

INTERNATIONAL

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**AM STATIONS OF MEXICO, CUBA,  
HAITI, DOMINICAN REPUBLIC,  
BAHAMAS AND JAMAICA**

**INTERNATIONAL BROADCAST  
STATIONS OF U. S. AND CANADA**

**RADIO PROGRAMAS  
de MEXICO, S.A.**

**RADIO CADENA NACIONAL, S.A.  
MEMBER STATIONS**

**1957**

- The most powerful radio stations in Mexico are under **RCN** network.
- **RCN** network has more than 500,000 watts.
- **RCN** network goes to 3,121,428 radio-homes.
- 15,607,140 listens **RCN** network.
- **RCN** delivers the most Prime audience to the Advertiser that exists in Mexico today.
- **RCN** offers you 41,300 radio listeners per advertising dollar.



**RADIO CADENA NACIONAL, S.A.**

VALLARTA 1

MEXICO, D. F.

**RCN — MEXICO'S MOST POWERFUL RADIO NETWORK**

# STATIONS OF MEXICO

| <i>Location</i>            | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                  |
|----------------------------|---------------------|------------------|-------------------------------|
| Acambaro, Gto.             | XEGW                | 1270             |                               |
| Acapulco, Gro.             | XEBB                | 600              |                               |
| Acapulco, Gro.             | XECI                | 1340             |                               |
| Acapulco, Gro.             | XEDO                | 1600             | Heriberto Guizar Castro       |
| Acapulco, Gro.             | XEKJ                | 1400             | Ramon Ortego Escobedo         |
| Agua Prieta, Son.          | XEAQ                | 1490             | Manuel Rodriguez              |
| Agua Prieta, Son.          | XEFH                | 1310             | Jesus Rodriguez Verdugo       |
| Aguascalientes, Ags.       | XEBI                | 790              | Pedro C. Rivas                |
| Aguascalientes, Ags.       | XEDC                | 1560             |                               |
| Aguascalientes, Ags.       | XEII                | 1170             |                               |
| Aguascalientes, Ags.       | XERO                | 1490             | Radio Hidrotermopolitana      |
| Aguascalientes, Ags.       | XEYZ                | 1450             | Luis Chavez Calvillo          |
| Apatzingan, Mich.          | XECJ                | 770              |                               |
| Apatzingan, Mich.          | XEGV                | 1240             |                               |
| Boca del Rio, Ver          | XEOD                | 1090             |                               |
| Campeche, Camp.            | XEA                 | 1370             | Casanoba Brito                |
| Cananea, Son.              | XEFQ                | 980              | Pedro L. Diaz                 |
| Celaya, Gto.               | XENC                | 1540             | El Herald del Bajio           |
| Celaya, Gto.               | XEY                 | 1360             |                               |
| Chetumal, Q.R.             | XEOS                | 960              |                               |
| Chihuahua, Chih.           | XEBU                | 620              | Roberto O. Stevenson          |
| Chihuahua, Chih.           | XEBW                | 1280             | Radioemisora del Norte        |
| Chihuahua, Chih.           | XEFI                | 580              | Pregon, Del Est, de Chih.     |
| Chihuahua, Chih.           | XEM                 | 1390             | Pedro Meneses, Jr.            |
| Chihuahua, Chih.           | XERA                | 1490             | Red Nacional Radiomisor, S.A. |
| Ciudad Acuma, Coah.        | XEKD                | 1010             |                               |
| Ciudad Camargo, Chih.      | XEHA                | 570              | Hugo Pinera Limas             |
| Ciudad Camargo, Chih.      | XEOH                | 1270             |                               |
| Ciudad Cuauhtemoc, Chih.   | XEQZ                | 1560             |                               |
| Ciudad Cuauhtemoc, Chih.   | XEPL                | 560              |                               |
| Ciudad Cuauhtemoc, Chih.   | XEER                | 990              |                               |
| Ciudad del Carmen, Cam.    | XEUJ                | 1460             |                               |
| Ciudad Delicia, Chih.      | XEAY                | 660              |                               |
| Ciudad Delicias, Chih.     | XEBN                | 1240             |                               |
| Ciudad Delicias            | XEJK                | 1340             | Amador Ronquillo Reza         |
| Ciudad Guzman              | XEBC                | 1430             | Roberto Chavez Gonzalez       |
| Ciudad Jimenez, Chih.      | XEJZ                | 1320             |                               |
| Ciudad Juarez, Chih.       | XEFV                | 1240             | Dario Cordo Rocha             |
| Ciudad Juarez, Chih.       | XEF                 | 1420             | Jose Carlos Amaya             |
| Ciudad Juarez, Chih.       | XEJ                 | 970              | Pedro Meneses, Jr.            |
| Ciudad Juarez, Chih.       | XELO                | 800              | Cia Radio de Piedras Negras   |
| Ciudad Juarez, Chih.       | XEWG                | 1490             | Carlos Mendez                 |
| Ciudad Juarez, Chih.       | XEYC                | 1460             | Ysela Fern. Caball. de Yanez  |
| Ciudad Juarez, Chih.       | XEP                 | 1300             |                               |
| Ciudad Ixtepec, Oax        | XECA                | 1480             |                               |
| Ciudad Lerdo               | XENO                | 960              |                               |
| Ciudad Lerdo, Dur.         | XEGZ                | 790              |                               |
| Ciudad Mante, Tam.         | XECM                | 1450             |                               |
| Ciudad Miguel Aleman, Tam. | XEHD                | 1430             |                               |
| Ciudad Miguel Aleman, Tam. | XEHI                | 1470             |                               |
| Ciudad Obregon, Son.       | XESO                | 1150             |                               |
| Ciudad Obregon, Son.       | XEAP                | 1290             | Emillo Manzanilla             |
| Ciudad Obregon, Son.       | XEHX                | 1460             |                               |
| Ciudad Obregon, Son.       | XEOX                | 1430             | Felipe G. de Leon             |
| Ciudad Reynosa, Tam.       | XERU                | 810              |                               |
| Ciudad Valles, S.L.P.      | XETR                | 1120             | Tomas Oliva Banuelos          |
| Ciudad Victoria, Tam.      | XEHP                | 580              |                               |
| Ciudad Victoria, Tam.      | XECP                | 1450             |                               |
| Ciudad Victoria, Tam.      | XEBJ                | 1340             | Fernando Elizalde             |
| Coatepec, Ver.             | (New)               | 700              |                               |
| Coatzacoalcos, Ver.        | XEGB                | 840              |                               |



## STATIONS OF MEXICO



| <i>Location</i>                 | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                 |
|---------------------------------|---------------------|------------------|------------------------------|
| Coatzacoalcos, Ver. ....        | XEOM                | 1340             | Daniel Schact Perez          |
| Colima, Col. ....               | XERL                | 1280             | J. Roberto Levy              |
| Cordoba, Ver. ....              | XEAG                | 1280             | Luz Maria Zuniga de Miguel   |
| Cordoba, Ver. ....              | XEDZ                | 580              |                              |
| Cordoba, Ver. ....              | XEJD                | 820              | J. Jac. Vda. de Zuniga       |
| Cosamaloapan, Ver. ....         | XEFU                | 630              |                              |
| Guassave, Sin. ....             | XEGS                | 1490             | Radio Guassave S.A.          |
| Cuatla, Mor. ....               | XEWF                | 1400             | Fernando Diaz Enriquez       |
| Cuernavaca, Mor. ....           | XEFS                | 1420             |                              |
| Cuernavaca, Mor. ....           | XEJC                | 980              | Ed. Jimenez de la Cuesta     |
| Culiacan, Sin. ....             | XEBL                | 1260             | Enrique Maxim Gomez Blanco   |
| Culiacan, Sin. ....             | XECQ                | 1300             | Radio Culiacan, S.A.         |
| Culiacan, Sin. ....             | XEGF                | 1450             |                              |
| Culican, Sin. ....              |                     | 920              |                              |
| Culiacan, Sin. ....             | XESA                | 1360             | Pablos y Elizalde            |
| Durango, Dgo. ....              | XECK                | 1340             |                              |
| Durango, Dgo. ....              | XEDU                | 860              | Carlos C. Armas              |
| Durango, Dgo. ....              | XEE                 | 1280             | Jose Valenzuela              |
| El Sauzal, B.C. ....            | XEDX                | 1010             |                              |
| Ensenada, B.C. ....             | XEFY                | 1450             |                              |
| Ensenada, B.C. ....             | XEPF                | 1400             | Luis Enrique Encisco         |
| Empalme, Son. ....              | XEBQ                | 1240             | Roberto Gonzalex Mata.       |
| Fresnillo, Zac ....             | XEMA                | 1340             | Jose Miguel Acevedo Moya     |
| Gomez Palacio, Dur. ....        | XEMD                | 920              |                              |
| Gomez Palacio, Dur. ....        | XERS                | 1400             |                              |
| Gomez Palacio, Dur. ....        | XEPM                | 790              |                              |
| Guadalajara, Jal. ....          | XEAD                | 1150             | Alejandro Diaz               |
| Guadalajara, Jal. ....          | XEAV                | 570              | Manuel Lopez Diaz            |
| Guadalajara, Jal. ....          | XEBA                | 840              | Jesus D. Gonzales            |
| Guadalajara, Jal. ....          | XEDG                | 1370             |                              |
| Guadalajara, Jal. ....          | XEDK                | 1250             | Manuel Lopez Diaz            |
| Guadalajara, Jal. ....          | XEGL                | 1280             | Quirino Francisco Gonzalez   |
| Guadalajara, Jal. ....          | XEHK                | 960              | Franciso E. Fregoso          |
| Guadalajara, Jal. ....          | XEHL                | 1010             | Radiodif de Occidente, S.A.  |
| Guadalajara, Jal. ....          | XEJB                | 630              | State Government             |
| Guadalajara, Jal. ....          | XEJE                | 1310             | Difusoras de Occidente, S.A. |
| Guadalajara, Jal. ....          | XELT                | 920              | Eduardo Reynoso Gonzalez     |
| Guadalajara, Jal. ....          | XELW                | 1340             | Salvador Galindo de la Torre |
| Guadalajara, Jal. ....          | XERP                | 1190             |                              |
| Guanajuato, Gto. ....           | XEWZ                | 600              | Gonzalo Sanchez Gomez        |
| Guasave, Sin. ....              | XECV                | 1490             |                              |
| Guasave, Sin. ....              | XEGS                | 610              |                              |
| Guaymas, Son. ....              | XEDR                | 1490             | Sucrs. de Modesto Ortega     |
| Guaymas, Son. ....              | XEFX                | 800              |                              |
| Hermosillo, Son. ....           | XEBH                | 920              | Carlos Balderrama            |
| Hermosillo, Son. ....           | XEDL                | 1250             | Eufemia Esquer de Vida       |
| Hermosillo, Son. ....           | XEDM                | 1580             | Radio Pacifico               |
| Hermosillo, Son. ....           | XEHQ                | 590              | Radio Hermosillo             |
| Hermosillo, Son. ....           | XEOP                | 960              |                              |
| Hermosillo, Son. ....           | XEQN                | 1540             |                              |
| Hidalgo del Parral, Chih. ....  | XEAT                | 1250             | Sucrs. de Jorge Perez        |
| Hidalgo del Parral, Chih. ....  | XEGD                | 1520             |                              |
| Hidalgo, del Parral, Chih. .... | XEJR                | 1490             |                              |
| Hidalgo del Parral, Chih. ....  | XEJS                | 1150             | Olfonso Perez Porras         |
| Huamantla, Tlax. ....           | XEHT                | 1520             | Alf. Macias y Mario Pardo S. |
| Huauchinango, Puebla ....       | XEGU                | 1490             |                              |
| Iguala, Gro. ....               | XEKF                | 1360             | Rafael Campos Marquina       |
| Irapuato, Gto. ....             | XEBO                | 1330             | Alfonso Martinez             |
| Irapuato, Gto. ....             | XEHE                | 970              |                              |
| Irapuato, Gto. ....             | XEWE                | 1420             | Felipe Gallardo              |

STATIONS OF MEXICO

| <i>Location</i>        | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                  |
|------------------------|---------------------|------------------|-------------------------------|
| Jalapa, Ver. ....      | XEFA                | 1340             | Adolfo Alvarez                |
| Jalapa, Ver. ....      | XEJA                | 610              | Adolfo Alvarez                |
| Jalapa, Ver. ....      | XEJJ                | 1130             | Mariano Caraza                |
| Jalapa, Ver. ....      | XEXB                | 1400             |                               |
| Jalapa, Ver. ....      | XEKL                | 550              | Carlos Ferraez Matos.         |
| Jiquilpan, Mich. ....  | XEIX                | 1290             |                               |
| La Barca, Jal. ....    | XELB                | 1090             | Ramon Alvarez Lopez           |
| Lagos de Moreno ....   | XEIQ                | 1110             |                               |
| La Paz, B.C. ....      | XEAL                | 1310             |                               |
| La Paz, B.C. ....      | XENT                | 790              |                               |
| La Paz, B.C. ....      | XEPX                | 550              |                               |
| La Piedad, Mich. ....  | XELC                | 1200             |                               |
| Leon, Gto. ....        | XEKX                | 1270             |                               |
| Leon, Gto. ....        | XEFM                | 1270             |                               |
| Leon, Gto. ....        | XELG                | 680              | Radio Impuls. del Centro S.A. |
| Leon, Gto. ....        | XERW                | 1390             | Augustin Obregon Padilla      |
| Leon, Gto. ....        | XERZ                | 1240             | Carlos Obregon Padilla        |
| Linares, N.L. ....     | XER                 | 1260             | Radio Linares, S.A.           |
| Los Mochis, Sin. ....  | XECF                | 1410             | Francisco Perez H.            |
| Los Mochis ....        | (New)               | 650              |                               |
| Los Mochis, Sin. ....  | XECU                | 1470             | Luis Perez Gomez              |
| Magdalena, Son. ....   | XEDJ                | 1450             | Jesus L. Rochin               |
| Magdalena, Son. ....   | XESY                | 1320             |                               |
| Manzanillo, Col. ....  | XECS                | 1400             |                               |
| Matamoros, Tam. ....   | XEAM                | 1310             | Manuel L. Salinas             |
| Matamoros, Tam. ....   | XEMS                | 1420             |                               |
| Matamoros, Tam. ....   | XEMT                | 1340             | Severo Garza Saenz            |
| Matamoros, Tam. ....   | XEO                 | 970              | Can. Maria Gonzalez           |
| Matehuala, S.L.P. .... | XEFF                | 1490             |                               |
| Mazatlan, Sin. ....    | XEDS                | 1420             | Alexjandro A. Schober         |
| Mazatlan, Sin. ....    | XERJ                | 1320             | Oscar Perez E.                |
| Mazatlan, Sin. ....    | XETK                | 1390             | Radio Emisora de Occidente    |
| Mazatlan, Sin. ....    | XEEC                | 1270             |                               |
| Merida, Yuc. ....      | XERY                | 1150             |                               |
| Merida, Yuc. ....      | XEDY                | 1450             |                               |
| Merida, Yuc. ....      | XEFC                | 1330             | Rafael Rivas Franco           |
| Merida, Yuc. ....      | XEME                | 1270             |                               |
| Merida, Yuc. ....      | XEMH                | 1490             | Alvaro Barquet Y              |
| Merida, Yuc. ....      | XEMQ                | 1240             | Lazaro Achurra Suarez         |
| Merida, Yuc. ....      | XEQW                | 550              |                               |
| Merida, Yuc. ....      | XEZ                 | 600              | Jorge L. Palomeque            |
| Mexicali, B.C. ....    | XECL                | 990              | Alfonso A. Lacarra            |
| Mexicali, B.C. ....    | XEAA                | 1340             | Consuelo Tonnella King        |
| Mexicali, B.C. ....    | XEAO                | 910              | Juan C. Chavez                |
| Mexicali, B.C. ....    | XEUV                | 940              |                               |
| Mexicali, B.C. ....    | XED                 | 1050             | Carlos Blando                 |
| Mexicali, B.C. ....    | XEGE                | 1570             |                               |
| Mexicali, B.C. ....    | XESU                | 790              |                               |
| Mexico, D.F. ....      | XENP                | 760              |                               |
| Mexico, D.F. ....      | XEB                 | 1220             | El Buen Tono S.A.             |
| Mexico, D.F. ....      | XEAI                | 1320             | G.N. Medina y Loc. Ag. Ramos  |
| Mexico, D.F. ....      | XEBS                | 1410             | Hispano Mexicano S.A.         |
| Mexico, D.F. ....      | XEBZ                | 660              | Vocero Mexicano S.A.          |
| Mexico, D.F. ....      | XEDA                | 1290             | Publ. Com. de Mexico. S.A.    |
| Mexico, D.F. ....      | XEDP                | 1060             | Radio Gobernacion             |
| Mexico, D.F. ....      | XEFR                | 1180             |                               |
| Mexico, D.F. ....      | XEJP                | 1150             | Radio America, S.A.           |
| Mexico, D.F. ....      | XEK                 | 970              | Arturo Martinez               |
| Mexico, D.F. ....      | XEL                 | 1260             | Herdez S.A.                   |
| Mexico, D.F. ....      | XELA                | 830              | Radio Metropolitan S.A.       |
| Mexico, D.F. ....      | XELZ                | 1440             | Maria Cardena de Zetina       |
| Mexico, D.F. ....      | XEMC                | 1590             | Dol. G. Estrada de Ferreiro   |
| Mexico, D.F. ....      | XEML                | 1550             | Roberto Vleggi Esparza        |
| Mexico, D.F. ....      | XEMX                | 1380             | Publ. Com. de Mexico S.A.     |
| Mexico, D.F. ....      | XEN                 | 690              | Guillermina P. de Del Conde   |

STATIONS OF MEXICO

| Location                | Call Letters | Frequency | Owner                          |
|-------------------------|--------------|-----------|--------------------------------|
| Mexico, D.F.            | XENK         | 620       | Gral. Brig. P.A.F. Proal Pardo |
| Mexico, D.F.            | XEOF         | 560       |                                |
| Mexico, D.F.            | XEOY         | 1000      | Fomento de Radio, S.A.         |
| Mexico, D.F.            | XEPH         | 590       | Cia. Mexico de Radiodif. S.A.  |
| Mexico, D.F.            | XEQK         | 1350      | Guillermo Morales B.           |
| Mexico, D.F.            | XEQR         | 1030      | Corp. Mexicana de Radio, S.A.  |
| Mexico, D.F.            | XESM         | 1470      | Salvador San Martin            |
| Mexico, D.F.            | XEQ          | 940       | Radio Panamericana, S.A.       |
| Mexico, D.F.            | XEQB         | 1110      | Radio Central de Mexico        |
| Mexico, D.F.            | XERC         | 790       | Radio Popular de Mexico        |
| Mexico, D.F.            | XERH         | 1500      | "A.R.S.E." S.A.                |
| Mexico, D.F.            | XESM         | 1490      | Salvador San Martin            |
| Mexico, D.F.            | XEUN         | 860       | Universidad National de Mexico |
| Mexico, D.F.            | XEW          | 900       | Cadena Radiodifusora, S.A.     |
| Mexico, D.F.            | XEX          | 730       | Radio de Mexico, S.A. de C.V.  |
| Minatitlan, Ver.        | XEDW         | 1260      | Oucrs de Hector Silva Canto    |
| Monclova, Coah.         | XEKN         | 1390      |                                |
| Monclova, Coah.         | XEMF         | 1260      | Alfonso L. Bres.               |
| Monclova, Coah.         | XEMW         | 970       |                                |
| Monterrey, N.L.         | XEAR         | 1480      | Alfonso Flores Lopez           |
| Monterrey, N.L.         | XEAW         | 1280      | Jesus D. Gonzalez              |
| Monterrey, N.L.         | XEDD         | 1560      |                                |
| Monterrey, N.L.         | XEFB         | 630       | Emis. Inc. de Monterrey, S.A.  |
| Monterrey, N.L.         | XEFZ         | 1140      |                                |
| Monterrey, N.L.         | XEG          | 1050      | La Voz de Norte-America, S.A.  |
| Monterrey, N.L.         | XEGQ         | 1590      |                                |
| Monterrey, N.L.         | XEH          | 1420      | Radio Taranava, S. de R.L.     |
| Monterrey, N.L.         | XERR         | 570       |                                |
| Monterrey, N.L.         | XEJM         | 1450      |                                |
| Monterrey, N.L.         | XEMR         | 1370      | Enrique Serna Martinez         |
| Monterrey, N.L.         | XENL         | 860       |                                |
| Monterrey, N.L.         | XEOK         | 920       | Carlos Roa Montes De Oca       |
| Monterrey, N.L.         | XET          | 990       | El Pregonere del Norte         |
| Monterrey, N. L.        | (New)        | 690       |                                |
| Morelia, Mich.          | XECR         | 1340      |                                |
| Morelia, Mich.          | XELQ         | 570       | Francisco Laris Iturbide       |
| Morelia, Mich.          | XEGP         | 1580      |                                |
| Morelia, Mich.          | XESF         | 1300      | Jose Martinez Ramirez          |
| Morelia, Mich.          | XEI          | 1400      | Tiburcio Ponce                 |
| N. Casas Grandes, Chih. | XETX         | 1010      | Laureano Molinar Contreras     |
| Naco, Son.              | XETM         | 1350      | Jesus Manuel Franco            |
| Navajoa, Son.           | XEAJ         | 1400      |                                |
| Navajoa, Son.           | XEGL         | 1270      | Fausto M. Gomez                |
| Navajoa, Son.           | XEHG         | 980       |                                |
| Nogales, Son.           | XECG         | 1240      |                                |
| Nogales, Son.           | XEHF         | 1370      | Gaston Mascarenas              |
| Nogales, Son.           | XENS         | 1590      |                                |
| Nogales                 | XEXW         | 1300      |                                |
| Nuevo Laredo, Tam.      | XEAS         | 1410      | Jose Maria Villarreal          |
| Nuevo Laredo, Tam.      | XEFE         | 790       | Ruberto Villarreal             |
| Nuevo Laredo, Tam.      | XERG         | 1090      | Reynoldo Garza Alvarez         |
| Nuevo Laredo, Tam.      | XEBK         | 1340      | Juan Manuel Cortes             |
| Neuvo Laredo, Tam.      | XEDF         | 960       | Rafael Tijerina Carranza       |
| Nuevo Laredo, Tam.      | XEXO         | 1140      | Julio Santo Coy                |
| Nuevo Laredo, Tam.      | XENU         | 1370      |                                |
| Nuevo Rosita, Coah.     | XEJF         | 1400      |                                |
| Nueva Rosita, Coah.     | XELF         | 1380      |                                |
| Nueva Rosita, Coah.     | XERN         | 980       |                                |
| Oaxaca, Oax.            | (New)        | 570       |                                |
| Oaxaca, Oax.            | XEAX         | 1270      | Delia Rodriguez de Marquez     |
| Oaxaca, Oax.            | XECE         | 1240      |                                |
| Ocotlan, Jal.           | XEAN         | 800       | Radio Ocotlan S. de R.L.       |
| Ojinaga, Chih.          | XECT         | 1450      |                                |
| Orizaba, Ver.           | XEPP         | 1450      | Radio Impulsora de Orizaba     |
| Orizaba, Ver.           | XETQ         | 850       | Sucrs de Francisco Campos H.   |

STATIONS OF MEXICO

| <i>Location</i>                   | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                    |
|-----------------------------------|---------------------|------------------|---------------------------------|
| Pachuca, Hgo. ....                | XETK                | 1420             |                                 |
| Pachuca, Hgo. ....                | XEPK                | 1180             | Radio Publ. de Pachuca          |
| Papantla, Ver. ....               | XEGK                | 920              |                                 |
| Patzcuaro, Mich. ....             | (New)               | 600              |                                 |
| Piedras Negras, Coah. ....        | XEMJ                | 920              | Jesus L. Elizondo               |
| Piedras Negras, Coah. ....        | XEMU                | 570              | Alfonso L. Bres.                |
| Poza Rica, Ver. ....              | XEFO                | 1480             |                                 |
| Progreso, Yuc. ....               | XEGO                | 620              |                                 |
| Progreso, Yuc. ....               | XECN                | 1400             |                                 |
| Puebla, Pue. ....                 | XECD                | 1170             | Roberto Canedo                  |
| Puebla, Pue. ....                 | XEHR                | 1090             | Manuel R. Canale                |
| Puerta Vallarta, Jal. ....        | (New)               | 650              |                                 |
| Queretaro, Qro. ....              | XEJX                | 1250             | Radio Emisora Queretaro         |
| Queretaro, Qro. ....              | XENA                | 1520             | Ramon Rodriguez Familiar        |
| Quertaro, Que. ....               | XEDI                | 1570             |                                 |
| Reynosa, Tam. ....                | XEFP                | 1240             |                                 |
| Reynosa, Tam. ....                | XEGH                | 620              |                                 |
| Reynosa, Tam. ....                | XEOR                | 1390             | Cond. S. Vda. de Gonzalez       |
| Reynosa, Tam. ....                | XERT                | 590              | Ignacio Magallon                |
| Rio Bravo, Tam. ....              | XEFD                | 1170             |                                 |
| Rio Bravo, Tam. ....              | XEFL                | 1110             |                                 |
| Rio Verde, S.L.P. ....            | (New)               | 660              |                                 |
| Rosarito, B.C. ....               | XERB                | 1090             | Interamericana de Radio, S.A.   |
| Sabinas, Coah. ....               | XEBX                | 610              | Radiodif. Coahuila, S.A.        |
| Sabinas, Coah. ....               | XESH                | 1460             |                                 |
| Saguayo, Mich. ....               | XEGC                | 1450             | Alberto Barragan Degollado      |
| Salamanca, Gto. ....              | XENP                | 1430             |                                 |
| Salamanca, Gto. ....              | XERX                | 1560             | Ernesto Bravo Vargas            |
| Salina Cruz, Oax. ....            | XEEA                | 1330             |                                 |
| Saltillo, Coah. ....              | XEDE                | 1400             | Enrique Martinez y Martinez     |
| Saltillo, Coah. ....              | XESJ                | 1250             | Froylan Mier Narro              |
| Saltillo, Coah. ....              | XEXU                | 1490             |                                 |
| San Andres Tuxtla, Ver. ....      | XEPA                | 980              |                                 |
| San Andres Tuxtla, Ver. ....      | XERM                | 1370             |                                 |
| San Andres Tuxtla, Ver. ....      | XELN                | 1510             |                                 |
| San Andres Tuxtla, Ver. ....      | XEDQ                | 1400             |                                 |
| San Andres Tuxtla, Ver. ....      | XEGA                | 1300             |                                 |
| San Miguel Allende, Gto. ....     | XESQ                | 1280             |                                 |
| San Luis Potosi, S.L.P. ....      | XEBM                | 920              | Benjamin Briones                |
| San Luis Potosi, S.L.P. ....      | XECZ                | 1430             | Radiodif, Mexicano              |
| San Luis Potosi, S.L.P. ....      | XEPO                | 1260             | Alejandro Espinosa Pitman       |
| San Luis Potosi, S.L.P. ....      | XEWA                | 540              | Cadena Radiodif. Mex. S.A.      |
| San Luis Potosi, S.L.P. ....      | XEXQ                | 1460             |                                 |
| San Luis Potosi, S.L.P. ....      | XESL                | 1340             | Guadalupe Delgado Ramirez       |
| San Luis Potosi, S.L.P. ....      | (New)               | 750              |                                 |
| San Luis Rio Colorado, Son. ....  | XECB                | 1450             | Carlos Flando                   |
| San Pedro Tlaquepaque, Jal. ....  | XESP                | 1400             | Hermínio Macias Alonso          |
| Santa Ana, Son. ....              | XEAB                | 1400             | Alfredo Marin Castro            |
| San Francisco del Oro, Chih. .... | XEHB                | 770              |                                 |
| Santa Barbara, Chih. ....         | XESB                | 1400             | Domingo Salayandia Najera       |
| Santa Barbara, Chih. ....         | (New)               | 820              |                                 |
| Santa Rosalia, B.C. ....          | XEAH                | 560              |                                 |
| Santa Rosalia, B.C. ....          | XESR                | 1320             |                                 |
| Santiago Ixcuintla, Hay. ....     | XEEF                | 620              |                                 |
| Tala, Jal. ....                   | XEAF                | 550              |                                 |
| Tampico, Tam. ....                | XECA                | 1460             | Difusora Portena S. de R.L.     |
| Tampico, Tam. ....                | XEFW                | 810              | Flores y Martinez               |
| Tampico, Tam. ....                | XES                 | 1240             | Radio Televisora de Tampico     |
| Tampico, Tam. ....                | XETO                | 1400             | Radio Tiempo S. de R.L. de C.V. |
| Tampico, Tam. ....                | XETU                | 980              | Impuls. Moderna Del Radio, S.A. |
| Tampico, Tam. ....                | XELE                | 1300             |                                 |



## STATIONS OF MEXICO



| <i>Location</i>             | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                    |
|-----------------------------|---------------------|------------------|---------------------------------|
| Teapa, Tab. ....            | XEUI                | 1320             |                                 |
| Tapachula, Chi. ....        | (New)               | 850              |                                 |
| Tapachula, Chis. ....       | XETS                | 630              | Napoleon Correa                 |
| Tecate, B.C. ....           | XEAK                | 560              |                                 |
| Tecate, B.C. ....           | XEKT                | 1590             |                                 |
| Tecualla, Nay. ....         | XEFG                | 1450             |                                 |
| Tehuacan, Pue. ....         | XEDB                | 1520             |                                 |
| Tehuacan, Pue. ....         | XEWJ                | 1420             | Jaime Retif Del Morel           |
| Tehuacan, Pue. ....         | XEGY                | 1080             |                                 |
| Tehuantepec, Oax. ....      | XEDS                | 600              |                                 |
| Tepic, Nay. ....            | XERK                | 1450             | Dario Mondragon                 |
| Tepic, Nay. ....            | XEXT                | 980              | State Government                |
| Tepic, Nay. ....            | XEEF                | 620              |                                 |
| Tepic, Nay. ....            | (New)               | 820              |                                 |
| Teziutlan, Pue. ....        | XEFJ                | 1330             |                                 |
| Tijuana, B.C. ....          | XEAC                | 690              | Jorge I. Rivera                 |
| Tijuana, B.C. ....          | XEAU                | 1470             | Manuel Acuna Varela             |
| Tijuana, B.C. ....          | XEAZ                | 1270             | Fernando Sanchez Mayans         |
| Tijuana, B.C. ....          | XEBE                | 800              |                                 |
| Tijuana, B.C. ....          | XEBG                | 1550             | Octavio B. Lelevier             |
| Tijuana, B.C. ....          | XEC                 | 1310             | Luis Enrique Encisco            |
| Tijuana, B.C. ....          | XEGM                | 950              | Gustavo Faist Fernandez         |
| Tijuana, B.C. ....          | XEMO                | 860              | Fernando Frederico Ferreira     |
| Tijuana, B.C. ....          | XEXX                | 1420             | Jose J. Clark, Fern. Fed. Ferre |
| Toluca, Mex. ....           | XECH                | 1490             | Rodolfo Llamas                  |
| Tonala, Jal. ....           | XEHJ                | 760              |                                 |
| Torreón, Coah. ....         | XEBP                | 1310             | La Voz de la Laguna, S.A.       |
| Torreón, Coah. ....         | XEDN                | 600              | Difusora del Norte, S.A.        |
| Torreón, Coah. ....         | XETB                | 1350             | Radio Laguna, S.A.              |
| Torreón, Leon. ....         | XEOB                | 1490             |                                 |
| Torreón, Coah. ....         | XETC                | 1240             |                                 |
| Tuxpan, Nay. ....           | XEUX                | 1340             | Salvador Hrena Benitez          |
| Tuxpan, Ver. ....           | XETL                | 1390             | Calixte Almazan                 |
| Tuxtla Gutierrez. ....      | XEON                | 710              | Enrique Balero Arambula         |
| Tuxtla Gutierrez, Chi. .... | XEUE                | 1360             |                                 |
| Uruapan, Mich. ....         | XEFN                | 1130             |                                 |
| Uruapan, Mich. ....         | XEUF                | 610              | Ignacio Navarro                 |
| Valle Hermosa, Tam. ....    | XEVH                | 1310             |                                 |
| Veracruz, Ver. ....         | XECW                | 1490             |                                 |
| Veracruz, Ver. ....         | XEHV                | 1310             | Sucrs. de Juan A. Palavicini    |
| Veracruz, Ver. ....         | XELL                | 1430             | Carlos Ferraez Matos            |
| Veracruz, Ver. ....         | XELR                | 610              |                                 |
| Veracruz, Ver. ....         | XETF                | 1250             | Sucr. de Jose Rodr. Lopez       |
| Veracruz, Ver. ....         | XEU                 | 960              | Fernado Pazos SOSA              |
| Villa Acuna, Coah. ....     | XEAE                | 1600             |                                 |
| Villa Acuna, Coah. ....     | XEDH                | 1340             | Oscar Gonzalez Galindo          |
| Villa Acuna, Coah. ....     | XERF                | 1570             | Cia Radio-Dif. de Coahuila, S A |
| Villahermosa, Tab. ....     | XEUS                | 1080             |                                 |
| Villahermosa, Tab. ....     | XETZ                | 1380             |                                 |
| Villahermosa, Tab. ....     | XEUH                | 1500             |                                 |
| Villahermosa, Tab. ....     | XEVV                | 970              |                                 |
| Zamora, Mich. ....          | XEQL                | 860              |                                 |
| Zacapu, Mich. ....          | XEZU                | 1270             | Guillermo Calzada Cervantes     |
| Zacatecas, Zac. ....        | XELK                | 1280             | Macia y Acevedo                 |
| Zacatecas, Zac. ....        | XEXZ                | 1150             | Manuel Llamas Felix             |
| Zamora, Mich. ....          | XEGT                | 1490             | Radio Zamora S. de R.L.         |
| Zamora, Mich. ....          | XEZM                | 650              | La Voz del Comercio de Zamora   |
| Zapopan, Jal. ....          | (New)               | 880              |                                 |
| Zapopan, Jal. ....          | XECO                | 760              |                                 |
| Zapopan, Jal. ....          | XEDV                | 700              |                                 |
| Zihuatanejo, Gro. ....      | XESZ                | 1450             |                                 |
| Zitacuaro, Mich. ....       | XELX                | 1460             |                                 |
| Zitacuaro, Mich. ....       | XETA                | 810              | Gabriel Saenz Gutierrez         |



# STATIONS OF CUBA

| <i>Location</i> | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                      |
|-----------------|---------------------|------------------|-----------------------------------|
| Artemisa        | CMAD                | 1240             | Manuel Domingues Motolongo        |
| Artemisa        | CMAR                | 1170             | Manuel Diaz Autran                |
| Bayamo          | CMKX                | 1390             | Aistides Gervet Villafane         |
| Bayamo          | CMDD                | 1200             |                                   |
| Bayamo          | CMDE                | 1260             |                                   |
| Caibaiguan      | CMHY                | 1590             |                                   |
| Camaguey        | CMJE                | 680              | Satellite CMBC Havana             |
| Camaguey        | CMJF                | 1340             | Radio Camaguey                    |
| Camaguey        | CMJC                | 1270             | Cadena Camagueyana de Radio       |
| Camaguey        | CMJL                | 920              | Circuito CMQ S.A.                 |
| Camaguey        | CMJW                | 1440             | Andres Moran Cisneros             |
| Camaguey        | CMJA                | 1060             | Rafael Valdes Jiminez             |
| Camaguey        | CMJR                | 1030             | Org. Insular de Radio, S.A.       |
| Camaguey        | CMJJ                | 540              |                                   |
| Camaguey        | OMJN                | 960              |                                   |
| Camaguey        | CMJG                | 1000             | Cadena Oriental de Radio, S.A.    |
| Camaguey        | CMJB                | 880              | Union Radio S.A.                  |
| Camaguey        | CMJK                | 1160             | Jones, Castrillon y Cia           |
| Cardenas        | CMGE                | 1470             | Genaro Sabater Fox                |
| Ciego de Avila  | CMJH                | 1370             | Luis Marauri Mendoza              |
| Ciego de Avila  | CMJD                | 1190             | Union Radio S.A.                  |
| Ciego de Avila  | CMJY                | 760              | Cadena Oriental de Radio S.A.     |
| Ciego de Avila  | CMJP                | 580              |                                   |
| Ciego de Avila  | CMJZ                | 1580             |                                   |
| Ciego de Avila  | CMJO                | 1470             | Bonifacio Idelfonso Morales       |
| Ciego de Avila  | CMJM                | 840              |                                   |
| Cienfuegos      | CMHU                | 720              | Modesto Vasquez Gonzales          |
| Cienfuegos      | CMHN                | 680              |                                   |
| Cienfuegos      | CMHF                | 1040             |                                   |
| Cienfuegos      | CMHJ                | 1350             | Union Radio S.A.                  |
| Cienfuegos      | CMHX                | 1480             | Eugenio Perez Mena                |
| Colon           | CMGU                | 1340             |                                   |
| Colon           | CMGM                | 1440             |                                   |
| Cruces          | CMHK                | 1210             | Virgilio Villanueva Bravo         |
| Encrucijada     | CMHE                | 1090             | Virgilio R. Diaz Quintanilla      |
| Florida         | CMJI                | 1400             | Dr. Osvaldo Moran Artega          |
| Guantanamo      | CMKA                | 1250             | Cadena Oriental de Radio S.A.     |
| Guantanamo      | CMKH                | 1140             | Cadena Oriental de Radio S.A.     |
| Guantanamo      | CMKH                | 1130             | Luis Coronado Estrada             |
| Guantanamo      | CMKI                | 1400             | Union Radio S.A.                  |
| Guantanamo      | CMKS                | 900              | Candido S. von Suarez             |
| Havana          | CMOA                | 1590             | Juan Fernandez Duran              |
| Havana          | CMZ                 | 1560             | Ministry of Education             |
| Havana          | CMOX                | 1490             |                                   |
| Havana          | CMCM                | 1460             | Cia. Transradio Columbia S.A.     |
| Havana          | CMCQ                | 890              | Andres Martinez                   |
| Havana          | CMBX                | 1390             | *Alberto Alvarez Ferrera          |
| Havana          | CMBG                | 1360             |                                   |
| Havana          | CMCB                | 1330             | Radio Reloj S.A.                  |
| Havana          | CMCO                | 1230             | Edelberto Perez Rubio             |
| Havana          | CMK                 | 1190             | Faust Montiel                     |
| Havana          | CMBK                | 1150             | Radio Publicidad Tropico S.A.     |
| Havana          | CMBY                | 1120             | Pages y Cia.                      |
| Havana          | CMBS                | 1090             | Enrique Artalejo Fernandez        |
| Havana          | CMCI                | 1260             | Cadena Oriental de Radio S.A.     |
| Havana          | CMCX                | 1060             | Circuito Occidental de Radio S.A. |
| Havana          | CMCG                | 1420             |                                   |
| Havana          | CMBQ                | 1010             | Radio Continental CMBQ S.A.       |
| Havana          | CMCK                | 980              | Cia. Radiodif. COCO y CMCK S.A.   |
| Havana          | CMBF                | 950              | Radio Universal S.A.              |
| Havana          | CMCF                | 910              | J. Ulloa y Cia.                   |
| Havana          | CMCY                | 550              |                                   |



## STATIONS OF CUBA



| <i>Location</i>       | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                    |
|-----------------------|---------------------|------------------|---------------------------------|
| Havana                | CMBL                | 860              | Radio Cadena Suaritos           |
| Havana                | CMBZ                | 830              | Manuel y Guillermo Salas        |
| Havana                | CMCH                | 790              | Radio Cadena Habana S.A.        |
| Havana                | CMBE                | 690              |                                 |
| Havana                | CMCD                | 760              | La Voz del Aire                 |
| Havana                | CMCA                | 730              | Radio Publicidad Tropico S.A.   |
| Havana                | CMW                 | 590              | A. Gil y M. Troncoso            |
| Havana                | CMQ                 | 630              | Cirquito CMQ S.A.               |
| Havana                | CMCW                | 1290             | Gilb. y Mario Lavin Dominguez   |
| Havana                | CMCU                | 660              | Radio Garcia Serra S.A.         |
| Havana                | CMBD                | 1520             |                                 |
| Holguin               | CMDL                | 1150             |                                 |
| Holguin               | CMKJ                | 600              |                                 |
| Holguin               | CMDC                | 1290             | Cadena Oriental de Radio S.A.   |
| Holguin               | CMKO                | 1220             | Manuel Angulo Ferran            |
| Holguin               | CMKF                | 1050             | Manuel J. de Gongova            |
| Holguin               | CMKD                | 970              | Cadena Oriental de Radio        |
| Holguin               | CMKJ                | 730              | Circuito CMQ S.A.               |
| Holguin               | CMKP                | 670              | Satellite CMBC Havana           |
| Holguin               | CMKM                | 560              | Union Radio S.A.                |
| Jobellanos            | CMGN                | 960              |                                 |
| Mantanzas             | CMGF                | 930              | Manuel Domingues Motolongo      |
| Manzanillo            | CMDF                | 1590             |                                 |
| Matanzas              | CMGW                | 1100             | Ramon A. de Zayas Lopez         |
| Matanzas              | CMGL                | 1400             | Cadena Oriental de Radio S.A.   |
| Moron                 | CMJX                | 1230             | Dr. Pable Castellanos Caballero |
| Nuevitas              | CMJQ                | 1300             | Juan Filguieras Cabaleiro       |
| Palma Soriano         | CMKZ                | 1430             | Maria Dominguez Dousseu         |
| Pinar del Rio         | CMAF                | 680              |                                 |
| Pinar del Rio         | CMAN                | 840              |                                 |
| Pinar del Rio         | CMAB                | 740              | Simeon Ferro Martinez           |
| Pinar del Rio         | CMAL                | 1340             | Radioccidentia S.A.             |
| Pinar del Rio         | CMAQ                | 920              | Circuito CMQ S.A.               |
| Pinar del Rio         | CMAW                | 800              | Pedro Redondo Fernandez         |
| Puerto Padre          | CMKY                | 1350             | Pedro Zaoca Cheda               |
| Sagua la Grande       | CMHO                | 1310             |                                 |
| Sagua La Grande       | CMHR                | 1570             |                                 |
| San Cristobal         | CMAC                | 1030             |                                 |
| Sancti Spiritus       | CMHT                | 990              | Juan B. Santana Padron          |
| Sancti Spiritus       | CMHB                | 780              | Union Radio S.A.                |
| San Luis              | CMKQ                | 1400             | Raul de Arms Trompeta           |
| Santiago de Cuba      | CMDB                | 680              | Synchronized with CMBC Camaguey |
| Santiago de Cuba      | OMKN                | 930              |                                 |
| Santiago de Cuba      | CMKC                | 770              | Radio Orientale S.A.            |
| Santiago de Cuba      | CMKL                | 800              | Cadena Oriental de Radio S.A.   |
| Santiago de Cuba      | CMKU                | 850              | Circuito CMQ S.A.               |
| Santiago de Cuba      | CMKW                | 1000             | Reloj Del Aire S.A.             |
| Santiago de Cuba      | CMDZ                | 1120             |                                 |
| Santiago de Cuba      | CMKR                | 1090             | Jaime Nadal                     |
| Santiago de Cuba      | CMKB                | 1170             | Union Radio S.A.                |
| Sagua la Grande       | CMHA                | 1280             | Justiniano Valdes Aguado        |
| Santiago de Cuba      | CMDA                | 1320             |                                 |
| Santa Clara           | CMHQ                | 640              | Circuito CMQ S. A.              |
| Santa Clara           | CMHW                | 810              |                                 |
| Santa Clara           | CMHZ                | 970              |                                 |
| Santa Clara           | CHMM                | 1130             |                                 |
| Santa Clara           | CMHG                | 670              | Synchronized with Camaguey      |
| Santa Clara           | CMHD                | 890              | Union Radio S.A.                |
| Santa Clara           | CMHC                | 1410             |                                 |
| Sancti Spiritus       | CMHL                | 1450             |                                 |
| Sancti Spiritus       | CMHP                | 1250             |                                 |
| Victoria de las Tunas | CMKG                | 1490             | Ramon Espinosa Perez            |
| Victoria de las Tunas | CMDQ                | 840              |                                 |
| Victoria de las Tunas | CMGE                | 1240             | Humberto Anteres Pena           |
| Victoria de Las Tunas | CMKT                | 1520             | Alfr. O. Sanchez Moregon        |

# STATIONS OF HAITI

| <i>Location</i>      | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>      |
|----------------------|---------------------|------------------|-------------------|
| Port-au-Prince ..... | 4VW                 | 1300             | Ricardo Widmaier  |
| Port-au-Prince ..... | 4VGM                | 1470             | Frank C. Magloire |

# STATIONS OF DOMINICAN REPUBLIC

| <i>Location</i>                | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>          |
|--------------------------------|---------------------|------------------|-----------------------|
| Bani .....                     | H13V                | 1310             | Manuel Bello Hijo     |
| Barahona .....                 | H15K                | 1360             |                       |
| Ciudad Trujillo .....          | H1T                 | 1400             | Francisco A. Sanabia  |
| Ciudad Trujillo .....          | H1Z                 | 1350             | Frank Hatton          |
| Cuidad Trujillo .....          | H12H                | 1490             | Raf. E. Tavarez L.    |
| Cuidad Trujillo .....          | H1N                 | 1220             | Partido Dominicano    |
| Ciudad Trujillo .....          | H1G                 | 950              | Andres Cordero Puello |
| Ciudad Trujillo .....          | H1L                 | 790              | Joaquin C. Pellicer   |
| Ciudad Trujillo .....          | H13T                | 620              | J. Arismendi Trujillo |
| Puerto Plata .....             | H19U                | 1240             | Luis A. Pelegrin      |
| San Cristobal .....            | H12R                | 1440             | Luis Alberti          |
| San Francisco de Macoris ..... | H14F                | 1440             |                       |
| San Francisco de Macoris ..... | H14C                | 1250             | Manuel R. Peralta     |
| San Pedro de Macoris .....     | H13J                | 610              |                       |
| Santiago .....                 | H14B                | 1330             | Abraham Vanderhorst   |
| Santiago .....                 | H13A                | 1400             | Expedi Pou            |
| Santiago .....                 | H16T                | 1380             |                       |
| Santiago .....                 | H18B                | 1050             |                       |
| Santiago .....                 | H19Z                | 820              | Luis F. Moscoso C.    |
| Santiago .....                 | H11L                | 1230             | Joacquin C. Pellicer  |

# STATIONS OF BAHAMAS & JAMAICA

| <i>Location</i>   | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>       |
|-------------------|---------------------|------------------|--------------------|
| <b>BAHAMAS</b>    |                     |                  |                    |
| Nassau .....      | ZNS                 | 1540             | Bahamas Government |
| <b>JAMAICA</b>    |                     |                  |                    |
| Kingston .....    | ZQI                 | 880              | Jamaica Bcstg. Co. |
| Montego Bay ..... |                     | 1180             |                    |

# RADIO CADENA NACIONAL, S. A.

Main Office: Vallarta #1  
 Mexico 4, D. F.-Mexico  
 P. O. Box 7892  
 Cable: RCN — Phone: 46-96-48  
 Monterrey Office: Edif. Alanis Tamez 509  
 Padre Mier y Cap. E. Carranza  
 Monterrey, N. L., Mexico

—PERSONNEL—

|                                    |                         |
|------------------------------------|-------------------------|
| President and General Manager..... | Rafael Cutberto Navarro |
| Treasurer.....                     | Juan Manuel Romero      |
| Sales Manager.....                 | Luis Gurza Villarreal   |
| Office Manager.....                | Carlos Gonzales Flores  |
| Traffic Dept. ....                 | Enrique Bernal Servin   |
| Publicity Dept. ....               | Manuel Merodio          |

# RADIO PROGRAMAS DE MEXICO, S. A.

Institucion Mexicana de Radio  
 General Offices: Bucareli 109  
 Phones:  
 General Offices: 36-29-01 — 12-65-44 — 13-91-14  
 P. O. Box 1324  
 Mexico City, Mexico

—PERSONNEL—

|                                     |                            |
|-------------------------------------|----------------------------|
| President & General Manager.....    | Clemente Serna Martinez    |
| Vice President.....                 | Antonio Eufrazio Ontiveros |
| Vice President.....                 | Horacio Niño Medina        |
| Vice President.....                 | Dr. Luis de la Rosa        |
| Manager .....                       | Javier Salcido             |
| Sales Executive.....                | Lic. Jose Sanchez Navarro  |
| Audio and Recording Supervisor..... | Ing. Enrique Dorsh Garcia  |
| Asst. to Pres., Gen. Manager.....   | Homero Rios D.             |

# RADIO CADENA NACIONAL, S.A. MEMBER STATIONS

| Location                  | Call Letters | Frequency Kcs. | Location                        | Call Letters | Frequency Kcs. |
|---------------------------|--------------|----------------|---------------------------------|--------------|----------------|
| Acapulco, Gro. ....       | XEBB         | 600            | Merida, Yuc. ....               | XEMH         | 1490           |
| Acuna, Coah. ....         | XERF         | 1570           | Merida, Yuc. ....               | XEZ          | 600            |
| Aguascalientes, Ags. .... | XERO         | 1490           | Mexicali, B.C. ....             | XECL         | 990            |
| Agua Prieta, Son. ....    | XEFH         | 1310           | Mexico, D. F. ....              | XERCN        | 1110           |
| Agua Prieta, Son. ....    | XEAQ         | 1490           | Miguel Aleman,<br>Tamps. ....   | XEHI         | 1470           |
| Cd. Juarez, Chih. ....    | XEJ          | 970            | Monterrey, N. L. ....           | XET          | 990            |
| Cd. Juarez, Chih. ....    | XEFV         | 1240           | Monterrey, N. L. ....           | XEH          | 1420           |
| Cd. Juarez, Chih. ....    | XEWG         | 1490           | Monterrey, N. L. ....           | XEJM         | 1450           |
| Cd. Obregon, Son. ....    | XEDB         | 1340           | Monterrey, N. L. ....           | XEG          | 1050           |
| Cd. Obregon, Son. ....    | XEAP         | 1290           | Morelia, Mich. ....             | XESP         | 1300           |
| Cd. Victoria, Tamps. .... | XEHP         | 580            | Nogales, Son. ....              | XECO         | 1240           |
| Coatzacoalcos, Ver. ....  | XEGB         | 840            | Nvo. Laredo, Tamps. ....        | XEDF         | 960            |
| Cordoba, Ver. ....        | XEDZ         | 580            | Nvo. Laredo, Tamps. ....        | XERG         | 1090           |
| Culiacan, Sin. ....       | XECQ         | 1300           | Nva. Rosita, Coah. ....         | XENR         | 980            |
| Chihuahua, Chih. ....     | XEBU         | 620            | Oaxaca, Oax. ....               | XEOA         | 570            |
| Chihuahua, Chih. ....     | XEM          | 1390           | Pachuca, Hgo. ....              | XEPK         | 1420           |
| Delicias, Chih. ....      | XEBN         | 1240           | Parral, Chih. ....              | XEJS         | 1150           |
| Durango, Dgo. ....        | XEDU         | 860            | Puebla, Pue. ....               | XECD         | 1170           |
| Durango, Dgo. ....        | XEND         | 1470           | Reynosa, Tamps. ....            | XEOR         | 1390           |
| Ensenada, B. C. ....      | XEDX         | 1010           | Saltillo, Coah. ....            | XEKS         | 1330           |
| El Mante, Tamba. ....     | XECM         | 1450           | San Luis Potosi, S.L.P. ....    | XEPO         | 1310           |
| Guadalajara, Jal. ....    | XEHL         | 1010           | Sta. Ana, Son. ....             | XEAB         | 1400           |
| Guadalajara, Jal. ....    | XEBA         | 840            | Tampico, Tamps. ....            | XEFW         | 810            |
| Guadalajara, Jal. ....    | XEAD         | 1150           | Tampico, Tamps. ....            | XETO         | 1370           |
| Guaymas, Son. ....        | XEBQ         | 1240           | Tecate, B. C. ....              | XEKT         | 1380           |
| Hermosillo, Son. ....     | XEDL         | 1250           | Tecuala, Nay. ....              | XETD         | 1450           |
| Iguala, Gro. ....         | XEKF         | 1360           | Tepic, Nay. ....                | XEXT         | 980            |
| Jalapa, Ver. ....         | XEJJ         | 1550           | Tijuana, B. C. ....             | XEBG         | 1550           |
| Jimenez, Chih. ....       | XEJZ         | 1320           | Toluca, Mex. ....               | XECH         | 1490           |
| Leon, Gto. ....           | XELG         | 680            | Torreon, Coah. ....             | XEBP         | 1310           |
| Leon, Gto. ....           | XERZ         | 1240           | Torreon, Coah. ....             | XETJ         | 760            |
| Los Mochis, Sin. ....     | XECU         | 1470           | Tuxtla Gutierrez,<br>Chis. .... | XEUE         | 1360           |
| Manzanillo, Col. ....     | XECS         | 1400           | Valles, S. L. P. ....           | XECV         | 1260           |
| Matamoros, Tamps. ....    | XEO          | 970            | Veracruz, Ver. ....             | XEHV         | 1310           |
| Matamoros, Tamps. ....    | XEMT         | 1340           | Zacatecas, Zac. ....            | XEXZ         | 1150           |
| Matehuala, S.L.P. ....    | XEFF         | 1490           |                                 |              |                |
| Mazatlan, Sin. ....       | XERJ         | 1320           |                                 |              |                |

# INTERNATIONAL STATIONS

## In The United States and Canada

| <i>Station Operator and Location</i>                            | <i>Call Letters</i> | <i>Power</i> |
|-----------------------------------------------------------------|---------------------|--------------|
| Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y..... | WDSI-1              | 50 kw.       |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 50 kw.       |
| Columbia Broadcasting System, Inc., Wayne, N. J.....            | WDSI-5              | 50 kw.       |
|                                                                 | -6                  | 50 kw.       |
| Columbia Broadcasting System, Inc., Delano, Calif.....          | KCBR-1              | 200 kw.      |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 50 kw.       |
|                                                                 | -4                  | 100 kw.      |
|                                                                 | -5                  | 100 kw.      |
| The Crosley Broadcasting Corporation, Mason, Ohio.....          | WLWO-1              | 200 kw.      |
|                                                                 | -2                  | 200 kw.      |
|                                                                 | -3                  | 200 kw.      |
|                                                                 | -4                  | 200 kw.      |
|                                                                 | -5                  | 200 kw.      |
| *General Electric Company, Schenectady, N. Y.....               | WGEO-1              | 100 kw.      |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 25 kw.       |
| *General Electric Company, Belmont, Calif.....                  | KGEI-1              | 50 kw.       |
| National Broadcasting Co., Inc., Bound Brook, N. J.....         | -2                  | 100 kw.      |
|                                                                 | WBOU-1              | 50 kw.       |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 50 kw.       |
|                                                                 | -4                  | 50 kw.       |
|                                                                 | -5                  | 50 kw.       |
| National Broadcasting Co., Inc., Dixon, Calif.....              | -6                  | 50 kw.       |
|                                                                 | KNBH-1              | 200 kw.      |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 50 kw.       |
|                                                                 | -4                  | 100 kw.      |
|                                                                 | -5                  | 100 kw.      |
| World Wide Broadcasting Corp., Scituate, Mass.....              | WRUL-1              | 50 kw.       |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 50 kw.       |
|                                                                 | -4                  | 50 kw.       |
|                                                                 | -5                  | 50 kw.       |

\*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used exclusively for Voice of America broadcasts.

### CANADIAN SHORTWAVE STATIONS

| <i>Licensee and Location</i>                        | <i>Call Letters</i> | <i>Power in Watts</i> |
|-----------------------------------------------------|---------------------|-----------------------|
| Canadian Marconi Co., Montreal, Que.....            | CFCX                | 75                    |
| Rogers Radio Broadcasting Co. Ltd., Toronto.....    | CFRX                | 1,000                 |
| Voice of the Prairies Ltd., Calgary, Alta.....      | CFVP                | 100                   |
| Maritime Broadcasting Co. Ltd., Halifax, N. S.....  | CHNX                | 500                   |
| Eastern Broadcasters Ltd., Sydney, N. S.....        | CJCX                | 1,000                 |
| Transcanada Communications Ltd., Winnipeg, Man..... | CKRO                | 2,000                 |
| Transcanada Communications Ltd., Winnipeg, Man..... | CKRX                | 2,000                 |
| Western Broadcasting Co. Ltd., Vancouver, B. C..... | CKFX                | 10                    |
| Edmonton Journal Ltd., Edmonton, Alta.....          | VE9AI               | 200                   |
| Canadian Broadcasting Corp., St. John's, Nfld.....  | CBNX                | 300                   |
| Canadian Broadcasting Corp., Vancouver, B. C.....   | CBUX                | 500                   |

# REGIONAL NETWORKS AND GROUP STATION OPERATIONS

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

V. P. West Div. . . . . Earl Hudson  
Sales Manager . . . . . Vince Francis  
Pgm. Mgr. . . . . English Smith

### STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSEW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTU, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, Nev.; KKTU, Colorado Springs, Col.; KSW5-TV, Roswell, N. M.; KOAT-TV, Albuquerque, N. M.; KIDO-TV, Boise, Idaho; KFBC, Cheyenne, Wyoming; KID-TV, Idaho Falls, Idaho; KXLF-TV, Butte, Montana; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Montana; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska.

## Air Trails Network

121 N. Main St., Dayton 2, Ohio  
Phone: Hemlock 3773

President . . . . . Charles Sawyer  
Gen. Mgr. . . . . J. P. Williams  
WING, Dayton, WCOL-FM-AM, Columbus  
WIZE Springfield, all Ohio; WKLO, Louisville, Ky.

## Alabama Community Network

Station WAVU, Albertville, Ala.

General Manager . . . . . Pat M. Courlington

### STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

## Alabama Key Market Network

P. O. Box 234, Florence, Ala.

Manager . . . . . Richard B. Biddle

### STATIONS

WILD, Birmingham; WABB, Mobile; WAPX, Montgomery; WGAD, Gadsden; WOWL, Muscle Shoals (Florence); WTBC, Tuscaloosa; WBHP, Huntsville; WAGF, Dothan; WHMA, Anniston; WHBB, Selma; WHOS, Decatur; WMLS, Sylacauga; WCTA, Andalusia; WRFS, Alexander City; WPNX, Columbus (Ga.); WAVU, Albertville; WJMW, Athens; WATM, Attmore; WAUD, Auburn; WEBJ, Brewton;

WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WXAL, Demopolis; WIRB, Enterprise; WULA, Eufala; WWWW, Fayette; WHEP, Foley; WZOB, Fort Payne; WGEA, Geneva; WGVV, Greenville; WSGV, Guntersville; WJBB, Haleyville; WEHR, Hamilton; WPBB, Jackson; WWWW, Jasper; WRLD, Lanett; WJAM, Marion; WMFC, Monroeville; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZE, Ozark; WPID, Piedmont; WELR, Roanoke; WWWW, Russellville; WCRI, Scottsboro; WHTB, Talladega; WILS, Tallahassee; WTBF, Troy; WTUS, Tuskegee; WETU, Wetumpka; WLAQ, Rome (Ga.); WTUP, Tupelo; (Miss.).

## Alaska Broadcasting System

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

General Manager . . . . . Wm. J. Wagner

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska. Ernest Spink, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Donald R. Hanlin, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio-TV Sales, 370 Lexington Ave., N. Y., N. Y., Murray Hill 5-1300; Alaska Radio-TV Sls., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Alaska Radio and TV Sls., 2978 Wilshire Blvd., Los Angeles 5, Calif.; Dunkirk 8-4151.

### STATIONS

KFQD, Anchorage, Alaska; KFRB, Fairbanks, Alaska; KINY, Juneau, Alaska; KTKN, Ketchikan, Alaska; KIBH, Seward, Alaska; KIFW, Sitka, Alaska.

## All Islands Radio Network

Station KGU, Honolulu, Hawaii

Manager . . . . . William O. Paine

### STATIONS

KGU, Honolulu; KTOH, Kauai; KMVI, Maui; KIPA, Hilo.

## Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. . . . . Richard O. Lewis

Commercial Manager . . . . . E. W. Harvey

### BRANCH OFFICES

Box 2091, Tucson, Ariz.

Phone: Main 3-2555

President . . . . . Clinton McKinnon

Box 548, Clifton, Ariz.

Phone: University 4-4114

General Manager . . . . . Paul Merrill

Station KCLS, Flagstaff, Ariz.

Phone: 946

Pres., Gen. Mgr. .... Chas. Saunders  
E. Gurley St., Prescott, Ariz.  
Phone: 244

Pres., Gen. Mgr. .... Harold Ritter  
Box 373, Winslow, Ariz.  
Phone: 1010

Gen. Mgr. .... O. E. Whelan  
1901 First St., Yuma, Ariz  
Phone: 3-3305

Gen. Mgr. .... Roy Jorgenson  
**STATIONS**

KVOA, Tucson; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

**Arizona Network**

c/o Station KOY, Phoenix, Ariz.

Executive Officers ..... John L. Hogg, Koy; Lee Little, KTUC; Arlo Woolery, KSUN; William Lindsey, KYMA; Ed Whelan, KVNA; Chuck Mizner, KYNC; Ed Williams, KAWT, **STATIONS**

KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee; KYMA, Yuma; KVNA, Flagstaff; KVNC, Winslow; KAWT, Douglas.

**Arkansas Network**

1001 Spring St., Little Rock, Ark.

General Manager ..... T. K. Barton  
Commercial Mgr. .... Ernest Howard  
**STATIONS**

Comprising KARK, Little Rock, and all other stations in Arkansas.

**Arrowhead Network**

WEBC Bldg., Duluth 2, Minn.

Manager ..... Walter C. Bridges  
**STATIONS**

WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.

**Blue Ridge Network**

c/o WBAW, Seneca, S. C.

National Rep. .... Hil F. Best  
**STATIONS**

WBAW, WSNW, Seneca; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

**Booth Michigan Group**

700 Buhl Bldg., Detroit, Michigan

President ..... John L. Booth  
**STATIONS**

WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend, and WIOU, Kokomo, both Ind.

**Gene Auntry Stations**

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, all Arizona; KMPC Los Angeles; KSFO, San Francisco.

**Broadcast Advertising, Inc.**

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

President ..... James Muzley

Manager ..... J. J. Manning  
Program Director ..... E. P. Gieringer  
Mdsing, Director ..... F. P. Russell

**STATIONS**

"Ken & Carolyn's Kitchen" Pgm.

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

**NATIONAL REPRESENTATIVE**

Avery-Knodel, Inc.

"The Marjorie Mills Hour" Pgm.

WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine, WJAR, Providence, R. I.; WTIC, Hartford, Conn.

**NATIONAL REPRESENTATIVE**

Weed & Company

**Kenyon Brown Stations**

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

**Paul Bunyan Network**

Paul Bunyon Bldg., Traverse City, Mich.

Phone: 2700

**PERSONNEL**

Pres., Gen. Mgr. .... Les Biederman  
**STATIONS**

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

Phone: TH 3-9600

**Cactus State Network**

President ..... Jack Hawkins  
National Rep. .... Hil F. Best Co.

**STATIONS**

KIUN, Pecos; KRIG, Odessa; KCMR, Mc Camey; KVLV, Alpine, all Tex.

**California Farm Network**

Headquarters: 2223 Fulton St., Berkeley, Calif.  
Phone: TH 3-9600

Manager ..... Milton L. Levy  
Radio Dir. .... Bill Adams

KFI, Los Angeles; KGO, San Francisco; KFBK, Sacramento; KMJ, Fresno; KGDM, Stockton; KMOD, Modesto; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro.

**California Northern Group**

c/o Station KSYC, Yreka, Calif.

Manager ..... D. M. Comstock  
**STATIONS**

KSYC, Yreka; KBLF, Red Bluff; KSUE, Susanville; KRDG, Redding.

**California Radio Network**

3401 Russell St., Riverside, Calif.

Phone: Overland 6-0260

Gen. Mgr. .... Dale R. Peterson  
**STATIONS**

KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.



**California Rural Network**

111 N. LaCienega Blvd., Beverly Hills, Calif.  
Exec. in Charge..... Arthur W. Chipman  
STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCOS, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

**Capital Radio Network**

c/o Station WCEN, Mt. Pleasant, Mich.  
General Manager..... Russell W. Holcomb  
STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

**Columbia New England**

c/o WEEL, Boston, Mass.  
National Rep..... CBS Radio Spot Sales  
STATIONS

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRV, Waterbury, Conn.; WPRO, Providence, R. I.; WENE, Keene; WFEA, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

**Colorado Network**

P. O. Box 279, Montrose, Colo.  
Phone: 599

Pres., Gen. Mgr..... George O. Cory  
Treasurer..... Kenneth J. Stone  
Network Director..... Douglas J. Taylor  
Sales Manager..... Bob Fehr  
Sales Coordinator..... Shulom Kurtz

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo.  
Phone: TAbor 5-2291  
STATIONS

KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

**CBS Television Pacific Network**

1313 North Vine St., Los Angeles 28, Calif.  
Phone: WEBster 8-3000

General Manager..... Clark B. George  
Manager..... Robert D. Wood  
Business Manager..... Larry Lazarus  
Prog. Director..... Donald M. Hine  
Dir. Sls., Prom. & Pub..... Dean Linger  
Dir. Ops. & Trai..... Donald Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPLX, San Francisco, Calif.; KKTU, Colorado Springs, Colo.; KBOI, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS, Las Vegas, Nevada; KOLO-TV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KXYL-TV, Spokane, Wash.; KTNT-TV, Seattle-Tacoma, Wash.; KIMA-TV,

Yakima, Wash.; KFBC, Cheyenne, Wyoming; KIVA, Anchorage, Alaska; KTVE, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho; KLZ-TV, Denver, Colo.; KIEM-TV, Eureka, Calif.; KOOL-TV, Phoenix, Arizona; KVOS-TV, Bellingham, Wash.; KREX-TV, Grand Junction, Colo.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Calif.; KLIX-TV, Twin Falls, Montana; KBET-TV, Sacramento, Calif.; KIVA, Yuma, Ariz.; KINY-TV, Juneau, Alaska; KBAB-TV, Bakersfield, Calif.; KGEZ-TV, Kalispell, Mont.; KAVE-TV, Carlsbad, N. Mex.; KICA-TV, Clovis, N. Mex.; KOTI-TV, Klamath, Oreg.; KUAM, Guam.

**Columbia Pacific Radio Network**

6121 Sunset Blvd., Hollywood 28, California  
Phone: Hollywood 9-1212

Manager..... Bert S. West  
Commercial Mgr..... Donald M. Ross  
Sales Promotion Mgr..... John Asher  
Program Director..... Robert P. Sutton  
Chief Engineer..... Ted Denton  
Director of Operations..... Maurie Webster  
Director of Press Info..... Lloyd Brownfield

BRANCH OFFICES

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Gordon F. Hayes, Gen. Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 902 Fisher Bldg., Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 410 North Michigan Ave., Chicago, Ill., WH 4-6000. Thomas H. Peterson, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212. Jack Woolley, Sales Mgr.; 805 Peachtree St. Atlanta, Ga., EL 0727. George Swearingen, Sales Mgr.

STATIONS

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif.; KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

**The Connecticut State Network**

440 Meadow St., Waterbury, Conn.  
Phone: Plaza 5-1121

President..... Samuel R. Elman  
Vice-President..... Charles Bell, Jr.  
Directors..... Gerald Morey,  
Edward Obrist, Ed Waller, Julian Schwartz,  
John Ellinger, Donald Lasser.

STATIONS

WATR, Waterbury; WHAY, New Britain; WNHC, New Haven; WTOR, Torrington; WSTC, Stamford; WNAB, Bridgeport; WICH, Norwich; WNLC, New London.

**James M. Cox Stations**

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

**Crosley Broadcasting Corp.**

Subsidiary of Avco Mfg. Co.; WLW, WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga.

**Dairyland Network**

1410 Northwestern Bank Bldg., Minneapolis 2, Minn. Phone: Federal 8-5689

President.....H. W. Linder

**STATIONS**

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

**Dixie Broadcasting System**

P. O. Box 1008, Hattiesburg, Miss. Hattiesburg, Miss. Phone: JUNiper 3-1741

President, Gen. Mgr.....Charles W. Holt  
Commercial Mgr.....Robert N. Robinson  
Program Director.....Bill Slaton  
Sales Prom. Mgr.....Connie Holt  
Publicity Dir.....Sonny Morgan  
Chief Engineer.....Charles Sharpling

**STATIONS**

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WARB, Covington, La.

**Dixie Network**

Headquarters: Williams Bldg., Jackson, Tenn. Phone: 7-9611

President.....A. B. Robinson  
V. P., Gen. Mgr.....Jack Cecil  
V. P., Chief Engineer.....James Thomas  
WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.; WDXE Lawrenceburg, Tenn.; WDXL Lexington, Tenn.

**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif. Phone: HOLlywood 2-2133

President.....Willet H. Brown  
General Manager.....Ward D. Ingram  
Sec.-Treas.....A. M. Quinn  
Vice-Pres. in Charge Sales.....Norman Boggs  
Vice-Pres. Station Relations.....Norman Ostby  
Dir. Public Relations.....Bill Barron  
KHJ Sales Manager.....Terry Mann  
Dir. Public Relations.....Bud Coulson  
Promotion Director.....Robert Light  
News & Special Events.....Les Mawhinney  
Chief Engineer.....Robert Arne

**BRANCH OFFICES**

1000 Van Ness Avenue, San Francisco, Calif., Wm. Pabst, Vice-Pres., Phone: PR 6-0500; 380 Madison Ave., New York, N. Y., James Rich-

ards, V. P., Eastern Sales Mgr., Phone: OX 7-3120; National Reps., H-R Representatives; New York, Chicago, San Francisco.

**STATIONS**

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFKM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRRC, Lewiston, Idaho; KWAL, Wallace, Idaho; KATO, Reno, Nevada; KWLL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Alberdeen, Wash.; KPUG, Bellingham, Wash.; KEA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.; KRDG, Redding, Calif.

**ADDITIONAL GROUPS AVAILABLE:** KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KVNA, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

**National Representative**

H-R Reps. N. Y. C., Chicago, San Francisco, Atlanta, Houston, Dallas, New Orleans.

**Wie Diehm Assoc. Stations**

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

**Downeast Network**

c/o WABL Bangor, Maine National Rep.....George P. Hollingbery Co.

**STATIONS**

WABL, Bangor; WIDE, Biddeford; WPOR, Portland, Maine.

**DuMont Broadcasting Corp.**

205 E. 67 St., N. Y., N. Y. Phone: LE 5-1000

President.....Bernard L. Goodwin  
Vice President.....Ted Cott  
V.P., WABD Sales.....Bennet Korn  
Treasurer.....Paul Raibourn  
Asst. Treas.....R. L. Geismay  
Secretary.....Arthur Israel  
Chief Engineer.....William D. Kelly  
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

Directors: Dr. Allen B. DuMont, Paul Raibourn, Barney Balaban, Armand Erpt, Dr. Thomas T. Goldsmith, Jr., Percy M. Stewart, Bernard Goodwin, Ted Cott, and Edwin Weisl.

DuMont Broadcasting Corporation owns and operates TV stations WABD, New York City, and WTTG, Washington, D. C., and the DuMont Tele-Centre in New York.

**East Coast Network**

c/o WCDJ, Edonton, North Carolina  
National Rep. .... Interstate United Newspapers, Inc.

**STATIONS**

WCDJ, Edonton; WMBL, Moorehead City; WOOW, New Bern; WTAB, Tabor City; WHED, Washington, N. C.

**East Texas Network**

205 Austin St., Center, Tex.  
Phone: LYric 8-3305

Pres., Gen. Mgr. .... Tom E. Foster  
KRBA Lufkin; KDET Center; KSJL Glade-water; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KMHT Marshall; KOGT, Orange, all Texas.

**Farm & Home Radio**

Station KMMJ, Grand Island, Nebr.  
President .... Don Searle

**STATIONS**

KIOA, Des Moines; KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

**John E. Fetzer Stations**

124 W. Michigan Ave., Kalamazoo, Mich.  
Phone: FI 5-2101

President .... John E. Fetzer  
Vice President .... Carl E. Lee  
WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill.

**Flambeau Network**

Station WLDY, Ladysmith, Wis.

President .... Charles H. Nelson  
Secy.-Treas. .... Harold R. Murphy

**STATIONS**

WLDY, Ladysmith; WGM, Medford; WPFP, Park Falls; WCHF, Chippewa Falls, Wis.

**Florida Select List**

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

**Friendly Group**

428 Market St., Steubenville, Ohio  
Phone: ATLantic 2-6265

Managing Director .... John J. Laux  
National Sales Mgr. .... Rod Gibson  
Sales Prom. Mgr. .... William McClinton

**STATIONS**

WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBMS, Boston, Mass.  
Awaiting FCC Approval: KSWM-AM-FM-TV, Joplin, Mo.; WPAR-AM-FM, Parkersburg, W. Va.; WBLK, Clarksburg, W. Va.

**Theodore R. Gamble Stations**

140 S.W. Columbia, Portland, Ore.  
Phone: CA 8-3333

President .... Ted R. Gamble  
Managing Dir., Comm. Mgr. Harry Buckendahl  
Program Dir. .... Willard A. Mears  
Publicity Director .... Robert McGill  
Chief Engineer .... Louis S. Bookwalter  
KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

**Gannett Stations**

40 Franklin St., Rochester, New York  
Phone: BAKer 5-6740

Exec. Vice-President .... Paul Miller  
Gen. Business Mgr. .... L. N. Bitner  
Managing Dir., Radio Group. C. G. Delaney

**STATIONS**

WHEC AM TV, Rochester, N. Y.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y. . .

**Withers Gavin Stations**

Threefoot Building, Meridian, Miss.  
Phone: 2-7714

Pres. & Man. .... Withers Gavin

**STATIONS**

WCOG-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

**Georgia Assn. of Local Stations**

Box 66, Atlanta, Ga.

Sales Director .... Tom Carr

**STATIONS**

Comprises 29 Georgia radio stations.

**Georgia Major Market Trio**

c/o WAGA, Atlanta, Ga.

National Rep. .... The Katz Agency, Inc.

**STATIONS**

WAGA, Atlanta; WTOG, Savannah; WMAZ, Macon.

**Granite State Network**

155 Front St., Manchester, N. H.  
Phone: NATIONAL 4-4077

Treasurer .... William Rust, Jr.  
Gen. Manager .... Ralph Gottlieb  
Comm. Mgr. .... Jack King  
Pgm. Director .... Wm. Morrissey  
Chief Engineer .... Albert Davis

**BRANCH OFFICES**

419 Boylston St., Boston, Mass.  
Phone: LI 2-6481

Exec. in Chg. .... Harry Wheeler  
477 Madison Ave., New York, N. Y.  
Phone: PL 9-1810

Exec. in Chg. .... Stephen Machcinski  
Prudential Plaza, Chicago Ill.  
Phone: MI 2-6190

Exec. in Chg. .... William Reilly  
317 N. 11th St., St. Louis, Mo.  
Phone: MA 1-15020

Exec. in Chg. .... Jack Hetherington  
6331 Hollywood Blvd., Los Angeles, Calif.  
Exec. in Chg. .... William Wallace  
593 Market St., San Francisco, Calif.

**STATIONS**

WKBR Manchester; WISV, Claremont; and WISL, Hanover; WTSN, Dover; WMOU, Berlin; WJWG, Conway, all in New Hampshire.

**Great Northern Bestg. System**

107 First Ave., N.W., Mandan, North Dakota  
Phone: 3584  
**PERSONNEL**

Sec.-Treas. .... M. J. Reichert

**STATIONS**

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KVOG, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCK, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KGDE, Fergus Falls, Minn.; KEYJ, Jamestown.

**Great Plains Trio**

c/o KDAV, Lubbock, Tex.

National Rep. .... Broadcast Times Sales

**STATIONS**

KDAV, Lubbock; KPEP, San Angelo; KZIP, Amarillo, Tex.

**Great Western Network**

130 Social Hall Ave., Salt Lake City 11, Utah  
Phone: DA 2-5681

President ..... G. Bennett Larson  
Comm. Mgr. .... Chet Kreidler

**STATIONS**

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Buite, Mont.; KXLI, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.; ZLG, Denver, Col.; KOB, Albuquerque; KLGK, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.; KREX, Grand Junction, Colo.

**NATIONAL REPRESENTATIVES**

Weed and Company

**John T. Griffin Stations**

**STATIONS**

KTVX TV Muskogee Okla.; KATV TV Pine Bluff, Ark.; KWTV TV Oklahoma City; KTUL Tulsa; KOMA Oklahoma City; KFPW AM FM Fort Smith, Ark.

**Hearst Stations**

959 Eighth Ave., New York 19, N. Y.  
Phone: Circle 5-7667

V.P. Exec. Dir. .... Charles McCabe  
V.P. Gen. Mgr. .... D. L. Provost  
WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE Pittsburgh.

**Imperial Broadcasting**

(Formerly owned by B'casting Corp. of Am. & Calif. Radio Net)

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-6464

Pres., Gen. Mgr. .... Frank K. Danzig  
V.P. Gen. Sls. Mgr. .... A. Bartlett Ross, Jr.  
Office Mgr. .... Elaine Metzger  
Chief Engineer. .... James Gardner

**STATIONS**

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

**Indianhead Network**

c/o WJMS, Ironwood, Mich.

National Rep. .... Hil F. Best Co.

**STATIONS**

WJMS, Ironwood; WIKB, Iron River, Mich.

**Intermountain Network**

146 S. Main St., Salt Lake City 1, Utah  
Phone: Empire 4-3561

President ..... Lynn L. Meyer  
Exec. Vice-Pres. .... Jack S. Paige  
Eng. Director ..... W. D'Orr Cozzens  
Chairman of Board ..... George C. Hatch

**BRANCH OFFICE**

P. O. Box 1408, Edgewater Branch.  
Phone: Belmont 7-2734

Vice Pres. .... Kenneth E. Palmer

**STATIONS**

KGHF, Pueblo, Colo.; KBMY, Billings, Mont.; KCPR, Butte, Mont.; KCAP, Helena, Mont.; KOJ, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYL, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFL, Idaho Falls, Idaho; KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOG, Casper, Wyo.; KFBC, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KVEL, Vernal, Utah; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KEXO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, Colo.; KBTk, Missoula, Mont.; KSID, Sidney, Neb.; KSVC, Richfield, Utah; KRAL, Rawlins, Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington, Wyo.; KWOR, Worland Wyo.; KRTR, Thermopolis, Wyo.

**Jefferson Standard Life Insurance Co. Stations**

1 Jefferson Pl., Charlotte, N. C.  
Phone: EDison 3-8833

President ..... Joseph M. Bryan  
Exec. V.P., Gen. Mgr. .... Charles Crutchfield

**STATIONS**

WBT, WBTV Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greenboro, N. C.; WFMY TV, Greensboro, N. C.

**Knorr Broadcasting Group**

Station WKMh, Detroit, Mich.  
General Sales Mgr. .... George Millar

**STATIONS**

WKMh, Detroit; WSAM, Saginaw; WKHM, Jackson; WKMF, Flint, Mich.

**Harry Willard Linder Stations**

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

**Lobster Network**

223 Lisbon Street, Lewiston, Maine  
Phone: 2-7650

Director ..... Faust Couture

**STATIONS**

WLOB, Portland; WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Skowhegan; WGUY, Bangor; WFST, Caribou, all Maine.

**Long Radio Enterprises**

P. O. Box 1391, Bay City, Mich.

Managing Director ..... J. G. Long

**STATIONS**

KIOX, Bay City; KVIC, Victoria; KTLW, Texas City, Tex.

**Maine Broadcasting System**

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

Manager ..... William H. Rines

Technical Director ..... Charles R. Brown

News Supervisor ..... Phillip N. Johnson

**BRANCH OFFICES**

100 Main St., Bangor, Me., Phone: 2-4656.

Edward E. Guernsey; 175 Water St., Phone:

3-4735, Augusta, Me., Don Powers.

**STATIONS**

WCSH, Portland; WLBZ, Bangor; WRDO,

Augusta, Me.

**J. Elroy McCaw Stations**

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV)

Tacoma, Wash.; WINS New York; KELA Centralia,

Wash.; KALE Richland, Wash.; KYA San Francisco,

KONA (TV) Honolulu; KTVR, Denver; KONA,

Honolulu; KDAY, Santa Monica, Calif.; KPOA,

Honolulu; WTAC, Flint, Mich.; WFBL, Syracuse,

N. Y.

**McClatchey Beeline Stations**

21st & Q. Sacramento, Calif.

KFBK AM FM Sacramento, KMJ AM FM Fresno,

KERN AM FM, Bakersfield, KBEE AM FM Modesto,

KOH Reno.

**Meredith Station Group**

17th & Locust Sts., Des Moines, Iowa

Phone: ATLantic 8-8511

President ..... Fred Bohlen

Vice Pres. .... E. T. Meredith

Treas., Radio-TV Dir. .... Payson Hall

Asst. Dir. Radio-TV ..... C. A. Larson  
KCMO AM FM TV Kansas City, KPHO AM TV Phoenix, Ariz., WOW AM TV Omaha, WHEN AM TV Syracuse.

**The Storz Stations**

800 Kilpatrick Bldg., Omaha 3, Nebr.

Phone: ATLantic 2228

President ..... Todd Storz

V.P., Dir., Engineering ..... Dale Moudy

**Branch Offices**

Builders Exchange Bldg., Minneapolis, Minn.

Phone: FEderal 5-2271

Gen. Mgr. .... Stephen Labunski

Pickwick Hotel Bldg., Kansas City, Mo.

Phone: BALTimore 1-8300

V.P., Gen. Mgr. .... George Armstrong

624 Canal St., New Orleans, La.

Phone: MAGnolia 3562

V.P., G.M. .... Fred Berthelson

Du Pont Bldg., Miami, Fla.

Phone: FRanklin 4-6121

Gen. Mgr. .... Jack Sandler

**STATIONS**

KOWH, Omaha, Nebr.; WDGJ, Minneapolis,

Minn.; WHB, Kansas City, Mo.; WTIK, New Orleans, La.; WQAM, Miami, Fla.

**Midnight Sun Broadcasting Co.**

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENL Anchor-

age; KJNO, Juneau; KABI, Ketchikan, all Alaska.

**The Mid-South Network**

WCBI, Columbus, Mississippi

Phone: FAirfax 8-7271

General Manager ..... Bob McRaney

**STATIONS**

WCBI, Columbus; WELO, Tupelo; WMOX-

Meridian; WROX, Clarksdale; WNAG, Grenada;

WROB, West Point; WAMY, Amory, all Mississippi.

**Miracle Valley Radio Network**

Station WETZ, New Martinsville, W. Va.

Executive ..... John T. Taylor

**STATIONS**

WMOD, Moundsville; WETZ, New Martins-

ville; WCEF, Parkersburg, all W. Va.

**Mokey Belt Group**

Station WBET, Brockton, Mass.

National Rep. .... Walker Rep. Co.

**STATIONS**

WBET, Brockton; WPEP, Taunton; WARA,

Attleboro; WPLM, Plymouth, Mass.

**Montana Metropolitan Markets Group**

146 S. Main St., Salt Lake City, Utah

Sales Manager ..... Lynn L. Meyer

**STATIONS**

KBMY, Billings; KMON, Great Falls; KOPR,

Butte, Mont.



### NBC Western Network

c/o KGEE, Bakersfield, Calif.  
Vice Pres., Western Div., NBC... John K. West  
STATIONS

Pacific Coast Group:  
KGEE, Bakersfield; KUGN, Eugene; KMJ, Fresno; KFI, Los Angeles; KMED, Medford; KGW, Portland; KOH, Reno; KCRA, Sacramento; KFSD, San Diego; KNBC, San Francisco; KIST, Santa Barbara; KOMO, Seattle; KHQ, Spokane; KIT, Yakima. Arizona Group: KWJB, Globe; KTAR, Phoenix; KYCA, Prescott; KGLU, Safford; KVOA, Tucson; KYUM, Yuma. Mountain Group: KOB Albuquerque; KSWs, Roswell; KOA, Denver; KTSM, El Paso; KDYL, Salt Lake City; KORK, Las Vegas; KGHL, Billings; KIDO, Boise; KXLF, Butte; KXLQ, Bozeman; KXLK, Great Falls; KXLJ, Telena; KXLL, Missoula; KSEL, Pocatello; KTFI, Twin Falls.

### National Negro Network, Inc.

President, Gen. Mgr.....Leonard Evans  
STATIONS

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHL, Little Rock, Ark.; KWKW, Pasadena; KSNAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBS, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNX, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va. . . . .

### National Saturation Group

c/o Station WABC, New York, N. Y.  
National Rep.....John Blair & Co.  
STATIONS

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WBNF, Binghamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WVVVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFYR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.;

KWFT, Wichita Falls, Tex.; KTRH, Houston, Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KIDO, Boise, Idaho; KFXM, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY, Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

### Nevada Network

Station KORK, Las Vegas, Nev.  
Executive .....Harry Huey  
National Rep.....John E. Pearson Co.  
STATIONS

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

### New England Regional Network

Station WTIC, Hartford, Conn.  
Operations Director.....Paul W. Morency  
STATIONS

WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor; WRDO, Augusta, Me.

### Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.  
Phone: 3-7111

WSYR AM TV Syracuse; WTPA Harrisburg; KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

### New Jersey Network

Station WVNJ, Newark, N. J.  
National Rep.....Broad Time Sales  
STATIONS

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

### North Country Stations

Concord Ave., St. Johnsbury, Vt.  
General Manager.....E. Dean Finney  
Assistant Manager.....Donald Thurston  
STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.  
c/o KFGO, Fargo, N. Dak.

### North Dakota Radio Trio Network

National Rep.....Gill-Perna, Inc.  
STATIONS

KFGO, Fargo; KGCU, Bismarck; KLPM, Minot, N. Dak.

### Northern New England Network

Station WKNE, Keene, New Hampshire  
Executive .....Frank B. Estes  
National Rep.....Richard O'Connell  
STATIONS

WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.

**OK Group**

Headquarters: 505 Baronne St., New Orleans.  
 President..... Jules J. Paglin  
 V.P., Gen. Mgr..... Stanley Ray Jr.  
 WBOK New Orleans; KYOK Houston;  
 KAKO Lake Charles; WXOK Baton Rouge;  
 WLOK, Memphis.

**Oklahoma Big Five Network**

Station KSWO, Lawton, Okla.  
 President..... Leo R. Morris  
 National Rep..... John E. Pearson Co.

STATIONS

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC,  
 Enid; KSWO, Lawton; KMUS, Muskogee;  
 KSEO, Durant; KSIW, Woodward; KWHW,  
 Altus; KNED, McAlester; WBBZ, Ponca City.

**The Oregon Trail Network**

c/o Sta. KBKR, Baker, Oregon  
 PERSONNEL  
 General Manager..... Gordon Capps

STATIONS

KSRV, Ontario, Ore.; KBKR, Baker, Ore.;  
 KLBK, LaGrande, Ore.

**Ozark Network**

Station KICK, Springfield, Mo.  
 General Manager..... Richard Bradley

STATIONS

KICK, Springfield; KBTN, Neosho; KRMO,  
 Monett; KWPM, West Plains; KALM, Thayer;  
 KLRB, Mountain Grove, KBHM, Branson, Mo.;  
 KMDO, Fort Scott, Kans.

**Personality Stations**

WJLS Bldg., Beckley, W. Va.  
 President..... Joe L. Smith, Jr.

STATIONS

WKNA, Charleston; WJLS, Beckley; WKWK,  
 Wheeling, W. Va.

**John Poole Stations**

6540 Sunset Blvd., Hollywood, Calif.  
 KBIG Avalon, KBIF, Fresno, Calif.

**Quality Radio Group**

Headquarters: 630 Fifth Ave.,  
 New York City.  
 Phone: PL 1-0116

President..... Ward Quaal  
 Vice-President..... W. H. Summerville  
 Secretary-Treasurer..... William D. Wagner  
 KOB Albuquerque; WSB Atlanta; WBZ  
 WBZA Boston-Springfield; WBT Charlotte;  
 WGN Chicago; WLW Cincinnati; WFAA  
 Dallas; WHO Des Moines; WBAP Fort Worth;  
 KPRC Houston; KCMO Kansas City; WSM  
 Nashville; WWL New Orleans; WOR New  
 York; WOW Omaha; WCAU Philadelphia;  
 KDKA Pittsburgh; KEX Portland, Ore.; WRVA  
 Richmond; KSL Salt Lake City; WOAI San An-  
 tonio; KIRO Seattle; KVOO Tulsa (all stock-  
 holder stations).

**RKO Teleradio Pictures, Inc.**

(General Teleradio Div.)  
 President..... Thomas F. O'Neil

Vice-Presidents..... J. Glen Taylor,  
 Willet H. Brown, Gordon Gray, Robert A. S.  
 Schmid, George N. Steffy, Norman S. Knight,  
 Robert Leder, John B. Poor, Robert Manby,  
 Secy., Gen. Auditor..... Patrick J. Winkler  
 National Sales V.P..... Wendell B. Campbell

STATIONS

.. WNAC AM FM TV, Boston; KHJ AM FM TV,  
 Los Angeles; KFRC San Francisco; WOR AM  
 FM TV, New York; WHBQ AM TV Memphis;  
 WEAT AM TV, West Palm Beach, Fla.; CKLW-  
 TV, Detroit-Windsor. Also owns and operates  
 Don Lee & Yankee MBS Networks.

**Rhode Island Coastal Group**

c/o WADK, Newport, R. I.  
 National Rep..... Walker Representation Co.

STATIONS

WADK, Newport; WERI, Westerly, R. I.

**Rounsaville Radio Stations Network**

3165 Mathieson Dr., N.E., Atlanta, Ga.  
 Phone: Cedar 3-2195  
 Pres., Gen. Mgr..... Robert W. Rounsaville  
 Commercial Mgr..... Lee R. Smith  
 Chief Engineer..... Paul Cram

BRANCH OFFICES

301 Beekman St., Cincinnati, Ohio  
 Phone: MU 1-7600  
 Station Mgr..... Ralph Johnson  
 2549 S. Third St., Louisville, Ky.  
 Phone: ME 7-3689  
 Station Mgr..... Art Selley  
 400 Davidson St., Nashville, Tenn.  
 Phone: CH 2-0489  
 Vice-President..... William Wagner  
 3165 Mathieson Dr., Atlanta, Ga.  
 Phone: CE 3-2195  
 Station Mgr..... John Fulton  
 1036 Mary St., Jacksonville, Fla.  
 Phone: EX 8-3411  
 Station Manager..... Carter Jones  
 Washington Blvd., Tampa, Fla.  
 Phone: Tampa 4-1109  
 Station Mgr..... Joe Starr  
 McArthur Causeway, Miami Beach, Fla.  
 Station Mgr..... Arnold Kaufman  
 WQXL WQXI-TV Atlanta, Ga.; WLOU,  
 WQXL-TV Louisville, Ky.; WCIN, WQXN-TV  
 Cincinnati, Ohio; WMBM Miami Beach, Fla.;  
 WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.;  
 WOBS, Jacksonville, Fla.

**Rural Radio Network**

306 E. State St., Ithaca, N. Y.  
 Phone: 4-6357  
 PERSONNEL  
 Net. Mgr..... H. S. Brown

STATIONS

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara  
 Falls; WRRL, Weathersfield-Bliss; WHDL-FM,  
 Olean; WRRE, Bristol Center; WRRD, De-  
 Ruyster; WRUN-FM, Utica-Rome; WWNY-FM,  
 Watertown; WMSA-FM, Massena; WRRR,  
 Cherry Valley; WFLY, Troy; WEJL, Scranton,



Pa.; WHEN, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newburgh, N. Y.; WGY, Schenectady, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW, Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WNBK, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WRRL, Wethersfield; WHDL-FM, Olean; WVET, Rochester; WWHG, Hornell.

**Scripps Howard Group**

1121 Union Central Bldg., Cleveland, Ohio  
Phone: MAin 1-1811

President.....Jack R. Howard  
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCI-TV, Memphis.

**William B. Smullin Stations**

KIEM AM-TV, KRED-FM Eureka, Calif.; Grants Pass, Ore.; KOTI-TV, Klamath Falls, Ore.

**Sooner State Network**

Box 1588, Muskogee, Okla.  
Phone: MU 2-2488

President .....George Overton

STATIONS

KCRC, Enid; WBBZ, Ponca City; KOME, Tulsa; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward, all Oklahoma.

**Southern Michigan Network**

c/o WTVB, Coldwater, Mich.  
General Manager.....James B. Luck

STATIONS

WTVB, Coldwater; WSBE, Hillsdale; WSTR, Sturgis, Mich.

**Southern Minnesota Network**

c/o KYSM, Mankato, Minn.  
National Rep. ....Robert Meeker

STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

**Southwest Network**

Station KROD, El Paso, Tex.  
National Rep.....Branham Co.

STATIONS

KROD, El Paso, Tex.; KAVE, Carlsbad; KNEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

**Spanish Language Network**

Station KWKW, Pasadena, Calif.  
National Rep.....Broadcast Time Sales

STATIONS

KWKW, Pasadena; KGMS, Sacramento; KRNO, San Bernardino; KVEN, Ventura; KGST, Fresno; KSAN, San Francisco; KPMC, Bakersfield; KSJO, San Jose; KSCO, Santa Cruz;

KCOK, Tulare; KMOD, Modesto, Calif.; XERB, Rosarite Beach, Mex.; KOLD, Yuma, Ariz.

**Speidel-Fisher Broadcasting Group**

WOOK, Greenville, S. C.  
National Rep.....Walker Representation Co.

STATIONS

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

**Steinman Stations**

8 W. King St., Lancaster, Pa.  
Phone: EXpress 7-5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough

STATIONS

WDEL-AM-FM, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WLEV-TV, Bethlehem, Allentown, Easton, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.; WRAK, Williamsport.

**Sunflower Network**

c/o Station WREN, Topeka, Kans.  
Phone: 2-0505

President .....Max Falkenstien  
Secy.-Treas. ....Bob Pratt

STATIONS

KOAM, Pittsburg, Kans.; KFBI, Wichita, Kans.; KVGB, Great Bend, Kans.; KGGF, Coffeyville, Kans.; and WREN, Topeka, Kans.

NATIONAL REPRESENTATIVE

John E. Pearson Co.

**Storer Broadcasting Co.**

1177 Kane Concourse, Miami Beach, Fla.  
118 East 57th St., N. Y. 22, N. Y.  
N. Y. Phone: MURray Hill 8-8630

President.....George B. Storer  
Senior Vice Pres.....J. Harold Ryan  
Exec. Vice Pres.....Lee B. Wailes  
Vice Pres. Ops.....Stanton P. Kettler  
V.P., Admn. Asst. to Pres.....Keith Kiggins  
Treasur.....Harry A. Steensen  
V.P. Planning, Finance, Secy.....John McCoy  
V.P. Eng.....Glenn Boundy  
V.P. Northern Dist.....Wm. Kine  
V.P. Southern Dist.....George B. Storer, Jr.  
V.P., Natl. Pgm. Dir.....Ewald Kockritz  
V.P. Eng.....G. Boundy  
Advertising & Sls. Prom.....A. C. Schofield  
Merchandising Mgr.....James P. Storer  
Dir. Engineering.....Clemens Castle

BRANCH OFFICES

118 E. 57th St., New York 22, N. Y.  
V.P., National Sales Dir.....Tom Harker  
National Sales Mgr.....Robert C. Wood  
Merchandising Mgr.....James P. Storer  
20 N. Michigan Ave., Chicago, Ill.  
Mid-West TV Sales Mgr.....Lewis P. Johnson  
Mid-West Radio Sales Mgr.....Paul B. Evans  
111 Sutter St., San Francisco, Calif.  
V.P., West Coast Sales Mgr....Gayle V. Grubb  
Vice-Presidents .....Glenn Jackson,  
J. Robert Kerns, Miller Babcock, Harry Lip-



son, Bill Michaels, James Bailey, Allan Haid, Paul Miller.

**STATIONS**

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

**Tall Corn Network**

c/o KROS, Clinton, Iowa

National Rep..... John E. Pearson Co.

**STATIONS**

KROS, Clinton; KSIB, Creston; KDTH., Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Oscaloosa; KSAI, Ames; KOKX, Keokuk; KXIC, Iowa City.

**Texas Broadcasting System**

Herald Square, Dallas, Tex.

Phone: RA 6811

General Manager..... Clyde W. Rembert

**STATIONS**

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

**Texas Quality Network Group**

1122 Jackson St. (WFAA), Dallas, Tex.

Phone: Riverside 9631

Representative..... Edward Pety Co. (KPRC), Houston, Tex., Phone: Fairfax 7101. Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., (WFAA) 1122, Jackson St. (Dal), Dallas, Phone: Riverside 9631.

**Texas Spanish Language Network**

c/o KIWW, San Antonio, Tex.

National Rep..... National Time Sales, Inc.

**STATIONS**

XEJ, Juarez (El Paso); KIWW, San Antonio; KTXN, Austin; XEO, Brownsville; XEOR, McAllen, Tex.

**Texas State Network, Inc.**

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PerShing 7-6631

President & Gen. Mgr..... Gene L. Cagle  
Vice-President..... Charles B. Jordan  
Asst. Gen. Mgr..... Stan Wilson  
Sales Manager..... Dale Drake

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KENS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVL, Greenville, KTRN, Wichita Falls, KTBB, Tyler, all Texas.

**Time Inc. Stations**

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

TV-Radio Exec..... Weston Pullen, Jr.  
KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVI-TV Salt Lake City; KLZ AM FM TV Denver.

**Tobacco Network, Inc.**

516 S. Salisbury St., Raleigh, N. C.

Phone: TEmple 2-8885

President..... Allen Jones  
Vice-President..... Ray D. Williams  
Secretary-Treasurer..... Phillip G. Sewell  
Exec. V.P., Gen. Mgr..... Kenneth C. Willson  
Office Mgr..... Nina Livingston

**STATIONS**

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldboro, N. C.; WFTC, Kinston, N. C.; WRCS, Ahsokie, N. C.

**Triangle Publications, Inc.**

Radio & TV Division

46th & Market Sts., Philadelphia 9, Pa.

Phone: EVergreen 2-4700

V.P., Gen. Mgr..... Roger W. Clipp  
Exec. Asst. to Gen. Mgr..... David J. Bennet  
Dir. of Natl. Sales..... Edward H. Benedict  
Dir. Public Rel., Pgmng..... John D. Scheuer  
Dir. of Engineering..... Henry E. Rhea  
Business Mgr..... John C. Harlan  
Research Mgr..... Richard W. Gideon

**STATIONS**

WFIL-AM-FM-TV, Philadelphia; WNBC-AM-FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.

**Tri-Mart Radio Network**

P. O. Box 631, Salem, Ore.

Sales Manager..... Dave Hoss

**STATIONS**

KSLM, Salem; KCOV, Corvallis; KORE, Eugene, Ore.

**Tri-W Network**

Station WWWB, Jasper, Ala.

President..... W. W. Bankhead

**STATIONS**

WWWB, Jasper; WWF, Fayette; WWWR, Russellville, Ala.

**Upper Midwest Broadcasting System**

518 Produce Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

**PERSONNEL**

President..... Louis M. Knopp

**STATIONS**

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KDLM, Detroit Lakes; KROX, Crookston; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC,

Hettinger, all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Sorm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCON, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLKB, De Kalb, all in Illinois; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.; KLPN, Minot; WBIZ, Eau Claire; KOKX, Keokuk, Iowa; WJAG, Norfolk, Nebr.

**United Broadcasting Network**

Eighth & Eye Sts., N.W., Washington, D. C.  
 President .....Richard Eaton

**STATIONS**

WOOK, WFAN, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville, Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio.

**Vermont State Network**

c/o WBTN, Bennington, Vt.  
 National Rep.. Joseph Hershhey McGilvra, Inc.  
**STATIONS**

WBTN, Bennington; WIKE, Newport; WSYD, Rutland; WTWN, St. Johnsbury; WNIX, Springfield, Vt.

**Westinghouse Broadcasting Co., Inc.**

122 E. 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 7-0808

President .....Donald H. McGannon  
 Exec. Asst. to Pres.....R. H. Teter  
 V.P., Engineering.....R. N. Harmon  
 V.P., Sales.....A. W. Dannen  
 V.P., Programming.....R. M. Pack  
 Natl. Engineering Mgr.....G. E. Hagerty  
 Eastern Sales Mgr.....P. B. Bascom  
 Mid-West Sales Mgr.....E. M. Blain  
 Natl. Program Mgr.....William Kaland  
 Natl. Adv., Sales Prom. Mgr.....D. E. Partridge  
 Dir. of Research.....M. A. Goldberg  
 V.P., Washington.....J. E. Baudino  
 V.P., Boston.....W. C. Swartley  
 V.P., Pittsburgh.....H. C. Lund  
 V. P., Cleveland.....R. V. Tooke  
 West Coast Executive.....P. G. Lasky

**BRANCH OFFICES**

20 N. Michigan Ave., Chicago 1, Ill.  
 Phone: FRanklin 2-6373  
 Midwest Sales Mgr.....E. M. Blain  
 1625 "K" St., N.W., Washington, D. C.  
 Phone: STerling 3-0903  
 Vice-President.....J. E. Baudino

**STATIONS**

KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.  
 Phone: 723

**PERSONNEL**

President.....John M. Walter  
 Sec.-Treas., Mgr. Dir.....George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit, Wisc.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.  
 Phone: 4-4461

**STATIONS**

KFBC, Cheyenne; KRAL, Rawlins; KVOG, Casper; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.  
 Phone: Commonwealth 6-0800  
 Exec. V.P., Gen. Mgr.....Norman Knight

**STATIONS**

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLC, New London, Conn.; WAGM, Pousque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

**Z-Bar-Net**

Station KXLF, Butte, Mont.  
 Managing Director.....Ed Craney

**STATIONS**

KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.

# STATE BROADCASTER ASSOCIATIONS

## **Alabama Broadcasters Association**

P.O. Box 6174, University, Alabama  
Meetings: March and October  
Elections: March meeting  
Members: 81  
President...Julian C. Smith, WAGF, Dothan  
Vice-Pres.....Herbert M. Martin, WAPI,  
Birmingham  
Secy.-Treas.....W. W. Hunt, WCOV,  
Montgomery

## **Arizona Broadcasters Association**

Meetings: January, May  
Elections: January  
Members: 20  
Pres....Dick Lewis, KTAR, KVAR, Phoenix  
Vice-Pres...Tom Wallace, Sr., KTKT, Tucson  
Secy.-Treas...Howard Loeb, KRIZ, Phoenix

## **Arkansas Broadcasters Association**

Meetings: March and August  
Elections: March  
Members: 45  
President...Melvin Spann, KWAK, Stuttgart  
Vice-Pres.....Ted Rand, KDRS, Paragould  
Secy.-Treas.....C. J. Dickson, KBI.O,  
Hot Springs

## **California State Radio and Television Broadcasters Association**

1420 Truxton Ave., Bakersfield  
Meetings: November (and on special call)  
Elections: November  
Members: 97  
President.....Jack Schacht, KBET-TV,  
Sacramento  
1st Vice-Pres.....George Whitney, KFMB,  
San Diego  
Vice-Pres. (Radio).....Lloyd Sigmon,  
KMPC, Los Angeles  
Vice-Pres. (TV)....Joe Drilling, KJEO-TV,  
Fresno  
Sec'y.-Treas.....Gil Paltridge, KROW,  
Oakland

## **Colorado Broadcasters and Telecasters Association**

c/o Executive Secretary  
Meetings: Semi-annual  
Elections: June  
Members: 53

President.....Phil Hoffman, KLZ, KLZ-TV,  
Denver  
Vice-Pres.....Jerry Fitch, KGLN, Glenwood  
Springs  
Secy.-Treas.....Harry Hoth, KRDO,  
KRDO-TV, Colorado Springs  
Exec.-Secy.....T. Ellsworth Stepp, Director  
Radio-TV, University of Colorado, Boulder

## **Connecticut Broadcasters Association**

President.....Daniel Kops, WAVZ, New  
Haven  
Vice-Pres.....Charles Bell, WHAY, New  
Britain  
Secretary.....Eric Hatch, WBIS, Bristol

## **Florida Association of Broadcasters**

c/o President or Secretary  
Meetings: June and November  
Election: June  
Members: 85  
President.....H. Dennison Parker, WTAN,  
Clearwater  
1st Vice-Pres.....James L. Howe, WIRA,  
Fort Pierce  
2nd Vice-Pres.....John H. Phipps, WCTV,  
Tallahassee  
Secy.-Treas.....Charles Fernandez, WKXY,  
Sarasota

## **Georgia Association of Broadcasters**

c/o President or Secretary  
Meetings: August and January  
Elections: August  
Members: 56  
President...L. H. Christian, WRFG, Athens  
Vice-Pres....W. N. Morris, WMLT, Dublin  
Secy.-Treas....John W. Jacobs, Jr., WDUN,  
Gainesville

## **Hawaiian Association of Radio and TV Broadcasters**

P. O. Box 1380, Honolulu, T. H.  
Meetings: On call  
Elections: May  
Members: 18  
President.....John D. Keating, KONA-TV,  
Honolulu

### **Idaho Broadcasters Association**

Meetings: Fall  
Elections: Fall  
Members: 23  
President.....Clair Hull, KCID, Caldwell  
Vice-Pres.....C. N. Layne, KID, Idaho Falls  
Sec.-Treas.....K. Clark, KBAR, Burley

### **Illinois Broadcasters Association**

c/o President or Secy.-Treas.  
Meetings: February and October  
Elections: October  
Members: 65  
President..George C. Biggar, WLBK, DeKalb  
Vice-Pres.....Harold L. Dewing, WCVS, Springfield  
Secy.-Treas.....Charles Cook, WJPF, Herrin  
Leg. Chairman.....J. Ray Livesay, WLBH, Mattoon

### **Indiana Broadcasters Association, Inc.**

Meetings: 4 times a year  
Elections: March  
Members 53  
President....Dan Park, WIRE, Indianapolis  
Vice-Pres. (AM).....Norman Widenhofer, WGL, Fort Wayne  
Vice-Pres. (TV).....Bob Lemon, WTTV, Bloomington  
Vice-Pres. (FM).....Joe Edwards, WFML, Washington  
Secy.-Treas.....Joe Higgins, WTHI, Terre Haute  
Asst.-Secy.....Howard A. White, WCTW-FM, New Castle  
Asst.-Treas.....Dennis Keller, WITZ, Jasper

### **Iowa Broadcasters Association**

c/o President  
Meeting: Annual  
Elections: Annual  
Members: 42  
President.....Anthony J. Koelker, KMA, Shenandoah, Iowa  
Vice-Pres...Gene Claussen, KXIC, Iowa City, Iowa  
Secy.-Treas.....Ernie Sanders, WOC, Davenport, Iowa

### **Kansas Association of Radio Broadcasters**

KIUL, Garden City  
Meetings: April or May  
Elections: April or May  
Members: 40

President.....Robert Wells, KIUL, Garden City  
Vice-Pres...Arden Booth, KLWM, Lawrence  
Secy.-Treas....Tom Bashaw, KFH, Wichita  
Leg. Chairman.....Wendell Elliott, KGNO, Dodge City

### **Kentucky Broadcasters Association**

c/o Miss Katherine Peden, Secy.-Treas., WHOP, Hopkinsville  
Meetings: October and March  
Elections: October  
Members: 54  
President.....Arthur Eilerman, WZIP, Covington  
First Vice-Pres....Dee Huddleston, WIEL, Elizabethtown  
Second Vice-Pres.....Al Temple, WKCT, Bowling Green  
Secy.-Treas.....Katherine Peden, WHOP, Hopkinsville  
Exec. Committe....Gilmore Nunn, WLAP, Lexington; Francke Fox, WHLN, Harlan; Don Horton, WXLK, Lexington

### **Louisiana Association of Broadcasters**

Box 379, Baton Rouge, La.  
Meetings: November  
Elections: November  
Members: 60  
President.....Frank Ford, Jr., KENT, Shreveport  
Radio Vice-Pres....Hillman Bailey, KNOC, Natchitoches  
TV Vice-Pres....Tom Gibbens, WAFB-TV, Baton Rouge  
Treasurer....Gene Jones, KSLO, Opelousas  
Exec.-Secy.....Rolfe McCollister, Box 379, Baton Rouge

### **Maine TV and Radio Broadcasters Association**

c/o WLOB, Portland, Maine  
Meetings: Spring and Fall  
Elections: November  
Members: 26  
President.....Melvin Stone, WLOB, Portland, Me.  
Vice-Pres.....Parker Hoy, WLAM, Lewiston, Me.  
Secy.-Treas.....Norman G. Gallant, WFAU, Augusta

### **Maryland-D.C. Radio and TV Broadcasters Association**

c/o President or Secy.-Treas.  
Meetings: June and November  
Elections: November  
Members: 49



President.....Robert Cochrane, WWAR,  
Baltimore  
Vice-Pres.....William H. Paulsgrove,  
WJEJ, Hagerstown  
Secretary.....Fred Houwink, WMAL,  
Washington

**Massachusetts Broadcasters Association, Inc.**

President.....Sherwood J. Tarlow  
Vice-Pres.....Roy V. Whisnand  
Treasurer.....George H. Jaspert  
Secretary.....Henry Solomon

**Michigan Association of Broadcasters**

c/o WHFB, Benton Harbor, Mich.

Meetings: May-September  
Elections: November  
Members: 85  
President.....J. P. Scherer, WHFB,  
Benton Harbor  
Vice-Pres....F. Sibley Moore, WJR, Detroit  
Secy.-Treas..Howard Wolfe, WKNX, Saginaw  
New Directors.....Russell Staffeld, WMIQ,  
Iron Mountain; Les Biederman, WTCM,  
Traverse City; Jake Scherer, WHFB, Ben-  
ton Harbor; Harold Neal, WXYZ-TV, De-  
troit

**Minnesota Association of Broadcasters**

KSTP, St. Paul, Minn.

Meetings: September  
Elections: September  
Members: 30  
President..Kenneth Hance, KSTP, St. Paul

**Mississippi Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: March or April  
Elections: March or April  
Members: 53  
President.....Howard Cole, WHOC,  
Philadelphia  
Vice-President.....Bill Guest, WPMP,  
Pascagoula

**Missouri Broadcasters Association**

Meetings: April and October  
Elections: October  
President.....W. Earl Dougherty, KXEO,  
Mexico

Vice-Pres.....Bruce Barrington, WEW,  
St. Louis  
Secy.-Treas.....Wally Richter, KWOS,  
Jefferson City

**Montana Radio Stations, Inc.**

c/o President, KFBB, Great Falls

Meetings: August  
Members: 26  
President...Joe Wilkins, KFBB, Great Falls  
Vice-Pres....Art Mosby, KGVO, Missoula  
Secy.-Treas..Charlotte Brader, KOJM, Havre  
Leg. Chairman.....Paul MacAdam, KPRK,  
Livingston

**Nebraska Broadcasting Association**

c/o KFOR, Lincoln, Nebraska

Meetings: May 1st  
Elections: May 1st  
Members: 34  
President...R. W. Chapin, KFOR, Lincoln  
Vice-Pres....David W. Young, KSID, Sidney  
Secy.-Treas....Bud Pentz, KWBE, Beatrice

**New Hampshire Association of Broadcasting**

President...Frank B. Estes, WKNE, Keene  
Vice-Pres....John Guider, WMOU, Berlin  
Manchester  
Secy.-Treas. ....Ralph Gottlieb,  
WKBR, Manchester  
Directors.....William White, WMUR-TV,  
Manchester; Norton Virgien, WFEA, Man-  
chester

**New Jersey Broadcasters Association**

2881 Mt. Ephraim Ave., Camden 4, N. J.

Meetings: May and October  
Elections: October  
Members: 20  
President...Gordon Giffin, WKDN, Camden  
Vice-Pres..Jerry McCarthy, WTOA, Trenton  
Secy.-Treas.....John G. Struckell, WOND,  
Pleasantville

**New Mexico Broadcasters Association**

P.O. Box 268, Alamogordo

Meetings: September and April  
Elections: April  
Members: 32  
Pres...Wayne Phelps, KALG, Alamogordo  
Vice-Pres....Jim Duncan, KSIL, Silver City  
Treas....John Burroughs, KENM, Portales  
Leg. Chairman..Merle Tucker, KGAK, Gallup

### **New York State Association of Radio and Television Broadcasters**

Address: c/o President  
 Meetings: Annual  
 Elections: Annual  
 Members: 92  
 President.....E. R. Vadeboncour, WSYR,  
 Syracuse  
 1st Vice-Pres.....William Doerr, WEBR,  
 Buffalo  
 2nd Vice-Pres.....Gordon Gray, WOR,  
 WOR-TV, New York  
 Secretary.....W. S. Elliott, WIBX, Utica  
 Treasurer.....George Dunham, WNBF,  
 Binghamton

### **North Carolina Association of Broadcasters Inc.**

Meetings: June and October  
 Elections: October  
 Members: 100  
 Pres.....E. H. Smith, WIRC, Hickory  
 Vice-Pres... E. Z. Jones, WBBB, Burlington  
 Vice-Pres.....Harold Essex, WSJS-TV,  
 Winston-Salem  
 Secretary.....Cecil B. Hoskins, WWNC,  
 Asheville

### **North Dakota Broadcasters Association**

KNOX, Grand Forks, N. D.  
 Meetings: 2nd week in October  
 Elections: 2nd week in October  
 Members: 22  
 President....Les Kleven, KNDC, Hettinger  
 Vice-Pres... Charles G. Burke, KFGO, Fargo  
 Secy.-Treas.....Les Maupin, KPLM, Minot

### **Ohio Association of Radio and Television Broadcasters**

33 N. High St., Columbus  
 Meetings: March and October  
 Elections: March  
 Members: 83  
 President.....J. L. Bowden, WKBN-TV,  
 Youngstown  
 Vice-Pres. (Radio) ..Hubbard Hood, WKRC,  
 Cincinnati  
 Secy.-Treas.....Carlton S. Dargusch, Jr.

### **Oklahoma Association of Broadcasters**

Meetings: January  
 Members: 42  
 President.....Leo Morris, KSWO, Lawton  
 Board of Directors..Bill Brubaker, KRHD,  
 Duncan; Ed Ryan, KSIW, Woodward;  
 Winston Ward, WBEL, Idabel; Pat Mur-  
 phy, KCRC, Enid.

### **Oregon State Broadcasters Association**

James W. Frost, Box 5025, Eugene  
 Meetings: Semi-annual  
 Elections: April  
 President..James A. Mount, Matlack-Mount-  
 Thomas Organization, Portland  
 Vice-Pres.....Dave Hoss, KSLM, Salem  
 Secy.-Treas... Carl O. Fisher, KUGN, Eugene  
 Leg. Chairman.....R. M. Brown, KPOJ,  
 Portland

### **Pennsylvania Association of Broadcasters**

Box 606, Harrisburg  
 Meetings: May  
 Elections: May  
 Members: 130  
 President.....Thomas B. Price, WBVP,  
 Beaver Falls  
 1st Vice-Pres.....Roy Morgan, WILK,  
 Wilkes-Barre  
 2nd Vice-Pres...J. Wright Mackey, WRAK,  
 Williamsport  
 Treasurer..Tom Metzger, WMRF, Lewistown  
 Secretary.....George Koehler, WFIL,  
 Philadelphia

### **Puerto Rican Association of Broadcasters**

Box 1072, San Juan, Puerto Rico  
 Meetings: 2nd Monday of each month  
 Elections: 2nd Wednesday of July  
 Members: 19  
 President...A. A. Ramos, WKAQ, WKAQ-TV,  
 San Juan

### **Rhode Island Radio & Television Broadcasters Association**

c/o WEAN, 75 Fountain St., Providence  
 Meetings: Quarterly  
 Elections: June  
 Members: 12  
 President.....H. William Koster, WEAN,  
 Providence  
 Vice-Pres... Edward Boghossian, WJAR-TV,  
 Providence  
 Secy.-Treas.....Milton Mitler, WADK,  
 Newport

### **South Carolina Radio & Television Broadcasters Association**

Sec.'s Office, Box 30, Sumter, S. C.  
 Meetings: January  
 Elections: January  
 Members: 47  
 President.....Charles A. Batson, WIS-TV,  
 Columbia  
 Vice-Pres...Randy Davidson, WAKN, Aiken

Secy.-Treas....T. Doug Youngblood, WFIG,  
Sumtner  
Leg. Chairman...C. Wallace Martin, WMSC,  
Columbia

### **South Dakota Broadcasters Association**

President...Evans A. Nord, KELO, KELO-TV,  
Sioux Falls  
Vice-Pres....Ross Case, KWAT, Watertown

### **Southern California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28

Chrmn. Bd.....Lloyd Sigmon, KMPC  
President.....William J. Taylor, KSLR  
Vice-Chairman.....Howard Gray, KGIL  
Secretary.....John Hansen, KABC  
Treasurer.....Thelma Kirchner, KGFJ

### **Tennessee Association of Broadcasters**

P. O. Box 680, Maryville

Meetings: May and October  
Elections: October  
Members: 56  
Pres....Frank H. Corbett, WGAP, Maryville  
Vice-Pres...Paul Overbay, WKPT, Kingsport  
Secy.-Treas.....John H. Reese, WATE,  
Knoxville

### **Texas Association of Broadcasters**

KTRE, Lufkin, Texas

Meetings: Spring and Fall  
Elections: Fall  
Members: 140  
President.....R. G. Lewin, KTRE, Lufkin  
Vice-Pres....Barney Ogle, KRGV, Weslaco  
Sec.-Treas....Dave Morris, KNUZ, Houston

### **Utah Broadcasters Association**

146 So. Main St., Salt Lake City

Meetings: January and June  
Elections: January  
Members: 20  
President.....George C. Hatch, KALL,  
Salt Lake City  
Vice-Pres....Harold Van Wagenen, K1XX,  
Provo, Utah  
Secy.-Treas....Arch G. Webb, KVOG, Ogden

### **Vermont Association of Radio & Television Broadcasters**

c/o WSKI, Montpelier, Vt.

President....J. Gordon Keyworth, WBTN,  
Bennington  
Vice-Pres...Frank Balch, WJOY, Burlington  
Treasurer...Craig Parker, WDEV, Waterbury  
Clerk-Sec'y.....Phil Weiss, WSYB, Rutland

### **Virginia Association of Broadcasters**

c/o WDVA, Danville

Meetings: May or June  
Elections: May or June  
Members: 62 radio stations and 12 associate members  
President.....Emerson J. Pryor, WDVA,  
Danville  
Vice-Pres.....Carl L. Lindberg, WPIK,  
Alexandria  
Secy.-Treas.....Milton B. Henson, WREL,  
Lexington  
Leg. Chairman.....C. T. Lucy, WRVA,  
Richmond

### **Washington State Association of Broadcasters**

Ronald A. Murphy, Manager  
Legislative Building, Olympia

Meetings: April and October  
Elections: April  
Members: 50  
President...Len Higgins, KTNT & KTNT-TV,  
Tacoma  
Secy.-Treas....Allen Miller, KWSC, Pullman

### **West Virginia Broadcasters Association**

c/o Secretary

Meetings: Spring and fall  
Elections: Spring  
Members: 34  
President.....A. Garen Ferrise, WMMN,  
Fairmount  
Vice-Pres....Robert Ferguson, WTRF-TV,  
Wheeling  
Sec.-Treasurer.....Tom Garten, WSAZ,  
Huntington

### **Wisconsin Broadcasters Association**

900 Gay Building, Madison

Meetings: 1st Tuesday in October  
Elections: 1st Tuesday in October  
Members: 46  
President.....Hugh K. Boice, Jr., WEMP,  
Milwaukee  
Vice-Pres...Paul Skinner, WHBL, Sheboygan  
Secretary...Carl Kolata, WTTN, Watertown  
Treasurer....Mig Figi, WAUX, Waukesha  
Exec. Secy.....Ed Conrad

### **Wyoming Assn. of Radio & TV Broadcasters**

c/o Secretary

Meetings: Spring  
Elections: Spring  
Members: 16  
President...James Carroll, KWYO, Sheridan  
Secretary...Joseph Ernst, KWOR, Worland

# MANAGERS AND AGENTS

Addresses and Telephone Numbers of Talent Representatives  
in New York, Los Angeles and Chicago



## NEW YORK



- Affiliated Artists Representatives**  
527 Madison Ave. . . . . PLaza 5-3990
- Alexander, Willard, Inc.**  
30 Rockefeller Plaza. . . . . Circle 6-4224
- Appell, James S.**  
400 Madison Ave. . . . . PLaza 3-7846
- Basch, Buddy**  
17 East 45th St. . . . . Murray Hill 7-8351
- Becker, V. S. Advertising Service**  
551 Fifth Ave. . . . . Murray Hill 2-0777
- Briscoe & Goldsmith, Inc.**  
522 Fifth Ave. . . . . Murray Hill 2-6244
- Brooks, Ted**  
134 East 57th St. . . . . PLaza 9-1344
- Chase, Cleveland B. Co., Inc.**  
369 Lexington Ave. . . . . Oregon 9-3691
- Cohan, Louis W.**  
7 W. 24th St. . . . . Watkins 9-0670
- Collins, Ted**  
7 W. 24th St. . . . . Watkins 0-0670
- Columbia Artists Management, Inc.**  
113 West 57th St. . . . . Circle 7-6900
- Consolidated Concerts**  
30 Rockefeller Plaza. . . . . Columbus 5-3580
- Cooper, Frank, Associates**  
17 E. 54th St. . . . . PLaza 1-0725
- DeGroot, Roy, Consultants, Inc.**  
17 E. 54th St. . . . . PLaza 1-0725
- Fadiman Associates, Ltd.**  
1501 Broadway . . . . . Lackawanna 4-3544
- Famous Artists Corp. of N. Y.**  
610 Fifth Ave. . . . . Circle 7-6200
- Herman Fialkoff Agency**  
1560 Broadway . . . . . Judson 2-4037
- Gabbe, Lutz & Heller**  
119 W. 57th St. . . . . Circle 5-7995
- Gale, Inc.**  
48 West 48th St. . . . . PLaza 7-7100
- General Artists Corp.**  
640 Fifth Ave. . . . . Circle 7-7543
- Gibbs, John E., & Co.**  
1270 Sixth Ave. . . . . PLaza 7-5959
- Glaser, Joe, Inc.**  
110 West 55th St. . . . . Circle 5-9071
- Goodman, Martin**  
65 W. 54th St. . . . . Judson 6-1180
- Greshler, Abner J.**  
1270 Sixth Ave. . . . . Circle 7-3025
- Grossman, Al**  
1270 Sixth Ave. . . . . Circle 5-8422
- Hablo, Sylvia**  
113 W. 57th St. . . . . Judson 6-2731
- Hanna, Mark**  
654 Madison Ave. . . . . Templeton 8-8730
- Hayward, Leland, Ltd.**  
655 Madison Ave. . . . . Templeton 8-5100
- Hurok Attractions, Inc.**  
711 Fifth Ave. . . . . PLaza 9-6000
- Karn, Estella H.**  
49 West 45th St. . . . . Judson 2-2170
- Leddy, Mark J.**  
48 West 48th St. . . . . Judson 6-2760
- Leipzig, Syd**  
1564 Broadway . . . . . Judson 6-0044
- Lipset, Benjamin B.**  
1407 Broadway . . . . . Chickering 4-2466
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598 Madison Ave. . . . . PLaza 9-7500
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501 Madison Ave. . . . . Eldorado 5-1076
- Morris, William Agency, Inc.**  
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598 Madison Ave. . . . . PLaza 9-7500
- National Concert & Artists Corp.**  
711 Fifth Ave. . . . . PLaza 9-6000
- National Radio & Theatrical Bureau**  
1650 Broadway . . . . . Judson 6-3550
- North, Meyer B.**  
1564 Broadway . . . . . PLaza 7-3445
- O'Connor, John**  
1697 Broadway . . . . . Circle 5-4920
- Peed, Earl S.**  
35 West 53rd St. . . . . PLaza 7-3726
- Richard, Max**  
1776 Broadway . . . . . PLaza 7-6414
- Shaw Artists Corp.**  
565 Fifth Ave. . . . . Murray Hill 8-2230
- Shurr, Louis**  
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- Stanley, Aileen**  
1619 Broadway . . . . . PLaza 7-6779
- Stark, Wilbur-Jerry Layton**  
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**Davis, Mary Webb**.....BRadshaw 2-6584  
8532 Sunset Blvd. (46).....CRestview 1-6121

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9172 Sunset Blvd. (46).....BRadshaw 2-6211

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**Draesemer, Isabelle, Agency**.....WE 5-1759  
8272 Sunset Blvd. (46).....HOLLYWOOD 4-1782

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**Famous Artists Corporation**  
9441 Wilshire Blvd., B. H....CRestview 1-5222

**Fidler, Adeline, Agency**  
3213 Riverside Dr. (27).....NO 5-7938

**Field, Marjorie, Artists**  
9081 Santa Monica (48)....CRestview 6-8080

**Frings, Kurt, Agency**  
468 N. Camden Dr., B. H....CRestview 1-6115

**Garfield, Milton, Agency**  
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HOLLYWOOD 7-2600

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| <b>Kaufman, Milton, Agency</b><br>120 El Camino Dr., B. H....CRestview 1-5749                    | <b>Pearson, Ben</b><br>1046 N. Carol Dr. (46).....CRestview 4-5488                                   |
| <b>Kolner, Paul, Inc.</b><br>9169 Sunset Blvd. (46).....CRestview 1-5165                         | <b>Pomeroy, Jack</b><br>7616 Sunset Blvd. (46).....HOLLYWOOD 9-6366                                  |
| <b>Kumin-Olenick Agency</b><br>355 N. Canon Dr., B. H....CRestview 4-5221                        | <b>Powers-Stanley</b><br>1741 N. Ivar (28).....HOLLYWOOD 2-0791                                      |
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| <b>Lesser, Ted, Agency</b><br>900 Wilshire Blvd. (17).....MU 7356                                | <b>Rocamora, Wynn</b><br>8584 Sunset Blvd. (46).....CRestview 4-5431                                 |
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| <b>Levee, Sid</b><br>9000 Sunset Blvd. (46).....CRestview 4-8631                                 | <b>Rosen Agency, The</b><br>232 N. Canon Dr., B. H....CRestview 5-6151                               |
| <b>Linder, Jack, Agency</b><br>368 N. La Cienega Blvd. (48)...OLiver 2-0562                      | <b>Rosenberg-Coryell Agency</b><br>404 N. Roxbury Dr. B. H....CRestview 4-7381                       |
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| <b>McA Artists, Ltd.</b><br>9370 Santa Monica Blvd., B. H.<br>CRestview 6-2001                   | <b>Salkow, Lester, Agency</b><br>8749 Sunset Blvd. (46).....CRestview 5-4505                         |
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Hollywood 2-3471

**White, William B., Agency**  
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**Wiley, Richard, Agency**  
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**Wilkins, Paul, Agency**  
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**Wilson, Bill, Agency**  
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**Winkler, Daniel M.**  
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CRestview 1-7244

**Winters, Ralph H., Agency**  
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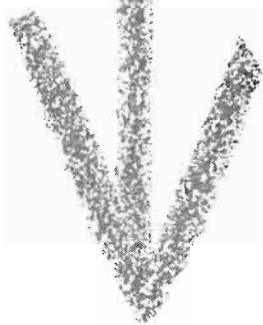
Hollywood: 959 Seward St., Hollywood 91641  
New York: 521 W. 57th St. Circle 7-4400

# FULLEST ELECTION COVERAGE ON TV IN HISTORY



From top to bottom, representative scenes of the ABC, CBS, and NBC television coverage of the presidential election night returns. Smoothly coordinating a great deal of detail, and conveying results to listeners with extraordinary speed, the networks achieved the most complete and successful coverage in history.

TELEVISION'S FINEST HOUR OF LIVE DRAMA



ALUMINUM COMPANY OF AMERICA

PRESENTS

# The ALCOA HOUR

ALTERNATE SUNDAY EVENINGS  
NBC-TV 9-10 P. M. E. S. T.

REPRESENTED BY FULLER & SMITH & ROSS INC. — ADVERTISING

# Sigalert—An Instant Warning Device to Alert the Public



By  
**LOYD C. SIGMON**  
Chairman of the Board  
Southern California  
Broadcasters Assn.

**S**IGNALERT, born of necessity as an instantaneous warning device to alert the public of disaster or major inconvenience, has become the model for modern emergency communication in less than two years of official use.

Forty-eight communities in the County of Los Angeles, in addition to cities in Nevada and Arizona, are joined today in a mighty electronic network that instantly relays, through Sigalert, news of disaster, impending or actual, major traffic tieups or other information considered to be vital to the public interest.

Within a few months, Sigalert will be made available to radio stations, newspaper offices, police and civil defense departments and other agencies nationwide.

With Sigalert installed in radio stations throughout the country, the President of the United States, for example, could instantly reach the listening public with a message of major importance, simply by pressing a Sigalert button. All radio and TV stations equipped with Sigalert could immediately broadcast the President's voice, or his taped message could be played back on the air numerous times.

As now installed in more than a score of radio and TV stations, newspaper offices, aircraft companies, civil defense posts and public utilities offices, Sigalert is a specially-designed receiver that is turned on and off by sub-audible impulse from the Los Angeles police radio station. A red light glows, a bell rings, and the tape recorder goes into action.

Responsible fire or police officers utilize the Sigalert system whenever, in their opinion, a situation exists likely to affect any considerable part of the population of Southern California, Nevada or Arizona. The officer says via police band radio: "This is a Sigalert bulletin" and the message is immediately broadcast on police shortwave from the Los Angeles Police Communications Center to all Sigalert receivers.

An example of the speed with which Sigalert bulletins can be effective over vast areas is the case of the 7-year-old boy who was critically injured in a traffic accident on Santa Monica Boulevard in Los Angeles. His identity was unknown. A Sigalert bulletin went out over the commercial stations in Los Angeles, and within 20 minutes after the bulletin was aired, the boy's father in Idaho was on the long-distance phone in contact with the Santa Monica General Hospital to make identification.

Sigalert, developed at the request of Los Angeles Police and in collaboration with the Southern California Broadcasters Association, has proved itself in many crises since Labor Day, 1955, when it first went on the air.

Chief of Police William Parker credits Sigalert with holding down the death toll in the tragic Santa Fe train wreck in Los Angeles last year. Through Sigalert bulletins, doctors, nurses and ambulances were summoned, hospitals alerted and the curious public told to stay away. Sigalert served the public interest in the Pacific Palisades landslide and during the extensive Malibu fires which destroyed thousands of acres of timber, burned scores of homes. Sigalert notified residents to pack up and leave, notified motorists to by-pass the inferno, helped marshal off-duty firemen, police officers, Red Cross workers and volunteers.

Sigalert alerted Long Beach to evacuate thousands of homes when Los Angeles County experienced, in '56, a seven-day rain-storm and flood that threatened to obliterate retaining walls and inundate the city. Taped messages of public importance accumulated so fast one network station killed its program until the danger was past.

In the words of Arthur C. Hohmann, Deputy Chief of the Los Angeles Police Department, "Sigalert has notified the public of many dangerous or delaying conditions. Public response has been excellent. Sigalert bulletins have forestalled many telephonic inquiries that otherwise would have overloaded police telephone circuits. Sigalert can become Free Worldwide in scope. Meanwhile, it plods incident by incident toward the certainty of the universal success it so richly deserves."

Chief Hohmann's opinion of Sigalert and its future is known and shared by many Police Chiefs throughout the country. Word has gone out: Sigalert is on the way . . . and by a simple addition to any existing police transmitter, it will arrive soon in Hometown, U.S.A.

**The standard of quality  
wherever films are used**

**EASTMAN PROFESSIONAL MOTION PICTURE FILMS  
THE EASTMAN 16mm PROJECTOR, MODEL 275  
THE EASTMAN 16mm CONTINUOUS PROJECTOR,  
MODEL 300  
THE EASTMAN TELEVISION RECORDING CAMERA**

Whether you use film to bridge  
the coast-to-coast gap of time  
and space . . . to overcome the  
confinements of studio walls . . .  
or to pre-test your investment  
in time and talent, Eastman is  
always the first choice both  
for production and projection.

**Motion Picture Film Department**  
**EASTMAN KODAK COMPANY**  
**Rochester 4, N. Y.**

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

**W. J. GERMAN, INC.**

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



# Advertising Agency Puts Case Of Handling TV Production



By  
EMIL MOGUL  
President  
Emil Mogul Company  
Inc.

SHOULD advertising agencies produce television shows? In a word, my position on the question is *Yes*. The only proviso I would make is that agencies obviously must be equipped with more than just a desire to be creators and impresarios.



Consider it first from the advertiser's point of view. It seems to me the client stands to benefit in a variety of ways from an agency-produced show. There is first the advantage of economy. Since agencies do not depend on TV show production for their profit, as the independent producers do, or even partially as the networks do, shows would on the whole cost clients less if agencies produced them and felt responsible for justifying the costs. In the present economics of the TV business, the prices of network shows are often supported at an unnecessarily high level by the shortage of time—with networks able to command higher prices than they are necessarily worth for shows that occupy desirable time slots. Independent packagers are in business to produce and sell shows and naturally require greater profits than agencies would require for the same production. Since the agency's primary interest is not in selling a program but in utilizing TV time to attract the largest possible audience, the agency is or at least should be, less interested in propping from the production itself.



Shows produced by agencies would automatically be much more closely supervised by the agencies than they are when, for practical purposes, they are out of the agency's hands and—no sarcasm intended—in the laps of the gods. Since an agency's fortunes with a particular client rise or fall, as they so often do, with the ratings of the client's TV show, it seems to me the agency should have much more to do with running the show than simply choosing it in the first place and then praying that the initial judgment was correct, to say nothing of the moral obligation of *earning* its commission on talent and production costs.

From the network's point of view, the question may appear to be a different one. Admittedly, networks must, for their own protection and as a public obligation, maintain standards of taste, quality, interest and programming diversification which it might be difficult to maintain if each sponsor were an individual producer. But this is not a really valid argument against encouraging

agencies to assume the responsibility. Many of the finest shows on the air today are produced by independent packagers — and in some cases they are far greater credit to the network and stations which telecast them than much of the networks own product. And at least two of the really outstanding shows on the air are currently agency-produced. Maintaining proper programming standards would still be a matter of network policies, policing, and the prerogatives of approval and disapproval.



From the public's point of view, it should make no difference whatsoever who produces the show they watch—network, packager or agency. The inalienable right to tune in and tune out is the most effective arbiter of what's good TV and what's bad TV, in any case. As for the agencies themselves, all of this presupposes the necessary talent and manpower to produce programs of sufficient quality and interest to attract and hold audiences. And this of course means large additional overhead which would in many instances exceed the agency 15% or 17.65% gross income. To maintain the same profits that it currently earns on a network produced or packaged show, the agency would have to charge a substantial additional production fee. But this should certainly still leave room for a considerable saving to the client.



Whether it is or should be an agency *responsibility* to produce its own shows is quite a different question from whether agencies should be allowed or *encouraged* to do it. And whether any individual agency should *seek* this additional responsibility is of course for that agency to decide. As for ourselves, we've created and produced successful shows in the past and we plan to do so again. When we put our money on a *horse*, we're willing to gamble on our judgment and the jockey. But when we put our client's money on a TV show, we'd like to have as much as possible to do with making it run—even if it means a lot more work for us.

# East-West TV Network — Economic Closed Circuit Package Deals

A package deal, in closed circuit television, can be made available through the coordination of a group of clients and the multiple use of leased facilities of A.T.&T. and local phone companies. The packages now ready to deliver are of this type.

Services rendered in the 9 and 11 city package deals described below are as follows: Origination from any included city; video and audio—long lines and local loops; 9'x12' TV projection, with union operation, and Network supervision at each location; hotel liaison; facility test prior to show; reports on test and show.

## NINE MAJOR INDUSTRIAL MARKETS

(April — May — June)

|          |              |                    |
|----------|--------------|--------------------|
| Chicago  | South Bend   | Pittsburgh         |
| Columbus | Cincinnati   | Cleveland          |
| Detroit  | Indianapolis | Huntington, W. Va. |

### 9 CITY PACKAGE RATE

|        |             |
|--------|-------------|
| 1 Hour | \$ 9,746.39 |
| 2 Hour | \$12,954.00 |

#### COMPARE:

|                   |             |
|-------------------|-------------|
| Average 1 Hour    | \$13,531.04 |
| East-West Package | 9,746.39    |

|        |             |
|--------|-------------|
| SAVING | \$ 3,784.65 |
|--------|-------------|

## ELEVEN KEY FARM BELT MARKETS

(June — July — August)

|                |        |                   |
|----------------|--------|-------------------|
| Minneapolis    | Omaha  | Wichita           |
| Mason City     | Quincy | Sioux Falls, S.D. |
| Des Moines     | Peoria | Kansas City, Mo.  |
| Madison, Wisc. |        | Davenport, Iowa   |

### 11 CITY PACKAGE RATE

|        |             |
|--------|-------------|
| 1 Hour | \$11,965.00 |
| 2 Hour | \$16,427.00 |

#### COMPARE:

|                   |             |
|-------------------|-------------|
| Average 1 Hour    | \$17,400.00 |
| East-West Package | 11,965.00   |

|        |             |
|--------|-------------|
| SAVING | \$ 5,435.00 |
|--------|-------------|

## EAST WEST PROJECTION OPERATION RATES

Uniform 9' x 12' projection equipment  
Available in any key market—anytime.

|                        |          |
|------------------------|----------|
| To 1 Hour 30 Minutes   | \$435.00 |
| Base period to 3 Hours | \$525.00 |

"Off-the-air" projection service available

(Price includes Agency commission.)

### — ESTIMATING COST —

It is relatively simple to estimate the cost of a closed circuit show. By using the following formula you can readily determine the approximate cost of a show for your Company.

Multiply the number of cities to be reached

by \$480.00, (average one time local video and audio charge); add, \$435.00 per city for projection; plus \$1.24 per airline mile for inter-city video and audio, (includes Fed. tax); average studio origin at \$1500.00; your estimate of script and talent.

Prices Include Fed. Tax and Agency Commission. Does not include script or talent.

**EAST-WEST TV NETWORK**

**2924 AUBURN AVE.  
TOLEDO 6, OHIO**

## Creative Thinking Necessary in TV Film Commercial Activity



By  
SHAMUS CULHANE  
President  
Shamus Culhane Prod.,  
Inc.

AS a man deeply interested in the graphic arts, I assume it's within my province to attempt to forecast some of the developments that can be expected in the field of television film commercials during 1957.

Generally, the picture appears to be bright. During 1956, an estimated total of \$397,498,000 was spent by national advertisers alone in spot television. Naturally, this steady growth pattern is reflected in the film commercial business and we expect to see this healthy trend continue upward during the coming year.



There are many factors contributing to the increased activity within this field. Advertisers have been compelled to use a greater variety of commercials to cater to an increasingly sophisticated television audience. A spot that was considered outstanding five years ago might be quite ordinary by today's standards.

There is a more discerning audience to be sold today. We can remember in the early days when some commercials ran two or three years with quite a successful sales record. Today, a campaign can be "old hat" in a matter of months.



Another product of this era of intensified competition will be the excursion by advertisers and agencies into new areas of commercial expression. I anticipate more experimentation in the field of commercial technique with utilization of some art forms which have been considered, up to this time, as somewhat esoteric and avant garde. I believe the influence of abstraction and other non-objective art forms will be felt more strongly this next year.

Coupled with these new graphic forms will be an ever increasing and ingenious use of new sounds. Only now is there a growing appreciation of what sound can do to enhance the film commercial. I look for greater use of original orchestral scores sound effects and unique instrumental combinations to bolster the attention-getting power of the commercial sell.

Animation will be employed more than ever before. In my judgment, animation remains the most exciting and desirous form of commercial. Quite probably, the rotoscope technique, which optically combines live action and animation, will be utilized to a greater extent than before despite the increased cost due to intricacy of production. This marriage of realism and imagination will be effectively harnessed by more advertisers in 1957.

The antics of Bert and Harry Piel have already exerted an influence that is bound to extend into 1957. Agencies are presently attempting to duplicate the success of this series by a more careful attention to characterization in their animated commercials.



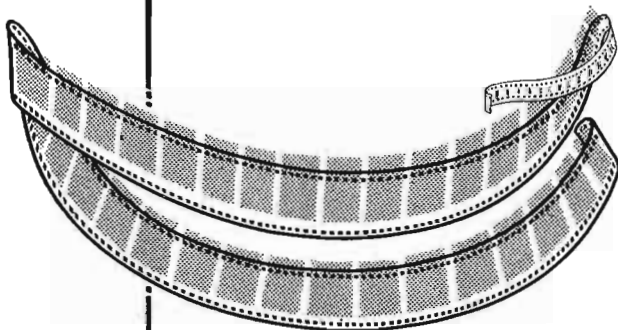
One cannot survey any field of television endeavour without contemplating the impact of color on the 1957 scene. Here is a subject of vast possibilities, one, which I venture, will affect merchandising revolution beyond present expectation when it is finally accepted by advertisers as a truly mass medium. Having experienced its explosive impact on Hollywood upon its introduction in the 30's, I can fully appreciate its potential. Despite its growing popularity, for 1957 at least, black and white commercials will continue to dominate the commercial field.



I have attempted, with the usual reservations, to map just a few of the possibilities. There are certainly many turns in the road which may turn out to be dead ends. To judge how successful a prognosis this has been, I suggest checking this space next year to see whether I've been booked for a return engagement.



# COMPLETE CREATIVE PRODUCTION



**Service**  
**with a**  
**Smile...**

Let



put your TV commercials on FILM.



has more years in the business of advertising on film than anybody.



has studios fully equipped to produce live or animated films in New York, Hollywood and London.

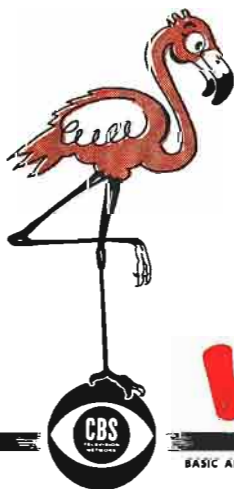
**NATIONAL SCREEN SERVICE CORPORATION**  
**TELEVISION & INDUSTRIAL FILMS DIVISION**

# TV Equipped Motion Picture Theatres in the United States

| <i>State</i>     | <i>City</i>     | <i>Seating Capacity</i> | <i>Theatre</i>  | <i>Equip. Mftrs.</i> |      |
|------------------|-----------------|-------------------------|-----------------|----------------------|------|
| California       | Fresno          | 2,169                   | Fresno          | RCA                  |      |
|                  | Huntington Park | 1,468                   | Huntington Park | RCA                  |      |
|                  | Los Angeles     |                         | 1,757           | Downtown             | RCA  |
|                  |                 |                         | 2,213           | Orpheum              | RCA  |
|                  |                 |                         | 3,387           | Paramount            | RCA  |
|                  | San Francisco   |                         | 1,363           | Ritz                 | GPL  |
|                  |                 |                         | 2,646           | Paramount            | RCA  |
|                  |                 |                         | 399             | Telenews             | Trad |
|                  |                 |                         | 2,096           | Paramount            | GPL  |
| Colorado         | Denver          | 2,096                   | Paramount       | GPL                  |      |
| Dist. of Col.    | Washington      | 3,452                   | Capitol         | RCA                  |      |
|                  |                 | 1,838                   | Keith's         | RCA                  |      |
| Florida          | Jacksonville    | 1,155                   | Florida         | Trad                 |      |
|                  | Miami           | 2,000                   | Carib           | RCA                  |      |
|                  |                 | —                       | Capitol         | RCA                  |      |
| Georgia          | Atlanta         | 2,476                   | Paramount       | Trad                 |      |
|                  | Illinois        | Chicago                 | 1,299           | Crown                | RCA  |
| 3,931            |                 |                         | Marbro          | RCA                  |      |
| 2,649            |                 |                         | State Lake      | RCA                  |      |
| —                |                 |                         | Loop            | Trad                 |      |
| 3,414            |                 |                         | Tivoli          | RCA                  |      |
| Indiana          | Indianapolis    | 4,320                   | Uptown          | RCA                  |      |
|                  |                 | 3,313                   | Indiana         | RCA                  |      |
| Iowa             | Des Moines      | 1,708                   | Paramount       | Trad                 |      |
| Kentucky         | Louisville      | 3,100                   | Rialto          | GPL                  |      |
| Louisiana        | New Orleans     | 3,400                   | Saenger         | RCA                  |      |
| Maryland         | Baltimore       | 2,048                   | Century         | RCA                  |      |
|                  |                 | 1,320                   | Metropolitan    | Trad                 |      |
|                  |                 | 2,843                   | Stanley         | RCA                  |      |
|                  |                 | 1,860                   | State           | RCA                  |      |
|                  |                 | 1,500                   | Pilgrim         | RCA                  |      |
| Massachusetts    | Boston          | 3,583                   | State           | RCA                  |      |
| Michigan         | Detroit         | 2,500                   | Easttown        | RCA                  |      |
|                  |                 | 3,435                   | Hollywood       | RCA                  |      |
|                  |                 | 4,029                   | Michigan        | PT.                  |      |
|                  |                 |                         |                 | (Intermediary)       |      |
| Minnesota        | Minneapolis     | 2,967                   | Palms State     | RCA                  |      |
|                  |                 | 4,013                   | Radio City      | PT.                  |      |
|                  |                 | 2,362                   | Paramount       | RCA                  |      |
| Missouri         | St. Louis       | 3,166                   | State           | RCA                  |      |
| Nebraska         | Omaha           | 2,978                   | Orpheum         | RCA                  |      |
| New Jersey       | Asbury Park     | 1,558                   | St. James       | Trad                 |      |
|                  | Camden          | 2,213                   | Stanley         | RCA                  |      |
| New York         | Albany          | 1,550                   | Grand           | RCA                  |      |
|                  | Binghamton      | 2,284                   | Capitol         | RCA                  |      |
|                  | Buffalo         | 2,091                   | Centre          | RCA                  |      |
|                  | N.Y.C.—Bronx    | 2,353                   | Fordham         | RCA                  |      |
|                  | N.Y.C.—Brooklyn |                         | 4,060           | Fox                  | RCA  |
|                  |                 |                         | 2,146           | Marine               | RCA  |
| N.Y.C.—Manhattan |                 | 450                     | Guild Newsreel  | RCA                  |      |
|                  |                 | 3,650                   | Paramount       | PT.                  |      |
|                  |                 |                         |                 | (Intermediary)       |      |

| <i>State</i>   | <i>City</i>       | <i>Seating Capacity</i> | <i>Theatre</i> | <i>Equip. Mftrs.</i> |
|----------------|-------------------|-------------------------|----------------|----------------------|
| North Carolina | N. Y. C.—Flushing | 2,282                   | Victoria       | GPL                  |
|                | Charlotte         | 2,146                   | Prospect       | RCA                  |
|                | Ohio              | 1,405                   | Carolina       | Trad                 |
|                | Cincinnati        | 3,037                   | Albee          | RCA                  |
|                | Cleveland         | 3,009                   | Allen          | RCA                  |
|                |                   |                         | 3,465          | Hippodrome           |
| Oregon         | Dayton            | 2,616                   | Palace         | RCA                  |
|                | Toledo            | 3,446                   | State          | RCA                  |
|                | Portland          | 2,665                   | Keith's        | GPL                  |
|                | Pennsylvania      | 2,455                   | Rivoli         | RCA                  |
| Virginia       | Chester           | 1,832                   | Liberty        | Trad                 |
|                | Erie              | 2,272                   | Stanley        | RCA                  |
|                |                   | 1,434                   | Shea's         | RCA                  |
|                | Philadelphia      | 2,584                   | Warner         | RCA                  |
|                |                   | 1,030                   | Royal          | Trad                 |
|                |                   | 2,947                   | Stanley        | RCA                  |
| Texas          | Pittsburgh        | 2,016                   | J. P. Harris   | RCA                  |
|                | Dallas            | 3,486                   | Penn           | RCA                  |
|                | Houston           | 3,719                   | Stanley        | RCA                  |
| Utah           |                   | —                       | Tower          | RCA                  |
|                |                   | —                       | Kirby          | RCA                  |
| Virginia       | Salt Lake City    | 1,759                   | Utah           | RCA                  |
|                | Richmond          | 1,396                   | Byrd           | RCA                  |
| Washington     |                   | 1,393                   | National       | RCA                  |
|                |                   | 668                     | State          | RCA                  |
| Wisconsin      | Seattle           | 2,559                   | Orpheum        | RCA                  |
|                | Milwaukee         | 2,436                   | Riverside      | RCA                  |
|                |                   | 2,431                   | Warner         | RCA                  |

Represented Nationally  
by Peters, Griffin,  
Woodward, Inc.



**WTVJ Miami . . .**

**NOW 8 YEARS "ON-THE-AIR" EXPERIENCE.**

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is **the only TV station giving complete coverage of the entire South Florida market.**

Merchandising and promotion are our "by-words" . . . the tools that add an extra plus to your sales curve.

FLORIDA'S FIRST TV STATION

**WTVJ Channel 4**

BASIC AFFILIATE

MIAMI

# 1956 "EMMY" WINNERS

- BEST SINGLE PROGRAM OF THE YEAR**  
*"Requiem For A Heavyweight"—"Playhouse 90."*
- BEST NEW PROGRAM SERIES**  
*"Playhouse 90."*
- BEST SERIES (HALF HOUR OR LESS)**  
*"The Phil Silvers Show."*
- BEST SERIES (ONE HOUR OR MORE)**  
*"Caesar's Hour."*
- BEST PUBLIC SERVICE SERIES**  
*"See It Now."*
- BEST COVERAGE OF A NEWSWORTHY EVENT**  
*"Years Of Crisis," Year-end report, Murrow and correspondents—CBS.*
- BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTOR)**  
*Robert Young in "Father Knows Best."*
- BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTRESS)**  
*Loretta Young in "Loretta Young Show."*
- BEST CONTINUING PERFORMANCE BY A COMEDIAN IN A SERIES**  
*Sid Caesar in "Caesar's Hour."*
- BEST CONTINUING PERFORMANCE BY A COMEDIENNE IN A SERIES**  
*Nanette Fabray in "Caesar's Hour."*
- BEST SINGLE PERFORMANCE (ACTOR)**  
*Jack Palance in "Requiem For A Heavyweight"—"Playhouse 90."*
- BEST SINGLE PERFORMANCE (ACTRESS)**  
*Claire Trevor in "Dodsworth"—"Producer's Showcase."*
- BEST SUPPORTING PERFORMANCE (ACTOR)**  
*Carl Reiner on "Caesar's Hour."*
- BEST SUPPORTING PERFORMANCE (ACTRESS)**  
*Pat Carroll on "Caesar's Hour."*
- BEST MALE PERSONALITY (CONTINUING PERFORMANCE)**  
*Perry Como.*
- BEST FEMALE PERSONALITY (CONTINUING PERFORMANCE)**  
*Dinah Shore.*
- BEST NEWS COMMENTATOR**  
*Edward R. Murrow.*
- BEST TELEPLAY WRITING (HALF HOUR OR LESS)**  
*James P. Cavanagh for "Fog Closing In" on "Alfred Hitchcock Presents."*
- BEST TELEPLAY WRITING (HOUR OR MORE)**  
*Rod Serling for "Requiem For A Heavyweight"—"Playhouse 90."*
- BEST COMEDY WRITING**  
*"Phil Silvers"—Hiken, Friedberg, Webster, Stern, Rosen, Jacoby.*
- BEST DIRECTION (HALF HOUR OR LESS)**  
*Sheldon Leonard for "Danny's Comeback"—"The Danny Thomas Show."*
- BEST DIRECTION (ONE HOUR OR MORE)**  
*Ralph Nelson for "Requiem For A Heavyweight"—"Playhouse 90."*
- BEST ART DIRECTION (HALF HOUR OR LESS)**  
*Paul Barnes for "Your Hit Parade."*
- BEST ART DIRECTION (ONE HOUR OR MORE)**  
*Albert Hescong for "Requiem For A Heavyweight," "Playhouse 90."*

(Continued on Page 749)

Sunday's something special  
on  
NBC-TV 9-10 P.M., E.S.T.

*The Goodyear Tire  
& Rubber Company  
Presents . . .*

**THE  
GOODYEAR  
PLAYHOUSE**



Young & Rubicam, Inc., Advertising

The one and only thing NEW in television!

**ZENITH "SPACE-COMMAND" TV TUNER**

It answers silent commands from your easy chair...or even from the next room. Turns set on and off, changes stations, mutes sound, shuts off long, annoying commercials!

You'll be amazed! There's nothing between you and the television set but space! No wires, no cords, no batteries, no radio control waves. Yet the "SPACE-COMMANDER" control box in your hand carries out your commands from across the

room, or even from the next room. Is it magic? How does it work? Well, see it yourself . . . try it yourself at your Zenith dealer's. You've just never seen anything like it! And remember—only Zenith has it!

**NOTHING BETWEEN YOU AND THE SET BUT SPACE**

- You hear nothing!
- You see nothing!
- No transistors! • No radio control waves!
- No wires! • No flashlights!
- No batteries! • No cords!
- The only wireless complete remote control!



The Royalty of RADIO,  
TELEVISION and PHONOGRAPHS

Backed by 38 years of leadership in radionics exclusively  
ALSO MAKERS OF FINE HEARING AIDS  
Zenith Radio Corporation, Chicago 39, Ill.



# 1956 "EMMY" WINNERS

**BEST CINEMATOGRAPHY FOR TELEVISION**  
*Norbert Brodine for "The Pearl"—"Loretta Young Show."*

**BEST LIVE CAMERA WORK**  
*"A Night To Remember"—"Kraft Television Theatre," NBC.*

**BEST EDITING OF A FILM FOR TELEVISION**  
*Frank Keller for "Our Mr. Sun"—"A. T. & T. Science Series."*

**BEST MUSICAL CONTRIBUTION FOR TELEVISION**  
*Leonard Bernstein for "Omnibus."*

**BEST ENGINEERING OR TECHNICAL ACHIEVEMENT**  
*Ampex and CBS for video tape development.*

## NEW YORK EMMY AWARDS

**MOST OUTSTANDING LIVE LOCAL PROGRAM**  
*"Night Beat"—WABD.*

**BEST DOCUMENTARY OR EDUCATIONAL PROGRAM**  
*"Camera Three" (January 1-15, 1956)—WCBS-TV.*

**BEST NEWS PROGRAM**  
*"11th Hour News" with John K. M. McCaffery—WRCA-TV.*

**BEST CHILDREN'S OR TEEN AGE PROGRAM**  
*Tie: "Children's Theatre," WRCA-TV; "On The Carousel," WCBS-TV.*

**MOST OUTSTANDING MALE PERSONALITY**  
*Mike Wallace—WABD.*

**MOST OUTSTANDING FEMALE PERSONALITY**  
*Jinx McCrary—WRCA-TV.*

**SPECIAL STATION ACHIEVEMENT**  
*Dual award to WABD for "Night Beat," and WPIX for UN coverage.*

## HOLLYWOOD EMMY AWARDS

**BEST ENTERTAINMENT PROGRAM**  
*"Stars Of Jazz"—KABC-TV.*

**BEST DOCUMENTARY OR EDUCATIONAL SHOW**  
*"Harvest" with Dr. Frank Baxter—KRCA.*

**BEST CHILDREN'S PROGRAM**  
*"Faith Of Our Children"—KRCA.*

**BEST NEWS PROGRAM**  
*"Big News," C. Roberts, B. Stout, G. Stratton, A. Green—KNXT.*

**BEST SPORTS PROGRAM**  
*"Gil Stratton's Sport News"—KNXT.*

**MOST OUTSTANDING MALE PERSONALITY**  
*Clete Roberts—KNXT.*

**MOST OUTSTANDING FEMALE PERSONALITY**  
*Eleanor Powell—KRCA.*

**BEST LOCAL PRODUCTION ALSO SEEN OUTSIDE LOS ANGELES**  
*Paul Coates' "Confidential File"—KTTY.*

**SPECIAL STATION ACHIEVEMENT AWARD**  
*KNXT for general overall excellence in public service.  
Honorable Mention—To KTTY for standards of public service.*



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# TELEVISION NETWORKS

**EXECUTIVE  
PERSONNEL  
ARTICLES  
MAPS**

1957

---

## Learning Public's Tastes Needed for TV Series' Success

---



By  
**OLIVER TREYZ**  
Vice President  
in Charge  
ABC Television  
Network

AS everyone has heard at one time or another, build a better mousetrap and the whole world will come to you. Television is certainly no exception.

To bring the viewer to your network channel requires consistency and quality, finding a need and filling it, building a habit of expectancy. Programs with a sawtooth, up and down record, cannot succeed as winners over the long haul. Inevitably, a spotty viewing audience will result, since people will not follow a program if it doesn't deliver with regularity.



Witness the record of feature films in the Los Angeles area alone. At first a sensation when the MGM package was presented, an up and down rating pattern soon developed. This was the direct result of offering features of varying quality. As in any feature package, this group included films both bad and good, and in-between. The public, as discerning a group as there ever was, reacted with the same inconsistency as the film series itself.

In contrast, consider any number of network shows which maintain consistency throughout the year and develop strong audience loyalty. Each new rating report shows a stability in share of audience. Possessing an intangible though pre-existing personality and giving the audience consistency each week, these programs will always emerge victorious over the spectaculars, the shows which cannot maintain a theme and focus.

Who would underestimate the regular drawing power of a "Disneyland," which presents something new and different each week, yet holds the attention of the viewer since he knows what to expect from the inimitable talent of Walt Disney.



Always a winner with motion picture audiences, Westerns and Adventures have established themselves firmly as television leaders. "Cheyenne," "The Life and Legend of Wyatt Earp," "Gunsmoke," "Broken Arrow" and "The Adventures of Jim Bowie" fill a need of the American public and deliver with consistent high quality. I, for one, predict they'll be with us for a long time to come, maintaining loyalty as long as Americans are Americans.

Many examples of programs which deliver with regularity could be cited. In network television today, we have "Crossroads," Alfred Hitchcock, "The \$64,000 Question,"

"Father Knows Best," "The Ed Sullivan Show," "What's My Line?," "Dragnet" and many others, all of which have that extra something which distinguishes them in the eye of the viewer. They have found a need, and filled it.

Of the newer shows of the past season or two, none has quite equalled the record of Lawrence Welk. Where other musical shows had failed, Welk and his Champagne Music became an overnight phenomenon. Welk hit the top and has remained there since with a combination of his magnetic personality and the presentation of music in the way the people wanted to hear it. As such, he'll continue to hold top ratings.



In its planning for the 1957-58 season, ABC Television will rely heavily on this quality-consistency-expectancy formula as it readies new programs. We believe that Frank Sinatra, long a favorite, will become a firmly entrenched habit with television viewers. So too, will the new Walt Disney program and the latest adventure series to come from the Warner Bros. studios.

One important factor in building expectancy which cannot be ignored is 52-week exposure. ABC Television research has found that shows which are in there punching the year-round build up a much stronger habit than those which take the conventional hiatus during the summer months. This exposure has helped immeasurably in the success of Welk, "Disneyland," Wyatt Earp, "Cheyenne," Ed Sullivan and others.



While not relying on mousetraps to capture audiences, ABC Television has achieved unusual results with a "mouse." With the "Mickey Mouse Club" ABC-TV has established itself firmly in the daytime picture. With its year-round appeal, the club has become a habit with the housewife and young America. With it as a keystone, ABC Television is planning new and important daytime entries. As at night, we will follow the pattern of finding a need and filling it, firmly convinced that it will bring us public acceptance and acclaim.

# A.B.C. TELEVISION NETWORK

## **JAMES T. AUBREY, JR.**

### **Vice President in Charge of Programming and Talent**



James T. Aubrey, Jr. was named vice president in charge of programming and talent for ABC-TV network in January, 1957. He had previously served as manager of CBS-TV programs in Hollywood since June, 1956. From 1952 to 1956, Aubrey was general manager of KNXT, Hollywood, and of the Columbia TV Pacific Network. Prior to this, he was sales manager of KNXT from January to June 1952; account executive with KNXT during 1951-52 and account executive with KNX from 1948 to 1951. Aubrey was associated with Street and Smith Publications and Conde Nast Publications following World War II. During the war he served with the Air Force. A graduate of Princeton University, Summa Cum Laude, Aubrey is married to actress Phyllis Thaxter. They have two children.

## **SLOCUM CHAPIN**

### **Vice President in Charge of Sales**

Slocum Chapin, VP in charge of sales for ABC-TV, is a graduate of Dartmouth College. Prior to joining WJZ (now WABC) as sales manager in 1942, he served in sales promotion for World Broadcasting System; in sales with WOC, Davenport, Iowa; as sales manager of WKBN, Youngstown, Ohio, and as general manager of WSTC, Stamford, Conn. Chapin moved from the local New York station in 1944 to the radio network sales department and then in 1948, was appointed eastern sales manager for ABC-TV when the department was created in 1948. In 1951, he was named vice president in charge of owned and operated stations for ABC, a post he held until being named to his present position in 1954.



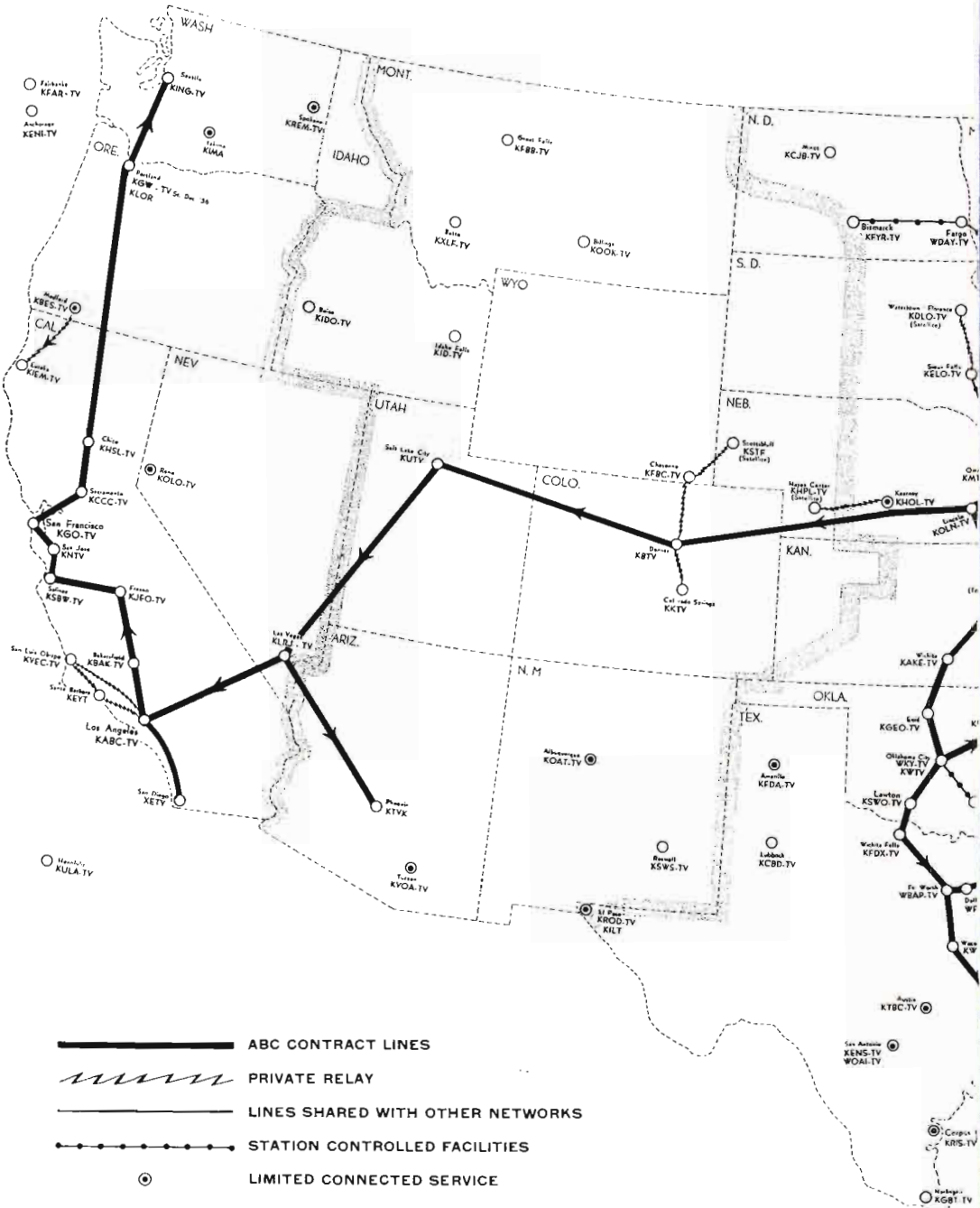
## **JOHN DALY**

### **V.P. in Charge of News, Special Events, Sports and Public Affairs**

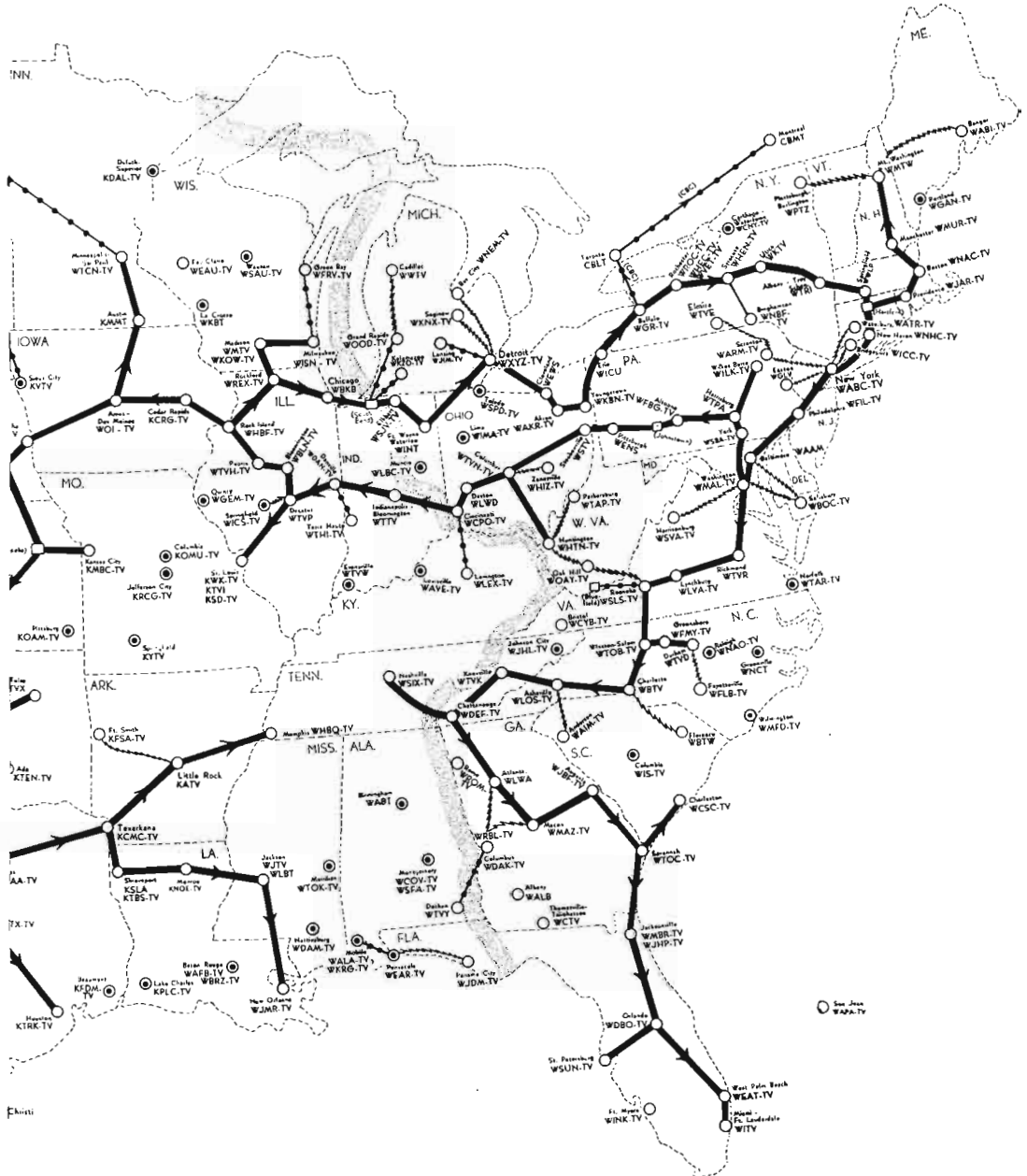


John Daly, vice president of ABC in charge of news, special events, sports and public affairs, started as a CBS radio reporter and commentator in 1937 in Washington, D. C., after leaving Boston College. He left CBS after 12 years, joining ABC in 1949 and was named to his present post in August, 1953. Daly worked under a Washington dateline for four years. He was transferred to New York in 1941. Daly's combat reporting included eye witness accounts of the Sicilian campaign, the Italian campaign and the Anzio landing. He returned to cover the 1944 conventions, Presidential campaign and election. Since joining ABC he has directed or participated in the coverage of each year's great stories—from the Korean crises through the major sessions of the UN, the 1956 political events, the inaugurations of President Eisenhower, the coronation of Queen Elizabeth, the Army McCarthy hearings, the Suez Invasion and the Hungarian rebellion.

# AMERICAN BROAD



# CASTING COMPANY



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(A Division of American Broadcasting-Paramount Theatres, Inc.)

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Telephone Number: SUsquehanna 7-5000

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 James W. Beach... Vice-President  
 Alfred Beckman... Vice-President  
 Slocum Chapin... Vice-President  
 John Daly... Vice-President  
 Edward DeGray... Vice-President  
 Michael J. Forster... Vice-President  
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 Earl Hudson... Vice-President  
 Frank Marx... Vice-President  
 John H. Mitchell... Vice-President  
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 Oliver Treyz... Vice-President  
 Thomas Velotta... Vice-President  
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 Omar Elder... Secretary & Ass't. General Counsel  
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 Freelon Fowler... Film Program Manager  
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 Daniel Melnick... Program Development Manager  
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 William Seaman... Mgr. TV Prog. Service

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 Ruth K. Blainey... Operations Manager  
 Leonard Maskin... Television Services Manager  
 James McNaughton... Executive Art Director  
 Frederick J. Schuhman... Studio Services Coordinator

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 Thomas Velotta... Vice-President & Administrative Officer of News, Special Events, Sport & Public Affairs  
 Donald G. Coe... Dir. of Special Events and Ops.  
 Ruth Crawford... Librarian  
 Francis N. Littlejohn... News and Public Affairs Dir.  
 William A. Whitehouse... Director of Radio & TV Sports

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 John H. Eckstein... Director of Advertising  
 Hank Warner... Director of Press Information

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 Joseph Giaquinto... Manager Station Clearance

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 William Gillogly... Eastern TV Network Sales Mgr.  
 Henry T. Hede... Business Mgr.-TV Network  
 Alice Stamatis... Manager of Order Processing  
 Eugene Wyatt... National Program Sales Mgr.



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Station Relations

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Donald Coyle.....V.P., Research  
& Sales Development  
Julius Barnathan.....Mgr. of Research  
Bert Briller.....Mgr. of Sls. Development

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Richard P. Morgan.....Vice-President  
in Charge Business Affairs  
Donald L. Kearney.....Vice-President in Charge  
of Sales  
John B. Burns.....Vice-President &  
Director of National Sales  
William L. Clark.....Vice-President &  
Director of Western Sales Division  
Lee Francis.....Advertising & Promotion Manager

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James W. Beach.....Vice-President and  
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Grover Allen.....Exec. Producer  
Ralph Andrews.....Manager, WBKB Film Dept.  
Manuel Fingerhut.....Comptroller, WBKB  
Elliott W. Henry, Jr.....Pub. and Prom. Dir.  
William P. Kusack.....Manager of Engineering  
Dept.  
Rex Maupin.....Director of Music for WBKB  
Con O'Dea.....Manager, WBKB News &  
Special Events  
Daniel Schuffman.....Program Manager, WBKB  
Matthew Vieracker.....General Manager, WBKB  
Harold Wettersten.....Sales Manager, TV Network  
Central Division

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Elizabeth Ashton.....Traffic Manager  
Joseph C. Cassel.....Controller  
Harold Christian.....V. P., in Charge of  
Merchandising & Research  
Ralph Dawson.....Television Sales Manager  
Page Heldenbrand.....Promotion Manager  
Charles Kocher.....Chief Engineer  
John Lee.....Television Manager  
John Pival.....Vice-President for Television  
Peter Strand.....Executive Producer

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Hollywood 27, Calif.

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J. Clifford Anderson.....Director of Labor Relations  
Jack Brembeck.....Promotion Manager  
Dorothy L. Brown.....Continuity Acceptance Editor,  
Western Division  
Sanford Cummings.....ABC Coordinator,  
Disney TV  
Ralph G. Denechaud.....Asst. to Chief Engineer,  
Western Division

Thomas Lufkin.....Program Mgr., National  
TV Network, Western Division  
Theodore Grenier.....Chief Engineer, Western  
Division

Allen E. Maynard.....Purchasing Agent &  
Building Maintenance Supervisor  
Courtney McLeod.....Dir. of Network Traffic,  
Station Clearance & TV Sales Service,  
Western Division

Robert P. Myers.....Pacific Coast Counsel, ABC  
Norma T. Olson.....Director TV Program  
Operations

Daniel P. O'Reilly.....News Editor, Western Division  
Frank G. Ralston, Jr.....Network Film Director,  
ABC-TV

Peter G. Robinson.....Program Director, KABC-TV  
Elton Rule.....Sales Manager, KABC-TV  
Florence T. Schiro.....Personnel Director  
Selig Seligman.....General Manager of KABC-TV  
J. English Smith.....Director  
John C. Wagner.....Controller, Western Division  
Ernest Stern.....Dir. of Promotion-Publicity,  
Western Division

### SAN FRANCISCO

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Russ Baker.....Program Manager  
Jon Barkhurst.....Prom. and Pub. Mgr.  
Vincent Francis.....Western Division Sales Manager  
TV Network  
Harry Jacobs.....Chief Engineer & Building  
Maintenance Manager  
Edith Kirby.....Traffic Manager  
Robert Mitchell.....Film Editor  
Lorraine Pedersen.....Continuity Acceptance Editor  
Victor Reed.....Manager of News & Special Events  
& Advertising, Promotion & Publicity  
David Sacks.....Sales Manager KGO & KGO-TV  
Henry Saroyan.....Controller & Purchasing Agent  
Edward Smith.....Production Manager  
Mary Jane Wolf.....Sales Service Mgr.

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Washington, D. C.

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

### WABC-TV, NEW YORK

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

Robert L. Stone.....V.P. in Charge of WABC-TV  
Gordon Kunz.....Production Manager of WABC-TV  
Joseph Stamler.....Sales Mgr.  
George Rice.....Program Manager  
ABC-TV Station Affiliates Association  
Frederick Houwink (Chrmn.).....WMAL,  
Washington, D. C.  
Harry LaBrun (V. Chrmn.).....WLWA, Atlanta, Ga.  
Joseph Hladky (Sec'y).....KCRG-TV, Cedar Rapids,  
Ia.  
Joseph Drilling (Treas.).....KJEO-TV, Fresno, Calif.  
Board of Governors  
Joseph Bernard.....WGR-TV, Buffalo, N. Y.  
Donald Davis.....KMBC-TV, Kansas City, Mo.  
Joseph Herold.....KB-TV, Denver, Colo.  
Robert Lemon.....WTTV, Indianapolis, Ind.  
William Walbridge.....KTRK-TV, Houston, Texas

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

# what they watch



# needs watching

“Every day is a school day. The things Johnny learns from TV—really remarkable.”

“Peter never used to look both ways before he crossed the street. Now he does it—because *Jiminy Cricket* told him to!”

A few years back, you didn't hear parents talk like that about children's television. Nobody thought the whole country could be a classroom. Maybe you remember some of the things that parents used to say.

Today, such words have a far-away ring, like the bell on the little red school house. Today the whole country's a classroom.

It isn't that parents have changed or that children have changed. Nothing has changed—but television itself.

Television is no longer a child. Today's shows for children are sometimes educational, often exciting and always entertaining. Today's television is wonderful. And ABC intends to keep it wonderful—make it even more wonderful by daring to make it thoughtfully different.

We watch what children watch. We watch *Rin Tin Tin* and *Mickey Mouse Club* and *Jim Bowie* and *Disneyland* and *Cheyenne*. We hope that parents watch the way we do.

We are never too preoccupied to be watchful. But we are proud of our efforts—and of the efforts of other networks—in making television for children a trusted, well-adjusted playmate.



television network

# CBS Television Programming Assumes Basic Viewing Habits



By  
MERLE S. JONES  
President  
CBS Television

AFTER a decade of television, it would be reasonable to expect that the unprecedented hold which the medium has had on the American public would begin to wear off. But nothing of the sort has happened. Nor are there any indications that the pattern will change during the coming year.



Indeed industry estimates predict that set ownership will climb a substantial 5%, raising the number of television homes to 41,800,000, or 83% of the U.S. total. But even though this gain in raw circulation is impressive, it is outshadowed by the forecast that the average television family in 1957 will continue to spend more than five hours a day watching television entertainment, information and education.

With viewing remaining at the same high level, and with the addition of 3 million new television families, America by the end of 1957 will be spending 209 million hours a day watching television—4½ million more hours per day than in 1956.

The public's increasing commitment to television carries important implications for both the broadcaster and the advertiser—on the one hand the acceptance of greater responsibilities, and on the other, recognition of greater opportunities.

We at CBS Television will seek to meet this greater challenge by adhering to the basic programming policy which won for the network in 1956 a leadership unmatched in the history of the medium: a monthly average of 8 out of the Top 10 nighttime programs . . . 8 of the Top 10 daytime programs . . . and an audience virtually as large as those delivered by the other two networks combined.



In our opinion this unprecedented record stems directly from a two-fold policy: first, to create the best in entertainment, information, and public service programming; and second, to give each program a reserved spot on the schedule so that it can be presented at the same time on the same day, week after week.

This policy of program frequency and continuity springs from a recognition that man is a creature of habit with a recurring pattern to his activities week to week. As part of this routine, he not only watches television but develops the habit of watching the same programs week after week. Thus, CBS Televi-

sion has sought to mesh its program schedule into the normal behavior and activities of the television audience, so that each viewer will form the habit of watching certain programs on certain days at certain times.

But this faith in the value of regular week to week programming does not mean that the CBS Television schedule will remain unchanged in the future, any more than it meant there were no changes in the past. During 1956, for example, more than twenty new program series were introduced on the network; and undoubtedly a comparable number of new series will be introduced during 1957.



This commitment to a regular weekly schedule does not preclude the so-called "special one-time broadcasts." We believe in the merit of such broadcasts but only when they provide viewers with entertainment or information of sufficient value to justify a break in the viewer's normal routine. In other words, a special show must offer something special. Operating within this definition CBS Television in 1956 broadcast such special events as the Kentucky Derby and The Orange Bowl, "The Sinking of the Andrea Doria", the annual news review by CBS News foreign correspondents — "Years of Crisis," day and night coverage of the two National Conventions, the Election Night returns, such special public affairs programs as "The Secret Life of Danny Kaye", and such entertainment one-shots as "The Victor Borge Show."



We at CBS Television during the coming months will do everything possible to maintain our role as "pace setter of the networks." We hope to achieve this goal by strengthening our regularly scheduled program lineup, by presenting one-time broadcasts that are indeed special, and by further extending our efforts in the fields of education and information through such exciting series as the new "Odyssey." By so doing we hope to provide our advertisers with a still more effective means of reaching—and selling—their products to the largest audiences ever gathered by a medium of mass communication.

# C.B.S. TELEVISION NETWORK

## HUBBELL ROBINSON, JR.

### Executive Vice President in Charge of Network Programs



Hubbell Robinson, Jr. was named to his post of vice president and director of CBS-TV network programs in 1951 when the web was reorganized into separate network operations for television and radio. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

## SIG MICKELSON

### Vice President in Charge of News and Public Affairs

Appointed vice president in charge of CBS News and Public Affairs in 1954, Sig Mickelson took over when the Radio and Television News and Public Affairs Departments were combined. Prior to that, he had served as director of news and public affairs for TV. He was reporter, then editor of the Sioux Falls, S. Dak., Argus Leader and newscaster for Station KSOO, Sioux Falls. He instructed journalism at Louisiana State University and was an assistant professor of journalism at Kansas University and the University of Minnesota. Mickelson joined CBS in 1943 as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He served as director of news and special events, director of public affairs and production manager there. Late, in 1949, he transferred to New York to be CBS director of public affairs. Two years later he headed news and public affairs for TV. Mickelson was graduated from Augustana College, S. Dak., in 1934. Later, he received his master's degree at the University of Minnesota.



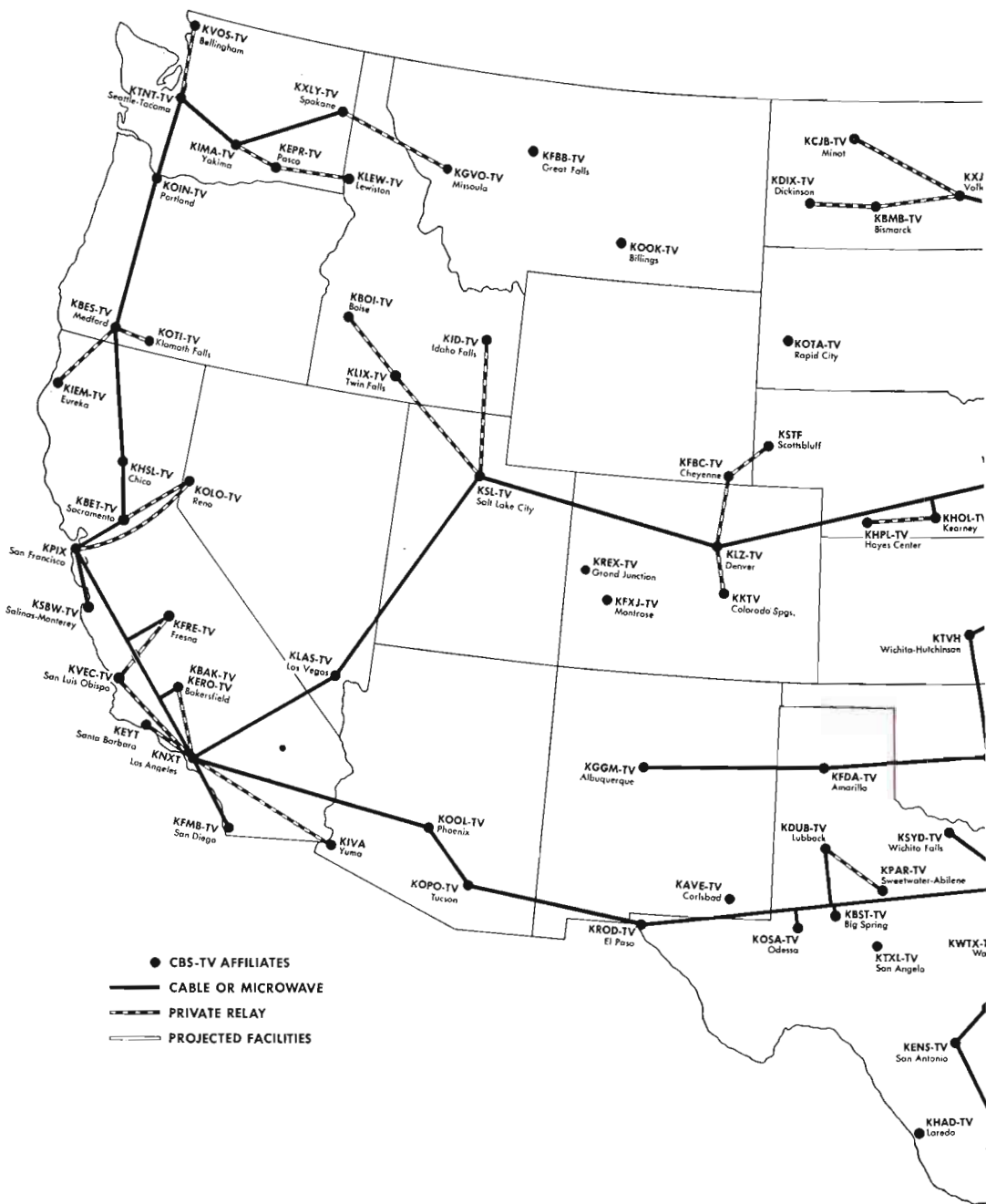
## WILLIAM H. HYLAN

### Vice President of Sales Administration



Associated with CBS for 19 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He entered military service with the Army after four years as an account executive with CBS Radio Sales from 1937 to 1941. In 1945, he returned to CBS radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

# CBS TELEVIS



# ION NETWORK



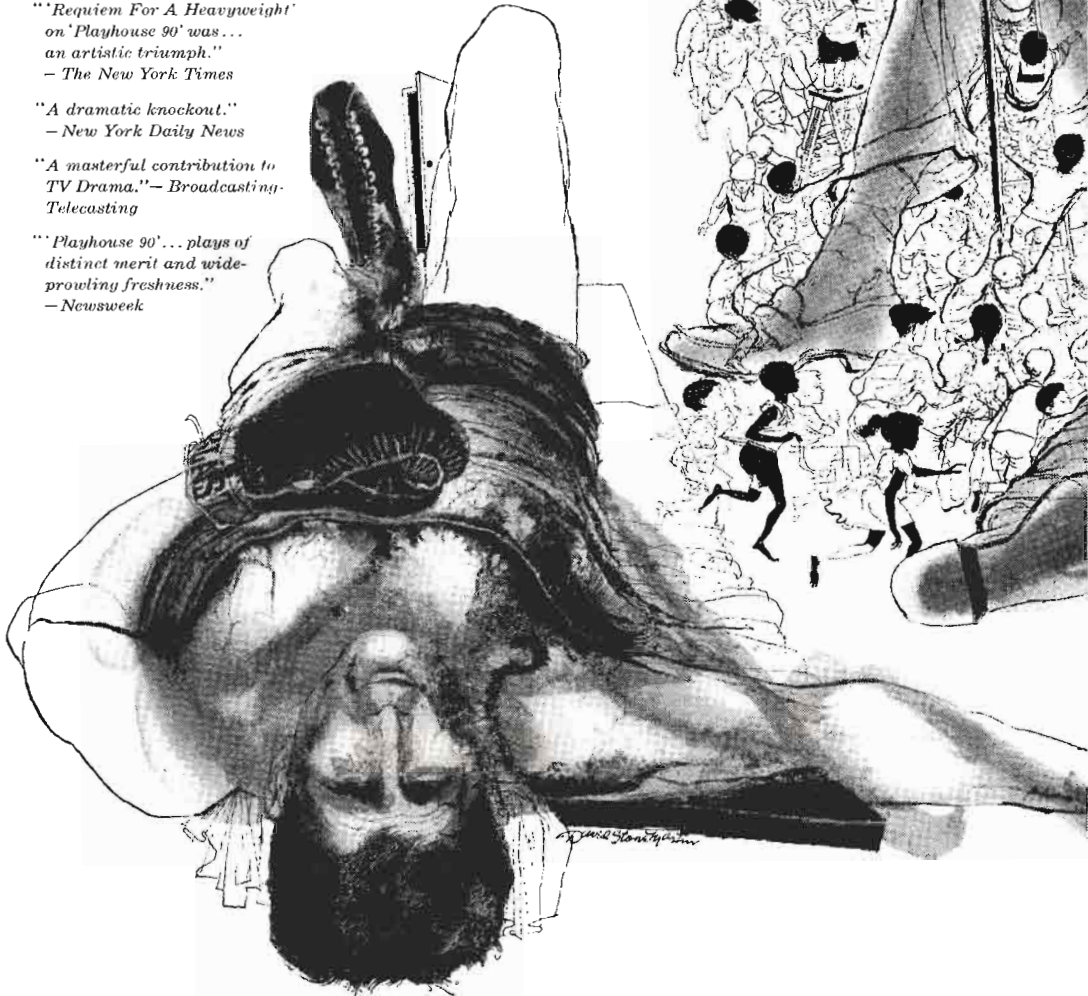
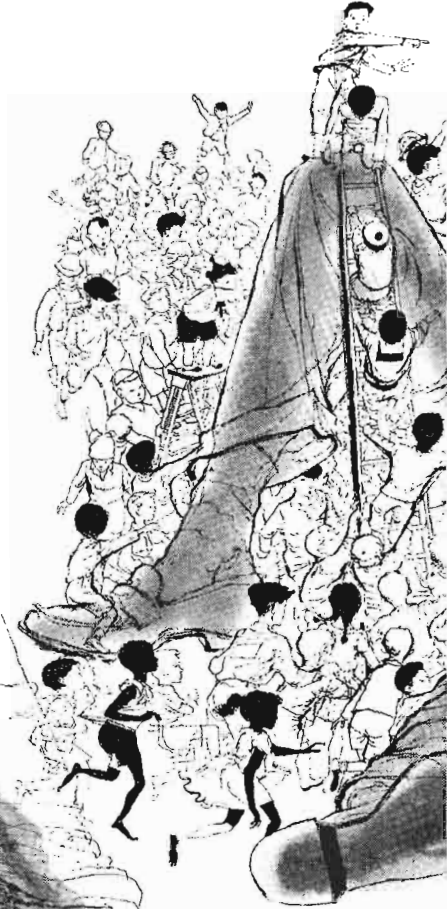
# programs for

*"'Requiem For A Heavyweight'  
on 'Playhouse 90' was ...  
an artistic triumph."  
— The New York Times*

*"A dramatic knockout."  
— New York Daily News*

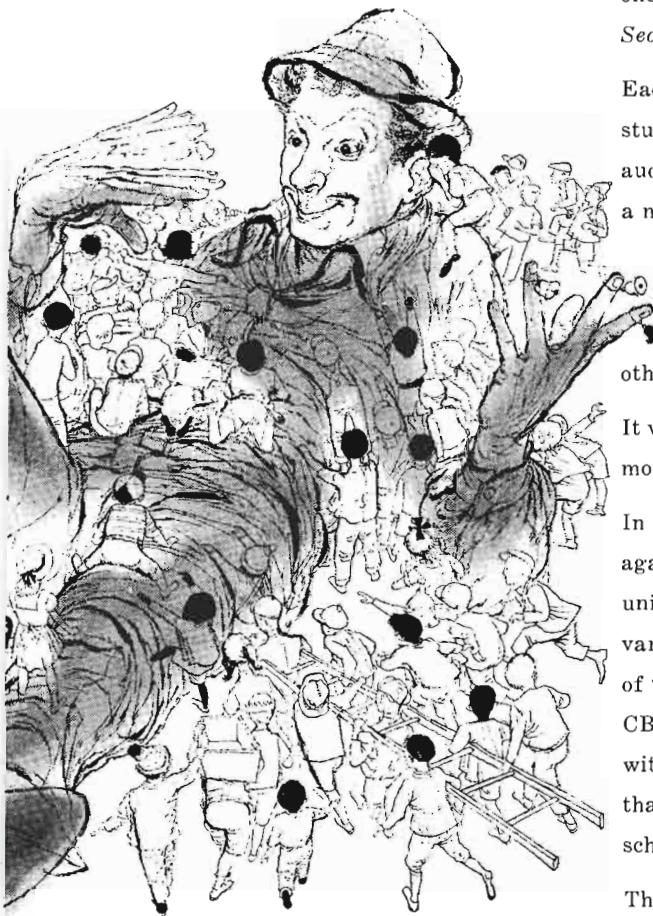
*"A masterful contribution to  
TV Drama."— Broadcasting-  
Telecasting*

*"'Playhouse 90' ... plays of  
distinct merit and wide-  
proving freshness."  
— Newsweek*





# profit



"Moving, heartwarming and funny... Kaye, Murrow and Friendly did their work for nothing: the money... went to UNICEF." — *New York Post*

"... Not only grand television... but... great statesmanship." — *Variety*

"... will probably win all the awards... will deserve every last one of them." — *New York World-Telegram and Sun*

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye*."

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce.

One yielded its producers a tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

**CBS TELEVISION**

# CBS TELEVISION

## A DIVISION OF CBS, INC.

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUDson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.

### CBS TELEVISION DIVISION OFFICERS

Merle S. Jones ..... President  
 Hubbell Robinson Jr. .... Exec. V.P. in Charge of Network Programs  
 Harry G. Ommerle .... Vice-President in Charge of Network Programs, New York  
 Alfred J. Scalpone .... Vice-President in Charge of Network Programs, Hollywood  
 R. M. Weitman ..... V.P. Prog. Devl.  
 Oscar Katz ..... V.P. in Chg. of Daytime Programs  
 H. Leslie Atlass ..... Vice-President in Charge of Central Division  
 Edward L. Saxe .... V.P. in Charge of Operations General Services  
 William H. Hylan .... V.-P. of Sales Administration  
 Herbert V. Akerberg .... Vice-President in Charge of Station Relations  
 Edward Shurick .... Vice-President and Director of Station Relations  
 William B. Lodge .... Vice-President of Engineering and Station Relations  
 Howard S. Meighan .... Vice-President in Charge of Western Division  
 Leslie Harris ..... Vice-President & General Manager, CBS Television Film Sales, Inc.  
 W. Spencer Harrison .... Vice-President and Busiess Mgr. of Talent & Contract Properties  
 Craig Lawrence .... Vice President in Charge of CBS Television-Owned Stations  
 Thos. K. Fisher ..... Vice-President and General Attorney  
 William J. Flynn ..... Contro'l'er

### Network Sales

Thomas H. Dawson .... Vice-President in Charge of Network Sales  
 George E. Klayer ..... Network Sales Manager  
 Sam K. Maxwell ..... Eastern Sales Manager  
 Roland Blair ..... Mid-Western Sales Manager  
 Charles R. Sterritt ..... Detroit Sales Manager  
 William J. Fagan ..... Business Manager  
 Robert Hoag ..... Program Sales Mgr.  
 Edward F. Lethen, Jr. .... Manager of Network Sales Development  
 Frank Smith ..... Assistant Manager of Network Sales Development

Robert F. Jamieson ..... Sales Service Manager  
 Terrence McGuirk ..... Sales Manager, EMP  
 George A. Kolpin ..... Contract Manager

### Network Programs

Hubbell Robinson, Jr. .... Executive Vice President in Charge of Network Programs  
 Harry G. Ommerle .... Vice-President in Charge of Network Programs, New York  
 Alfred J. Scalpone .... Vice-President in Charge of Network Programs, Hollywood  
 R. M. Weitman ..... V.P. Prog. Devl.  
 Oscar Katz ..... Vice President in Charge of Daytime Programs  
 Lester Gottlieb ..... General Executive  
 Marlo Lewis ..... Executive Producer, Music & Variety Programs  
 Gilbert A. Ralston .... Director, Network Programs, N. Y.  
 Robert D. Martin .... Talent & Casting Director New York  
 Milo Frank .... Talent & Casting Director, Hollywood  
 Bert Berman .... Dir. of Daytime Pgm. Development  
 Edwin Friendly ..... Dir. of Daytime Programs  
 Richard Lewine ..... Executive Producer  
 E. Carlton Wirkler ..... Production Manager

### Operations

Edward L. Saxe ..... Vice-President in Charge of Operations  
 Henry Grossman ..... Director of Operations  
 R. G. Thompson ..... Director of Technical Operations  
 H. C. Meier .... Manager of Network Operations  
 Walter R. Pierson .... Dir. Production Facilities Planning  
 Albert J. Raymond ..... Mgr. of Theater and Stage Operations  
 Anthony Boschetti ..... Manager of Procurement  
 Paul Wittlig ..... Manager of New Effects Development  
 Orville Sather, .. Manager of Technical Operations  
 Lawrence B. Gumbinner ..... Traffic Manager  
 M. Clay Adams .... Manager of Film Productions Operation  
 Gordon Shadwick ..... Manager of Film Service Operations  
 George Lehmann ..... Manager of Scenery Construction

### Station Relations

Herbert V. Akerberg .... Vice-President in Charge of Station Relations  
 Edward P. Shurick .... Vice-President & Director

Robert Wood.....Assistant Director  
 Bert Lown.....Western Manager  
 Ed Scovill.....Midwest Manager  
 David R. Williams.....Eastern Manager  
 Donald Clancy.....Business Manager

### Advertising & Sales Promotion

William Golden.....Creative Director  
 John P. Cowden.....Operations Director  
 Robert Strunsky.....Copy Chief  
 Alex Kennedy.....Director of Program Promotion  
 George Bristol.....Director of Sales Presentations  
 Thomas Means.....Director of CBS Owned  
 Television Stations Promotion Service  
 Edward Side.....Production Manager

### Press Information

Charles J. Oppenheim.....Director of  
 Information Services  
 Larry Lowenstein.....Director—N.Y.  
 James J. Kane.....Director—Hollywood  
 Robert F. Blake.....Manager of Special Projects  
 Harry Feeney.....Trade News Editor  
 Dorothy Leffler.....Director of Magazine Division

### Research

Jay Eliasberg.....Director  
 Rose Marie O'Reilly.....Manager of Ratings  
 Tore Hallonquist.....Manager of Program Analysis  
 Leonard DeNooyer.....Mgr., Coverage Div.

### Engineering

William B. Lodge.....V.P., Engineering  
 and Station Relations  
 A. B. Chamberlain.....Chief Engineer  
 H. A. Chinn.....Chief Audio-Video Engineer  
 J. D. Parker.....Chief Radio Engineer

### Business Affairs

W. Spencer Harrison...Vice-President and Busi-  
 ness Mgr. of Talent & Contract Properties  
 Charles Woodward.....Senior Attorney  
 Merritt H. Coleman...Director of Business Affairs  
 Louis T. Stone.....Dir. of Talent Commitments  
 Philip Feldman...Director of Business Affairs, L. A.  
 David Klingler.....Budget Control Manager

### CBS Television Enterprises

Sydney Rubin.....Director  
 Murray Benson.....Sales Manager

### Accounting

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

### Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.  
 H. C. Theis...Director of Operation, Hollywood  
 Lester H. Bowman...Dir., Phys. Ops., L.A.  
 James Melick.....Director of Production Adm.

### News & Public Affairs

Sig Mickelson.....Vice-President in Charge  
 of News and Public Affairs  
 John F. Day.....Director of News  
 Irving Gitlin.....Director of Public Affairs  
 Elmer Lower.....Director of Special Projects  
 Howard Kany.....Manager of Newsfilm  
 Jack Bush...Manager of News Film Production  
 George Crothers.....Director of Educational &  
 Religious Broadcasts  
 Henry Wefing.....Executive Assistant to  
 Director News

James Burke.....Assignment Editor, CBS News  
 David Zellmer...Executive Producer of TV News  
 Robert Skedgell...Exec. Producer of Radio News  
 William MacPhail.....Director of Sports  
 Helen Sioussat.....Director of Talks  
 Theodore F. Koop.....Director of News and  
 Public Affairs, Washington

### CBS Television Spot Sales

John A. Schneider.....General Manager  
 Ben Margolis.....Business Manager  
 Robert F. Davis.....Research Manager  
 Walter Stein.....Ass't Research Manager  
 Bruce Bryant.....Eastern Sales Manager  
 Frank Elliott Jr....Director Sales Development  
 B. Colvig.....Director Sales Promotion

### Branch Offices

Arthur C. Elliott...Midwestern Sales Manager  
 410 N. Michigan Ave., Chicago  
 H. H. Holtshouser...Atlanta Manager  
 800 Peachtree St., N.E., Atlanta, Ga.  
 Richard R. Loftus...Detroit Manager  
 902 Fisher Bldg., Detroit 2, Mich.  
 John White.....San Francisco Manager  
 Palace Hotel, San Francisco  
 Edward A. Larkin...Los Angeles Manager  
 1313 N. Vine St., Los Angeles

### CBS Television Film Sales, Inc.

Leslie Harris...Vice-President & General Manager  
 Thos. W. Moore.....General Sales Manager  
 Fred Mahlstedt.....Director of Operations  
 Eugene Moss.....Sales Promotion Manager  
 Walter Scanlon...Merchandising Manager  
 John C. Sebastian...Publicity Manager

### Terrytoons Division

Paul Terry, Newell T. Schwin

### CBS-OWNED TELEVISION STATIONS

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

### WCBS-TV, 488 Madison Ave. New York 22, N. Y.

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

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

H. Leslie Atlass.....Vice-President,  
 Central Division

### KNXT, 1313 North Vine St. Los Angeles 28, Calif.

Clark B. George.....General Manager

### WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager

### WHCT, Asylum Street Hartford, Conn.

Harvey Struthers.....General Manager

# Spectaculars, Color Gain Firm Hold on Viewing Public



By  
EMANUEL SACKS  
Vice President  
TV Network Programs  
National Broadcasting  
Company

ONE of the most significant developments of the 1956-57 broadcasting season has been the success of the Spectaculars and other special shows injected in the regular schedule. This type of NBC programming, nearing the end of its third season, has become progressively more attractive to both the public and the advertiser.

The bare statistics tell the story:

The Spectaculars and the one-shot programs this season are averaging higher audience ratings than in either of their first two years.



These special shows on NBC television averaged a 42 per cent higher rating in the Fall than the average of all nighttime shows scheduled on a regular basis on the three television networks.

Of the 169 Spectaculars presented in the last three seasons, 40 per cent, or four out of ten, achieved Top Ten rankings in the Nielsen ratings.

The Spectaculars alone, separately rated from the special one-shot programs, showed an 18 per cent audience gain for 1956-57 over the previous season.

One of the Spectaculars, "Jack and the Beanstalk," attracted the largest audience ever to view a 90-minute show—55,000,000 viewers, a 75 per cent greater audience than the average of the three main competing shows.

The Spectaculars and the special programs apparently have won a permanent place in the plans of major advertisers. This is a statement which can be made with some confidence on the basis of inquiries at hand and interest in our plans for these programs in the 1957-58 season. Advertisers looking for special power, special impact and special merchandising find the answer in the Spectaculars and the special one-shot programs.



In addition to the Specials, we will always continue to maintain a strong schedule of regular daily and weekly programming. We recognize that regular programming, building strong audience interest and habit, is the backbone of our programming.

Although NBC remained the only network broadcasting Spectaculars and special programs on a regular basis at the outset of 1957, indications are that other networks may yet return to them. This is a development foreshadowed by heavy advertiser interest and public demand.

In any compilation of the factors which contributed most to the success of the Spectaculars and special programs, two stand out: the excitement of color and live television. Color is catching on and taking hold with the public and live programming is proving an enduring audience attraction.

The added beauty, emotion and realism of color TV is now on tap every night of the week. Color adds still more excitement to this special event type of programming and accelerates audience building. In the process, it brings the program added promotional power.



At NBC we believe that television is fundamentally a live medium. This remains the major 1957 fact-of-life in our industry despite the influx of Hollywood films.

The success of the Spectaculars, the fact that such shows as Perry Como and Steve Allen are doing better than ever on live programs, the new viewer interest created by "Playhouse 90" on CBS through some of its live presentation of television originals, prove that audiences are attracted by live programming—by the immediacy, the excitement, the right-before-the-eyes quality of a live show.

This does not mean that there isn't plenty of room for film in television. Some of the most popular shows on all networks are on film. Also, this doesn't overlook the fact that "The Wizard of Oz," presented in prime time as a network show, drew a huge audience. But how many features are there which have the wonderfully timeless appeal of that show?

The networks, together, present some 12,000 hours of programming a year. Hollywood's yearly film output is less than one-tenth of this total.



The future lies in live programming. We must continue to build new live shows. We must continue our search for creative talent—writers, producers, entertainers. We must recruit from all areas of show business. We must go on trying out new ideas. We must emphasize in television the quality which is unique to that medium. It was this quality which gave TV its fantastic rate of growth.

# N.B.C. TELEVISION NETWORK

## **ROBERT E. KINTNER**

**Executive Vice President, TV Network Programs and Sales**



Robert E. Kintner was elected to his present post of executive vice president, TV network programs and sales, in February, 1957. He had been named an executive vice president a month earlier. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.

## **THOMAS A. McAVITY** **Executive Vice President, Staff**

Appointed to his new post as executive vice president, staff, on Feb. 6, 1957, Thomas A. McAvity was formerly vice president, TV network programs and sales. He first joined NBC in 1929 as a producer, then left in 1932 and for several years supervised the production of radio programs as vice president of Lord and Thomas' radio department. From 1937 to 1941, McAvity was manager of their Hollywood office. He later concentrated on free-lance productions and packaging, rejoined NBC in 1951 as director of talent and program procurement for TV. McAvity was appointed national program director in 1952. He was elected VP of the TV network programs division in 1954 and a year later was made VP in charge of the TV network. A native of St. John, N. B., McAvity attended Ridley College in Ontario and McGill University in Montreal.

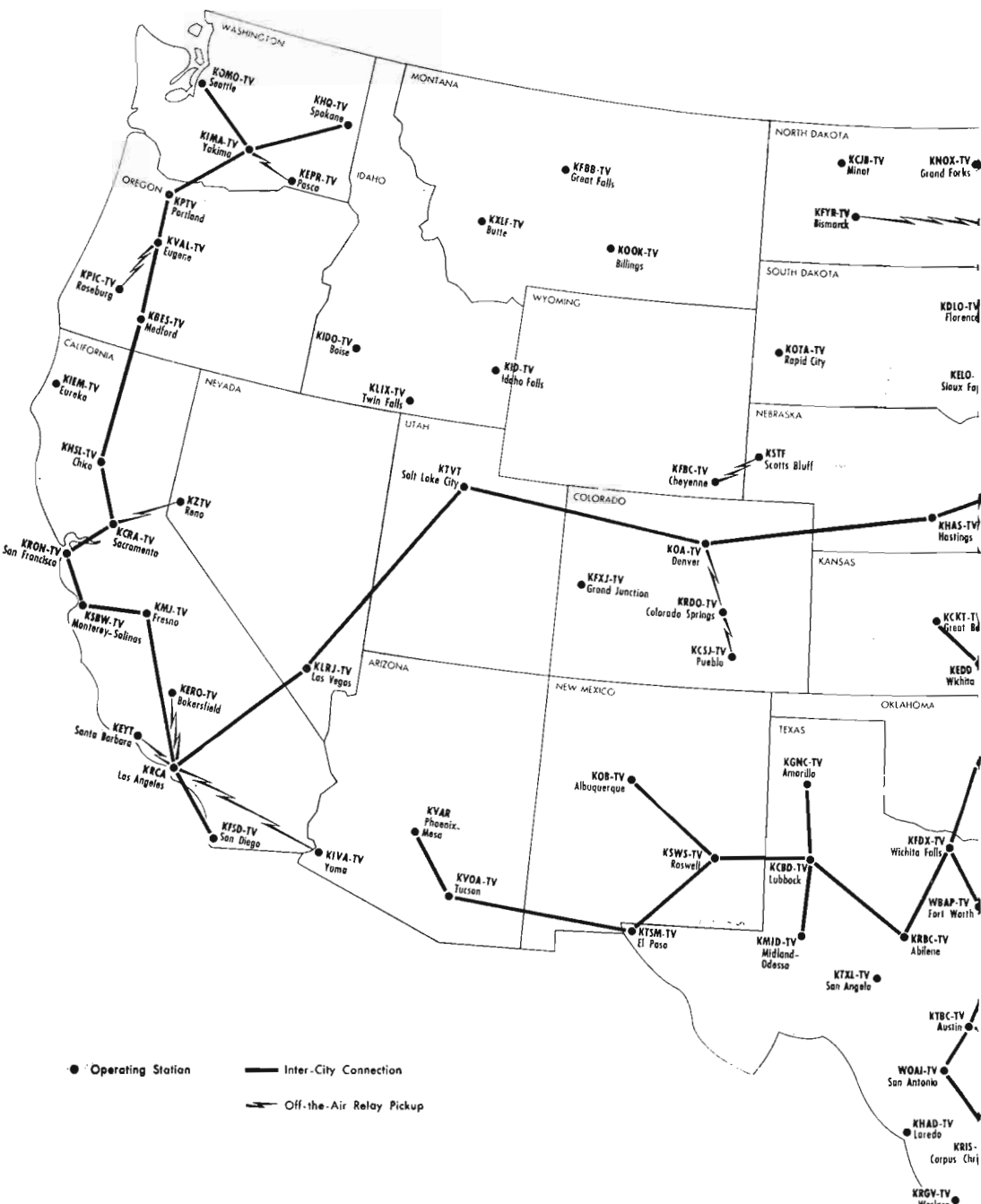


## **WILLIAM R. GOODHEART, JR.** **Vice President, Television Network Sales**

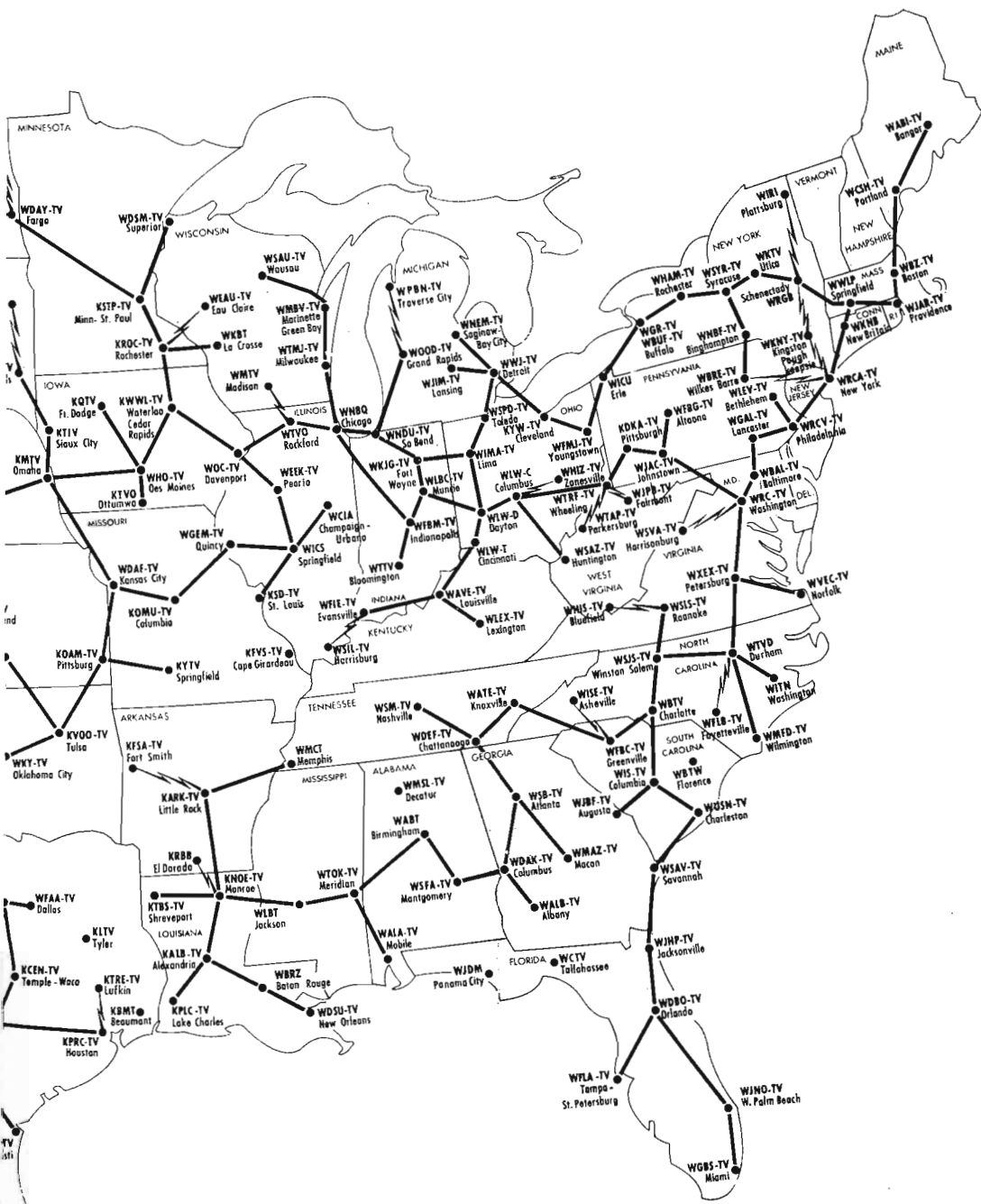


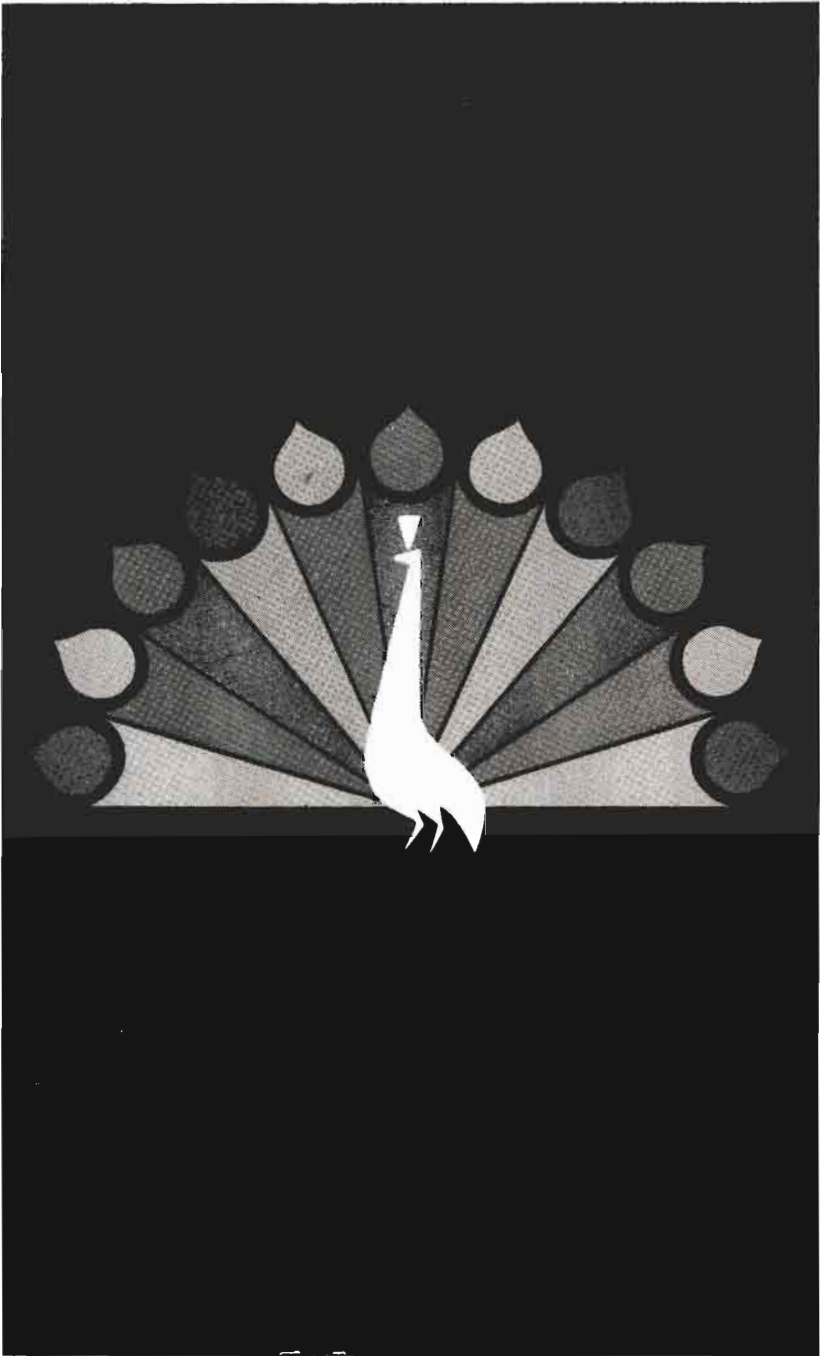
William R. Goodheart, Jr. was placed in charge of sales for the NBC television network in September of 1956 and was named a vice president the succeeding month. Goodheart joined NBC in May of 1956 in an executive capacity. For almost a quarter of a century, he discovered, developed and managed stars in the entertainment field. Goodheart co-founded the Music Corporation of America in 1924. He retired from MCA in 1943 as an executive vice president and established the Goodheart Farms at Eaton, Ohio, specializing in Aberdeen Angus cattle and Hampshire hogs. Since coming to NBC, he conceived the "NBC Bandstand" program series of live big-name orchestra music on both radio and TV. Born in Chicago, Goodheart attended the Universities of Chicago and Illinois.

# NATIONAL BROAD




# CASTING COMPANY







more and more  
advertisers  
are selling in  
**COLOR**  
every night  
of the  
week on  
**NBC**  
television

a service of 

# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

*NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.*

## EXECUTIVE

Robert W. Sarnoff.....President  
Joseph V. Heffernan.....Staff Vice President

## ADMINISTRATIVE DIVISION

J. M. Clifford.....Executive Vice President,  
Administration

## Engineering and Facilities Administration

Andrew L. Hammerschmidt.....Vice President,  
Engineering and Facilities Administration  
Joseph J. Arnone.....Manager, Design and  
Construction  
William A. Clarke.....Manager, Engineering  
Administration and Services  
George K. Graham.....Liaison Engineer  
Raymond F. Guy.....Director, Radio Frequency  
Engineering  
Albert Humbert.....Manager, Building Maintenance  
Edward M. Lowell.....Manager, Administration  
Robert F. McCaw.....Director, Facilities  
Administration

## Integrated Services Department

William S. Hedges.....Vice-President in Charge  
of Integrated Services  
Edwin L. Dunham.....Manager, Music Library and  
Services  
Willard Frech.....Chief Accountant  
Mildred Joy.....Chief Librarian  
J. Robert Myers.....Manager, Traffic

## TELEVISION NETWORK

### Programs and Sales

Robert E. Kintner.....Executive Vice President,  
Television Network Programs and Sales  
William V. Sargent.....Director, Administration,  
Television Network

### Network Sales

William R. Goodheart, Jr.....Vice President,  
Television Network Sales  
Michael H. Dann.....Vice President,  
Television Program Sales

Walter D. Scott.....Vice President,  
Television Sales Director  
Edward R. Hitz.....Vice President,  
Television Sales, Central Division

## Treasurer

H. Earl Rettig.....Vice President and Treasurer  
William A. Williams.....Assistant Treasurer

## Public Relations Division

Kenneth W. Bilby.....Vice-President for  
Public Relations

## National Advertising and Promotion Department

John H. Porter.....Manager of National  
Advertising & Promotion  
Donald Foley.....National Sales Promotion Manager  
John Graham.....Art Director  
Edwin Vane.....National Audience  
Promotion Manager

## Press and Publicity Department

Sydney H. Eiges.....Vice President, Press and  
Publicity  
Ellis Moore.....Director, Press Department  
William E. Anderson.....Manager, Business and  
Trade Publicity  
Milton Brown.....Manager, Program Publicity  
Robert R. Brown.....Manager, Institutional Publicity  
Kathryn Cole.....Manager, Information  
Sidney Desfor.....Manager, Photo Unit  
Mike Horton.....Director, Information  
William Burke Miller.....Night Executive Officer  
Charles Henderson.....Pub. Mgr., Radio Net.,  
O & O Stations, NBC Spot Sales  
Cornelius K. Sullivan.....Public Relations Rep.

## Planning & Development Department

Leonard H. Hole.....Director of Program  
Development  
Tadeusz Danielewski.....Manager, Program  
Development Production  
Ross Dona'dson.....Manager, Writing Services  
Robert Garthwaite.....Coordinator, Program  
Development  
Nat Wolff.....Director, Program Planning  
David W. Tebet.....General Program Executive

## Station Relations Division

Harry Bannister.....Vice-President for  
Station Relations  
Donald J. Mercer...Director of Station Relations

## TELEVISION NETWORK PROGRAMS DIVISION

Emanuel Sacks.....Vice President,  
Television Network Programs

## National Program Department

Mort Werner.....Vice-President, National  
Programs  
Giraud Chester, John P. Cleary..General Program  
Executives  
Thomas O. Loeb.....Mgr. of TV Network  
Programs  
LeRoy Passman.....Manager of Program  
Administration  
Albert McCleery.....Executive Producer

## Public Affairs Department

Davidson Taylor.....Vice-President in Charge  
of Public Affairs  
Benjamin K. Park.....Director, Public Affairs  
Thomas S. Gallery.....Manager of Sports  
William McAndrew.....Director of NBC News  
Arch Robb.....Manager of Special Events  
Edward Stanley.....Manager of Public Service  
Programs  
Barry Wood.....Director of Special Events

## Talent Department

James E. Denning.....Director, Talent &  
Program Contract Administration  
Charles J. Moos.....Manager, Talent &  
Program Contract Administration  
Martin J. Begley.....Casting Director

## Production Operations

Ernest W. Theiss.....Manager, Production  
Stanley Parlan.....Manager, Broadcast Film  
Edward A. Whitney.....Manager, Broadcast

## Network Business Affairs

Carl M. Stanton.....Vice President, Television  
Network Programs and Sales, Business Affairs  
John J. Heywood.....Director, Business Affairs  
Edward J. Stegeman.....Associate Director,  
Business Affairs  
Joseph M. Milroy...Manager, Program Services  
Francis X. O'Shea.....Manager, Business  
Administration

## FILM DIVISION

Daniel Curtis.....Manager, Eastern Sales  
H. Weiler Kever.....Director, Sales  
Edward Montanus...Manager, Central Sales  
Clifford Ogden.....Manager, Western Sales

## WRCA-TV—New York

William N. Davidson.....General Manager  
Frederick E. Acker.....Business Manager  
Peter Affe...Manager, Studio and Film Operations  
William A. Berns...Manager, News and Special  
Events

Max Buck.....Director, Advertising, Promotion  
and Merchandising  
George A. Heinemann.....Manager, WRCA-TV  
Programs  
Jay Heitin.....Director, WRCA-TV Sales  
John R. O'Keefe.....Director, Publicity

## WBUF-TV—Buffalo

Charles Bevis.....General Manager

## WNBQ—Chicago

Jules Herbeuoux.....General Manager &  
Vice-President of WMAQ, WMAQ-FM, WNBQ

## WRCV-TV—Philadelphia

Lloyd E. Yoder.....V.P., General Manager of  
WRCV, WRCV-TV

## KRCA—Hollywood

Thomas C. McCray...V.P. & Gen. Mgr. of KRCA

## WRC-TV—Washington

Carleton D. Smith...Vice-President & General  
Manager of WRC, WRC-FM, WRC-TV

## NBC OWNED STATIONS AND NBC SPOT SALES DIVISION

Thomas B. McFadden.....Vice President, NBC  
Owned Stations and NBC Spot Sales  
Donald E. Bishop.....Director, Publicity and  
Community Services  
Thomas S. O'Brien...Director, Business Affairs

## WASHINGTON AND PACIFIC DIVISION OFFICES

### Washington

Frank M. Russell...Vice-President, Washington

### Pacific Division

John K. West.....Vice President for the  
Pacific Division  
Alan W. Livingston.....Vice President,  
Television Network Programs  
Lewis S. Frost.....Manager, Radio Network  
Programs, Pacific Division  
Sheldon B. Hickox, Jr.....Director of  
Station Relations  
Haro'd Kemp.....General Program Executive  
John R. Kennedy.....Liaison Engineer  
Thomas W. Sarnoff...Vice President, Director,  
Production and Business Affairs  
Ralph F. Shawhan...Director, Press and Publicity  
Oscar C. Turner...Personnel and Labor Relations  
Manager

*NOTE: A listing of the personnel of  
California National Productions, Inc.,  
will be found on Page 985.*

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## NTA Plans Future Based On Advantages Of Film Web

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**T**HE time honored business advice "Find a need and fill it" probably sums up the reasons "why" of the NTA Film Network as well as any maxim in the book.

That's if you don't use the word "find" in the sense of "discovery," of course. We were hardly the first to discover the need for a television network linking its affiliates by the use of film, unshackled by the built-in restrictions and heavy cost burdens of coaxial cable.



Nor can we in these, our incipient stages, accurately measure how completely we fill this need. We can, however, pause for a deep breath after a hectic yesterday, and venture a look at tomorrow as viewed from the vantage point of today.

I have repeatedly referred to America's fourth television network as a lower case network with an upper case tomorrow. In that tomorrow, I am convinced, the archaic aspects of network broadcasting, virtually unchanged since the mid-Twenties, will be drastically overhauled and updated. The television network of this tomorrow will be a modernized version, primarily a film network, and we of the NTA Film Network are pointing for this future in the hurly-burly of our busy today.



The Network's status report is just as simple as its compilation was complicated. It seems like yesterday . . . and it was, as a matter of fact, a few short months ago . . . that we decided to organize a network that would give its stations an additional source of strong, competitive programming and national advertising revenue; that would offer to the advertiser and his agency a new, convenient marketplace to buy nationwide coverage at a realistic cost; and a network which would elevate the program standards of television, offering finer entertainment to the television household of the nation.

We set October 15th, 1956 as our target date, and we met our deadline. As of April 1st, the Network will be operating under its first commercial auspices, as the sponsorship by the Warner-Lambert Pharmaceutical Company, one of the country's most respected advertisers, goes into effect.



By  
ELY A. LANDAU  
President  
NTA Film Network

Even in these, our "lower case" days, the NTA Film Network will be furnishing commercial service to 128 television stations from coast to coast covering with their combined signals over ninety percent of America's television homes.

And tomorrow? Mindful of the fact that tomorrow, despite the popular saying to the contrary, always comes, we are making earnest preparations for its advent. An hour and a half children's spectacular, our next program project, is nearing completion. Eleven series of half hour programs are in varying stages of development at Twentieth Century-Fox and Desilu. We are, in a word, arming ourselves for an expanded tomorrow, stepping up our programming support to our affiliates and the communities they serve, thus creating new television advertising opportunities for America's already television conscious advertisers.



We feel that we are already serving the public by broadening the base of the television medium, widening the program horizons on channels already available. With the increase in the number of stations a virtual certainty, these top programs will be available to more and more people.

Mindful of the fact that service to the public is TV's primary reason for existence, our Network will constantly seek ways and means to further that service. We believe that the phrase "public service programming" can be consonant with excitement and entertainment, and we are not unmindful of the challenge such programming represents.



In the years to come we confidently expect "NTA" to loom more and more importantly in the television spectrum as network television advances.

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# **NTA FILM NETWORK**

## **A Subsidiary of National Telefilm Associates**

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*60 West 55th Street, New York, New York*

*Telephone: PLaza 7-2100*

President.....Ely A. Landau  
Exec. V.P.....Oliver Unger  
V.P. Director Sales.....Harold Goldman  
V.P. & Sec'y.....Edythe Rein  
Sales Manager.....William Koblenzer  
Dir. Station Relations.....Tony Azzato  
Dir. Promotion.....Martin Roberts  
Dir. Advertising.....Kermit Kahn  
Dir. Public Relation.....Frank Young  
Dir. Film Dept.....Marvin Schlaffer  
Mgr. Sta. Prom. Service.....Barbee Wolf  
Mgr. Traffic Dept.....Vincent Fiumano  
Mgr. Shipping Operations.....Dan Kennis

### **Offices**

#### **New York**

60 West 55th Street  
New York, N. Y.

#### **Chicago**

612 N. Michigan Ave.  
Chicago, Ill.

#### **Hollywood, Calif.**

8721 Sunset Blvd.  
Hollywood, Calif.

# NTA FILM



# NETWORK



# Speaking of Launching



*This is a model of the man-made satellite, which will encircle the earth in this international Geo-Physical Year, travelling at a speed of 18,000 miles an hour, in an orbit 300 miles away in space.*

**NTA**



# New Concepts . . .

*Just as the satellite is a totally new concept in aerodynamics, so is the NTA Film Network in the dynamics of television air.*

To wit: coverage of about 90% of America's television homes . . . at an amazingly low cost that is science fact, not fiction. With the flexibility of "spot" and the prestige of network.

It seems to be working, too, inasmuch as the NTA Film Network went on the air on October 15th, 1956, with over 100 television stations and completed its first commercial sale effective April 1st, 1957, in 129 markets.

Everything considered, a rather good orbit to be travelling in .

## FILM NETWORK

*Tomorrow's TV Network today*



# SUSPENDED TV OPERATIONS

A list of TV stations which have gone off the air but have retained their C.P.'s

| City               | Call Letters          | Dates of Broadcast Cessation |
|--------------------|-----------------------|------------------------------|
|                    | <b>CALIFORNIA</b>     |                              |
| Fresno             | KBID-TV (UHF)         | July 15, 1954                |
|                    | <b>FLORIDA</b>        |                              |
| Pensacola          | WPFA-TV               |                              |
|                    | <b>GEORGIA</b>        |                              |
| Atlanta            | WATL-TV               |                              |
|                    | <b>ILLINOIS</b>       |                              |
| Bloomington        | WBLN (TV)             |                              |
|                    | <b>INDIANA</b>        |                              |
| Princeton          | WRAY-TV (UHF)         | July 17, 1954                |
|                    | <b>IOWA</b>           |                              |
| Des Moines         | KGTV                  |                              |
|                    | <b>KENTUCKY</b>       |                              |
| Louisville         | WKLO-TV (UHF)         | April 20, 1954               |
|                    | <b>MASSACHUSETTS</b>  |                              |
| Cambridge (Boston) | WTAO-TV               |                              |
| Worcester          | WWOR-TV               |                              |
|                    | <b>MICHIGAN</b>       |                              |
| Lansing            | WTOM-TV (UHF)         |                              |
|                    | <b>MINNESOTA</b>      |                              |
| Duluth             | WFTV (UHF)            | July 11, 1954                |
|                    | <b>MISSISSIPPI</b>    |                              |
| Meridian           | WCOC-TV (UHF)         | July 30, 1954                |
|                    | <b>NEW JERSEY</b>     |                              |
| Atlantic City      | WHTO-TV (UHF)         | May 17, 1954                 |
| Asbury Park        | WRTV                  |                              |
|                    | <b>NEW YORK</b>       |                              |
| Elmira             | WTVE                  |                              |
| Poughkeepsie       | WKNY-TV               |                              |
|                    | <b>NORTH CAROLINA</b> |                              |
| Charlotte          | WQMC                  |                              |
|                    | <b>OHIO</b>           |                              |
| Ashtabula          | WICA-TV (UHF)         |                              |
| Dayton             | WIFE (UHF)            | March 13, 1954               |
|                    | <b>OKLAHOMA</b>       |                              |
| Oklahoma City      | KTVQ                  |                              |
| Tulsa              | KCEB (UHF)            | December 25, 1954            |
|                    | <b>PENNSYLVANIA</b>   |                              |
| Allentown          | WFMZ                  |                              |
| Lebanon            | WLBR-TV (UHF)         | October 16, 1954             |
| New Castle         | WKST-TV (UHF)         | January 14, 1955             |
| Pittsburgh         | WKJF-TV (UHF)         | July 2, 1954                 |
| Reading            | WEEU-TV               |                              |
| Reading            | WHUM-TV (UHF)         |                              |
| Scranton           | WTVU (UHF)            |                              |
|                    | <b>RHODE ISLAND</b>   |                              |
| Providence         | WNET                  |                              |
|                    | <b>SOUTH CAROLINA</b> |                              |
| Greenville         | WGVL                  |                              |
|                    | <b>TEXAS</b>          |                              |
| Beaumont           | KBMT                  |                              |
| Houston            | KNUZ-TV (UHF)         | June 25, 1954                |
|                    | <b>VIRGINIA</b>       |                              |
| Danville           | WBTM (UHF)            | December 31, 1954            |
| Newport News       | WACH-TV               |                              |
|                    | <b>WEST VIRGINIA</b>  |                              |
| Charleston         | WKNA-TV (UHF)         | February 28, 1955            |
|                    | <b>WISCONSIN</b>      |                              |
| Milwaukee          | WCAN-TV               |                              |

**TELEVISION STATIONS**  
IN THE  
**UNITED STATES**

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**ALPHABETICALLY**  
**LISTED BY STATES — CITIES**

**CALL LETTERS**

**PERSONNEL**

**FACILITIES**

**1957**

# Index of The TELEVISION STATIONS of The United States

| Station | City—State               | Page | Station | City—State                | Page |
|---------|--------------------------|------|---------|---------------------------|------|
| CKLW-TV | — Detroit-Windsor, Ont.  | 826  | KFBB-TV | — Great Falls, Mont.      | 831  |
| KABC-TV | — Los Angeles, Calif.    | 794  | KFBC-TV | — Cheyenne, Wyo.          | 884  |
| KAKE-TV | — Wichita, Kans.         | 817  | KFDA-TV | — Amarillo, Tex.          | 867  |
| KALB-TV | — Alexandria, La.        | 818  | KFDM-TV | — Beaumont, Tex.          | 867  |
| KARD-TV | — Wichita, Kans.         | 817  | KFDX-TV | — Wichita Falls, Tex.     | 876  |
| KARK-TV | — Little Rock, Ark.      | 791  | KFEQ-TV | — St. Joseph, Mo.         | 831  |
| KATV    | — Pine Bluff, Ark.       | 791  | KFJZ-TV | — Fort Worth, Tex.        | 871  |
| KAVE-TV | — Carlsbad, N. M.        | 834  | KFMB-TV | — San Diego, Calif.       | 797  |
| KBAK-TV | — Bakersfield, Calif.    | 793  | KFRE-TV | — Fresno, Calif.          | 793  |
| KBES-TV | — Medford, Oreg.         | 852  | KFSA-TV | — Fort Smith, Ark.        | 791  |
| KBET-TV | — Sacramento, Calif.     | 795  | KFSD-TV | — San Diego, Calif.       | 797  |
| KBMB-TV | — Bismarck, N. Dak.      | 842  | KFVS-TV | — Cape Girardeau, Mo.     | 829  |
| KBOI-TV | — Boise, Idaho           | 810  | KFXJ-TV | — Montrose, Colo.         | 800  |
| KBST-TV | — Big Spring, Tex.       | 867  | KFYR-TV | — Bismarck, N. Dak.       | 842  |
| KBTV    | — Denver, Colo.          | 799  | KGBT-TV | — Harlingen, Tex.         | 871  |
| KCBD-TV | — Lubbock, Tex.          | 872  | KGEO-TV | — Enid, Okla.             | 851  |
| KCCC-TV | — Sacramento, Calif.     | 795  | KGGM-TV | — Albuquerque, N. M.      | 834  |
| KCEN-TV | — Temple, Tex.           | 875  | KGLO-TV | — Mason City, Iowa        | 816  |
| KCJB-TV | — Minot, N. Dak.         | 842  | KGMB-TV | — Honolulu, Hawaii        | 885  |
| KCKT-TV | — Great Bend, Kans.      | 816  | KGNC-TV | — Amarillo, Tex.          | 867  |
| KCMC-TV | — Texarkana, Tex.        | 875  | KGO-TV  | — San Francisco, Calif.   | 798  |
| KCMO-TV | — Kansas City, Mo.       | 830  | KGUL-TV | — Galveston-Houston, Tex. | 871  |
| KCOP-TV | — Hollywood, Calif.      | 793  | KGW-TV  | — Portland, Ore.          | 853  |
| KCOR-TV | — San Antonio, Tex.      | 873  | KHAD-TV | — Laredo, Tex.            | 872  |
| KCRA-TV | — Sacramento, Calif.     | 795  | KHAS-TV | — Hastings, Neb.          | 832  |
| KCRG-TV | — Cedar Rapids, Iowa     | 815  | KHJ-TV  | — Los Angeles, Calif.     | 794  |
| KCSJ-TV | — Pueblo, Colo.          | 800  | KHOL-TV | — Kearney, Neb.           | 832  |
| KDAL-TV | — Duluth-Superior, Minn. | 828  | KHPL-TV | — Hayes Center, Neb.      | 832  |
| KDIX-TV | — Dickinson, N. Dak.     | 842  | KHQ-TV  | — Spokane, Wash.          | 879  |
| KDKA-TV | — Pittsburgh, Pa.        | 858  | KHQA-TV | — Hannibal, Mo.           | 830  |
| KDLO-TV | — Florence, S. Dak.      | 862  | KHSL-TV | — Chico, Calif.           | 793  |
| KDRO-TV | — Sedalia, Mo.           | 830  | KICA-TV | — Clovis, N. M.           | 834  |
| KDUB-TV | — Lubbock, Tex.          | 872  | KID-TV  | — Idaho Falls, Idaho      | 811  |
| KDWI-TV | — Tucson, Ariz.          | 790  | KIDO-TV | — Boise, Idaho            | 810  |
| KELO-TV | — Sioux Falls, S. Dak.   | 862  | KIEM-TV | — Eureka, Calif.          | 793  |
| KENI-TV | — Anchorage, Alaska      | 884  | KILT-TV | — El Paso, Tex.           | 868  |
| KENS-TV | — San Antonio, Tex.      | 875  | KIMA-TV | — Yakima, Wash.           | 879  |
| KEPR-TV | — Pasco, Wash.           | 878  | KING-TV | — Seattle, Wash.          | 878  |
| KERO-TV | — Bakersfield, Calif.    | 793  | KINY-TV | — Juneau, Alaska          | 885  |
| KEYT    | — Santa Barbara, Calif.  | 798  | KIVA    | — Yuma, Ariz.             | 791  |
| KFAR-TV | — Fairbanks, Alaska      | 884  | KJEO-TV | — Fresno, Calif.          | 793  |

# TELEVISION STATION INDEX

| Station | City—State                | Page | Station | City—State                    | Page |
|---------|---------------------------|------|---------|-------------------------------|------|
| KKTU    | — Colorado Springs, Colo. | 799  | KPLC-TV | — Lake Charles, La.           | 819  |
| KLAS-TV | — Las Vegas, Nev.         | 833  | KPRC-TV | — Houston, Tex.               | 871  |
| KLFY-TV | — Lafayette, La.          | 818  | KPTV    | — Portland, Ore.              | 853  |
| KLIX-TV | — Twin Falls, Idaho       | 811  | KQTV    | — Fort Dodge, Iowa            | 815  |
| KLOR    | — Portland, Ore.          | 853  | KRBB    | — El Dorado, Ark.             | 791  |
| KLRJ-TV | — Las Vegas, Nev.         | 833  | KRBC-TV | — Abilene, Tex.               | 867  |
| KLTV    | — Tyler-Longview, Tex.    | 875  | KRCA    | — Hollywood, Calif.           | 793  |
| KLZ-TV  | — Denver, Colo.           | 799  | KRCG-TV | — Jefferson City, Mo.         | 830  |
| KMAU    | — Wailuku, Hawaii         | 885  | KRDO-TV | — Colorado Springs, Colo.     | 799  |
| KMBC-TV | — Kansas City, Mo.        | 830  | KREM-TV | — Spokane, Wash.              | 879  |
| KMGH-TV | — Minneapolis, Minn.      | 828  | KREX-TV | — Grand Junction, Colo.       | 800  |
| KMID-TV | — Midland, Tex.           | 873  | KRGV-TV | — Westaco, Tex.               | 875  |
| KMJ-TV  | — Fresno, Calif.          | 793  | KRIS-TV | — Corpus Christi, Tex.        | 867  |
| KMMT    | — Austin, Minn.           | 828  | KRLD-TV | — Dallas, Tex.                | 868  |
| KMSO-TV | — Missoula, Mont.         | 832  | KRNT-TV | — Des Moines, Iowa            | 815  |
| KMTV    | — Omaha, Neb.             | 832  | KROC-TV | — Rochester, Minn.            | 828  |
| KMVI    | — Wailuku, Hawaii         | 885  | KROD-TV | — El Paso, Tex.               | 871  |
| KNAC-TV | — Fort Smith, Ark.        | 791  | KRON-TV | — San Francisco, Calif.       | 797  |
| KNOE-TV | — Monroe, La.             | 819  | KSAN-TV | — San Francisco, Calif.       | 798  |
| KNOX-TV | — Grand Forks, N. Dak.    | 842  | KSBW-TV | — Salinas-Montgomery, Calif.  | 795  |
| KNTV    | — San Jose, Calif.        | 798  | KSD-TV  | — St. Louis, Mo.              | 831  |
| KNXT    | — Los Angeles, Calif.     | 794  | KSHO-TV | — Las Vegas, Nev.             | 833  |
| KOA     | — Denver, Colo.           | 800  | KSIX-TV | — Corpus Christi, Tex.        | 867  |
| KOAM-TV | — Pittsburgh, Kans.       | 817  | KSL-TV  | — Salt Lake City, Utah        | 876  |
| KOAT-TV | — Albuquerque, N. M.      | 834  | KSLA    | — Shreveport, La.             | 821  |
| KOB-TV  | — Albuquerque, N. M.      | 834  | KSTF    | — Scottsbluff, Neb.           | 832  |
| KODE-TV | — Joplin, Mo.             | 830  | KSTP-TV | — St. Paul-Minneapolis, Minn. | 828  |
| KOIN-TV | — Portland, Ore.          | 853  | KSVO-TV | — Ardmore, Okla.              | 851  |
| KOLN-TV | — Lincoln, Neb.           | 832  | KSWO-TV | — Lawton, Okla.               | 851  |
| KOLO    | — Reno, Nev.              | 833  | KSWT-TV | — Roswell, N. M.              | 836  |
| KOMO-TV | — Seattle, Wash.          | 879  | KSYD-TV | — Wichita Falls, Tex.         | 875  |
| KOMU-TV | — Columbia, Mo.           | 829  | KTAG-TV | — Lake Charles, La.           | 819  |
| KONA    | — Honolulu, Hawaii        | 885  | KTBC-TV | — Austin, Tex.                | 867  |
| KONO-TV | — San Antonio, Tex.       | 875  | KTBS-TV | — Shreveport, La.             | 821  |
| KOOK-TV | — Billings, Mont.         | 831  | KTEN    | — Ada, Okla.                  | 851  |
| KOOL-TV | — Phoenix, Ariz.          | 790  | KTHV    | — Little Rock, Ark.           | 791  |
| KOPO-TV | — Tucson, Ariz.           | 790  | KTIV    | — Sioux City, Iowa            | 816  |
| KOSA-TV | — Odessa, Tex.            | 873  | KTLA    | — Los Angeles, Calif.         | 795  |
| KOTA-TV | — Rapid City, S. Dak.     | 862  | KTNT-TV | — Tacoma, Wash.               | 879  |
| KOTI-TV | — Klamath Falls, Ore.     | 852  | KTRE-TV | — Lufkin, Tex.                | 873  |
| KOTV    | — Tulsa, Okla.            | 852  | KTRK-TV | — Houston, Tex.               | 871  |
| KOVR    | — Stockton, Calif.        | 798  | KTSM-TV | — El Paso, Tex.               | 871  |
| KPAR-TV | — Abilene, Tex.           | 867  | KTTS-TV | — Springfield, Mo.            | 830  |
| KPHO-TV | — Phoenix, Ariz.          | 790  | KTTV    | — Los Angeles, Calif.         | 795  |
| KPIC    | — Roseburg, Ore.          | 853  | KTVA    | — Anchorage, Alaska           | 884  |
| KPIX    | — San Francisco, Calif.   | 798  | KTVF    | — Fairbanks, Alaska           | 885  |

# TELEVISION STATION INDEX

| Station | City—State              | Page | Station | City—State         | Page |
|---------|-------------------------|------|---------|--------------------|------|
| KTVH    | Hutchinson, Kans.       | 816  | WARM-TV | Scranton, Pa.      | 859  |
| KTVI    | St. Louis, Mo.          | 831  | WATE-TV | Knoxville, Tenn.   | 863  |
| KTVK    | Phoenix, Ariz.          | 790  | WATR-TV | Waterbury, Conn.   | 803  |
| KTVO    | Ottumwa, Iowa           | 816  | WATV    | Newark, N. J.      | 834  |
| KTVR    | Denver, Colo.           | 800  | WAVE-TV | Louisville, Ky.    | 817  |
| KTVT    | Salt Lake City, Utah    | 876  | WBAL-TV | Baltimore, Md.     | 825  |
| KTVW    | Tacoma, Wash.           | 879  | WBAP-TV | Fort Worth, Tex.   | 871  |
| KTVX    | Muskogee, Okla.         | 852  | WBAY-TV | Green Bay, Wis.    | 881  |
| KTWO    | Casper, Wyo.            | 884  | WBBM-TV | Chicago, Ill.      | 811  |
| KTXL-TV | San Angelo, Tex.        | 873  | WBEN-TV | Buffalo, N. Y.     | 836  |
| KUAM-TV | Agana, Guam             | 886  | WBIR-TV | Knoxville, Tenn.   | 863  |
| KULA-TV | Honolulu, Hawaii        | 885  | WBKB    | Chicago, Ill.      | 811  |
| KUTV    | Salt Lake City, Utah    | 876  | WBLN    | Bloomington, Ill.  | 811  |
| KVAL-TV | Eugene, Ore.            | 852  | WBNS-TV | Columbus, Ohio     | 847  |
| KVAR    | Mesa, Ariz.             | 790  | WBOC-TV | Salisbury, Md.     | 825  |
| KVDO-TV | Corpus Christi, Tex.    | 868  | WBRC-TV | Birmingham, Ala.   | 789  |
| KVEC-TV | San Luis Obispo, Calif. | 798  | WBRE-TV | Wilkes-Barre, Pa.  | 859  |
| KVIP    | Redding, Calif.         | 795  | WBRZ    | Baton Rouge, La.   | 818  |
| KVOA-TV | Tucson, Ariz.           | 790  | WBTU    | Charlotte, N. C.   | 840  |
| KVOO-TV | Tulsa, Okla.            | 852  | WBTW    | Florence, S. C.    | 861  |
| KVOS-TV | Bellingham, Wash.       | 878  | WBUF-TV | Buffalo, N. Y.     | 836  |
| KVTU    | Sioux City, Iowa        | 816  | WBZ-TV  | Boston, Mass.      | 825  |
| KVVG    | Tulare, Calif.          | 798  | WCAU-TV | Philadelphia, Pa.  | 858  |
| KWK-TV  | St. Louis, Mo.          | 831  | WCAX-TV | Burlington, Vt.    | 876  |
| KWTV    | Oklahoma City, Okla.    | 852  | WCBI    | Columbus, Miss.    | 829  |
| KWTX-TV | Waco, Tex.              | 875  | WCBS-TV | New York, N. Y.    | 837  |
| KWWL-TV | Waterloo, Iowa          | 816  | WCCO-TV | Minneapolis, Minn. | 828  |
| KXJB-TV | Valley City, N. Dak.    | 842  | WCDA-TV | Albany, N. Y.      | 836  |
| KXLF-TV | Butte, Mont.            | 831  | WCDB    | Hagaman, N. Y.     | 837  |
| KXLY-TV | Spokane, Wash.          | 879  | WCHS-TV | Charleston, W. Va. | 880  |
| KYTV    | Springfield, Mo.        | 831  | WCIA    | Champaign, Ill.    | 811  |
| KYW-TV  | Cleveland, Ohio         | 845  | WCKT    | Miami, Fla.        | 805  |
| WAAM-TV | Baltimore, Md.          | 823  | WCMB-TV | Harrisburg, Pa.    | 855  |
| WABC-TV | New York, N. Y.         | 837  | WCNY-TV | Carthage, N. Y.    | 836  |
| WABD    | New York, N. Y.         | 837  | WCOV-TV | Montgomery, Ala.   | 789  |
| WABI-TV | Bangor, Maine           | 821  | WCPO-TV | Cincinnati, Ohio   | 845  |
| WABT    | Birmingham, Ala.        | 789  | WCSC-TV | Charleston, S. C.  | 861  |
| WAFB-TV | Baton Rouge, La.        | 818  | WCSH-TV | Portland, Maine    | 823  |
| WAGA-TV | Atlanta, Ga.            | 809  | WCTV    | Thomasville, Ga.   | 810  |
| WAGM-TV | Presque Isle, Maine     | 823  | WCYB-TV | Bristol, Va.       | 877  |
| WAIM-TV | Anderson, S. C.         | 861  | WDAF-TV | Kansas City, Mo.   | 830  |
| WAKR-TV | Akron, Ohio             | 845  | WDAK-TV | Columbus, Ga.      | 810  |
| WALA-TV | Mobile, Ala.            | 789  | WDAM    | Hattiesburg, Miss. | 829  |
| WALB-TV | Albany, Ga.             | 807  | WDAN-TV | Danville, Ill.     | 812  |
| WAPA-TV | San Juan, P. R.         | 886  | WDAY-TV | Fargo, N. Dak.     | 842  |
| WARD-TV | Johnston, Pa.           | 855  | WDBJ-TV | Roanoke, Va.       | 878  |



# TELEVISION STATION INDEX



| Station | City—State                   | Page | Station | City—State             | Page |
|---------|------------------------------|------|---------|------------------------|------|
| WDBO-TV | — Orlando, Fla.              | 805  | WICC-TV | — Bridgeport, Conn.    | 801  |
| WDEF-TV | — Chattanooga, Tenn.         | 862  | WICS    | — Springfield, Ill.    | 813  |
| WDMJ-TV | — Marquette, Mich.           | 827  | WICU    | — Erie, Pa.            | 855  |
| WDSM-TV | — Duluth-Superior, Minn.     | 828  | WILK-TV | — Wilkes-Barre, Pa.    | 859  |
| WDSU-TV | — New Orleans, La.           | 819  | WIMA-TV | — Lima, Ohio           | 849  |
| WDXI-TV | — Jackson, Tenn.             | 863  | WINK-TV | — Fort Meyers, Fla.    | 805  |
| WEAR-TV | — Pensacola, Fla.            | 806  | WINT    | — Fort Wayne, Ind.     | 814  |
| WEAT-TV | — West Palm Beach, Fla.      | 806  | WIS-TV  | — Columbia, S. C.      | 861  |
| WEAU-TV | — Eau Claire, Wis.           | 881  | WISC-TV | — Madison, Wis.        | 881  |
| WEEK-TV | — Peoria, Ill.               | 812  | WISE-TV | — Asheville, N. C.     | 840  |
| WEHT    | — Evansville, Ind.           | 813  | WISH-TV | — Indianapolis, Ind.   | 814  |
| WENS    | — Pittsburgh, Pa.            | 859  | WISN-TV | — Milwaukee, Wis.      | 883  |
| WESH-TV | — Daytona Beach, Fla.        | 804  | WITI-TV | — Milwaukee, Wis.      | 883  |
| WEWS    | — Cleveland, Ohio            | 845  | WITN    | — Washington, N. C.    | 841  |
| WFAA-TV | — Dallas, Tex.               | 868  | WITV    | — Ft. Lauderdale, Fla. | 804  |
| WFAM-TV | — Lafayette, Ind.            | 814  | WJAC-TV | — Johnstown, Pa.       | 857  |
| WFBC-TV | — Greenville, S. C.          | 861  | WJAR-TV | — Providence, R. I.    | 859  |
| WFBG-TV | — Altoona, Pa.               | 855  | WJBF-TV | — Augusta, Ga.         | 809  |
| WFBM-TV | — Indianapolis, Ind.         | 814  | WJBK-TV | — Detroit, Mich.       | 827  |
| WFIE    | — Evansville, Ind.           | 813  | WJDM    | — Panama City, Fla.    | 805  |
| WFIL-TV | — Philadelphia, Pa.          | 857  | WJHL-TV | — Johnson City, Tenn.  | 863  |
| WFLA-TV | — Tampa, Fla.                | 806  | WJHP-TV | — Jacksonville, Fla.   | 805  |
| WFLB-TV | — Fayetteville, N. C.        | 840  | WJIM-TV | — Lansing, Mich.       | 827  |
| WFMJ-TV | — Youngstown, Ohio           | 851  | WJMR-TV | — New Orleans, La.     | 821  |
| WFMY-TV | — Greensboro, N. C.          | 840  | WJPB-TV | — Fairmount, W. Va.    | 880  |
| WFRV-TV | — Green Bay, Wis.            | 831  | WJTV    | — Jackson, Miss.       | 829  |
| WGAL-TV | — Lancaster, Pa.             | 857  | WJW-TV  | — Cleveland, Ohio      | 847  |
| WGAN-TV | — Portland, Maine            | 823  | WKAQ-TV | — San Juan, P. R.      | 835  |
| WGBI-TV | — Scranton, Pa.              | 859  | WKBN-TV | — Youngstown, Ohio     | 851  |
| WGBS-TV | — Miami, Fla.                | 804  | WKBT    | — La Crosse, Wis.      | 881  |
| WGEM-TV | — Quincy, Ill.               | 812  | WKJG-TV | — Fort Wayne, Ind.     | 814  |
| WGLV    | — Easton, Pa.                | 855  | WKNX-TV | — Saginaw, Mich.       | 827  |
| WGN-TV  | — Chicago, Ill.              | 811  | WKOW-TV | — Madison, Wis.        | 881  |
| WGR-TV  | — Buffalo, N. Y.             | 836  | WKRC-TV | — Cincinnati, Ohio     | 845  |
| WHAS-TV | — Louisville, Ky.            | 817  | WKRK-TV | — Mobile, Ala.         | 789  |
| WHBF-TV | — Rock Island, Ill.          | 813  | WKTV    | — Utica, N. Y.         | 838  |
| WHBQ-TV | — Memphis, Tenn.             | 863  | WKY-TV  | — Oklahoma City, Okla. | 852  |
| WHCT-TV | — Hartford, Conn.            | 801  | WKZO-TV | — Kalamazoo, Mich.     | 827  |
| WHEC-TV | — Rochester, N. Y.           | 838  | WLAC-TV | — Nashville, Tenn.     | 863  |
| WHEN-TV | — Syracuse, N. Y.            | 838  | WLCB-TV | — Muncie, Ind.         | 814  |
| WHIO-TV | — Dayton, Ohio               | 849  | WLBT    | — Jackson, Miss.       | 829  |
| WHIS-TV | — Bluefield, W. Va.          | 880  | WLEV-TV | — Bethlehem, Pa.       | 855  |
| WHIZ-TV | — Zanesville, Ohio           | 851  | WLEX-TV | — Lexington, Ky.       | 817  |
| WHO-TV  | — Des Moines, Iowa           | 815  | WLOS-TV | — Asheville, N. C.     | 840  |
| WHP-TV  | — Harrisburg, Pa.            | 855  | WLVA-TV | — Lynchburg, Va.       | 877  |
| WHTN-TV | — Huntington, W. Va.         | 880  | WLWA    | — Atlanta, Ga.         | 807  |
| WHYN-TV | — Springfield-Holyoke, Mass. | 826  | WLWC    | — Columbus, Ohio       | 847  |
| WIBW-TV | — Topeka, Kans.              | 817  | WLWD    | — Dayton, Ohio         | 849  |
|         |                              |      | WLWT    | — Cincinnati, Ohio     | 845  |
|         |                              |      | WMAL-TV | — Washington, D. C.    | 804  |
|         |                              |      | WMAR-TV | — Baltimore, Md.       | 825  |
|         |                              |      | WMAZ-TV | — Macon, Ga.           | 810  |
|         |                              |      | WMBR-TV | — Jacksonville, Fla.   | 805  |
|         |                              |      | WMBV-TV | — Marinette, Wis.      | 883  |

**TELEVISION STATION INDEX**

| Station | City—State                | Page | Station | City—State             | Page |
|---------|---------------------------|------|---------|------------------------|------|
| WMCT    | — Memphis, Tenn.          | 863  | WSEE    | — Erie, Pa.            | 855  |
| WMFD-TV | — Wilmington, N. C.       | 841  | WSFA-TV | — Montgomery, Ala.     | 790  |
| WMGT-TV | — Adams, Mass.            | 825  | WSIL-TV | — Harrisburg, Ill.     | 812  |
| WMSL-TV | — Decatur, Ala.           | 789  | WSIX-TV | — Nashville, Tenn.     | 864  |
| WMT-TV  | — Cedar Rapids, Iowa      | 815  | WSJS-TV | — Winston-Salem, N. C. | 841  |
| WMTV    | — Madison, Wis.           | 883  | WSJV    | — Elkhart, Ind.        | 813  |
| WMUR-TV | — Manchester, N. H.       | 834  | WSLS-TV | — Roanoke, Va.         | 878  |
| WMTW    | — Poland Spring, Maine    | 821  | WSM-TV  | — Nashville, Tenn.     | 864  |
| WNAC-TV | — Boston, Mass.           | 825  | WSPA-TV | — Spartanburg, S. C.   | 862  |
| WNAO-TV | — Raleigh, N. C.          | 840  | WSPD-TV | — Toledo, Ohio         | 851  |
| WNBC    | — West Hartford, Conn.    | 801  | WSTV-TV | — Steubenville, Ohio   | 849  |
| WNBFTV  | — Binghamton, N. Y.       | 836  | WSUN-TV | — St. Petersburg, Fla. | 806  |
| WNBQ    | — Chicago, Ill.           | 812  | WSVA-TV | — Harrisonburg, Va.    | 877  |
| WNCT    | — Greenville, N. C.       | 840  | WSYE-TV | — Elmira, N. Y.        | 837  |
| WNDU-TV | — South Bend, Ind.        | 814  | WSYR-TV | — Syracuse, N. Y.      | 838  |
| WNEM-TV | — Bay City-Saginaw, Mich. | 826  | WTAP    | — Parkersburg, W. Va.  | 881  |
| WNHC-TV | — New Haven, Conn.        | 803  | WTAR-TV | — Norfolk, Va.         | 877  |
| WNOK-TV | — Columbia, S. C.         | 861  | WTCN-TV | — Minneapolis, Minn.   | 828  |
| WNOW-TV | — York, Pa.               | 859  | WTHI    | — Terre Haute, Ind.    | 815  |
| WOAI-TV | — San Antonio, Tex.       | 875  | WTMJ-TV | — Milwaukee, Wis.      | 883  |
| WOAY-TV | — Oak Hill, W. Va.        | 880  | WTOB-TV | — Winston-Salem, N. C. | 841  |
| WOC-TV  | — Davenport, Iowa         | 815  | WTOC-TV | — Savannah, Ga.        | 810  |
| WOI-TV  | — Ames, Iowa              | 815  | WTOK-TV | — Meridian, Miss.      | 829  |
| WOOD-TV | — Grand Rapids, Mich.     | 827  | WTOP-TV | — Washington, D. C.    | 804  |
| WOR-TV  | — New York, N. Y.         | 837  | WTOV-TV | — Norfolk, Va.         | 877  |
| WORA-TV | — Mayaguez, P. R.         | 886  | WTPA    | — Harrisburg, Pa.      | 855  |
| WOW-TV  | — Omaha, Neb.             | 832  | WTRF-TV | — Wheeling, W. Va.     | 881  |
| WPAG-TV | — Ann Arbor, Mich.        | 826  | WTRI    | — Albany, N. Y.        | 836  |
| WPBN-TV | — Traverse City, Mich.    | 827  | WTTG    | — Washington, D. C.    | 804  |
| WPFH    | — Wilmington, Del.        | 803  | WTTV    | — Bloomington, Ind.    | 813  |
| WPXI    | — New York, N. Y.         | 837  | WTVD    | — Durham, N. C.        | 840  |
| WPRO-TV | — Providence, R. I.       | 861  | WTVE    | — Elmira, N. Y.        | 837  |
| WPTV    | — Palm Beach, Fla.        | 805  | WTVH-TV | — Peoria, Ill.         | 812  |
| WPTZ    | — Plattsburgh, N. Y.      | 838  | WTVJ    | — Miami, Fla.          | 805  |
| WRAL-TV | — Raleigh, N. C.          | 841  | WTVK-TV | — Knoxville, Tenn.     | 863  |
| WRBL-TV | — Columbus, Ga.           | 810  | WTVN-TV | — Columbus, Ohio       | 847  |
| WRC-TV  | — Washington, D. C.       | 804  | WTVQ    | — Rockford, Ill.       | 813  |
| WRCA-TV | — New York, N. Y.         | 837  | WTVP    | — Decatur, Ill.        | 812  |
| WRCV-TV | — Philadelphia, Pa.       | 858  | WTVR    | — Richmond, Va.        | 877  |
| WRDW-TV | — Augusta, Ga.            | 809  | WTVT    | — Tampa, Fla.          | 806  |
| WREC-TV | — Memphis, Tenn.          | 863  | WTVW    | — Evansville, Ind.     | 813  |
| WREX-TV | — Rockford, Ill.          | 812  | WTVY    | — Dothan, Ala.         | 789  |
| WRGB    | — Schenectady, N. Y.      | 838  | WTWO    | — Bangor, Maine        | 821  |
| WRGP-TV | — Chattanooga, Tenn.      | 862  | WTWV-TV | — Tupelo, Miss.        | 829  |
| WROC-TV | — Rochester, N. Y.        | 838  | WUSN-TV | — Charleston, S. C.    | 861  |
| WROM-TV | — Rome, Ga.               | 810  | WVEC-TV | — Hampton-Norfolk, Va. | 877  |
| WRVA-TV | — Richmond, Va.           | 877  | WVET-TV | — Rochester, N. Y.     | 838  |
| WSAU-TV | — Wausau, Wis.            | 883  | WWJ-TV  | — Detroit, Mich.       | 826  |
| WSAV    | — Savannah, Ga.           | 810  | WWL-TV  | — New Orleans, La.     | 821  |
| WSAZ-TV | — Huntington, W. Va.      | 880  | WWLP    | — Springfield, Mass.   | 825  |
| WSB-TV  | — Atlanta, Ga.            | 809  | WWTV    | — Cadillac, Mich.      | 826  |
| WSBA-TV | — York, Pa.               | 859  | WXEX-TV | — Petersburg, Va.      | 877  |
| WSBT-TV | — South Bend, Ind.        | 814  | WXIX    | — Milwaukee, Wis.      | 883  |
|         |                           |      | WXYZ-TV | — Detroit, Mich.       | 826  |



# Alabama

Pop. March 1 (Est.) 3,174,000—TV Homes 472,000  
Stations in State 8

## WABT—Birmingham—1949 ABC-CBS

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
Newspaper Affiliation.....Birmingham News  
News Service.....AP  
Representative.....Blair-TV  
Membership.....NARTB; TvB  
Pres., Mgr. Dir.....Henry P. Johnston  
Commercial Mgr.....Charles F. Grisham  
VP in charge of Prgmng.....Ray A. Furr  
Pub., Prom. Dir.....James Chenoweth  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham 1949—CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Bus. Studio Address.....1177 Kane Concourse,  
Miami Beach 54, Fla.  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....George B. Storer  
V.P. & Mgr. Dir.....J. Robert Kerns  
Commercial Mgr.....Oliver Naylor  
Prog. Dir., Film Mgr.....M. D. Smith, III  
Promotion Pub. Dir.....Ralph C. Runyan  
Chief Eng.....Robert L. Dupriest

## WMSL-TV—Decatur—1957 NBC

Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8  
Owned-Oper. By:Tenn. Valley Radio & TV Co.  
Address.....701 Bank Street  
News Service.....AP  
Rep.....Joseph Henry McGillvra, Inc.  
President.....Frank Whisenant  
S.g., Comm., Film Mgr:  
Prog. Dir.....Louis C. Blizzard  
Program Director.....Alice A. Whisenant  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955 CBS

Channel: 9 VHF...AP: 14.1 Kw...VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Box 1242  
Representative.....Young TV; Clarke Brown  
Executive V.P.....F. E. Busby  
Sales Mgr.....Art Craemer  
Prog. Dir.....Daryl Griffin  
Chief Engineer.....Ellis N. Anderson

## WALA-TV—Mobile—1953 ABC-NBC

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.

Owned-Oper. By.....Pape Bcstg. Co., Inc.  
Address.....210 Government St.  
News Service.....AP  
Representative.....Headley Reed  
Membership.....NARTB, TvB  
President.....W. O. Pape  
V.P., Gen. Mgr.....W. E. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Al Holman  
Publicity Dir.....C. C. Badger  
Film Manager.....Pat Sheehy  
Chief Engineer.....A. R. Bell

## WKRG-TV—Mobile—1955 CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100  
Owned-Operated By.....WKRG-TV Inc.  
Address.....162 Louis St.  
Representative.....Avery Knodel  
Membership.....NARTB  
President.....Kenneth R. Giddens  
V.P., Gen. Mgr.....C. P. Persons, Jr  
V.P., Asst. Mgr.....Frank Conwell

## WCOV-TV—Montgomery 1953—ABC-CBS

Channel: 20...AP: 117 Kw...VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
News Service.....UP

ALABAMA'S  
"CLEAR PICTURE"  
STATION  
**WBRC-TV**  
BIRMINGHAM



A STORER STATION  
Represented By The Katz Agency



Representative ..... Adam Young; Ayers  
 President..... O. P. Covington  
 Gen., Sta. Manager..... Hugh Smith  
 Commercial Manager..... Morris South  
 Prod., Prog. Dir..... Caldwell Stewart  
 Prom., Publicity Director..... Martha Hall  
 Film Manager..... Bob House  
 Chief Engineer..... W. D. Weatherly

## WSFA-TV—Montgomery 1954—NBC

Channel: 12... AP: 158 Kw... VP: 316 Kw.

Owned-Oper. By... WKY Television System, Inc.  
 Business Address..... 10 East Deland  
 Newspaper Affil..... Okla. Publishing Co.  
 News Service ..... AP  
 Membership ..... NARTB, TvB  
 Representative ..... Katz  
 General Manager ..... Eugene B. Dodson  
 V.P., Sta. Mgr..... Hoyt Andres  
 Nat'l Sales Promotion..... R. L. Tuttle  
 Prog. Dir., Film Mgr..... R. F. Doty  
 Prom., Publicity Dir..... R. L. Tuttle  
 Production Mgr..... Gene Jacobsen  
 Chief Engineer..... R. M. Hayward

## Arizona

Pop. March 1 (Est.) 1,113,000—TV Homes 188,000  
 Stations in State 8

## KVAR—Mesa—1953—NBC

Channel: 12 VHF... AP: 16.5 Kw... VP: 33 Kw.  
 Owned-Oper. By..... KTAR Broadcasting Co.  
 Address..... 1101 No. Central Ave.  
 Representative ..... Raymer  
 Pres., Gen. Mgr..... Richard O. Lewis  
 Station Mgr..... Dwight Harkins  
 Commercial Mgr..... E. W. Harvey  
 Program Director..... Wm. Robb  
 Continuity Dir..... Hal Ackerman  
 Production Manager..... Charles Wallace  
 Film Director..... Betty Campbell  
 Chief Engineer..... John Beck

## KOOL-TV—Phoenix—1953

Channel: 10 VHF... AP: 12.5 Kw... VP: 29.45 Kw.  
 Owned-Oper. By..... KOOL Radio-TV, Inc.  
 Business Address..... 511 West Adams St.  
 Representative ..... Hollingbery  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Tom Chauncey  
 Asst. Gen. Mgr..... Jack Murphy  
 Film Manager..... Cris Carr  
 Station Mgr..... Kenneth Morton  
 Sales Mgr..... Robert Miller  
 Chief Engineer..... Millford Richen

## KPHO-TV—Phoenix—1957 CBS

Channel: 5 VHF... AP: 100 Kw... VP: 17.5 Kw.  
 Owned-Oper. By..... Meredith Publishing Co.  
 Business Address..... Des Moines, Iowa  
 Representative ..... Katz  
 Membership ..... NARTB, TvB  
 General Manager..... Richard B. Rawls  
 Ass't. Sta., Comm. Mgr. ... Howard Stalnaker  
 Program Director..... Robert Martin  
 Prom., Pub. Dir..... Stephen Q. Shannon  
 Film Manager..... Thomas Sherlock  
 Chief Engineer..... George McClanathan

## KTVK—Phoenix—1955—ABC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Operated By..... Arizona TV Co.  
 Address..... 3435 No. 16th St.

News Service ..... UP  
 Station Representative..... Weed TV  
 President ..... Ernest McFarland  
 General Manager..... Leon Nowell  
 Station Manager..... Roger Van Duzer  
 Comm. Manager..... Burton B. Ladow  
 Program Director..... Don Tuckwood  
 Promotion Director..... Burton B. Ladow  
 Film Manager..... Boyd Kelly  
 Chief Engineer..... Bob Latham

## KDWI-TV—Tucson—1956

Channel: 9 VHF... AP: 32.4 Kw... VP: 58 Kw.  
 Owned-Oper. By..... Tucson Television Co.  
 Business Address..... 2175 North 6th Ave.  
 Representative ..... Heady-Reed  
 V.P., Gen. Mgr..... Tolbert Foster  
 Station Manager..... J. W. Hays  
 Ass't Gen., Comm. Mgr..... T. J. Parker  
 Dir. Engineering ..... D. Peterson

## KOPO-TV—Tucson—1952 CBS

Channel: 13 VHF... AP: 16.5 Kw... VP: 33 Kw.  
 Owned-Oper. By..... Old Pueblo Bcstg. Co.  
 Business Address..... 115 W. Drachman St.  
 Representative ..... Hollingbery  
 Managing Dir..... Tom Chauncey  
 General Manager..... E. S. Mittendorf  
 Commercial Manager..... Bernie Perlin  
 Program Director ..... Budd Wiener  
 Promotion Director..... Virginia Harper  
 Film Manager..... Reed Haythorne

## KVOA-TV—Tucson—1953 ABC-NBC

Channel: 4 VHF... AP: 2.69... VP: 5.37 Kw.  
 Owned-Oper. By..... Arizona Bcstg. Co.  
 Business Address..... 209 West Elm St.  
 Representative ..... The Branham Co.  
 Pres., Gen. Mgr..... Clinton D. McKinnon  
 Commercial Manager... W. R. Duvey DuBots  
 Program Director..... Henry Hubbard  
 Prod. Manager..... L. D. Cable  
 Film Manager..... Dorothy Wirtz  
 Chief Engineer..... Raymond H. Holsclaw

**KIVA—Yuma—1953**  
**NBC-CBS**

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.  
Owned-Oper. By...Valley Telecasting Co.  
Business Address...Box 1708  
News Service...AP  
Membership...NARTB

President...Donald Ellsworth  
General Manager...Ray C. Smucker  
Sta., Prom. Mgr...Leavenworth Wheeler  
Publicity Director...Barbara Tracy  
Program Director...Larry Roeser  
Commercial Manager...Len Burkland  
Film Manager...Aretta Crowell  
Chief Engineer...R. J. Smith

**Arkansas**

Pop. March 1 (Est.) 1,831,000—TV Homes 263,000  
Stations in State 6

**KRBB—El Dorado—1955**  
**NBC**

Channel: 10 VHF...AP: 12.5 Kw...VP: 25 Kw.  
Owned-Oper. By...S. Arkansas TV Co., Inc.  
Address...Garret Hotel  
News Service...AP  
Station Representative...Pearson  
President...Joe F. Rushton  
General Manager...Bill Bigley  
Prog. Dir...Doug Duperrault  
Prom. Dir...Miss Pat Williams  
Sta., Film Manager...Bruce B. Compton  
Chief Engineer...Larry Self

Owned-Oper. By...Arkansas Radio & Equipment Co.  
Business Address...10th & Spring Streets  
News Service...UP  
Representative...Petry  
Membership...NARTB, TvB  
President...T. H. Barton  
Gen., Sta. Mgr...T. K. Barton  
Commercial Mgr...Lee Bryant  
Prog. Dir., Film Mgr...Fred Schmutz  
Promotion Dir...Shirley P. Kennedy  
Chief Engineer...Champ Smith

**KFSA-TV—Fort Smith—1953**  
**NBC-ABC-CBS**

Channel: 22 UHF...AP: 12 Kw...VP: 22 Kw.  
Owned-Oper. By Southwestern Radio & TV Co.  
Business Address...920 Rogers Ave.  
Newspaper Affil...Southwest American  
News Service...UP  
Representative...Pearson  
Membership...NARTB  
President...D. W. Reynolds  
General Mgr...William Slates  
Commercial Manager...Roland Hundley  
Prog., Prom., Pub. Dir...Pat Porta  
Film Manager...Charles Putman  
Chief Engineer...Robert W. Platt, Jr.

**KTHV—Little Rock—1955**  
**CBS**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By...Arkansas TV Co.  
Address...313 Main St.  
Newspaper Affil...Arkansas Democrat  
News Service...UP  
Station Representative...Bramham  
Membership...NARTB, TvB  
President...K. A. Engel  
Gen., Sta. Manager...B. G. Robertson  
Comm. Manager...W. V. Hutt  
Prom., Pub. Director...R. E. Brown  
Prog. Dir., Film Manager...Jack Bomar  
Chief Engineer...Cecil Suitt

**KNAC-TV—Fort Smith**  
**1956—CBS**

Channel: 5 VHF...AP: 14.4...VP: 28.8 Kw.  
Owned-Oper. By...American TV Co., Inc.  
Business Address...Kelly Bldg.  
News Service...AP  
Representative...H-R  
Membership...NARTB  
General Manager...Cecil M. Sansbury  
Ass't Mgr. Oper...Roger Garret  
Chief Engineer...Claude Scott

**KATV—Pine Bluff—1953**  
**CBS-ABC**

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.  
Owned-Oper. By...Central South Sales Co.  
News Service...AP, UP  
Representative...Avery-Knode Inc.  
Membership...NARTB, Tv3  
President...John T. Griffin  
V.P...James C. Leake  
Managing Director...Mike Shapiro  
General Manager...John H. Fugate  
Program Director...Don B. Curran  
Prod., Film Manager...James Cowsert  
Dir. of News & Sp. Events...W. H. Hadley  
Prom., Pub. Director...Joe Myers  
Chief Engineer...A. R. Garrett

**KARK-TV—Little Rock**  
**1954—NBC**

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

# KJEO

# TV

# Covers

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**ABC-TV**

**...THE GREAT CENTRAL  
CALIFORNIA MARKET**  
(the richest per capita market in the world)

*Latest Survey Shows  
KJEO-TV First—Morning,  
Afternoon and Night*

**O'NEILL BROADCASTING COMPANY**  
P. O. BOX 1708 Represented Nationally by the Branham Company FRESNO, CALIFORNIA

## **KBAK-TV—Bakersfield** 1953—ABC

Channel: 29 UHF.. AP: 10.5 Kw.. VP: 19 Kw.  
Owned-Oper. By..... Bakersfield Bcstg. Co.  
Business Address..... Box 1448  
News Service..... UP  
Newspaper Affil..... San Francisco Chronicle  
Representative..... Weed  
Membership..... NARTB, TvB  
President..... Harold P. See  
Program Director..... Jim Hayden  
Gen. Manager, Vice President..... A. H. Constant  
Chief Engineer..... James Garner

## **KERO-TV—Bakersfield** 1953—NBC

Channel: 10 VHF.. AP: 55 Kw.. VP: 110 Kw.  
Owned-Oper. By..... Kern County Bcstrs. Inc.  
Business Address..... 1420 Truxton Ave.  
News Service..... UP  
Representative..... Petry  
Membership..... NARTB, TvB  
Pres., Gen. Mgr..... Gene DeYoung  
V.P. & Nat. Sales Mgr..... Edward Urner  
Program Manager..... Kenneth R. Cross  
Local Sales Manager..... John Barrett  
Publicity Director..... Joe Henning  
Production Manager..... Bruce Fleming  
Film Manager..... John Ballinger  
Chief Engineer..... Edwin Andress

## **KHSL-TV—Chico—1953** CBS-NBC-ABC

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Golden Empire Bcstg. Co.  
Address..... 180 E. 4th St.  
News Service..... UP  
Representative..... Avery-Knodel  
Membership..... NARTB  
Pres., Gen. Mgr..... Mrs. Hugh McClung  
Station Manager..... M. F. Woodling  
Nat'l Sales Mgr..... George Ross

## **KIEM-TV—Eureka—1953** CBS-ABC

Channel: 3 VHF.. AP: 7.3 Kw.. VP: 14.6 Kw.  
Owned-Oper. By..... Redwood Bcstg. Co.  
Business Address..... P. O. Box 1021  
Phone Number..... Hillside 3-3123  
Air Time..... Full Time  
News Service..... UP  
Rep..... Blair Television Associates, Inc.  
Membership..... NARTB  
President..... William B. Smullin  
Manager..... Donald H. Telford  
Program Director..... W. Edwin Smith  
Promotion Director..... Jack Mortimer  
Tech. Director..... J. G. Bauriedel  
Chief Engineer..... Donald King

## **KFRE-TV—Fresno—1956** CBS

Channel: VHF... AP: 158... VP: 316 Kw.  
Owned By..... California Island Bcstg. Co.  
Business Address..... 733 L St., Fresno, Calif.  
News Service..... UP  
Representative..... Blair-TV  
President..... Paul R. Bartlett  
Station Manager..... Ed J. Frech  
National Sales..... Bob Klein  
Prog., Prom., Pub. Dir. .... Hal C. O'Donnell  
Film Manager..... Fred Carbine  
Chief Engineer..... Keith L. Mealey

## **KJEO-TV—Fresno—1953** ABC

Channel 47 UHF.. AP: 222 Kw.. VP: 444 Kw.  
Owned:..... O'Neill Broadcasting Co.  
Business Address..... P. O. Box 1708  
News Service..... AP  
Representative..... Branham  
President..... J. E. O'Neill  
V.P., General Manager..... Joseph C. Drilling  
Comm. Manager..... W. O. Edholm  
Production Manager..... Ray Jacobs  
Promotion Director..... Patti Johns  
Film Manager..... John Parkhurst  
Chief Engineer..... Jack McElwain

## **KMJ-TV—Fresno—1953** NBC

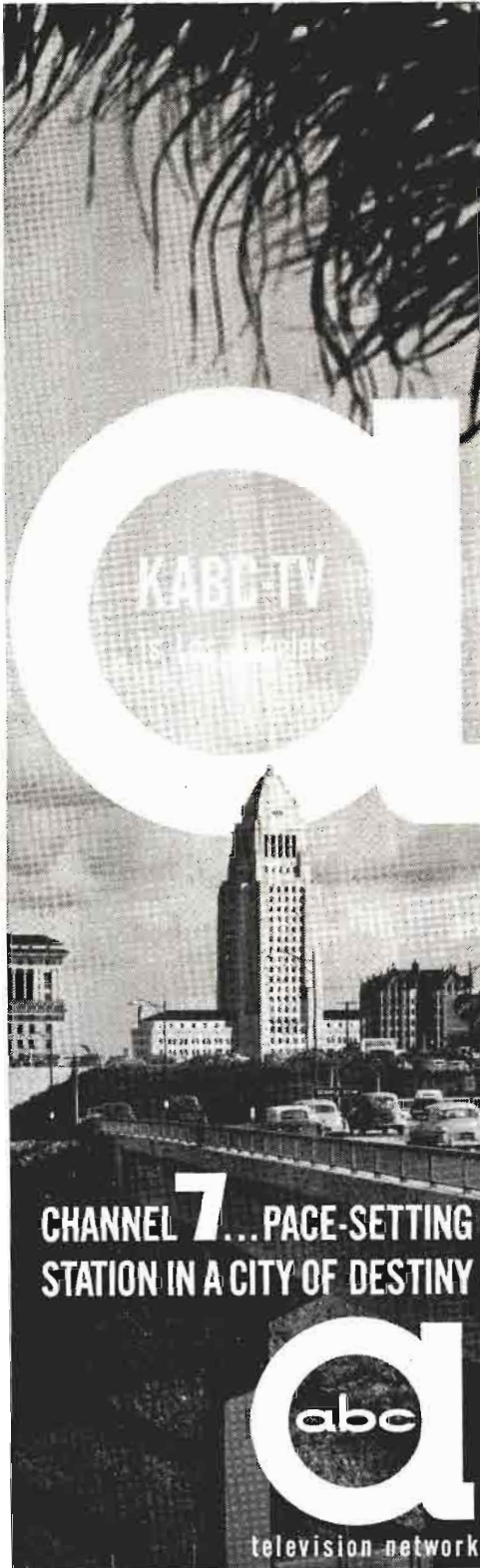
Channel: 24 UHF.. AP: 240 Kw.. VP: 447 Kw.  
Owned-Operated By..... McClatchy Bcstg. Co.  
Address..... 1117 "N" St.  
Representative..... Raymer  
Membership..... NARTB, TvB  
Station Mgr..... Perry Nelson  
Nat'l Sls. & Ser. Mgr..... W. Lefler  
Comm. Manager..... Orbie Sullivan

## **KCOP-TV—Hollywood—1953**

Channel: 13 VHF.. AP: 83.2 Kw.. VP: 170 Kw.  
Owned-Oper. By..... The Copley Press, Inc.  
Bus.-Studio Address..... 1000 Cahuenga Blvd.  
Air Time..... Full Time  
News Service..... UP  
Representative..... Petry  
Vice President, Gen. Mgr..... Jack Heintz  
Commercial Manager..... Amos T. Baron  
Asst. Gen. Mgr., Prog. Dir..... Al Flanagan  
Sales Prom Dir..... Hal Biard  
Film Mgr..... Mary Warren  
Publicity Dir..... Jerry Ross  
Chief Engineer..... Al Browdy

## **KRCA—Hollywood—1949** NBC

Channel: 4 VHF.. AP: 23.5 Kw.. VP: 47 Kw.  
Bus.-Studio Address..... Sunset & Vine St.



**CHANNEL 7... PACE-SETTING  
STATION IN A CITY OF DESTINY**

**abc**  
television network

News Service . . . . . AP, INS, UP  
 Membership . . . . . NARTB  
 Representative . . . . . NBC Spot Sales  
 President . . . . . Robert Sarnoff  
 Gen. Station Manager . . . . . Thomas McCray  
 Commercial Manager . . . . . James Parks  
 Program Director . . . . . Dean Craig  
 Prom., Pub. Dir. . . . . Jack Kenaston  
 Operations Manager . . . . . James Damon  
 Film Manager . . . . . George Burke  
 Chief Engineer . . . . . John Knight

**KABC-TV—Los Angeles  
1949—ABC**

Channel: 7 VHF . AP: 82 Kw. VP: 165 Kw.  
 Owned-Oper. By . . . . . ABC  
 Business Address Prospect & Talmadge Streets  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 Gen., Sta. Mgr. . . . . Selig J. Seligman  
 Gen. Sales Mgr. . . . . Elton Rule  
 Program Director . . . . . Peter Robinson  
 Prom., Pub. Dir. . . . . Jack Brembeck  
 Prod. Mgr. . . . . Jim Mandulay  
 Film Manager . . . . . Haword Lipstone  
 Chief Engineer . . . . . Theodore Grenier

**KNXT—Los Angeles—1948  
CBS**

Channel: 2 VHF . AP: 23.4 Kw. VP: 46.8 Kw.  
 Owned-Oper. By . . . . . CBS Inc.  
 Business-Studio Address . . . . . 1313 N. Vine St.  
 Representative . . . . . CBS TV Spot Sales  
 News Service . . . . . AP, UP  
 Membership . . . . . NARTB, TvB  
 President . . . . . J. L. Van Volkenburg  
 General Manager . . . . . Clark B. George  
 Business Manager . . . . . Larry Lazarus  
 Gen. Sls. Manager . . . . . R. D. Wood  
 Executive Prod. . . . . Robert Quinlan  
 Oper. & Traf. Manager . . . . . Henry J. Schaefer  
 Program Director . . . . . Donald M. Hine  
 Prom., Publicity Director . . . . . Dean D. Linger  
 Production Manager . . . . . Bill Alcine  
 Film Manager . . . . . Bob Hurlbut  
 Tech. Oper. Mgr. . . . . H. W. Pangborn

**KHJ-TV—Los Angeles—1948**

Channel: 9 . . . . . AP: 81 Kw. VP: 162 Kw.  
 Owned-Oper. By . . . . . RKO Teleradio, Inc.  
 Business-Studio Address . . . . . 1313 N. Vine St.  
 Membership . . . . . TvB  
 Representative . . . . . H-R  
 News Service . . . . . INS, UP  
 President, General Teleradio . . . . . Thomas F. O'Neil  
 Pres., (Don Lee, Div.) . . . . . Willet H. Brown  
 General Manager . . . . . John Reynolds  
 Prog. Dir., Film Mgr. . . . . James Higson  
 Commercial Manager . . . . . Howard Wheeler  
 Promotion Director . . . . . Robert M. Light  
 Production Manager . . . . . Pat Marrinan  
 Publicity Director . . . . . Bill Barron  
 Chief Engineer . . . . . Robert Arne

**KTTV—Los Angeles—1949**

Channel: 11 VHF AP: 83 Kw... VP: 165 Kw.  
 Owned-Oper. By Times-Mirror Co.  
 Business Address 5746 Sunset Blvd.  
 Newspaper Affil. L.A. Times, Mirror  
 News Service AP  
 Representative Blair TV  
 Membership NARTB, TvB  
 Pres., Gen. Mgr. Richard A. Moore  
 V.P.-Sales John R. Vrba  
 V.P.-Programming Robert Breckner  
 Dir. & Merch. & Prom. Jack O'Mara  
 Publicity Director Reavis Winckler  
 Film Manager Richard Woollen  
 Chief Engineer Edward Benham

**KTLA—Los Angeles—1942**

Channel: 5 VHF AP: 15 Kw... VP: 30 Kw.  
 Owned-Oper. Paramount TV Production, Inc.  
 Business Address 1501 B'way, N.Y. 36, N.Y.  
 Studio Address 5800 Sunset Blvd., H'wood  
 Representative Raymer  
 Membership NARTB  
 News Service INS  
 President Paul Raibourn  
 Vice Pres. Bernard Goodwin  
 Gen., Sta. Mgr. Lewis Arnold  
 Ass't Gen. Mgr. Henry Flynn  
 Commercial Mgr. Robert Mohr  
 Production Mgr. Bernie Ebert  
 Prom., Pub. Dir. James J. Rue  
 Film Manager Jerry Rogers  
 Chief Engineer John Silva

**KVIP—Redding—1956—NBC**

Channel: 7 VHF AP: 58.5 VP: 117  
 Owned By Shasta Telecasting Corp.  
 Business Address 2770 Pioneer Drive  
 News Service AP  
 Representative Branham  
 Pres., Gen. Mgr. George C. Fleharty  
 Commercial Manager John Dadiw  
 Program Director Ted Dooley  
 Prom., Pub-Dir. Juanita Campbell  
 Film Manager Richard Bertolin  
 Chief Eng., Ass't Mgr. Russell K. Olsen

**KBET-TV—Sacramento  
1955—CBS**

Channel: 10 AP: 158 Kw... VP: 316 Kw.  
 Owned By Sacramento Telecasters, Inc.  
 Address 601 7th Ave.  
 News Service AP  
 Rep. H.R.  
 Membership NARTB  
 President William P. Wright  
 Vice-Pres., Gen. Mgr. John H. Schacht  
 Commercial Mgr. George J. Kapel  
 Promotion Dir. Harvey Tepfer  
 Chief Eng. Pete Onnigian

**KCCC-TV—Sacramento  
1953—ABC**

Channel: 40 UHF AP: 114 Kw... VP: 200 Kw  
 Owned-Oper. By Capital City TV Corp.

Business Address P.O. Box 1596  
 Representative Weed; McGavern-Quinn  
 President Lincoln Dellar  
 General Manager Dave M. Greene  
 Sales Manager A. J. Richard  
 Commercial Manager Ralph Guild  
 Program Director Bill Furnell  
 Promotion Publicity Director Ted Hardy  
 Film Manager Rickie Dines  
 Chief Engineer Harry Bartolomen

**KCRA-TV—Sacramento—1955  
NBC**

Channel: 3 VHF AP: 50 Kw... VP: 100 Kw  
 Owned-Operated By KCRA, Inc.  
 Address 310 10th St.  
 Representative Pety  
 Pres., Gen. Mgr. Ewing C. Kelly  
 Station Manager Howard J. Smiley  
 Comm. Mgr., Program Dir. Robert E. Kelly  
 Business Mgr. Irma Davis  
 Promo, Publicity Dir. Dick Block  
 Operations Dir. and Buyer Tom Breen  
 Chief Engineer W. Herbert Hartman

**KSBW-TV—Salinas-  
Montgomery—1953  
ABC-CBS-NBC**

Channel: 8 VHF AP: 120 Kw. VP: 240 Kw.  
 Owned-Oper. By Salinas Bcstg. Corp.  
 Address P. O. Box 1651

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**MORE FEATURES**

**MORE REGIONAL COVERAGE**

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... and **MORE**

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**The Associated Press**

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Representative .....H.R. Television  
 Membership .....NARTB, TvB  
 Pres., Gen. Sta. Mgr.....John Cohen  
 Comm. Manager .....Graham H. Moore  
 Program Director .....Gary Ferlisi  
 Promotion Director .....Dean Moxley  
 Film Manager .....Lutz Winkler  
 Chief Engineer .....William Hargan

**KFSD-TV—San Diego—1953**  
**NBC-ABC**

Channel: 10 VHF..AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....KFSD, Inc.  
 Business Address.....3642 Enterprise St.  
 Representative .....Katz  
 Membership .....NARTB  
 President.....James G. Rogers, Jr.  
 General Manager.....William E. Goetze  
 Commercial Manager .....Jay Grill  
 Merchandising Mgr. ....Harold K. Boone  
 Publicity Director .....Grant Recksieck  
 Film Manager.....Eran Stecker  
 Chief Engineer.....LeRoy A. Bellwood

**KFMB-TV—San Diego—1949**  
**CBS**

Channel: 8 VHF..AP: 316 Kw...VP: 158 Kw.  
 Owned...Wrather-Alvarez Broadcasting, Inc.  
 Business Address.....1405 Fifth Ave.  
 Representative .....Petry  
 News Service.....AP, UP  
 Membership .....NARTB, TvB  
 President.....Jack D. Wrather  
 Vice President, General  
 Manager .....George Whitney  
 General Sales Manager .....Bill Fox  
 Prog. Director .....Byron Dowty  
 Production Manager.....George Stantis  
 Prom., Pub. Rel.....Dan Bellus  
 Film Manager.....Del Gay  
 Chief Engineer.....Charles Abel

**KRON-TV—San Francisco**  
**1949—NBC**

Channel: 4 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 News Service.....AP  
 Newspaper Affiliation .....Chronicle  
 Representative..Peters, Griffin, Woodward Inc.  
 Membership .....NARTB, TvB  
 President .....Charles Thierlot  
 Gen. Manager .....Harold P. See  
 Business Mgr. ....Tom Smith  
 Comm., Film Mgr.....Norman Louvain  
 Program Dir.....Douglas Elleson  
 Advertising .....John Reavis  
 Publicity Director.....Tom Mullahey  
 Film Manager .....Jim Bentley  
 Chief Engineer .....J. L. Berryhill

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**and so compatible!**

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 Channel 6 and  
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 joined together in  
 the billion dollar  
 San Diego market.

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 is a sensational  
**ARB rating . . .**  
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 AND  
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 IN  
 SAN DIEGO!**



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 JULIAN M. KAUFMAN, V.P. and Gen. Mgr.  
 San Diego 3, California



**KGO-TV—San Francisco**  
1949—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper...Amer. Bcstg. Paramount Thtrs.  
Address.....277 Golden Gate Ave.  
Representative ..... Blair  
News Service ..... AP, INS  
Membership ..... TvB, NARTB  
President (ABC)..... Leonard Goldenson  
V.P., Gen., Sta. Mgr. .... John H. Mitchell  
Comm. Mgr..... David Sacks  
Pub., Promotion Director ..... Vic Reed  
Production Manager..... Edward Smith  
Program Director..... Russell Baker  
Film Manager..... Robert Mitchell  
Chief Engineer..... Harry Jacobs

**KVEC-TV—San Luis Obispo**  
1953—CBS-ABC

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.  
Owned-Oper. By....The Valley Enterprise Co.  
Business Address.....787 Higuera St.  
Representative ..... H-R  
Station Manager ..... Fred Beck  
General Manager ..... John C. Cohan  
Commercial Manager ..... Graham Moore  
Program Director ..... Ted Warner  
Orer. Director ..... Russ Furse  
Film Buyer ..... Mike Giarratano  
Chief Engineer ..... Lew Jones

**KPIX—San Francisco—1948**  
CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By....Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
News Service ..... INS, UP  
Representative ..... Katz  
Membership ..... NARTB, TvB  
Pres..... Donald M. McGannan  
General Manager ..... Philip G. Lasky  
Asst. Gen. Manager..... George Mathiesen  
Commercial Manager..... Lou Simon  
Program Director,  
Film Mgr. .... William C. Dempsey  
Promotion Dir. .... William H. Ryan  
Publicity Dir. .... Al Baccari  
Chief Engineer ..... Thomas T. Ely

**KEY-T—Santa Barbara—1953**  
ABC-CBS-NBC

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.  
Owned-Oper. By.Santa Barbara Bcstg.-TV Co.  
Business Address.....730 Miramonte Drive  
News Service..... UP  
Representative ..... Hollingbery  
Membership ..... NARTB  
Pres., Gen. Sta. Mgr..... Colin M. Selph  
Comm. Mgr. .... Thomas C. Chase  
Prog., Prod. Dir. .... Joe Costantino  
Prom. Dir. .... Virginia Lee  
Chief Engineer..... Lloyd M. Jones

**KSAN-TV—San Francisco**  
1954

Channel: 32 UHF..AP: 100 Kw. .VP: 200 Kw.  
Owned & Oper. By..... S. H. Patterson  
Address .....1111 Market Street  
Representative ..... Stars National  
Exec. Director ..... Norwood Patterson  
Gen., Comm. Mgr. .... Richard P. Bott  
Program Director ..... Bob McLaughlin

**KOVR—Stockton—1954**  
ABC

Channels: 13 VHF. AP: 72.2 Kw...VP: 138 Kw.  
Owned & Oper. By....Television Diablo, Inc.  
Address .....225 East Miner Ave.  
Representative ..... Avery-Knodel, Inc.  
Pres., General Manager, Terry Hamilton Lee  
Sales Mgr. .... Jay Watson  
Production Manager..... Bel Lange  
Pub., Prom. Director ..... Norrie West  
Film Director ..... John Kearns  
Chief Engineer ..... Richard J. Anderson

**KNTV—San Jose—1955**

Channel: 11 VHF..AP: 2.68 Kw...VP: 5.36 Kw.  
Owned-Operated By..Standard Radio & TV Co.  
Address.....645 Park Ave.  
Representative ..... Weed  
President ..... A. T. Gilliland, Sr.  
General Mgr. .... Fran Conrad  
Gen. Sales Mgr. .... Hal Chase  
Program Director ..... Russell M. Truesdell  
Promotion Dir. .... James Emmett  
Film Mgr. .... Calvin Cape  
Chief Engineer ..... Bruce Joynner

**KVVG—Tulare—1953**

Channel: 27 UHF..AP: 81.3 Kw...VP: 151 Kw.  
Owned-Oper. By.....UHF Telecasting Corp.  
Business Address .....1385 East Tulare St.  
Representative ..... Lee F. O'Connell  
Gen. Sta., Comm. Mgr. .... Ron Freeman  
Program Director ..... Bob Lee  
Film Manager..... Joe Ridgeway  
Chief Engineer..... Hershell McKensie

## KKTV—Colorado Springs 1952—ABC-CBS

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.  
Owned-Operated By.....TV Colorado, Inc.  
Address ..... P. O. Box 1078  
Membership ..... NARTB, TvB  
News Service ..... UP  
Representative ..... Bolling  
President, Gen., Station Mgr... James D. Russell  
Commercial Manager..... Robert D. Ellis  
Local Sales..... W. B. Rogers  
Film Mgr., Program Director... Carl Pehlman  
Prom., Pub. Director ..... Jack East  
Chief Engineer..... Willis Shanks

## KRDO-TV—Colorado Springs 1953—NBC

Channel: 13 VHF AP: 5.65 Kw.. VP: 11.31 Kw.  
Owned-Oper. By.....Pikes Peak Bcstg. Co.  
Business Address..... 399 South Eighth St.  
Membership ..... NARTB, TvB  
News Service..... AP, UP  
Representative ..... Pearson  
President, Gen. Comm. Mgr. .... Harry Hoth  
Promotion Director ..... Jay Cook  
Film Manager ..... Joe Calahan  
Chief Engineer..... Herb Schubarth

## KBTV—Denver—1952—ABC

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.  
Owned-Operated By.....TV Denver, Inc.  
Address ..... 1089 Bannock St.  
News Service ..... UP  
Membership ..... NARTB, TvB  
Representative Peters, Griffin, Woodward, Inc.  
President..... John C. Mullins  
Station Manager..... Joseph Herold  
Prom. Director..... Bill Walker  
Asst. Sta. Mgr. .... Gil Lee  
Comm. Mgr. .... Thomas Young  
Film Mgr. .... Don Mumford  
Chief Engineer ..... Nelson Alquist

## KLZ-TV—Denver—1953 CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By..Aladdin Broadcasting Corp.  
Business Address..... 131 Speer Blvd.  
News Service..... INS, UP  
Representative ..... Katz  
Membership ..... NARTB, TvB  
Pres., Gen. Mgr..... Hugh B. Terry  
Station Manager..... Phil Hoffman  
Commercial Manager..... Jack Tipton  
Program Director..... Clayton Brace

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Channel **9**

Now Offers You  
a 1½ Billion Dollar Market!

**KBTV covers:**  
64% of Colorado's spendable income  
57% of Colorado population PLUS  
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**DENVER — #4 Boomtown in the U.S.A.**  
Only 5 major markets in the U.S.A.  
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of Business—and still growing.

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| <b>IN 1955</b>                    | <b>KBTV COVERS:</b>              |
| New Valuations .....\$108,555,000 | 17 Colorado Counties and Laramie |
| Added Employment..... 2,864       | (Cheyenne) county, Wyoming       |
| Wages Added .....\$ 8,472,240     | Population: Over 1 Million       |
|                                   | Retail Sales: Over 1½ Billion    |

TOWER: Atop Lookout Mountain, 2400 feet above Denver.

Owned and Operated by: TV DENVER, INC.  
1089 Bannock • Tabor 5-6386  
Represented by Peters, Griffin, Woodward, Inc.

Joe Herold  
Station Manager

John C. Mullins  
President

Promotion Director ..... John Connors  
 Publicity Director ..... Earl Wennergren  
 Film Manager ..... William Witt  
 Chief Engineer ..... Eugene Jenkins

**KTVR—Denver—1951**

Sam Papa .. 2-12-57..... No 3  
 8 on 8 —14 picas — Girder.....  
 Channel: 2 VHF.. AP: 100 Kw.. VP: 50. Kw.  
 Owned-Oper. By ..... KTVR, Inc.  
 Business Address ..... 550 Lincoln St.  
 Membership ..... NARTB  
 Representative ..... Blair  
 V.P., General Manager ..... Hugh B. La Rue  
 Commercial Manager ..... George Kirkpatrick  
 Program Director ..... Dick McDaniel  
 Production Director ..... Ray Gallagher  
 Chief Engineer ..... Al Braun

**KOA-TV—Denver—1953  
NBC**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By ..... KOA, Inc.  
 Business Address ..... 1625 California  
 Representative ..... NBC Spot Sales  
 Membership ..... NARTB, TvB  
 Pres., Gen. Manager ..... William Grant  
 Gen. Sales Mgr. .... William F. MacCrystall  
 Program Director ..... Heywood Siddons  
 Promotion Mgr. .... Del Greenwood

**KREX-TV—Grand Junction  
1954—ABC-CBS-NBC**

Channel 5 VHF.. AP: 6.46 Kw.. VP: 12 Kw.  
 Owned-Oper. By .....  
 Western Slope Broadcasting Co., Inc.  
 Business Address ..... Box 30  
 Representative ..... Hal Holman  
 Membership ..... NARTB  
 President, General Mgr. .... Rex Howell  
 Station Manager ..... Jerry Fitch  
 Pub. Program Dir.,  
 Comm. Mgr. .... Robbie Robinson  
 Promotion Director ..... Bill Orr  
 Film Manager ..... TV Inc. (Agent)

**KFXJ—Montrose—1956**

Channel: 10 VHF.. AP: 308 Kw.. VP: 616 Kw.  
 (S&L ite of KREX-TV)

**KCSJ-TV—Pueblo—1953**

Channel: 5 VHF.. AP: 6.8 Kw.. VP: 13.6 Kw.  
 Owned-Oper. By ..... Star Broadcasting Co.  
 Business Address ..... 2226 Television Lane  
 Representative ..... John Pearson Company  
 Membership ..... NARTB  
 Exec. Director ..... Cliff Hendricks  
 Operations Manager ..... Dan F. Durniak  
 Comm. Mgr., Prog. Dir. .... James Guy Croll  
 Chief Engineer ..... Marion C. Cunningham

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KTVR'S M-G-M Movies WINNER of  
 FIRST PLACE in Billboard's 1956 awards  
 for feature films!

AND NOW . . . KTVR announces acquisition of Billboard's 1956  
 second place winner, NTA's "Rocket 86" package of 20th  
 Century Fox feature film masterpieces with the greatest stars  
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CONTACT any Blair Television Associates office or phone col-  
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 550 Lincoln St., Denver, Colo.