

**LUFKIN**  
(Angelina County)

**KTRE-TV**

**LICENSEE:** Forest Capital Bcstg. Co. Address: P. O. Box 701. Phone: 3-7771.  
**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 650 ft. Above ground 540 ft.  
**OPERATION:** Began Sept. 1, 1955. Hours, noon-midnight.  
**AFFILIATIONS:** Tv Network, NBC (through KPRC-TV Houston). Station, Am, KTRE.  
**REPRESENTATIVES:** Sales, Venard, Rintoul & McConnell; Clyde Melville Co. (Southwest); Washington Attorney, Cohn & Marks; Consulting Engineer A. Earl Cullum Jr.  
**PRINCIPAL STOCKHOLDERS:** R. W. Wortham Jr., 33%; E. L. Kurth Sr., 16.8%; Henry B. Clay, 11%, and others.  
**EXECUTIVES:**  
 R. W. Wortham Jr., pres. Tommy Ward, pgm. dir. & prom. mgr.  
 Richman Lewin, vp. gen. mgr. & film buy. Fred C. Hill, ch. engr.  
 Murphy Martin, com. mgr. Tom Hooser, news ed.  
**RATE INFORMATION:** Class A one hour (live) \$240, (film) \$225; minute spot (live) \$53, (film) \$45; ID \$22. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 2.

**MIDLAND**  
(Midland County)

**KMID-TV**

**LICENSEE:** Midessa Television Co. Address: P. O. Box 2758. Phone: Mutual 2-7321.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft. Above ground 547 ft.  
**OPERATION:** Began Dec. 23, 1953. Hours, 7 a.m.-midnight.  
**AFFILIATIONS:** Tv Networks, ABC, NBC.  
**REPRESENTATIVES:** Sales, Venard, Rintoul & McConnell; Washington Attorney, Lyon, Wilner & Bergson.  
**PRINCIPAL STOCKHOLDERS:** J. Conrad Dunagan, 10.5%; R. H. Drewry, 29%; T. R. Warkentin, 18.4%; E. G. Rodman, 12.3%, and others. Mr. Drewry owns 53.5% of KSWO-AM-TV Lawton, Okla., and 48.15% of KRHD Duncan, Okla. Mr. Warkentin owns 15.5% and 13.95% of the same stations respectively.  
**EXECUTIVES:**  
 J. Conrad Dunagan, pres. Robert L. McClellan, pgm. dir.  
 R. F. Herndon Jr., gen. mgr. & film buy. William D. Buford, ch. engr.  
 W. L. Bowlus Jr., news ed.  
 George C. Collie Jr., com. mgr.  
**RATE INFORMATION:** Class A one hour (live) \$240, (film) \$200; minute spot (live) \$43, (film) \$40; ID \$20. ID Length 8 sec. Specifications: 2x2 in. slide. Frequency discounts from 2 1/2% for 26 times up to 20% for 260 times. Rate Card No. 2.

**ODESSA**  
(Ector County)

**KOSA-TV**

**LICENSEE:** Odessa Television Co. Address: 1211 N Whitaker. Phone: Federal 7-8301.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 53.7 kw. Operating Pow.: Visual 102 kw, Aural 53.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 740 ft. Above ground 726 ft.  
**OPERATION:** Began Jan. 1, 1956. Hours, 11 a.m.-12:30 a.m.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am, KOSA.  
**REPRESENTATIVES:** Sales, John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Ed Talbott.  
**PRINCIPAL STOCKHOLDERS:** Cecil Mills, 50%; Odessa Bcstg. Co. (KOSA Odessa), 50%. Odessa Bcstg. Co. is 80% owned by C. L. Trigg.  
**EXECUTIVES:**  
 Cecil L. Trigg, pres., gen. mgr. & film buy. Bill Schock, ch. engr.  
 Stu Klein, prod. mgr.  
 John Vacca, sta. mgr. & film buy. Juanita Hanson, pub. & prom. dir.  
 Ed Costello, sls. mgr. & film buy. Paul Singer, news dir.  
**RATE INFORMATION:** Class A one hour (live) \$270, (film) \$225; minute spot (live) \$49, (film) \$45; ID \$22.50. ID Length 9 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

**SAN ANGELO**  
(Tom Green County)

**KTXL-TV**

**LICENSEE:** Westex Television Co. Address: 1015 E. 28th St. Phone: 7183.  
**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft. Above ground 443 ft.  
**OPERATION:** Began July 5, 1953. Hours, 2-11:30 p.m.  
**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC. Station, Am, KTXL.  
**REPRESENTATIVES:** Sales, Venard, Rintoul & McConnell; Clyde Melville & Co. (Southwest).  
**PRINCIPAL STOCKHOLDERS:** A. D. Rust, 50%; B. P. Bludworth, 50%.  
**EXECUTIVES:**  
 J. Harley Hubbard, gen. mgr. & film buy. Dale Taylor, ch. engr.  
 Neil Baird, news ed.  
 George Olson, com. mgr.  
 Doug Thompson, pgm. dir. & prom. mgr.  
**RATE INFORMATION:** Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$16.50. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 2.

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\*Via Microwave from KPRC-TV in Houston

54,028  
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Venard, Rintoul & McConnell, Inc.  
New York, Chicago, San Francisco, Los Angeles and Boston

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REPRESENTATIVE  
Clyde Melville  
Company of Dallas