit 26—535 Griswold St.; Tel.: Woodward 2-8890; Norman H. Strouse, manager, vice president.

S Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Cornwell Jackson, vice president; Thomas Cooper, vice president; William R. Wilgus, TV director; Robert Thurmond, media director, timebuyer.

Francisco 4—320 California St.; Tel.: Garfield 1-3510; Henry T. Stanton, senior vice president; Frade Fidler, Pacific Coast vice president; Frances Austin, timebuyer; John Hasty, TV producer, copy writer.

Accounts: All N—Florida Citrus Comm. (also S); Ford Div. of Ford Motor Co.; Kraft Foods Co. (also S); Lever Bros. Co. (also S); RCA; Scott Paper Co. (also S); All S-P: Ballantine & Sons; Bowman Dairy; Ford Dealers; Parker Pens; Safeway Stores; Shell Oil Co.; Swift & Co.; Ward Baking Co.; Allantis Sales Corp.; Champion Spark Plug Co.; Fridan Calculating Machine Co.; Mentholatum Co.; Pacific Mills; Pan American World Airways; Penick & Ford Ltd.; Pond's Extract Co.; Standard Brands; Yellow Cab Co.; W. F. Young.

TOWN CRIER AGENCY INC.

305 Wickham Bldg., Council Bluffs, Iowa
TV Dept.: N. H. Filbert, TV director.
TV Accounts: Roberts Dairy; Playland Park;
Bevington & Johnson.

TRACY, KENT & CO. INC. 515 Madison Ave., New York 22

TV Dept.: Philip A. Baecker, TV director;
Frank S. Kent, William Irwin Tracy, account executives.

TV Accounts: H. C. Brill Co. Inc.; Gristede Bros. Inc.; Terry Candy Co.

TRACY-LOCKE CO. INC. 2501 Cedar Springs Rd., Dallas

2501 Cedar Springs Rd., Dallas
Tel.: Sterling 4741
TV Dept.: Larry Dupont, TV director; J. P. Stewart, asst. TV director.
Houston 2—711 Main St.; Tel.: Charter 5467.
TV Accounts—Adleta Co.; Mrs. Baird's Bread; Borden Co. (Southern Div.) (S); Duncan Coffee Co.; Imperial Sugar Co.; Haggar Slacks; King Candy Co.; Burrus Mills (S); Carbisulphoil; Comet Rice Mills (S); Ireland Chili Co. (S); Reserve Life Insurance; American Brewing Co.; The Frito Co.

TURNER ADV. AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426
TV Dept.: Karl Vehe, manager.
TV Accounts: O-Cedar Corp.; American Marietta Co.

U

C. J. ULRICH & ASSOC. 3253 Irving Park Rd., Chicago 18 Tel.: Juniper 8-6545

TV Dept.: C. J. Ulrich, timebuyer, account executive.

VanSANT, DUGDALE & CO.

VanSANT, DUGDALE & CO.

15 E. Fayette St., Baltimore 2

Tel.: Lexington 9-5400

TV Dept.: Robert V. Walsh, TV director; Rita G. Eastman, William H. Shriver Jr., writer-producer; Evelyn K. Huttmann, time buyer; Wilbur VanSant, pres.; Robert E. Daiger, exec. vice pres.; Henry G. Erck, vice pres.; C. M. Buchanan, vice pres.; Daniel J. Loden, vice pres.-account supervisors; E. W. Bridgman Jr., E. E. Cooke Jr., J. R. Rogers, Manson M. Steffee, Nicholas VanSant, account managers.

managers.

Accounts: Black & Decker Mfg. Co. (S); Charles D. Briddell Inc. (S); The Crosse & Blackwell Co. (N-S); Fram Corp. (N-S); Laco Products Inc. (S); Pittsburgh Plate Glass Co. (S); T. J. Kurdle Co. (S); Sherwood Bros. Inc. (S); Anchor Post Products; Baltimore Nat'l Bank; Equitable Trust Co.; Baltimore Nat'l Bank; Equitable Trust Co.; Md. Coop. Milk Prod.; Maryland Hospital Serv.; Medusa Masonry Paints; Nat'l Central Bank; Oliver Corp. (A. B. Farquhar Div.); F. S. Royster Co.; San Georgio Macaroni Inc.; Gibbs & Co. (S); Victor Products Corp.; Weaver-Interstate (all S).

CARLO VINTI ADV.

CARLO VINTI ADV.
551 5th Ave., New York 17
Tel.: Murray Hill 2-8061
TV Dept.: Carlo Vinti, president, TV director;
Joseph Vinti, vice president, account executive; J. F. Kneisley, timebuyer; C. S. White, account executive.
Chicago—2708 W. Washington Blvd.; Tel.: Sacramento 2-1700; Amerigo Lupi.
San Francisco—470 Columbus Ave.; Tel.: Douglas 2-8966; Renato Gelsi-Medeot.
TV Accounts: Uddo & Taormina Co. (N); E. & J. Gallo Wines; Stella D'Oro Biscuits (both S).

W. L. VOMACK INC. 341 Kings Highway, Brooklyn 23 Tel.: Esplanada 5-6000

GEOFFREY WADE ADV.

GEOFFREY WADE ADV.

20 N. Wacker Dr., Chicago 6

Tel.: State 2-7369

TV Dept.: Paul McCluer, general manager;
Louis J. Nelson, media director; Booth Luck,
TV operations director; D. S. Williams, time-

buyer.

Hollywood 28—6381 Hollywood Blvd.; Tel.: Hollywood 4-7457; R. E. Dwyer, manager; Forrest F. Owen Jr., TV director; Snowden Hunt Jr., media director.

TV Accounts: Miles Labs (N-S) De Mets Inc. (S).

LOUIS E. WADE INC.

LOUIS E. WADE INC.
Paramount Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 6202
TV Dept.: Richard M. Katt, TV director, account executive; Louis E. Wade, timebuyer; Edward P. Wade, production, account executive.

TV Accounts: American Coal & Supply Co. (S); ABC Coach Lines (R); Gillies Seat Cover Co. (S); Meyer Drug Stores (R); Delux Marine Co. (R); G. E. Bursley Co. (R); Patterson Fletcher Co. (S); Wolf Bedding Co. (R).

WADSWORTH & WALKER INC. 517 Gerona Ave., Coral Gables 46, Fla. Tel.: 67-3666 TV Dept.: Ralph K. Wadsworth, president. New York 17—369 Lexington Ave.; Tel.: Murray Hill 5-6100.

HUGO WAGENSEIL & ASSOC. Talbott Bldg., Dayton 2, Ohio Tel.: Hemlock 5542

WALKER & DOWNING

TV account executives.

Walker Blow, Pittsburgh 22
Tel.: Grant 1-1900
TV Dept.: Robert Stevens, TV director and timebuyer; William Burge, asst. TV director, timebuyer; V. I. Maitland, Frank Orr, TV account executives.

WALLACE-FERRY-HANLY CO. (see Hanly, Hicks & Montgomery Inc.)
400 W. Madison St., Chicago 6
Tel.: Franklin 2-6440
TV Dept.: J. T. Ainley, director; L. T. Wallace, account executive.

WALSH ADV. CO. LTD.

WALSH ADV. CO. LTD. 1787 Walker Rd., Windsor, Ont. Tel.: Clearwater 6-2671 Toronto—2414 Bank of Nova Scotia Bldg.; Tel.: Empire 3-3053. Montreal, Que.—1620 University Tower Bldg.; Tel.: Belair 8431.

Tel.: Belair 8431.

WILLIAM WARREN, JACKSON & DELANEY
45 W. 45th St., New York 19
Tel.: Judson 6-0350
TV Dept.: Stevens P. Jackson, director of TV;
William Solow, assistant TV director; Edward O'Brien, TV program director; Conrad Mikorenda, mgr. TV commercials dept.
TV Accounts: Sachs Quality Stores; Vim Stores;
Flag Pet Food; Relaxacizor; Colony Motors;
Monarch Bulck; Ritz Furs; Sofia Bros.; Art
Activities; Strauss Stores; Wing & Fin; Dale
Dance Studios; Lester Martin Co.; Fruit
of the Loom Lingerie, Bondex Paint Dealers, Chinchilla Industries, Contour Chair of
N. Y. (all S).

N. Y. (all S).

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800
TV Dept.: William P. Warwick, TV director;
Joe Gratz, Robert Steen, assistants.
Los Angeles 57—2405 W. 8th St.; Tel.: Dunkirk
3-1141; Cecil Underwood, TV director; Miles
Middough, asst. TV director.
TV Accounts: Hoffman Beverage Co. (R-S);
Larus & Bro. Co.; Pabst Brewing Co. (N-S);
H. J. Caruso Inc. (S).

WATTS, PAYNE ADV. INC. 900 S. Main, Tulsa 3, Okla. Tel.: 3-8100
TV Dept.: Don S. Mitchell

.: 3-8100
Dept.: Don S. Mitchell, TV director; Jack
Starr, TV production chief; Patricia Taylor,
TV traffic; Donald Dyer, Benton Ferguson,
account executives.
Accounts: Oklahoma Tire & Supply Co.;
Chili Bowl Seasoning; Hanna Lumber Co.;
Palace Office Supply Co.; Streets Department
Store; First Nat'l Bank & Trust Co. (all R).

WEAVER-GARDNER INC. 405 Oppenheim Bidg., St. Paul 1, Minn. Tel.: Capital 4-4715 TV Dept.: Luther Weaver, president, TV director; Don Gardner, vice president.

WEILL & EBY ADV. 608 Crosby Bldg., 170 Franklin St., Buffalo, N. Y. Tel.: Mohawk 4236 TV Dept.: Jo Ann Redstock.

MILTON WEINBERG ADV. CO.
6523 Wilshire Blvd., Los Angeles 48
Tel.: Webster 8-3811
TV Dept.: Joel W. Stearns, TV director; Selma Solmann, timebuyer.
TV Accounts: Jim Clinton; May Co.; Owl Drug Co.; 4711 Ltd.; Hollywod Turf Club; Grayson's.

WILLIAM H. WEINTRAUB & CO. INC.
488 Madison Ave., New York 22
Tel.: Plaza 1-0900
TV Dept.: Harry Trenner, vice president in charge of TV; William H. Weintraub Jr., executive TV producer; Lester Blumenthal, TV business manager; Joan Stark, time-buyer

TV business manager; Joan Stark, time-buyer.

New York—49 E. 53rd St.; Tel.: Plaza 9-8488

TV Accounts: Blatz Brewing Co.; G. H. P. Cigar Co.; Seeman Bros.; Revlon Products Corp.; Ronson Art Metal Works Inc.; Congress Cigar Co.

Cigar Co.

WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11

Tel.: Whitehall 3-2100

TV Dept.: Marvin L. Mann, vice president, TV director; William Stenson, timebuyer; Harvey Mann, media analyst; Don P. Nathanson, vice president, account supervisor; Eugene W. Cooper, Byron Bonnheim, account executives.

New York—6 E. 45th St.; Tel.: Oxford 4-0414; Bruce Dodge, vice president, production director.

TV Accounts: Toni Co. (Tonnette, Silver Curl.

rector.

Accounts: Toni Co. (Tonnette, Silver Curl, Home Permanent, Spin Curlers) (N-S); Wine Corp. of America (N-S); Terre Haute Brewing Co. (S); Wyler Soups; College Inn Foods (S).

WELSH, HOLLANDER & COLEMAN ADV. 350 S. Alvarado St., Los Angeles 57 Tel.: Dunkirk 9-1171 TV Dept.: Henry Welsh, A. M. Hollander, Jerry Coleman, account executives.

WERTHEIM ADV. ASSOC.

11 W. 42d St., New York 36

Tel.: Wisconsin 7-5978

TV Accounts: Specializes in educational, religious and institutional accounts.

Tous and institutional accounts.

WESLEY ASSOC.

247 Park Ave., New York 22

Tel.: Eldorado 5-2680

TV Dept.: J. D. Knap Jr., media director;
Jay Perine, account executive.

TV Accounts: Shulton Inc. (S); Sutton Cosmetics Inc.

WEST-MARQUIS INC.

metics Inc.
WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214
TV Dept.: Hazelle S. Bishop, media department manager; Hazel S. Beaver, assistant.
San Francisco 3—785 Market St.; Tel.: Garfield 1-1716; Harold H. Marquis, vice president.
Seattle 4—1466 Dexter Horton Bldg.; Tel.: Mutual 1066; Stuart Nicholson, vice pres., gen. mgr.

TV Accounts: Wilbur-Ellis Co.; Marineland of the Pacific; Norris-Thermador Appliances.

WESTERN ADV. AGENCY INC.
4848 Wilshire Blvd., Los Angeles 5
Tel.: Webster 8-2681
TV Dept.: Ed Lytle, TV director; Paul Wickman, vice pres. in charge; Claire Koren, TV timebuyer; Norine Freeman, producer; Ralph Yambert, account executive.
TV Accounts: Flex-Straw Co., Alemite Co. of So. Calif; Pierpoint Landing at Long Beach; Gallenkamp's Shoes; Bowle Pie Co.; Magnetic Spring Water; Voice of Prophecy; Librascope; General Electric Supply Co. Ontra cafeterias (all R).

WESTHEIMER & BLOCK
315 N. 7th St., St. Louis 1
Tel.: Garfield 1-4080
TV Dept.: Rita Forrester, timebuyer; Robert F.
Lee, Jack Rafield, James H. Stobie, account
executives.
New York 17—Reggie Schuebel Inc., 7 E. 47th
St.; Tel.: Eldorado 5-7785; Reggie Schuebel.
TV Accounts: Centlivre Brewing Corp.; Lutheran TV Productions; Sears, Roebuck & Co.;
Peter Eckrich & Sons (all S).

WARD WHEELOCK CO. Lincoln-Liberty Bldg., Philadelphia 4 Tel: Rittenhouse 6-7500 TV Dept.: Russ Johnston, vice president, TV di-

rector. w York 22—444 Madison Ave.; Tel.: Plaza 3-7120, Col. Ralph K. Strassman, vice presi-dent.

dent.
Hollywood 28—California Bank Bldg.; Tel.: Hollywood 4-9221.
TV Accounts: Adam Scheidt Brewing Co.

WHERRY, BAKER & TILDEN INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000
TV Dept.: Louis E. Tilden, vice president, Tv director: Clifford E. Bolgard, vice pres., media director, TV timebuyer.

media director, TV timebuyer.

WHITE ADV. AGENCY
19 W. 10th St., Tulsa 14
Tel.: 2-5194
TV Dept.: Herb A. Lightman, TV director (Hollywood); Pete White, John Howley, Bruce Hall, Marguerite Cunningham, Stephen Olesiuk (Okla. City).

Oklahoma City—415 Commerce Exchange Bldg.; Tel.: Regent 6-8282; Stephen Olesiuk, manager.

Hollywood 28—1966 Outpost Circle; Tel.: Hollywood 9-0295; Herb A. Lightman, director.

TV Accounts; Oral Roberts; Doenges Motors; LeFevre Chemical; Gabels Sausage; Associated Grocers; Flying Chicken; Bell Clothes; Knox Gasoline.

THOMAS C. WILSON ADV. AGENCY
33 E. Truckee River Lane (P.O. Box 1011),
Reno. Nev.
Tel: 2-7011
TV Dept.: Mel Mathewson, TV director; Mrs.
Effie Mitchell, timebuyer; Ray L. Jefferson,
account executive.
TV Accounts: Chism Ice Cream Co.; First Nat'l
Bank of Nev.; Meyer Constr. Co. (all S).

WINIUS-BRANDON CO.

1706 Olive St., St. Louis 3 Tel.: Chestnut 1-6380

Dept.: Vernon L. Morelock, vice president, TV director; Rosalie A. Pletuch, assistant TV director; Wm. S. Sanborn, vice president & account executive. Accounts: Deep Rock Oil Corp.; Endicott-Johnson Shoe Corp.; Emerson Electric Mfg. Co.; Schleuter Mfg. Co.

WOLFE-JICKLING-CONKEY 327 John R. St., Detroit 26 Tel: Woodward 1-1865

WOODARD & VOSS INC. 15 Elk St., Albany 7, N. Y. Tel.: 3-1248

WORTMAN, BARTON & SPOHN INC. 345 Madison Ave., New York 17 Tel.: Murray Hill 4-5920 TV Dept.: Elbert B. M. Wortman, account ex-ecutive; Hortense Essler, timebuyer. TV Accounts: White Castle Hamburger Co. (R).

YOUNG & RUBICAM INC.

285 Madison Ave., New York 17

Tel.: Murray Hill 9-5000

TV Dept.: Nat Wolff, vice president, director of TV, and in charge of production; Joseph A. Moran, vice president & associate director of TV; David Levy, vice president in charge of TV talent & new programs; Rodney Erickson, vice president and business manager.

Chicago 1—333 N. Michigan Ave.; Tel.: Financial 6-0750; William Wilson, radio-TV manager; Marion Reuter, timebuyer.

Detroit 26—645 Griswold St.; Tel.: Woodward 1-0067.

Detroit 26—645 Griswold St.; Tel.: Woodward 1-0067.

San Francisco 4—235 Montgomery St.; Tel.: Douglas 2-6977; E. A. Merrill, vice president; James R. McManus, timebuyer; Winton R. Smith, media director.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-2734; Walter Bunker, vice president in charge of TV.

Los Angeles 17—611 Wilshire Blvd.; Tel.: Madison; 6-7641; Jack W. Smock, vice president in charge; George K. Allison, media director; Julie Herell, timebuyer.

Montreal, Que.—660 St. Catherine St., W.; Tel.: Plateau 4691.

Toronto 1—44 King St. W.; Tel.: Empire 3-5035. Mexico, D. F.—Avenid Juarez No. 117; Tel.: Erikson 10-49-00.

London, Eng.—Roxburghe House, 285 Regent St., W.I; Tel.: Regent 0211.

TV Accounts: General Foods (N-S); Thos. J. Lipton Inc. (N-S); Gulf Oil Co. (N-S); Duffy-Mott Co. Inc. (R-S); Singer Sewing Machine Co. (R-S); Bristol-Myers Co. (N-S), and others.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave., W., Detroit 21
Tel.: Woodward 1-9151
TV Dept.: A. H. Riter, TV director; C. D. Vortman, timebuyer; John McManus, Richard Long, Tom Young, Larry Williams, account executives.
TV Accounts: Bohn Aluminum & Brass Corp. (N); Stroh Brewery Co. (S); Farmers & Mfgs. Beet Sugar Assn. (S).

Kenyon & Eckhardt Surveys TELEVISION STATION MERCHANDISING

MORE than three fourths of the nation's tv stations offer some type of merchandising or promotional service to their advertisers, according to the second annual survey of ty station merchandising conducted by Kenyon & Eckhardt.

The K & E survey, conducted in June, shows that 275 stations, 77% of those then on the air in the continental U.S., offer some sort of merchandising service. It also shows that if a station offers one merchandising service, the likelihood is that it offers a great variety of such services.

Air support, promoting a sponsor's program and/or products with announcements or during sustaining programs, is the service most commonly available, being offered by 99% of all stations answering the K & E questionnaires. Mailings to the trade or to consumers are made by 98% of the tv stations; 95% make trade calls and 96% give some other advertising support.

Full results of the K & E survey, published

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on the following pages, report all merchandising services offered by each of the 275 stations, together with information on whether the service is provided free, is charged for, or is furnished only to advertisers complying with some other condition stipulated by the station, such as the purchase of a minimum amount of station time.

The idea of preparing a full-scale study of station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of promotion at K & E. Arrangements were made with BoT for publication of the results, which last year, as this, were included in the Telecasting Year-BOOK-MARKETBOOK. (A K & E survey of merchandising services offered by radio stations last year was published by BoT as Part II of the Nov. 30, 1953 issue. K & E's 1954 radio station merchandising survey will be published by BoT this fall.)

The questionnaire was prepared by the K & E research department, under the supervision of G. Maxwell Ule, vice president and director of research. His staff also tabulated the stations' replies and prepared the summary table appearing on this page.

Mr. Ule said that there were three major objectives of the study:

- 1. To acquaint buyers of tv time with the merchandising and promotional services that each station will supply currently.
- 2. To acquaint sellers of tv time with what other stations are providing by way of merchandising and promotion.
- 3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed May 20, 1954, to all tv stations then on the air or scheduled to begin operations by June 1. Follow-up letters and questionnaires went out a month later. The return based on both mailings was about 80%.

Listed by Mr. Ule as among the more sig-

nificant findings of the survey are the following points:

1. Of all tv stations, 77% (275 stations) reported some merchandising or promotional services. The remaining 23% either had no such services or did not return the questionnaires.

2. The number of stations reporting merchandising services in the current survey (275) is twice the number reporting them in the 1953 survey (138).

3. Of these 275 stations, 95% make trade calls, including soliciting and placing displays, store checks and soliciting tie-in advertising; 98% provide trade mailings, such as letters, post cards, broadsides or merchandising bulletins; 99% offer on the air support, including demonstrations, give-away prizes, product mentions, tune-in announcements, client participation in special programs and recorded personality interviews plugging the client's product. In addition, 87% will aid the client's representative in problems of distribution and 30% have a merchandising plan or agreement whereby certain retail outlets will give preferred space to a client's display material.

The table at right presents a detailed summary of the survey's findings for all tv stations reporting. Illustrating the use of this table, Mr. Ule explained:

"In the first column, the entry 95% for trade calls indicates that 95% of the 275 stations reporting at least one merchandising service will make some calls on the trade. The entry of 92%, immediately after the first entry, shows that 92% of the 275 stations will solicit and/or place displays.

"In the second column, the entry 39% indicates that of all stations which report they solicit and/or place displays, 39% require a minimum purchase of air time.

"In the third column, the first entry, 89%, means that 89% of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word "local" designates all nonnetwork advertisers, national and regional spot clients as well as purely local advertisers). The remaining 11% are those who make their service available either to local advertisers only or to network advertisers only or did not specify which type of advertiser is eligible to receive the service.

"In the last column, the first entry, 11%, means that 11% of the stations that report they solicit and/or place displays will charge the advertiser for this service."

HOW TO READ LISTINGS

Note: The letters A through S stand for the following merchandising services: Trade Calls: A—Solicit and/or place displays; B—Solicit tie-in advertising; C—Store checks. Trade Mailings: D—Letter; E—Postcard; F—Broadside; G—Merchandising bulletin. Advertising Support: H—Newspaper tune-in ads; I—Store display pieces; J—Lobby windows; K—Billboards; L—Car cards. On-the-Air Support: M—Demonstrations; N—Give away prizes; O—Product mentions; P—Tune-in announcements; Q—Client participations in special program. Other Support: R—Aid client representative in product distribution; S—Merchandising plan offering preferred space.

The omission of a letter in a station listing signifies that the merchandising service associated with the letter is not offered by the station. Following each code letter, a code number indicates—as follows—the station requirements for providing specific merchandising service: Airtime Requirements: 1—Minimum purchase required; 2—No minimum required; X Detail not reported. Advertiser Requirements: 3—Network advertiser only; 4—Local advertiser only; 5—Both local & network; X Detail not reported. Cost Requirements: 6—Advertiser charged in whole or in part for service; 7—Advertiser is not charged; X—Detail not reported.

This is the second national survey by Kenyon & Eckhardt of merchandising services provided by television stations. The first was published in the 1953-54 Telecasting Yearbook-Marketbook. As stated at that time, Bot recognizes that there is controversy over the question of whether stations should provide merchandising services. Bot has taken no sides in the controversy, except to adhere to its basic position that stations should not use merchandising as a rate cutting device.

TV STATION MERCHANDISING-PROMOTION SUMMARY

	(*) Per Cent Of Responding Stations That Offer Some Services (275)	(*) Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	(*) Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	(*) Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
TRADE CALLS	95 %	_	_	_
Solicit and/or Place Displays	92 %	39%	89 %	11%
Solicit Tie-in Advertising	82	32	83	6
Store Checks	7 9	39	83	10
TRADE MAILINGS	98 %	_	_	_
Letter	95	47	85	22
Jumbo or Regular Post Card	83	46	86	23
Broadside	43	45	82	35
Merchandising Bulletin	51	35	91	15
ADVERTISING SUPPORT	96 %	_		_
Newspaper Tie-in Ads	87	49	91	13
Store Display Pieces	66	49	81	16
Lobby Windows	55	39	85	10
Billboards	1 <i>7</i>	55	90	28
Car Cards	32	57	80	1 <i>7</i>
On-THE-AIR SUPPORT	99%			
Demonstrations	54	39	89	5 5
Give Away Prizes	63	36	84	5
Product Mentions	56	41	88	1
Tune-in Announcements	96	30	92	1
Client Participation in Special				
Program	53	2 7	86	12
OTHER SUPPORT	_	_		_
Aid Client Representative in				
Product Distribution	87	24	85	1
Merchandising Plan Offering				
Preferred Displays	30	51	84	5

(*) The 100 per cent base includes stations that did not respond to the specified question.

City, Station Call Letters Merchandising or Station Manager

ALABAMA

Birmingham

WABT, Henry P. Johnston A257, B257, C24X, D257, E257, F257, G257, H257, I246, L257, N247, O247, P257, Q257, R257.

WBRC-TV, J. Robert Kerns A257, B257, C257, D257, EXXX, FXXX, H257, I156, J257, L257, M257, N257, O257, P257, R257, S257.

Mobile

WKAB-TV, Robert H. Moore A257, B257, C257, D257, E257, F257, G257, 1257, JXXX, LXXX, M257, N257, O257, P257, Q257, R257, S257.

Montgomery

WCOV-TV, Hugh M. Smith A157, C157, D157, E157, H157, IXXX, JXXX, KXXX, L157, MXXX, N157, O157, P157, R157.

ARIZONA

Phoenix

KOOL-TV, Charles H. Garland A257, B257, D257, E257, G257, H257, I257, J257, M257, N257, O257, P257, Q257.

KPHO-TV, Richard B. Rawls A157, D146, E146, G257, H157, I157, J157, M147, N157, P157, Q147, R157.

KVAR-TV, Dwight Harkins AX4X, DX46, EX46, HX56, NX57, OX57, PX57.

Tucsor

KOPO-TV, Eugene S. Mittendorf A257, B257, C257, D156, EXXX, H157, M157, N157, O157, P257, R257.

KVOA-TV, R. B. "Bud" Williams A156, B156, C156, D136, E156, F156, G156, H156, I156, J156, M157, N157, O157, P157, Q157, R257.

Yuma

KIVA, Robert H. Harker A257, B257, C257, D257, H156, 1257, M257, N257, O257, P257, Q257, R257, S257

ARKANSAS

Fort Smith

KFSA-TV, H. W. Stamps A257, C257, D25X, E25X, F25X, G257, H257, N2X6, O257, P257, R257.

Little Rock

KARK-TV, Douglas Jay Romine A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K256, L25X, P247, R257.

Pine Bluff

KATV, John H. Frigate A257, B257, C257, D157, E257, F157, H257, I257, J257, K157, L157, M257, N257, O257, P257, Q257, R157.

CALIFORNIA

Bakersfield

KBAK-TV, AI H. Constant A157, B157, C157, D157, E157, H157, H157, L157, N157, O157, P257, Q257, R157.

Chico

KHSL-TV, "Woody" F. Woodling A157, BX57, C257, D157, E157, G157, HXX6, I157, J157, M157, NXXX, O157, P157, Q157, R257, S157.

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(For keys to symbols, see "How To Read Listings" page 471.)

CALIFORNIA (Cont.)

Eureka

KIEM-TV, Donald H. Telford A257, B257, C257, D25X, E15X, G15X, J257, P257, R25X.

KBID-TV, Gene Grant AXXX, BXXX, CXXX, DXXX, HXXX, IXXX, JXXX, LXXX, NXXX, OXXX, PXXX, RXXX, SXXX.

Los Angeles

KABC-TV, Frank King A147, B147, C147, D147, E147, F147, G147, H147, H147, M147, N147, O147, P147, Q147, R147, S147.

KCOP, Jack Heintz A15X, B15X, C15X, E157, H157, 1157, J157, K157, L157, M257, N257, O257, P257, Q257.

KHJ-TV, John T. Reynolds A157, B157, C257, D157, E157, G157, H257, N157, P257, R157, S15X. KTTV, Richard A. Moore A157, B157, C157, D157, E156, H257, I157, M257, N157, O257, P257, R157, S157.

Monterey

KMBY-TV, S. M. Aston A257, B257, C257, D257, EXXX, FXXX, GXXX, HXXX, IXXX.

Sacramento

KCCC-TV, Ashley L. Robison A257, B257, C257, D156, E156, G157, H157, I257, K156, M257, P157, QXXX, R257.

KSBW-TV, John C. Cohan A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257, S257.

San Diego

KFMB-TV, George Whitney A256, C256, D256, E256, G256, I256, J256, L256, M256, N256, O256, P256, Q256, R256, S256.

KFSD-TV, John C. Merino A156, B247, C156, E156, HXXX, 1146, J146, L146, M156, N157, P157, R157.

San Francisco

KPIX, Philip G. Lasky supplies some merchandising services; details not reported.

KRON-TV, Harold P. See A257, B257, D257, E257, G257, H257, J257, P257, R257.

KSAN-TV, Irving Walter Lusk A257, B257, C257, D257, HXXX, PXXX, QXXX.

Santa Barbara

KEYT, Colin McRae Selph A257, B257, D257, E257, G257, H257, JXXX, LXXX, M257, O257, P257, R257, S257.

Tulare

KVVG, Cordell W. Fray A257, B257, C257, D257, E257, G257, H257, JXXX, LXXX, M257, O257, P257, R257, S257,

COLORADO

Colorado Springs

KKTV, James P. Russell A257, B257, C257, D257, E257, F257, G257, H157, JX57, LX57, M257, N257, O257, P257, Q257, R257, S257.

Denver

KBTV, Joseph Herold A257, B257, D257, E257, H257, J257, P257, Q257.

KFEL-TV, Gene O'Fallon AXX7, BXX7, CXX7, D257, E257, G257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257, SXXX.

KLZ-TV, Hugh B. Terry B257, D257, E257, F257, H257, J257, L257, P257.

KOA-TV, Dick Harris A256, B256, C256, D256, E256, F256, G256, H256, I256, J257, M256, N256, P257, Q257, R257, S156.

KCSJ-TV A257, B257, C237, D156, H157, J157, L157, N157, O157, P257, QXXX, R2XX, \$157.

CONNECTICUT

New Haven

WNHC-TV, Edward C. Obrist A157, B157, C157, D157, E157, H137, I157, J157, P237, Q257, R257, S157.

WATR-TV, Samuel Elman A157, B157, C157, D157, E157, F157, H157, H157, J157, M157, N157, O157, P157, Q157, R157, S157,

New Britain

WKNB-TV, Peter Bennett Kenney A257, B257, C257, D257, E257, G257, H256, I156, L257, M157, N257, P257, R257.

DELAWARE

Wilmington

WDEL-TV, Barton K. Ferse A257, B257, C257, D256, E256, F256, H257, I257, JXXX, KXXX, LXXX,

DISTRICT OF COLUMBIA

Washington, D. C.

WMAL-TV, Frederick S. Houwink A257, C247, D257, E257, H257, I257, J257, M257, N257, O257, P257, R257, S157,

WNBW, Carleton D. Smith A257, B257, C257, D257, E257, F257, G257, H257, I257, M257, N257, O257, P257, R257.

WTOP-TV, George F. Hartford AXXX, BX5X, D147, E147, H157, I15X, J15X, PXXX.

WTTG, Leslie G. Arries Jr. A247, B147, C147, D257, E257, F147, G257, H257, I147, J147, M257, N257, O257, P257, Q257, R257,

FLORIDA

Fort Lauderdale

WFTL-TV, Noran E. Kersta D1X7, G147, L1XX, M13X, P157, Q146.

Fort Lauderdale—Miami

WITV, Blayne Butcher A15X, B15X, DX5X, EX5X, FX5X, GX5X, HX5X, P157.

Jacksonville

WJHP-TV, Thomas S. Gilchrist Jr. A156, BX56, C156, D156, EX56, H1X6, J156, L156, P157, Q157.

WTVJ, Lee Ruwitch A157, B157, C157, D157, EXXX, 1146, M157, N157, O157, P157, R157.

WEAR-TV, Mel Wheeler A157, B257, C257, D257, E257, H157, K157, O257, P257, Q257, R257. WPFA, T. E. Busby C24X, H156, M256, NXXX,

OXXX, PIX7, QIXX, R2X7.

West Palm Beach

WIRK-TV, Arthur L. Gray A257, B257, C257, D257, E256, F256, G257, H2X7, IXX7, JXX7, KXX7, LXX7, MXXX, NXXX, OXXX, P257, Q257, R257, S257.

GEORGIA

Atlanta

WAGA-TV, John W. Collins A147, B247, C14X, D146, E147, G257, KXXX, P257, R147.

WLWA, William P. Robinson A257, B257, C257, D257, E257, F257, G257, H257, I257, L257, M257, N257, O257, P257, Q257, R257, S257.

Augusta

WJBF-TV, J. Hampton Manning Jr. A157, B257, C247, D157, E156, F156, G257, H157, I157, J157, K156, L157, N157, O157, P257, R257.

WRDW-TV, Roger J. LaReau A157, BX57, C257, D157, E157, F157, G157, H157, I157, J157, K157, L157, M257, N257, O257, P257, Q257, R257, S257.

WDAK-TV, C. F. Macleod A257, B257, C257, D257, E257, F257, H257, I257, J257, M257, N257, O257, P257, R257.

WRBL-TV, Jim Woodruff Jr. A157, B157, D157, E157, H157, I157, J157, K156, L156, M157, N157, O157, P157, Q157, R257, S157.

Macon

WNEX-TV, Alfred Lowe AXXX, BXXX, CXXX, DXXX, FXXX, HXXX, IXXX, PXXX, RXXX.

WROM-TV, Edward Nixon McKay A257, C257, D257, E257, M257, N257, O257, P257, Q257, R257.

WTOC-TV, William Thomas Knight A157, B257, C257, D257, E257, G257, H157, J257, N257, O257, P157, R157.

IDAHO

KIDO-TV, Walter E. Wagstaff A156, B156, C157, D156, E156, F156, G157, H156, J157, NXXX, PXXX, RXXX

Idaho Falls

KID, Clarence N. Layne A156, B257, C157, D156, H156, 1256, P257, Q156, R257.

ILLINOIS

Chicago

WBBM-TV, H. Leslie Atlass A256, D256, E256, F256, G257, M257, N257, O257, P257

WGN-TV, Frank P. Schreiber A156, B156, C157, D156, H257, I157, J257, L257, P257, R257, S157.

WDAN-TV, Robert J. Bisrow AXXX, BXXX, CXXX, D157, H157, MX4X, OXXX, P2XX, Q2XX, R157.

WTVP, Stephen W. Pozgay A257, B257, C257, D256, H156, I257, L257, M257, N156, O257, P157,

Peoria

WTVH-TV, John Leslie AXXX, BXXX, D257, EXXX, GXXX, H157, I157, J157, K157, L157, M157, N157, O157, P257, R157, S157.

Quincy

KHQA-TV, Walter J. Rothschild A257, B257, C257, D257, E257, G257, H157, I257, J257, M257, N257, O257, P257, Q257, R237, S237.

WGEM-TV, Joseph S. Bonansinga A257, B257, C257, D257, E257, G257, H257, J257, M257, N257, O257, P257, R257.

WREX-TV, Charles R. Olson A156, B157, C156, D156, E256, F256, H156, LXXX, M157, N157, O157, P157, Q257, R257.

WTVO, Hal Froelich A257, B257, C257, DXXX, EXXX, FXXX, G257, H257, JXXX, M257, N257, O257, P257, Q257, R257.

Rock Island (Davenport, Moline)

WHBF-TV, Les Johnson A157, B157, C157, D157, E157, G257, H156, P157, R157.

Sprinafield

WICS, Milton D. Friedland A157, B257, C157, D257, E257, F257, G257, H257, I157, M257, N257, O257, P257, Q257, RXXX.

INDIANA

Bloominaton

WTTV, Robert L. Lemon A157, B157, C157, D157, E157, F156, G157, H157, I156, J157, N257, O157, P257, R157, S157.

WSJV, John Joseph Keenan A157, B157, C237, D257, E156, F136, G257, H257, I157, J257, L137, M237, N257, P257, R257, S137.

WFIE, Ted M. Nelson A157, B157, C157, D15X, E15X, F15X, G15X, H157, I157, MX57, NX57, P257,

Fort Wayne

WKJG-TV, Edward George Thoms A157, B157, C157, D157, E157, P157, R257.

INDIANA (Cont.)

Indianapolis

WFBM-TV, Harry Murray Bitner Jr. A157, B157, C157, D157, E157, F157, G157, H157, M157, N157, O157, P157, Q157, R157.

Muncie

WLBC-TV, Donald A. Barton A256, B257, C256, D256, E256, F256, G256, H257, I256, J256, M257, N257, O257, P257, Q256, R257.

South Bend

WSBT-TV, Neal B. Welsh D15X, E15X, H156, P15X.

IOWA

Cedar Rapids

KCRI-TV, Wade S. Patterson A157, B157, C157, D157, E157, F157, G157, H157, I15X, M157, N157, O157, P157, R157.

WMT-TV, William B. Quarton A257, B257, C257, D257, E257, F257, G257, H257, J257, M257, N257, P257, R257.

Davenport (Moline, Rock Island)

WOC-TV, Ernest Sanders D15X, E15X, JXXX, P257.

Des Moines

KGTV, Leo Howard A157, B2X7, C157, D157, E157, H157, I147, L147, P257, R257.

WHO-TV, Paul A. Loyet A147, B147, C147, D246, H257, I257, P257, R147, S147.

Fort Dodge

KQTV, Edward A. Breen A257, B256, C157, D256, F257, H15X, I257, J257, M2X7, N2X7, O2X7, P257, Q157, R257.

Mason City

KGLO-TV, Herbert R. Ohrt A256, B257, C147, D256, E256, F256, G256, H157, I156, J157, K156, P157, R257.

Waterloo

KWWL-TV, Ralph J. McElray A257, B257, C257, D257, E257, F256, G256, H257, I256, N256, P257, Q256, R257.

KANSAS

Topeka

Wichita

KEDD, John E. North A257, B2XX, D257, E257, G257, H257, I257, M257, N257, O257, P257, R257.

KENTUCKY

Henderson

WEHT, Cecil Murray Sansbury A257, B2X7, C2X7, D256, E256, F256, G256, H257, I256, N257, O257, P257, Q257, R257.

Louisville

WAVE-TV, Nathan Lord A156, B156, C156, D156, E156, F156, G156, I156, J156, M156, N156, O156, P156, Q157, R157.

LOUISIANA

Baton Rouge

WAFB-TV, Tom E. Gibbens AXXX, BXXX CXXX, D156, GXXX, IXXX, JXXX, KXXX, M156, NXXX, OXXX, PXXX, QXXX, RXXX, SXXX.

Lake Charles

KTAG, James William Lucas A157, B157, C257, D257, H157, I257, M257, N256, O257, P257, Q257,

Молгое

KNOE-TV, Paul H. Goldman A257, B257, D257, L257, N257, P257, R257.

New Orleans

WDSU-TV, Robert D. Swezey C257, D257, E257, G257, H257, 1147, O257, P257, R257.

BROADCASTING • TELECASTING

Shreveport

KSLA, Deane R. Flitt A157, B157, C157, D157, E156, F156, G157, H157, I156, J157, N157, O157, P157, Q157, RXXX.

MAINE

Bangor

WABI-TV, Leon P. Gorman A257, C257, D257, E257, F257, J257, NXXX, PXXX, RXXX.

Lewiston

WLAM-TV, E. H. Shute A257, B257, CXXX, D257, E257, F257, G257, H257, I257, P257, R257.

Portland

WCSH-TV, Jack S. Atwood A257, B257, D257, E257, H257, P257, RXXX.

WPMT, George Edward Curtis Jr. A257, B257, C257, D256, E256, F256, H256, J256, L256, N257, O257, P257, RXXX.

MARYLAND

Baltimore

WBAL-TV, Leslie H. Peard Jr. A147, B147, C147, D147, E147, G147, H257, M147, N147, O147, P257, R257.

WMAR-TV, Ewell K. Jett AXXX, BXXX, E147, H157, P257, QXXX.

MASSACHUSETTS

Boston

WBZ-TV, Wilmer C. Swartley A257, B25X, D257, E257, F257, H257, I257, J257, L257, N257, P257, Q257.

Cambridge

WTAO-TV, Theodore B. Pitman Jr. A157, B157, C157, D157, E157, H157, I157, N157, O157, P157, Q147, R147.

Adams

WMGT, John Parson A236, D136, 1136, K136, L14X, P157, R157.

Springfield

WHYN-TV, Charles N. DeRose A157, B157, C157, D157, H157, H157, M257, O257, P257, Q257, R257. WWLP, Alan C. Tindal A257, B257, C25X, D257, E257, G257, H156, I257.

Worcester

WWOR-TV, Ansel E. Gridley A157, B257, C157, D157, E157, G257, H156, L157, M157, N157, O157, P157, Q157, R157.

MICHIGAN

Bay City

WNEM-TV, John H. Bone, A157, B2X7, C257, D157, E157, H1X7, I157, J1X7, L157, N257, P157, Q257, R257, S157.

Cadillac

WWTV, F. H. Lamb A257, B257, C257, D257, E257, I257, N257, P257, Q257, R257.

Detroit

WJBK-TV, Gayle V. Grubb A157, B157, C157, D156, E156, F156, G156, H15X, I157, M157, N157, P157, R157.

WWJ-TV, Edwin K. Wheeler AX57, BX57, D247, E147, G257, H157, L147, P257.

Grand Rapids

WOOD-TV, Willard N. Schroeder A257, B257, D257, E257, G257, H257, P257, R257, S257.

Kalamazoo

WKZO-TV, Carl E. Lee A157, C157, D157, E157, H157, K157, P157, QX57, RX57.

Lansing

WILS-TV, John C. Pomeroy A257, B257, C257, D146, E146, F146, G146, H157, I157, J257, L157, N257, O257, P257, Q257, R257.

Saginaw

WKNX-TV, Howard H. Wolfe A156, B237, C257, D157, E157, F156, G157, H157, I157, J157, K156, L156, M257, N257, O257, P157, Q257, R257, S257.

MINNESOTA

Austin

KMMT, L. L. McCuvnin A257, B257, C257, D257, H257, I257, K237, N246, P257, Q257, R237.

Duluth

KDAL-TV, Odin S. Ramsland AX57, CX57, DX57, EX57, FX57, HX57, JX57, MX57, NX57, PX57, QX57, RX57.

WDSM-TV, Rodney A. Quick, A257, B257, D257, E257, G257, H257, I257, OXXX, P257, Q257, R257.

WFTV, C. G. Alexander A157, B157, C257, D156, H157, I156, J156, L156, M157, N157, O157, P157, R257.

Minneapolis-St. Paul

WCCO-TV, Sherm Headley A257, B247, C147, D156, E146, F146, G257, H157, J257, M257, N257, O257, P257, Q247, R257.

WTCN-TV, Walter Butler A157, B157, C156, D157, E156, F156, G156, H157, I157, N157, O157, P157, R157, S157.

Rochester

KROC-TV, Warren L. Miller A257, B257, C257, D257, E257, F257, G257, HX57, IX57, M257, NX5X, O2X7, P2X7, Q2X7, R2X7.

MISSISSIPPI

Jackson

WJTV, Jay Scott A257, C257, D257, E257, F257, H257, 1257, J257, M257, N257, O257, P257, Q257, R257, S257.

WLBT, Fred Beard AX57, BX57, CX57, DX57, EX57, FXXX, HX57, IX57, JX57, KX57, PX5X, RX5X, SX57.

WSLI-TV, Owens F. Alexander A257, B257, C257, D157, E157, G157, H257, I157, L157, P257, R257.

Meridian

WTOK-TV, Robert F. Wright A257, B257, C257, D257, H156, I257, P257, QX56, R257.

MISSOURI

Kansas City

WDAF-TV, Williom A. Bates BXXX, D146, EXXX, HXXX, P257, Q247, RXXX.

St. Joseph

KFEQ-TV, Glenn G. Griswold A157, B257, C257, D156, E156, F156, H157, J157, M257, N257, O257, P157, Q157, R157.

St. Louis

KSD-TV, George Burbach A146, B146, D146, E146, F146, H257, I147, N257, P257, Q257, R257.

KSTM-TV, Dick J. Kastin A156, B156, D157, E157, F156, H156, L156, P157, Q257, R157.

Springfield

KTTS-TV, G. Pearson Ward A257, C257, D256, E256, F256, G256, H256, I257, J257, N257, P257, R257, S256.

MONTANA

Billings

KOOK-TV, V. V. (Bud) Clark A137, B137, C157, D137, I137, P157, R137, S137.

Rutte

KOPR-TV, Ed Craney A157, D157, E157, H157, JXXX, M157, N157, P157, R157.

KXLF-TV, Provide some merchandising service; no details reported.

Great Falls

KFBB-TV, Le Roy Stahl A257, B257, D257, E257, M257, N257, O257, P257.

NEBRASKA

Holdrege

KHOL-TV, Duane L. Watts A257, B257, C257, D157, G157, H157, J157, M157, N157, O157, P157, QXXX, R247.

Lincoln

KOLN-TV, A157, B15X, D157, E157, H15X, I157, N147, O147, P157, Q24X, R15X.

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NEBRASKA (Cont.)

Omaha

KMTV, Owen L. Sadler A257, D257, E257, F257, H257, J257, N257, P257, RXXX.

WOW-TV, Frank P. Fogarty A257, B257, C257, D256, E256, F256, G257, H256, I257, J257, K257, L257, M257, N257, P257, Q257, R257.

NEVADA

KZTV, James Harry Huey A257, B257, C257, D257, 1257, P257, R257, S257.

NEW MEXICO

Albuquerque

KGGM-TV, Ivan R. Head, Some merchandising and promotion service offered; no details reported.

KOAT-TV, Albert M. Cadwell A257, B257, C257, H256, 1257, J257, M257, N257, O257, P257, Q257, R257.

KOB-TV, Jim I. Myerson A25X, B25X, C15X, D156, E156, F156, G156, H157, I156, L156, P257, Q257, R257.

Roswell

KSWS-TV, J. C. Porter A256, C257, D257, E256, F257, G257, H256, I136, J137, L156, M257, N157, O257, P157, Q257, R257.

NEW YORK

Albany

WROW-TV, Jay Russell A257, B147, C257, D157, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

Schenectady

WTRI, Richard B. Wheeler DIXX, EIXX, FIXX, HXXX, IIXX, JIXX, NXXX, PXXX, RXXX.

Binahamton

WNBF-TV, George R. Dunham A257, C257, D257, E257, G257, H257, P257, R257.

WTVE, Thompson Kenneth Cassel A257, C257, E257, H2XX, I257, J257, M257, N257, O257, P257, Q257, R257.

New York City

WABD, Norman Knight A157, B157, C147, D157, E157, G157, H157, K157, L157, M147, N147, O147, P157, Q257, R257, S146.

WNBT, Max E. Buck A147, B147, C147, D147, G147, H147, I1X7, J1X5, K1X7, L1X7, M147, N147, P147, Q257, R257, S147.

WPIX, Fred M. Thrower D256, E256, G256, H257, P257, R257,

Rochester

WHAM-TV, William Fay A147, B147, C257, D157, E157, G157, H156, L147, N157, P157, R157. WHEC-TV, C. Glover DeLaney C147, D147, EX47, H157, L157, O147, P157, R157.

WVET-TV, Ervin F. Lyke AXXX, BXXX, CXXX, D157, E157, H257, J157, L157, M157, O157, P157, R257.

Schenectady

WRGB, Robert B. Hanna Jr. A257, B257, D257, E257, H257.

Syracuse

WHEN-TV, Paul Adanti A157, BXXX, C157, D157, E157, F157, 1157, J157.

WSYR-TV, E. R. Vadeboncoeur A257, B257, C257, D257, E257, F156, H257, J257, M257, N257, O257, P257, Q257, R257, S157.

NORTH CAROLINA

Asheville

WISE-TV, O. Gordon Williamson A257, B257, C257, D256, E256, G256, H256, 1256, J257, M257, N25X, O257, P257, Q257, R257.

Charlotte

WAYS-TV, James P. Poston AXXX, BXXX, DXXX, EXXX, FXXX, GXXX, HXXX, IXXX, JXXX, LXXX, MXXX, NXXX. PXXX. QXXX. RXXX.

WBTV, Charles H. Crutchfield A147, B147, D147, E147, H257, I147, JXXX, N147, P257, Q257, R257, S147.

Greensboro

WFMY-TV, Gaines Kelley A257, D257, E257, F257, G257, H257, J257, P257, Q257.

WNAO-TV, Charles G. Baskerville A157, B257, C156, D157, E157, F156, G157, H157, J257, M157, N157, O157, P257, Q257, R157.

Wilmington

WMFD-TV, Richard Austin Dunlea Jr. A257, B257, C257, D257, E257, J257, P257.

WSJS-TV, Harry Brewer Shaw A257, B257, C257, D246, E246, F156, H157, I15X, J15X, K15X, M157, O15X, P257, QXXX, R257.

WTOB-TV, John G. Johnson A2X7, B1XX, C1X7, E1XX, H157, O257, P157, R257.

NORTH DAKOTA

Bismarck

KFYR-TV, Frank E. Fitzsimmons A157, B157, C257, D156, E156, H147, I157, J157, M157, N157, O157, P257, Q157.

WDAY-TV, Tom Barnes A257, B257, D257, E257, F257, H257, 1257, J257, N257, P257, R257.

KCJB-TV, John W. Boler A257, B257, C257, D257, E257, G257, H257, I257, J257, M257, N257, O257, P257, Q257, R257.

OHIO

WAKR-TV, Roger G. Berk Sr. A257, B257, C24X, D147, E147, G147, H156, I147, J157, M157, N157, O157, P157, Q157, R257, \$147.

WLWT, Robert Boulware A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, N257, R257, S257.

Columbus

WBNS-TV, Jerome R. Reeves A257, B257, C147, D257, E157, F147, G157, H157, I247, L147, M157, O157, P157, Q156, R257, S157.

WLW, James Leonard A257, B257, C257, D257, E257, F257, G257, H257, 1247, J257, M257, N257, O157, P257, Q157, R257, S257.

WTVN, Joseph Walter McGough D146, E146, G257, H25X, IXXX, M157, N157, O157, P257.

WHIO, Robert H. Moody D257, E257, H257, I257, J257, L257, M257, N257, O257, PXXX, RXXX.

WLWD, H. Peter Lasker A257, B257, C257, D257, E257, G257, H257, I257, J257, K257, L257, P257, R257, S257.

Lima

WLOK-TV, Robert O. Runnerstrom A257, B257, C257, D157, E157, H256, I157, J157, N257, P157, R2.57.

Steubenville

WSTV, John J. Laux A257, B257, C257, D257, E257, G257, H257, J257, M257, N257, O257, P257, Q257, R257.

Toledo

WSPD-TV, A. Barrett A256, B256, C256, D256, E256, F256, G256, I256, P257, R257, S257.

Youngstown

WKBN-TV, J. L. Bowden A157, B157, C157, D156, E156, J157, L157, M157, N157, P157, Q257, R257, S157.

Zanesville

WHIZ-TV, Nate Milder A157, BXXX, CXXX, D157, EXX7, FXX6, GXX7, HXX7, JXX6, P257, Q157, RXXX, S257.

OKLAHOMA

Ada

KTEN, Anderson Brown Morris A157, B157, C157, D157, E157, F157, G157, I156, MXXX, NXXX, OXXX, PXXX, RXXX.

KSWO-TV, Paul N. Goode A157, B157, C157, D157, E157, G157, H157, J157, O157, P157, Q157,

Oklahoma City

KTVQ, J. Harry Abbott A157, B257, C257, D157, E157, F147, G147, H157, I147, J157, K147, M247, N146, O257, P257, Q257, R257.

KWTV, Edgar T. Bell, CXXX, EXXX, FXXX, HXXX, IXXX, JXXX P2X7, RXXX.

WKY-TV, P. A. Sugg A157, C157, D257, E257, F156, G257, H157, I147, J157, P157, R157.

KMPT, Troy Hoskins A257, B257, C257, D257, H157, 1257, J257, P257, Q257.

Tulsa

KCEB, N. Ray Kelly A157, B157, C157, D157, E157, H15X, I157, J157, L157, M15X, N157, O157, P157, Q157, R157, S157.

KOTV, Dick Campbell AX5X, BX5X, DX5X, EX5X, HXXX, JX5X, KX5X, NXXX, OXXX, PX5X, QX5X.

OREGON

Eugene

KVAL-TV, S. W. McCready A156, B156, C156, D156, E156, F156, G156, H157, 1256, J257, M157, O157, P257, Q257, R157, S157.

Medford

KBES-TV, Everett A. Faber A156, B257, C156, D156, E156, F156, G156, M157, N147, 0147, PXXX, Q156, R257, S157.

Portland

KOIN-TV, C. Howard Lane A257, B257, D2XX, G257, H257, P257, R257.

KPTV, Russel K. Olsen A257, B257, D157, E157, G257, H257, I156, J157, N257, P257, Q157, R257, S157.

PENNSYLVANIA

Altoona

WFBG-TV, Jack Snyder A257, B257, C257, E257, H257, J257, P257, Q156, R257.

WLEV-TV, Thomas R. Nunan Jr. A157, B157, C257, D256, E256, F256, G257, H257, IX5X, P257, Q257, R257, S157.

Chambersburg

WCHA-TV, John Samuel Booth A157, B157, C157, D157, E157, H157, I157, M157, N157, O157, P157, Q256, R257, S157.

Erie

WICU, Ben McLaughlin A257, B257, C257, D257, G257, H257, I257, J257, K256, L25X, P257, Q256, R257. S257.

WSEE, Charles E. Denny A15X, B15X, C15X, D15X, E15X, G15X, H15X, IX5X, M15X, N15X, O15X, P15X, Q15X, R15X, S15X.

Harrisburg

WHP-TV, A. K. Redmond A157, C157, D157, E157, F157, G157, H157, I157, J157, P157, R157. WTPA, David J. Bennett A157, C1XX, D257, E257,

G257, H157, L157, M257, N257, P257.

Johnstown

WJAC-TV, Alvin Dale Schrott A257, D257, H257, P257.

Lebanon

WLBR-TV, Lester P. Etter A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K257, M257, N257, O257, P257, R257.

PENNSYLVANIA (Cont.)

New Castle

WKST-TV, Arthur William Graham A157, B256, C137, D136, E157, H157, H157, J157, N137, P257, Q157, R237.

Philadelphia

WCAU-TV, Donald Wayne Thornburgh D256, E256, F146, H257, J257, N257, P257, R257.

WFIL-TV, Roger W. Clipp A257, B257, C257, D257, E257, F257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

Pittsburgh

WDTV, Harold C. Lund A257, B257, D257, F257, G257, 1257, J257, P257, S257.

WENS, Larry H. Israel A257, D257, E257, F257, G257, H257, I257, J257, L257, N257, P257, R257.

WEEU-TV, Thomas E. Martin A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M157, O157, P157, R157.

WHUM-TV, Humboldt J. Greig A157, B157, C157, D157, E157, H157, I157, J157, K157, L157, M15X, N157, P157, R157, S257.

Scranton

WARM-TY, William M. Dawson A157, B157, C157, D156, E156, G157, H157, I157, J157, L156, M156, N157, O157, P157, Q157, R257, S157.

WGBI-TV, George D. Coleman A157, B157, D157, E157, H157, I157, L157, P157.

WTVU, James H. Crowley A157, B157, C157, H157, 1157, O157, P157, Q256.

Wilkes-Barre

WBRE-TV, David M. Baltimore A157, BX37, C157, D1X7, E157, G157, H157, I157, J157, L157, M157, N157, O157, P157.

WILK-TY, Thomas P. Shelborne A257, B257, C257, D157, E157, F156, G156, H257, I256, J256, L256, M257, N257, O257, P257, Q256, R257.

WNOW-TV, Lowell W. Williams A257, B257, C257, D257, H157, IXXX, M257, O257, P257, QXXX, R257.

WSBA-TV, C. L. Doty A157, B257, C157, D156, E156, H157, I157, K157, M157, N157, O157, P157, Q157, R257, S157.

RHODE ISLAND

Providence

WJAR-TV, Norman Gittleson D256, NXXX, P257, RXXX. S257.

WNET, John Reed Porterfield A257, B257, C257, D257, E257, F257, G257, H257, I257, J257, K256, L257, M257, N257, O257, P257, Q257, R257, S257.

SOUTH CAROLINA

Anderson

WAIM-TV, Glenn P. Warnock A257, B257, C257, D257, E257, G257, H257, I257, J257, L257, M257, N257, O257, P257, Q257, R257.

WCSC-TY, John M. Rivers A157, B157, C156, D257, E156, H15X, I156, N257, O157, P257, Q257, R257.

WCOS, Stewart Thorne Spencer A257, B257, C257, D257, E257, F257, G257, H257, 1257, M257, N257, O257, P257, Q257, R257.

WFBC-TV, Beverly T. Whitmire A157, B157, C157, D157, E157, F157, H157, H157, M157, N157, P257,

WGVL, Ben K. McKinnon A257, C257, D257, E257, G257, H257, I257, J257, M257, N257, O257, P257, R257.

SOUTH DAKOTA

Sioux Falls

KELO-TV, Evans A. Nord A257, B257, C257, D257, E257, F25X, G257, H257, 1257, J257, M257, N257, O257, P257, Q257, R257, S257.

BROADCASTING • TELECASTING

TENNESSEE

Chattanooga

WDEF-TV, Harold E. Anderson A157, B157, C157, D157, E157, F157, G157, H157, L157, M157, P157, R157.

Johnson City

WJHL-TV, W. Hanes Lancaster Jr. A156, B257, C157, D156, E156, F156, H15X, I146, P257, Q257, R157.

Memphis

WHBQ-TV, John Hyde Cleghorn A257, B257, C257, D257, E257, H257, LXXX, M257, N257, O257, P257, R257.

WSIX-TV, Shelton Weaver AXX6, C247, D14X, E1XX, F1XX, H257, I157, P257, R257.

WSM-TV, John H. DeWitt Jr. A247, B247, C256, D247, E247, H257, 1247, N257, P257, R257.

TEXAS

Abilene

KRBC-TV, A157, B257, C257, D157, E157, F157, IXXX, M157, P 257, R257, S157.

Amarillo

KFDA-TV, Stan Wilson A257, B257, C257, D257, H256, I257, K257, M257, O257, P257, R257.

KGNC-TV, Noel E. Thompson A256, B257, C257, D257, E257, G257, H157, I157, J257, L157, M157, N157, O157, P257, Q257, R257.

KTBC-TV, Jessie Cage Kellam A157, C157, D147, E147, F147, M147, N147, O147, P157, R157.

KRLD-TV, Roy M. Flynn A157, B157, D157, E157. WFAA-TV, Ralph Wilson Nimmons BXXX, CX56, D146, E146, H156, I156, J156, K156, L156, M157, N157, O157, P257, R257.

KROD-TV, Val Lawrence A257, B257, C257, D257, E257, F257, H257, J257, M257, O257, P257, R257. KTSM-TV, Karl Otto Wyler A257, B257, C257, DIX7, K157, M157, N157, O157, P157, Q157, R157.

Fort Worth

WBAP-TV, George Cranston A257, D256, E256, G257, H257, I257, J257, M257, N257, O257, P257, QX57.

KGUL-TV, Paul E. Taft A157, C157, D157, E157, G157, H157, I137, J157, K15X, M157, O157, P157, R257.

KGBT-TV, Ingham Stephen Roberts A256, B257, C257, D257, E257, F257, G257, H257, J256, M257, O257, P257, Q257, R257.

KTVE, Barre B. Monigold B257, C2X7, 12X7, J2X7, M2X7, N2X7, O2X7, P2X7, Q2X7, R2X7, S2X7.

Lubbock

KCBD-TV, Joe H. Bryant A257, B257, C257, D257, E257, F257, G257, H257, I157, P257, Q156, R257. KDUB-TY, W. D. Rogers Jr. A257, B257, C257, D257, E257, F257, G257, H157, IX57, M257, N257, O157, P257, R257.

San Angelo

KTXL-TV, John A. Kelly A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, M257, P257, R157, S157.

San Antonio

WOAI-TV, James M. Gaines A257, B257, C247, D257, E257, F257, G257, H257, J257, P257, R247.

KCEN-TV, Burton Bishop A257, B257, C257, D257, E257, F256, H257, M257, P257, R257.

Texarkana

KCMC-TV, Walter M. Windsor A257, B257, C257, D257, E257, H257, N257, P257, R257.

KETX-TV, Jacob Andrew Newborn Jr. A257, D257, H157, L157, M257, O257, P257, Q257.

KANG-TV, Bob H. Walker A257, B257, C257, D157, G157, H157, I257, M257, N257, O257, P257, Q257, R257.

Weslaco-Brownsville

KRGV-TV, Byron W. Ogle AX5X, BX5X, CX5X, GX5X, HX5X, 1X5X, JX5X, OX5X, PX5X, RX5X, SX5X.

UTAH

Salt Lake City

KDYL-TV, G. Bennett Larson A257, B257, C257, D156, H156, O157, P257, Q257, R257.

KSL-TV, D. Lennox Murdoch A257, B257, C257, D257, E257, G257, H257, J257, J257, N257, P257, Q257, R257, S257.

VIRGINIA

Danville

WBTM-TV, Edward G. Gardner A257, B257, C257, D257, E257, F257, G257, H257, 1257, J247, P257, R257.

Lynchburg

WLVA-TV, Philip P. Allen A1X6, B156, C156, D15X, E15X, F15X, H15X, I15X, M257, N257, O257, P257, Q257, R257.

WTOV-TV, Robert E. Wasdon A257, B257, C136, D257, E257, F257, G257, H157, I257, J257, K257, L257, M257, O257, P257, R257, S157.

WYEC-TV, Thomas P. Chisman A257, B257, C157, D257, E257, H157, I157, J157, L157, M157, N1XX, O257, P257, Q257, R157, S157.

WTVR-TV, Wilbur H. Havens AXX6, CX46, D246, EX46, H256, 1256, J257, L256, P257, R1X7.

WSLS-TV, James H. Moore A156, B156, C156, D156, E156, F156, G156, H156, I156, J156, P156, R156, S156,

WASHINGTON

KING-TV, Otto P. Brandt A157, B157, C157, D157, E157, F157, G257, H157, I157, L157, M157, O157, P157, Q157, R157, S157.

KOMO-TV, Willard W. Warren A147, B147, C147, D157, E156, H157, J1X7, N257, O157, P157, R157.

KHQ-TV, Richard O. Dunning D147, E147, H157, P157, R257.

KXLY-TV, George B. Morgan A157, B157, C157, D157, E157, I147, M157, N157, O157, P157, Q157, R157, S157.

KTNT-TV, Leonard H. Higgins AXXX, BXXX, EX5X, HX5X, IX5X, KXXX, PX5X, QXXX, RXXX.

KIMA-TV, Thomas Charles Bostic A157, B157, D157, E157, F157, G157, I157, J157, K157, L157, M157, N157, O157, P1XX, R157.

WEST VIRGINIA

Charleston

WKNA-TV, Charles H. High A157, B157, C157, D157, E157, F157, G157, H157, I157, J157, K157, L157, M157, N157, O157, P157, Q157, R157.

WJPB-TV, Robert M. Drummond A157, B157, C147, D146, E156, H157, I147, J147, O157, P257, Q257, R257, S157.

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(For keys to symbols, see "How To Read Listings" page 471.)

WEST VIRGINIA (Cont.)

Huntington

WSAZ-TV, Lawrence H. Rogers A157, B157, C157, D157, E157, F157, G157, H157, I157, K156, L156, M157, N157, O157, P157, Q15X, R157.

Parkersburg

WTAP, Theodore A. Eieland A257, B257, C257, D257, E257, G257, H157, 1157, J157, N157, O157, P257, Q257, R157.

Wheeling

WTRF-TV, Robert W. Ferguson A257, B257, C257, D257, E25X, FX5X, G257, H257, I25X, M257, O257, P257, R257, S257.

WISCONSIN

Neenah

WNAM-TV, Don C. Wirth A256, B257, C157, D157, G157, H157, J156, M257, N257, O257, P257, Q257, R257, S257.

Eau Claire

WEAU-TV, Harry S. Hyett A157, D157, E157, H157, N157, O147, RX57.

Madison

WMTV, Morton J. Wagner A257, B25X, C257, D257, E257, F257, G257, H257, I257, J257, K257, L257, M257, N257, O257, P257, Q257, R257, S257.

WCAN-TV, Lou Poller A257, B257, C257, D257, E257, F257, H257, I257, K257, L257, M257, N257,

O257, P257, R257, S257.
WOKY-TV, Donald N. Mann A257, B257, C257, D257, G257, H156, I257, J257, M257, N257, O257,

WYOMING

Chevenne

KFBC-TV, William C. Grove A156, BXXX, C156, H157, 1156, J156, L157, P157, Q156, R257.

EXECUTIVE AND STAFF PERSONNEL OF THE FEDERAL COMMUNICATIONS COMMISSION

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone: Executive 3-3620

Commissioners and Assistants

ROSEL HERSCHEL HYDE, Acting Chairman (Republican: Term expires June 30, 1959) Assumed office April 17, 1946 Legal Assistant: Dee W. Pincock Engineering Assistant: Paul D. Miles Administrative Assistant: Wera F. Nordness Administrative Assistant: Mollie V. Burgess Secretaries: Iona Wickham and Jane T. Hungerford gerford Office: Room 6107

ROBERT T. BARTLEY

(Democrat: Term expires June 30, 1958)
Assumed office March 6, 1952
Legal Assistant: Max D. Paglin
Confidential Assistant: Farrell McGonigal
Engineering Assistant: Kenneth W. Miller
Secretary: Isolene Corbett
Clerks: Ethel Lonergan, Selma Ostrow
Office: Room 6207

FRIEDA BARKIN HENNOCK
(Democrat: Term expires June 30, 1955)
Assumed office July 6, 1948
Legal Assistant: Louis C. Stephens
Administrative Assistant: Naomi L. O'Leary
Secretaries: Kathryn Chester and Mahala B. Johnson Office: Room 7111

JOHN CHARLES DOERFER

(Republican: Term expires June 30, 1961)
Assumed office April 15, 1953
Confidential Assistant: Patricia C. Siemien
Legal Assistant: Evelyn F. Eppley
Engineering Assistant: James B. McElroy
Secretaries: Mary L. Moose, Mattie P. Henderson Office: Room 7207

GEORGE EDWARD STERLING
(Republican: Term expires June 30, 1957)
Assumed office Jan. 2, 1948
Confidential Assistant: Neva Bell Perry
Clerk: Irene Cline
Office: Room 7241

EDWARD MOUNT WEBSTER
(Independent: Term expires June 30, 1956)
Assumed office April 10, 1947
Legal Assistant: Robert M. Koteen
Engineering Assistant: Everett Henry
Confidential Assistant: Ruth Koppialky
Secretaries: Elizabeth Lindsley and Mary Jo
Rice
Office: Room 6239
ROBEDT EMMERGE LET

Office: Room 6239

ROBERT EMMETT LEE
(Republican: Term expires June 30, 1960)
Assumed office as recess appointee, Oct. 6, 1953
Legal Assistant: David C. Williams
Engineering Assistant: William B. Campbell
Confidential Assistant: Elizabeth D. Payne
Secretaries: K. Lois Welch, Josephine Curren
Office: Room 7235

Office of Hearing Examiners

Temporary T Building 14th and Constitution Ave., N. W.

Administrative Assistant: Lillian Watson, Room 1603

Room 1603
Secretary: Bernice Hase
J. D. BOND
Secretary: Mary E. Smith
Office: Room 1083

WILLIAM G. BUTTS Secretary: Frances E. Armstrong Office: Room 2089-A

BASIL P. COOPER Secretary: Jennie Citro Office: Room 1085

JAMES D. CUNNINGHAM Secretary: Anne F. Janco Office: 1087-A.

THOMAS H. DONAHUE Secretary: Ellen P. Morton Office: Room 2091 CHARLES J. FREDERICK Secretary: Joella H. DeGrio Office: Room 1620

MILLARD F. FRENCH Office: Room 2085

CLAIRE W. HARDY Secretary: Myrtle Bergheim Office: Room 1091

ISADORE A. HONIG Secretary: Vera L. Watts Office: Room 1602

ANNIE N. HUNTTING
Secretary: Anne O'Donohue
Office: Room 2087
HUGH B. HUTCHISON
Secretary: Violet Waddington
Office: Room 1702

H. GIFFORD IRION Secretary: Helen O'Dea Office: Room 1706

FANNEY N. LITVIN Secretary: Lelia C. Kreps Office: Room 1079

JOHN B. POINDEXTER Office: Room 1614

HAROLD L. SCHILZ Office: Room 1610

HERBERT SHARFMAN Secretary: Alice Brody Office: Room 1714

ELIZABETH C. SMITH
Secretary: Valborg F. Bernhard
Office: Room 1089

Office of the General Counsel

WARREN E. BAKER, General Counsel Secretary: Mary J. Garrison Office: Room 7334 BRENDAN McINERNEY, Assistant to General Counsel

Patent Advisor to Commission

William Bauer Office: Room 1617 Temporary T Bldg.

LEGISLATION, TREATIES AND RULES DIVISION

Richard A. Solomon, Assistant General Counsel in Charge Secretary: Bessie H. Trice Office: Room 7334 Attorneys: Erich Saxl and Robert D. Green-burg, Anne L. Mooney

LITIGATION DIVISION

J. Smith Henley, Assistant General Counsel in Charge Secretary: Bertha J. Meister Office: Room 7334 Attorneys: Daniel R. Ohlbaum, Stanley S. Neustadt, Richard J. Snider, Edward W. Hautanen

Broadcast Bureau

CURTIS B. PLUMMER, Chief Secretary: Estelle J. Bunn Office: Room 7530

JOSEPH M. KITTNER, Assistant Chief Secretary: Frances R. Jarvis Office: Room 7530

LAVELLE W. HUGHES, Administrative Assistant Office: Room 7526

BROADCAST FACILITIES DIVISION

James E. Barr, Chief Secretary: Helena C. Osman Office: Room 7454

New and Changed Facilities Branch

Wallace E. Johnson, Chief
Secretary: Hazel S. Cherry
Office: Room 7443
Engineers: Edward H. Hackman, Ralph H. Garrett, Harold D. Russell, E. O. Ansell, Cedric C.
Morris, George K. Ashenden Jr., Robert H. Deler, Frank Toth, Earl G. Coston, Chester R.
Kirkevold, Harry A. Miller, Joseph Rose.
Attorneys: E. Theodore Mallyck, Philip S. Cross.

Existing Facilities Branch

Harold L. Kassens, Chief
Secretary: Mary P. Bailey
Office: Room 7445
Engineers: Herbert L. Beury, Edward P. Lynch, ohn A. Roseborough. Accountant: Glenn F. Murphy

Allocations and Technical Branch

Bruce S. Longfellow, Chief Secretary: Verma R. Friedland Office: Room 8433 Engineer: Donald C. Kanode Record Unit: Vernald E. Kley, chief; Rose E. Bettick, assistant chief.

Television Broadcasting Branch

Joseph N. Nelson, Chief Secretary: (Vacancy) Office: Room 8511

Engineers: Daniel Jacobson, McIvor L. Parker, Willard J. Beale, Paul B. Duncan, Clayton W. Hanson, Ernest D. Herider, Harold G. Kelley, Rex Wilson.

Attorneys: Martin I. Levy, Samuel Saady, Edith M. Klein.

Accountant: Robert F. Braden.

HEARING DIVISION

(Vacancy), Chief (Vacancy), Chief Secretary: (Vacancy) Office: Room 7440 Robert J. Rawson, Assistant Chief Secretary: Frankie L. Fox Office: Room 7440 Engineers: John E. Doane, Louis Light, Jerome F. Padberg, John P. McCullin, Daniel B. Hutton, John Roseborough.

Attorneys: David I. Kraushaar, Pasquale Valicente, Jerome S. Boros, Warren D. Quenstedt, Ashbrook P. Bryant, Earl C. Walck, John H. Bass Jr., Ray R. Paul, Richard Ely, Gerald F. Hadlock, Edward J. Brown.

RENEWAL AND TRANSFER DIVISION

Walter R. Powell Jr., Chief Secretary: Phyllis S. Zucker. Office: Room 7522 Attorney: Arthur J. Schissel. Accountant: Robert D. J. Leahy.

Transfer Branch

Robert H. Alford, Chief Secretary: Kathryn J. Roos Office: Room 7449 Attorneys: Thomas B. Fitzpatrick, Max Aronson, John P. Elliott.

Accountants: Guy E. Douglas, John D. Stephenson.

Renewal Branch

(Vacancy), Chief Secretary: Elizabeth B. Blumberg Office: Room 7522

Accountants: John B. Foret, George W. Phillips, Joseph J. Bereznay.

Compliance Branch

LeRoy Schaaff, Chief Secretary: Shirley M. Henderson Office: Room 7522 Attorney: Maurice W. Wihton. Accountant: William H. Hunter Jr.
Legal Examiners: Mildred K. Roberts, Helen
K. Huber, Doris L. Nutt.

Control Section

Melba Z. Templeman, Chief Office: Room 7523 Katherine Werking, Renewal Clerk George M. Eisenberger, Asst. Renewal Clerk

RULES AND STANDARDS DIVISION

Hart S. Cowperthwait, Chief Secretary: Mildred B. Nesterak Office: Room 7434 Herbert M. Schulkind, Assistant Chief Secretary: Florence I. Stretch Engineers: Robert G. Weston, Louis H. Rein, Otis T. Hanson. Attorney: Lynn A. Kaufman

LICENSE DIVISION

Clara M. Iehl, Chief Office: Room 8449 Marguerite F. Hubbard, Assistant Chief

AM Branch

Quentin S. Proctor, Chief Legal Examiners: Margaret R. Walsh, Jean S. Berberich, Betty J. Barkley, Adeline Frizelle, Zell M. Witt, Jane Barron and Mary A. Lawren-

FM Branch

Helen A. Marston, Chief Legal Examiners: Marie Fish, Mary Massey, Kathryn M. Johnson, Sylvia B. Rardin.

TV Branch

Marguerite M. Van Dyke, Chief

Legal Examiners: Robert W. Loehne, Jeanne
C. Barrows, Wynelle Leonardo, Olga Broderick,
Pauline Stanley.

Records and Files

Lillian T. Ricker, Chief
Clerks: William Alston, Naomi Smith, Charlotte
Campbell.

Public Reference Room For AM. FM and TV Dockets and Files Room 8450. George W. Simcoe, Joseph Jackson, James Martin.

Office of Opinions and Review

SOL SCHILDHAUSE, Acting Chief
Secretary: Hazel McDonald
Assistant Chief: Horace E. Slone
Staff: Charles S. Borum, Hideyuki Noguchi,
Donald J. Berkemeyer, Richard M. Hartsock,
Walter W. Guenther, Edward C. McKenzie,
Forest L. McClenning, David W. Warren, John
MacVey, William Jensen, Arthur Feld, Henry
Geller. Geller.

Office: Room 6450

Office of Reports and Information

GEORGE O. GILLINGHAM, Chief Office: Room 7232

INFORMATION BRANCH

Salina M. Lindo

REPORTS BRANCH

Mary O'Leson, Eva O. Melton

Office of the Chief Engineer

EDWARD W. ALLEN JR., Chief Engineer
Administrative Assistant: Ruby Floyd
Office: Room 7515
Engineers: F. Richard Stuart, Julian Dixon.
VIRGIL R. SIMPSON, Assistant Chief Engineer
Secretary: Mary E. Nalls
Office: Room 7515
JOHN O. WILLOUGHBY, Assistant to the Chief
Engineer
Secretary: (Vacancy).
Office: Room 7515

CONELRAD

RALPH J. RENTON, U. S. Supervisor Secretary: Margaret Fox Office: Room 7516 Ernest C. Thelemann, Field Supervisor Robert D. Linx, Field Supervisor

Coordinating Engineers: Carl A. Johnson, Senior; Roger B. Carey, Thomas Cave, David O. Cooper, Joseph Eichel, Vernon Esgar, James Fernane, Frank J. Burris, Kenneth Hedrick, Donald Holaday, Frederick Holliday and James A.

FREQUENCY ALLOCATION & TREATY DIVISION

Albert L. McIntosh, Chief
Secretary: Jane Rudy
Office: Room 7509
Engineers: William Bradley, Charles A. Brooks,
Albert Evangelista, Merle E. Glunt, Thomas L.
Heron, Saul M. Myers, Willian L. North, Emile
Reniere, George Stelzenmuller, Robert L. Tosch
and William H. Watkins.

LABORATORY DIVISION

Edward W. Chapin, Chief
Secretary: Nellie Wehland (Acting)
Office: Laurel, Md. Telephone: Parkway 5-1585
Engineers: Irl Ball, Albert Craig, Andrew R.
Gabor, Joseph Hanyok, John E. Knight, L. C.
Middlekamp, Milton Mobley, Willmar Roberts
and Everett Shinn.

TECHNICAL RESEARCH DIVISION

William C. Boese, Chief
Secretary: Ida M. Young
Office: Room '7500
Arnold Skirvseth, Assistant Chief
Engineers: Jack Damelin, Jules Deitz, Harry
Fine, Herman Garlan, Elton Davis, Albert L.
Kreis, Braxton L. Peele, John Taff, George Waldo,
Glenn West, Harold Anderson and Julian Dixon.

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927 - July 10, 1934

Feb. 23, 1927 — July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania March 15, 1927—November 24, 1927 (Decased)

Orestes H. Caldwell, New York March 15, 1927—February 23, 1929

Eugene O. Sykes, Mississippi March 15, 1927—July 10, 1934 (Deceased)

Henry A. Bellows, Minnesota March 15, 1927—October 31, 1927 (Deceased)

Colonel John F. Dillon, California March 15, 1927—October 8, 1927 (Deceased)

Sam Pickard, Kansas November 1, 1927—January 31, 1929

Harold A. Lafount, Utah November 14, 1927—July 10, 1934 (Deceased)

Ira E. Robinson, West Virginia March 29, 1928—January 15, 1932 (Deceased)

General C. McK. Saltzman, Iowa May 2, 1929—July 19, 1932 (Deceased)

William D. L. Starbuck, New York May 2, 1929—February 23, 1934 (Deceased)

Thad H. Brown, Ohio January 21, 1932—July 10, 1934 (Deceased)

James H. Hanley, Nebraska April 1, 1933—July 10, 1934 (Deceased)

Former Members of FEDERAL COMMUNICATIONS COMMISSION

COMMISSION

Hampson Gary, Texas
Juty 11, 1934—December 24, 1934 (Deceased)
Anning S. Prall, New York
January 17, 1935—Juty 23, 1937 (Deceased)
Irvin Stewart, Texas
Juty 11, 1934—June 30, 1937
Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939 (Deceased)
Eugene O. Sykes, Mississippi
Juty 11, 1934—June 30, 1940 (Deceased)
Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)
Frederick I. Thompson, Alabama
April 8, 1939—June 30, 1941 (Deceased)
Frederick I. Thompson, Alabama
April 8, 1939—June 30, 1943 (Deceased)
T. A. M. Craven, District of Columbia
August 21, 1937—June 30, 1943
Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945
James Lawrence Fly, Texas
September 1, 1939—November 13, 1944
William H. Wills, Vermont
July 1, 1945—March 6, 1946 (Deceased)
Paul A. Porter, Kentucky
December 21, 1944—February 25, 1946
Charles R. Denny Jr., District of Columbia
March 30, 1945—October 31, 1947
Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947
Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947
Ray C. Wakefield, California
March 22, 1941—June 30, 1947 (Deceased)
Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948
Albert Wayne Coy, Indiana
December 29, 1947—February 21, 1952
Robert Franklin Jones, Ohio
September 5, 1947—September 19, 1952
Eugene H. Merrill
October 14, 1952—April 15, 1953 (Recess
Appointee)
Paul Atlee Walker
July 11, 1934—June 30, 1953

Office of the Secretary

MARY JANE MORRIS, Secretary
Administrative Assistant: Laura L. Hollings-worth

Secretary: Ethel M. Richardson
Office: Room 6149
WILLIAM P. MASSING, Assistant Secretary
Secretary: Catherine M. Lunders
Office: Room 6149

DOCKETS DIVISION

Jessie R. Blaine, Chief Office: Room 6516 Ben Waple, Assistant Chief

MINUTE DIVISION

Annette E. Hutterly, Chief Office: Room 6518

LIBRARY DIVISION

Helen A. Clark, Chief Office and Library: Room 2346

TECHNICAL ASSISTANCE DIVISION

Gordon Kent, Chief Joseph G. Thomas, Assistant Chief Office: Room 1703 Temporary T Bldg.

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

Charlotte S. Smith, Chief Office: Room 6233

MAIL AND FILES DIVISION

Mary E. Sprague, Chief Office: Room 7226

MESSENGER BRANCH

J. W. Brown, Chief Office: Room 7202

Office of the Chief Accountant

WILLIAM J. NORFLEET, Chief Accountant Secretary: Lily M. Marshall Office: Room 7315

HUGO REYER, Assistant Chief Accountant Secretary: Elizabeth N. Harris

ACCOUNTING SYSTEMS DIVISION

John J. Nordberg, Assistant Chief Accountant in Charge of Division Secretary: Elizabeth J. Batman Acting Assistant Chief of Division: Leslie A. Henderson Office: Room 7315

ECONOMICS DIVISION

Hyman H. Goldin, Assistant Chief Accountant in Charge of Division Secretary: Pearl P. Cook Assistant Chief of Division: James B. Sheridan Office: Room 7312

Office of Administration

ROBERT W. COX, Executive Officer Administrative Assistant: Richard Solan Office: Room 7347

BUDGET AND FISCAL DIVISION Robert W. Cox, Acting Budget Officer

ORGANIZATION AND METHODS DIVISION

Eric G. Stewart, Planning Officer Office: Room 7405 Walter S. Davis, Records Officer Office: Room 7407

PERSONNEL DIVISION

Gilbert H. Hatfield, Personnel Officer Office: Room 7353

ADMINISTRATIVE SERVICES DIVISION

Paul H. Sheehy, Chief Office: Room 6148

Common Carrier Bureau

CURTIS M. BUSHNELL, Acting Chief Secretaries: Vilma Jacobson, Vivian F. Fishman Office: Room 7119 Administrative Assistant: Irene Durgin Office: Room 7117

Safety and Special Radio Services Bureau

Temporary T Bldg.

14th St. & Constitution Ave., N. W.

EDWIN L. WHITE, Chief Secretary: Elizabeth K. Valicenti Office: Room 2069

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Field Engineering and Monitoring Bureau

Address: 415 22d St., N.W., Washington, D. C.

GEORGE S. TURNER, Chief Secretary: Anne M. Ignatowich Attorney Advisor: John H. McAllister Administrative Assistant: Francis Keefe

FRANK M. KRATOKVIL. Assistant Chief

FIELD OPERATING DIVISION

Frank M. Kratokvil, Chief Secretary: Ruth M. Hartman

ENGINEERING DIVISION

George L. Jensen, Chief

ANTENNA SURVEY BRANCH

Noble C. Shumway Jr., Chief

INSPECTION AND EXAMINATION DIVISION S. W. Norman, Chief Secretary: Elva Mae Parks

MONITORING DIVISION

Irving L. Weston, Chief_

Administrat	ive Assistant: Francis Keefe	Secretary: Ida Gold	berg	Secretary: J. Ph	yllis Hancock
	LD ENGINEERING AND MON REGIONAL OFFI	CES	Sub-Office	Chalmer H. Neeb Radio Engineer	Tampa 2, Florida Tel. 2-1773
Chief of the	Field Engineering and Monitor 415 22nd St. N. W., Wash		8	409-410 Post Office Bldg. Theodore G. Deiler Engineer in Charge	New Orleans 16, La. Tel. Canal 1739
	REGIONAL MANA	GERS	Sub-Office	400 Audubon Bldg.	
Region	Headquarters	District and Stations	Sub-Office	400 Audubon Bldg. Geo. E. Franklin Radio Engineer 419 U. S. Courthouse & Customhouse	Mobile 10, Alabama Tel. 2-3641
Charles C. Kolste	er 954 Federal Bldg.	1, 2, 3, 4, 5, and 24		419 U. S. Courthouse &	,
Region #1	er 954 Federal Bldg. 641 Washington St. New York 14, N. Y.	1, 2, 3, 4. 5, and 24 Laurel, Md. Millis, Mass.	9	Customhouse Louis L. McCabe	Houston 11, Texas
	11011 11111 111 111 111	Searsport, Me.		Engineer in Charge 324 U. S. Appraisers Bldg.	Tel. Woodcrest 1906
		Tel.: Watkins 4-1000, Ex. 385 Sun & Hol Watkins 4-1002		324 U. S. Appraisers Bldg.	
Paul H. Herndon	Jr. 411 Federal Annex	6, 7, 8, 9, 10, and 22	Sub-Office	7300 Wingate St. Eric D. Coburn	Beaumont, Texas
Region #2	Atlanta 3, Georgia	Powder Springs, Ga.		Radio Engineer	Tel. 28141
	•	Muskogee, Okla,	10	Radio Engineer P.O. Box 1527 John H. Homsy	Dollag 22 Torres
		Kingsville, Tex.		Engineer in Charge	Dallas 22, Texas Tel. Sterling 5611, Ext. 643, 644
Joe H. McKinney	323-A Customhouse	Millis, Mass. Searsport, Me. Tel.: Watkins 4-1000, Ex. 385 Sun. & Hol. Watkins 4-1002 6, 7, 8, 9, 10, and 22 Powder Springs, Ga. Ft. Lauderdale, Fla. Muskogee, Okla. Kingsville, Tex. Tel. Lamar 0271 11, 12, and 15 f. Livermore, Calif.	11	P.O. Box 5238 Bernard H. Linden	Ext. 643, 644
Region #3	San Francisco 26, Cali		11	Engineer in Charge	Los Angeles 12, Calif. Tel. Madison 7411,
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BROADCASTING • TELECASTING

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TRANSFERS & PROPOSED TRANSFERS

OF TV STATION OWNERSHIP

ALABAMA

- WABT Birmingham-Licensed to Television Corp. of Alabama (Birmingham News Co.). Original owners: The Television Co. (Ed Norton, 75%; Thad Holt, 25%). Original call letters: WAFM-TV. Sales price: \$2.4 million (with WAPI and WAFM(FM)). FCC approved: June 10, 1953, on condition Birmingham News Co. Irelinquish WSGN-AM-FM-TV [B•T, Lune 22, 1953] relinquish W June 22, 1953].
- WBRC-TV Birmingham-Licensed to Birmingham Broadcasting Co. (subsidiary of Storer Broadcasting Co.). Original owner: Eloise S. Hanna. Sales price: \$2.4 million (with WBRC). FCC approved: May 20, 1953, conditioned on relinquishment of WSAI-AM-FM Cincinnati [B•T, June 1, 1953].
- WSGN-TV Birmingham—Licensed to Jemison Broadcasting Co. Original owners: Birmingham News Co. Sales price: \$300,000 (with WSGN-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953]. Note: This was part of condition imposed by FCC in granting Birmingham News Co. purchase of WAPI, WAFM (FM) and WAFM-TV (now WABT). WABT).

ARIZONA

- KVAR-TV Mesa-Licensed to KTAR Broad-VAR-TV Mesa—Licensed to KTAR Broad-casting Co. Original owners: Harkins Broadcasting Co. Original call letters: KTYL-TV. Sales price: Assumed obliga-tions totaling \$251,000 and leases land and buildings for five years at \$630 a month. FCC approved: June 17, 1954 [B•T, June 28, 1954].
- KPHO-TV Phoenix—Licensed to Meredith Engineering Co. Original owners: Phoenix Television Inc. Sales price: \$1.5 million (with KPHO). FCC approved: June 25, 1952 [B•T, June 30, 1952]. Note: Station, originally KTLX, first owned by W. L. Pickens, R. L. Wheelock and H. H. Coffield, then ownership broadened to include some KPHO stockholders, finally (in 1949) taken over by John C. Mullins and associates.
- OY-TV Phoenix (now deleted)—Licensed to Maricopa Broadcasters (KOOL-AM-TV) (with which it shared time on ch. 10). Original owners: KOY Broadcasting KOY-TV Phoenix (now deleted)-Co. Sales price: \$200,000. FCC approved: May 5, 1954 [B•T, May 10, 1954].

ARKANSAS

KRTV (TV) Little Rock (now deleted)—
Licensed to Little Rock Telecasters Inc.
(Rowley-Brown Broadcasting Co.). Original owners: Rowley-Brown Broadcasting
Co. and Donald W. Reynolds. Sales price:
\$52,500 and assumption of \$300,000 in
liabilities. FCC approved: Aug. 26, 1953
[B•T, Aug. 31, 1953]. Note: Station facilities sold to Central South Sales Co.,
owners of KATV (TV) Pine Bluff, Ark.,
for \$400,000 in March 1954 [B•T, March
8. 1954]. 8, 1954].

CALIFORNIA

- KBAK-TV Bakersfield-Licensed to Chronicle Publishing Co. (San Francisco Chronicle). Original owner: Sheldon Anderson. Original call letters: KAFY-TV. Sales price: \$85,000 (with KAFY, now KBAK). FCC approved: Dec. 9, 1953 [B•T, Dec. 21, 1953].
- KECA-TV Los Angeles-Licensed to American Broadcasting-Paramount Theatres

- Inc. Original owner: American Broadcasting Co. Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].
- COP (TV) Los Angeles—Licensed to Copley Press Inc. Original owner: KMTR Radio Corp. (Mrs. Dorothy Schiff). Original call letters: KLAC-TV. Sales price: \$1,375,000. FCC approved: Dec. 23, 1953 [B•T, Jan. 4, 1954].
- KHJ-TV Los Angeles—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Earle C. Anthony Inc. Original call letters: KFI-TV. Sales price: \$2.5 million. FCC approved: Aug. 8, 1951 [B•T, Aug. 13, 1951].
- KNXT (TV) Los Angeles—Licensed to Columbia Broadcasting System Inc. Original owner: Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.). Original call letters: KTSL. Sales price: \$3.6 million. FCC approved: Dec. 27, 1950 [B•T, Jan. 1, 1951]. Note: Licensee sold to Carrel Time & Pubber Co. from extrate to General Tire & Rubber Co. from estate of Thomas S. Lee in 1950, with other Don Lee properties, for \$12,320,000 [B•T, Jan. 1, 1951].
- KFMB-TV San Diego—Licensed to Wrather-Alvarez Broadcasting Co. Original owners: Kennedy Broadcasting Co. (John A. Kennedy). Sales price: \$3 million (with KFMB). FCC approved: March 25, 1953 [B•T, March 30, 1953]. Note: Kennedy Broadcasting Co. bought KFMB-AM-TV from Jack Gross Broadcasting Co. for \$925,000 April 25, 1951, Sale of 22% in Wrather-Alvarez Broadcasting Co. to Edward Petry & Co. for \$633,333 received FCC approval July 22, 1953 [B•T, July 27, 1953].
- KGO-TV San Francisco—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].
- KPIX (TV) San Francisco-Licensed to Westinghouse Broadcasting Co. Original owners: KPIX Inc. (Wesley I. Dumm and associates). Sales price: \$7.5 million. FCC approved: July 2, 1954 [B•T, July 12, 1954].
- KVVG (TV) Tulare-Licensed to Sierra Broadcasting System Inc. Original owner: Sheldon Anderson. Sales price: \$175,000 (with KCOK). FCC approved: Aug. 12, 1954 [B•T, Aug. 16, 1954].

COLORADO

KLZ-TV Denver-Licensed to LTF Broadcasting Corp. (Time Inc.). Original owners: Aladdin Radio & Television Inc. Sales price: \$3.5 million (with KLZ-AM-FM). FCC approved: June 25, 1954 [B•T, July 5, 1954].

DISTRICT OF COLUMBIA

WTOP-TV Washington-Licensed to WTOP Inc. Original owner: Bamberger Broadcasting Service Inc. Original call letters: WOIC. Sales price: \$1.4 million. FCC approved: July 26, 1950 [B•T, July 31, 1950]. Note: WTOP Inc. is 55% owned by Washington Post-Times Herald and 45% owned by CBS.



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FLORIDA

WMBR-TV Jacksonville—Licensed to Washington Post Co. (55% owner of WTOP-AM-FM-TV Washington). Original owner: Florida Broadcasting Co. Sales price: \$2.47 million (with WMBR-AM-FM). FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953].

GEORGIA

WLWA (TV) Atlanta—Licensed to Crosley Broadcasting Corp. Original owner: Broadcasting Inc. Original call letters: WLTV. Sales price: \$1.5 million. FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953]. Note: This station, originally WSB-TV Atlanta, owned by Atlanta Journal Co. When Atlanta Journal Co. consolidated with Atlanta Constitution (holding CP for WCON-TV Atlanta), in 1950, it sold WSB-TV facilities to Broadcasting Inc. group for \$525,000, changed call letters of WCON-TV to WSB-TV [B•T, Aug. 13, 1951].

ILLINOIS

- WBBM-TV Chicago—Licensed to Columbia Broadcasting System Inc. Original owner: Balaban & Katz Inc. (subsidiary of United Paramount Theatres Inc.). Original call letters: WBKB. Sales price: \$6 million. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].
- WBKB (TV) Chicago—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Original call letters: WENR-TV. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].
- WTVH-TV Peoria—Licensed to Hilltop Broadcasting Co. (55% owned by Peoria Star and Journal). Original owners: Hugh R. Norman and Edward C. Schoede. Sales price: \$210,000 (with WTVH). FCC approved April 29, 1954 [B•T, May 10, 1954].

IOWA

KCRI-TV Cedar Rapids—Licensed to Cedar Rapids Television Co. Original owners: Myron N. Blank-Harrison E. Spangler and associates, 70%; Cedar Rapids Gazette, 30%. Sales price: \$101,500 by Cedar Rapids Gazette of remaining 70% interest (with KCRI). FCC approved: Aug. 12, 1954 [B•T, Aug. 16, 1954].

MAINE

WABI-TV Bangor—Licensed to Community Broadcasting Service (Horace Hildreth and associates). Original owners: Horace Hildreth and Murray Carpenter. Sales price: \$125,000 for Mr. Carpenter's 50% interest (with WABI). FCC approved: Oct. 7, 1953 [B•T, Oct. 12, 1953].

MASSACHUSETTS

WHYN-TV Springfield-Holyoke—Licensed to Hampden-Hampshire Corp. (William Dwight and Charles N. DeRose and families, 50%; Republican Television Inc., which is employe beneficial funds of Springfield Republican-News and Union, 50%). Original owners: Dwight-DeRose group. Sales price: \$250,000 for 50% interest by Republican Television Inc. (with WHYN-AM-FM). FCC approved: July 21, 1954 [B•T, July 26, 1954].

MICHIGAN

WXYZ-TV Detroit—Licensed to WXYZ Inc. (American Broadcasting-Paramount Theatres Inc.). Original owner: American Broadcasting Co. Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WOOD-TV Grand Rapids—Licensed to Grandwood Broadcasting Co. (Harry Bitner interests). Original owner: Leonard A. Versluis. Original call letters: WLAV-TV. Sales price: \$1,382,086. FCC approved: Sept. 19, 1951 [B•T, Sept. 24, 1951].

MINNESOTA

WCCO-TV Minneapolis—Licensed to Mid-West Radio-Television Inc. (53% owned by Midcontinent Radio-Television Inc., and 47% by CBS. Midcontinent is 50% owned by Northwest Publications Inc. Ridder newspapers and 50% by Minnesota Tribune Co.). Original owner: Midcontinent Radio-Television Inc. Original call letters: WTCN-TV. Sales price: This was an exchange of properties in which CBS turned over WCCO Minneapolis to new licensee in exchange for 47% interest in new licensee. FCC approved: July 31, 1952 [B•T, Aug. 4, 1952].

MISSOURI

- KHQA-TV Hannibal—Licensed to Lee Broadcasting Inc. (WTAD Decatur, Ill.). Original owners: Courier Post Publishing Co. Sales terms: Courier Post Publishing Co. acquires 20% interest in Lee Broadcasting Inc. FCC approved: July 1, 1953 [B•T, July 13, 1953].
- KCMO-TV Kansas City—Licensed to Meredith Engineering Co. (Meredith Publishing Co.). Original owners: KCMO Broadcasting Co. (T. L. Evans and Lester E. Cox). Sales price: \$2 million (with KCMO-AM-FM). FCC approved; Nov. 12, 1953 [B•T, Nov. 23, 1953].
- KCTY (TV) Kansas City (now deleted)— Licensed to Allen B. DuMont Labs, Inc. Original owner: Empire Coil Co. Sales price: \$1 and assumption of certain obligations. FCC approved: Dec. 31, 1953 [B•T, Jan. 11, 1954].
- KMBC-TV Kansas City—Licensed to KMBC Broadcasting Co. (Cook Paint & Varnish Co.). Original owners: Midland Broadcasting Co. (Arthur B. Church). Sales price: \$1,750,000. FCC approved: June 9, 1954 [B*T, June 14, 1954]. Note: Cook Paint & Varnish Co., which owned WHB-AM-TV (the latter sharing time with KMBC-TV on ch. 9), sold WHB to Mid-Continent Broadcasting Co. for \$400,000, and deleted WHB-TV.

NEBRASKA

- KOLN-TV Lincoln—Licensed to Cornhusker Radio & Tv Corp. (John E. Fetzer). Original owners: Edward M. O'Shea, Bennett S. Martin and Harold E. Anderson. Sales price: \$650,000 (with KOLN-AM). FCC approved: Aug. 19, 1953 [B•T, Aug. 24, 1953].
- KUON (TV) Lincoln—Licensed to Byron J. Dunn, trustee, for U. of Nebraska. Original owners: Cornhusker Radio & Tv Corp. (John E. Fetzer). Original call letters: KOLN-TV (now being used on ch. 10 Lincoln). Sales price: No consideration. FCC approved: July 28, 1954 [B•T, Aug. 2, 1954]. Note: Mr. Fetzer bought KOLN-TV Lincoln on ch. 12 in 1953 (see above). His purchase of KFOR-TV Lincoln on ch. 10 for \$300,000 from Cornbelt Broadcasting Corp. (Stuart Investment Co.) was approved by FCC March 24, 1954 [B•T, March 29, 1954]. The ch. 12 facility is now KUON; the ch. 10 facility is now KOLN-TV.

WOW-TV Omaha—Licensed to Meredith WOW Inc. (Meredith Publishing Co.). Original owner: Radio Station WOW Inc. (Francis P. Matthews and associates). Sales price: \$2.525 million (with WOW). FCC approved: Sept. 26, 1951 [B•T, Oct. 1, 1951].

NEW JERSEY

WOCN (TV) Atlantic City—Licensed to David E. Mackey. Original owners: Matta Enterprises. Sales price: \$10,446 (covering cost of securing CP). FCC approved: April 14, 1954 [B•T, April 19, 1954].

NEW MEXICO

KOB-TV Albuquerque—Licensed to Albuquerque Broadcasting Co. (Time Inc. and Wayne Coy 50% each). Original owner: T. M. Pepperday-Albuquerque Journal. Sales price: \$900,000. FCC approved: May 28, 1952 [B•T, June 2, 1952].

NEW YORK

- WABC-TV New York—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].
- WOR-TV New York—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Bamberger Broadcasting Service Inc. (R. H. Macy Co.). Sales price: \$4.5 million (with WOR-AM-FM) plus \$315,000 per year for 25-year lease on studio and transmitter properties, plus 10% interest in General Teleradio Inc. by R. H. Macy Co. FCC approved: Jan. 17, 1952 [B•T, Jan. 21, 1952].

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- WXEL (TV) Cleveland—Licensed to Empire Coil Co. Sale to Storer Broadcasting Co. for \$8.5 million (including KPTV (TV) Portland, Ore., and Empire Coil Co.) pending FCC approval [B•T, Jan. 11, 1954].
- WTVN-TV Columbus—Licensed to WTVN Inc., 90% owned by Radio Cincinnati Inc. (WKRC-AM-FM-TV). Original owners: Picture Waves Inc. (Edward Lamb). Sales price: \$1.5 million. FCC approved: Feb. 25, 1953 [B•T, March 2, 1953].

OKLAHOMA

KOTV (TV) Tulsa—Licensed to Osage Broadcasting Corp. (J. H. Whitney Co.). Original owners; Wrather-Alvarez Inc. (J. D. Wrather Jr., Mrs. Maizie Wrather and M. H. Alvarez). Sales price: \$4 million. FCC approved: May 14, 1954 [B•T, May 24, 1954]. Note: KOTV originally owned by Cameron Television Inc. (George Cameron), sold to Wrather-Alvarez interests for \$2.5 million after FCC approval July 30, 1952 [B•T, Aug. 4, 1952].

OREGON

KPTV (TV) Portland—Licensed to Empire Coil Co. Sale to Storer Broadcasting Co. for \$8.5 million (including WXEL (TV) Cleveland and Empire Coil Co.) pending FCC approval [B•T, Jan. 11, 1954].

PENNSYLVANIA

WPTZ (TV) Philadelphia—Licensed to Westinghouse Broadcasting Co. Inc. Original owners: Philoo Corp. Sales price: \$8.5 million. FCC approval: May 28, 1953 [B•T, June 1, 1953].

WTVQ (TV) Pittsburgh—Licensed to Gallagher, Berry & Woodyard. Sale of CP for \$5,000 to Edward Lamb pending FCC approval [B•T, Aug. 3, 1953].

TENNESSEE

- WTSK-TV Knoxville—Licensed to South Central Broadcasting Co. (WIKY-AM-FM Evansville, Ind.). Original owners: Tv Service of Knoxville Inc. Sales price: Assumption of obligations not exceeding \$26,500. FCC approved: July 28, 1954 [B•T, Aug. 2, 1954].
- WHBQ-TV Memphis—Licensed to General Teleradio Inc. Original owner: Harding College. Sales price: \$2.88 million (with WHBQ). FCC approved: July 1, 1954 [B•T, July 12, 1954].
- WSIX-TV Nashville—Licensed to WSIX Broadcasting Station (Louis R. Draughon). Sale of 66%% to Robert Stanford and W. H. Chriswell for \$800,000 (with WSIX) pending FCC approval [B•T, Aug. 16, 1954].

TEXAS

- KRBC-TV Abilene—Licensed to Reporter Broadcasting Co. Original owners: Mrs. Eva May Hanks. Sales price: \$500,000 (with KRBC). FCC approved: Sept. 16, 1953 [B•T, Sept. 28, 1953].
- KFDA-TV Amarillo—Licensed to Amarillo Broadcasting So. (Texas State Network). Original owners: Wendell Mayes, 25%; C. C. Woodson, 25%; Gene Cagle, 25%; Charles B. Jordan, 25%. Sales price: \$525,000 (with KFDA). FCC approved: Jan. 27, 1954 [B•T, Feb. 1, 1954].

- KTLG (TV) Corpus Christi—Licensed to Trinity Broadcasting Corp. (Barton R. and Gordon B. McLendon). Original owner: H. L. Hunt. Sales price: \$5,608.21 (cost of securing CP). FCC approved: April 7, 1954 [B•T, April 12, 1954].
- WFAA-TV Dallas—Licensed to A. H. Belo Corp. Original owner: Lacy-Potter Television Broadcasting Co. (Rogers Lacy and Tom Potter). Original call letters: KBTV (TV). Sales price: \$575,000. FCC approved: March 6, 1950 [B T, March 13, 1950].
- KPRC-TV Houston—Licensed to Houston Post Co. Original owner: W. Albert Lee. Original call letters: KLEE-TV. Sales price: \$740,000. FCC approved: May 23, 1950 [B•T, May 29, 1950].
- 1950 [B•T, May 29, 1950].

 KGBS-TV San Antonio—Licensed to San Antonio Television Co. (owned by Storer Broadcasting Co.). Original owner: W. L. Pickens, R. L. Wheelock and H. H. Coffeld. Original call letters: KEYL (TV). Sales price: \$1.05 million. FCC approved: Oct. 10, 1951 [B•T, Oct. 15, 1951]. Note: Sale of KCBS-AM-TV to Express Publishing Co. (San Antonio Express) for \$3.5 million pending FCC approval, contingent on FCC approval of sale of KTSA-AM-FM San Antonio from Express Publishing Co. to O. R. Mitchell Motors for \$175,000 [B•T, May 31, April 12].

UTAH

KTVT (TV) Salt Lake City—Licensed to Intermountain Broadcasting & Television Corp (80% owned by Time Inc. and 20% by G. Bennett Larson). Original owners:

S.S. Fox and associates. Original call letter: KDYL-TV. Sales price: \$2.1 million (with KDYL-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953].

WASHINGTON

- KING-TV Seattle—Licensed to King Broad-casting Co. Original owner: Radio Sales Corp. (P. K. Leberman). Original call letters: KRSC-TV. Sales price: \$375,000. FCC approved: July 20, 1949. [B•T, July 25, 1949]. Note: Hearst Corp. bought 25% interest in King Broadcasting Co. in 1951 which was repurchased by licensee in 1953.
- KXLY-TV Spokane—Licensed to Northern Pacific Television Corp. Original owners: Symonds Broadcasting Co. (E. B. Craney and Harry L. [Bing] Crosby). Sales price: \$1,723,500 (with KXLY). FCC approved: Jan. 6, 1954 [B•T, Jan. 11, 1954].
- KMO-TV Tacoma—Licensed to KMO Inc. Sale to J. Elroy McCaw for \$300,000 pending FCC approval [B•T, July 12, 1954].

HAWAII

KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd. Original owner of 100% common voting stock: Herbert M. Richards. Sales price: \$60,500 plus assumption of \$200,000 stock subscription by Advertiser Publishing Co.-KGU and Island Broadcasting Co. KPOA on a 50/50 basis. FCC approved: June 3, 1953 conditioned on relinquishment of KPOA [B•T, June 15, 1953].

COMMUNITY TELEVISION SYSTEMS

FOLLOWING list of Community Television Systems is based on returns to a B•T questionnaire, plus information from National Community Television Assn., Jerrold Electronics Corp., and RCA.

ALABAMA

- Florence—Muscle Shoals Tv Cable Corp., 412 N. Court St. Telephone: 4010. Began operation: July 22, 1954. Antenna location: Colbert Heights. Make of antenna: Jerrold. Stations relayed: WABT (TV) (Ch. 13); WBRC-TV (Ch. 6), both Birmingham. Executives: W. R. Tucker, president; J. Ralph Moore, general manager, W. F. Baker, secretary.
- Fort Payne—City TV Co. Make of antenna: Jerrold. Executive: J. L. Killian, mgr.

ARIZONA

- Globe-Antennavision, Inc., P. O. Box 1293.
- Miami—Radio Associates, Inc., Safford, Arizona. Make of antenna: RCA. Executive: Paul Merrill, president.
- Nogales—Clear-Vision Television, 349 Morley Ave. Telephone: 1162. Began operation: April 1, 1954. Stations relayed: KOPO-TV (Ch. 13), KVOA-TV (Ch. 4), both Tucson, and KOOL-TV Phoenix. Number of subscribers: 100. Executives: J. W. Allen, director and engineer.
- Prescott—Television Services Inc., 116 N.
 Montezuma Ave. Telephone: 1680. Began operation: July 1953. Stations relayed: KPHO-TV (Ch. 5), KOOL-TV (Ch. 10), Phoenix, KVOA-TV Tucson (Ch. 4). Number of subscribers: 175. Executive: Norman A. Hendry, president.

ARKANSAS

- Batesville—Community Antenna Co. Telephone: 1414. Began operation: June 1952. Antenna location: MMCT (TV) Memphis, Tenn. (Ch. 5), KARK-TV Little Rock, Ark. (Ch. 4), KATV (TV) Pine Bluff, Ark. (Ch. 7). Number of subscribers: 250. Executive: Jimmy Davidson, owner.
- Fayetteville—Arkansas Trans-Video Corp., 113 S. East Street. Executive: Fred J. Stevenson, general manager.

CALIFORNIA

- Banning...D. W. Berne, Banning. Make of antenna: Jerrold.
- Barstow—Television Relay Systems Inc., 204 W. Main St. Telephone: 6377. Began operation: Nov. 2, 1952. Stations relayed: KNXT (TV) (Ch. 2), KNBH (TV) (Ch. 4), KABC-TV (Ch. 7), all Los Angeles. Number of subscribers: 500.
- (TV) (Ch. 4), KABC-TV (Ch. 7), all Los Angeles. Number of subscribers: 500. Executive: Dean M. Devoe, president. Carmel—Alarm Corp., P. O. Box 3455. Telephone: 8-0012. Began operation: June 27, 1952. Antenna location: Pebble Beach. Make of antenna: Composite. Stations relayed: KPIX (TV) San Francisco (Ch. 5) and KRON-TV San Francisco (Ch. 4). Number of subscribers: 312. Executives: G. B. Henderson, president; Owen Patrick, vice president; S. B. Moore, secretary-treasurer.
- Contra Costa County (Hidden Valley, Lafayette, Orinda, Walnut Creek, Shore Acres, Martinez)—Television Transmission Inc., 805 Main St., Martinez, Calif. Telephone: 2505. Began operation: October 1951. Make of antenna: RCA. Stations relayed: KPIX (TV) (Ch. 5), KRON-TV (Ch. 4), KGO-TV (Ch. 7), KSAN-TV (Ch. 32), all San Francisco. Executive: William A. Gentry, president.

- Dunsmuir—Community Television Co., P.O. Box 757. Telephone: 2087. Began operation: February 1954. Make of antenna: Jerrold. Stations relayed: KBES-TV Medford, Ore. (Ch. 5). Number of subscribers: 100. Executive: John F. Burgess, president.
- Glendale—Standard Reception Co., 912 W. Glenoaks Blvd. Telephone: Citrus 4-4118. Began operation: September 1953. Make of antenna: Spencer-Kennedy. Executive: Luther Opelt, president.
- Grass Valley—Community Antenna Co., 127 Neal St. Make of antenna: Jerrold. Executive: John G. Colling, president.
- Ione—Angier Appliance, Box 864. Telephone: 184. Make of antenna: Jerrold. Stations relayed: KRON-TV San Francisco (Ch. 4), KPIX (TV) San Francisco (Ch. 5), KGO-TV San Francisco (Ch. 7). Executive: Laurence E. Angier.
- Jackson—Angier Appliance, Box 864. Telephone: 184. Make of antenna: Jerrold. Stations relayed: KRON-TV San Francisco (Ch. 4), KPIX (TV) San Francisco (Ch. 5), KGO-TV San Francisco (Ch. 7). Executive: Laurence E. Angier.
- Laguna Beach—Tel-I-Clear Systems Inc., 334 Glenneyre St. Telephone: 4-1413. Began operation: October 1952. Antenna location: Laguna Hill. Make of antenna: Jerrold. Stations relayed: KHJ-TV Los Angeles (Ch. 9), KNBH (TV) Los Angeles (Ch. 4), KTLA (TV) Los Angeles (Ch. 5), KABC-TV Los Angeles (Ch. 2), KTTV (TV) Los Angeles (Ch. 2), KTTV (TV) Los Angeles (Ch. 11), KCOP-TV Los Angeles (Ch. 13). Executives: Lewis L. Lemioux, president; Col. Sidney Mashbir, vice president; Edith L. Jakway, secy-treas.

CALIFORNIA (Cont.)

- Nevada City-Community Antenna Co. (see Grass Valley, Calif.).
- Placerville—El Dorado TV Engineering Corp., 142 Main St. Telephone: 140. Began operation: March 1, 1953. Make of antenna: Jerrold. Stations relayed: KRON-TV (Ch. 4), KPIX (TV) (Ch. 5), KGO-TV (Ch. 7), all of San Francisco. Number of subscribers: 125. Executive: John S. Hocking, president.
- San Bernardino—Community TV Antenna System, 2230 Arrowhead Avenue. Telephone: 87-7522. Began operation: January 1953. Antnna location: S. Shannon Hill. Make of antenna: Jerrold. Stations relayed: KNXT (TV) (Ch. 2), KNBH (TV) (Ch. 4), KTLA (TV) (Ch. 5), KABC-TV (Ch. 7), KHJ-TV (Ch. 9), KTTV (TV) (Ch. 11), KCOP (TV) (Ch. 13). Number of subscribers: 325. Executives: Richard J. Filanc, president; Frank J. Hart, vice president; W. W. Frank J. Hart, vice president; W. W. Holcomb, secretary-treasurer. Directors: James W. Gerrard, Phillip M. Savage Jr., James R. Savage. General Manager: C. Lowell Smith.
- San Diego—Video Antenna Systems Inc., 3686 El Cajon Blvd. Telephone: Atwater 1-8146. Began operation: May 15, 1953. Make of antenna: Jerrold. Stations re-layed: KNXT (TV) (Ch.2), KNBH (TV) (Ch. 4), KABC-TV (Ch. 7), KCOP (TV) (Ch. 13), all Los Angeles; KFMB-TV (Ch. 8), KFSD-TV (Ch. 10), both San Diego, and XETV (TV) Tiajuana, Mex-ico (Ch. 6). Number of subscribers: ico (Ch. 6). Number of subscribers: 1,764. Executives: Roy F. Cloud, president; Richard T. Silberman, secy-treas.
- Ukiah—Spanish Mountain TV Corp., 175 Seminary Ave., Ukiah, Calif. Make of antenna: Jerrold. Executive: F. P. Stipp, president.
- Ventura—Avenue Coaxial Cable Service, 1963 E. Main St. Telephone: Miller 3-6819. Began operation: January 1951. Antenna location: Ventura Ave. Make of antenna: Workshop. Stations relayed: KNXT (TV) (Ch. 2), KNBH (TV) (Ch. 4), KTLA (TV) (Ch. 5), KABC-TV (Ch. 7), KHJ-TV (Ch. 9), KTTV (TV) (Ch. 11), KCOP (TV) (Ch. 13), all Los Angeles. Number of subscribers: 275. Executive: John G. George, owner. George, owner.

COLORADO

- Climax—Climax Molybdenum Co. Telephone: 5111. Began operation: October 1953. Make of antenna: Spencer-Kennedy. Stations relayed: KFEL-TV (Ch. 2), KOA-TV (Ch. 4), KLZ-TV (Ch. 7), KBTV (TV) (Ch. 9), all Denver. Number of subscribers: 350. Executive: Don Stephens Stephens.
- Trinidad—Trinidad Community TV Co., P. O. Box 778. Telephone: 1980. Began operation: May 13, 1953. Antenna location: 5 miles NW of Trinidad. Make of antenna: Jerrold. Stations relayed: KKTV (TV) Colorado Springs (Ch. 11), KSCJ-TV Pueblo (Ch. 5). Number of subscribers: 325. Executives: Donald C. Campbell, president; W. W. Montgomery, vice president; D. H. Jacobs, secretary-treasurer; Pete Ruiz Jr., general manager. manager.

IDAHO

Kellogg—Kellogg TV System Inc., 102 Sidney Building. Telephone: 2271. Began operation: June 1, 1953. Antenna location: Scalinda Ridge. Make of antenna: Jerrold. Stations relayed: KHQ-TV Spokane, Washington (Ch. 6), KXLY-TV Spokane, Washington (Ch. 4). Number of subscribers: 500. Executives: J. C. Moore, W. L. Tuson, Fred E. Marler Jr., R. C. Lyons, LaVern Griffith.

- Lewiston—Pacific Northwest Make of antenna: Jerrold. Television.
- Wallace—Zanetti Brothers, Box 500. Make of antenna: Jerrold. Executive: Wm.

ILLINOIS

- Peru—Television Transmission Co., 301
 Peru St. Telephone: 1106. Began operation: September 1951. Stations relayed: WBBM-TV (Ch. 2), WNBQ (TV) (Ch. 5), WBKB (TV) (Ch. 7), WGN-TV (Ch. 9), all Chicago, WCIA (TV) Champaign (Ch. 3), WOC-TV Davenport (Ch. 5), WHBF-TV Rock Island (Ch. 4), WREX-TV Rockford (Ch. 13). Number of subscribers: 800. Executives: ber of subscribers: 800. Executives: Richard Stretch, president; Earle S. Nelson Jr., vice president and manager; Earle S. Nelson Sr., vice president; Victor K. Lespinasse, vice president; A. Kahn, vice president; E. E. Leasure Jr., secretary.
- Taylorville—West End TV Association, care of Mrs. S. Mars, secy. Make of antenna: Jerrold.

INDIANA

- Channelton—Channel Towers. Telephone: 782W. Began Operation: May 1952. Stations relayed: WHAS-TV Louisville (Ch. 11) and WAVE-TV Louisville (Ch. 3). Number of subscribers: 80. Executives: Albert Gerber, Hughes Owens, Dr. H. C. Richardson, Arnold Mulzer, Charles G. Gerber (all partners).
- Tell City—Channel Towers, Channelton.
 Make of antenna: Jerrold. Executive:
 Chas. G. Gerber, manager.

IOWA

Fort Madison-Madison Coaxial Antenna, rt Madison—Madison Coaxial Antenna, Inc., 616 18th St. Telephone: 1949. Began operation: May 5, 1953. Antenna location: West Point Hill. Make of antenna; Jerrold. Stations relayed: WOCTV Davenport, Iowa (Ch. 5), WHBF-TV Rock Island, Ill. (Ch. 4), KHQA-TV Quincy, Ill. (Ch. 7). Number of subscribers: 500. Executives: J. C. Hamey, president: Vernor W. Hamey, vice president: Vernor W. Hamey, vice presidents. president; Vernon W. Hamey, vice president; J. W. Napier, secretary-treasurer.

KANSAS

- Centralia—Johnstone Auto and Electric. Make of antenna: Jerrold.
- Onaga—Grim Radio & Electric. Make of antenna: Jerrold. Executive: E. A. Grim, owner.

KENTUCKY

- Benham—Benham Communities Television Project. Make of antenna: Jerrold.
- Brookside-Harlan Colleries Co. Telephone: 3502. Began operation: February 1954. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 3), WATE (TV) Knoxville, Tenn. (Ch. 6). Number of subscribers: 80. Executive: B. W. Whitfield Jr.
- Frankfort—Community Service Inc., 129 W. Main St. Telephone: 4-7513. Began operation: Oct. 1, 1952. Make of antenna: RCA. Stations relayed: WHAS-TV (Ch. 11), WAVE-TV (Ch. 3), both Louisville; WCPO-TV Cincinnati (Ch. 9). Number of subscribers: 468. Executives: John Gerard, president; Ben B. Fowler, secv-treas. secy-treas.
- Harlan-Harlan Community Television Inc., Harlan Community Television Inc., Harlan, Kentucky. Telephone: 1333. Be-gan operation: March 1953. Station re-layed: WSAZ-TV Huntington, W. Va. (Ch. 3). Number of subscribers: 400. Executives: Joe Guthrie, president; E. V. Albert, vice president; H. W. Smith, vice president; G. B. Purcell, secretarytreasurer.

- Irvine—Television Sales, P. O. Box 36. Telephone: 131. Began operation: Jan. 1, 1953. Make of antenna: RCA. Stations relayed: WLWT (TV) Cincinnati (Ch. 5), WAVE-TV Louisville, Ky. (Ch. 3). Number of subscribers: 50. Executive: Frank Miller.
- Liberty-Wolford Brothers. Make of antenna: RCA.
- Lynch—Union Supply Co.
- Middlesboro—Tele-Ception Corp. Make of antenna: RCA. Executive: W. Howes Meade, owner.
- Pikeville—Valley Television Service Inc.
 Telephone: 547. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 3). Number of subscribers: 300. Executives: R. G. Wells Jr., president; Walter R. Wells, vice president; Margaret Wells, secretary-treasurer treasurer.
- Wheelright—Inland Steel Co. Began opera-tion: September 1951. Executives: E. R. Price and George Leatherman, man-
- Whitesburg—Sayler Radio & Television Co. Number of subscribers: 28. Executive: R. B. Sayler.
- Winchester—Tele-Ception of Winchester, Inc., 124 N. Highland Ave. Telephone: 455. Antenna location: Lexington Rd. Make of antenna: Vee-D-X. Stations relayed: WLWT (TV) Cincinnati (Ch. 5), WCPO-TV Cincinnati (Ch. 9), WKRC-TV Cincinnati (Ch. 12). Number of subscribers: 534. Executives: W. Howes Made president: Wildon Shouse gome Meade, president; Weldon Shouse, secretary; W. W. Hogan, general manager; James E. Hamon, engineer.

Biddeford—Maine TV Inc., 115 Main St. Make of antenna; Jerrold. Executive: Sumner Sewall, president.

MARYLAND

- MARYLAND

 Cumberland—Potomac Valley Television Co. 100 S. Liberty St. Telephone: 4908. Began operation: December 1951. Antenna location: Irons Mt. Make of antenna: RCA. Stations relayed: WJACTV Johnstown, Pa. (Ch. 13); WDTV (TV) Pittsburgh, Pa. (Ch. 3); WTTG (TV) Washington, D. C. (Ch. 5); WFBG-TV Altoona, Pa. (Ch. 10); WMAL-TV Washington, D. C. (Ch. 7); WTOP-TV Washington, D. C. (Ch. 9). Number of subscribers: 2,510. Executives: J. Holland Rannells, president; Buford Saville, vice president; William Geppert, secy-treas.
- Friendsville—Yough TV Co. Make of antenna: Jerrold. Executive: R. Earl Guard, president.
- Hancock—Community Television Inc. Began operation: March 1952. Executive: Stanley Fulton, president.

MASSACHUSETTS

Shelburne-Shelburne Falls Com. Ant. Service Inc. Make of antenna: Jerrold. Executive: Phillip Tedesco Jr., president.

MICHIGAN

Flint—Great Lakes Community TV Inc., 2621 N. Saginaw St. Telephone: Cedar 3-5422. Began operation: July 21, 1954. 3-5422. Began operation: July 21, 1954. Antenna location: Petosky, Mich. Make of antenna: Jerrold. Stations relayed: WBAY-TV Green Bay, Wis. (Ch. 2); WPBN-TV Traverse City, Mich. (Ch. 13); WWTV (TV) Cadillac, Mich. (Ch. 13). Executives: Gilbert R. Clark, president; Joseph R. Joseph, director; Charles Boulton, vice president; Robert Morris, field representative; Eugene A. Warner, secv-treas secy-treas.

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Norway—City of Norway, c/o City Hall.
Telephone: 5601. Began operation:
March 15, 1954. Antenna location: Norway Hill. Make of antenna: Jerrold.
Stations relayed: WBAY-TV Green
Bay (Ch. 2), WTMJ-TV Milwaukee, Wis.
(Ch. 4). Number of subscribers: 135.
Executives: City Council, Paul A. Flynn, city manager. city manager.

MINNESOTA

Willmar—Willmar Community TV, 516 W. Litchfield Ave. Telephone: 744. Began operation: Proposed late in 1954. Ex-ecutives: Lloyd V. Stenberg, organizer.

MISSOURI

- Kennett—J. E. Belknap & Assoc., 118 S. Main St. Telephone: 4638.
- Poplar Bluff—J. E. Belknap & Assoc., 118 S. Main St. Telephone: 4638.

MONTANA

- Kalispel—Northwest Video Inc. Make of antenna: RCA. Executive: Carl Bachman, manager.
- Livingston—Yellowstone Amusement Co. (KPRK), P. O. Box 691. Telephone: 1000. Began operation: July 1, 1954. Antenna location: 3 m. north of city. Station relayed: KOOK-TV Billings, Mont. (Ch. 2). Number of subscribers: 200. Executive: P. B. McAdam, president.

NEBRASKA

- Falls City-Boatman Manufacturing Co., 614 W. 21st St., Route 4. Make of antenna: Jerrold. Executive: Marion L. Boatman.
- Scottsbluff-Pioneer Radio & TV, 1517 Broadway.

NEVADA

Reno—Community Antenna Co., 240 W.
First St. Telephone: 3-0741. Began operation: Jan. 18, 1954. Antenna location:
Slide Mt. Stations relayed: KPIX (TV)
(Ch. 5), KRON-TV (Ch. 4), both San Francisco. Number of subscribers: 500.
Executives: John Collings, president;
Jack Sutherland, vice president; Roy Powers, manager. Powers, manager.

NEW HAMPSHIRE

Berlin—Paper City TV Cable Corp., 1 Green Square. Telephone: 2148. Began operation: Proposed Sept. 1, 1954. Antenna location: Cates Hill. Stations relayed: CBFT (TV) Montreal (Ch. 2), WCSH-TV (Ch. 6), WGAN-TV (Ch. 13), Portland, Me.; WNAC-TV (Ch. 7), WBZ-TV (Ch. 4), Boston; WMUR-TV Manchester, N. H. (Ch. 9). Executive: Richard L. Blais, manager.

NEW JERSEY

Ventnor—South Jersey Television Cable Corp., 5302 Ventnor Ave. Telephone: 2-7246. Began operation: June 1953. Make of antenna: Jerrold. Stations relayed: WPTZ (TV) (Ch. 3), WFIL-TV (Ch. 6), WCAU-TV (Ch. 10), all Philadelphia. Number of subscribers: 200. Executives: Frederick T. Seving, president; Robert J. Tarlton, vice president; W. W. Keen Butcher, secy-treas.; Patrick F. Byrnes, manager.

NEW YORK

- Beacon—Beacon Co-Ax Inc., 158 Grand St., Newburgh, N. Y. Telephone: Newburgh 667. Began operation: Proposed in fall 1954. Antenna location: Mt. Beacon. Executives: Harry Calhoun, president; Sam Sigelbaum, vice president; Bernard Loth, secy-treas.
- Corning—Corning Television Corp., 135 Bridge St. Make of antenna: Jerrold.

- Executive: Charles W. Fribley Jr., presi-
- Cornwall—Community Antenna Corp., 158
 Grand St., Newburgh, N. Y. Telephone:
 Newburgh 667. Began operation: Proposed in fall 1954. Antenna location:
 Storm King Mt. Executives: Seymour Cook, president; Irving Welan, vice president; Bernard Loth, secy.-treas.

 Danville, Velley, TV. Inc., 118. Mein, St.
- Danville—Valley TV Inc., 118 Main St. Make of antenna: Jerrold. Executive: John E. Durkee, manager.
- Ellenville—Ulster County Trans-Video Corp., 152 Canal St. Telephone: 798. Be-Corp., 152 Canal St. Telephone: 798. Began operation: January 1953. Antenna location: Cragsmoore, N. Y. Make of antenna: Channel Master. Stations relayed: WABC-TV New York (Ch. 7), WABD (TV) New York (Ch. 5), WCBS-TV New York (Ch. 2), WNBT (TV) New York (Ch. 4), WOR-TV New York (Ch. 9), WPIX (TV) New York (Ch. 11) and WATV (TV) Newark, N. J. (Ch. 13). Number of subscribers: 1,000 (expected). Executive: Norman Tennenbaum. presi-Executive: Norman Tennenbaum, president.
- Ellenville-Westwood Hills Video Club. Anenville—Westwood Hills Video Club. Antenna location: Cape Road. Make of antenna: Spencer-Kennedy. Stations relayed: WCBS-TV (Ch. 2), WNBT (TV) (Ch. 4), WABD (TV) (Ch. 5), WABC-TV (Ch. 7), WOR-TV (Ch. 9), WPIX (TV) (Ch. 11), WATV (TV) (Ch. 13), all New York. Number of subscribers: 65. Executives: F. Judson, president; N. Saylor, vice president; T. Vanderlyn, treas., David E. Winer, chief engineer.
- Ithaca—Anthony Ceracche, d/b, the Television Shop, 518 West State St. Telephone: 3623. Began operation: May, 1952. Antenna location: Coddington Rd. Make of antenna: Jerrold. Stations relayed: WNBF-TV Binghamton (Ch. 12), WSYR-TV Syracuse (Ch. 3), WHENTV Syracuse (Ch. 8). Number of subscribers: 1,527. Executive: Anthony Ceracche, owner.
- Margaretville—Tel-Viz System. Began op-eration: Dec. 15, 1952. Make of an-tenna: Taco. Station relayed: WRGB (TV) Schenectady (Ch. 6). Number of subscribers: 60. Executive: Sheldon A. Birdsall.
- Montour Falls—Montour Falls Master Antenna Corp., 232 Main St. Make of antenna; Jerrold. Executive: Philip Hager,
- Napanoch—Napanoch TV Service Club Inc. Antenna location: King's Farm. Make Antenna location: King's Farm. Make of antenna: Spencer-Kennedy. Stations relayed: WCBS-TV (Ch. 2), WNBT (TV) (Ch. 4), WABD (TV) (Ch. 5), WABC-TV (Ch. 7), WOR-TV (Ch. 9), WPIX (TV) (Ch. 11), WATV (TV) (Ch. 13), all New York. Number of subscribers: 157. Executives: W. C. Smith, president; J. Taylor, vice president; J. Lake, treas., E. Smith, secy., David E. Winer, chief engineer.
- Spring Glen—Spring Glen Wired Television
 Co. Make of antenna: Spencer-Kennedy.
 Stations relayed: WCBS-TV (Ch. 2),
 WNBT (TV) (Ch. 4), WABD (TV) (Ch.
 5), WABC-TV (Ch. 7), WOR-TV (Ch.
 9), WPIX (TV) (Ch. 11), WATV (TV)
 (Ch. 13), all New York. Number of
 subscribers: 75. Executive: David E.
 Winer, chief engineer.
- Walton-Community Antenna Systems, care Delaware Telephone Co. Make of antenna: Jerrold. Executive: Jack Haverly.
- Watertown—Curtis-Holmes Music Co., 119 Stone St. Make of antenna: Jerrold. Executive: Chas. H. Curtis, president.
- Watkins Glen—Master TV, 302 N. Franklin. Make of antenna: Jerrold.
- Woodridge—Wired Television Co. Make of antenna: Spencer-Kennedy. Stations re-layed: WCBS-TV (Ch. 2), WNBT (TV)

(Ch. 4), WABD (TV) (Ch. 5), WABC-TV (Ch. 7), WOR-TV (Ch. 9), WPIX (TV) (Ch. 11), WATV (TV) (Ch. 13), all New York. Number of subscribers: 100. Executives: David E. Winer, chief engineer; Anthony Martin, treas.

OHIO

- Athens—Hocking Valley Television Inc., 11
 W. State St. Telephone: 3-1128. Began
 operation: October 1951. Make of antenna; Jerrold. Number of subscribers:
 300. Executives: James D. Sinyard,
 president; Andrew H. Kovlan, vice president; Samuel B. Erskine, secy.-treas.
 Owners affiliated with WATH Athens,
 Ohio Ohio.
- Athens—Television Cable Co., 11 W. State St. Telephone: 3-1128. Began operation: June 1953. Make of antenna: Blonder-Tongue. Number of subscribers: 300. Executives: Andrew H. Kovlan and James D. Sinyard, co-owners. Owners affiliated with WATH Athens, Ohio Ohio.
- Coshocton—Tower Antennas Inc., Sugar Creek, Ohio. Began operation: July 1, 1953. Make of antenna: Jerrold. Stations relayed: WEWS (TV) Cleveland (Ch. 5), WXEL (TV) Cleveland (Ch. 8), WLWC (TV) Columbus (Ch. 4). Number of subscribers: 1,000. Executives: Claude Stevanus, president; Roy Hostetler, vice president; W. L. Beechy, secretary; Roy B. Odenkirk, treasurer.
- Dennison-TV Antenna System Inc., 1216 E. High Ave., New Philadelphia.
- Midvale—TV Antenna System Inc., 1216 E. High Ave., New Philadelphia.
- Murray City—Ayers Store. Make of antenna: Jerrold. Executive: John Ayers, manager.
- Newcomerstown—TV Cable System, 109
 Canal St. Telephone: 8-6121. Began operation: Jan. 1, 1953. Stations relayed:
 WNBK (TV) Cleveland (Ch. 3), WXEL
 (TV) Cleveland (Ch. 8), WEWS (TV)
 Cleveland (Ch. 5). Executive: P. K.
 Ortt, owner.
- New Philadelphia—TV Antenna System Inc., 1216 E. High Ave. Telephone: 4-2794. Began operation: December 4-2794. Began operation: December 1951. Antenna location: Seven Mile Dr. Make of antenna: Teleray. Stations relayed: WEWS (TV) Cleveland (Ch. 5), WXEL (TV) Cleveland (Ch. 8), WNBK (TV) Cleveland (Ch. 3). Number of subscribers: 1,595. Executives: K. G. Walker, president; J. A. Godfrey, vice president; C. C. Daker, secretary-treasurer and general manager. urer and general manager.
- Shanesville—Tower Antennas Inc. (See Sugar Creek).
- Sugar Creek).

 Sugar Creek—Tower Antennas Inc. Telephone: 27M. Began operation: June 1952. Antenna location: Shanesville, Ohio. Make of antenna: Jerrold. Stations relayed: WEWS (TV) Cleveland (Ch. 5), WXEL (TV) Cleveland (Ch. 8), WNBK (TV) Cleveland (Ch. 3). Number of subscribers: 160. Executives: Claude Stevanus, president; Roy Hostetler, vice president; W. L. Beechy, secretary; Roy B. Odenkirk, treasurer.
- Uhrichsville—TV Antenna System Inc 1216 E. High Ave., New Philadelphia. Inc.,

OKLAHOMA

Ardmore-Vumore Co., Box 986. Telephone: 3660. Began operation: September 1952. Make of antenna: Composite. Stations relayed: WKY-TV Oklahoma City (Ch. 4), KRLD-TV Dallas (Ch. 4), WBAP-TV Fort Worth (Ch. 5), WFAA-TV Dallas (Ch. 8), KWFT-TV Wichita Falls (Ch. 6), KFDX-TV Wichita Falls (Ch. 3). Number of subscribers: 800. Executives: Larry B. Boggs, president; Rhys Evans, vice president; George Milner, secretary.

OREGON

- Albany—Albany TV Distributing Corp., P. O. Box 36. Telephone: 1961. Began operation: April 15, 1953. Antenna location: Hotel Albany. Make of antenna: Jerrold. Stations relayed: KPTV (TV) Portland (Ch. 27). Executives: Chet Wheeler, president; H. A. Davidson, secretary-treasurer.
- Astoria—Radio & Electronics Co., 612 Commercial St. Telephone: 33. Began operation: November 1948. Antenna location 18th & Commercial Sts. Make of antenna: Composite. Stations relayed: KING-TV Seattle (Ch. 5), KPTV (TV) Portland (Ch. 27). Number of subscribers; 1,200. Executives: L. E. Parsons, owner; D. W. Davis, manager.
- Portland—Trans Video Company of Oregon.

 Make of antenna: RCA. Executive:
 Wally Watson, operator.
- Roseburg—Umpqua Radio & Television
 Inc., 1500 Harvard Ave. Telephone:
 3-6290. Began operation: March 1954.
 Antenna location: 4 m, west of city.
 Stations relayed: KBES-TV Medford
 (Ch. 5), KVAL-TV Eugene (Ch. 13)
 Number of subscribers: 100. Executives:
 Brig. Gen. J. T. Pierce, president; J.
 West, vice president; E. C. Plummer,
 treas.; F. Plummer, secy.; E. W. Roelle,
 chief engineer.

PENNSYLVANIA

- Allison—Susquehanna Valley TV Corp., 308 N. Grove St., Lock Haven. Make of antenna: Jerrold. Executive: Dale W. Allen, president.
- Ashland—Ashland Video Co., 9th & Market Sts. Began operation: June 1951. Executive: Hubert H. Strunk, treasurer.
- Bangor—Clar-O-View Community Television Inc., 34 Market St. Telephone: 111-L. Began operation: April 1952.
 Make of antenna: Jerrold. Stations relayed: WPTZ (TV) Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WPIX (TV) New York (Ch. 11) (Baseball games only). Number of subscribers: 200. Executives: J. Brymer Roberts, president; Harold N. Hough, vice president; Charles A. Smith, secretary; Ralph W. Sayre, treasurer; John W. Arnts, general manager.
- Berwick—Lee Antenna Co., 116 E. Front St. Make of antenna: Jerrold. Executive: Paul Lee, president.
- Bethlehem—Electronic Enterprises Inc., 714
 E. 4th St. Telephone: Univ. 8-5301. Began operation: September 1952. Antenna location: South Mt. Make of antenna: Jerrold. Stations relayed: WPTZ (TV) Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 1,012. Executives: James G. Petrakis, president; John J. Cululi, vice president; Augustine J. Cululi, secretary-treasurer-general manager.
- Bloomsburg Catawissa Municipal TV Corp., 236 Iron St. Telephone: 2949. Began operation: Aug. 1, 1953. Antenna location: Catawissa fire tower. Make of antenna: Jerrold. Stations relayed: WPTZ (TV) (Ch. 3), WFIL-TV (Ch. 6), both Philadelphia; WHUM-TV Reading (Ch. 61), WFBG-TV Altona (Ch. 10), WGBI-TV Scranton (Ch. 22). Executives: John L. Pipa Jr., president-treas.; D. W. Kearney, vice president-secy.; Elwood M. Miller, general manager.
- Blossburg—Williamson Road Television Co. Make of antenna: Jerrold. Executive: William S. Rennie Jr.

- Brockton—Schuylkill Valley Trans-Video Corp. Executive: Dominic Vitelli, president.
- Brockway—Brockway Television Inc., 957
 Fifth Ave. Telephone: 5075. A nonprofit corporation. Began operation:
 April 1, 1952. Antenna location: Two
 miles SW of Brockway. Make of antenna and equipment: RCA. Stations
 relayed: WDTV (TV) Pittsburgh (Ch.
 2), WJAC-TV Johnstown (Ch. 6),
 WFBG-TV Altoona (Ch. 10). Number
 of subscribers 370. Executives: George
 C. Morrison, chairman; Joseph S. Pisoni, vice chairman; Fred Edwards Sr.,
 treas.; Robert H. Smith, secy.; Harry L.
 Youngdahl.
- Castanea—Susquehanna Valley TV Corp., 308 N. Grove St., Lock Haven. Make of antenna: Jerrold. Executive: Dale Allen, president.
- Coudersport—Coudersport TV Cable Co., 30
 E. Second St. Telephone: 665. Began operation: May 15, 1953. Antenna location: Dutch Hill. Stations relayed: WBEN-TV Buffalo (Ch. 4), WFBG-TV Altoona (Ch. 10), WJAC-TV Johnstown (Ch. 6). Number of subscribers: 250. Executives: Joseph A. English, president; H. C. Mosch, M.D., vice president; James S. Berger, secretary; John Rigas, treasurer.
- Cressona—S. L. Television Corp. Make of antenna; Jerrold. Executive: G. James A. Seitz, president.
- East Conemaugh—Apex TV & Furniture Co., 227 Franklin St., Johnstown. Make of antenna: Jerrold. Executive: Frank Chiodo, manager.
- Elizabethville—Lykens Valley TV Co. Make of antenna: Jerrold. Executive: R. L. Weaver, treasurer.
- Everett—Everett TV Corp., Center & Foundry Sts. Make of antenna: Jerrold. Executive: William E. Coote, president.
- Flemington—Susquehanna Valley TV Corp., 308 N. Grove St., Lock Haven. Make of antenna: Jerrold. Executive: Dale W. Allen, president.
- Galeton—Galeton TV Antenna Inc. Make of antenna: Jerrold. Executive: W. A. Heymann, president.
- Hamburg—Hamburg Tire Co., 231 N. Third St. Began operation: January 1952. Executives: D. H. Schoener and W. E. Schoener, partners.
- Harrisburg—Perfect Television Co., 263 Reily St. Began operation: September 1951. Executive: Eli Kramer.
- Hazleton—Mountain City Television Corp., 86 N. Wyoming St. Began operation: February 1952. Executive: Fred Correale, president.
- Honesdale—Kenneth Chapman Co. Executive: Kenneth A. Chapman.
- Isabella—Community Antenna Co., Box 121.
 Make of antenna: Jerrold. Executive:
 Frank J. Beachley, manager.
- Jim Thorpe—Lehigh Trans-Video Corp. (see Lehighton, Pa.).
- Johnsonburg—Johnsonburg Community TV, Inc. Make of antenna: Jerrold.
- Johnstown—Apex TV & Radio Service Inc., 650 Pine St. Telephone: 6-0295. Began operation: July 1, 1952. Antenna location: Conemaugh, Pa. Make of antenna: Jerrold. Stations relayed: WJAC-TV Johnstown (Ch. 6), WFBG-TV Altoona (Ch. 10), WDTV (TV) Pittsburgh (Ch. 2). Number of subscribers: 30. Executives: John Chiodo, president; Julius Mayer, secy.; Coleman Nagyvathy,

- Lansford—Panther Valley Television Co.,
 Box 232. Community Television Antenna System Supplying Services to
 Lansford and Coaldale, Pa. Began opertion: October 1950. Executives: Robert
 J. Tarlton, president; William Z. Scott,
 vice president and general manager;
 William McDonald, vice president;
 George H. Bright, secretary; Ruby Dubosky, treasurer.
- Lehighton—Lehigh Trans-Video Corp., 235 N. 1st St. Telephone: 708. Began operation: April 1, 1953. Antenna location: Flagstaff Mountain. Make of antenna: Jerrold. Stations relayed: WPTZ (TV) Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WPIX (TV) New York (Ch. 11), WOR-TV New York (Ch. 9). Number of subscribers: 625. Executives: Joseph J. Humphries, president; George A. Shutack, vice president; Mahlon M. Kistler, secretary-treasurer.
- Lewistown—Pennwire Television Co., 16 S. Dorcas St. Began operation: January 1952. Executive: G. F. Gardner Jr., president.
- Lock Haven—Susquehanna Valley Television Corp., 308 N. Grove St. Began operation: September 1951. Executive: Dale W. Allen, president.
- Lykens—Lykens TV Extension Co., 582
 Main St. Telephone: 68R4. Began operation: May 1952. Stations relayed:
 WPTZ (TV) (Ch. 3), WFIL-TV (Ch. 6),
 WCAU-TV (Ch. 10), all Philadelphia;
 WMAR-TV Baltimore (Ch. 2); WHUMTV Reading, Pa. (Ch. 61). Number of subscribers: 850. Executive: Max E.
 Miller, president.
- Mahanoy City—City Television Corp., 100 W. Pine St. Executive: Wm. McLaughlin, manager.
- Mahanoy City—Service Electric Co. Executive: John Walsonvich, manager.
- Mansfield—Tyco Television Co., 12 Wellsboro St. Telephone: 80J. Began operation: March 27, 1953. Antenna location: Mulberry Hill. Make of antenna: Holt. Stations relayed: WBEN-TV Buffalo, N. Y. (Ch. 4); WSYR-TV Syracuse, N. Y. (Ch. 3); WNBF-TV Binghamton, N. Y. (Ch. 12); WTVE (TV) Elmira, N. Y. (Ch. 24). Number of subscribers: 350. Executives: Byron A. Neal, president; Homer F. Neal, general manager.
- Meadville—Meadville Master Antenna Inc., 357 Center St. Make of antenna: Jerrold. Executive: H. C. Winslow, president.
- Meyersdale—Kirchner's TV Co., 19 Center St. Make of antenna: Jerrold. Executive: Robert Kirchner, president.
- Millersburg—Millersburg TV Co., 328 Union St. Make of antenna: Jerrold. Executive: F. R. Helwig.
- Minersville—Minersville Television Corp., 305 Sunbury St. Telephone: 2714. Began operation: May 1952. Antenna location: Sharp Mountain. Make of antenna: RCA. Stations relayed: WFIL-TV Philadelphia (Ch. 6), WPTZ (TV) Philadelphia (Ch. 3), WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 401. Executives: Francis E. Moser, president; Clarence Messner, vice president; Albert H. Ulmer, treasurer; Robert Jenkins, secretary.
- Mt. Carmel—Pyrofax Gas Service, 133 S. Oak St.
- Mt. Union—Antenna Co. Telephone: 569.
 Began operation: September 1952.
 Make of antenna: Jerrold. Stations relayed: WJAC-TV Johnstown, Pa. (Ch. 6), WFBG-TV Altoona, Pa. (Ch. 10).
 Number of subscribers: 400. Executive: John H. Kinsloe Jr., president.

- Muncy—Television Corp., 16 W. Water St. Telephone: 420A. Began operation: May 1, 1954. Stations relayed: WNBF-TV Binghamton, N. Y. (Ch. 12); WBRE-TV Wilkes-Barre, Pa. (Ch. 28), WHUM-TV Reading, Pa. (Ch. 61).
- Nesquehoning—Nesquehoning Electronics Inc., 28 E. Catawissa St. Telephone: 4262. Began operation: November 1949. Executive: Frank Mitchell, president.
- Newport—Newport TV Co., 26 N. 2nd St. Make of antenna: Jerrold. Executive: Henry Shiffer, president.
- Oil City—Television Cable Co., 2 State St. Telephone: 5-3701. Began operation: December 1951. Antenna location: Clark Summit. Make of antenna: Jerrold. Stations relayed: WDTV (TV) Pittsburgh (Ch. 2) and WJAC-TV Johnstown (Ch. 6). Number of subscribers: 3,000. Executives: B. A. Drelick, president; Ned Cogswell, treasurer; John Wolstencroft, vice president.
- Palmerton—Palmerton TV Signal Corp., 513 Delaware Ave. Telephone: 2551. Began operation: September 1951. Antenna location: Blue Mt. Make of antenna: Community. Stations relayed: WCBS-TV (Ch. 2), WPIX (TV) (Ch. 11), WOR-TV (Ch. 9), all New York; WPTZ (TV) (Ch. 3), WFIL-TV (Ch. 6), both Philadelphia. Number of subscribers: 870. Executives: C. E. Reinhard, president; C. C. Helmuth, vice president; S. S. Butz, secretary; E. E. Strohl, treasurer.
- Pittsburgh—Video Inc., 501 S. Negley Ave.
 Telephone: Hiland 1-5252. Began operation: July 1, 1952. Antenna location:
 Clarksville, Pa. Make of antenna: Jerrold. Stations relayed: WDTV (TV)
 Pittsburgh (Ch. 2), WJAC-TV Johnstown (Ch. 6). Number of subscribers:
 45. Executives: Joseph F. Missick, executive vice president; E. A. Brunner, secy.-treas.
- Plymouth—Shawnee Television Co., 49
 E. Main St. Telephone: 9-4171. Began operation: May 1951. Antenna location: Larksville Mt. Make of antenna: VDX (Channel Master). Stations relayed: WPTZ (TV) Philadelphia (Ch. 3), WFILTV Philadelphia (Ch. 6), WNBF-TV Binghamton, N. Y. (Ch. 12), WBRE-TV Wilkes-Barre (Ch. 28), WGBI-TV Scranton (Ch. 22). Number of subscribers: 300. Executives: Robert R. Hosey, president; Henry Turchanik, vice president; Wesley Harris, secretary; Samuel P. Cohen, treasurer; Samuel Fainberg, asst. treasurer.
- Pottsville—Trans-Video Corp., P. O. Box 184. Telephone: 6161. Began operation: February 1951. Antenna location: Sharp Mt. Make of antenna: RCA. Stations relayed: WPTZ (TV) Philadelphia (Ch. 3). WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WHUM-TV Reading (Ch. 61), WPIX (TV) New York (Ch. 11). Number of subscribers: 3,350. Executives: M. F. Malarkey Jr., president; M. F. Malarkey, vice president; M. D. Reeves, secretary; P. J. Malarkey, treasurer.
- Pottsville—Wire Tele-View Corp., 428 E. Norwegian St. Telephone: 6381. Began operation: April 1951. Antenna location: Second Mountain. Make of antenna: Jerrold. Stations relayed: WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WPTZ (TV) Philadelphia (Ch. 3), WOR-TV (Ch. 9) and WPIX (TV) (Ch. 11), both New York, WHUM-TV Reading (Ch. 61). Number of subscribers: 850. Executives: Clarence F. Schoffstall, president; George W. Daubert, vice president; Francis E. Sta-

- binsky, vice president; J. Richard Kirn, secretary; James F. Sullivan, treasurer.
- Renovo—Greater Renovo TV Corp., Swain Bldg. Telephone: 787. Began operation: July 1953. Make of antenna: Jerrold. Stations relayed: WJAC-TV Johnstown, Pa. (Ch. 6), WFBG-TV Altoona, Pa. (Ch. 10). Number of subscribers: 275. Executives: John P. Rathmell, president; Ray Mathmell, manager.
- Ridgway—Ridgway TV Co., 119 N. Broad St. Make of antenna: Jerrold. Number of subscribers: 608. Executive: Frank S. Rich, manager.
- St. Clair—St. Clair Television Co., 61 N. Second St. Began operation: July 1951. Executive: John S. Warner, manager.
- Schuylkill Haven—TV Cable Corp., 19 E.
 Main St. Began operation: February
 1952. Executive: Amos Strause, president.
- Selinsgrove—River TV Co., 19 S. Market.
 Telephone: 6921. Began operation:
 August 24, 1953. Antenna location: Mile
 Hill. Make of antenna: Jerrold. Stations relayed: WHUM-TV Reading (Ch.
 61), WFBG-TV Altoona (Ch. 10),
 WBRE-TV Wilkes-Barre (Ch. 28). Executives: W. M. Kearney, president;
 John L. Pipa Jr., secretary; D. W. Kearney, treasurer; Elwood M. Miller, manager.
- Shamokin—TV Extension Corp., 715 W. Walnut St. Began operation: September 1951. Executive: Fred Bower, president.
- Shenandoah—Shen-Heights TV Assoc. Inc., 138 N. Jardin St. Telephone: 2-2198. Began operation: October 1951. Antenna location: West Mahanoy Twp. Stations relayed; WCAU-TV Philadelphia (Ch. 10), WFIL-TV Philadelphia (Ch. 6), and WPTZ Philadelphia (Ch. 3). Number of subscribers: 1,390. Executives: Frank T. Brophy, president; George F. Uritis, vice president.
- Shickshinny—Shickshinny TV Corp. Make of antenna: Jerrold. Executive: N. R. Jones, president.
- Slatington—Kerns' Electric & TV Antenna Inc., 619 Main St. Telephone: 2281. Began operation: January 1953. Stations relayed: WPTZ (TV) (Ch. 3), WCAUTV (Ch. 10), WFIL-TV (Ch. 6), all Philadelphia; WPIX (TV) New York (Ch. 11). Number of subscribers: 281. Executives: Lawrence J. Kern, president; Herbert R. Kern, secretary; Vincent D. Kern, treasurer.
- Smethport—Hill Street Television Line Assoc. Inc. Make of antenna: Jerrold. Executive: R. K. Palmer.
- South Williamsport—Lycoming TV Corp., 1428 W. Southern Ave. Telephone: 3-4677. Stations relayed: WFBG-TV Altoona, Pa. (Ch. 10); WNBF-TV Binghamton, N. Y. (Ch. 12); WBRE-TV (Ch. 28) and WILK-TV (Ch. 34), both Wilkes-Barre, Pa.; WHUM-TV Reading, Pa. (Ch. 61). Number of subscribers: 800. Executive: Carl A. Maeulen, president.
- State College—Centre Video Corp., 418 W. College Ave. Telephone: 8-6655. Began operation: April 1952. Make of antenna: Jerrold. Stations relayed: WJAC-TV Johnstown (Ch. 6), WFBG-TV Altoona (Ch. 10). Number of subscribers: 170. Executives: Walter N. Brown Jr., president; William Litke, secretary; Jack C. Falk, treasurer.
- Stroudsburg—Pocono TV Relay Inc. 155 Broad Street. Began operation: April 1952. Executive: John M. Price.

- Sunbury—B. K. P. Television Systems, Inc., 7th and Reagan St. Telephone: 2922. Began operation: March 15, 1953. Antenna location: Mile Hill. Make of antenna: Jerrold. Stations relayed: WHUM-TV Reading (Ch. 61). WFRG-TV Altoona (Ch. 10), WBRE-TV Wilkes-Barre (Ch. 28). Number of subscribers: 2,500. Executives: John J. Barni Jr., president; Daniel W. Kearney, secretary; John L. Pipa Jr., treasurer. Also serves Northumberland, Oaklyn and Hamilton.
- Tamaqua—Tamaqua TV Inc., 109 E. Broad St. Began operation: June 1951. Executive: Melvin Boyer.
- Warren-Warren Television Corp.
- Weissport—Lehigh Trans-Video Corp., 235 N. 1st St., Lexington. Make of antenna: Jerrold. Executive: M. Kistler, vice president.
- Wilkes-Barre—TeleService Co. of Wyoming Valley, 166 S. Main St. Telephone: 4-8111. Began operation: November 1951. Antenna location: Wyoming Mt. Make of antenna: RCA. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WNBF-TV Binghamton, N. Y. (Ch. 12). Executives: Ralph Katrosh, president; Clyde Davis, secretary; Michael H. Sheridan, treasurer.
- Williamsport—West Branch Television Services Inc., 439 William St. Began operation: April 1952. Executives: Joseph L. Leuce, president, Otto L. Stradley, general manager.
- Williamsport—Williamsport-Jerrold Television Cable Corp., 454 William St. Began operation: November 1952. Executive: Ray Schneider, general manager-vice president.
- Youngsville—Youngsville Television Corp.
 Telephone: 2-2704. Began operation:
 June 26, 1954. Antenna location: Hull
 Hill. Stations relayed: WDTV (TV)
 Pittsburgh (Ch. 2), WJAC-TV Johnstown (Ch. 6), WBEN-TV Buffalo, N. Y.
 (Ch. 4). Number of subscribers: 165.
 Executives: Rex. E. Young, president;
 Joe Littlefield, vice president; Virgil
 Munson, secretary; Armor Johnson,
 treasurer; Charles Samuelson, engineer.

SOUTH DAKOTA

Mitchell—Palace Trans-Video Co., 109 E. Second Ave. Telephone: 3057. Began operation: January 1954. Antenna location: NE part of city. Make of antenna: Telaray. Stations relayed: KELO-TV Sioux Falls, S. D. (Ch. 11); KVTV (TV) Sioux City, Iowa (Ch. 9); KTIV (TV) Sioux City, Iowa (Ch. 4). Executive: Allen C. Harmes, owner.

TENNESSEE

- Blountville—J. W. Adams Co., P. O. Box 478. Telephone: 2811. Began operation: March 1953. Make of antenna: RCA. Stations relayed: WBTV (TV) Charlotte, N. C. (Ch. 3), WJHL-TV Johnson City, Tenn. (Ch. 11). Number of subscribers: 25. Executives: J. W. Adam, owner; George R. Cowan, manager.
- Johnson City—Huntsman TV Cable Co. Telephone: 3769. Began operation: November 1952. Make of antenna: RCA. Stations relayed: WBTV (TV) Charlotte, N. C. (Ch. 3), WJHL-TV Johnson City. (Ch. 11). Number of subscribers: 400. Executives: R. M. and Clara M. Huntsman, partners.
- Kingsport—Television Cable Corp., New & Commerce Sts. Began operation: December 1951. Executives: W. Kyle Huddle, president; W. A. Crafts, vice president and general manager.

TEXAS

- Denison—Better Television Inc., 500 W. Main. Telephone: 402. Began operation: March 1952. Antenna location: halfmile SW of Denison. Stations relayed: KRLD-TV Dallas (Ch. 4), WFAA-TV Dallas (Ch. 8), WBAP-TV Fort Worth Ch. 5). Number of subscribers: 600. Executives: Charles F. Johnson, president; Ralph McCarroll, vice president; Neil W. Shirley, secretary-treasurer.
- Graham—Television Distributing Co., 610
 Oak St. Telephone: 197. Began operation: August 1951. Antenna location:
 East of city. Make of antenna: RCA.
 Stations relayed: WBAP-TV Fort Worth
 (Ch. 5), KRLD-TV Dallas (Ch. 4),
 KFDX-TV Wichita Falls (Ch. 3). Number of subscribers: 550. Executive:
 Brown Walker, owner.
- Madisonville—TV Cable Corp., P. O. Box 282. Telephone: 400. Began operation: Aug. 14, 1954. Antenna location: 1.5 m. East of city. Make of antenna: Jerrold. Stations relayed: KPRC-TV Houston (Ch. 2), KCEN-TV Temple (Ch. 6), KGUL-TV Galveston (Ch. 11), WBAP-TV Fort Worth (Ch. 5), KRLD-TV Dallas (Ch. 4). Executives: L. M. Green, president; Irving Mermel, secytreas.
- Mineral Wells—Community Aerial System, Inc. 1400 North Oak. Telephone: 804. Began operation: September 1951. Stations relayed: WBAP-TV Fort Worth (Ch. 5), KRLD-TV Dallas (Ch. 4), WFAA-TV Dallas (Ch. 8). Number of subscribers: 350. Executive: John Campbell, president.
- Palestine—Palestine Cable Co., 207 W. Crawford. Telephone: 2-5273. Executive: Ray Barnes.
- Sherman—Tele-Vue Products Co., 325 W.
 Houston St. Telephone: 801. Began operation: January 1952. Antenna location: One mile S. of Sherman. Make of antenna: Tele-Vue. Stations relayed: WFAA-TV Dallas (Ch. 8). KRLD-TV Dallas (Ch. 4), WBAP-TV Fort Worth (Ch. 5). Number of subscribers: 1000. Executives: C. Jack Bean, president; R. W. Leonard, 1st vice president; Charles W. Wooldridge, 2nd vice president; O. P. Leonard Jr., secretary-treasurer.
- Tyler—Tyler TV Inc., P. O. Box 28. Began operation: March 1952. B. M. Frazer, president.

VERMONT

- Barre—Vermont Television Inc., 63 N. Main St. Telephone: 472. Began operation: April 1952. Antenna location: Barre Twp. Make of antenna: Spencer-Kennedy. Executives: Louis Babic, president; Thomas Lyman, vice president and secretary; Nicholas Sanguinetti, treasurer and general manager.
- Bellows Falls—Cable Corp. Telephone: 136.
 Began operation: October 1953. Stations relayed: WBZ-TV (Ch. 4) and WNAC-TV (Ch. 7), both Boston; WMUR-TV Manchester, N. H. (Ch. 9). Number of subscribers: 200. Executive: George R. Story, president.
- Brattleboro—TV Inc., 49 Elliot St. Telephone: Alpine 4-4000. Began operation: Nov. 1, 1953. Make of antenna: Spencer-Kennedy. Stations relayed: WBZ-TV (Ch. 4) and WNAC-TV (Ch. 7), both Boston; WMUR-TV Manchester, N. H. (Ch. 9); WWOR-TV Worcester, Mass. (Ch. 14). Number of subscribers: 300. Executive: F. Elliot Barket Jr., president
- Burlington—Green Mountain Television Corp., 187 Church St. Telephone: 4-5749. Began operation: June 1952. Antenna location: Brownell Mountain. Stations relayed: WRGB (TV) Schenectady (Ch. 6), CBFT (TV) (Ch. 2), CBMT (TV)

- (Ch. 6), both Montreal. Number of subscribers: 1,400. Executives: Joseph S. Wool, president; Dr. John Abajian Jr., vice president; James S. George, treasurer; Jack R. Davis, general manager.
- Ludlow—Okemo Vue Inc. Windsor County. Make of antenna: Jerrold. Executive: Voitto W. Jario.
- Montpelier—Community Television Inc., 23
 Langdon St. Telephone: 654. Began operation: Nov. 15, 1953. Antenna location; Upper North St. Make of antenna: Jerrold. Stations relayed: WMUR-TV Manchester, N. H. (Ch. 9), WBZ-TV Boston (Ch. 4), WRGB (TV) Schenectady, N. Y. (Ch. 6). Number of subscribers: 400. Executives: Eugene Kramer, president; Milton Shapp, vice president; Phillips C. Lothrop, treasurer; John Wackerman, clerk.
- Northfield—Trans-Video Co. Telephone: 4112. Began operation: December 1951. Stations relayed: WBZ-TV Boston (Ch. 4), WRGB (TV) Schenectady (Ch. 6), CBFT (TV) Montreal (Ch. 2). Number of subscribers: 300. Executives: George L. Goodrich, owner; Henry Beaudette, manager.
- Springfield—Young's Transvideo Corp., 201 Union St. Make of antenna: Jerrold. Executive: S. R. Young.
- Williston—Green Mountain Television Corp., P. O. Box 673, Burlington. Make of antenna: Jerrold. Executive: Joseph S. Wool, president.
- Winooski—Green Mountain Television Corp., P. O. Box 673, Burlington. Make of antenna: Jerrold. Executive: Joseph S. Wool, president.
- Woodstock—TV Corp. Telephone: 426. Began operation: December 1953. Stations relayed: WBZ-TV (Ch. 4) and WNAC-TV (Ch. 7), both Boston, WRGB (TV) Schnectady (Ch. 6), WMUH-TV Manchester (Ch. 9), WCSH-TV Portland, Maine (Ch. 6), CBMT (TV) Montreal Ch. 2). Number of subscribers: 45. Executive: Richard Leonard president.

VIRGINIA

- Grundy—Rife's Radio & Television Co., Stacey, Va. Executives: Barnes and J. A. Rife (partners).
- Harrisonburg—Blue Ridge Television Corp., Rawley Pike. Telephone: 4-4431. Began operation: August 1952. Antenna location: ¼ mile N. of city limits. Make of antenna: Composite. Stations relayed: Three channels from Washington, D. C. and Richmond, Va. Number of subscribers: 520. Executives: Frederick L. Allman, president; Warren L. Braun, chief engineer; Harold A. Wright, business manager.
- Staunton—Staunton Video Corp., 27 Middle-brook Ave. Telephone: 5-7493. Began operation: April 1952. Antenna location: Augusta County, Va. Make of antenna: Jerrold. Stations relayed: WTTG (TV) Washington (Ch. 5), WTOP-TV Washington (Ch. 9), and WTVR (TV) Richmond (Ch. 6). Number of subscribers: 600. Executives: Norwood Rosen, president; Thomas L. Huntley, vice president; Randolph W. Tucker, secretary-treasurer.

WASHINGTON

Aberdeen—Harbor Television Corp. Telephone: 1986. Began operation: November 1952. Antenna location: 2 m. S. of city. Make of antenna: Composite. Stations relayed: KOMO-TV Seattle (Ch. 4), KING-TV Seattle (Ch. 5) and KTNT-TV Tacoma (Ch. 11). Number of subscribers: 1,700. Executives: Fred G. Goddard, president; D. W. Heckathorn, vice president; Donald McCaw, secretary; John Walker, treasurer-chief engineer.

- Bellingham—KVOS Inc. (KVOS), 1321 Commercial. Telephone: 790. Began operation: June 3, 1953. Antenna location: 26th & Knox. Make of antenna: Composite. Stations relayed: CBUT (TV) Vancouver, B. C. (Ch. 2), KVOS-TV Bellingham (Ch. 12), KOMO-TV Seattle (Ch. 4), KING-TV Seattle (Ch. 5). Number of subscribers: 450. Executives: Rogan Jones, president; E. E. Harper, chief engineer; Phillip Wiley, manager.
- Centralia—Community Ant. of Centralia Inc., 203 White Building, Seattle. Make of antenna: Jerrold. Executive: L. M. Keeley, president.
- Chelan—Antenna Service. Began operation: May 1954. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane. Number of subscribers: 50. Executive: Emory Weimer, general manager.
- Coulee Dam—TV Association of Coulee Dam, 513 Aspen St. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane. Number of subscribers: 50. Executive: George Curtiss, president.
- Ephrata—Empire Television Service. Began operation: January 1954. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane. Number of subscribers: 200. Executive: Robert Ping, general manager.
- Kennewick—Tri-City TV Service, P. O. Box 655. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane. Number of subscribers: 400.
- Montesano—Community Antenna Co. Make of antenna: Jerrold.
- Okanogan Valley—TV Cable Corp., Wowasket, Wash. Telephone: 2262. Began operation: February 1954. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane. Number of subscribers: 100. Executive: Melvin Rothrock, president.
- Pasco—Tri-City TV Service (see Kennewick, Wash.).
- Pomeroy—Christensen-Rauch Co., Pomeroy, Wash. Telephone: 327. Make of antenna: Jerrold. Stations relayed: KHQ-TV Spokane (Ch. 6), KXLY-TV Spokane (Ch. 4.) Executives: Bert Christensen, president; William Rauch, vice president; Alta May Christensen, secretary.
- Raymond—Powell Electric. Make of antenna: Jerrold. Executive: LeRoy Powell, owner.
- Richland—TV Cable Corp., 503 Lee Blvd.
 Telephone: 4-9110. Began operation:
 May 26, 1954. Antenna location: Badger
 Mt. Make of antenna: Jerrold. Stations
 relayed: KIMA-TV Yakima (Ch. 29),
 KXLY-TV (Ch. 4) and KHQ-TV (Ch.
 6), Spokane. Executives: C. Wrede
 Petersmeyer, chairman; Charles E.
 Brown, president-treasurer; Phil Hamlin, vice president; Robert Comfort, secretary; Robertson D. Ward, assistant
 secy.-treas.; Jack L. Quinn, general
 manager.
- Seattle—Holert's, 4201 W. Alaska St. Began operation: May 1, 1946. Executive: Frank T. Holert, president.
- Seattle—Master TV Antenna System Inc., 217 Ninth Ave. N. Telephone: Mutual 1111. Began operation: July 1952. Antenna location: 35th & Cherry Sts. Station relayed: KING-TV Seattle (Ch. 5). Executives: L. M. Kelley, president; F. W. Nelson, vice president; Dale Graeth, secretary-treasurer.
- Walla Walla—Blue Mts. Television Cable Corp., 34 S. Colville St. Telephone: 8661. Began operation: Oct. 15, 1953. Antenna location: 11 m. SE of city. Make of antenna: Taco. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV

(Ch. 6), both Spokane. Executives: Citarles E. Brown, president; Philip Hamlin, vice president; Robert Comfort, secy.-treas.; Frank J. Beaver, general manager.

Waterville—Clements TV Inc. Began operation: January 1954. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane. Number of subscribers: 85. Executive: Charles C. Clemers, general manager

awes, general manager.

enatchee—Consolidated TV Cable Corp., 110 S. Mission St. Telephone: 2487. Began operation: October 1953. Make of antenna: Jerrold. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane, and KING-TV Seattle (Ch. 5). Number of subscribers: 1,250. Executives: C. Wrede Petersmeyer, chairman: Charles E. Brown, president Executives: C. Wrede Petersmeyer, chairman; Charles E. Brown, president.

renatchee—Wescoast Broadcasting Co. (KPQ), Second & Columbia. Telephone: 2757. Stations relayed: KXLY-TV (Ch. 4) and KHQ-TV (Ch. 6), both Spokane. Number of subscribers: 800. Executive: Rogan Jones, president.

WEST VIRGINIA

nherstdale—Guyan Eagle Coal Co. Began operation: January 1952. Executive: Frank Reeves, manager.

retta—Olga Coal Co. Began operation: October 1953. Executive: W. D. Dantz-ler, general manager of stores, Coalwood, W. Va.

lwood—Olga Coal Co. Began operation: June 1952. Executive: W. D. Dantzler, general manager of stores.

t Gulf—C. H. Mead Coal Co. Began peration: May 1952. Executive: H. G. Schmidt, president.

Ens—Tygart Valley Cable Corp., 200
Davis Ave. Telephone: 30. Began opration: Nov. 13, 1953. Stations relayed:
//DTV (TV) Pittsburgh (Ch. 2), WTRFV Wheeling (Ch. 7), WSTV-TV Steunville, Ohio (Ch. 9). Executives: Ralph
Shepler, president; C. C. Keys, vice
esident; C. W. Thorniley, secy-treas.

Fainont—Fairmont TV Cable Corp., 217 Lirmont Ave. Make of antenna: Jer-r(d. Executive: Edw. A. Pence.

Follasbee—Alco Radio & Supply Co. Make of antenna: Jerrold. Executive: Leo Cocco.

Hinton—Hinton Television Corp. Telephone:
466. Began operation: Sept. 1, 1953. Antenna location: 2 m. sw of city. Make of antenra: Channel Master. Station relayed: WSLS-TV Roanoke, Va. (Ch. 10). Number of subscribers: 130. Executives: Laws V. Cocta. president tives: James V. Coste, president.

tives: James V. Coste, president.

Keyser—Keyser Television Co. Inc., 51 N. Main St. Telephone 6426. Began operation: October 1952. Antenna location: Thunder Hill. Make of antenna: Channel Master. Stations relayed: WJAC-TV Johnstown (Ch. 6), WTOP-TV Washington (Ch. 9), WMAL-TV Washington (Ch. 7), WNBW (TV) Washington (Ch. 4), WTTG (TV) Washington (Ch. 5), WDTV (TV) Pittsburgh (Ch. 2), WSVA-TV Harrisonburg (Ch. 3). Executives: Dr. Harry F. Coffman, president; Dr. Thad T. Huffman, secy.-treas.; Anderson T. Patrick, vice president and general manager.

Man—Durfee's Inc., Box 85. Telephone: 5581. Began operation: December 1, 1952. Station relayed: WSAZ-TV Huntington (Ch. 3). Number of subscribers: 500. Executive: C. O. Erickson, president and general manager.

Mullens-Mullens Television Cable Service. Began operation: April 1952. Executives: Robert R. Jones and DeForest Lilly (partners).

New Martinsville-TV Cable Co. Make of

antenna: Jerrold.

Piedmont—Upper Potomac Television Co. Inc., 77 Ashfield St. Telephone: 6121. Began operation: November 1952. Make of antenna: Jerrold. Stations relayed: of antenna: Jerrold. Stations relayed: WJAC-TV Johnstown, Pa. (Ch. 6), WTTG (TV) Washington (Ch. 5), WTOP-TV Washington (Ch. 9). Number of subscribers: 600. Executives: I. H. Ferrell, president; Malcolm Knight, vice president; H. P. Whitworth Jr., secretary; George Failing, treasurer.

Prenter—Red Parrot Coal Co. (Division of North American Coal & Dock Co.). Telephone: Whitesville 3181. Began operation: December 1951. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 80. Executive: C. G. Evans, general superintendent.

general superintendent.

Princeton—Commercial Television Antenna Service Inc. Telephone: 3378. Began operation: July 1952. Antenna location: Lilly Grove. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 3). WSLS-TV Roanoke, Va. (Ch. 10), WBTV (TV) Charlotte, N. C. (Ch. 3), WFMY-TV Greensboro, N. C. (Ch. 2), WAVE-TV Louisville, Ky. (Ch. 5), WLVA-TV Lynchburg, Va. (Ch. 13). Number of subscribers: 185. Executives: E. Clyde Bourne, president; H. F. Bonham, vice president; Helen Stowers Bourne, secretary. tarv.

Rainelle—Rainelle TV Corp., King Coal Hotel, East Rainelle. Make of antenna:
Jerrold. Executive: Howard G. Combs, president.

Richwood—Richwood T-V Co. Inc., Oakford & Main. Telephone: 4741. Began operation: April 1952. Antenna location: Hinkle Mt. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 3). Number of subscribers: 271. Executive: Carl E. Gainer, president dent.

Slab Fork-Slab Fork Coal Co. Executive: S. Austin Caperton Jr.

Spencer-T. J. Arnold Co. Executive: Robert Doolittle.

War—TV Antenna Service Inc. Began operation: June 1952. Executive: L. W. Coffey, president.

Webster Springs—Webster Television, P. O.
Box 311. Began operation: Jan. 1, 1953.
Antenna location: McGuire Mt. Stations
relayed: WSAZ-TV Huntington (Ch. 3),
WTRF-TV Wheeling (Ch. 7), WCHS-TV
Charleston (Ch. 8). Number of subscribers: 110. Executives: Harry H. Harhing Jeeph Dougles partners kins, Joseph Douglas, partners.

Weirton—Weirton TV Cable Corp., 3225
Main St. Make of antenna: Jerrold.
Executive: William R. Crago, president.

Welch-Welch Antenna Co., P. O. Box 687. Telephone: 1431. Began operation: June 6, 1951. Stations relayed: WSAZ-TV Huntington (Ch. 3), WSLS-TV Roanoke, Va. (Ch. 10). Number of subscribers: 670. Executives: E. O. Gates, William Turner, partners.

Weston—Television Cable Corp., 229 Main Ave. Telephone: 607. Began operation: Jan. 1, 1954. Antenna location: N. of city. Make of antenna: Jerrold. Stations relayed: WDTV (TV) Pittsburgh (Ch. 2). Steubenville. Ohio (Ch. 9), WTRF-TV Wheeling, W. Va. (Ch. 7). Number of subscribers: 270. Executives: M. William Alder, president; Martin F. Sweeney, secy.-treas.

-Wheeling Antenna Co. Inc., P. O. Wheeling-Box 1043. Telephone: Wheeling 4070. Began operation: September 1952. Stations relaved: WDTV (TV) Pittsburgh (Ch. 2), WJAS-TV Johnstown (Ch. 6). Executives: Donald W. Levenson, president; Melvin C. Truax, manager.

Whitesville-Whitesville Radio & Television Service. Began operation: February 1951. Executive: James Williams, man-

Williamson—Williamson TV Corp. Make of antenna: Jerrold. Executive: Jack Gates, manager.

WISCONSIN

Niagara—Community TV Co-op, 100 Clark St. Telephone: 69. Began operation: Proposed September 1954. Make of an-tenna: Jerrold. Station relayed: WBAY-TV Green Bay (Ch. 2). Number of sub-scribers 300 (estimated). Executives: Ed Gaber, president; C. E. Murray, secv-treas. secy.-treas.

Rhinelander—Television Cable Corp., RFD No. 3. Telephone: 42W. Began operation: July 26, 1954. Stations relayed: WBAY-TV Green Bay (Ch. 2), WTMJ-TV Milwaukee (Ch. 4). Number of subscribers: 23 scribers: 23.

WYOMING

Casper—Community Television Systems of Wyoming Inc. Telephone: 3-7890. Began operation: Jan. 1, 1954. Antenna location: Laramie, Wyo. Stations relayed: KFEL-TV Denver (Ch. 2), KBTV (TV) Denver (Ch. 9), KLZ-TV Denver (Ch. 7), KOA-TV Denver (Ch. 4), KFBC-TV Cheyenne (Ch. 5). Executives: Bill Daniels, president; G. W. Schneider, vice president; R. C. Schneider, general manager and secv.-treas. ager and secy.-treas.

Cokeville—Cokeville Radio & Electric Co., P. O. Box 68. Telephone: 38R2-3. Began operation: Proposed Sept. 1, 1954. Antenna location: 1 m. east of city. Stations relayed: KSL-TV (Ch. 5), KTVT (TV) (Ch. 4), both Salt Lake City. Number of subscribers: 50 (estimated). H. L. Carraway and R. L. Langford, partners. ford, partners.

Laramie—Community TV Co. (Collier Electric Co.). Telephone: 6100. Began operation: March 1954. Stations relayed: KFBC-TV Chevenne (Ch. 5). KFEL-TV (Ch. 2). KOA-TV (Ch. 4). KLZ-TV (Ch. 7), KBTV (TV) (Ch. 9), all Denver. Number of subscribers: 400. Executives: J. E. Collier and Karl O. Krummel, partners. partners.

ALASKA

Ketchikan, Alaska—Ketchikan Alaska Television, 422 Water St. Telephone: 3875.
Make of antenna: Jerrold. Originates own programs. Number of subscribers: 200. Executives: R. D. Jensen, general manager, Wally Christiansen, chief engineer; Georgiana Murphy.

CANADA

Guelph, Ontario, Canada—Neighbourhood
Television Limited, 31 Quebec St. Telephone: 3708. Began operation: May
1953. Antenna location: Two miles from
Main St. Make of antenna: Jerrold.
Stations relayed: WBEN-TV Buffalo
(Ch. 4), CBLT-TV Toronto (Ch. 9),
CKCO-TV Kitchener (Ch. 13). Executives: F. T. Metcalf. president; W. Slatter, vice president; W. Cowan, secretarytreasurer: T. G. Bell, director; A. N.
Kearns, director; R. Sutherland, director.

London. Ont .- Cablevision (London) Ltd., 13 King St. Began operation: October 1952. Executive: E. R. Jarmain.

Montreal, Quebec-Rediffusion Inc., 6301 Park Ave.

Toronto—Trans-Canada Telemeter Ltd., 1200 Royal Bank Bldg. Telephone: Empire 4-0141. Executives: W. C. Thornton Cran, president; J. A. Pouliot, chief engineer.

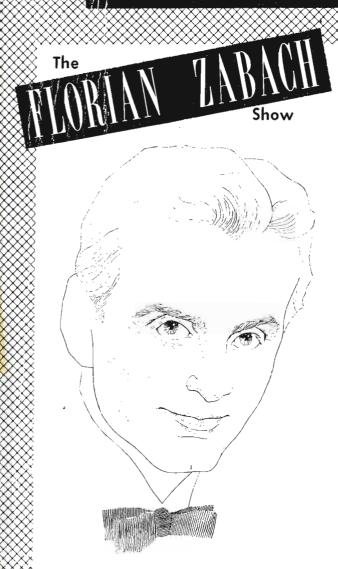
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