

BROADCASTING TELECASTING

1953
TELECASTING
YEARBOOK
ISSUE

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BROADCASTING
YEARBOOK

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- ★ 125 CARTOONS
- ★ 40 WESTERNS
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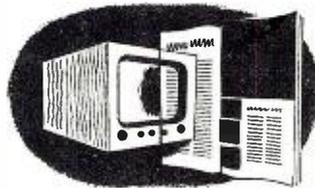
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*A significant new name
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The name MEREDITH and the word SERVICE are synonyms in the magazine world. Because the Meredith Publishing Company publishes *Better Homes & Gardens* and *Successful Farming*—two of the nation's leading magazines, both built on the sound philosophy of serving the American family's ambitions for better homes and a better way of life.

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KPHO *and* KPHO-TV *Phoenix, Ariz.*

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"Private Secretary"

"Robert Montgomery Presents—
Your Lucky Strike Theatre"

"The Jack Benny Television Show"

"Your Hit Parade" (Alternate Weeks)

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"Armstrong's Circle Theatre"

CHRYSLER CORPORATION

"Medallion Theatre"

CROSLEY DIVISION OF AVCO MANUFACTURING CORP.

Radio and Television Sets

"Your Hit Parade" (Alternate Weeks)

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—You Bet Your Life"

E. I. DU PONT DE NEMOURS & CO. (INC.)

"Cavalcade of America"

ETHYL CORPORATION

"The Big Playback"

GENERAL ELECTRIC COMPANY

"The Fred Waring Show"

"The General Electric Theatre"

GENERAL ELECTRIC COMPANY, LAMP DIVISION

"Jane Froman's U.S.A. Canteen"

"Summertime, U.S.A."

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"The Erwins"

"Bride and Groom"

"Today"

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"The George Burns & Gracie Allen Show"
(Alternate Weeks)

HAMILTON WATCH COMPANY

"Your Jeweler's Showcase"

LEVER BROTHERS COMPANY

Surf, All-Purpose Detergent

"Art Linkletter's House Party"

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CHICAGO • CLEVELAND • PITTSBURGH

MINNEAPOLIS • SAN FRANCISCO

HOLLYWOOD • LOS ANGELES • DETROIT

Foreword

TELEVISION developments in 1953 have been so rapid that much information not available for the TELECASTING YEARBOOK published in February, 1953, is needed by advertiser, agency and other executives.

This volume is BROADCASTING • TELECASTING magazine's answer to that need.

Included are all of the departments previously a part of the Telecasting Yearbook with all information brought up to date. Many new departments have been added.

Since this is the season of the year when the BROADCASTING • TELECASTING MARKETBOOK has normally been published, data usually covered in that volume has been added to the YEARBOOK • MARKETBOOK.

In addition to state and county market information each station has been asked to give market statistics as they apply to the station's coverage area. This material is included at the end of each station listing.

Sources of state and county market information are as follows:

State Market Indicators

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

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

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

Total Urban Population: Same.

Total Rural Nonfarm Population: Same.

Total Farm Population: Same.

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

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

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

Employed in Manufacturing: Same.

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

Retail Sales: Sales Management Survey of Buying Power.

Bank Assets: Federal Deposit Insurance Corp.

Bank Deposits: Same.

Major Income Sources: Dept. of Commerce Survey of Current Business, August, 1952.

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

Median Family Income: 1950 Census, Bureau of the Census.

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

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

Receipts from Farm Marketing: Dept. of Agriculture, Bureau of Agricultural Economics.

Cash Receipts of Farms: Same.

Government Payments to Farmers: Same.

Value of Mineral Production: Bureau of Mines.

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

New Private Construction: Same.

New Public Construction: Same.

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

Number of Telephones: Federal Communications Commission.

Number of Electrical Connections: Edison

Electric Institute. Figures are for Dec. 31, 1952.

Number of Gas Utilities Connections: American Gas Association.

County Market Data

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

Population: 1950 Census, Bureau of the Census.

Retail Sales: Sales Management "Survey of Buying Power". Copyright 1953; further reproduction unlicensed.

Drug Sales: Same.

Food Sales: Same.

TV Sets in County Table: CBS Television Research. Figures projected to May 1, 1953 show television families. Old television counties are those which receive a television signal from stations constructed before the freeze was lifted (April 1952). Those shown have at least 10% set owning families. New television counties are those that receive signals from stations built since the freeze was lifted and which were not television counties before the new station was constructed.

Per cent TV: Same.

NBC TV Home Estimates: NBC Research. Total homes figures are from Sales Management. Per cent television and Television Homes figures are NBC estimates and are projected to May 1, 1953.

Abbreviation of Titles

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

BROADCASTING TELECASTING

1953-54 TELECASTING YEARBOOK-MARKETBOOK
ISSUE

Executive and Publication Headquarters
Washington, D. C.

Telephone: Metropolitan 8-1022

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EDITORIAL

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BUSINESS: Winfield R. Levi, *Sales Manag-* Eleanor R. Manning, *Sales Service Manag-* Kenneth Cowan, *Eastern Sales Manag-* Dorothy Munster.

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360 N. Michigan Ave., Zone 1, Central 6-41
Warren Middleton, *Midwest Advertising Rep-* *resentative*.
John Osbon, *News Editor*.

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hol- *wood 3-8181*.

David Glickman, *West Coast Manager*, M- *torie Ann Thomas*.

Toronto: 417 Harbour Commission, Emp- *4-0775*. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: \$7. Annual subscription including BROADCASTING- *Yearbook* (53rd issue): \$9.00, or TELECASTING *Yearbook* (54th issue): \$9.00. Annual subscription BROADCASTING • TELECASTING, including *issues*: \$11.00. Add \$1.00 per year for Canadian a *foreign postage*. Regular issue: 35¢ per copy; 53- *and 54th issues*: \$5.00 per copy. Air Mail serv *available at postage cost payable in advance*. (Post- *age cost to West Coast \$41.50 per year*).

BROADCASTING* Magazine was founded in 1931 *Broadcasting Publications Inc., using the title* BROADCASTING*—The News Magazine of the Fi- *Estate*.

Broadcast Advertising* was acquired in 1932 a *Broadcast Reporter in 1933*.

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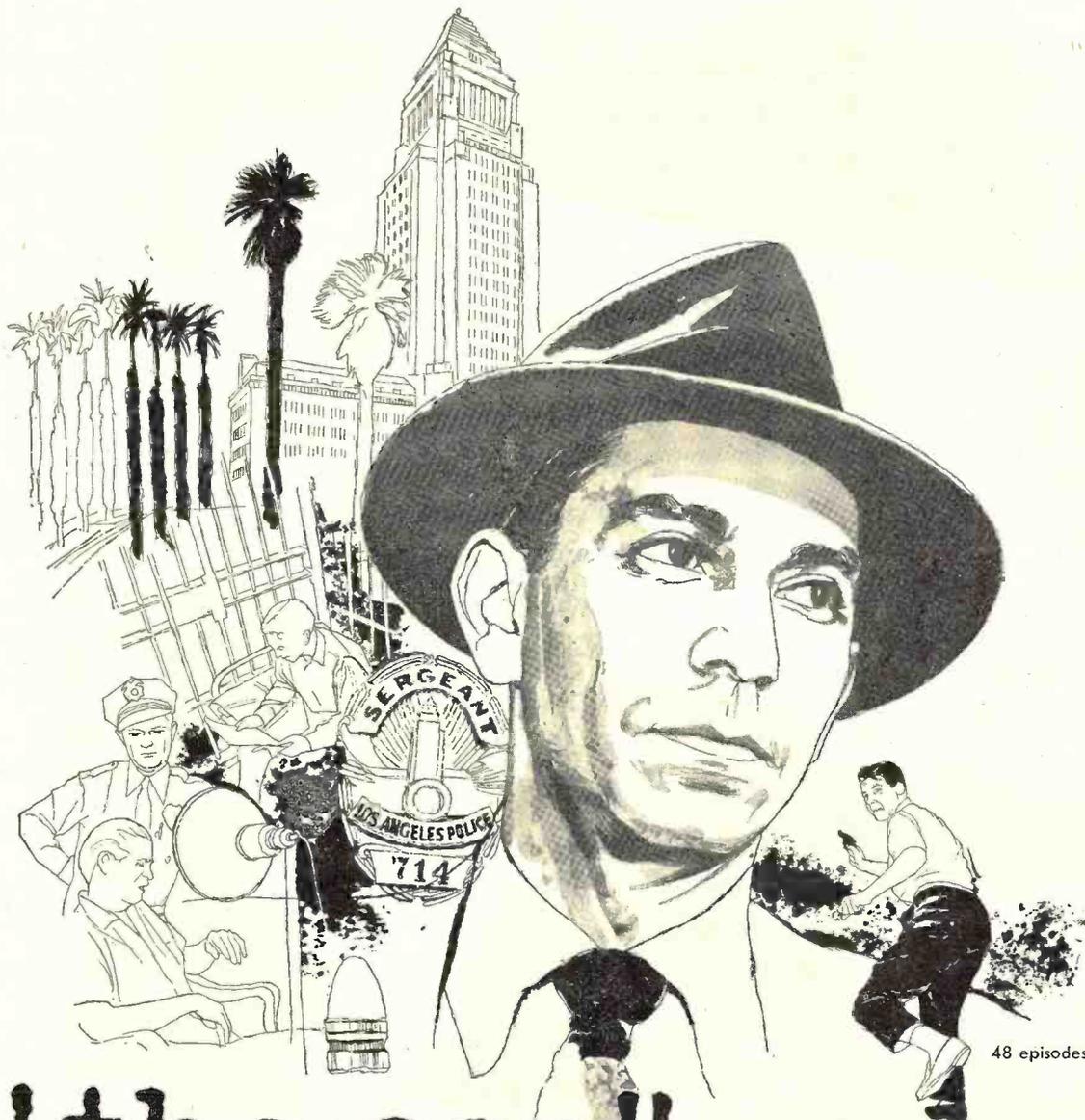
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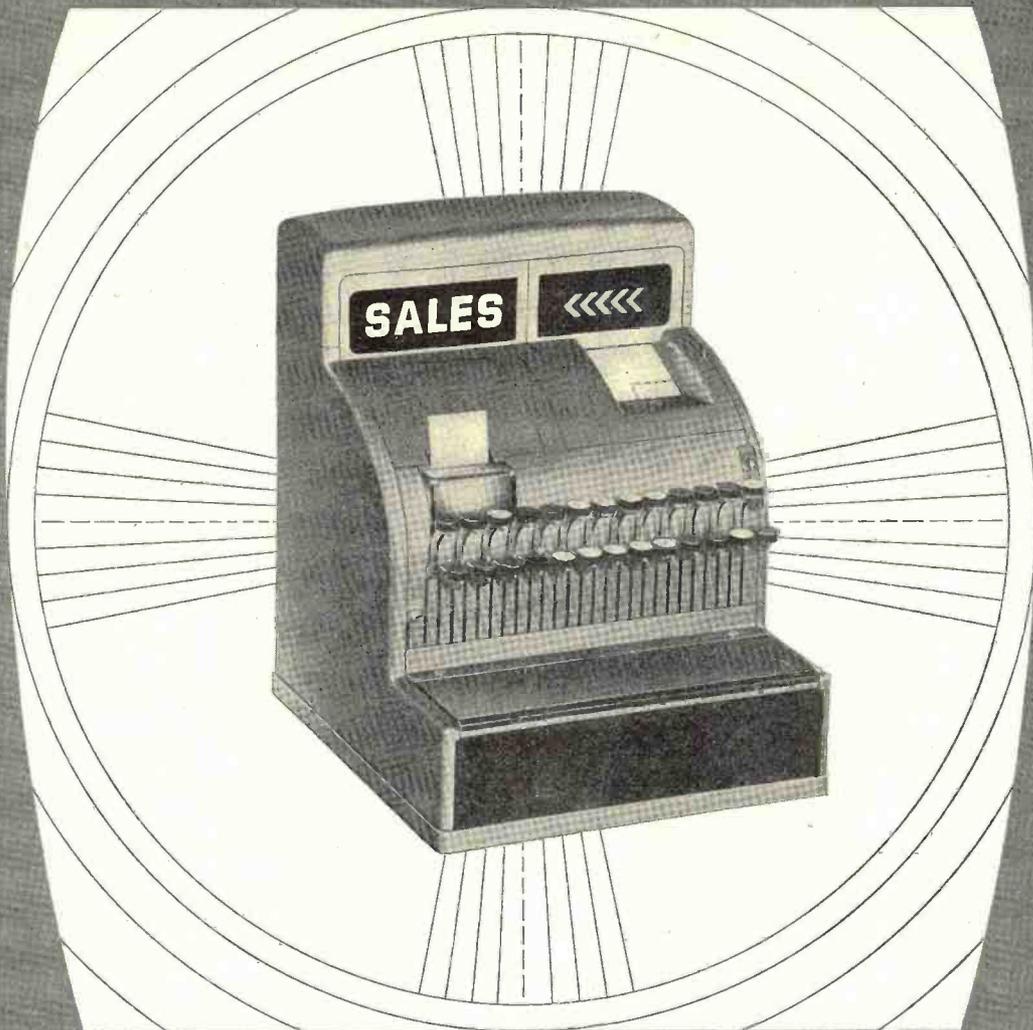
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OMAHA . . . WOW-TV

Truly a regional station that covers the big Omaha market (191,096 sets) and Lincoln (60,000 sets). Retail sales: \$469,879,000. 100,000 watts on Channel 6, maximum power allowed for this channel. NBC Basic and DuMont. Represented by Blair TV.

PHOENIX . . . KPHO-TV

Arizona's first TV station that sells the prosperous natives who watch 71,500 sets. Retail sales: \$435,643,000. CBS Basic, ABC and DuMont. Channel 5. Represented by The Katz Agency.

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TO BUY THE MEREDITH STATION**

*S.O.P.—Armed Forces lingo for Standard Operating Procedure . . . "the way it should be done according to the book."

Sources: Survey of Buying Power, 1953; Broadcasting-Telecasting's Teletatus

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WDAY-TV	Channel 6	FARGO
WBAP-TV	Channel 5	FORT WORTH—DALLAS
KGMB-TV	Channel 9	HONOLULU
KMBC-TV	Channel 9	KANSAS CITY
WAVE-TV	Channel 3	LOUISVILLE
WTVJ	Channel 4	MIAMI
WCCO-TV	Channel 4	MINNEAPOLIS—ST. PAUL
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Hollywood 9-2151

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Russ Building
Sutter 1-3798

SUMMARY OF TV GROWTH IN POST-FREEZE YEAR

FCC receives 1,157 applications to mid-August, grants permits for 417; 104 new stations begin operating; 212 on air with more going on each week; 25 million TV sets in use.

RELEASED a year ago from the restraint in which it had been held while the FCC designed a national allocations plan, American television is now expanding at a pace that would seem dynamic enough to satisfy the most aggressive entrepreneur.

As of mid-August the FCC had received 1,157 applications for new commercial television stations, had granted construction permits for 417. One hundred and four new stations had begun operating, and others were beginning at the rate of three or four a week. There were 212 TV stations on the air, including the 108 that had been authorized before the government froze the system in 1948. Some 25 million TV receivers were in use. Manufacturers expected to build and dispose of another 5 million sets a year for the next five years of breathless TV expansion.

Expansion in the Offing

A market like that would not seem to be in desperate need of the stimulation that usually is sought from a radical advance in design of the article being marketed. Yet that was exactly what was planned for U. S. television when this article went to press. Color was to be introduced to the TV system within a month on an experimental basis and within a year commercially.

Nor did it appear to be a market that was languishing for lack of an adequate source of revenue. Yet in some quarters a bearish outlook was developing, despite all the bullishness that had characterized TV since it began its phenomenal expansion. A dozen holders of TV station grants turned so bearish that they gave their construction permits back to the FCC, most of them with the explanation that they feared they couldn't make a go of television in their markets. And four others petitioned the FCC to approve subscription television on the grounds that advertising revenue alone was insufficient to sustain anything like as

large a national TV system as the FCC had made room for in the spectrum.

What had happened by mid-summer, 1953, was that the first wild burst of television enthusiasm, held artificially in check by the freeze, had dissipated itself in the year after the freeze was lifted. Telecasters and prospective telecasters had begun to think more realistically about their prospects. As a B•T editorial put it, they were beginning to realize that a TV grant was not automatically a license to steal. Expansion was proceeding and was destined to continue—but at a more orderly pace.

The final FCC analysis of television broadcast financial data for 1952, issued early in August, was a clear indication that television was not invariably the road to riches. True, by far the majority of stations operating throughout 1952 (all of them old-timers in the business) made profits. Twelve made \$1.5 million or more profit each; five made between \$1 and \$1.5 million; 18 made from \$600,000 to \$1 million; 16 from \$400,000 to \$600,000; 27 from \$200,000 to \$400,000; nine from \$100,000 to \$200,000, and seven less than \$100,000—a total of 94 in the profit making class.

14 Outlets Report Loss

But 14 of the 108 pre-freeze grantees were still losing money in 1952, and some were losing plenty. Three lost more than \$800,000 each; three lost between \$200,000 and \$400,000; three lost from \$100,000 to \$200,000, and five lost less than \$100,000.

Of the losing stations, nine were in the two most heavily saturated TV markets—Los Angeles and New York, each of which has seven stations operating. Two were in four-station markets, two in three-station markets, one in a two-station market. Not one of the stations in the 40 single-station markets lost money in 1952.

Industry-wide, the 1952 report looked rosy. Total TV broadcast revenues were

\$324.2 million, 38% bigger than in 1951. Total profits before federal income tax were \$55.5 million, 33% above 1951. The overall figures showed that as an entity TV was doing fine. The more specific figures of the 14 losing stations served as a reminder that however healthy the business as a whole might be, there were limits to its possibilities. Until recently too many people had thought there were no limits at all.

Despite the recognition that opportunities were not unlimited, television was developing at a rate unequalled by any other consumer industry. At the end of 1952 the four networks and 108 pre-freeze stations showed a total original investment of \$124 million in tangible TV broadcast property. Though no official estimates were available, it was probable that by mid-August the total investment in TV property had risen to the order of \$163 million and would be near \$200 million by the end of the year.

Broadcast Property Costs

The average original cost of TV broadcast property reported by the 93 non-network-owned stations on the air throughout 1952 was \$678,602. Fifty-seven had spent \$500,000 or more each in building their broadcast plants; 11 had invested between \$400,000 and \$500,000; 12 between \$300,000 and \$400,000; 11 between \$200,000 and \$300,000; and two less than \$200,000.

The average investment in plant being made by the post-freeze stations probably was somewhat less than the \$678,602 average of the 93 pre-freeze stations, which included a disproportionately large element of big-city layouts with lavish studios and facilities. To judge by the expenditures that stations expected to make, as reported in their applications to the FCC, it seemed a good guess that the average would be between \$350,000 and \$400,000. Assuming it turns out to be \$375,000, that would mean that some \$39 million total had been invested by the 104 new post-freeze stations that had gone on the air by mid-August and \$71 million more would be spent by the 191 grantees that expected to go into business before the end of 1953.

If all those that have given B•T 1953 target dates actually carry out their plans, more than 300 post-freeze stations will be operat-

ing at the end of this year. Probably the figure will be lower; so far a fair percentage of stations has been too optimistic in setting their target dates.

All these stations—a possible 400 on the air by the end of 1953—face the prospects of increasing their investments still more in 1954, the year when it seems likely that color will be introduced to the U. S. television system.

The Color Question

According to estimates by RCA, it will cost a station \$187,850 to equip itself to carry network color shows and originate its own film and live color programs. This estimate applies to minimum equipment, including only one color camera. General Electric has estimated that the cost would be "at least" \$158,500. These costs pertain to first-model gear. As manufacturers get color transmitting equipment into production, it probably will cost considerably less.

How many stations in 1954 will add all the equipment necessary to originate live color programs is, of course, conjectural. It is possible to forecast, however, that many will install the facilities needed to transmit network colorcasts (cost: \$24,500 by RCA's estimates), quite a few will install slide equipment for still pictures (cost: \$43,250), and some will put in color film scanning gear (cost: \$50,600). It will take \$69,500 more to buy live originating equipment including the one color camera.

With color being added to the system, the expense of building a television station and keeping old ones in up-to-date equipment is destined to be more, not less, than at present. It is these promises of rising investment requirements plus the prospects of an increasing number of stations biting into the advertising dollar that have turned some bulls into bears.

Subscription TV Appeals

In early August four holders of uhf construction permits, all under the big vhf guns of New York or Philadelphia, petitioned the FCC for quick approval of subscription television. The petitioners were WDHN (TV) New Brunswick, N. J.; WELI-TV New Haven, Conn.; WIP-TV Philadelphia, and Stamford-Norwalk Television Corp., Stamford, Conn. (none of which was on the air).

The essence of their appeal was that because of the already heavy saturation of vhf signals and vhf-only sets in their markets, they would find it difficult to persuade set owners to spend the money for uhf conversion. Since networks were all tied up to existing vhf outlets, that important program source would be denied the uhf petitioners. The argument was that subscription TV promised to provide not only attractive programs that would encourage set conversion but also revenue supplementary to that obtainable from advertising.

In their petition the four uhf CP holders pointed out that several other uhf grantees had decided to turn in their construction permits because, on reconsideration, they felt that their economic survival was doubtful.

As of mid-August, 10 uhf grantees had surrendered their permits. But also at that time 51 commercial uhf stations were in business and 200 others that had been authorized were either under construction or

FCC's TV Boxscore on End of First Post-Freeze Year

AUTHORIZATION for 398 new TV stations was reported by the FCC July 1 in an announcement heralding the conclusion of the first post-freeze year of processing applications. Of this number, 256 are for operation in uhf bands and 142 are for vhf operation. Special temporary authorizations to start operation have been granted to 89 stations.

The Commission reported that 245 municipalities have been allocated channels reserved for non-commercial educational use. Of the 17 post-freeze non-commercial educational grants, 13 are for uhf bands and 4 for vhf operation. One of the latter is on the air.

The Commission announced that about 600 applications for additional TV stations including 31 non-commercial educational are now pending before the Commission and that approximately 250 channel assignments in some 175 cities are now in hearings or face hearings because they are competitive.

A tabulation by states of previously operating stations plus post-freeze commercial and educational grants making a total of 500 authorizations follows:

State	vhf	uhf	Total
Ala.	3	5	8
Ariz.	8	0	8
Ark.	2	3	5
Calif.	24	9	33
Colo.	8	2	10

Conn.	4	7	11
Del.	1	1	2
D. C.	4	0	4
Fla.	9	3	12
Ga.	6	3	9
Ida.	0	9	9
Ill.	8	11	19
Ind.	2	11	13
Iowa	4	4	8
Kan.	4	1	5
Ky.	2	5	7
La.	2	9	11
Me.	1	1	2
Md.	3	3	6
Mass.	2	10	12
Mich.	7	12	19
Minn.	7	2	9
Miss.	1	4	5
Mo.	11	7	18
Mont.	7	0	7
Neb.	4	0	4
N. H.	0	1	1
Nev.	2	0	2
N. J.	1	5	6
N. M.	6	0	6
N. Y.	15	21	36
N. C.	3	8	11
N. D.	5	0	5
Ohio	12	15	27
Ore.	2	3	5
Okla.	3	4	7
Pa.	9	25	34
R. I.	1	1	2
S. C.	2	5	7
S. D.	1	0	1
Tenn.	4	3	7
Tex.	25	16	41
Utah	3	0	3
Va.	5	7	12
Wash.	7	2	9
W. Va.	2	4	6
Wis.	3	7	10
Wyo.	2	0	2
Hawaii	3	0	3
P. R.	1	0	1

about to be. (Two vhf permits have been returned.)

How much support or opposition will be elicited by the advocates of subscription TV was unknown when this publication went to press. Chances were there would be much of both. The question of box-office television certainly would not be discussed as one-sidedly as that of color television. As of mid-August no significant opposition to compatible color, as proposed by the Na-

tional Television System Committee, had been heard anywhere.

The first post-freeze year of television had been hectic enough without the additional problems of color operation and subscription TV. The second year promised to be even more dynamic, with conversion to color a distinct probability and the superimposition of a box-office an outside possibility, and several hundred more TV stations taking to the air.

LATE TELEVISION STATION GRANTS

THIRTEEN television stations were granted by FCC between Aug. 1 when the station listing section of this yearbook went to press and Aug. 20 (TELECASTING YEARBOOK presstime). Three of the grants came as a result of Commission action finalizing initial decisions. There were no initial decisions issued during this period.

Television grants made prior to Aug. 1 are listed under the appropriate state and city listings which begin on page 49. A list of applications for TV stations, not acted upon by FCC by Aug. 18, begins on page 409.

Here are the 13 grants:

Fresno, Calif.—John Poole Bcstg. Co., uhf Ch. 53; ERP 282 kw visual, 145 kw aural; antenna 340 feet.

Jacksonville, Fla.—Southern Radio & Equipment Co. (WOBS), uhf Ch. 30; ERP 18.6 kw visual, 9.3 kw aural; antenna 400 feet.

Evanston, Ill.—Northwestern Television Bcstg. Corp., uhf Ch. 32; ERP 24 kw visual, 12.9 kw aural; antenna 160 feet.

Cedar Rapids, Iowa—Cedar Rapids Television Co., vhf Ch. 9; ERP 33.1 kw visual, 16.6 kw

aural; antenna 160 feet. Target date, Feb. 1, 1954.

Owensboro, Ky.—Owensboro On The Air Inc. (WVJ5), uhf Ch. 14; ERP 178 kw visual, 93.3 kw aural; antenna 390 feet.

Boston, Mass.—J. D. Wrather Jr., uhf Ch. 44; ERP 282 kw visual, 145 kw aural; antenna 580 feet.

Worcester, Mass.—Wilson Enterprises Inc. (WAAB), uhf Ch. 20; ERP 181.5 kw visual, 92.8 kw aural; antenna 825 feet (final decision).

Valley City, N. D.—North Dakota Bcstg. Co. (K5JB Jamestown), KCJB-AM-TV Minot, N. D.; vhf Ch. 4; ERP 10.7 kw visual, 5.37 kw aural; antenna 660 feet. Target date, early 1954. Representative, Weed Television.

Steubenville, Ohio—WSTV Inc. (WSTV), vhf Ch. 9; ERP 229 kw visual, 115 kw aural; antenna 950 feet.

Allentown, Pa.—Queen City Television Co., uhf Ch. 39; ERP 107 kw visual, 54 kw aural; antenna 350 feet (final decision).

Old Hickory, Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC Nashville, Tenn.), vhf Ch. 5; ERP 100 kw visual, 50.1 kw aural; antenna 930 feet. Target date, late 1953-early 1954.

Milwaukee, Wis.—Cream City Bcstg. Co. (WMIL), uhf Ch. 31; ERP 15.1 kw visual, 8.13 kw aural; antenna 430 feet.

San Juan, P. R.—Jose Ramon Quinones (WAPA), vhf Ch. 4; ERP 56.5 kw visual, 33.9 kw aural; antenna 221 feet (final decision).

Behavior of Today's Television Audience

PERCENTAGE OF SETS IN USE

By James W. Seiler

Director, American Research Bureau Inc.

March 1953	Monday thru Friday	Saturday	Sunday
9:00 A.M.	3.2	1.8	0.6
10:00	15.7	8.3	3.8
11:00	5.6	15.7	15.5
12:00 Noon	8.9	22.5	16.0
1:00 P.M.	10.4	20.8	20.1
2:00	6.9	17.5	24.4
3:00	13.1	10.9	34.3
4:00	19.6	18.7	25.5
5:00	23.2	28.1	37.6
6:00	31.6	35.3	41.7
7:00	30.0	41.6	58.8
8:00	66.0	61.8	69.0
9:00	63.8	64.6	64.1
10:00	66.7	60.1	55.1
11:00	33.2	47.8	33.3
12:00 Mid.	15.0	24.5	18.6

WHILE it is commonly known how many U. S. families now own television sets, a fact of equal importance to both the broadcaster and advertisers is just how often and at what times these sets are in use and which family members are doing the viewing. Due to the different habits of each important family member, audiences not only differ widely at different hours of the day by number of sets turned on, but also by numbers of men, women and children in front of the screen. Obviously, one million homes tuned to a program with an average of one man watching in each home has a different value to an advertiser than the same one million homes where the majority of the audience is made up of children and only one man in every five homes is found watching.

ARB television audience studies have disclosed several interesting facts about the way 1953 television families utilize their sets. First of all, during a typical week about 4 to 5% of the families will be found with sets out of repair and unavailable for program tuning during the entire week. Another 3 to 4% will be out of town, seriously ill, or have other reasons preventing them from watching the TV set. This means that slightly over 90% of TV-owning families do watch their sets at least one time during a typical week.

As a reference aid, the charts on this page indicate the approximate percentage of U. S. television sets turned on each hour of the day and evening. The figures are from a combination of Eastern, Central and Pacific Time Zone television homes properly proportioned.

By day parts, audience composition in the viewing homes varies considerably.

(The sets-in-use figure for 12:00 Noon would be made up of sets in use at 12:00 Noon in the Eastern Time Zone, 11:00 A. M. in the Central Time Zone, and 9:00 A.M. in the Pacific Time Zone.)

AUDIENCE COMPOSITION

Per Hundred Homes Tuned In

March 1953	Per Hundred Homes
<i>6:00-9:00 A.M., Monday thru Friday</i>	
Men	60
Women	100
Children under 16	30
Total persons	190
<i>9:00-12:00 Noon, Monday thru Friday</i>	
Men	20
Women	100
Children under 16	40
Total persons	160
<i>12:00-3:00 P.M., Monday thru Friday</i>	
Men	20
Women	110
Children under 16	60
Total persons	190
<i>3:00-6:00 P.M., Monday thru Friday</i>	
Men	30
Women	80
Children under 16	100
Total persons	210
<i>6:00 P.M.-Midnight, Sunday thru Saturday</i>	
Men	100
Women	120
Children under 16	60
Total persons	280

DIFFERENT MARKETS
DIFFERENT POPULATIONS
DIFFERENT NEEDS

DIFFERENT

WAGA-TV

ATLANTA



In Atlanta, the South's leading market, with retail sales increased over 6 times their 1940 total, more than 100,000 sets turn to and stay tuned to WAGA-TV. Accurately reflecting this productive, progressive and hardhitting metropolis, this Storer Station leads in listeners and results. Channel 5, CBS Affiliate.

WJBK-TV

DETROIT



With CBS and Du Mont affiliations, plus some of the most magnetic local programs in all television, WJBK-TV has become Detroit's favorite television station. It is your best way to tap the top of booming sales in the Motor City, now at an all-time high.

Different markets — different climates, different populations, different customs, habits and needs. Each of these different key markets is served by a Storer TV Station geared to the particular interests, desires and requirements of the people. But all are linked by one strong principle — the Storer principle of close kinship between broadcaster and viewer. You can buy with confidence in the markets Storer Stations cover, knowing you'll get more for your television dollars.

WBRC-TV
BIRMINGHAM



The "Pittsburgh of the South" and spokesman for the industrialization of this part of the country, Birmingham booms with a business volume in excess of two billion dollars. Tailored to serve the needs of its 560,000 hard-working citizens, WBRC-TV is the advertiser's first choice in the first market of the deep South. NBC affiliate.

TELEVISION STATIONS

WSPD-TV
TOLEDO



Toledo's only television outlet, WSPD-TV has served this great Ohio market not only with cream network entertainment, but with strong local programs in the Storer style as well. The result is a true community station that effectively reaches Toledo's nearly half-billion dollar retail sales volume.

KEYL-TV
SAN ANTONIO



Three networks, CBS, ABC And Du Mont, pour their high Hooper programs into KEYL-TV, serving the third largest city in the country's largest state. Alive, active, growing fast, the gulf coast area provides rich returns for the modern merchandiser who uses KEYL-TV to reach more buyers . . . at less cost.

STORER BROADCASTING COMPANY



WSPD-TV — WJBK-TV — WAGA-TV — KEYL-TV — WBRC-TV
 Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas Birmingham, Ala.
 WMMN — WSPD — WJBK — WAGA — WWVA — WGBS — WBRC
 Fairmont, W. Va. Toledo, Ohio Detroit, Mich. Atlanta, Ga. Wheeling, W. Va. Miami, Fla. Birmingham, Ala.

NATIONAL SALES HEADQUARTERS:

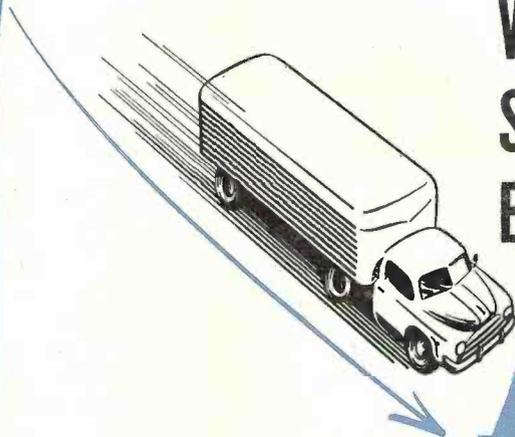
TOM HARKER, V. P., National Sales Director **BOB WOOD**, Midwest National Sales Mgr.
 118 East 57 Street, New York 22, Eldorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

TELEVISION STATIONS IN THE UNITED STATES BY CALL LETTERS

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

KACY—Festus, Mo., Ch. 14.	KFYR-TV—Bismarck, N. D., Ch. 5.	KOOK-TV—Billings, Mont., Ch. 2.	KTXL-TV—San Angelo, Tex., Ch. 8.	WBZ-TV Boston, Ch. 4.
KAFY-TV—Bakersfield, Calif., Ch. 29.	KGBS-TV—Harlingen, Tex., Ch. 4.	KOOL-TV—Phoenix, Ariz., Ch. 10. ST with KOY-TV.	KTYL-TV—Mesa, Ariz., Ch. 12.	WCAN-TV—Milwaukee, Wis., Ch. 25.
KAGR-TV—Yuba City, Calif., Ch. 52.	KGGM-TV—Albuquerque, N. M., Ch. 13.	KOPO-TV—Tucson, Ariz., Ch. 13.	KUHT—Houston, Tex., Ch. *8.	WCAU-TV—Philadelphia, Pa., Ch. 10.
KALA—San Antonio, Tex., Ch. 35.	KGMB-TV—Honolulu, Hawaii, Ch. 9.	KOPR-TV—Butte, Mont., Ch. 4.	KUNZ-TV—Houston, Tex., Ch. 39.	WCBI-TV—Columbus, Miss., Ch. 28.
KANG-TV—Waco, Tex., Ch. 34.	KGMO-TV—Cape Girardeau, Mo., Ch. 18.	KOTV—Tulsa, Okla., Ch. 6.	KUTV—Salt Lake City, Utah, Ch. 2.	WCBS-TV—New York, N. Y., Ch. 2.
KARK-TV—Little Rock, Ark., Ch. 4.	KGO-TV—San Francisco, Calif., Ch. 7.	KOY-TV—Phoenix, Ariz., Ch. 10. ST with KOOL-TV.	KVEE-TV—San Luis Obispo, Calif., Ch. 6.	WCCO-TV—Minneapolis, Minn., Ch. 4.
KATV—Pine Bluff, Ark., Ch. 7.	KGNC-TV—Amarillo, Tex., Ch. 4.	KPHO-TV—Phoenix, Ariz., Ch. 5.	KVOA-TV—Tucson, Ariz., Ch. 4.	WCIA—Champaign, Ill., Ch. 3.
KBAY-TV—San Francisco, Calif., Ch. 20.	KGUL-TV—Galveston, Tex., Ch. 11.	KPIC—Salem, Ore., Ch. 24.	KVOS-TV—Bellingham, Wash., Ch. 12.	WCIG-TV—Durham, N. C., Ch. 46.
KBES-TV—Medford, Ore., Ch. 5.	KGVO-TV—Missoula, Mont., Ch. 13.	KPIX—San Francisco, Calif., Ch. 5.	KVTY—Sioux City, Iowa, Ch. 9.	WCHA-TV, Chambersburg, Pa., Ch. 46.
KBIC—Sacramento, Calif., Ch. 46.	KHJ-TV—Los Angeles, Calif., Ch. 9.	KPRC-TV—Houston, Tex., Ch. 2.	KWFT-TV—Wichita Falls, Tex., Ch. 6.	WCHV-TV—Charlottesville, Va., Ch. 64.
KBMT—Beaumont, Tex., Ch. 31.	KHQ-TV—Spokane, Wash., Ch. 11.	KPTV—Portland, Ore., Ch. 27.	KWKV-TV—Pocatello, Idaho, Ch. 10.	WCIN-TV—Cincinnati, Ch. 12.
KBOI—Meridian, Idaho, Ch. 2.	KHQA-TV—Hannibal, Mo., Ch. 7.	KQED—Berkeley, Calif., Ch. *9.	KWRH—Los Angeles, Calif., Ch. *28.	WCOE-TV—Meridan, Miss., Ch. 30.
KBSM—Bismarck, N. D., Ch. 12.	KHSL-TV—Chico, Calif., Ch. 12.	KQTV—Ft. Dodge, Iowa, Ch. 21.	KXJB-TV—Valley City, N. D., Ch. 4.	WCOG-TV—Greensboro, N. C., Ch. 57.
KBTV—Denver, Col., Ch. 9.	KHTV—Baton Rouge, La., Ch. 40.	KRBC-TV—Abilene, Tex., Ch. 9.	KXLF-TV—Butte, Mont., Ch. 6.	WCOS-TV—Columbia, S. C., Ch. 25.
KCBD-TV—Lubbock, Tex., Ch. 11.	KICU—Salinas, Calif., Ch. 28.	KRDO-TV—Colorado Springs, Colo., Ch. 13.	KXLY-TV—Spokane, Wash., Ch. 6.	WCOW-TV—St. Paul, Minn., Ch. 17.
KCEB—Tulsa, Okla., Ch. 23.	KID-TV—Idaho Falls, Idaho, Ch. 3.	KRGV—Weslaco, Tex., Ch. 5.	KXYZ-TV—Houston, Tex., Ch. 29.	WCNO-TV—New Orleans, La., Ch. 32.
KCEN-TV—Temple, Tex., Ch. 6.	KIDO-TV—Boise, Idaho, Ch. 7.	KRHT—Billings, Mont., Ch. 8.	KYTV—Springfield, Mo., Ch. 3.	WCOV-TV—Montgomery, Ala., Ch. 20.
KCJB-TV—Minot, N. D., Ch. 13.	KIEM-TV—Eureka, Calif., Ch. 3.	KRMA-TV—Dallas, Ch. 4.	KZTV—Reno, Nev., Ch. 8.	WCPO-TV—Cincinnati, Ohio, Ch. 9.
KCMC-TV—Texarkana, Tex., Ch. 6.	KIFT—Idaho Falls, Idaho, Ch. 8.	KROD-TV—Denver, Colo., Ch. 6.	WAAM—Baltimore, Md., Ch. 13.	WCRC-TV—Greenwood, S. C., Ch. 21.
KCMO-TV—Kansas City, Mo., Ch. 5.	KIMA-TV—Yakima, Wash., Ch. 29.	KROD-TV—El Paso, Tex., Ch. 4.	WABC—New York, N. Y., Ch. 7.	WCSC-TV—Charleston, S. C., Ch. 5.
KCNA-TV—Tucson, Ariz., Ch. 9.	KING-TV—Seattle, Wash., Ch. 5.	KRON-TV—San Francisco, Calif., Ch. 4.	WABD—New York, N. Y., Ch. 5.	WCSH-TV Portland, Me., Ch. 6.
KCOK-TV—Tulare, Calif., Ch. 27.	KIRV—Denver, Colo., Ch. 20.	KRTV—Little Rock, Ark., Ch. 17.	WABI-TV—Bangor, Me., Ch. 5.	WCTB—Bridgeport, Conn., Ch. *71.
KCSJ-TV—Pueblo, Colo., Ch. 5.	KIT-TV—Yakima, Wash., Ch. 23.	KSAC—Manhattan, Kan., Ch. *8.	WABT—Birmingham, Ala., Ch. 13.	WCTN—Norwich, Conn., Ch. *63.
KCTV—Sioux City, Iowa, Ch. 36.	KITO-TV—San Bernardino, Calif., Ch. 18.	KSAN-TV—San Francisco, Calif., Ch. 32.	WACA-TV—Camden, S. C., Ch. 14.	WCTV—Flint, Mich., Ch. 12.
KCTY—Kansas City, Ch. 25.	KIVA—Yuma, Ariz., Ch. 11.	KSBW-TV—Salinas, Calif., Ch. 8. ST with KMBY-TV Monterey, Calif.	WACH—Newport News, Va., Ch. 33.	WDAF-TV—Kansas City, Mo., Ch. 4.
KDEN—Denver, Ch. 26.	KJEO—Fresno, Calif., Ch. 47.	KSD-TV—St. Louis, Ch. 5.	WAFB-TV—Baton Rouge, La., Ch. 28.	WDAK-TV—Columbus, Ga., Ch. 28.
KDIO—Davenport, Iowa, Ch. 36.	KLAC-TV—Los Angeles, Calif., Ch. 13.	KSHM—Sherman, Tex., Ch. 46.	WAGA-TV—Atlanta, Ga., Ch. 5.	WDAN-TV—Danville, Ill., Ch. 24.
KDRO-TV—Sedalia, Mo., Ch. 6.	KLAS-TV—Las Vegas, Nev., Ch. 8.	KSL-TV—Salt Lake City, Utah, Ch. 5.	WAKR-TV—Akron, Ohio, Ch. 49.	WDAY-TV—Fargo, N. D., Ch. 6.
KDUB-TV—Lubbock, Tex., Ch. 13.	KLIF-TV—Dallas, Tex., Ch. 29.	KSPJ—Alexandria, La., Ch. 62.	WALA-TV—Mobile, Ala., Ch. 10.	WDEL-TV—Wilmington, D. C., Ch. 12.
KDTX—Dallas, Tex., Ch. 23.	KLK-TV—Twin Falls, Idaho, Ch. 11.	KSPR-TV—Casper, Wyo., Ch. 2.	WARD-TV—Johnstown, Pa., Ch. 56.	WDHN—New Brunswick, N. J., Ch. 47.
KDYL-TV—Salt Lake City, Utah, Ch. 4.	KLZ-TV—Denver, Colo., Ch. 7.	KSTM-TV—St. Louis, Mo., Ch. 36.	WARD-TV—Johnstown, Pa., Ch. 56.	WDSU-TV—New Orleans, La., Ch. 6.
KDZA-TV—Pueblo, Colo., Ch. 3.	KMBC-TV—Kansas City, Mo., Ch. 9. ST with WHB-TV Kansas City, Mo.	KSTP-TV—St. Paul, Minn., Ch. 5.	WARM-TV—Scranton, Pa., Ch. 16.	WDTV—Pittsburgh, Ch. 2.
KECA-TV—Los Angeles, Calif., Ch. 7.	KMBY-TV—Monterey, Calif., Ch. 8. ST with KSWB Salinas, Calif.	KSWS-TV—Roswell, N. M., Ch. 8.	WATR-TV—Waterbury, Conn., Ch. 53.	WEAR-TV—Pensacola, Fla., Ch. 3.
KEDD—Wichita, Kan., Ch. 16.	KMIV—Miami, Okla., Ch. 58.	KSWO-TV—Lawton, Okla., Ch. 7.	WATV—Newark, N. J., Ch. 13.	WEAU-TV—Eau Claire, Wis., Ch. 13.
KELO-TV—Sioux Falls, S. D., Ch. 11.	KMJJ—Austin, Minn., Ch. 6.	KTAG-TV—Lake Charles, La., Ch. 25.	WAVE-TV—Louisville, Ky., Ch. 3.	WECT—Elmira, N. Y., Ch. *24.
KEPO-TV—El Paso, Tex., Ch. 13.	KMO-TV—Tacoma, Wash., Ch. 13.	KTBC-TV—Austin, Tex., Ch. 7.	WAYS-TV—Charlotte, N. C., Ch. 36.	WEEK-TV—Peoria, Ill., Ch. 43.
KERO-TV—Bakersfield, Calif., Ch. 10.	KMON-TV—Great Falls, Mont., Ch. 3.	KICO—Fort Worth, Tex., Ch. 20.	WAZL-TV—Hazlet, Pa., Ch. 63.	WEU-TV—Reading, Pa., Ch. 33.
KETC—St. Louis, Mo., Ch. *9.	KMPY—Oklahoma City, Okla., Ch. 19.	KILA—Los Angeles, Calif., Ch. 5.	WBAL-TV—Baltimore, Md., Ch. 11.	WEHT—Henderson, Ky., Ch. 50.
KETV—Little Rock, Ark., Ch. 23.	KMTV—Omaha, Neb., Ch. 3.	KTLV—Des Moines, Iowa, Ch. 17.	WBAP-TV—Fort Worth, Tex., Ch. 5.	WENS—Pittsburgh, Ch. 16.
KEXX—Tyler, Tex., Ch. 19.	KNAL-TV—Victoria, Tex., Ch. 19.	KTNT-TV—Tacoma, Wash., Ch. 11.	WBBM-TV—Chicago, Ill., Ch. 4.	WEOK-TV—Poughkeepsie, N. Y., Ch. 21.
KEYL—San Antonio, Ch. 5.	KNBH—Los Angeles, Calif., Ch. 4.	KTRC-TV—Lufkin, Tex., Ch. 9.	WBCK-TV—Battle Creek, Mich., Ch. 58.	WERE-TV—Cleveland, Ohio, Ch. 65.
KEYT—Santa Barbara, Calif., Ch. 3.	KNDX—Minot, N. D., Ch. 10.	KTSM-TV—El Paso, Tex., Ch. 9.	WBEN-TV—Buffalo, N. Y., Ch. 4.	WETV—Macon, Ga., Ch. 47.
KFAZ—Monroe, La., Ch. 43.	KNEH—Clovis, N. M., Ch. 12.	KTTS-TV—Springfield, Mo., Ch. 10.	WBES-TV—Buffalo, N. Y., Ch. 59.	WEWS—Cleveland, Ohio, Ch. 5.
KFBF-TV—Great Falls, Mont., Ch. 5.	KNOE-TV—Monroe, La., Ch. 8.	KTTV—Los Angeles, Calif., Ch. 11.	WBGTV—Richmond, Ky., Ch. 80.	WFAA-TV—Dallas, Tex., Ch. 8.
KFBC-TV—Cheyenne, Wyo., Ch. 5.	KNXT—Los Angeles, Calif., Ch. 2.	KTVA—Anchorage, Alaska, Ch. 11.	WBKB—Chicago, Ill., Ch. 7.	WFAM-TV—Lafayette, Ind., Ch. 59.
KFDA-TV—Amarillo, Tex., Ch. 10.	KOAM-TV—Pittsburg, Kan., Ch. 7.	KTVL—Longview, Tex., Ch. 32.	WBKZ-TV—Battle Creek, Mich., Ch. 64.	WFBG-TV—Altoona, Pa., Ch. 10.
KFDX-TV—Wichita Falls, Tex., Ch. 3.	KOAT-TV—Albuquerque, N. M., Ch. 7.	KTVF—Eugene, Ore., Ch. 20.	WBNS-TV—Bloomington, Ill., Ch. 15.	WFBM-TV—Indianapolis, Ind., Ch. 6.
KFEL-TV—Denver, Ch. 2.	KOB-TV—Albuquerque, N. M., Ch. 4.	KTVH—Hutchinson, Kan., Ch. 12.	WBOS-TV—Columbus, Ohio, Ch. 10.	WFIE—Evansville, Ind., Ch. 62.
KFEY-TV—St. Joseph, Mo., Ch. 2.	KOIN-TV—Portland, Ore., Ch. 6.	KTVI—Boise, Idaho, Ch. 9.	WBOC-TV—Salisbury, Md., Ch. 16.	WFIL-TV—Philadelphia, Pa., Ch. 6.
KFJA—Anchorage, Alaska, Ch. 2.	KOLN-TV—Lincoln, Neb., Ch. 12.	KTVK—Santa Fe, N. M., Ch. 2.	WBOS-TV Boston, Mass., Ch. 50.	WFMD-TV—Frederick, Md., Ch. 62.
KFIF—Fairbanks, Alaska, Ch. 2.	KOMO-TV—Seattle, Wash., Ch. 4.	KTVR—Galveston, Tex., Ch. 41.	WBRC-TV—Birmingham, Ala., Ch. 6.	WFMJ-TV—Youngstown, Ohio, Ch. 73.
KFMB-TV—San Diego, Calif., Ch. 8.	KOMU-TV—Columbia, Mo., Ch. 8.	KTVQ—Oklahoma City, Okla., Ch. 25.	WBRE-TV—Wilkes-Barre, Pa., Ch. 28.	WFMY-TV—Greensboro, N. C., Ch. 2.
KFOR-TV—Lincoln, Neb., Ch. 10.	KONA—Honolulu, Hawaii, Ch. 11.	KTVR—Galveston, Tex., Ch. 41.	WBTM-TV—Danville, Va., Ch. 24.	WFPG-TV—Atlantic City, N. J., Ch. 46.
KFSD-TV—San Diego, Calif., Ch. 10.		KTVW—Stockton, Calif., Ch. 36.	WBTU—Charlotte, N. C., Ch. 3.	WFTL-TV—Ft. Lauderdale, Fla., Ch. 23.
KFUO-TV—Clayton, Mo., Ch. 30.		KTVW—Wichita Falls, Tex., Ch. 22.	WBUF-TV—Buffalo, N. Y., Ch. 17.	WFTV—Duluth, Minn., Ch. 38.
KFSA-TV—Ft. Smith, Ark., Ch. 22.				
KFXD-TV—Nampa, Idaho, Ch. 6.				
KFXJ-TV—Grand Junction, Colo., Ch. 5.				
KFYO-TV—Lubbock, Tex., Ch. 5.				

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TV STATIONS BY CALL LETTERS

WGAL-TV—Lancaster, Pa., Ch. 8.	WIS-TV—Columbia, S. C., Ch. 10.	WLOW-TV—Norfolk, Va., Ch. 27.	WOOD-TV—Grand Rapids, Mich., Ch. 7.	WTAO-TV—Cambridge, Mass., Ch. 56.
WGAY-TV—Green Bay, Wis., Ch. 2.	WISE-TV—Asheville, N. C., Ch. 62.	WLTV—Wheeling, W. Va., Ch. 51.	WOR-TV—New York, N. Y., Ch. 9.	WTAP—Parkersburg, W. Va., Ch. 15.
WGBH—Boston, Mass., Ch. *2.	WITH-TV—Baltimore, Md., Ch. 60.	WLVA-TV—Lynchburg, Va., Ch. 13.	WOSH-TV—Oshkosh, Wis., Ch. 48.	WTAR-TV—Norfolk, Va., Ch. 6.
WGBI-TV—Scranton, Pa., Ch. 22.	WITV—Ft. Lauderdale, Fla., Ch. 17.	WLWA—Atlanta, Ga., Ch. 8.	WOSU—Columbus, Ohio, Ch. *34.	WTCN-TV—Minneapolis, Minn., Ch. 11. ST with WMIN-TV St. Paul, Minn.
WGCM-TV—Gulfport, Miss., Ch. 56.	WJAC-TV—Johnstown, Pa., Ch. 6.	WLWC—Columbus, Ohio, Ch. 3.	WOTV—Lakeland, Fla., Ch. 15.	WTLO—New Orleans, La., Ch. 20.
WGEM-TV—Quincy, Ill., Ch. 10.	WJAR-TV—Providence, R. I., Ch. 10.	WLWD—Dayton, Ohio, Ch. 2.	WOUC—Chattanooga, Tenn., Ch. 49.	WTLV—New Brunswick, N. J., Ch. *19.
WGLV—Easton, Pa., Ch. 57.	WJBK-TV—Detroit, Mich., Ch. 2.	WLWT—Cincinnati, Ohio, Ch. 5.	WOW-TV—Omaha, Neb., Ch. 6.	WTMJ-TV—Milwaukee, Wis., Ch. 3.
WGN-TV—Chicago, Ill., Ch. 9.	WJDM—Panama City, Fla., Ch. 7.	WMAC-TV—Massillon, Ohio, Ch. 23.	WPAG-TV—Ann Arbor, Mich., Ch. 20.	WTOB-TV—Winston-Salem, N. C., Ch. 26.
WGOV-TV—Valdosta, Ga., Ch. 37.	WJHL-TV—Johnson City, Tenn., Ch. 11.	WMAL-TV—Washington, D. C., Ch. 7.	WPAQ-TV—Mt. Airy, N. C., Ch. 55.	WTOC-TV—Savannah, Ga., Ch. 11.
WGTV—New York, N. Y., Ch. *25.	WJHP-TV—Jacksonville, Fla., Ch. 36.	WMAR-TV—Baltimore, Md., Ch. 2.	WPFA—Pensacola, Fla., Ch. 15.	WTKO-TV—Meridian, Miss., Ch. 11.
WGLV—Greenville, S. C., Ch. 23.	WJIM-TV—Lansing, Mich., Ch. 6.	WMAZ-TV—Macon, Ga., Ch. 13.	WPIX—New York, N. Y., Ch. 11.	WTOP-TV—Washington, D. C., Ch. 9.
WHAM-TV—Rochester, N. Y., Ch. 6.	WJLN-TV—Birmingham, Ala., Ch. 48.	WMBR-TV—Jacksonville, Fla., Ch. 4.	WPMT—Portland, Me., Ch. 53.	WTPA—Harrisburg, Pa., Ch. 71.
WHAS-TV—Louisville, Ky., Ch. 11.	WJMR-TV—New Orleans, La., Ch. 61.	WMCT—Memphis, Tenn., Ch. 5.	WPTV—Albany, N. Y., Ch. 23.	WTRC-TV—Elkhart, Ind., Ch. 52.
WHB-TV—Kansas City, Mo., Ch. 9. ST with KMBC-TV, Kansas City, Mo.	WJON-TV—St. Cloud, Minn., Ch. 7.	WMEV-TV—Marion, Va., Ch. 50.	WPTV—Ashland, Ky., Ch. 59.	WTRF-TV—Wheeling, W. Va., Ch. 7.
WHBF-TV—Rock Island, Ill., Ch. 4.	WJPB-TV—Fairmont, Va., Ch. 35.	WMSG-TV—North Adams, Mass., Ch. 74.	WPTZ—Philadelphia, Pa., Ch. 3.	WTRI—Scheriectady, N. Y., Ch. 35.
WHBQ-TV—Memphis, Tenn., Ch. 13.	WJRE—Indianapolis, Ind., Ch. 26.	WMIN-TV—St. Paul, Minn., Ch. 11. ST with WTCN-TV Minneapolis, Minn.	WQED—Pittsburgh, Pa., Ch. *13.	WTSK Knoxville, Tenn., Ch. 26.
WHCU-TV—Ithaca, N. Y., Ch. 20.	WJTN-TV—Jamestown, N. Y., Ch. 58.	WMVI—Miami, Okla., Ch. 58.	WQTV—Binghamton, N. Y., Ch. *46.	WTTG—Washington, D. C., Ch. 5.
WHCB-TV—Rochester, N. Y., Ch. 10. ST with WVET-TV Rochester, N. Y.	WJTV—Jackson, Miss., Ch. 25.	WMRF-TV—Lewiston, Pa., Ch. 38.	WRAC-TV—Williamsport, Pa., Ch. 36.	WTTM—Trenton, N. J., Ch. 41.
WHEN—Syracuse, N. Y., Ch. 8.	WKAB-TV—Mobile, Ala., Ch. 48.	WMRI-TV—Marion, Ind., Ch. 29.	WRAY-TV—Princeton, Ind., Ch. 52.	WTTV—Bloomington, Ind., Ch. 10.
WHFB-TV—Benton Harbor, Mich., Ch. 42.	WKAR-TV—East Lansing, Mich., Ch. 60.	WMSL-TV—Decatur, Ala., Ch. 23.	WRBJ—Beloit, Wis., Ch. 57.	WTVE—Elmira, N. Y., Ch. 24.
WHFC-TV—Chicago, Ill., Ch. 26.	WKBN-TV—Youngstown, Ohio, Ch. 27.	WMT-TV—Cedar Rapids, Iowa, Ch. 2.	WREX-TV—Rockford, Ill., Ch. 13.	WTVF—Buffalo, N. Y., Ch. *23.
WHIO-TV—Dayton, Ohio, Ch. 7.	WKBF-TV—Pittsburgh, Pa., Ch. 53.	WMTV—Madison, Wis., Ch. 33.	WRGB—Schenectady, N. Y., Ch. 4.	WTVH-TV—Peoria, Ill., Ch. 19.
WHIZ-TV—Zanesville, Ohio, Ch. 50.	WKJG-TV—Ft. Wayne, Ind., Ch. 33.	WNAC-TV—Boston, Mass., Ch. 7.	WRNY-TV—Rochester, N. Y., Ch. 27.	WTVI—Belleville, Ill., Ch. 54.
WHKP-TV—Hendersonville, N. C., Ch. 27.	WKLO-TV—Louisville, Ky., Ch. 21.	WNAM-TV—Neenah, Wis., Ch. 42.	WROH—Rochester, N. Y., Ch. *21.	WTVJ—Miami, Fla., Ch. 4.
WHP-TV—Harrisburg, Pa., Ch. 55.	WKMI-TV—Kalamazoo, Mich., Ch. 36.	WNAO-TV—Raleigh, N. C., Ch. 28.	WROM-TV—Rome, Ga., Ch. 9.	WTVM—Muskegon, Mich., Ch. 35.
WHRN—Dover, Del., Ch. 40.	WKNA-TV—Charleston, W. Va., Ch. 49.	WNEB-TV—Binghamton, N. Y., Ch. 12.	WROV-TV—Roanoke, Va., Ch. 27.	WTVN—Columbus, Ohio, Ch. 6.
WHTV—Syracuse, N. Y., Ch. *43.	WKNE-TV—Keene, N. H., Ch. 45.	WNBH-TV—New Bedford, Mass., Ch. 28.	WROW-TV—Albany, N. Y., Ch. 41.	WTVO—Rockford, Ill., Ch. 39.
WHUM-TV—Reading, Pa., Ch. 61.	WKNX-TV—Saginaw, Mich., Ch. 57.	WNBK—Cleveland, Ohio, Ch. 4.	WRTV—Asbury Park, N. J., Ch. 58.	WTVP—Decatur, Ill., Ch. 17.
WHYN-TV—Springfield, Mass., Ch. 55.	WKNY-TV—Kingston, N. Y., Ch. 56.	WNBQ—Chicago, Ill., Ch. 5.	WSAZ-TV—Huntington, W. Va., Ch. 3.	WTVQ—Pittsburgh, Pa., Ch. 47.
WIBM-TV—Jackson, Mich., Ch. 48.	WKOW-TV—Madison, Wis., Ch. 27.	WNBTV—New York, N. Y., Ch. 4.	WSB-TV—Atlanta, Ga., Ch. 2.	WTVR—Richmond, Va., Ch. 6.
WIBW-TV—Topeka, Kan., Ch. 13.	WKRC-TV—Cincinnati, Ohio, Ch. 12.	WNBW—Washington, D. C., Ch. 4.	WSBA-TV—York, Pa., Ch. 43.	WTVT—Chattanooga, Tenn., Ch. 43.
WICA-TV—Ashtabula, Ohio, Ch. 15.	WKST-TV—New Castle, Pa., Ch. 45.	WNCT—Greenville, N. C., Ch. 9.	WSBT-TV—South Bend, Ind., Ch. 34.	WTVU—Scranton, Pa., Ch. 73.
WICC-TV—Bridgeport, Conn., Ch. 43.	WKTV—Utica, N. Y., Ch. 13.	WNET—Providence, R. I., Ch. 16.	WSCV—Spartanburg, S. C., Ch. 17.	WTVZ—Albany, N. Y., Ch. *17.
WICS—Springfield, Ill., Ch. 20.	WKY-TV—Oklahoma City, Okla., Ch. 4.	WNHC-TV—New Haven, Conn., Ch. 6.	WSEE-TV—Swansea, Mass., Ch. 46.	WUTV—Youngstown, Ohio, Ch. 21.
WICU—Erie, Pa., Ch. 12.	WKZO-TV—Kalamazoo, Mich., Ch. 3.	WNLC-TV—New London, Conn., Ch. 26.	WSGN-TV—Birmingham, Ala., Ch. 42.	WVEC-TV—Hampton, Va., Ch. 15.
WIET—Ithaca, N. Y., Ch. *14.	WLAM-TV—Lewiston, Me., Ch. 17.	WNOH—Northampton, Mass., Ch. 36.	WSIL-TV—Harrisburg, Ill., Ch. 22.	WVET-TV—Rochester, N. Y., Ch. 10. ST with WHEC-TV Rochester, N. Y.
WIFE—Dayton, Ohio, Ch. 22.	WLBC-TV—Muncie, Ind., Ch. 49.	WNOK-TV—Columbia, S. C., Ch. 67.	WSIX-TV—Nashville, Tenn., Ch. 8.	WWJ-TV—Detroit, Mich., Ch. 4.
WILK-TV—Wilkes-Barre, Pa., Ch. 34.	WLBRTV—Lebanon, Pa., Ch. 15.	WNOH—Northampton, Mass., Ch. 36.	WSJL—Bridgeport, Conn., Ch. 49.	WWLA—Lancaster, Pa., Ch. 21.
WILS-TV—Lansing, Mich., Ch. 54.	WLEC-TV—Sandusky, Ohio, Ch. 42.	WNOW-TV—York, Pa., Ch. 49.	WSJS-TV—Winston-Salem, N. C., Ch. 12.	WWLP—Springfield, Mass., Ch. 61.
WIMA-TV—Lima, Ohio, Ch. 35.	WLEV-TV—Bethlehem, Pa., Ch. 51.	WOCN—Atlantic City, N. J., Ch. 52.	WSJV—Elkhart, Ind., Ch. 52.	WVOD-TV—Lynchburg, Va., Ch. 16.
WIND-TV—Chicago, Ill., Ch. 20.	WLOU-TV—Louisville, Ky., Ch. 41.	WOCI-TV—Davenport, Iowa, Ch. 6.	WSLS-TV—Roanoke, Va., Ch. 10.	WWNY-TV—Watertown, N. Y., Ch. 48.
WINK-TV—Ft. Myers, Fla., Ch. 11.	WLVN-TV—Lynchburg, Va., Ch. 16.	WOCN—Atlantic City, N. J., Ch. 52.	WSM-TV—Nashville, Tenn., Ch. 4.	WWTV—Cadillac, Mich., Ch. 13.
WINT—Waterloo, Ind., Ch. 15.	WLVN-TV—Lynchburg, Va., Ch. 16.	WOCN—Atlantic City, N. J., Ch. 52.	WSPD-TV—Toledo, Ohio, Ch. 13.	WXEL—Cleveland, Ohio, Ch. 9.
WIP-TV—Philadelphia, Pa., Ch. 29.	WLVN-TV—Lynchburg, Va., Ch. 16.	WOCN—Atlantic City, N. J., Ch. 52.	WSTB-TV—Boston, Mass., Ch. 50.	WXYZ-TV—Detroit, Mich., Ch. 7.
WIRK-TV—West Palm Beach, Fla., Ch. 21.	WLVN-TV—Lynchburg, Va., Ch. 16.	WOCN—Atlantic City, N. J., Ch. 52.	WSUN-TV—St. Petersburg, Fla., Ch. 38.	XELD-TV—Matamoros, Mex., Ch. 7.
	WLVN-TV—Lynchburg, Va., Ch. 16.	WOCN—Atlantic City, N. J., Ch. 52.	WSVA-TV—Harrisonburg, Va., Ch. 3.	XETV—Tijuana, Mex., Ch. 6.
	WLVN-TV—Lynchburg, Va., Ch. 16.	WOCN—Atlantic City, N. J., Ch. 52.	WSYR-TV—Syracuse, N. Y., Ch. 5.	
	WLVN-TV—Lynchburg, Va., Ch. 16.	WOCN—Atlantic City, N. J., Ch. 52.	WTAC-TV—Flint, Mich., Ch. 16.	

TELEVISION AWARDS

17th American Exhibition of Educational Radio & Television Programs* (Ohio State Awards)

NETWORK PROGRAMS

Class 1—Public Affairs; First Award: *Meet the Press*, NBC-TV.
 Class 2—Cultural; First Award: *Standard Hour*, on six Pacific region stations.
 Class 3—Programs Directed to Special Interest Groups; First Award: *The National Farm & Home Hour*, NBC-TV; First Award: *It's a Problem*, NBC-TV.
 Class 4—Systematic Instruction (no award).
 Class 5—Programs for Children and Youth; First Award: *Watch Mr. Wizard*, NBC-TV.

LOCAL AND REGIONAL STATIONS OR ORGANIZATIONS

Class 1—Public Affairs; First Award: *The Whole Town's Talking*, WOI-TV Ames, Iowa.
 Class 2—Cultural; First Award: *Live and Let Live*, WBAL-TV Baltimore.
 Class 3—Programs Directed to Special Interest Groups (no first award).
 Class 4—Systematic Instruction; First Award: *Western Reserve U. Telecasts* on WEWS(TV) Cleveland.
 Class 5—Programs for Children and Youth; First Award: *Jet Pilot*, WNBQ(TV) Chicago; First Award: *Brother Buzz*, KPXX(TV) San Francisco.
 Class 6—School Telecasts; First Award: *Operation Blackboard*, WPTZ(TV) Philadelphia.

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

Alfred I. duPont Awards*

WBNS-TV Columbus, Ohio for "extensive utilization of local activities, institutions, interests and talents, with a number of novel program ideas to awaken the community to its own human and material resources."

Gerald W. Johnson, WAAM(TV) Baltimore for "pointed, witty and wise analysis and comment on international, national and local news for a local audience."

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

Freedom Awards*

TELEVISION TOP AWARD:
Life is Worth Living, Bishop Fulton J. Sheen, on DuMont TV Network.

TELEVISION HONOR MEDALS:

See *It Now*, Aluminum Co. of America, CBS-TV; *Production for Freedom*, ABC; *Government Is Your Business*, The Christophers; *Men of the Week*, CBS-TV; *Keep Posted*, Curtis Publishing Co., DuMont; *Song of America*, General Electric Co.; *Georgetown U. Forum*, Georgetown U., Washington, D. C.; *The Whole Town's Talking*, Iowa State College, WOI-TV Ames; *Operation Big Shot*, KTLA(TV) Los Angeles; *Longines Chronoscope*, Longines-Wittnauer Watch Co.; *Mama*, Maxwell House Div. of General Foods Corp., CBS-TV; *Youth Wants to Know*, Theodore Granik, NBC-TV; *New York Times Youth Forums*; *Meet the Press*, Revere Copper & Brass Inc., NBC-TV; *Sohio Reporter*, Standard Oil Co. of Ohio; *Victory at Sea*, U. S. Navy in cooperation with NBC-TV; *Tempest Tossed*, Robert W. Watt, Trenton, N. J.; *WCAU Summer School*, WCAU-TV Philadelphia and Board of Education, Lower Merion Township; *Tell It To The Mayor*, WFIL-TV Philadelphia.

1952 SPECIAL AWARDS:
 ABC, CBS, NBC for convention and election coverage.

* All awards for 1952 but presented Feb. 22, 1953 by Freedom Foundation for outstanding contributions to freedom.

National Headliners' Awards

Joint award to the four national television networks for telecasting of the political conventions in July, 1952, as "outstanding coverage of a news event."

National Safety Council's 1952 Public Interest Awards

TELEVISION STATIONS

KING-TV Seattle, KMT(TV) Omaha, KPCC-TV Houston, WAAM(TV) and WBAL-TV Baltimore, WBT(TV) Charlotte, N. C.; WBEZ-TV Boston, WCPO-TV Cincinnati, WFBM-TV Indianapolis, WNBQ(TV) Chicago, WNBW(TV) Washington, WOI-TV Ames, Iowa; WOOD-TV Grand Rapids, Mich.; WTMJ-TV Milwaukee, WTVJ(TV) Miami and WWJ-TV Detroit.

George Foster Peabody Awards*

The Standard Symphony, NBC-TV for outstanding entertainment through music, radio and television.

Johns Hopkins Science Review, WAAM(TV) Baltimore and DuMont Television Network outstanding educational program for 1952.

Meet the Press, NBC-TV outstanding news program of 1952.

Mister Peepers, NBC-TV outstanding entertainment in 1952 (double award with *Your Hit Parade*).

Your Hit Parade, NBC-TV outstanding entertainment in 1952 (double award with *Mister Peepers*).

Ding Dong School, NBC-TV outstanding 1952 children's program.

Victory at Sea, NBC-TV television special award

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

Radio-Television News Directors Assn. (1952)

GOLD TROPHY

WTVJ-TV Miami for "outstanding TV news operation."
 WBAP-TV Fort Worth for "outstanding coverage of a special event."

DISTINGUISHED ACHIEVEMENT
 WNBQ (TV) Chicago, WBAP-TV Fort Worth.

OUTSTANDING SPECIAL EVENT
 OR NEWS FEATURE
 WOW-TV Omaha.

Sigma Delta Chi Distinguished Service Awards

Charles and Eugene Jones, NBC-TV, for television reporting.
 WBNS-TV Columbus, Ohio, for public service in TV journalism.
 ABC-TV, CBS-TV, DuMont and NBC-TV for national political convention coverage.

Alfred P. Sloan Awards

TELEVISION NETWORK COMMERCIAL PROGRAMS

DeSoto-Plymouth Dealers of America for featuring National Safety Council slogans on 48 programs in the *You Bet Your Life* series on NBC-TV, starring Groucho Marx and sponsored by the dealers.

TELEVISION STATION SUSTAINING PROGRAMS

WCPO-TV Cincinnati for 1,116 special safety programs, 7,906 safety spot announcements and 938 safety mentions on established programs.

INFORMATION ON AWARDS

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

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

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

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

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

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

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

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

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

Radio-Television News Directors Assn.—Tom Eaton, president of RTNDA, WTIC Hartford, Conn.

STATION AUTHORIZATIONS

FOR comparative purposes, here is the status of broadcast station authorizations at FCC on Dec. 31, 1952, and July 31, 1953:

	Dec. 31, 1952				July 31, 1953				
	AM	FM	FM	TV	AM	FM	FM	TV	
Licensed (all on air)	2371	576	96	98	2451	549	107	101	0
CPs on air	20	40	2	31	15	29	0	123	2
Total on air	2391	616	98	129	2466	578	107	224	2
CPs not on air	133	14	15	144	122	21	9	284	18
Total authorized	2524	630	113	273	2588	599	116	508	20
New station applications	251	12	0	812	9	251	8	2	524
New applications in hearing	82	1	0	55	0	81	0	0	112
Facilities change requests	190	27	3	50	0	183	33	1	19
Total applications pending	943	196	7	925	9	899	84	3	641
Licenses deleted for year to date	9	43	0	0	0	4	39	0	0
CPs deleted for year to date	14	9	14	0	0	10	7	2	9

AMERICAN BROADCASTING COMPANY TELEVISION NETWORK

A DIVISION OF AB-PT

7 West 66th Street, New York 23, N. Y. Telephone: Susquehanna 7-5000
For Executives of Radio Division, see Broadcasting Yearbook

AB-PT BOARD OF DIRECTORS

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

ABC OFFICERS

Robert E. Kintner, *President*
Robert H. O'Brien, *Executive Vice President*
Earl E. Anderson, *Vice President*
Charles T. Ayres, *Vice President*
Slocum Chapin, *Vice President*
James H. Connolly, *Vice President*
John Daly, *Vice President*
Robert H. Hinckley, *Vice President*
Earl Hudson, *Vice President*
Ernest Lee Jahncke Jr., *Vice President*
Frank Marx, *Vice President*
John Mitchell, *Vice President*
Harold L. Morgan Jr., *Vice President*
Theodore I. Oberfelder, *Vice President*
George T. Shupert, *Vice President*
Alexander Stronach Jr., *Vice President*
Thomas Velotta, *Vice President*
Robert M. Weitman, *Vice President*
Paul Whiteman, *Vice President*
Geraldine B. Zorbaugh, *General Counsel*
Walter C. Tepper, *Controller*
Aaron Rubin, *Asst. Treasurer & Asst. Secretary*
Omar Elder, *Asst. Secretary and Attorney*

NEW YORK

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

Alexander Stronach Jr., *Vice President in charge
of Television Network*

Engineering & General Services

Frank Marx, *Vice President in Charge*
Clure Owen, *Administrative Assistant*
John Preston, *Director of Engineering Facilities &
General Services*
Thomas F. Foy, *Purchasing Agent*
Joseph J. Spagnola, *Office & Studio Services Director*
William Trevarthen, *Director of Engineering Opera-
tions*
Richard Hamilton, *Supervisor of Communications*
Lawrence A. Ruddell, *Recording Director*
Reginald Willcocks, *Traffic Manager*
Merle Worster, *Eastern Engineering Operations
Manager*

Finance, Personnel

Henry T. Hede, *Administrative Assistant*
Marie McWilliams, *Director of Personnel*
Aaron Rubin, *Assistant Treasurer & Assistant
Secretary*
Walter C. Tepper, *Controller*

Labor Relations

Mortimer Weinbach, *Director of Labor Relations*

Legal

Geraldine B. Zorbaugh, *General Counsel*
Omar Elder, *Attorney & Assistant Secretary*

Program

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

Services

Harold L. Morgan, Jr., *Vice President in Charge
of TV Services Department*
Robert L. Stone, *Business Manager, Television Serv-
ice Department*
Robert Holland, *Manager of Film Services*
Ruth K. Blainey, *Operations Manager*
John L. Kelly, *Plant Superintendent*
James McNaughton, *Art Director*
Harold Sobolov, *Studio Supervisor*

Programming

Charles Underhill, *National Director of Program
Department*
Freelon Fowler, *Film Program Manager*
Charles Holden, *Program Production Manager*
Robert F. Lewine, *Eastern Program Director*
John Madigan, *Director of News & Special Events*
James Stable, *Administrative Manager*
Leslie G. Arries Sr., *Director of Sports for TV*
John Daly, *Vice President in charge of TV News,
Special Events and Public Affairs*

Public Relations, Advertising and Promotion, and Continuity Acceptance

John Pacey, *Director of Public Affairs*
Ruth Crawford, *Librarian*
Mitchell DeGroot, *Manager of Advertising & Pro-
motion*
Arthur B. Donegan, *Manager of Publicity*
Ellen Heagerty, *Supervisor of Audience Informa-
tion*
Grace Johnsen, *Director of Continuity Acceptance*
Ruth Trexler, *Executive Producer of Religious and
Educational Programs*

Sales

Charles R. Abry, *National Director of Sales*
Slocum Chapin, *Vice President in Charge of Day-
time TV Sales*
Don Kearney, *TV Sales Manager*
Malcolm B. Laing, *Business Manager of Network
Television Sales*
Stanley P. Smith, *Eastern Sales Manager*

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

Ernest Lee Jahncke Jr., *Vice President and As-
sistant to the President*
Alfred Beckman, *National Director of Station Re-
lations Department*
Frank Atkinson, *Manager of Co-operative Program
Department*
William A. Wylie, *Manager of Station Relations
Department*
Donald Buck, *Director of Operations for Sales and
Station Traffic*
Alice Stamatis, *Manager of Order Processing*
George Smith, *Manager, TV Station Clearance*
Oliver Treyz, *Director of Research & Sales De-
velopment*

CENTRAL DIVISION

20 North Wacker Drive
Chicago 6, Illinois

LeRoy Bartrum, *Manager of Network Traffic and
Communications*
Elliott Henry, *Director of Publicity, Promotion,
Merchandising, News & Special Events*
James L. Stirton, *Director of Television Network
Sales*
Gerald Vernon, *Sales Manager of Television Network*

ABC TV NETWORK RATES

	Gross Class "A" Time Charges as of July 1 1953		
	1 Hour	½ Hour	¼ Hour
Connected network 82 stations	\$61,345	\$36,807	\$24,538
Non-connected sta- tions 33 stations	5,745	3,447	2,298
Connected Non-territorial 2 stations	1,125	675	450
Two other Non- connected Non- territorial stations	450	270	180
Total, 119 Stations	\$68,665	\$41,199	\$27,466

WESTERN DIVISION

HOLLYWOOD

ABC Television Center
Hollywood 27, California

Earl J. Hudson, *Vice President in Charge of
Western Division*

William Phillipson, *General Manager*
J. Clifford Anderson, *Program Business Manag*
Cecil W. Barker, *Program Production Direct*
Western Division
Dorothy L. Brown, *Continuity Acceptance Edit*
Western Division
Philip G. Caldwell, *Manager, Engineering & Gen*
Services, Western Division
Albert R. Landers, *Film Director*
Francis D. LaTourette, *Western Division News Ed*
Allan E. Maynard, *Purchasing Agent & Sup*
visor of Building Maintenance
Courtney McLeod, *Traffic Manager, Western Div*
sion
Norma T. Olsen, *Director of Program Operat*
Cameron G. Pierce, *Manager of TV Engineering*
Darrell E. Ross, *Production Manager*
Florence T. Schiro, *Personnel Director*
Norman H. Sloane, *Production Control Manager*
Donn B. Tatum, *Director of Television, West*
Division
C. Merwin Travis, *Director of Promotion-Publi*
Services
John C. Wagner, *Controller, Western Division*

SAN FRANCISCO

420 Taylor Street
San Francisco 2, California

James H. Connolly, *Vice President in Charge*
Loraine J. Duchene, *Continuity Acceptance Edit*
A. E. Evans, *Manager of Engineering & Gener*
Services
Gordon Grannis, *Advertising, Promotion & Public*
Manager
Edith Kirby, *Traffic Manager*
Victor Reed, *Manager of News & Special Ever*
KGO & KGO-TV and Program Operations KC
Henry A. Saroyan, *Auditor*
Marion Warda, *Sales Service Manager*

OWNED TV STATIONS

William Materne, *Coordinator for Owned TV Station*

NEW YORK

WABC-TV

John H. Mitchell, *Vice President & General Manag*
of WABC-TV
J. Trevor Adams, *Sales Manager*

ABC SYNDICATION

George T. Shupert, *Vice President in Charge*

CHICAGO

WBKB

Sterling C. Quinlan, *General Manager of WBKB
WENR*
Grover Allen, *Executive Producer of WBKB*
James W. Beach, *Sales Manager of WBKB*
Charles Buzzard, *Assistant Chief Engineer of WBK*
Kenneth Christiansen, *Director of Personnel at
Purchasing, WBKB & WENR*
John Fitzpatrick, *Production Manager of WBKB*
Clarence Heider, *National Spot Sales Manager
WBKB*
William P. Kusack, *Director of Engineering, WBKB
& WENR*
Helen Maley, *Sales Secretary, WBKB*
Daniel Norton, *Manager of Television Scheduling*
George Rice, *Director of Film, WBKB*
Yale Roe, *Director of Continuity, WBKB & WENR*
Stewart Robinson, *Assistant Treasurer of WBKB
WENR*
Daniel Schuffman, *Program Manager of WBKB*

HOLLYWOOD

KECA-TV

Frank King, *Station Manager*
Elton Rule, *Sales Manager*
Stanton Kramer, *Director of Television Promotio*
Publicity Department
James Pollak, *Program Manager*

SAN FRANCISCO

KGO-TV

Vincent Francis, *Station Manager*
David Sacks, *Sales Manager*
William Hollenbeck, *Production Director of Remo
Programs*

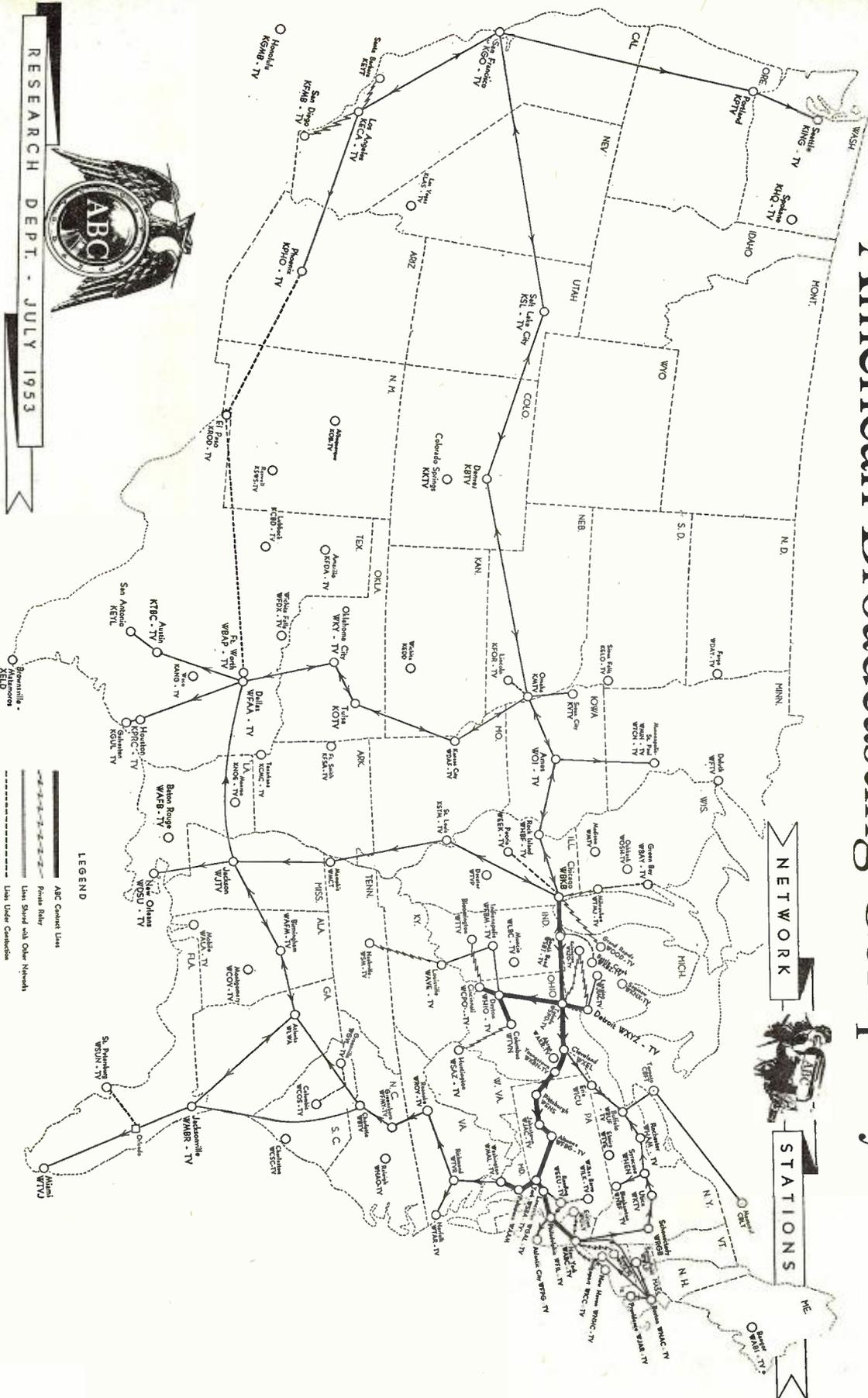
DETROIT

(WXYZ INC.)

WXYZ-TV

James Riddell, *President and General Manag*
WXYZ Inc.
John Pival, *Station Manager*

American Broadcasting Company



CBS TELEVISION

A DIVISION OF COLUMBIA BROADCASTING SYSTEM INC.

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345

For executives of parent company, Columbia Broadcasting System Inc., see page 382.

OFFICERS

J. L. Van Volkenburg, *President*
 William H. Hylan, *Vice President in Charge of Network Sales*
 Hubbell Robinson Jr., *Vice President in Charge of Network Programs*
 Harry S. Ackerman, *Vice President in Charge of Network Programs, Hollywood*
 H. Leslie Atlas, *Vice President in Charge of Central Division*
 Frank B. Falknor, *Vice President in Charge of Operations*
 Merle S. Jones, *Vice President in Charge of CBS Owned Stations and General Services*
 W. Spencer Harrison, *Vice President in Charge of Legal and Business Affairs*
 Herbert V. Akerberg, *Vice President in Charge of Station Relations*
 William B. Lodge, *Vice President in Charge of Engineering*
 Charles L. Glett, *Vice President in Charge of Network Services, Hollywood*

NETWORK SALES

William H. Hylan, *Vice President in Charge of Network Sales*
 Thomas H. Dawson, *Manager of Network Sales*
 George Klayer, *Chicago Sales Manager*
 Frank Samuels, *Pacific Sales Manager*
 Charles K. Sterritt, *Detroit Sales Manager*
 William J. Fagan, *Business Manager*
 T. D. Connolly, *Program Sales Manager*
 Edward P. Shurick, *Manager of Sales Development*
 Robert F. Jamieson, *Sales Service Manager*
 George A. Kolpin, *Contract Manager*

PROGRAMS

Hubbell Robinson Jr., *Vice President in Charge of Network Programs*
 Harry S. Ackerman, *Vice President in Charge of Network Programs, Hollywood*
 Harry G. Ommerle, *Program Director*
 Louis Stone, *Manager of Program Budget*
 William Dozier, *Executive Producer, Drama Programs*
 Marlo Lewis, *Executive Producer, Music and Variety Programs*
 Milo Frank, *Talent and Casting Director*
 Richard Lewine, *Supervisor of Network Daytime Programming*
 E. Carlton Winckler, *Production Manager*
 James C. Shattuck, *Director of Editing*

NEWS AND PUBLIC AFFAIRS

Sig Mickelson, *Director of News and Public Affairs*
 Howard Kany, *Managing Editor, News*
 William A. Wood, *Director of Public Affairs, Washington, D. C.*
 Paul Levitan, *Director of Special Events*
 Judson Bailey, *Director of Sports*
 James M. Connors, *Business Manager, CBS-Television News*

OPERATIONS

Frank B. Falknor, *Vice President in Charge of Operations*
 Henry Grossman, *Director of Operations*
 H. C. Meier, *Manager of Network Operations*
 H. Grant Theis, *Manager of Film Service Operations*
 Walter R. Pierson, *Manager of Production*
 Kingdon S. Tyler, *Manager of Construction*
 Gilbert DeStefano, *Manager of Lighting*
 Anthony Boschetti, *Manager of Procurement*
 Herbert O. Phillips, *Manager of Scenic Art Division*
 William Vogel, *Manager of Special Effects*
 Albert J. Raymond, *Manager of Stage Operations*
 Paul Wittlig, *Manager of New Effects Development*
 R. G. Thompson, *Director of Technical Operations*
 Orville Sather, *Manager of Technical Operations*

STATION RELATIONS

Herbert V. Akerberg, *Vice President in Charge of Station Relations*
 Clarke A. Snyder, *Director of Station Relations*
 Robert Wood, *Assistant Director of Station Relations*

ADVERTISING AND SALES PROMOTION

William Golden, *Creative Director*
 John P. Cowden, *Operations Director*
 Robert I. Elliott, *Copy Chief*
 Alex Kennedy, *Director of Program Promotion*
 Gordon Hellmann, *Director of Presentations*
 David Luhmann, *Director of CBS Owned Station Promotion Services*
 Edward Side, *Production Manager*

PUBLIC RELATIONS

David J. Jacobson, *Director of Public Relations*
 Michael J. Foster, *Director of Press Information*
 Arthur Perles, *Administrative Director and Director of Merchandising Exploitation*
 Norman Seigel, *Director of Publicity and Exploitation, Hollywood*
 Hank Warner, *Assistant Director of Press Information*
 Jack Goldstein, *Director of Special Projects*
 Dorothy Leffer, *Director of Magazine Division, Press Information*

RESEARCH

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

ENGINEERING

William B. Lodge, *Vice President in Charge of Engineering*
 A. B. Chamberlain, *Chief Engineer*
 H. A. Chinn, *Chief Audio-Video Engineer*
 J. W. Wright, *Chief Radio Frequency Engineer*

BUSINESS AFFAIRS

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

ACCOUNTING

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

NETWORK SERVICES, HOLLYWOOD

Charles L. Glett, *Vice President in Charge of Network Services, Hollywood*
 Austin E. Joscelyn, *Director of Operations, Hollywood*

CBS TELEVISION NETWORK RATES			
	Gross Class "A" Time Charges as of Oct. 1, 1953		
	1 Hour	½ Hour	¼ Hour
Basic Interconnected Group (Available only as a group) 38 Stations	\$40,895	\$24,537	\$16,358
Basic Optional Group (Available individually with basic group) 54 Stations	24,550	14,730	9,820
Hawaii-Mexico-Puerto Group (Available individually with basic group) 3 Stations	700	420	280
Canadian Group (Available individually with basic group) 3 Stations	1,275	765	510
Supplementary Group (Available individually with basic group) 45 Stations	9,925	5,955	3,970
Totals, 143 Stations	\$77,345	\$46,407	\$30,938

CBS INC., BROADCAST SERVICE DEPARTMENTS

BUILDING OPERATIONS AND TICKETS

James Swenson, *Manager, Building Operations*
 Jack Page, *Assistant Manager, Building Operations*
 Laurette Banks, *Supervisor, Ticket Bureau*

GENERAL PURCHASING

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

OFFICE SERVICES

A. H. Bryant, *Manager*
 Maud Stubner, *Supervisor, Program Typing*
 Emily Schiener, *Supervisor, Program Transcripts*

PERSONNEL RELATIONS

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

PHOTOGRAPHY

Walter I. Seigal, *Manager*

REFERENCE

William C. Ackerman, *Director*
 May Dowell, *Manager, General Information*
 Agnes Law, *Librarian*
 Esther H. Dobbins, *Manager, Program Information Division*
 Dorothy E. Boyle, *Manager, Program Statistics Division*

CBS TELEVISION SPOT SALES

Sam Cook Digges, *General Sales Manager*
 Clarke George, *Eastern Sales Manager*
 Edward Larkin, *Mid-Western Sales Manager*
 J. Richardson Loughrin, *Los Angeles Sales Manager*
 MacLean Chandler, *San Francisco Sales Manager*
 Warren Abrams, *Detroit Sales Manager*
 H. H. Holtshouser, *Atlanta Sales Manager*
 Ben Margolis, *Business Manager*

CBS TELEVISION FILM SALES

Fred Mahlstedt, *Director of Operations*
 Wilbur S. Edwards, *General Sales Manager*

CBS OWNED STATIONS

WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence, *General Manager*
 Clarence Worden, *Assistant to the General Manager*
 George R. Dunham, *General Sales Manager*
 Hal Hough, *Program Manager*
 Robert Pat, *Promotion Manager*

KNXT (TV), 1313 North Vine Street, Los Angeles 28, California

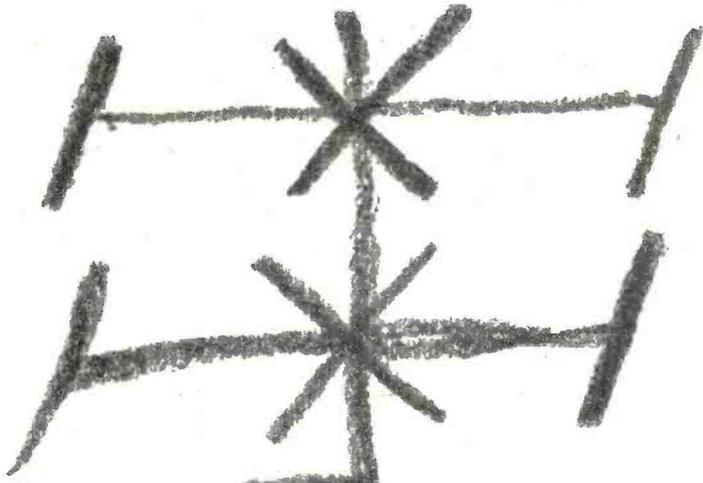
James T. Aubrey, *General Manager*
 Edmund C. Bunker, *Sales Manager*
 Donald M. Hine, *Program Manager*
 Dean Linger, *Promotion Manager*

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

H. Leslie Atlas, *Vice President, Central Division*
 George J. Arkedis, *Sales Manager*
 Galian Kanter, *Sales Service Manager*
 C. W. Doeblner, *Sales Promotion Manager*
 William Ryan, *Program Manager*
 Al Bland, *Commercial Program Manager*
 J. F. Novy, *Chief Engineer*

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

THIS



IS A HOUSE

Ask a youngster to draw a house, and the chances are he'll top it off with an antenna—almost without thinking about it. The way you used to curl the chimney smoke in your own small-fry pictures.

This may surprise you if you still think of television as a new advertising medium. But a house today is hardly complete without television. Television is already part of everyday living in 25 million homes—and a half million additional sets are installed every month.

For a television antenna is a sign of welcome to people with something to say—and *show*—in advertising, as in entertainment, sports, news, and public affairs. It's a sign of almost five hours of *daily* welcome on the average screen—which displays products to more people, with more appeal and impact, than any other medium in advertising history.

What assures you the biggest welcome in customers' homes is a good program. And the network with the most popular programs is CBS Television—which consistently wins most of the top ratings where popularity can be compared: *in the major markets where networks compete*... It's the network that can take your program—and product—with the greatest economy into American homes.

CBS TELEVISION

JOE

DuMONT TELEVISION NETWORK

A DIVISION OF ALLEN B. DuMONT LABORATORIES INC.

515 Madison Avenue, New York 22, New York Telephone: Murray Hill 8-2600

NETWORK EXECUTIVES

Chris J. Witting, *Managing Director*
 Donald H. McGannon, *Assistant Managing Director*
 Ted Bergmann, *General Manager*
 William G. Martin, *Director of Sales*
 James L. Caddigan, *Director of Programming and Production*
 Elmore B. Lyford, *Director of Station Relations*
 Robert L. Coe, *Manager, Station Relations Department*
 Rodney D. Chipp, *Director of Engineering*
 Gerald Lyons, *Director of Public Relations and Publicity*
 Thomas J. McMahon, *Director of Sports*
 John H. Bechem, *National Sales Manager*
 Joseph Hess, *Controller, Broadcasting Division*
 Norman Knight, *Manager of WABD New York*
 Leslie G. Arries Jr., *Manager of WTTG Washington, D. C.*
 Harold C. Lund, *Manager of WDTV Pittsburgh, Pennsylvania*
 Milton Morel, *Manager, New York Operations*

NETWORK SALES

William G. Martin, *Director of Network Sales*
 John H. Bechem, *National Sales Manager*
 Lynn Cleary, *Manager of Sales Service*
 Edward R. Eadeh, *Manager of Sales Research*
 Gordon H. Mills, *Central Division Sales Manager, 435 North Michigan Avenue, Chicago 11, Illinois*
 Robert H. Miller, *Robert Lethbridge, Account Executives, Central Division, 435 North Michigan Ave., Chicago 11, Illinois*
 William Koblenzer, *Account Executive*
 James F. Owens, *Account Executive*
 Duncan R. Buckham, *Account Executive*
 Norman J. Hendershot, *Account Executive*
 Richard B. Stark, *Account Executive*
 Harry Pertka, *Account Executive*
 Charles M. Stark, *Account Executive*
 Lawrence H. Buck, *Manager, Account Managers' Group*
 Henry Opperman, *Account Manager*

PROGRAMMING AND PRODUCTION

James L. Caddigan, *Director of Programming and Production*
 Werner Michel, *Assistant to the Program Director as Executive Producer in charge of Production*
 A. L. Hollander Jr., *Assistant to the Program Director, in charge of Program Operation.*
 Richard L. Geismar, *Assistant to the Program Director, as Business Manager of the Department*
 Duncan MacDonald, *Supervisor of Women's Programming and Religious Programming*
 Jay Merkle, *Production Facilities Manager*
 John Seidler, *Assistant Production Facilities Manager*
 Louis Arnold, *Assistant Business Manager*
 Don Russell, *Chief Announcer*
 Ed Lieberthal, *Chief Coordinator*
 Elizabeth Mears, *Casting Director*
 Edward Saulpaugh, *Supervisor of Continuity Acceptance*
 Dominick Celentano, *Supervisor of Music Acceptance*
 Ted Hammerstein, *Supervising Producer*
 Frank Bunetta, *Supervising Producer*
 Charles Parsons, *Supervising Producer*
 Roger Gerry, *Supervising Producer*
 Irwin Rosten, *Supervising Producer*

Frank Bunetta, *Senior Director*
 Harry Coyle, *Director*
 Pat Fay, *Director*
 H. Wesley Kenney, *Director*
 David Lowe, *Director*
 William Marceau, *Director*
 Arnold Nocks, *Director*
 Lee Polk, *Director*
 William Seaman, *Director*
 Keith Thomas, *Director*
 James Saunders, *Director*
 Barry Shear, *Director*

OPERATIONS

Milton Morel, *Manager of New York Operations*
 Saul Abraham, *House Mgr., Adelphi Theatre*
 S. W. Fairchild, *Production Facilities Studio Supervisor, Tele-Centre*
 Ralph Robbins, *Night Studio Supervisor, Tele-Centre*
 Samuel Spachner, *House Mgr. Ambassador Theatre*

ENGINEERING

Rodney D. Chipp, *Director of Engineering*
 Robert F. Bigwood, *Manager of General Engineering*
 H. C. Milholland, *Manager of Technical Operations*
 S. Patremio, *Development Engineer*
 Arthur Deneke, *Building Facilities Engineer*
 Robert Brown, *Technical Facilities Engineer*
 Eric Herud, *Technical Operations Engineer, WABD New York*
 E. J. Kavanaugh, *Building Engineer*
 Malcolm Burleson, *Chief Engineer, WTTG Washington, D. C.*
 Raymond Rodgers, *Chief Engineer, WDTV Pittsburgh*

STATION RELATIONS

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

Edwin G. Koehler, *Area Supervisor, Station Relations Department*
 Joseph R. Cox, *Area Supervisor, Station Relations Department*
 John D. Battey, *Area Supervisor, Station Relations Department*
 Robert S. Woolf, *Manager, Teletranscription Department*
 Roylance H. Sharp, *Manager, Traffic Department*
 Merriman H. Holtz Jr., *Supervisor, Film Syndication*

SPORTS DEPARTMENT

Thomas J. McMahon, *Director of Sports*

ACCOUNTING DEPARTMENT

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

PUBLIC RELATIONS AND PUBLICITY

Gerald Lyons, *Director of Public Relations and Publicity*

RESEARCH

Edward R. Eadeh, *Manager of Sales Research*

PERSONNEL

Leil Tanenholz, *Manager, Network Personnel Department*

ADVERTISING AND PROMOTION

Norman S. Ginsburg, *Manager, Advertising and Program Promotion*
 Norman S. Brett, *Manager, Sales Promotion*

DuMONT OWNED AND OPERATED STATIONS

WABD New York

Norman Knight, *Manager*
 James L. Caddigan, *Program Director*
 Lawrence L. Wynn, *Sales Manager*
 Milton Morel, *Manager of New York Operations*
 Saul Abraham, *House Mgr., Adelphi Theatre*
 Samuel Spachner, *House Mgr., Ambassador Theatre*
 S. W. Fairchild, *Prod. Facilities Studio Supervisor, Tele-Centre*
 Ralph Robbins, *Night Studio Supervisor, Tele-Centre*
 Richard Hamburger, *Account Executive*
 Robert F. Adams, *Account Executive*
 William Walters, *Account Executive*
 Jim Wilbur, *Account Executive*
 Perry Frank, *Account Executive*

WDTV Pittsburgh

Harold C. Lund, *Manager*
 George Baren Bregge, *Sales Manager*
 Raymond Rodgers, *Chief Engineer*
 William A. Krough, *Sales Service Manager*
 Dick Fortune, *Public Relations Manager*
 Byron Dowty, *Program Manager*
 Shirley Gray, *Traffic Manager*
 Bills Burns, *News and Special Events*
 Richard Dreyfuss, *Film Manager*
 Julian Drab, *Prop Facilities*
 Joe Bock, *Art Manager*

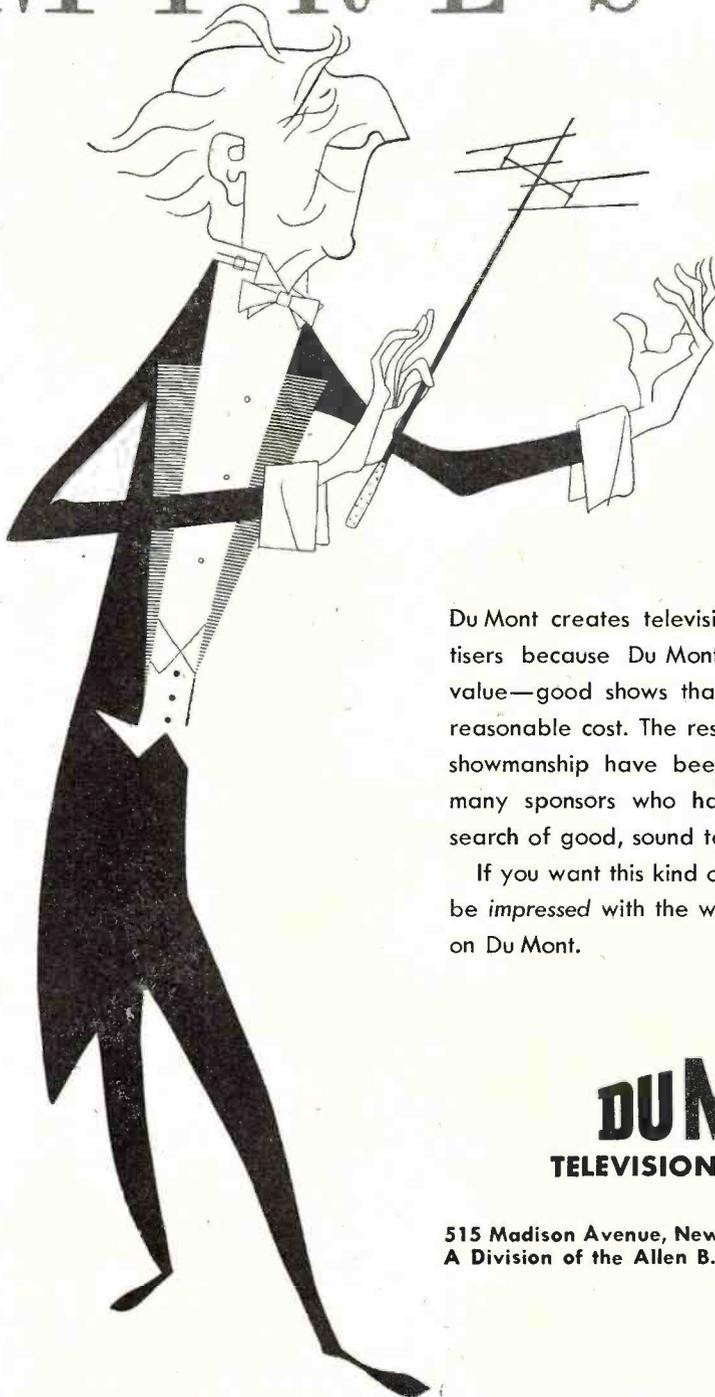
WTTG Washington

Leslie G. Arries Jr., *Manager*
 Roger M. Coelos, *Program Operations Manager*
 Neal J. Edwards, *Sales Manager*
 Roger Shea, *Film Supervisor*
 M. M. Burleson, *Chief Engineer*
 George Flax, *Publicity and Promotion*

DuMONT TV NETWORK RATES

	Gross Class "A" Time Charge as of July 1 1953		
	1 Hour	½ Hour	¼ Hour
Interconnected Stations			
84 stations	\$57,585	\$34,551	\$23,034
Non - Interconnected Stations			
31 stations	5,950	3,570	2,380
Non - Domestic Stations			
4 stations	1,600	960	640
Total, 119 Stations	\$65,135	\$39,081	\$26,054

IMPRESS *ario*



Du Mont creates television that *impresses* advertisers because Du Mont offers sound television value—good shows that *impress* audiences at a reasonable cost. The results of this down-to-earth showmanship have been most *impressive* to the many sponsors who have come to Du Mont in search of good, sound television value.

If you want this kind of advertising value, you'll be *impressed* with the way your Dollars Do More on Du Mont.

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.

NATIONAL BROADCASTING COMPANY, INC.

RCA Building, New York 20, N. Y.—Telephone Circle 7-8300

Registered Telegraphic Address: NATBROCAST, New York

For Executives RCA see page 383

BOARD OF DIRECTORS

David Sarnoff, Chairman
Sylvester L. Weaver Jr., Vice Chairman
John T. Cahill
Charles R. Denny
Frank Folsom
George L. Harrison
Mrs. Douglas Horton
Harry C. Ingles
Charles B. Jolliffe
Edward F. McGrady
William E. Robinson
John K. West
Frank White

OFFICERS

David Sarnoff, President
David C. Adams, Vice President
Harry Bannister, Vice President
Charles C. Barry, Vice President
John M. Clifford, Vice President
Ted Cott, Vice President
Charles R. Denny, Vice President
Sydney H. Eiges, Vice President
Thomas E. Ervin, Vice President
William H. Fineshriber Jr., Vice President
George H. Frey, Vice President
O. B. Hanson, Vice President
William S. Hedges, Vice President
Joseph V. Heffernan, Vice President
John K. Herbert, Vice President
Harry C. Kopf, Vice President
Gustav G. Margraf, Vice President
Frank M. Russell, Vice President
Robert W. Sarnoff, Vice President
Carleton D. Smith, Vice President
John K. West, Vice President
Frederick W. Wile Jr., Vice President
Joseph A. McDonald, Treasurer
Charles J. Cresswell, Controller
John Q. Cannon, Secretary
William A. Williams, Assistant Treasurer
George D. Matson, Assistant Treasurer

ORGANIZATION UNDER THE FINANCIAL VICE PRESIDENT

Joseph V. Heffernan, Financial Vice President
Samuel Chotzinoff, General Music Director

CONTROLLERS DEPARTMENT

Charles J. Cresswell, Controller
Hamilton Young, Director of Auditing and Systems
William V. Sargent, Director of Financial Planning and Control
Francis X. O'Shea, Chief Accountant
Frank Delleit, West Coast Controller

INTEGRATED SERVICES DEPARTMENT

William S. Hedges, Vice President in Charge of Integrated Services
Robert Z. Morrison Jr., Manager of Radio Recording
Edward M. Lowell, Manager of Building and General Service Dept.
William B. Miller, Night Executive Officer
Mildred Joy, Chief Librarian
Peter M. Tintle, Manager of Guest Relations Department

LEGAL DEPARTMENT

Thomas E. Ervin, Vice President and General Attorney
John V. Shute, Assistant General Attorney
Cahill, Gordon, Zachry & Reindel, Counsel
Stockton Helffrich, Manager of Continuity Acceptance

TREASURER'S DEPARTMENT

Joseph A. McDonald, Treasurer
George D. Matson, Assistant Treasurer
William A. Williams, Assistant Treasurer
Harry F. McKeon, Director of the Tax Department
Edmund Souhami, Union Relations Coordinator
Ferdinand A. Wankel, Union Relations Coordinator
Louis R. Tower, Union Relations Coordinator
William D. Bloxham, Manager of Purchasing

ORGANIZATION UNDER THE VICE PRESIDENT IN CHARGE OF PERSONNEL

John M. Clifford, Vice President in Charge of Personnel
Robert R. Tufts, Manager of Organization Planning
Donald A. Rutledge, Employee Relations Manager
Donald H. Mackenzie, New York Personnel Manager

ORGANIZATION UNDER THE VICE PRESIDENT IN CHARGE OF THE STAFF ENGINEERING DEPT.

O. B. Hanson, Vice President and Chief Engineer
William A. Clarke, Administrative Assistant
Edward R. Cullen, Liaison Engineer
Joseph D'Agostino, Liaison Engineer
Raymond F. Guy, Manager of Radio and Allocations Engineering
George M. Nixon, Manager of Engineering Development
Chester A. Rackey, Manager of Audio-Video Engineering
Robert E. Shelby, Director of Color Television Systems Development
James Wood, Jr., Manager of Technical Services

ORGANIZATION UNDER THE VICE PRESIDENT IN CHARGE OF THE TELEVISION NETWORK

John K. Herbert, Vice President in Charge of Television Network

SALES DEPARTMENT

George Frey, Vice President and Sales Director
Walter D. Scott, Administrative Sales Manager
John Lanigan, Manager of Eastern Sales Division
Edward R. Hitz, Manager of Central Sales Division
John T. Williams, Manager of Western Sales Division
Frederick N. Dodge, Director of Merchandising
Jacob A. Evans, Director of Advertising and Promotion
Robert McFayden, Director of Sales Development
Stephen A. Flynn, Manager of Sales Service
Hamilton Robinson, Manager of Office Services

PROGRAM DEPARTMENT

Charles C. Barry, Vice President in Charge of Network Programs
Gustav B. Margraf, Vice President for Talent and Programs Administration
Thomas A. McAvity, National Program Director
Fred Shawn, Director of Program Administration
John Rayel, Television Network Program Manager
Thomas McCray, Director Network Programs, Hollywood
Harold Kemp, Manager of Talent Office
Merritt W. Barnum Jr., Manager of New Program Development

PUBLIC AFFAIRS DEPARTMENT

Davidson Taylor, Director of Public Affairs
William R. McAndrew, Manager of News and Special Events
Thomas S. Gallery, Manager of Sports
Edward Stanley, Manager of Public Service Programs
Eugene Juster, Manager of Films
William Garden, Supervisor of Public Affairs Production

NETWORKS ADMINISTRATION

David C. Adams, Vice President for Networks Administration

PRODUCTION DEPARTMENT

Frederic W. Wile Jr., Vice President in Charge of Networks Production
Leonard H. Hole, Director of Production
Technical Operations Department
George McElrath, Director of Technical Operations
Frederick G. Knopfke, Manager of Sound Effects
Paul V. Gallant, Manager of Radio Technical Operations
Thomas H. Phelan, Manager of TV Technical Operations
Charles L. Townsend, Technical Film Coordinator
Plant Operations Department
Anthony M. Hennig, Director of Plant Operations
Sol Cornberg, Supervisor of Plant Facilities Development
William Ervin, Supervisor of Studio and Theatre
James A. Glenn, Manager of Staging Service and Special Effects
Thomas Tart, Supervisor of Plant Procedures

Production Controls
J. Robert Myers, Director of Production Controls
Hugh T. Graham, Chief of Production Coordinators
Ernest V. Theiss, Manager of Production Operations
Isabel Finnie, Supervisor of Business Office

TV Network Operations—Hollywood
Earl H. Rettig, Director of Financy and Operations

RESEARCH AND PLANNING DEPARTMENT

Hugh M. Beville, Director of Research and Planning
Dr. Thomas E. Coffin, Manager of Research
James H. Cornell, Manager of Audience Measurement
Barry T. Rumble, Manager of Plans
Allen R. Cooper, Manager of Markets and Media

STATION RELATIONS DEPARTMENT

Harry Bannister, Vice President in Charge of Station Relations
Sheldon B. Hickox Jr., Director of Station Relations
Thomas E. Knode, Manager of Station Relations
Harry A. Woodman, Manager of Traffic Department

PRESS DEPARTMENT

Sydney H. Eiges, Vice President in Charge of Press
Richard T. Connolly, Director of Press
Don Bishop, Manager of Program Publicity
Ellis O. Moore, Manager of Business Publicity
Norman H. Pader, Manager of Exploitation
Kathryn Cole, Manager of Information
Cornelius K. Sullivan, Public Relations Representative

ORGANIZATION UNDER THE VICE PRESIDENT FOR OWNED & OPERATED STATIONS

Charles R. Denny, Vice President in Charge of Company Owned Station, and National Spot Sales
Henry T. Sjogren, Controller for Owned and Operated Stations
Charles H. Colledge, Director of Technical Operations
Charles C. Bevis, General Executive
Robert F. Blake, Director of Publicity

NATIONAL SPOT SALES

Thomas B. McFadden, Director of National Spot Sales
Richard H. Close, Manager for Represented Stations
John H. Reber, National Manager for Television Spot Sales
John W. Mulholland, Central Division Manager for Television Spot Sales
Caroline Herbert, Sales Service Manager
Harold Shepard, Sales Development Advertising and Promotion Manager

WNBT—NEW YORK

Hamilton Shea, General Manager
Ernest de la Ossa, Station Manager
Peter M. Afe, Television Program Manager
Max E. Buck, Director of Advertising, Sales Promotion and Merchandising
Jay J. Heitin, Television Sales Manager
Richard M. Pack, Director of Programs and Operations
Jack R. Robinson, Community Relations Manager

(Continued on page 33)

NBC TV NETWORK RATES

	Gross Class "A" Times Charges as of August 1, 1953		
	1 Hour	½ Hour	¼ Hour
Interconnected Stations (Available only as a group) 50 stations	\$51,375	\$30,825	\$20,550
Interconnected Stations (Available individually) 30 Stations	\$13,725	\$ 8,235	\$ 5,490
Interconnected Stations (Available individually) 28 Stations	\$ 5,410	\$ 3,246	\$ 2,164
Total, 103 Stations	\$70,510	\$42,306	\$28,204

REPUBLICAN CONVENTION

The Republican Convention began this epochal year. For the first time Americans really participated in the innermost workings of a great political party. They saw our future President nominated.

On NBC Radio listeners heard the most complete coverage of a political event in history. On NBC Television millions saw TV emerge as the premier reportorial medium in the nation.

DEMOCRATIC CONVENTION

Armed with the experience gained from the Republican Convention, NBC and the American people followed even more closely the events that led to the nomination of Adlai Stevenson. *And as in the Republican Convention, more people watched the Democratic Convention on NBC Television than on all other networks combined.*

More heard both conventions on NBC Radio than on any other network.

CAMPAIGN

It has been said that Radio and Television were the dominant influences in this presidential campaign. Never before has the American voter been so *qualified* to cast his vote. The result was the largest national vote in American history.

ELECTION

On this fateful night, one man was to be selected for the leadership of America. On NBC the American people saw and heard leading reporters, with the aid of a battery of electronic computers, forecast the trend and report the victory. *And more people followed the election on NBC than on any other radio or television network.*

INAUGURATION

The decision was made. Now for the most sacred ceremony of the American governmental system — the Inauguration. With the miracle of television, more Americans watched a presidential inauguration than ever before in history. *It was a tribute to NBC's leadership that more people saw the Inauguration on NBC Television than on all other networks combined, and more people heard it on NBC Radio than on any other network.*

CORONATION

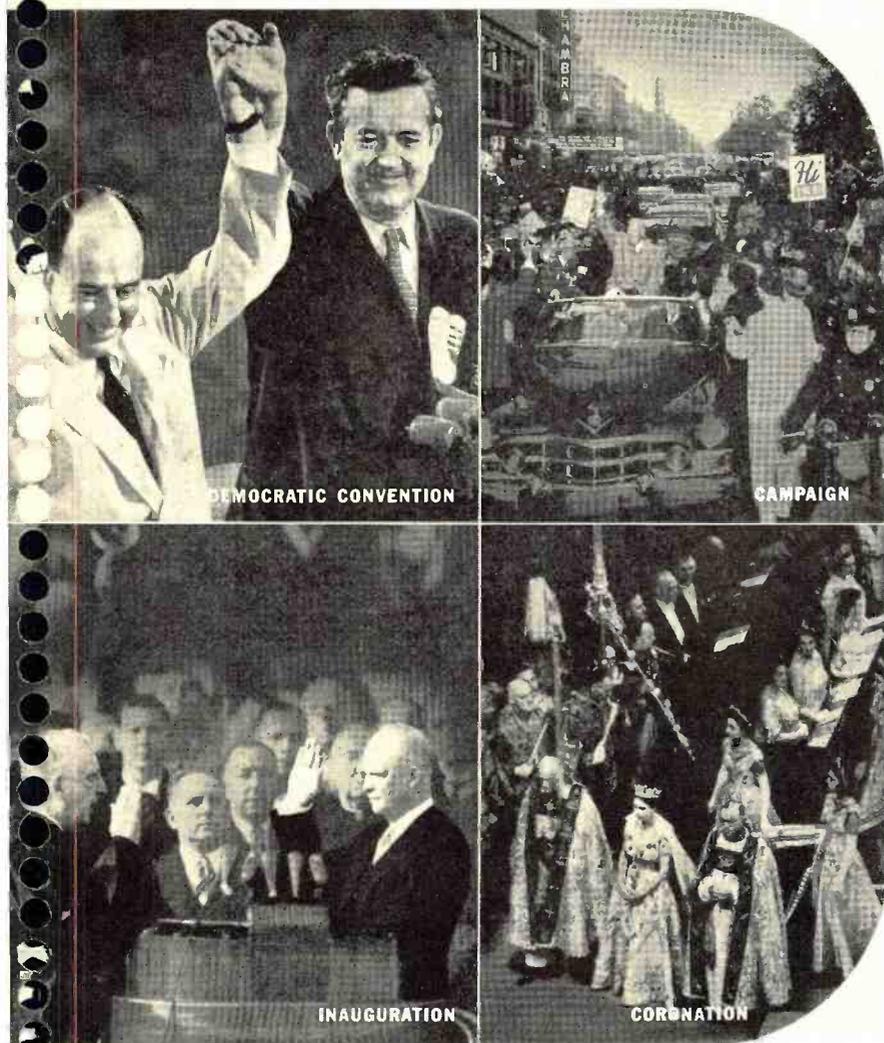
Now to climax one of the most eventful years in human experience. Great Britain was to crown a sovereign. An ancient ceremony, incorporating a thousand years of history, was to make new history because of television. *And, characteristically, more Americans saw the complete films of the colorful and moving ceremony the same day on NBC than on all other networks combined. More heard it on NBC than on any other radio network.*

SOURCES: Nielsen Radio Index, Nielsen Television Index



ANOTHER YEAR

NATIONAL BROADCASTING COMPANY
a service of Radio Corporation of America



OF TRIUMPH FOR NBC

History may well record that the twelve months from July, 1952, to July, 1953, marked the beginning of a new era of enlightenment for mankind.

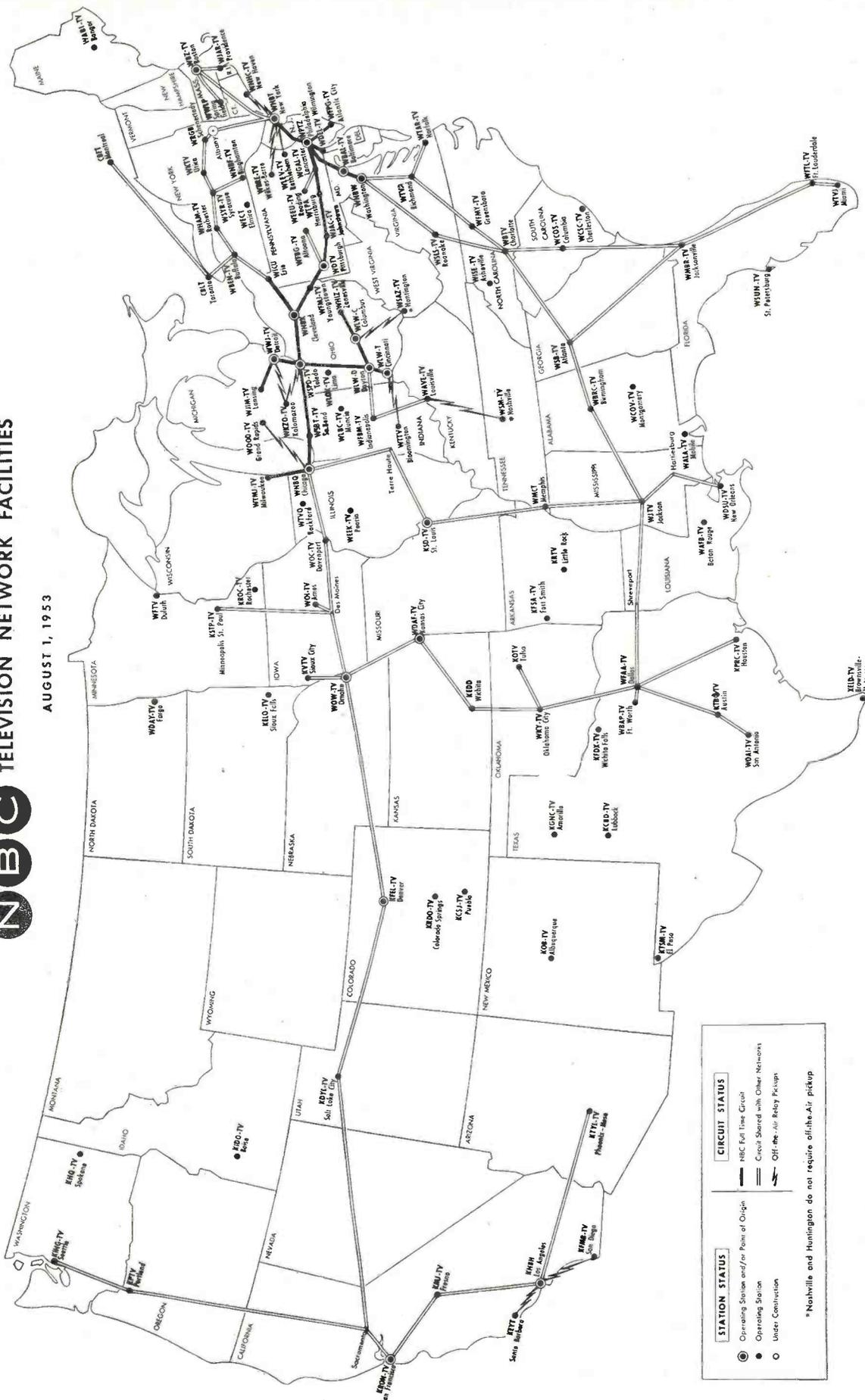
Certainly never before have so many people participated in the epochal events that shape the present and the future.

NBC, as the leader in radio and television broadcasting, has had the responsibility of pioneering new methods of presenting world events with clarity, exactitude and impartiality.

NBC is dedicated to continuing the presentation of world affairs so that men's minds, given the facts, can determine the truth.

NBC TELEVISION NETWORK FACILITIES

AUGUST 1, 1953



STATION STATUS	CIRCUIT STATUS
<ul style="list-style-type: none"> ● Operating Station and/or Point of Origin ● Operating Station ○ Under Construction 	<ul style="list-style-type: none"> — NBC Full Time Circuit — Circuit Shared with Other Networks — Off-the-Air Relay Pickup

* Nashville and Huntington do not require off-the-air pickup

(Continued from page 29)

WNBW—WASHINGTON

Carleton D. Smith, *Vice President and General Manager*
 Robert Adams, *Supervisor Advertising and Promotion*
 Ralph L. Burgin, *Manager of Television Programs*
 Joseph Goodfellow, *Director of Sales*
 Charles M. De Lozier, *Manager of Television Sales*
 Arthur D. Hamilton, *Controller*
 Cassius M. Keller, *Director of News and Special Events*
 John G. Rogers, *Chief Engineer*
 Walter Jay Royen, *Director of Publicity*

WNBQ—CHICAGO

Harry C. Kopf, *Vice President and General Manager*
 Leonard Anderson, *Manager of Production and Building Services*
 Alan Beaumont, *Manager of Radio and Television Production*
 Jules Herbuveaux, *Assistant General Manager*
 George Heinemann, *Director of Programming*

Howard C. Lutgens, *Engineer in Charge*
 Charles V. Dresser, *Director of Sales*
 John J. McPartlin, *Manager of Television Local Sales*
 William B. Ray, *Manager of News and Special Events and Public Affairs*
 John F. Whalley, *Director of Operations*
 Neil Murphy, *Controller*

WNBK—CLEVELAND

Lloyd E. Yoder, *General Manager*
 Norman Cloutier, *Program Director*
 Charles F. Hutaff, *Director of Advertising, Promotion and Merchandising*
 Samuel E. Leonard, *Engineer in Charge*
 John L. McHale, *Controller*
 Charles H. Phillips, *Director of Television Sales*
 Frank D. Smith, *Program Manager*

KNBH—HOLLYWOOD

Donald A. Norman, *General Manager*
 Harmon Nelson, *Program Manager*
 William D. Edouarde, *Sales Manager*
 Robert C. Pelgram, *Manager of Press and Publicity*
 John Wehrheim, *Controller*

ORGANIZATION UNDER THE VICE PRESIDENT IN CHARGE OF THE FILM DIVISION

Robert W. Sarnoff, *Vice President in Charge of the Film Division*
 Carl M. Stanton, *Director of the Film Division*
 Charles Henderson, *Director of Publicity*
 John B. Cron, *National Sales Manager*
 Stanton M. Osgood, *Production Manager*
 Robert A. Anderson, *Business Manager*
 David Savage, *Manager Film Procurement*
 Frank LePore, *Film and Kinescope Operations and Service Manager*

ORGANIZATION OF WASHINGTON AND HOLLYWOOD OFFICES

WASHINGTON OFFICE

Frank M. Russell, *Vice President*
 George Wheeler, *Assistant Vice President*

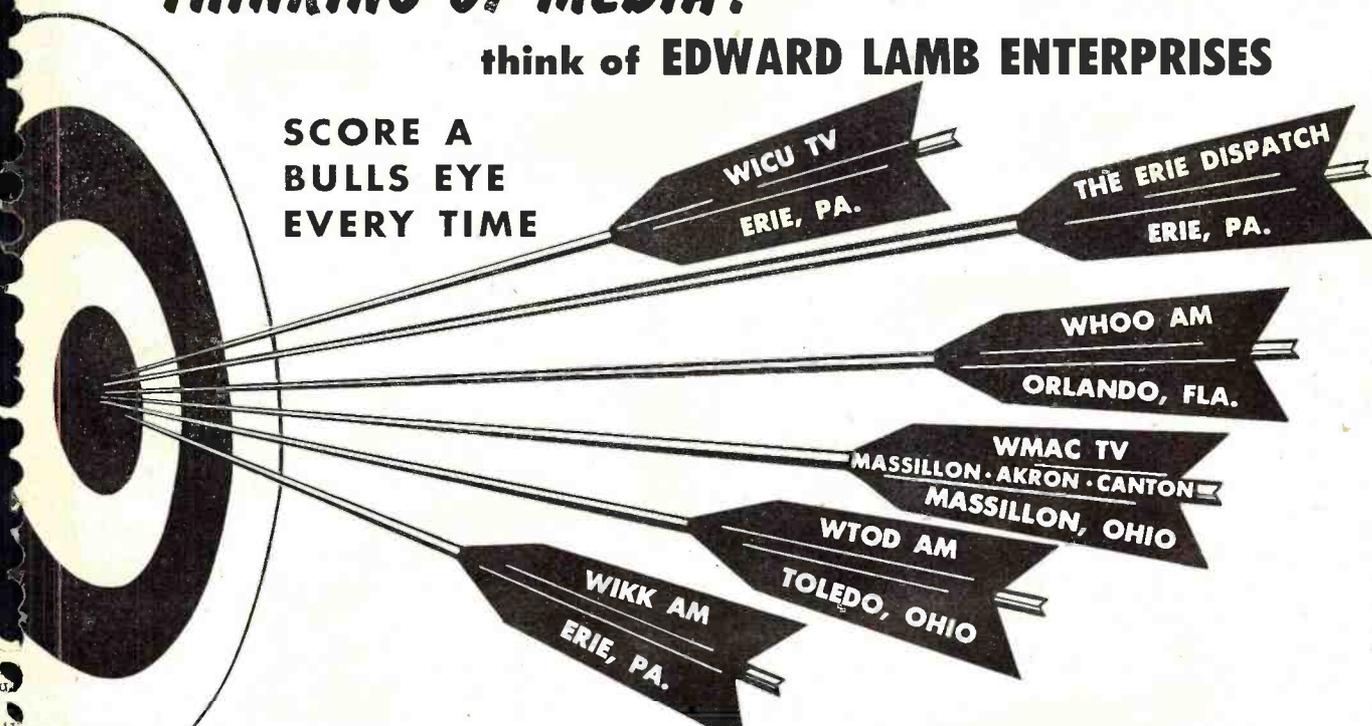
HOLLYWOOD OFFICE

John K. West, *Vice President*
 Thomas McCray, *Director of Network Program Operations*
 Earl H. Rettig, *Director of Finance and Operations*
 Lewis S. Frost, *Director of Public Relations*

THINKING OF MEDIA?

think of EDWARD LAMB ENTERPRISES

SCORE A BULLS EYE EVERY TIME



REPRESENTATIVES . . . WICUtv—Petry · WMACtv—Petry · WIKK-H. R. CO. · WTOD—Forjoe · WHOO—Avery-Knodel · ERIE DISPATCH—Reynolds-Fitzgerald

EDWARD LAMB ENTERPRISES INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

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

AIRSPOT SALES

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

AVERY-KNODEL INC.

New York 20—608 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sandberg.
Los Angeles 48—6399 Wilshire Blvd. Tel.: Webster 3-9583. Mgr.: Edwin Cahn.
Atlanta 3—41 Marietta St. N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.
Dallas 1, Tex.—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

Represents:

WKZO-TV Kalamazoo-Grand Rapids, Mich.
WHBF-TV Rock Island, Ill.—Davenport, Iowa
KEPO-TV El Paso, Tex.
KDUB-TV Lubbock, Tex.
KCTY (TV) Kansas City, Mo.
KERO-TV Bakersfield, Calif.
WACH (TV) Newport News-Norfolk-Portsmouth, Va.
WABD (TV) New York
KTYL-TV Phoenix-Mesa, Ariz.
KATV (TV) Pine Bluff-Little Rock, Ark.
WNAO-TV Raleigh-Durham, N. C.
WLSL-TV Roanoke, Va.
WILK-TV Wilkes-Barre-Scranton, Pa.
KCSI-TV Pueblo, Colo.
KOIN-TV Portland, Ore.
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Represents Southeastern States for:
WGVL-TV Greenville, S. C. WCOG-TV Greensboro, N. C.
WCRS-TV Greenwood, S. C. WTOB-TV Winston-Salem, N. C.
WAYS-TV Charlotte, N. C.

WILLIAM A. AYRES CO.

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

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Boston—Little Bldg. Tel.: Hubbard 2-4370. Mgr.: Bertha Bannan; Paul Tiemer, Wm. A. Creed.
Represents in New England:
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Detroit 26—524 Book Bldg. Tel.: Woodward 1-6030. Mgr.: Charles Fritz.
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San Francisco 4—3010 Russ Bldg. Tel.: Yukon 2-7068. Mgr.: Lindsey Spight.
Los Angeles 28—6331 Hollywood Blvd. Tel.: Hollywood 9-1156. Mgr.: Frank Moreland.
Dallas—Rio Grande Nat'l Bldg. Tel.: Riverside 4228. Mgr.: Clarke R. Br.
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KDYL-TV Salt Lake City
WDSU-TV New Orleans
WBKB (TV) Chicago
KIDO-TV Boise, Idaho
KWFT-TV Wichita Falls, Tex.
WHBQ-TV Memphis
WGBI-TV Scranton, Pa.
KFEL-TV Denver
WOW-TV Omaha, Neb.
KING-TV Seattle
WBNS-TV Columbus, Ohio
WXYZ-TV Detroit
WTTG (TV) Washington
WTCN (TV) Madison, Wis.

HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Lowell 8715. Gen. Mgr.: Haskell Bloomberg.
Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148.
Cambridge, Mass.—28 Carleton St. Tel.: Kirkland 7-2355.
(Stations represented not reported.)

THE BOLLING CO. INC.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling III.
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WAYS-TV Charlotte, N. C.
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KCEB-TV Tulsa, Okla.
KLPR-TV Oklahoma City, Okla.
WOKY-TV Milwaukee, Wis.
WKNB-TV New Britain, Conn.
WTVU (TV) Scranton, Pa.
WISE-TV Asheville, N. C.
WROW-TV Albany, N. Y.
WBES-TV Buffalo, N. Y.
WCOG-TV Greensboro, N. C.
WMTV (TV) Madison, Wis.
WJMR-TV New Orleans, La.

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

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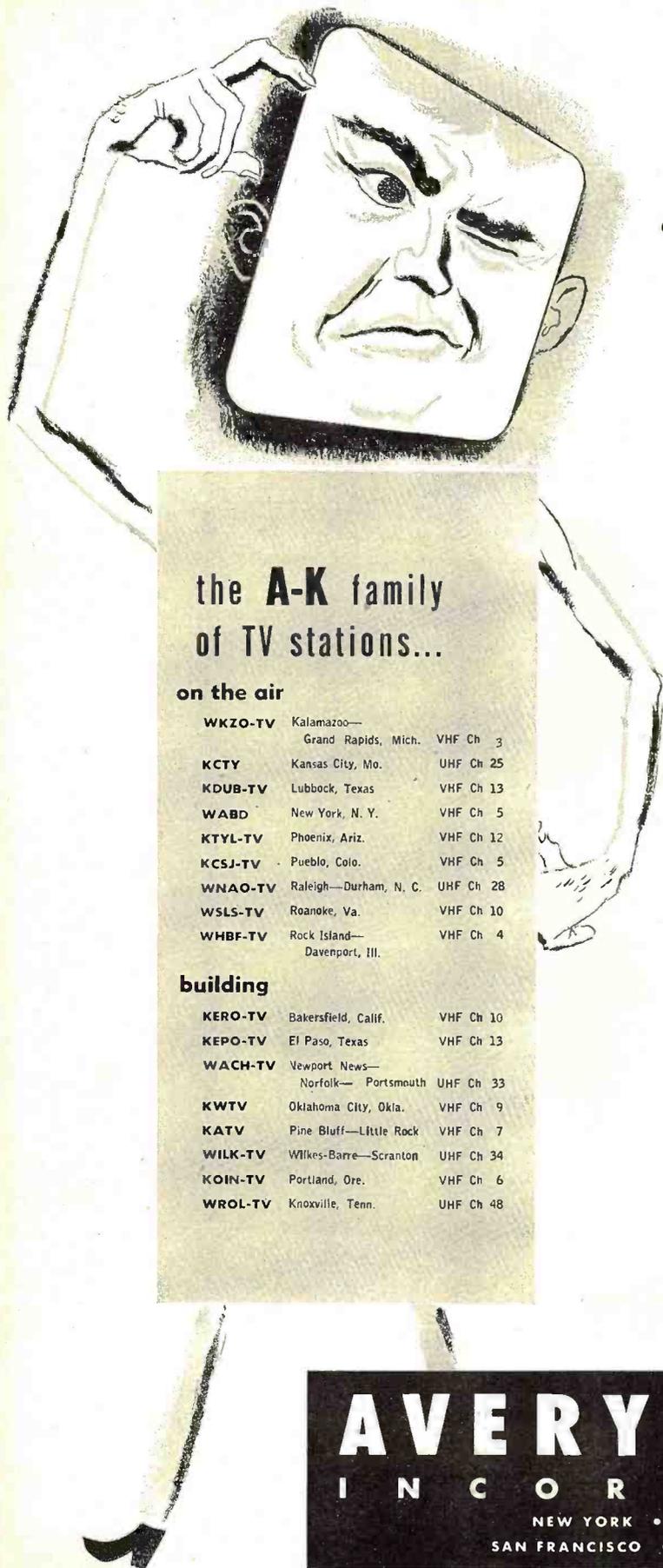
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KDUB-TV	Lubbock, Texas	VHF Ch 13
WABD	New York, N. Y.	VHF Ch 5
KTYL-TV	Phoenix, Ariz.	VHF Ch 12
KCSJ-TV	Pueblo, Colo.	VHF Ch 5
WNAO-TV	Raleigh—Durham, N. C.	UHF Ch 28
WLSL-TV	Roanoke, Va.	VHF Ch 10
WHBF-TV	Rock Island— Davenport, Ill.	VHF Ch 4

building

KERO-TV	Bakersfield, Calif.	VHF Ch 10
KEPO-TV	El Paso, Texas	VHF Ch 13
WACH-TV	Newport News— Norfolk— Portsmouth	UHF Ch 33
KWTV	Oklahoma City, Okla.	VHF Ch 9
KATV	Pine Bluff—Little Rock	VHF Ch 7
WILK-TV	Wilkes-Barre—Scranton	UHF Ch 34
KOIN-TV	Portland, Ore.	VHF Ch 6
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 Dallas—1005 Fidelity Union Life Bldg. Mgr.: George Harding.
 Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
 Charlotte 2, N. C.—2001 Liberty Life Bldg. Tel.: 2-8839. Mgr.: B. C. Finch.
 San Francisco—703 Market St. Tel.: Yukon 2-1582. Mgr.: Walter F. Patzlaff.
 Los Angeles—6399 Wilshire Blvd. Tel.: Webster 1-1551. Mgr.: Norman E. Noyes.
 Memphis 3—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.
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 KOB-TV Albuquerque, N. M.
 WCPO-TV Cincinnati
 WBWS (TV) Cleveland
 WMCT (TV) Memphis
 KRLD-TV Dallas
 KFDA-TV Amarillo, Tex.
 WHYD-TV Springfield-Holyoke, Mass.
 KMO-TV Tacoma, Wash.
 KIT-TV Yakima, Wash.

BULMER & JOHNSON INC.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.
 (Stations represented not reported.)

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 Chicago 11—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Western Sales Mgr.: Edward A. Larkin.
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 San Francisco 5—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: MacLean Chandler.
 Detroit 2—902 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Warren Abrams.
 Atlanta 5—31 3rd St. N.E. Tel.: Elgin 0727. Mgr.: H. H. Holthausen.
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 WABT-TV Birmingham*
 CBS Television Pacific Network
 WBMM-TV Chicago
 KGUL-TV Galveston

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 New York—11 W. 42d St. Tel.: Oregon 5-7457. V.P.: William Wyatt; Mgr.: John Stewart.
 Los Angeles—111 N. LaCienega, Beverly Hills. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.
 San Francisco—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William Ayres.
 (Stations represented not reported.)

DONALD COOKE INC.

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 Detroit 26—1076 Penobscot Bldg. Tel.: Woodward 2-3080. Mgr.: Charles J. Sheppard.
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayres.
 Represents:
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 WLWC (TV) Columbus, Ohio
 WLWD (TV) Dayton, Ohio
 WLWA (TV) Atlanta, Ga.

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 WKAB-TV Mobile, Ala. Forjoe & Co. TV Stations

DuMONT TV SPOT SALES

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 Chicago 11—435 N. Michigan Ave. Central Div. Sls. Mgr.: Gordon H. Mills.
 San Francisco—Monadnock Bldg. Richard S. Raitlon Co. Tel.: Garfield 1-5426.
 Represents Owned Stations:
 WABD (TV) New York
 WDTV (TV) Pittsburgh

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 Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052. Midwest Sales Mgr.: Robert S. Mandeville.
 Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.
 San Francisco—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayres.
 Represents:
 WDAN-TV Danville, Ill.
 WECT-TV Elmira, N. Y.
 KSWO-TV Lawton, Okla.
 WPMT-TV Portland, Me.
 WRAX-TV Williamsport, Pa.

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 Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. V.P.: James F. Broderick; Tom Cinqunia.
 Los Angeles 14—1127 Wilshire Blvd. Tel.: Madison 6-8329. Lawrence Krass; Vice Pres.
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 Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 7841. Co-Mgrs.: Clayton Cossé and Dora Cossé.
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 WITH-TV Baltimore, Md.
 KVOS-TV Bellingham, Wash.—Vancouver, B. C.
 WCHA-TV Chambersburg, Pa.—Hagerstown, Md.
 WTVF-TV Elmira, N. Y.
 KCOK-TV Fresno-Tulare, Calif.
 KNUZ-TV Houston, Tex.
 WIBM-TV Jackson, Mich.
 KTVE-TV Longview, Tex.
 WLOU-TV Louisville, Ky.
 WKAB-TV Mobile, Ala.
 WCNO-TV New Orleans, La.
 KOPO-TV Tucson, Ariz.
 KDRO-TV Sedalia, Mo.
 WTTM-TV Trenton, N. J.
 KUDL-TV Kansas City, Mo.

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 Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. V. P.: John A. Coffey; Midwest TV Sales Mgr.: George Stanton.
 Atlanta—Glenn Bldg. Mgr.: James M. Wade.
 Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4255. TV Sales Mgr.: Lon King.
 Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349. Mgr.: Dean Milburn.
 Hollywood 28—8331 Hollywood Blvd. Tel.: 9-2151. TV Sales Mgr.: John Serrao.
 San Francisco 4—Russ Bldg. Tel.: Sutter 1-3798. TV Sales Mgr.: Richard Rothlin.
 Represents:
 WOC-TV Davenport, Iowa
 KBTU (TV) Denver, Colo.
 WBAP-TV Ft. Worth-Dallas, Tex.
 WVE-TV Louisville, Ky.
 WTVJ (TV) Miami, Fla.
 KRON-TV San Francisco
 KDSSH-TV Boise, Idaho
 KMBC-TV Kansas City, Mo.
 WCCO-TV Minneapolis-St. Paul
 WBTV (TV) New York
 WCSS-TV Charleston, S. C.
 KGMB-TV Honolulu
 WIS-TV Columbia, S. C.
 WDAY-TV Fargo, N. D.

GILL-PERNA INC.

New York 21—654 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen G. Exec. V. P.: John J. Perna Jr.
 Chicago—75 E. Wacker Dr. Tel.: Central 6-2420.
 Los Angeles—2330 W. 3rd St. Tel.: DUNKIRK 7-4388.
 San Francisco—57 Post St. Tel.: Sutter 1-5568.
 (Stations represented not reported.)

PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037.
 (Stations represented not reported.)

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.
 San Francisco 3—15 Harriet St. Tel.: Underhill 3-6480.
 (Stations represented not reported.)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
 Los Angeles—1127 Sunset Blvd. Tel.: Madison 9-2653.
 New York—33 W. 42d St. Tel.: Bryant 9-1374.
 Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
 (Stations represented not reported.)

MELCHOR GUZMAN CO. INC.

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 Represents:
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 CMQ-TV Network of Cuba
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 Ch. 9 Matanzas
 Ch. 5 Santa Clara
 Ch. 6 Camaguey
 Ch. 2 Santiago

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 San Francisco 4—235 Montgomery St. Tel.: Sutter 1-4125. Mgr.: Frank Dougherty.
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 WAAM (TV) Baltimore
 WHAS-TV Louisville, Ky.
 WDAF-TV Kansas City
 WBEN-TV Buffalo, N. Y.
 WTMJ-TV Milwaukee

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 Atlanta 3—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweetman Jr.
 San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph Mitchell.
 Hollywood 28—Taft Bldg. Tel.: Hillside 7738. Mgr.: Clark Barnes.
 New Orleans—1412 Hilary St. P.O. Box 7273. Tel.: Uptown 7304. Mgr.: Mitchell DeReyna & Assoc.
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 WEEK-TV Peoria, Ill.
 WTVQ (TV) Pittsburgh
 WEEU-TV Reading, Pa.
 WKOW-TV Madison, Wis.
 WNLG-TV New London, Conn.
 WDAK-TV Columbus, Ga.
 WFTV-TV Macon, Ga.
 KFAZ-TV Monroe, La.
 WBCK-TV Battle Creek, Mich.
 KFEQ-TV St. Joseph, Mo.
 WSYR-TV Syracuse, N. Y.
 WBRF-TV Wilkes-Barre, Pa.
 WFMJ-TV Youngstown, Ohio
 WALA-TV Mobile, Ala.
 WCOS-TV Columbia, S. C.
 WGLV (TV) Easton, Pa.
 WTKO-TV Meridian, Miss.
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 San Francisco 4—625 Market St. Tel.: Douglas 2-7192. Mgr.: George Lindman.
 Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise Jr.

*WGN-TV Chicago, Ill.
 KKTU (TV) Colorado Springs, Colo.
 WHIO-TV Dayton, Ohio
 WWJ-TV Detroit, Mich.
 KTSM-TV El Paso, Tex.
 WLVA-TV Lynchburg, Va.
 WABI-TV Bangor, Me.
 KOPR-TV Butte, Mont.
 WARM-TV Scranton, Pa.
 WEAR-TV Pensacola, Fla.
 KFXD-TV Nampa, Idaho
 WBTM-TV Danville, Va.
 KTVL (TV) Des Moines, Iowa
 KJEO (TV) Fresno, Calif.
 KIFI-TV Idaho Falls, Idaho
 WJDM (TV) Panama City, Fla.

Represents:
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 KWIK-TV Pocatello, Idaho
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 San Francisco 4—155 Montgomery St., Suite 909. Tel.: Yukon 2-5701. James M. Aispaugh, John T. Broaley.
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 WHUM-TV Reading, Pa.
 *WOR-TV New York
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 KOMU-TV Columbia, Mo.
 WGVU-TV Greenville, S. C.
 KHJ-TV Los Angeles, Calif.

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 WLOK-TV Lima, Ohio
 KNOE-TV Monroe, La.
 KSTM-TV St. Louis, Mo.
 KTVI (TV) Boise, Idaho
 WTOB-TV Winston-Salem, N. C.
 KLIF-TV Dallas, Tex.
 WELI-TV New Haven, Conn.
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 Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.
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 Dallas 1—505 N. Ervay St. Tel.: Riverside 4036. Mgr.: David Rutledge.
 San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434. Mgr.: Stanley J. Reulman.
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 WNHC-TV New Haven, Conn.
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 WFBM-TV Indianapolis
 WMAR (TV) Baltimore
 WJBK-TV Detroit
 WHEN (TV) Syracuse, N. Y.
 WKRC-TV Cincinnati
 WXEL (TV) Cleveland
 WTVN (TV) Columbus, Ohio
 KPHO-TV Phoenix, Ariz.
 CKMO-TV Kansas City, Mo.
 KLZ-TV Denver, Colo.

Represents:
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 WKY-TV Oklahoma City
 WFIL (TV) Philadelphia
 KPIX (TV) San Francisco
 WSAZ-TV Huntington, W. Va.
 WMAL-TV Washington, D. C.
 KEYL (TV) San Antonio
 WJTV (TV) Jackson, Miss.
 KYTV (TV) Sioux City, Iowa
 KHQ-TV Spokane, Wash.
 WMT-TV Cedar Rapids, Iowa
 WMAZ-TV Macon, Ga.
 WTOG-TV Savannah, Ga.
 KFSD-TV San Diego

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 (Stations represented not reported.)

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 WPMT (TV) Portland, Me.
 WSYR-TV Syracuse, N. Y.

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 (Stations represented not reported.)

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ORVILLE LAWSON & ASSOC.

Minneapolis 2—1687 Northwestern Bank Bldg. Tel.: Geneva 9631. Ownr: Orville F. Lawson. Office Mgr.: Lillian Carney; Acct. Exec.: L. M. Knopf.
 (Stations represented not reported.)

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 Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282. V.P. and Mgr.: H. Jackson.
 Beverly Hills—111 N. La Cienega Blvd. Tel.: Bradshaw 2-4727. Mgr.: Lee O'Connell.
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William A. Ayres.

Represents:
 WPAG-TV Ann Arbor, Mich.
 KRDO-TV Colorado Springs, Colo.
 KDZA-TV Pueblo, Colo.
 KSAN-TV San Francisco, Calif.
 KFBC-TV Cheyenne, Wyo.

FRANK J. McHUGH JR.

Portland 4, Ore.—710 Lewis Bldg. Tel.: Broadway 3210.
 (Stations represented not reported.)

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 Chicago 11—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carlton F. Jewett; Lois Thompson.
 San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.
 Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tra Moore; Jerry Moore.

Represents:

WDEL-TV Wilmington, Del.
 WTTV (TV) Bloomington, Ind.
 WGAL-TV Lancaster, Pa.
 KROC-TV Rochester, Minn.
 KSWB-TV Roswell, N. M.
 WEHT (TV) Henderson, Ky.-Evansville, Ind.
 WKNE-TV Keene, N. H.
 WLEV-TV Bethlehem, Pa.
 WAZL-TV Hazleton, Pa.
 WKNY-TV Kingston, N. Y.
 WKST-TV New Castle, Pa.
 WMTV (TV) Madison, Wis.

ART MOORE & SON

Seattle 1—1331 Third Ave. Tel.: Mutual 3377. Art Moore, Ru Lund.
 Portland 4—617 Cascade Bldg. Mgr.: Ru Lund.
 (Stations represented not reported.)

NATIONAL BROADCASTING CO.

(NBC Spot Sales)

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: Thomas D. McPadden; Nat'l TV Sales Mgr.: John Reber; Eastern TV Sales Mgr.: Luellen P. Stearns; Sales Div., Adv. and Prom. Mgr.: H. W. Shepard.
 Chicago 34—Merchandise Mart. Tel.: Superior 7-8300. Central Div. TV Sales Mgr.: Charles Dresser.
 Cleveland 14—815 Superior Ave. N.E. Tel.: Cherry 1-0942. TV Sales Rep: John C. Treacy.
 Hollywood 28—Sunset & Vine. Tel.: Hollywood 9-6161. TV Sales Rep: Walter Davidson.
 San Francisco 2—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: George Fuerst.
 Atlanta—744 Spring St. S. W. Charlotte & Bomar Lowrance & Assoc.
 Charlotte, N. C.—513 South Tryon St. Charlotte & Bomar Lowrance & Assoc.

Represents:

WNBT (TV) New York
 WNBQ (TV) Chicago
 KNBH (TV) Hollywood
 WNBK (TV) Cleveland
 WPTZ (TV) Philadelphia
 WNBW (TV) Washington
 WBZ-TV Boston
 WRGB (TV) Schenectady-Albany-Trg
 KPTV (TV) Portland, Ore.
 KSD-TV St. Louis, Mo.
 KONA (TV) Honolulu, Hawaii

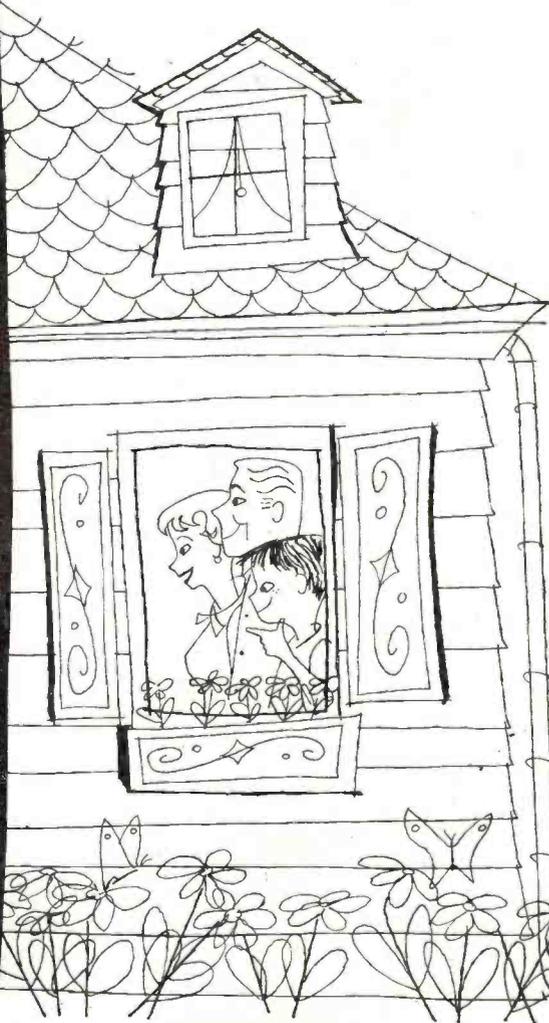
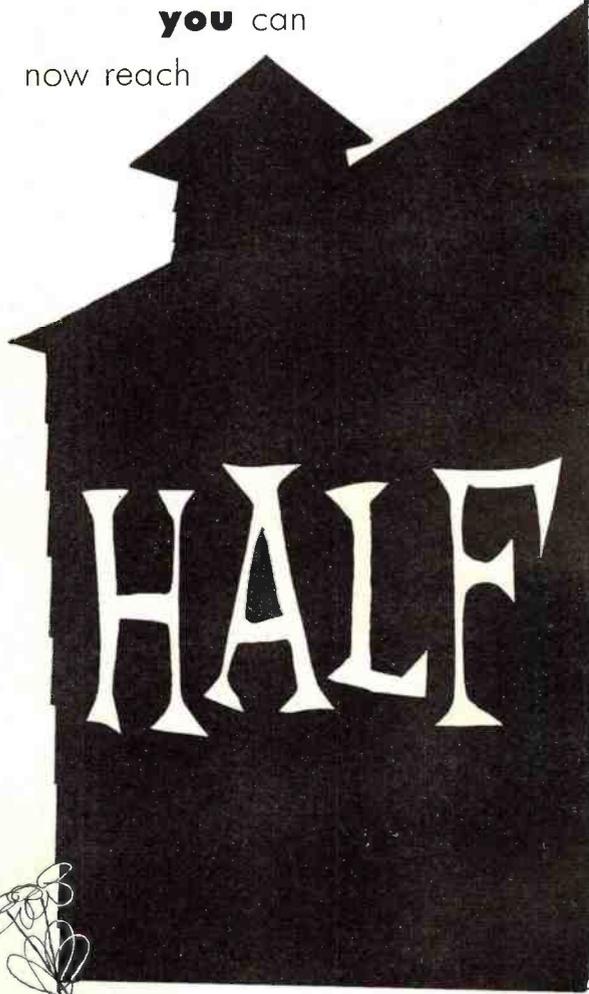
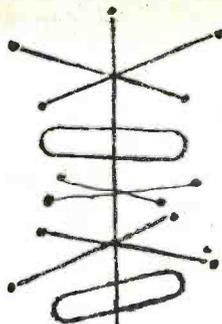
CALL THE O. L. TAYLOR CO.

FOR THE LATEST INFORMATION ON

WCAN-TV

SEE ADVERTISEMENT ON PAGE 287

with spot television
 in just **11 markets**
you can
 now reach



THE TV HOMES IN THE U.S.

that's **12,550,000** TV families
51.7% of the total television population

And here are the 11 stations that can reach them best:

- | | |
|------------------------------|-------------------------------------|
| WNBT New York | WNBK Cleveland |
| KNBH Los Angeles | KSD-TV St. Louis |
| WNBQ Chicago | WNBW Washington |
| WPTZ Philadelphia | WRGB Schenectady-Albany-Troy |
| WBZ-TV Boston | KPTV Portland, Ore. |
| KONA Honolulu, Hawaii | |



represented nationally by:

SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
 Chicago Cleveland Washington San Francisco
 Los Angeles Charlotte* Atlanta*
*Mutual Insurance Associates

TV REPRESENTATIVES

JOHN E. PEARSON TV INC.

New York—250 Park Ave. Tel.: Plaza 1-3366. John E. Pearson, Russ Walker, Wm. M. Wilson, Ray Henze.
 Chicago—333 N. Michigan Ave. Tel.: State 2-7494. Mgr.: Frank M. Reed; C. D. Stitt, Frank Frost.
 Dallas—Union Fidelity Bldg. Tel.: Prospect 3723. H. W. Maier Jr., Constance Uthoff.
 Minneapolis—1406 Northwestern Bank Bldg. Tel.: Lincoln 5689. James Bowen, Betty Pearson.
 Los Angeles—684 S. Lafayette Park Place. Tel.: Dunkirk 7-4388. Robert W. Walker, Bambi Harrington.
 San Francisco—37 Post St. Tel.: Sutter 1-5568. Rogers Parratt, Eileen Hamilton.

Represents:

KMMT (TV) Austin-Albert Lea, Minn. KRBC-TV Abilene, Tex.
 KRIV (TV) Little Rock, Ark. KANG-TV Waco, Tex.
 KGBS-TV Harlingen, Tex. WCCE-TV Knoxville, Tenn.
 KCBP-TV Lubbock, Tex. WFPG-TV Atlantic City, N. J.
 WHIZ-TV Zanesville, Ohio. KFSA-TV Fort Smith, Ark.
 KQTV (TV) Fort Dodge, Iowa. WJHL-TV Johnson City, Tenn.
 WNCT (TV) Greenville, N. C.

JOHN H. PERRY ASSOC.

New York 22—128 E. 56th St. Tel.: Eldorado 5-3197. Gen. Mgr.: William K. Dorman.
 Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
 Chicago 3—122 S. Michigan Ave. Tel.: Harrison 7-8085. Mgr.: F. W. Thurnau.
 Detroit 2—7-268 General Motors Bldg. Tel.: Trinity 5-1803. Mgr.: John F. Cole.
 Atlanta 3—244 Williams St. N.W. Tel.: Walnut 8503. Mgr.: Haynes McFadden Jr.
 Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: V. E. Atkinson.
 San Francisco 3—5 3rd St. Tel.: Garfield 1-6740. Mgr.: Burton L. Beggs.

Represents:

WJHP-TV Jacksonville, Fla.

EDWARD PETRY & CO. INC.

(Television Division)

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr.: Henry E. Ringgold.
 Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr.: Edward E. Vovnow.
 Detroit 2—General Motors Bldg. Tel.: Trinity 5-1035. Mgr.: Frank Walker.
 San Francisco 4—Russ Bldg. Tel.: Yukon 2-3631. Mgr.: Edward L. Smith.
 Los Angeles 14—523 W. Sixth St. Tel.: Michigan 8729. Mgr.: Bill Larimer.
 St. Louis 3—Shell Bldg. Tel.: Chestnut 7191. Mgr.: Richard Hughes.
 Dallas 2—Life of America Bldg., Wood & Akard Sts. Tel.: Prospect 3593. Mgr.: Dick Drummy.

Represents:

WSB-TV Atlanta, Ga. WOAI-TV San Antonio, Tex.
 WBAL-TV Baltimore. KGO-TV San Francisco
 WTAR-TV Norfolk, Va. WSM-TV Nashville, Tenn.
 KSTP-TV Minneapolis-St. Paul. KPRC-TV Houston, Tex.
 WFAA-TV Dallas, Tex. KOTV (TV) Tulsa, Okla.
 WTVH-TV Peoria, Ill. KMTB (TV) Omaha, Neb.
 WMAC-TV Akron-Canton, Ohio. KFMB-TV San Diego
 WPTV (TV) Ashland-Huntington, Wens. WENS (TV) Pittsburgh
 W Va. WLTW (TV) Wheeling, W. Va.
 WICU (TV) Erie, Pa. KEDD (TV) Wichita, Kans.
 WABC-TV New York. WUTV (TV) Youngstown, Ohio
 KECA-TV Los Angeles

RADIO-TV REPRESENTATIVES INC.

New York—480 Lexington Ave. Tel.: Murray Hill 8-4342. Pres.: Harry S. Goodman; V. P. Chg. New York: Peggy Stone.
 Chicago—75 E. Wacker Drive. Tel.: Financial 6-0982. V. P. Chg. Chicago: Ed Nickey.

(Stations represented not listed.)

THE RICHARD RAILTON CO.

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

WILLIAM G. RAMBEAU CO.

New York 17—347 Madison Ave. Tel.: Murray Hill 6-5940. Pres.: William G. Rambeau. Vice Pres. in Chg. N. Y. Office: James A. Wethington.
 Chicago 1—333 N. Michigan Ave. Tel.: Anderson 3-5566. Mgr.: Nick Bolton.
 Los Angeles 5—1748 N. Las Palmas Av. Tel.: Hillside 9388. Mgr.: Jack Porter.
 Minneapolis 2—625 Second Ave., Suite 326-327. Tel.: Lincoln 7017. Mgr.: Vivian Bulmer.
 San Francisco 4—607 Market St. Tel.: Garfield 1-0426. Mgr.: Roy D. Soderlind.
 WFAM-TV Lafayette, Ind. WATR-TV Waterbury, Conn.
 WJON-TV St. Cloud, Minn. WVEC-TV Norfolk, Va.

PAUL H. RAYMER CO. INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-5570. Pres.: Paul H. Raymer; TV Sales Mgr.: Ralph E. McKinnie.
 Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. V. P.-Mgr.: G. C. Packard.
 Boston 16—Statter Office Bldg. Tel.: Hubbard 2-3225. Mgr.: Paul Tiemer.
 Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
 Atlanta 3—Glenn Bldg. Tel.: Cypress 5304. Mgr.: Arch B. Ragan.
 San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
 Hollywood 28—1680 Vine St. Tel.: Hollywood 2-2376. Mgr.: John D. Gale.

Represents:

WBRC-TV Birmingham, Ala. WARC-TV Rochester, N. Y.
 WKBN-TV Youngstown, Ohio. WFMG-TV Worcester, Mass.
 KTLA (TV) Los Angeles. WSBT-TV South Bend, Ind.
 KVOA-TV Tucson, Ariz. WNOK-TV Columbia, S. C.
 WTAC-TV Flint, Mich. KMJ-TV Fresno, Calif.
 WKJG-TV Fort Wayne, Ind. KFOR-TV Lincoln, Neb.

O. J. REISS

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

DON RICH

New York 21—36 E. 64th St. Tel.: Butterfield 8-7676.
 (Stations represented not reported.)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bldg. Tel.: Garfield 1-7950. Owner: Duncan A. Scott.
 Los Angeles—2978 Wilshire Blvd. Tel.: Dunkirk 8-4151. Mgr.: A. O. Dillenburg.
 (Stations represented not reported.)

SEARS & AYER INC.

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
 New York—295 Madison Ave. Tel.: Murray Hill 9-2586.
 San Francisco—703 Market St. Tel.: Exbrook 2-6685.
 Los Angeles—1127 Wilshire Blvd. Tel.: Madison 9-2653.
 (Stations represented not reported.)

STARS NATIONAL INC.

New York—Rm. 1405, 400 Madison Ave. Tel.: Plaza 5-5793.
 (Stations represented not reported.)

STORER BROADCASTING CO.*

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

Represents Owned Stations:

WSPD-TV Toledo, Ohio. KEYL (TV) San Antonio
 WAGA-TV Atlanta. WBRC-TV Birmingham, Ala.
 WJBK-TV Detroit

* In addition, these stations are represented by The Katz Agency.

THE O. L. TAYLOR CO.

New York 22—444 Madison Ave. Tel.: Murray Hill 8-1088. Pres.: Lloyd Geo. Venard; Sec.-Treas.: F. Dodderer.
 Chicago 1—360 North Michigan Ave. Tel.: State 2-5260. Howard B. Meyer.
 Dallas 1—1024 Life of America Bldg. Tel.: Riverside 5663. Robert E. Stuar.
 Los Angeles 13—638 South Van Ness Ave. Tel.: Fairfax 8458.
 San Francisco—235 Montgomery St. Tel.: Douglas 2-1323.
 Atlanta—301 Glenn Bldg. Tel.: Alpine 3080.
 Boston—419 Boylston. Tel.: Commonwealth 6-0718.

Represents:

KROD-TV El Paso, Tex. KELO-TV Sioux Falls, S. D.
 KTBC-TV Austin, Tex. KGNC-TV Amarillo, Tex.
 WCOV-TV Montgomery, Ala. KCMC-TV Texarkana, Tex.
 WLS-TV Lansing, Mich. WCAN-TV Milwaukee, Wis.
 KTXL-TV San Angelo, Tex. KFDD-TV Wichita Falls, Tex.
 KTRE-TV Lubbock, Tex. WERE-TV Cleveland, Ohio
 KFYO-TV Lubbock, Tex. WKLO-TV Louisville, Ky.

THE WALKER REPRESENTATION CO. INC.

New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830. Pres.: J. Wy Walker; V. P.: C. Otis Rawalt.
 (Stations represented not reported.)

WEED TELEVISION

New York 22—501 Madison Ave. Tel.: Plaza 1-2780. Mgr.: Peter B. James.
 Chicago 2—3107 Civic Opera Bldg. Tel.: Randolph 6-9668. Mgr.: Clay Rossland.
 Detroit 26—1707 Book Bldg. Tel.: Woodward 1-2685. Mgr.: Bernard P. Pearl.
 San Francisco 5—625 Market St. Tel.: Douglas 2-1451. Mgr.: Donald Staley.
 Boston 16—Statter Bldg. Tel.: Hubbard 2-5677. Mgr.: Robert Reardon.
 Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln Simonds.
 Atlanta 3—120 Marietta St., N.W. Tel.: Cypress 4081. Mgr.: George Swearingen, Jr.

Represents:

WATV (TV) Newark, N. J. KTNT-TV Tacoma, Wash.
 WSUN-TV St. Petersburg, Fla. WTVI (TV) Belleville, Ill.
 WAKR-TV Akron, Ohio. WINA-TV Lima, Ohio
 WJAR-TV Providence, R. I. WOI-TV Ames, Iowa
 KTTS-TV Springfield, Mo. WBAY-TV Green Bay, Wis.
 WTVO (TV) Rockford, Ill. KOLN-TV Lincoln, Neb.
 WFTL-TV Fort Lauderdale, Fla. WARD-TV Johnstown, Pa.
 KFBB-TV Great Falls, Mont. WWNY-TV Watertown, N. Y.
 KIMA-TV Yakima, Wash. WROM-TV Rome, Ga.
 WPKA-TV Charleston, W. Va. WKNA-TV Charleston, W. Va.
 WIRK-TV West Palm Beach, Fla. KCJB-TV Minot, N. D.
 KETV (TV) Tijuana, Mex. (San Diego) KGGM-TV Albuquerque, N. M.
 KLAS-TV Las Vegas, Nevada

WGN-TV CHICAGO

New York—220 E. 42d St. Tel.: Murray Hill 2-3033. Mgr.: Ben H. Berents

see **John E. Pearson Television, Inc.** advertisement page 42

FOR

TV

FACTS and **FIGURES**

CALL THE

RESEARCH DEPARTMENT

OF THE

L. TAYLOR COMPANY

NEW YORK *Office* — MURRAY Hill 8-1088

CHICAGO • DALLAS • LOS ANGELES
ATLANTA • SAN FRANCISCO • BOSTON

LLOYD GEORGE VENARD—President

ADAM YOUNG TELEVISION CORP.

New York 16—22 East 40th St. Tel.: Murray Hill 9-0006. Mgr.: Adam J. Young Jr.
 Chicago 2—55 East Washington St. Tel.: Andover 3-5448. Mgr.: William J. Reilly.
 St. Louis—6 N. 7th St. Tel.: Maine 5020. Mgr.: John B. Hetherington.
 Los Angeles 28—Guaranty Bldg., 6331 Hollywood Blvd. Tel.: Hollywood 9-0965. Mgr.: William L. Wallace.

Represents:

WAFB-TV Baton Rouge, La.
 WICC-TV Bridgeport, Conn.
 XELD-TV Matamoros, Mexico (Brownsville, Tex.)
 WFTV (TV) Duluth, Minn.
 WKMI-TV Kalamazoo, Mich.
 KTAG (TV) Lake Charles, La.
 KETV (TV) Little Rock, Ark.
 WMRV (TV) New Orleans, La.
 WPFA (TV) Pensacola, Fla.
 WIL-TV St. Louis, Mo.
 KWTV (TV) Sioux City, Iowa
 WICS (TV) Springfield, Ill.
 XHTV (TV) Mexico City, Mexico

JOHN N. HUNT & ASSOC.

Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 6277. Mgr.: John Hunt.
 Represents:
 KMO-TV Tacoma, Wash.

ANDY McDERMOTT

Toronto—10 Adelaide St. E. Tel.: Empire 6-8945.

Represents in Canada:

WABD (TV) New York
 WKTU (TV) Utica, N. Y.
 WHEN (TV) Syracuse, N. Y.
 WHAM-TV Rochester, N. Y.
 WICU (TV) Erie, Pa.
 WXEL (TV) Cleveland
 WTVN (TV) Columbus, Ohio
 WWJ-TV Detroit
 WGN-TV Chicago
 WOW-TV Omaha, Neb.

CANADIAN TV REPRESENTATIVES

ALL-CANADA RADIO FACILITIES LTD.

Television Division

Toronto—129 Adelaide St. W. Tel.: Empire 3-2632. Mgr.: Reo Thompson.
 Montreal—Windsor Hotel. Tel.: University 6-8146. Mgr.: Burt Hall.

Represents:

CKSO-TV Sudbury, Ont.
 CHCH-TV Hamilton, Ont.
 CKCK-TV Regina, Sask.
 CFPL-TV London, Ont.
 CKLW-TV Windsor, Ont.
 CHSJ-TV St. John, N. B.
 CJCB-TV Sidney, N. S.

CANADIAN BROADCASTING CORP.

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

Represents CBC-owned TV stations:

CBLT Toronto, Ont.
 CBOT Ottawa, Ont.
 CBFT Montreal, Que.

HORACE N. STOVIN & CO.

Toronto—Victory Bldg. Tel.: Empire 3-9184. Pres.: H. N. Stovin. Gen. Sales Mgr.: C. W. Hellman.
 Montreal—Keefer Bldg. Tel.: University 6-6291. Mgr.: T. C. Maguire.
 Winnipeg—Childs Bldg. Tel.: 925-097. Mgr.: Godfrey Tudor.
 Vancouver—Crown Bldg. Tel.: Tatlow 4831. Mgr.: J. W. Stovin.

Represents in Canada:

WBZ-TV Boston
 WJZ-TV New York
 WSYR-TV Syracuse, N. Y.
 WFIL-TV Philadelphia, Pa.
 WJAC-TV Johnstown, Pa.
 WHIO-TV Dayton, Ohio
 WBNS-TV Columbus, Ohio
 WEWS (TV) Cleveland
 WKRC-TV Cincinnati
 WXYZ-TV Detroit
 WJIM-TV Lansing, Mich.
 WBKB (TV) Chicago
 WOC-TV Davenport, Iowa
 WTTV (TV) Bloomington, Ind.
 KDYL-TV Salt Lake City
 KGO-TV San Francisco
 KECA-TV Los Angeles
 WTCN-TV Minneapolis
 WGAL-TV Lancaster, Pa.
 WDEL-TV Wilmington, Del.
 KMTV (TV) Omaha, Neb.
 KVOS-TV Bellingham, Wash.



John E. Pearson Television Inc.

Representing a Select List of the Nation's Best Television Stations*

- | | | | |
|---------|--------------------------|---------|---------------------------|
| KMMT | Austin-Albert Lea, Minn. | KRBC-TV | Abilene, Texas |
| KRTV | Little Rock, Arkansas | KANG-TV | Waco, Texas |
| KCBD-TV | Lubbock, Texas | KGBS-TV | Harlingen, Texas |
| WHIZ-TV | Zanesville, Ohio | WFPG-TV | Atlantic City, New Jersey |
| KQTV | Fort Dodge, Iowa | KFSA-TV | Fort Smith, Arkansas |
| WNCT | Greenville, N. C. | WJHL-TV | Johnson City, Tennessee |
| | WCEE-TV | | Knoxville, Tenn. |

*Stations granted up to August 1st, 1953.

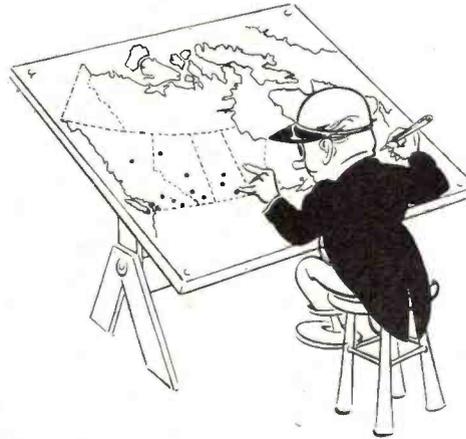
NEW YORK • CHICAGO • MINNEAPOLIS • DALLAS • LOS ANGELES • SAN FRANCISCO

**TELEVISION OWNERSHIP
BY GEOGRAPHIC AREA**

AREA & STATE	PERCENT TV 1953	NUMBER TV SETS 1953
New England	68%	1,862,450
Maine	11	28,690
New Hampshire	45	71,780
Vermont	12	12,430
Massachusetts	78	1,080,710
Rhode Island	85	200,400
Connecticut	78	468,440
Middle Atlantic	77%	7,025,200
New York	79	3,641,900
New Jersey	88	1,334,350
Pennsylvania	68	2,048,950
East North Central	63%	5,895,460
Ohio	75	1,830,590
Indiana	53	664,120
Illinois	63	1,726,370
Michigan	65	1,260,730
Wisconsin	41	413,650
West North Central	33%	1,454,350
Minnesota	38	333,530
Iowa	37	300,120
Missouri	45	579,990
North Dakota	1	1,100
South Dakota	2	3,090
Nebraska	30	126,250
Kansas	17	110,270
South Atlantic	39%	2,287,280
Delaware	75	73,570
Maryland	79	558,450
District of Columbia	88	210,060
Virginia	48	430,270
West Virginia	25	127,320
North Carolina	28	287,050
South Carolina	18	98,240
Georgia	33	306,930
Florida	21	195,390
East South Central	25%	766,240
Kentucky	34	276,860
Tennessee	29	262,050
Alabama	22	176,120
Mississippi	9	51,210
West South Central	25%	1,054,550
Arkansas	12	63,510
Louisiana	20	151,880
Oklahoma	29	200,120
Texas	27	639,040
Mountain	19%	305,100
Montana	LT	250
Idaho	3	4,610
Wyoming	LT	160
Colorado	33	144,890
New Mexico	9	18,100
Arizona	26	62,820
Utah	37	73,800
Nevada	1	470
Pacific	57%	2,931,610
Washington	37	296,850
Oregon	18	92,230
California	66	2,542,530
U. S. Total	52%	23,582,240

L.T. means less than 1%.
Source: CBS Television Research, Figures estimated for May 1, 1953.

ALL-CANADA'S TELEVISION DIVISION



Straddles Canada's booming "baby Goliath" Television Industry . . . ready to service the needs of Advertising Agencies, Canadian TV Stations and their Clients and watch the infant TV prodigy grow.

All-Canada offers the following services . . .

TIME . . . Complete, immediate information is available on Coverage — Markets — Program Schedules — Facilities — Personnel Rates — Availabilities — and Production Charges.

All-Canada also provides up-to-date, complete information on each station's activities and stands ready to discuss national advertising campaigns in the following seven markets.

- | | |
|-------------------------|-----------------------|
| CHSJ-TV St. John, N. B. | CFPL-TV London, Ont. |
| CJCB-TV Sydney, N. S. | CKSO-TV Sudbury, Ont. |
| CHCH-TV Hamilton, Ont. | CKLW-TV Windsor, Ont. |
| | CKCK-TV Regina, Sask. |

TV-FILM . . . Where All-Canada is concerned TV film is truly a changing picture. For All-Canada strives constantly to provide the best product at the most reasonable prices in the major film categories.

- | | |
|-----------------------|---------------------------|
| Half Hour Features | Musical Short Library |
| Quarter Hour Features | Stock Short Library |
| | Educational & Documentary |

All-Canada's complete Editing, Cleaning and Shipping facilities guarantee expert and reliable service at all times to all stations and clients. Descriptions and costs . . . plus auditioning facilities are available at all times through your All-Canada Television man.

RESEARCH . . . Through constant contact with station and client activities All-Canada Television is in a position to compile a complete up-to-date Information File for your convenience.

Write or call your All-Canada Television man today.

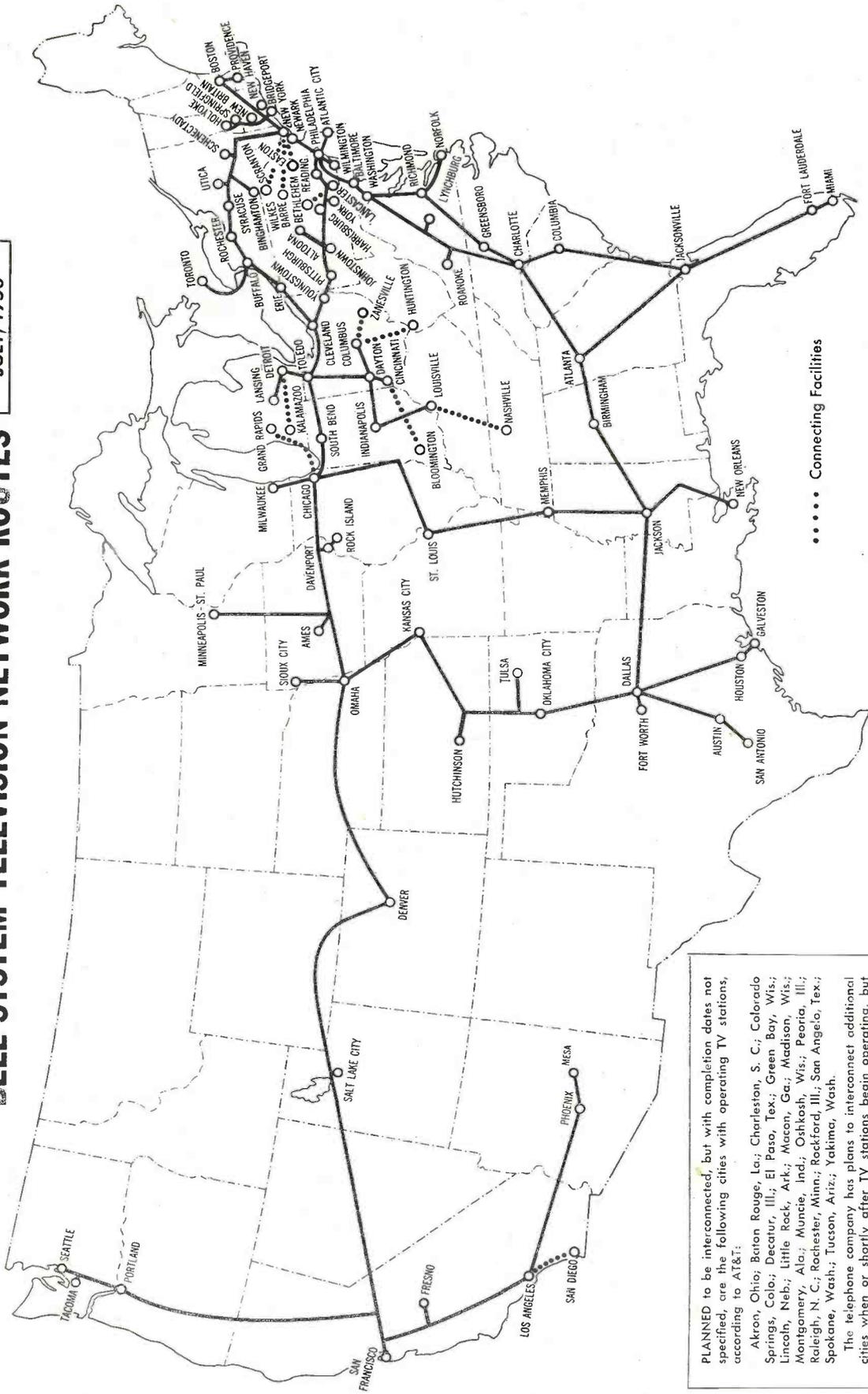


ALL-CANADA TELEVISION

TORONTO • MONTREAL • WINNIPEG
CALGARY • VANCOUVER

BELL SYSTEM TELEVISION NETWORK ROUTES

JULY, 1953



PLANNED to be interconnected, but with completion dates not specified, are the following cities with operating TV stations, according to AT&T:

Akron, Ohio; Baton Rouge, La.; Charleston, S. C.; Colorado Springs, Colo.; Decatur, Ill.; El Paso, Tex.; Green Bay, Wis.; Lincoln, Neb.; Little Rock, Ark.; Macao, Ga.; Madison, Wis.; Montgomery, Ala.; Muncie, Ind.; Oshkosh, Wis.; Peoria, Ill.; Raleigh, N. C.; Rochester, Minn.; Rockford, Ill.; San Angelo, Tex.; Spokane, Wash.; Tucson, Ariz.; Yakima, Wash.

The telephone company has plans to interconnect additional cities when or shortly after TV stations begin operating, but the names of these cities were not available at publication time.

..... Connecting Facilities

A New BMI Service— TV Film Licensing

With the establishment of a new TV FILM LICENSING DEPARTMENT, BMI enlarges its service to Television.

The facilities of this new department are available to TV producers, advertising agencies and their clients, TV film distributors, directors, music conductors and everyone in TV concerned with programming.

This new BMI service will:

- Assist in the selection or creation of music for films — theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help protect music ownership rights
- Extend indemnity to TV stations that perform our music on film
- Answer questions

concerning copyrights, music rights for future residual usage, and help solve all other problems concerning the use of music in TV.

*A Partial List of Some Top TV Shows
Using BMI-Licensed Music Regularly*

BOSTON BLACKIE	MARCH OF TIME
BURNS AND ALLEN	MR. & MRS. NORTH
CAVALCADE OF AMERICA	MY FAVORITE STORY
DANGEROUS ASSIGNMENT	MY FRIEND IRMA
DINAH SHORE SHOW	PRIVATE SECRETARY
GROUCHO MARX SHOW	SCHLITZ PLAYHOUSE
I MARRIED JOAN	THE DOCTOR
LIFE OF RILEY	THE UNEXPECTED
LIFE WITH LUIGI	THIS IS YOUR LIFE
MAN AGAINST CRIME	YOU ASKED FOR IT

Let BMI give you the TV Music Story today

Call or write

BMI TV FILM
LICENSING
DEPARTMENT

RICHARD KIRK, *Director*
Broadcast Music, Inc.
1549 N. Vine Street
Hollywood 28, Calif.

CLAUDE BARRERE, *Eastern Director*
Broadcast Music, Inc.
580 Fifth Avenue
New York 36, N. Y.

TV Service Department: HENRY KATZMAN, *Director* (New York Office)

GOVERNMENT AGENCIES DEALING WITH TELEVISION

(All Washington, D. C. addresses unless otherwise specified. • Complete FCC listing on page 414.)

EXECUTIVE OFFICE OF THE PRESIDENT White House

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

The White House Office: Assistant to the President, Sherman Adams. Assistant to the Assistant to the President, Maxwell M. Rabb. Special Assistants to the President, Maj. Gen. Wilton B. Persons (Congressional liaison), C. D. Jackson, Lewis L. Strauss. Administrative Assistants to the President, Robert Cutler, Gabriel Hauge, Emmet J. Hughes. Secretary to the President, Thomas E. Stephens. Press Secretary to the President, James C. Hagerty. Assistant Press Secretary to the President, Murray Snyder. Special Counsel to the President, Bernard M. Shanley.

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

DEPT. OF STATE

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

Secretary: John Foster Dulles. Under Secretaries: Walter Bedell Smith, Donald Lourie (Administration).

Assistant Secretary of State for Public Affairs: Carl W. McArdle, Acting Chief, News Div.: Lincoln White.

Transportation & Communications Office (Telecommunications): Chief, Francis Colt deWolf. Assistant Chiefs, John S. Cross, Cecil G. Harrison, Arthur Lebel, T. H. E. Nesbitt. Special Assistant to the Chief, Helen Kelly.

DEPT. OF JUSTICE

9th & Pennsylvania Ave., N. W.
Tel.: REdublic 7-8200

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

Office of Public Information: Director, G. Frederick Mullen. Assistant Director, Leo Cadison.

DEPT. OF HEALTH, EDUCATION & WELFARE

330 Independence Ave., S. W.
Tel.: EXecutive 3-6300

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

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

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

Office of Education: Kerry Smith (Information Officer).

Social Security Administration: William Galvin (Information Officer).

Public Health Service: Mary Ross (Acting Information Officer).

Office of Vocational Rehabilitation: Oliver Kinnannon (Information Officer).

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

DEPT. OF AGRICULTURE

14th St. & Independence Ave., S. W.
Tel.: REdublic 7-4142

Secretary: Ezra Taft Benson.

Office of Information: Director R. L. Webster. Deputy Director, James H. McCormick. Assistant Directors, Kenneth Gapen (radio-TV), Harold Lewis (press relations). TV Information Specialists, Alice Skelsey, Robert L. Crom. Supervisor of Network Programming, Jack H. Towers. Director of Individual Station Relations, J. Don Looper.

U. S. INFORMATION AGENCY

1778 Pennsylvania Ave., N. W.
Tel.: REdublic 7-5600

Director: Theodore C. Streibert. Deputy Director: Arthur Kimball. Adviser to the Director on Telecommunications: Alfred H. Morton.

Office of Public Information: Director, Ben G. Crosby.

International Broadcasting Service (Voice of America): Director, Leonard Erikson.

International Press & Publications Service: Director, John N. Hutchinson. Deputy Assistant, Joseph M. Sitrick.

International Motion Pictures Service (Films and Kinescopes): Director, J. Cheever Cowdin.

FEDERAL TRADE COMMISSION

6th St. & Pennsylvania Ave., N. W.
Tel.: EXecutive 3-6800

Members: Chairman, Edward F. Howrey, Lowell E. Mason, James M. Mead, Stephen J. Spingarn, Albert A. Carretta.

General Counsel: William C. Kelly.

Office of Public Information: Duncan Price.

FEDERAL CIVIL DEFENSE ADMINISTRATION

1930 Columbia Rd., N. W.
Tel.: HUDson 3-5500

Administrator: Val Peterson.

Warning & Communications Division: Director, William Talbot.

Public Affairs Office: Director, John A. DeChant. Deputy Director, Edward B. Lyman (acting). Audio-Visual Division: Director, Stephen McCormick. Radio-TV Branch: Chief, Chester Spurgeon. Motion Picture Branch, Rodney Radford.

ATOMIC ENERGY COMMISSION

1901 Constitution Ave., N. W.
Tel.: STerling 3-8000

Chairman: Lewis L. Strauss.

Division of Information Services: Director, Morse Salisbury. Chief, Shelby Thompson. Radio-Visual Branch, Chief, Charter Heslep.

GENERAL SERVICES ADMINISTRATION

F St., between 18th & 19th Sts., N. W.
Tel.: EXecutive 3-4900

Acting Administrator: Edmund S. Mansure.

Office of Public Information & Reports: Director, Herbert Plummer.

DEPT. OF COMMERCE

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

Secretary: Sinclair Weeks.

Director of Office of Publications Management: Donald R. Burgess. Director of Public Information, Albert Leman. Deputy Director of Information, Henry Scharer. Chief, News Section, Harry Weiss.

Census Bureau (Tel.: Ludlow 4-3000): Director, Robert W. Burgess. Deputy Director, A. Ross Eckler. Assistant Directors, Howard C. Grieves, Dr. Conrad Taeuber. Information Assistant to the Director, Frank M. Wilson. Information Specialists, Armand Von Struve, Conrad Shamel.

National Bureau of Standards (Tel.: Emerson 2-4040): Director, A. V. Astin. Assistant to the Director (Director of Office of Scientific Publications), Hugh Odishaw. Director of Technical Reports (information office), William Tilley. Chief, Central Radio Propagation Labs., Newbern Smith, Chief Electronics Division, J. G. Reid Jr.

Civil Aeronautics Administration (Tel.: Sterling 3-9200): Administrator, F. B. Lee. Chief, Air-space Utilization Branch, E. R. Mehrling. Director, Office of Aviation Information, Ben Stern.

U. S. Weather Bureau: Chief, Radio-TV Unit, James C. Fidler.

DEPT. OF DEFENSE

Pentagon Bldg.
Tel.: LIBerty 5-6700

Secretary: Charles Erwin Wilson. Deputy Secretary: Roger M. Kyes.

Office of Public Information: Director, Andrew H. Berding. Deputy, Osgood Roberts. Assistant to the Director, Philip F. Hines.

Radio-TV Branch: Chief, Charles Dillon. Executive Assistant, Maxwell Marvin. Chief, TV Section, Maj. Clarke Thornton (Army), Lt. Michael Marlow (Air Force). Chief, Radio Section, Howard Hayes. Lt. G. D. Miner Jr. (Navy). Women's Recruiting Activities, Lt. Commr. Ruth Montez Tjden.

Press Branch: Chief, C. H. Schooley. Deputy, Joseph R. Flynn. Executive Assistants, Edward Cottrell, Commr. David Bryce (Navy). Lt. Col. Moncel Monts (Air Force), Col. John Gabbert (Marine Corps).

Dept. of the Air Force: Secretary, Harold E. Talbott. Public Relations Office—Director, Maj. Gen. Sory Smith; Executive Director, Lt. Col. George Carter; Deputy Director, Col. Arno H. Luehman. Office of Deputy Chief of Staff Operations, Communications Director Brig. Gen. Gordon A. Blake.

Dept. of the Army: Secretary, Robert Ten Broeck Stevens. Office of Public Information—Director, Maj. Gen. Floyd L. Parks. Radio-Television Branch—Chief, Lt. Col. Tom Matthews. Assistants, Capt. Ben Miller, Capt. Carl Zimmerman.

Dept. of the Navy: Secretary Robert B. Anderson. Office of Public Information—Chief, Rear Adm. Louis S. Parks; Deputy Chief, Capt. E. W. Parish; Special Deputy, Capt. Walter Karig; Director, News Div., Commr. Slade D. Cutter. News Branch—Director, Lt. Commr. Edgar Prina. Radio-TV Branch—Director, Lt. Commander S. J. Wornom. Pictorial Branch—Director, Lt. Frank E. Coghlan.

Marine Corps (Arlington Annex, Navy Dept.): Division of Public Information—Acting Director, Col. Raymond F. Crist Jr. Radio-TV Branch—Chief, Capt. Edward I. Libby. Press Branch—Chief, Lt. Col. Robert Barry.

DEPT. OF TREASURY

(U. S. Savings Bond Division)

Washington Bldg.

15th St. & New York Ave., N. W.

Tel.: EXecutive 3-6400

Secretary: George M. Humphrey.

National Chairman: Vernon D. Clark; Acting National Director, Merrill Predmore.

Advertising & Promotion Branch: Director, Elihu E. Harris.

Advertising Section: Chief, Edmund J. Linehan; Radio Manager, Harry Gatton; Television Manager, Edwin I. Halbert.

Public Liaison Section: Chief, John Koepf.

Coast Guard OPI: Director, Capt. Leon Morine.

VETERANS ADMINISTRATION

Vermont Ave. & H St., N. W.

EXecutive 3-4120

Administrator: Harvey Z. Higley.

Office of Public Information: Director, A. W. Woolford. Associate Director, Frank Hood. Assistant Director, Radio-TV Division, Bernard Posner. Assistant Director, News, Lawrence George.

DEPT. OF LABOR

14th & Constitution Ave., N. W.

Tel.: EXecutive 3-2420

Secretary: Martin P. Durkin.

Office of Public Information: Director, Herbert Little. Assistant Director, John W. Leslie. Administrative Assistant to Director, Mary Brown.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N. W.

STerling 3-7373

REpublic 7-7500

Members: Chairman, Guy Farmer. Comrs. Philip Ray Rodgers, Abe Murdock, Paul L. Styles, Ivar H. Peterson.

Office of Public Information: Director, Louis G. Silverberg. Assistant Director, Jay E. Shanklin.

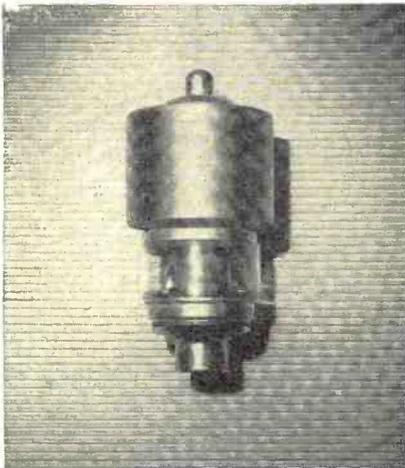
SECURITIES EXCHANGE COMMISSION

425 2d St., N. W.

Tel.: STerling 3-7600

Members: Chairman, Ralph H. Demmler; Paul R. Rowen, Clarence Adams, J. Sinclair Armstrong, A. J. Goodwin Jr.

Secretary of the Commission and Director of Information: Orville L. Dubois.

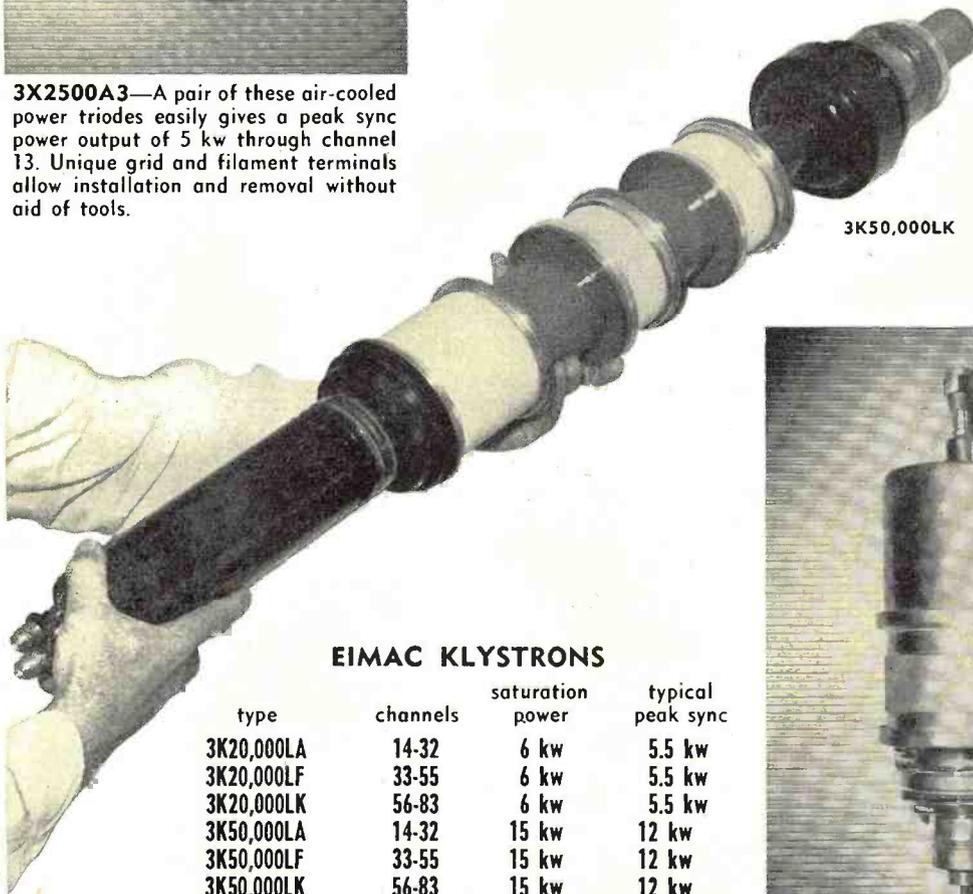


3X2500A3—A pair of these air-cooled power triodes easily gives a peak sync power output of 5 kw through channel 13. Unique grid and filament terminals allow installation and removal without aid of tools.

Top Performance for All TV

AT UHF Eimac klystrons provide top power with light weight, convenient external circuitry, economy and spectrum coverage with least amount of tubes.

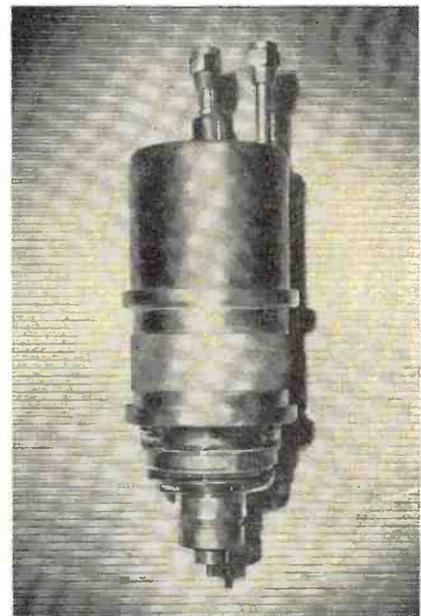
AT VHF the 4W20,000A and 3X2500A3 typify the outstanding dependability of Eimac's complete line of power amplifier tubes.



3K50,000LK

EIMAC KLYSTRONS

type	channels	saturation power	typical peak sync
3K20,000LA	14-32	6 kw	5.5 kw
3K20,000LF	33-55	6 kw	5.5 kw
3K20,000LK	56-83	6 kw	5.5 kw
3K50,000LA	14-32	15 kw	12 kw
3K50,000LF	33-55	15 kw	12 kw
3K50,000LK	56-83	15 kw	12 kw



4W20,000A—A radial-beam power tetrode noted for high power gain and operating economy. Peak sync power output through channel 13 is 25 kw.



EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA

Export Agents: Frazer & Hansen, 301 Clay St., San Francisco, California

"To Better Serve Alabama"

The Birmingham News

Announces

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W A B T (Formerly
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"Alabama's BEST In Television"

Same Frequency

Represented by

CBS TV Spot Sales

WAPI-WAFM Sister Stations

WHBS and WHBS-FM, Huntsville, Ala.

Under Same Management

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to Aug. 1, 1953

ALABAMA

ALABAMA MARKET INDICATORS

Total Population, July 1, 1952	3,051,000
Total Families, 1950	729,765
Total Urban Population, 1950	1,340,937
Total Rural Nonfarm Population, 1950	760,313
Total Farm Population, 1950	960,493
Employed in Nonagricultural Establishments, Feb., 1953	677,600
Total Employed, 1950	1,031,306
Employed in Mining, Feb., 1953	19,100
Employed in Manufacturing, Feb., 1953	237,500
Employed in Construction, Feb., 1953	32,200
Employed in Agriculture, 1950	250,707
Retail Sales, 1952	\$ 2,141,464,000
Bank Assets, Jan. 1, 1953	\$ 1,569,233,000
Bank Deposits, Jan. 1, 1953	\$ 1,450,909,000
Major Income Sources, 1951: Agriculture 11.7%; Government 20.6%; Manufacturing Payrolls 20.8%; Trade and Service 24.3%; Other 22.6%	
Total Income Payments, 1951	\$ 2,890,000,000
Per Capita Income, 1951	\$ 950
Median Family Income, 1950	\$ 1,810
Total Internal Revenue Collections, 1952	\$ 403,980,977
Average Weekly Earnings Manufacturing workers, Feb., 1953	\$ 54.39
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 39,399,000
Cash Receipts of Farms, 1952	\$ 435,970,000
Government Payments to Farmers, 1952	\$ 8,286,000
Value of Mineral Production, 1950	\$ 158,975,000
New Public Construction in 1952	\$ 165,200,000
Motor Vehicle Registration, 1952	777,285
Number of Telephones, 1952	490,800
Number of Electrical Connections, 1952	787,814
Number of Gas Utilities Connections, 1952	232,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

ALABAMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Autauga	18,186	6,306	2,716	203	430	10%
Baldwin	40,997	28,458	8,235	885		
Barbour	28,892	13,757	4,258	396		
Bibb	17,987	8,160	2,067	161	1,810	43%
Blount	28,975	11,104	3,189	230	1,830	25%
Bullock	16,054	5,024	1,529	178		
Butler	29,228	16,723	4,599	398	690	10%
Chambers	79,539	66,496	19,599	1,964	6,700	31%
Chilton	39,528	11,755	4,089	652		
Cherokee	17,534	4,967	1,230	101	980	24%
Choctaw	26,922	11,716	3,225	369	1,500	22%
Cibola	19,152	6,774	1,499	77		
Clarke	26,548	21,069	2,963	480		
Cleburne	13,929	5,351	1,696	207	750	22%
Coffee	11,904	3,344	1,141	66	700	24%
Colbert	30,720	13,013	4,007	395		
Conecuh	39,561	32,392	9,500	1,053		
Coosa	21,776	7,601	2,206	166		
Covington	11,766	4,183	1,683	140	620	22%
Crenshaw	40,373	23,614	6,994	871		
Cullman	18,981	8,212	2,187	154		
Dale	49,046	20,946	6,415	556	4,510	37%
De Kalb	20,828	8,716	3,676	380		
Elmore	56,270	38,189	9,465	1,279	1,580	11%
Etowah	45,048	19,160	5,085	420		
Fayette	31,649	14,493	4,905	452		
Franklin	31,443	24,136	5,972	587		
Geneva	93,892	80,321	21,431	2,180	6,730	25%
Greene	19,388	8,422	2,083	171		
Hale	25,705	14,138	4,012	387	850	13%
Henry	25,899	14,191	3,038	387		
Hughes	16,482	7,822	1,682	189		
Jefferson	20,832	7,336	2,014	221		
Lamar	13,674	8,098	1,733	251		
Lauderdale	46,522	42,733	9,460	1,102		
Lawrence	38,988	14,958	3,117	366		
Lee	558,928	586,202	144,185	14,593	92,850	57%
Limestone	16,441	4,893	1,391	141		
Lowndes	54,179	41,667	9,777	1,129		
Madison	27,128	7,434	2,732	322		
Marion	45,073	29,285	8,504	1,129	1,190	11%
Marshall	35,766	18,002	5,035	485		
Mobile	18,018	5,241	1,445	34	400	10%
Montgomery	30,561	10,914	3,881	275		
Morgan	72,903	58,331	12,250	1,225		
Muscle Shoals	29,494	14,976	3,406	369		
Neshoba	27,264	12,329	3,414	298	880	13%
Newton	45,090	35,997	7,499	984		
Opelika	231,105	214,682	57,177	9,763	*15,870	23%
Osborne	25,732	11,421	3,008	296		
Perry	138,965	139,582	30,979	3,708		
Pickens	52,924	44,309	12,263	917		
Prichard	20,439	8,531	2,032	232		
Shelby	24,349	10,329	2,601	287		
St. Clair	30,608	15,680	4,502	565		

BROADCASTING • TELECASTING

Randolph	22,513	10,672	3,155	224	1,320	24%
Russell	40,364	10,455	3,511	300		
St. Clair	26,687	10,618	3,959	367	1,650	25%
Shelby	30,362	12,432	5,681	334	3,270	43%
Sumter	23,610	9,252	1,683	157		
Talladega	63,639	43,587	14,081	1,285	5,800	36%
Tallapoosa	35,074	21,654	6,501	900		
Tuscaloosa	94,092	61,236	17,283	2,206	2,560	11%
Walker	63,769	39,176	14,866	958	5,470	34%
Washington	15,612	4,536	1,639	900		
Wilcox	23,476	6,347	1,644	87		
Winston	18,250	8,016	2,010	235	1,670	37%

* New television County.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Sets & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Autauga	4,300			Houston	12,500		
Baldwin	11,400	10	1,190	Jackson	9,300		
Barbour	6,900			Jefferson	162,900	63	102,810
Bibb	4,200	41	1,710	Lamar	4,000	11	440
Blount	7,300	24	1,770	Lauderdale	14,900		
Bullock	3,700			Lawrence	6,400		
Butler	6,900			Lee	10,800		
Calhoun	21,600	35	7,640	Limestone	8,800		
Chambers	10,100	16	1,660	Lowndes	4,000		
Cherokee	4,100	22	890	Macon	6,700		
Chilton	6,800	21	1,460	Madison	19,500		
Choctaw	4,400			Marengo	7,000		
Clarke	6,600			Marion	6,800		
Cleburne	3,400	21	730	Marshall	11,900	20	2,380
Coffee	2,900	22	630	Mobile	69,000	24	16,850
Colbert	7,600			Monroe	5,900		
Conecuh	10,700			Montgomery	39,500	10	3,970
Coosa	5,000			Morgan	14,800	12	1,760
Covington	2,800	21	590	Perry	4,400		
Crenshaw	10,600			Pickens	5,600	11	620
Cullman	4,600			Pike	7,700		
Dale	12,200	43	5,230	Randolph	5,500	21	1,180
Dallas	5,300			Russell	10,200		
De Kalb	14,400			Saint Clair	6,600	24	1,590
Elmore	11,700	11	1,300	Shelby	7,600	41	3,100
Escambia	7,600			Sumter	5,400		
Etowah	7,600			Talladega	16,100	39	6,300
Fayette	26,900	31	8,390	Tallapoosa	9,000		
Franklin	4,800	11	530	Tuscaloosa	23,300	20	4,660
Geneva	6,400			Walker	16,100	39	6,260
Greene	3,900			Washington	3,600		
Hale	3,900			Wilcox	5,200		
Henry	4,800			Winston	4,500	43	1,940
	4,100			Total	807,600		187,580

BIRMINGHAM

WABT (TV)

(Formerly WAFM-TV)

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

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Radio Park Atop Red Mountain. Make, RCA Driver. Model Standard Electronics Amplifier. Antenna: Make RCA. Type 12-Bay Superturnstile. Height: Above average terrain 875 ft. Above ground 531 ft.

OPERATION: Began May 29, 1949. Hours, 7:00 a.m.-12:15 a.m.

AFFILIATIONS: Networks, CBS, ABC, DuMont, Stations, AM, WAPI, FM, WAFM, REPRESENTATIVES: Sales, CBS Television Spot Sales, Washington Attorney Fly, Shuebruk & Blume, Consulting Engineer George Gaultney.

SERVICES: Two studios (20 x 40-ft. and 8 x 9-ft.). Three DuM. TA-124-B camera chains. One Bodde Model P-3AC rear screen projector. One RCA TK-20A film camera. Two Eastman Model 250 film projectors. Two Selecto-slide Jr. slide projectors. News Services, UP, AP, Library, Teletypewriter.

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

EXECUTIVES:

Henry P. Johnston, Pres. & Mngng. Dir. Johnny Johnson, Prog. Dir. J. V. Sanderson, Ch. Eng. C. P. Persons Jr., Vice Pres. & TV Oper. Mgr.

RATE INFORMATION: Class A one hour Film \$500. Minute spot Live \$120, Film \$100. Frequency discounts. Rate Card No. 5.

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

BIRMINGHAM (Continued)

WBRC-TV

LICENSEE: Birmingham Broadcasting Co., Address: 2d Ave. & 18th St. No. Phone: 4-7741

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Red Mountain. Make, DuM. Model Visual series 1000, Aural series 2000. Antenna: Make RCA. Type TF-6AM (6-Bay). Height, Above average terrain 900 ft. Above ground 560 ft.

OPERATION: Began July 1, 1949.

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

REPRESENTATIVES: Sales, Paul Raymer & Co. Washington Attorney George O. Sutton. Consulting Engineer George C. Davis.

SERVICES: Two studios (18 x 33-ft. and 18 x 20-ft.). One RCA TK-31A camera chain. One Bodde Model P-3AG rear screen projector. One DuM. TA-512 film camera. Two Holmes 16mm film projectors. One Electro-slide Jr. opaque projector. News Services, INS, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Owned by Storer Broadcasting Co. For other Storer holdings, see Group Ownership.

EXECUTIVES:

George B. Storer, Pres. (Storer Broadcasting Co.)	Le Roy Reeves, TV Com. Mgr.
Stanton P. Kettler, Vice Pres., Southern District (Storer Broadcasting Co.)	Keith Williams, Prog. Dir. & Film Buy.
J. R. Kerns, Vice Pres. and Mngng. Dir.	Bob Du Priest, Ch. Eng.
	Hardy Carl, Ch. Eng.
	Sid Lasher, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 4.

WJLN-TV

(Target Date, not set)

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

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, 1817 11th Pl. S., Birmingham. Make, GE. Antenna: Make GE. Height, Above average terrain 646 ft. Above ground 331 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WJLD. FM, WJLN

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

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

EXECUTIVES:

George Johnston Jr., Pres.	Bill Borthwick, Com. Mgr.
James Connolly, Gen. Mgr.	Maurice McKinney, Ch. Eng.

WSGN-TV

(Target Date, not set)

LICENSEE: Jemison Broadcasting Co. Address: 220 1st Ave. N.

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 1000 kw, Aural 500 kw. Transmitter: Address, Red Mountain. Make, RCA. Antenna: Make RCA. Height, Above average terrain 930 ft. Above ground 560 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WSGN. FM, WSGN-FM

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer George E. Gautney.

PRINCIPAL STOCKHOLDERS: John S. Jemison Jr. (74.99%), investment banker, Carl D. Hulsey (25%), realtor and investor, and Bascom Hopson (1%). WJBY-AM-FM Gadsden and minority stockholder in WHBB Selma.

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

DECATUR

WMSL-TV

(Target Date, Feb. 1, 1954)

LICENSEE: Tennessee Valley Broadcasting Co. Address: Bank St. Phone: 80

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.6 kw. Transmitter: Address, Bank St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 965 ft. Above ground 390 ft.

OPERATION: Target date Feb. 1, 1954. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM, WMSL.

REPRESENTATIVES: Washington Attorney Harry J. Daly. Consulting Engineer John Mullaney.

SERVICES: One camera chain. Two film cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: Frank Whisenant (84%), Alice M. Whisenant (15%) and Clyde Hendrix (1%).

EXECUTIVES:

Frank Whisenant, Pres. & Gen. Mgr.	Garlin Sandlin, Ch. Eng.
------------------------------------	--------------------------

RATE INFORMATION: Class A one hour Live \$100. Minute spot Live \$10

MOBILE

WALA-TV

LICENSEE: Pape Broadcasting Co. Address: 210 Government St. Phone: 3-3750

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 21.98 kw, Aural 10.99 kw. Transmitter: Address: 210 Government St. Make, RCA. Model TT 2 AH. Antenna: Make RCA. Type TF 12 AH. Height, Above average terrain 408 ft. Above ground 430 ft.

OPERATION: Began Jan. 14, 1953. Hours, 3:00 p.m.-11:00 p.m.

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

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

SERVICES: Two studios (60 x 42-ft. and 50 x 20-ft.). Two RCA TT1A and TT1A camera chains. One Master Vu-Graph rear screen projector. One TK20 film camera. Two RCA TP6A film projectors. One Selectro Slide opaque projector. News Services, AP, UP. Library, Snader, Unity.

PRINCIPAL STOCKHOLDERS: Pres. W. O. Pape (99.5%), Vice Pres. H. Y. Martin (0.25%), general manager of WALA and Secy. W. B. Pape (0.25%), national sales manager of WLWA.

EXECUTIVES:

W. O. Pape, Pres.	C. L. Smallwood, Com. Mgr. fr TV
H. K. Martin, Exec. Vice Pres. & Film Buy.	Al Holman, Prog. Dir.
	R. B. Hurley, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times.

WKAB-TV

LICENSEE: Pursley Broadcasting Service. Address: 525 Donald St. Phone: Mobil 7-6345

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 22.6 kw, Aural 12.08 kw. Transmitter: Address, 525 Donald St. Make, GE. Antenna: Make GE. Height, Above average terrain 255 ft. Above ground 304 ft.

OPERATION: Began Dec. 30, 1952. Hours, 5:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Haley & Dot Consulting Engineer George P. Adair.

PRINCIPAL STOCKHOLDERS: Louise P. Pursley (50%) and Claude L. Pursley (50%).

EXECUTIVES:

Louis P. Pursley, Pres.	Carl Junker, Prog. Dir.
R. H. Moore, Gen. Mgr.	H. E. Miller, Ch. Eng.
J. H. Johnson, Com. Mgr.	

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$30. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

ALABAMA

MONTGOMERY

WCOV-TV

LICENSEE: Capitol Broadcasting Co. Address: Adrian Lane. Phone: 3-2318

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 87.7 kw, Aural 43.88 kw. Operating Pow.: Visual 15.9 kw, Aural 7.95 kw. Transmitter: Address, Narrow Lane Rd., 3 miles southeast of Montgomery, Make, RCA. Model TTU LB. Antenna: Make RCA. Type TFU 21-BL. Height, Above average terrain 440 ft. Above ground 460 ft.

OPERATION: Began April 22, 1953. Hours, 4:30 p.m.-11:00 p.m.

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

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

SERVICES: One studio (25 x 50-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Oscar Covington (13.88%), Clara Covington (13.88%), Ethel Covington (13.88%), Hazel Davis (13.88%), Earle Covington (13.88%), Peggy Carlton (13.88%), Mrs. W. I. Milwee (6.94%), Mr. W. I. Milwee (6.94%) and Hugh M. Smith (2.78%).

EXECUTIVES:

Oscar P. Covington, Pres. Morris South, Loc. Sls. Mgr.
Hugh M. Smith, Gen. Mgr. & Carl Junker, Opr. Mgr.
Film Buy. Phil Taylor, Art Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	170,000	95,000	465,000
Families in Area	50,000	30,000	100,000
No. of Sets (June 1)	8,500	2,000	13,155
Retail Sales	\$150,000,000

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

ARIZONA

ARIZONA MARKET INDICATORS

Total Population, July 1, 1952	859,000
Total Families, 1950	181,985
Total Urban Population, 1950	416,000
Total Rural Nonfarm Population, 1950	256,673
Total Farm Population, 1950	76,914
Employed in Nonagricultural Establishments, Feb., 1953	206,200
Total Employed, 1950	238,695
Employed in Mining, Feb., 1953	12,700
Employed in Manufacturing, Feb., 1953	30,000
Employed in Construction, Feb., 1953	17,100
Employed in Agriculture, 1950	35,196
Retail Sales, 1952	\$ 898,747,000
Bank Assets, Jan. 1, 1953	\$ 656,516,000
Bank Deposits, Jan. 1, 1953	\$ 611,644,000
Major Income Sources, 1951: Agriculture 21.6%; Government 18.3%; Manufacturing Payrolls 5.8%; Trade and Service 24.7%; Other 29.6%.	
Total Income Payments, 1951	\$ 1,151,000,000
Per Capita Income, 1951	\$ 1,432
Median Family Income, 1950	\$ 2,851
Total Internal Revenue Collections, 1952	\$ 156,724,038
Average Weekly Earnings Manufacturing workers, Feb., 1953	\$ 78.08
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 87,237,000
Cash Receipts of Farms, 1952	\$ 415,773,000
Government Payments to Farmers, 1952	\$ 1,426,000
Value of Mineral Production, 1950	\$ 207,406,000
New Public Construction in 1952	\$ 77,900,000
Motor Vehicle Registration, 1952	330,054
Number of Telephones, 1952	195,200
Number of Electrical Connections, 1952	239,783
Number of Gas Utilities Connections, 1952	159,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

BROADCASTING • TELECASTING



MONTGOMERY ALABAMA

- ▶ City Population 110,000
- ▶ Home of Maxwell Air Force Base "The Air University"
- ▶ \$20,000,000 annual payroll
- ▶ South's Largest Livestock Market
- ▶ \$26,000,000 in annual sales
- ▶ State Capital of Alabama

Ideally located for UHF with mile after mile of flat terrain. Good coverage up to 50 miles with interim power.

Cover This Valuable Market Through



CBS NBC ABC DUMONT
Nationally Represented by the
O. L. TAYLOR COMPANY

ARIZONA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Apache	27,767	7,535	1,224	155		
Cochise	31,488	32,137	8,705	1,012		
Coconino	23,910	26,887	4,408	623		
Gila	24,158	22,447	5,931	904		
Graham	12,985	14,196	2,549	364		
Greenlee	12,805	8,530	2,874	198		
Maricopa	331,770	435,643	92,264	15,155	51,980	47%
Mohave	8,510	10,935	2,366	237		
Navajo	29,446	20,129	3,943	756		
Pima	141,216	192,832	45,385	9,112	*7,860	16%
Pinal	43,191	43,226	14,296	1,763	2,540	20%
Santa Cruz	9,344	14,666	3,002	827		
Yavapai	24,991	27,422	6,434	982		
Yuma	28,006	42,162	4,635	1,223		

* New television county. Note: For sources see foreword. Food, drug & retail sales, copyright 1953. Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes	County	Total Homes	Per Cent Television Homes
Apache	5,500		Navajo	7,300	
Cochise	9,600		Pima	49,100	19
Coconino	6,500		Pinal	12,700	21
Gila	7,100		Santa Cruz	2,600	
Graham	3,500		Yavapai	7,800	
Greenlee	3,700		Yuma	8,700	
Maricopa	110,600	52	Totals	237,400	70.050
Mohave	2,700				

MESA

KTYL-TV (PHOENIX)

LICENSEE: Harkins Broadcasting Inc. Address: P. O. Box 885. Phone: Woodland 4-4541.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 33 kw, Aural 16.5 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, top of Phoenix South Mountain. Make, DuM. Model 5 kw. Antenna: Make, RCA. Type 6-Bay. Height, Above average terrain 1,550 ft. Above ground 100 ft.

OPERATION: Began May 2, 1953.

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

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney Glen Wilkinson. Consulting Engineer Dwight Harkins.

SERVICES: Two studios (40 x 80-ft. and 40 x 50-ft.). Three DuM. camera chains. Bodde and DuM. 16mm rear screen projectors. Two Holmes film projectors. One DuM. flying spot scanner. News Services, UP and Movietone. Library, UTP.

PRINCIPAL STOCKHOLDERS: Estate of Harry L. Nace (53.72%), Dwight Harkins (38.86%) and Lorenzo Lisonbee (10.42%).

EXECUTIVES:

Harry L. Nace Jr., Pres. Ray Gallagher, Prog. Dir.
Dwight Harkins, Gen. Mgr. Jack Beck, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$450, Film \$375. Minute spot Live \$90, Film \$75. Frequency discounts from 5% for 26 times up to 10% for 104 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) No. of Sets (June 1), 71,000.

PHOENIX

KOOL-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Maricopa Broadcasters Inc. Address: Adams Hotel. Phone: Alpine 8-6421

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 39 kw, Aural 19.5 kw. Transmitter: Address, South Mountain Park. Make, DuM. Antenna: Make GE. Type 8 sec. Bat Wing. Height, Above average terrain 1,270 ft. Above ground 174 ft.

OPERATION: Target date Oct. 1, 1953. Shares times with KOY-TV Phoenix. Agreement specifies alternate weekly operation between 6 a.m.-6 p.m. and 6 p.m.-6 a.m.

AFFILIATION: Station, AM, KOOL.

REPRESENTATIVES: Washington Attorney Maurice Barnes. Consulting Engineer E. C. Page & Associates.

PRINCIPAL STOCKHOLDERS: Gene Autry (85%), Charles H. Garland (5%), Tom Charlsay (5%) and Frank Beer (5%).

EXECUTIVES:

Gene Autry, Pres. Wm. Connelly, Com. Mgr.
Charles H. Garland, Gen. Mgr. Homer Lane, Prog. Dir.
& Film Buy. Walter Stiles, Ch. Eng.

MARKET INFORMATION: (Grade A, FCC Contour) No. of Sets (June 1), 67,000.

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

KOY-TV

(Target Date, Oct. 1, 1953)

LICENSEE: KOY Broadcasting Co. Address: 840 Central Ave. Phone: Alpine 4-4144.

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address South Mountain Park. Make, DuM. Model 12000. Antenna: Make, RCA, Type 12-AH. Height, Above average terrain 1,268 ft., Above ground, 198 ft.

OPERATION: Target date Oct. 1, 1953. Shares times with KOOL-TV Phoenix. Agreement specifies alternate weekly operation between 6 a.m.-6 p.m. and 6 p.m.-6 a.m.

AFFILIATION: Station, AM, KOY.

REPRESENTATIVES: Sales, John Blair & Co. Washington Attorney Loucks, Zias Young & Jansky. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40 x 50-ft.). Two DuM. TA124E camera chains. One Bodde rear screen projector. One dual DuM. flying spot continuous motion-scanner film camera. One DuM. scanner. One DuM. opaque projector.

PRINCIPAL STOCKHOLDERS: Albert D. Johnson; John L. Hogg, John R. Williams, George R. Cook, and Glenn Snyder are all directors and own 20% each of capital stock of KOY Broadcasting Co., licensee. Each own 16.66% of the capital stock of KYMA Yuma, Ariz., 2nd 20% of the capita. stock of KOY Investment Co., Phoenix.

EXECUTIVES:

John L. Hogg, Pres. & Com. Mgr. John R. Williams, Prog. Dir.
Albert D. Johnson, Gen. Mgr. Clifford R. Miller, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 450,000; Area, 1,963; Retail Sales, \$475,000,000. (Grade B, FCC Contour) Population 475,000; Area, 4,071; Retail Sales, \$550,000,000; Income Per Capita, \$1,432.

KPHO-TV

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

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.75 kw. Operating Pow.: Visual 17.5 kw, Aural 8.75 kw. Transmitter: Address Westward-Ho Hotel. Make, DuM. Model Series 1000. Antenna: Make RCA. Type TF-3A. Height, Above average terrain 400 ft. Above ground 497 ft.

OPERATION: Began Dec. 4, 1949. Hours, 7:15 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC, CBS, DuMont. Station, AM, KPHO.

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

SERVICES: Two studios (50 x 35-ft. and 25 x 20-ft.). Three DuM. camera chains. One DuM. film camera. One GE 16mm film projector. One Eastman 16mm film projector. Two selectrslide slide projectors. One composite mobile unit. News Service, AP. Library Assoc., M.P.

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

EXECUTIVES:

Richard B. Rawls, Gen. Mgr. Julian Kaufman, Asst. Sta. Mgr.
Art Sprinkle, Prog. Dir. in Charge of TV & Film Buy.
George L. McClanathan, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$510, Film \$450. Minute spot Live \$105, Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION:

Area in Square Miles	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
	3,375	1,885	5,260

KTYL-TV (MESA)

LICENSEE: Harkins Broadcasting Inc. Phoenix Address: 2730 N. Central. (For full listing see Mesa.)

TUCSON

KCN A-TV

(Target Date, Fall, 1953)

LICENSEE: Catalina Broadcasting Co. Address: P. O. Box 2348

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, 6.5 miles northeast of Tucson on Swan Rd. Make, GE. Antenna: Make GE. Height, Above average terrain 60 ft. Above ground 344 ft.

OPERATION: Target date Fall, 1953.

AFFILIATION: Station AM, KCNA.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Fisher Wayland, Duvall & Southmayd. Consulting Engineer Millard M. Garrison.

PRINCIPAL STOCKHOLDERS: Erskine Caldwell (51%), fiction writer, George W. Chambers (9.1%), John B. Mills (17.5%), J. N. Harber (17.5%) and H. H. Davis, son of Don Davis, WHB Kansas City.

Arizona is First...

1 ... in
Bank
Capital
Growth

1 ... in
Per Capita
Income
Growth

1 ... in
Retail
Sales
Growth

1 ... in
Farm
Income
Growth

1 ... in
Employment
Growth

1 ... in
Population
Growth

... and



is
First
in
Arizona!

**NBC and DuMont
affiliate for
Phoenix and
Central Arizona**

KTYL-TV is First...

- ... **IN ANTENNA HEIGHT:** KTYL-TV's towering mountain-top antenna is four times higher than any other Arizona station!
- ... **IN COVERAGE AREA:** KTYL-TV blankets a fat 63.2% of the state's population ... including all of Metropolitan Phoenix and Central Arizona!
- ... **IN RECEPTION:** KTYL-TV's clearer, brighter, sharper picture is received in areas where other stations don't even register a signal!
- ... **IN PROGRAMMING:** KTYL-TV programming is a blend of the best in network, live and film programs ... and the fan mail is terrific!
- ... **IN MERCHANDISING:** KTYL-TV Merchandising Department suggests you contact your Avery-Knodel man for *proof* of its performance for national advertisers.
- ... **IN FACILITIES:** KTYL-TV Studios are considered the most advanced Television Center in the Southwest!

See your Avery-Knodel man ... or Phone or Wire Collect to KTYL-TV, 2730 N. Central Avenue, (AMherst 6-4485) Phoenix, Arizona

TUCSON (Continued)

KOPO-TV

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

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, 115 W. Drachman St. Make, DuM. Model Oak. Antenna: Make RCA. Type TF-6-AA. Height, Above average terrain 280 ft. Above ground 205 ft.

OPERATION: Began Feb. 1, 1953. Hours, 4:00 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Maurice L. Barnes. Consulting Engineer E. C. Page.

SERVICES: One studio (40 x 60-ft.). Four DuM. camera chains. One Bodde rear screen projector. One DuM. film camera. Two Holmes film projectors. One DuM. scanner. One mobile unit. News Services, INS, and Telenevs.

PRINCIPAL STOCKHOLDERS: Gene Autry (48%), also holds 85% interest in KOOL Phoenix, 51% interest in KMPC Los Angeles, 48% interest in KNOG Nogales and 85% interest in KOLD Yuma; Tom Chauncey (20%), also holds 5% interest in KOOL, 20% interest in KNOG and 5% interest in KOLD; Charles Garland (10%), also holds 10% interest in KNOG, 5% interest in KOOL and 5% interest in KOLD; Robert Garland (10%), also holds 10% interest in KNOG; H. C. Tovres (10%), and William F. Kimball (2%).

EXECUTIVES:

Gene Autry, Prin. Own.	Virginia Mittendorf, Traffic Mgr.
E. S. Mittendorf, Gen. Mgr.	& Women's Prog. Dir.
S. J. Kossack, Com. Mgr.	Jane Abbott, Continuity Ch.
Harold W. Wilson, Prod. Dir.	Reed Haythorne, Film Dir.
Walter Stiles, Ch. Eng.	Mary Rempel, Prom. Mgr.
Reinhold Williams, Film & Prog. Buy.	

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	148,600	12,800	161,400
Households in Area	52,958	4,064	57,022
No. of Sets (June 1)	10,000	10,000
Retail Sales	\$175,539,000	\$23,986,000	\$199,525,000
Income Per Household	\$5,133	\$4,064	\$9,197
Income Per Capita	\$1,871	\$1,025	\$2,806

KVOA-TV

(Target Date, Sept. 15, 1953)

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

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.5 kw. Operating Pow.: Visual 5.33 kw, Aural 2.665 kw. Transmitter: Address, N. 10th Ave. at Lee St. Make, RCA. Model TT-2AL. Antenna: Make RCA. Type TF-3D. Height, Above average terrain 220 ft. Above ground 263 ft.

OPERATION: Target date Sept. 15, 1953. Hours 3:00 p.m.-12:00 midnight.

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

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

SERVICES: One studio (48 x 55-ft.). Two RCA TK-11A image orthicon cameras. One RCA TS-10A studio switcher. One rear screen projector. One RCA TK-20D film camera chain. Two RCA TP-6A 16mm film projectors. One Gray dual-disc projector. One Telop opaque projector. Library, Studio Telecriptions.

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

PRINCIPAL STOCKHOLDERS: Pres. R. B. Williams (10.13%), Vice Pres. Richard O. Lewis, Chmn. of Bd. John J. Louis and Secy.-Treas. B. R. Fulbright.

EXECUTIVES:

R. B. Williams, Pres. & Gen. Mgr.	Raymond H. Holsclaw, Ch. Eng.
Harper M. Phillips, Bus. Mgr.	E. P. H. James, Coord. of TV
John C. Underwood Jr., Sls. Mgr.	Planning & Public Relations.
Ben L. Slack Jr., Prog. Dir.	

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

MARKET INFORMATION: (Total, Including Fringe Area) Population, 172,800. Families in Area, 49,100; Area in Square Miles, 2,560; No. of Sets (June 1), 10,400; Retail Sales, \$192,832,000; Income Per Family, \$5,472; Income Per Capita, \$1,565.

YUMA

KIVA (TV)

(Target Date, Aug., 1953)

LICENSEE: Valley Telecasting Co. Address: P. O. Box 1708. Phone: Yuma 3-831

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14 kw. Operating Pow.: Visual 5 kw, Aural 5 kw. Transmitter: Address, Kiva, Calif. Make, DuM. Model Oak 8000. Antenna: Make RCA. Type MI19089-1. Height, Above average terrain 444 ft. Above ground 485 ft.

OPERATION: Target date Aug., 1953. Hours, 2:00 p.m.-10:00 p.m.

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

SERVICES: One studio (70 x 30-ft.). Two DuM. camera chains. One DuM multiscanner film camera. One DuM. multiscanner film projector. Multiscanner and flying spot scanner. Multiscanner opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Donald Ellsworth (3.5%), rancher, Vice Pres. Howard L. Roberts (3.5%), farm machinery dealer, Vice Pres. G. Park Dunford (69%), Inland Fertilizer Co., L. A., Secy. Elton C. Hussey, manager, J. C. Penney Store, Mesa, Ariz., Treas. Russell J. Madset (3.5%), Growers Chemical Supply Co., Mesa, Ariz., William S. Porter (3.5%), real estate, and Grover C. Dunford (10%), Inland Fertilizer Co.

EXECUTIVES:

G. Park Dunford, Vice Pres. in Charge of Opr.	Walter Styles, Gen. Mgr.
	J. H. Fleet, Ch. Eng.

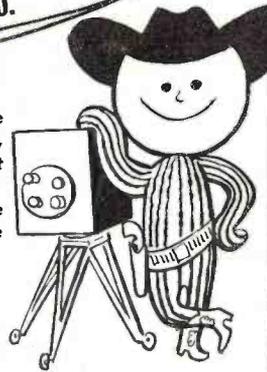
RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times.

MARKET INFORMATION: Area Population, 253,000; Effective Buying Income, \$183,260,000; Per Capita Buying Income, \$1,779; Value of Farm Product Sold, \$238,345,943; Retail Sales, \$134,899,512.

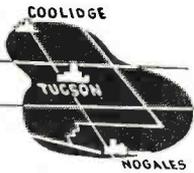
This is...
KOPO LAND TV
 OLD PUEBLO BROADCASTING CO.

You go nowhere but up when you go KOPO-TV! In the midst of the rich, ever-growing southern Arizona market, Tucson's first television station has developed a 10,000 set audience since February 1st, '53.

Get product leadership NOW! Get your brand before the buyers in this expanding market where new buying habits are easily developed.



YOUR MARKET



Includes Pima County. Its heart—Tucson—with a quality of market index of 163—the city that outstripped all others in the country in comparative growth and development (Rand-McNally Business Trend, June, 1952).

Reaches as far North as Coolidge in rich Pinal County; as far South as Nogales, in Santa Cruz County, on the Mexican border.

162,400 Strong! ** 46,870 Homes! **

YOUR AUDIENCE



KOPO-land covers a population larger than Waterbury, Connecticut; Saginaw, Michigan; or Rockford, Illinois.

SPENDABLE INCOME *

Pima County	\$221,776,000
Santa Cruz County	11,034,000
Coolidge, Pinal County	8,325,000
Total Spendable Income in KOPO-land	\$241,135,000

YOUR SALES POTENTIAL*



Pima County Retail Sales (1952)	\$175,539,000
Santa Cruz Retail Sales.....	14,904,000
Coolidge, Pinal County, Retail Sales	9,582,000
KOPO-land Total Retail Sales.....	\$199,525,000

Incomes Per Household *

Pima County	\$5,133
Santa Cruz County.....	4,344
Coolidge, Pinal County	7,433

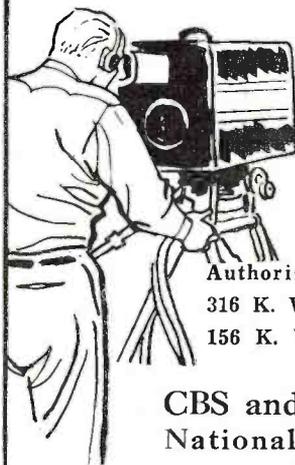
* SRDS—Consumer Income Data—1953

** SRDS—Consumer Markets—1952-53

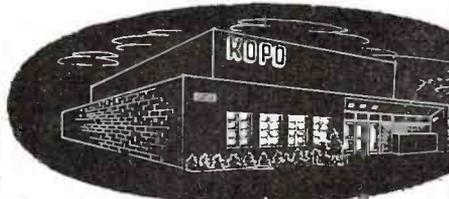
Channel 13

KOPO-TV TUCSON, ARIZONA

A GENE AUTRY ENTERPRISE



Authorized Power
 316 K. W. VISUAL
 156 K. W. AURAL



CBS and DuMont Television Networks
 National Representatives Forjoe-TV, Inc.

ARKANSAS MARKET INDICATORS

Total Population, July 1, 1952	1,876,000
Total Families, 1950	477,200
Total Urban Population, 1950	630,591
Total Rural Nonfarm Population, 1950	477,093
Total Farm Population, 1950	801,827
Employed in Nonagricultural Establishments, Feb., 1953	307,900
Total Employed, 1950	615,796
Employed in Mining, Feb., 1953	6,300
Employed in Manufacturing, Feb., 1953	79,500
Employed in Construction, Feb., 1953	17,900
Employed in Agriculture, 1950	215,270
Retail Sales, 1952	\$ 1,395,133,000
Bank Assets, Jan. 1, 1953	\$ 998,601,000
Bank Deposits, Jan. 1, 1953	\$ 926,327,000
Major Income Sources, 1951: Agriculture 24.8%; Government 17.8%; Manufacturing Payrolls 10.9%; Trade and Service 24.4%; Other 22.1%.	
Total Income Payments, 1951	\$ 1,769,000,000
Per Capita Income, 1951	\$ 926
Median Family Income, 1950	\$ 1,501
Total Internal Revenue Collections, 1952	\$ 160,749,663
Average Weekly Earnings Manufacturing workers, Feb., 1953	\$ 48.67
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 48,552,000
Cash Receipts of Farms, 1952	\$ 619,843,000
Government Payments to Farmers, 1952	\$ 6,422,000
Value of Mineral Production, 1950	\$ 118,642
New Public Construction in 1952	\$ 163,000,000
Motor Vehicle Registration, 1952	505,281
Number of Telephones, 1952	276,600
Number of Electrical Connections, 1952	499,957
Number of Gas Utilities Connections, 1952	198,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

ARKANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Arkansas	23,665	28,774	5,498	796		
Ashley	25,660	13,550	3,727	377		
Baxter	11,693	10,386	2,270	287		
Benton	38,076	42,051	8,304	936		
Boone	16,280	15,510	2,790	350		
Bradley	15,987	11,316	2,103	231		
Calhoun	7,132	2,039	500	22		
Carroll	13,244	7,419	1,743	328		
Chicot	22,306	12,807	3,362	373		
Clark	22,998	15,654	3,476	448		
Clay	26,674	13,730	3,147	339		
Cleburne	11,487	3,825	874	118	1,610	22%
Cleveland	8,956	1,818	616	47		
Columbia	28,770	17,708	3,410	650		
Conway	18,137	9,481	1,990	258		
Craighead	50,613	41,326	7,982	1,248	7,260	56%
Crawford	22,727	9,300	2,671	373		
Crittenden	47,184	35,966	8,101	544	4,500	36%
Cross	24,757	16,738	3,287	474	2,980	48%
Dallas	12,416	5,957	2,027	206		
Desha	25,155	14,924	3,934	317		
Drew	17,959	8,328	3,036	209		
Faulkner	25,289	15,700	2,720	388		
Franklin	12,358	5,894	1,122	145		
Greene	9,287	2,040	487	57	440	17%
Garland	47,102	53,087	10,952	2,231		
Grant	9,024	3,311	880	77		
Greene	29,149	20,265	4,434	444	1,740	22%
Hempstead	25,080	16,227	3,400	383		
Hot Springs	22,181	13,705	3,884	400		
Howard	13,342	7,677	1,847	276		
Independence	23,388	16,423	3,162	330	1,220	19%
Izard	9,953	1,789	417	97		
Jackson	25,912	18,518	3,824	487	1,310	19%
Jefferson	76,075	56,215	13,465	1,169		
Johnson	16,138	7,829	2,335	174		
Lafayette	13,203	6,293	1,620	161		
Lawrence	21,303	9,906	1,980	247	970	17%
Lee	24,822	11,574	2,588	389	1,830	30%
Lincoln	17,079	4,197	1,235	159		
Little River	11,690	4,710	1,694	186		
Logan	20,260	10,789	1,755	235		
Lonoke	27,278	19,020	4,598	532		
Madison	11,734	2,902	612	89		
Marion	8,609	3,063	671	57		
Miller	31,836	21,836	6,167	613		
Mississippi	82,375	62,474	13,973	1,599	13,780	65%
Monroe	19,540	12,533	3,693	334	970	19%
Montgomery	6,680	1,662	377	51		
Nevada	14,781	6,971	1,641	175		
Newton	8,685	683	396	21		
Ouachita	33,051	24,376	6,617	689		
Perry	5,978	1,599	407	29		
Phillips	46,254	29,365	7,951	884	2,030	16%
Pike	10,032	4,293	838	135		
Poinsett	39,311	31,278	6,560	906	4,700	48%
Polk	14,182	9,328	2,593	288		
Pope	23,291	12,848	2,968	371		
Prairie	13,768	5,957	1,517	154		
Pulaski	196,685	216,839	41,957	7,194	*5,420	9%
Randolph	15,982	7,652	1,577	209	730	17%
St. Francis	36,841	21,963	5,593	451	2,820	30%

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Saline	23,816	15,263	3,936	290		
Scott	10,057	4,046	642	127		
Searcy	10,424	3,262	757	133		
Sebastian	64,202	82,883	14,341	2,293		
Sevier	12,253	7,725	1,735	263		
Sharp	8,999	1,411	327	44		
Stone	7,662	1,915	505	97		
Union	49,686	46,506	9,925	1,744		
Van Buren	9,687	2,606	640	76		
Washington	49,979	58,955	10,725	1,312		
White	38,400	22,376	4,163	690		
Woodruff	18,957	9,587	2,084	340	870	19%
Yell	14,057	7,250	1,061	200		

* New television county.
Note: For sources see foreword food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Arkansas	6,700	11	720	Lee	6,100	25	1,525
Ashley	6,600			Lincoln	4,200		
Baxter	3,500			Little River	2,900		
Benton	11,900			Logan	5,100		
Boone	4,900			Lonoke	7,200	11	792
Bradley	4,200			Madison	2,900		
Calhoun	1,700			Marion	2,400		
Carroll	4,200			Miller	10,200		
Chicot	6,100			Mississippi	21,200	59	12,508
Clark	6,100			Monroe	5,100	17	867
Clay	7,300	24	1,720	Montgomery	1,800		
Cleburne	3,100			Nevada	3,900		
Cleveland	2,300			Newton	2,000		
Columbia	7,700			Ouachita	9,600		
Conway	4,600			Perry	1,500		
Craighead	13,600	53	7,200	Phillips	12,700	12	1,524
Crawford	6,400			Pike	2,800		
Crittenden	12,500	29	3,600	Poinsett	9,800	42	4,116
Cross	6,200	41	2,570	Polk	4,100		
Dallas	3,200			Pope	6,200		
Desha	6,400			Prairie	3,600	11	396
Drew	4,800			Pulaski	60,200	11	6,622
Faulkner	6,600			Randolph	4,300	17	731
Franklin	3,300			St. Francis	9,400	25	2,350
Fulton	2,600	17	440	Saline	6,000		
Garland	15,200			Scott	2,600		
Grant	2,400			Searcy	2,800		
Greene	7,900	23	1,850	Sebastian	19,700		
Hempstead	6,800			Sevier	3,400		
Hot Springs	6,400			Sharp	2,300		
Howard	3,600			Stone	2,000		
Independence	6,400	20	1,280	Union	14,500		
Izard	2,600			Van Buren	2,600		
Jackson	6,900	20	1,380	Washington	15,100		
Jefferson	22,100			White	10,700		
Johnson	4,500			Woodruff	4,600	17	782
Lafayette	3,300			Yell	3,700		
Lawrence	5,700	17	970	Totals	529,500		54,100

FORT SMITH

KFSA-TV

LICENSEE: Southwestern Publishing Co. Address: 920 Rogers Ave. Phone: 2-9124
FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw
Transmitter: Address, 920 Rogers Ave. Make, GE. Model TT-25A. Antenna: Make GE. Type 5-Sec. Helical. Height. Above average terrain 270 ft. Above ground 357 ft.

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

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

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

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

PRINCIPAL STOCKHOLDERS: Pres. Donald W. Reynolds (66 2/3%) also holds interest in WIKK Erie, Pa., KBRB Springdale, Ark., KHBG Okmulgee, Okla., KAKE Wichita, Kan. and KWRO Reno; Secy.-Treas. H. K. Seymour; Comp. C. W. Parkinson, and Edith R. Reynolds (33 1/3%).

EXECUTIVES:

Donald W. Reynolds, Pres. Pat Porta, Prog. Dir.
Weldon Stamps, Gen.-Com. Mgr. Robert W. Platt Jr., Ch. Eng.
Film Buy.

RATE INFORMATION: Class A one hour Live \$175, Film \$150. Minute spot Live \$30, Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 200,000; Families in Area, 60,000; No. of Sets (June 1), 5,000; Retail Sales, \$150,000,000.

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

LITTLE ROCK

KARK-TV

(Target Date, Dec., 1953)

LICENSEE: Arkansas Radio & Equipment Co. Address: Radio Center, 114 East Capitol Ave. Phone: LD-99 (LD: long distance)

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Shinall Mountain, northwest of Little Rock. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,901 ft. Above ground 1,339 ft.

OPERATION: Target date Dec., 1953.

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

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

PRINCIPAL STOCKHOLDERS: T. H. Barton (72.68%), T. K. Barton (18.16%), Dave Grundfest (4.58%) and Harvey C. Couch Jr. (4.58%). Each has the same financial interest in KARK.

EXECUTIVES:

T. H. Barton, Pres. Den L. Winn, Ch. Eng.
T. K. Barton, Vice Pres. & Gen. Douglas J. Romine, Sta. Mgr.
Mgr.

KETV (TV)

(Target Date, not set)

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

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 9.9 kw. Transmitter: Address, at intersection of Cedar Hill Rd. & Oak St. Extended. Make, DuM. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 454 ft.

OPERATION: Target date not set.

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

PRINCIPAL STOCKHOLDERS: Pres. & Secy. Herbert Scheffel, president and 25% stockholder in Transcontinental Properties Inc. and president and 19% stockholder in Telenews Productions Inc.; Treas. Alfred G. Burger, executive vice president, secretary and 25% stockholder in Transcontinental, and executive vice president and 16% stockholder in Telenews. All stock in licensee is owned by Transcontinental.

KRTV (TV)

LICENSEE: Little Rock Telecasters. Address: P. O. Box 420, Wichita Falls, Tex.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 11 kw. Transmitter: Address, southeast corner of Lee & McKinley Sts. Make, DuM. Antenna: Make RCA. Height, Above average terrain 470 ft. Above ground 352 ft.

OPERATION: Began April 5, 1953.

AFFILIATIONS: Networks, CBS, DuM.

REPRESENTATIVES: Washington Attorney Haley, Doty & Schellenberger. Consulting Engineer William L. Foss Inc.

PRINCIPAL STOCKHOLDERS: Owned by E. H. Rowley (66.33%) and Kenyon Brown (33.33%) under name of Rowley-Brown Broadcasting Co., which also owns KWFY-AM-FM-TV Wichita Falls, Tex. Mr. Brown, in his own name, owns 30% KMBY-AM-TV Monterey, Calif.; 25% interest in KMIV (TV) Miami, Okla.

EXECUTIVES:

Kenyon Brown, Pres. Patt McDonald, Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

ARKANSAS' FIRST
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TELEVISION
STATION



CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.



LITTLE ROCK
TELECASTERS, INC.

Kenyon Brown, Pres.

PINE BLUFF

KATV (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Central-South Sales Co. Address: 1850 S. Boulder, Tulsa, Okla. Phone: 2-3191.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 80 kw, Aural 40 kw. Operating Pow.: Visual 80 kw, Aural 40 kw. Transmitter: Make. GE. Antenna: Make GE. Type 12-Bay. Height Above ground 650 ft.

OPERATION: Target date Oct. 1, 1953. Hours: 4:00 p.m.-11:30 p.m.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney Spearman & Roberson. Consulting Engineer Paul Godley Co., Upper Montclair, N. J.

SERVICES: Two studios (12 x 15-ft. and 40 x 50-ft.). Two GE camera chains. One GE film camera. One film projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John Griffin (42%), James C. Leake (42%), Bryan Mathes (6%) and John Esau (10%).

EXECUTIVES:

John Griffin, Pres. John Esau, Vice Pres. & Gen. Mgr.
James C. Leake, Vice Pres. James P. Walker, Sta. Mgr.
Bryan Mathes, Secy.-Treas. Robert Snider, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400.

CALIFORNIA

CALIFORNIA MARKET INDICATORS

Total Population, July 1, 1952	11,390,000
Total Families, 1950	2,827,110
Total Urban Population, 1950	8,539,420
Total Rural Nonfarm Population, 1950	1,478,572
Total Farm Population, 1950	568,231
Employed in Nonagricultural Establishments, Feb., 1953	3,712,700
Total Employed, 1950	3,902,278
Employed in Mining, Feb., 1953	34,600
Employed in Manufacturing, Feb., 1953	993,800
Employed in Construction, Feb., 1953	225,100
Employed in Agriculture, 1950	286,642
Retail Sales, 1952	\$13,998,972,000
Bank Assets, Jan. 1, 1953	\$17,765,800,000
Bank Deposits, Jan. 1, 1953	\$16,398,666,000
Major Income Sources, 1951: Agriculture 6.9%; Government 18.2%; Manufacturing Payrolls 17.1%; Trade and Service 28.7%; Other 29.1%.	
Total Income Payments, 1951	\$21,306,000,000
Per Capita Income, 1951	\$ 1,933
Median Family Income, 1950	\$ 3,585
Total Internal Revenue Collections, 1952	\$ 5,049,288,821
Average weekly Earnings Manufacturing workers, Feb., 1953	\$ 77.61
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 356,136,000
Cash Receipts of Farms, 1952	\$ 2,807,318,000
Government Payments to Farmers, 1952	\$ 11,206,000
Value of Mineral Production, 1950	\$ 1,056,047
Total New Construction in 1952	\$ 3,474,400,000
New Private Construction in 1952	\$ 2,528,700,000
New Public Construction in 1952	\$ 945,700,000
Motor Vehicle Registration, 1952	5,154,326
Number of Telephones, 1952	4,341,500
Number of Electrical Connections, 1952	4,075,138
Number of Gas Utilities Connections, 1952	3,156,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

CALIFORNIA MARKET DATA BY COUNTIES

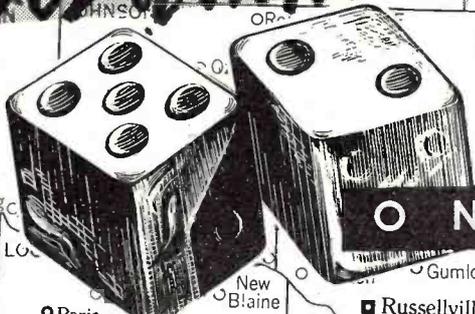
County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)		Per Cent
					TV Sets 1953	Television 1953	
Alameda	740,315	990,503	257,807	29,904	218,790	83%	
Alpine	241	150	29	10	10%	
Amador	9,151	8,992	2,845	243	30	13%	
Butte	64,930	87,589	24,496	2,107	
Calaveras	9,902	6,662	2,356	198	440	13%	
Colusa	11,651	18,927	3,986	528	780	20%	
Contra Costa	298,984	287,174	104,931	8,590	64,640	64%	
Del Norte	8,078	11,275	3,117	333	
El Dorado	16,207	16,467	6,352	287	780	13%	
Fresno	276,515	369,371	86,982	10,200	
Glenn	15,448	22,638	4,650	374	1,000	20%	
Humboldt	69,241	104,396	26,715	1,927	
Imperial	62,975	87,642	20,765	2,367	3,080	18%	
Inyo	11,658	19,320	5,092	580	
Kern	228,309	292,646	74,041	6,128	13,640	18%	
Kings	46,768	61,563	13,927	1,432	
Lake	11,481	13,422	4,565	494	900	20%	
Lassen	18,474	19,676	5,716	712	
Los Angeles	4,151,687	5,683,608	1,364,165	199,501	1,380,480	89%	
Madera	36,964	42,654	12,495	813	
Marin	85,619	89,882	29,113	2,961	18,880	64%	
Mariposa	5,145	3,411	1,177	51	160	10%	
Mendocino	40,854	48,974	12,274	876	
Merced	69,780	92,581	20,640	2,517	3,140	14%	
Modoc	9,678	15,733	3,378	319	
Mono	2,115	1,887	540	70	10%	
Monterey	130,498	169,820	41,105	4,419	5,260	12%	
Napa	46,603	49,046	13,208	1,196	7,940	54%	
Nevada	19,888	21,276	6,626	561	
Orange	216,224	274,688	65,851	8,733	65,520	80%	
Placer	41,649	49,402	14,125	1,460	3,840	28%	
Plumas	13,519	16,125	5,484	726	
Riverside	170,046	214,509	55,570	6,283	37,050	59%	
Sacramento	277,140	382,701	91,609	12,596	
San Benito	14,370	14,655	4,162	394	660	14%	
San Bernadino	281,642	320,137	86,133	10,656	73,010	72%	
San Diego	556,808	717,687	175,110	22,885	161,770	73%	
San Francisco	775,357	1,176,074	254,540	33,047	182,260	65%	
San Joaquin	200,750	257,909	60,005	5,828	27,310	41%	
San Luis Obispo	51,417	72,517	17,965	1,658	
San Mateo	235,659	241,756	79,218	5,835	74,620	83%	
Santa Barbara	98,220	146,998	32,822	4,830	13,000	38%	
Santa Clara	290,547	374,873	90,766	11,518	77,840	78%	
Santa Cruz	66,534	84,976	24,330	2,273	
Shasta	36,413	55,076	14,993	1,306	
Sierra	2,410	1,564	510	91	
Siskiyou	30,733	35,433	9,095	1,045	
Solano	104,833	128,760	38,698	2,787	30,180	79%	
Sonoma	103,405	160,190	31,284	3,852	14,740	39%	
Stanislaus	127,231	186,607	36,259	4,042	8,320	19%	
Sutter	26,239	20,359	7,165	299	
Tehama	19,276	23,674	5,166	542	
Trinity	5,087	3,434	1,484	168	
Tulare	149,264	167,592	45,253	3,660	
Tuolumne	12,584	13,861	3,937	409	450	10%	
Ventura	114,647	127,886	35,443	3,568	27,900	74%	
Yolo	40,640	44,843	14,600	1,779	2,970	22%	
Yuba	24,420	47,401	9,405	1,034	

Note: For sources see foreword food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent. figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Alpine	100	10	10	Placer	13,700	30	4,110
Amador	3,000	19	570	Plumas	4,600	20	930
Butte	24,300	10	2,430	Riverside	62,800	57	35,900
Calaveras	3,400	19	640	Sacramento	97,200	25	24,400
Colusa	3,900	19	730	San Benito	4,700	16	740
Contra Costa	101,000	59	59,760	San Bernardino	101,400	67	67,700
Del Norte	2,900	San Diego	221,600	64	142,500
El Dorado	6,000	19	1,130	San Francisco	280,400	62	174,360
Fresno	92,700	19	940	San Joaquin	85,600	43	28,600
Glenn	24,600	San Luis Obispo	19,000
Humboldt	17,100	15	2,630	San Mateo	89,900	72	64,400
Imperial	4,300	Santa Barbara	34,200	38	13,100
Inyo	75,800	24	18,130	Santa Clara	99,800	71	70,800
Kern	14,400	Santa Cruz	26,800	12	3,220
Lake	4,500	18	830	Shasta	12,500
Lassen	6,100	Sierra	700	21	140
Los Angeles	1,551,100	82	1,265,650	Siskiyou	10,300
Madera	29,500	57	16,810	Solano	38,200	65	24,600
Marin	1,600	13	210	Sonoma	37,800	36	13,500
Mariposa	13,700	Stanislaus	43,800	27	12,000
Mendocino	22,400	16	3,610	Sutter	8,800	15	1,300
Merced	3,000	Tehama	6,700
Modoc	700	13	90	Trinity	1,900
Mono	43,800	16	7,140	Tulare	48,100
Monterey	14,700	49	7,180	Tuolumne	4,500	13	560
Napa	6,900	20	1,390	Ventura	37,700	71	26,500
Nevada	Yolo	13,500	23	3,100
				Yuba	8,100	15	1,200
				Totals	3,829,100		2,362,160

It's a NATURAL!



ON CHANNEL

**WIN the HEART
of ARKANSAS**

LITTLE ROCK

POPULATION . . . 709,900
TV HOMES (est) . . 49,135
RETAIL SALES \$509,000,000

PINE BLUFF

KATV

Television **FOR PINE BLUFF - LITTLE ROCK** *plus*

John Esau
Administrative vice president

Avery-Knodel, Inc.
National Representative

BAKERSFIELD

KAFY-TV

LICENSEE: Bakersfield Broadcasting Co. Address: 2013 Chester Ave. Phone: 4-6421

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, Woody Rd., Oildale, Calif. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU 24 BL. Height, Above average terrain 850 ft. Above ground 1,200 ft.

OPERATION: Began Aug. 10, 1953.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, KAFY.

REPRESENTATIVES: Sales, Forjoe-TV Inc. Washington Attorney Krieger & Jorgensen; John Hearne, Los Angeles. Consulting Engineer Ron Oakley.

SERVICES: Three studios (one 40 x 39-ft. and two 10 x 10-ft. each). Two RCA field camera chains. One RCA icon film camera. Two RCA 16mm film projectors. One Gray slide projector. One Gray Telop opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Sheldon Anderson (43 1/2%), general manager; Secy. John Hearne (25%), KAFY legal counsel; Vice Pres. Charles Thieriot (15%), general manager, KRON-TV San Francisco, and Genera Anderson (16 2/3%). Mr. Anderson also owns KCOK-TV Tulare, Calif.

EXECUTIVES:

Sheldon Anderson, Pres. & Gen. Mgr. Jim McBride, Prog. Dir.
 Charles Thieriot, Vice Pres. Jim Garner, Ch. Eng.
 John P. Hearne, Secy. Ed Simmel, Film Buy.
 Naum Healy, Sta. Mgr. Morrison Parker, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 (or more) times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	168,500	211,106	256,931
Families in area	70,000
Area in Square Miles	8,077
No. of Sets (June 1)	25,000
Retail Sales	\$262,456,000
Income per family	\$5,212
Income per Capita	\$1,500

KERO-TV

(Target Date, Sept. 26, 1953)

LICENSEE: Kern County Broadcasters Inc. Address: 1420 Truxtun Ave. Phone: 4-4548

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Breckenridge Mountain, Make, DuM. Antenna: Make RCA. Type TF6A1. Height, Above average terrain 3,600 ft. Above ground, 100 ft.

OPERATION. Target date Sept. 26, 1953. Hours: 3:00 p.m.-12 midnight.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, KERO.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Pierson & Bell. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (30 x 20 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Dual Disc 2" x 2" slide projector. News Service, UP. Library, Snader and World.

PRINCIPAL STOCKHOLDERS: Albert E. DeYoung (51%), G. L. Herlon (24%), Ed Umer (10%), Kenneth Croes (4%), Edwin Andress (5.44%), B. S. Gill (5%) and Bryan J. Coleman (0.66%).

EXECUTIVES:

Gene DeYoung, Pres. & Gen. Mgr. Kenneth Croes, Prog. Mgr. & Film Buy.
 Edward Umer, Gen. Sls. Mgr. Edwin Andress, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$48, Film \$40. Frequency discounts. Rate Card No. 1.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	302,677	429,103	755,214
Families in Area	89,090	126,400	222,322
No. of Sets (June 1)	21,132	24,124	33,255
Retail Sales	\$375,432,000	\$521,800,000	\$891,172,000
Income per Family	\$6,023	\$5,680	\$5,501
Income per Capita	\$1,776	\$1,652	\$1,600

KHSL-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Golden Empire Broadcasting Co. Address: P. O. Box 303. Phone: 237

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 12.28 kw, Aural 6.14 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, Paradise Calif. Make, RCA. Model TT2AH. Antenna: Make RCA. Type, TF6AH, 6-bay Superturnstile. Height, Above average terrain 1,247 ft. Above ground 177 ft.

OPERATION: Target date, Sept. 1, 1953. Hours: 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, KHSL.

REPRESENTATIVES: Sales, W. S. Grant. Washington Attorney Haley & Doty. Consulting Engineer Kear & Kennedy.

SERVICES: Two studios (26 x 33-ft. and 10 x 12-ft.). One RCA TK31A camera chain. One RCA TK20D film camera. Two RCA TP16 film projectors. One Gray Telojector slide projector. One 16mm Eastman Cine special camera. One 35mm photo lab. News Service, UP Movietone. Library, MPTV.

PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung (92.5%), Hugh McClung Jr. (5%) and Martha McClung Roberts (2.5%).

EXECUTIVES:

Mrs. Hugh McClung, Pres. Martin Jacobsen, Prod. Mgr.
 M. F. Woodling, Gen. Mgr. Russell B. Pope, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total including fringe area) Population, 266,167; Families in Area, 76,929; Area in Square Miles, 10,235; No. of Sets (June 1), 12,000.

EUREKA

KIEM-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Redwood Broadcasting Co. Address: Radio Center Building, 6th at E St. Phone: Hillside 3-1621.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 14.7 kw, Aural 7.3 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, McFarland Tract. Make, GE. Model TT10A. Antenna: Make GE. Type TY-26C. Height, Above average terrain 1,573 ft. Above ground 134 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, KIEM, FM, KRED(FM).

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Dempsey & Koplovitz. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Three studios (30 x 40-ft., 20 x 30-ft., and 20 x 20-ft.). One GE camera chain. One GE film camera. One GPL film projector. One Selectoslide slide projector.

PRINCIPAL STOCKHOLDERS: William B. Smullin (100%).

EXECUTIVES:

William B. Smullin, Pres. John G. Bauriedel, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population 117,232; Families in Area 37,949; No. of Sets (June 1) 1,300; Retail Sales \$133,153,400; income Per Family \$5,572; Income Per Capita \$1,794.

COVER THIS

1/3 BILLION DOLLAR* MARKET

with the

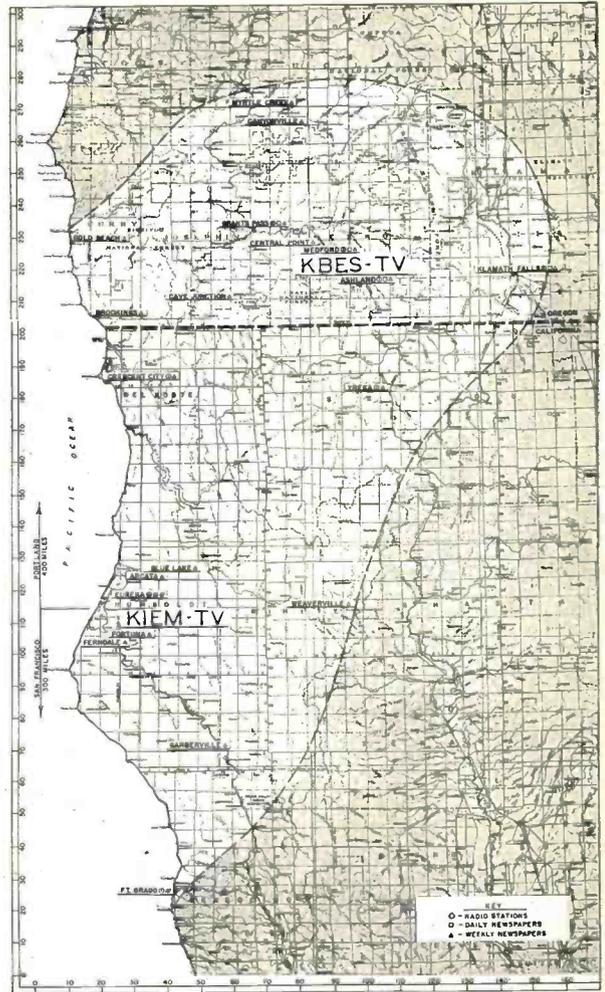
Smullin TV Stations

KIEM-TV and KBES-TV

Eureka, Cal.
CHANNEL 3
3069 feet
above sea level

Medford, Ore.
CHANNEL 5
2169 feet
above sea level

Let Blair-TV tell you how one billing reaches this rich Northwestern California and Southern Oregon market.



Market and Sales Data Area within 40 DBU or 100 UV/M
(based on FCC Engineering Standards)

POPULATION: 260,548 – FAMILIES: 84,164 – *RETAIL SALES: \$322,125,000

HOW YOU CAN USE YOUR SALES AND ADVERTISING DOLLAR TO SELL YOUR PRODUCT IN THE "SMULLIN TV STATIONS" AREA

- ★ One half page, one time only, in the 22 weekly newspapers published within the "Smullin TV Stations" area \$926.20
 - ★ One half page, one time only, in the 6 daily newspapers published within the "Smullin TV Stations" area \$480.40
 - ★ One class B half hour program on the 13 radio stations operating within the "Smullin TV Stations" area \$268.30
- ONE CLASS B HALF HOUR PROGRAM ON "SMULLIN TV STATIONS" \$130.00

Smullin TV Stations

Write, Wire or Phone
Wm. B. Smullin, General Manager
Box 1021, Eureka, California
Phone Hillside 3-1621 TWX 16

Affiliated with CBS-TV
Represented by Blair-TV

FRESNO

KCOK-TV (TULARE)

{Target Date, Sept. 15, 1953}

LICENSEE: Sheldon Anderson. Address: P. O. Box 119, Tulare, Calif. (For complete listing see Tulare).

KJEO (TV)

{Target Date, Oct. 1, 1953}

LICENSEE: O'Neill Broadcasting Co. Address: P. O. Box 2001. Phone: 2-4163 (Temporary)

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 115 kw. Interim Pow.: Visual 37 kw, Aural 18.5 kw. Transmitter: Address, Bald Mountain. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,930 ft. Above valley floor 4,400 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATION: Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co. Attorney Joseph Brenner, Beverly Hills, Calif.

SERVICES: One studio (38 x 42-ft.). Two RCA image orthicon camera chains. Two RCA Iconoscopes film cameras. Two RCA 16mm film projectors. Two Spindler & Sauppe slide projectors.

PRINCIPAL STOCKHOLDERS: J. E. O'Neill Sr. {65%}; L. E. Chenault {12%}, also a stockholder in KYNO {20%}, KSTN {12½%}, KTUV {5%}; Bert Williamson {12%}, also a stockholder in KYNO {15%}, and Mrs. Amelia Schuler {11%}, also a stockholder in KYNO {65%}.

EXECUTIVES:

J. E. O'Neill Sr., Pres.	Bert Williamson, Ch. Eng.
L. E. Chenault, Exec. Vice Pres. & Gen. Mgr.	Edgar L. Deatherage, Dir. of Nat. Sls.
Charles Theodore, Vice Pres. in Chg. of Opr.	

RATE INFORMATION: Class A one hour Live \$325, Film \$250. Minute spot Live \$70, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 638,200; No. of Sets (June 1), 11,000; Retail Sales, \$733,761,000.

KMJ-TV

LICENSEE: McClatchy Broadcasting Co. Address: 1515 Van Ness Ave. Phone: 3-6277

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Transmitter: Address, 3 miles southwest of Auberry—Shaver Lake Rd., at Meadow Lake Junction. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,980 ft. Above ground 248 ft.

OPERATION: Began May 31, 1953.

AFFILIATIONS: Networks, CBS, NBC, Station, AM, KMJ.

REPRESENTATIVES: Sales, Raymer. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: McClatchy Newspapers owns 100% of licensee. Principals of McClatchy Newspapers include Pres. Eleanor McClatchy (33⅓%), Vice Pres., Secy. & Treas. Charlotte Maloney (33⅓%) and James B. McClatchy (11.1%). McClatchy is also licensee of KWG Stockton, KFBK Sacramento, KERN Bakersfield, all Calif., and KOH Reno.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts from 5% for 26 times up to 22% for 312 times. Rate Card No. 1.

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LOS ANGELES

KECA-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: ABC Television Center, Prospect & Talmadge Aves., Hollywood. Phone: Normand 3-3311

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 117 kw, Aural 58 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model 20kw UHF. Antenna Make RCA. Typr 6-Bay Supertunstile. Height, Above average terrain 3,003 ft. Above ground 300 ft.

OPERATION: Began Sept. 16, 1949. Hours, 10:15 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC (Interconnected). Stations, AM, KECA; FM, KECA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Five studios (72 x 73-ft., 76 x 84-ft., 30 x 38-ft., 91 x 101-ft. and 88 x 46-ft.). Ten RCA camera chains. Three rear screen projectors. Three RCA Iconoscope film cameras. Two RCA 35mm, two RCA 16mm and two Eastman 16mm film projectors. Four S&S turret type slide projector. One Bal-opticon opaque projector. One mobile unit. News Services. AP, INS. Library, Sesac, Langworth.

PRINCIPAL STOCKHOLDERS: Licensee owns and operates WABC-AM-FM-T. New York, WENR-AM-TV and WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco: Licensee also owns theatre chain of 650 theatres.

EXECUTIVES:

Leonard H. Goldenson, Pres. (AB-PT)	Coast Div. (ABC Div.)
Robert E. Kintner, Pres. (ABC Div.)	Frank G. King, Gen. Mgr.
Robert H. O'Brien, Exec. Vice Pres. (ABC Div.)	Elton H. Rule, Gen. Sls. Mgr.
Earl J. Hudson, Vice Pres., West	Charles E. Denny Jr., Asst. Gen. Sls. Mgr.
	Robert H. Forward, Prog. Dir.
	C. G. Pierce, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,200. Minute spot Live \$220, Film \$220. Frequency discounts from 2½% for 13 times up to 20% for 260 or more times. Rate Card No. 4.

KETH (TV)*

{Target Date, Aug., 1953}

(*Non-Commercial Educational)

LICENSEE: Allan Hancock Foundation, U. of Southern Calif. Address: 351 University Ave. Phone: Richmond 6362

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 45.6 kw, Aural 25.8 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Antenna: Make GE. Height, Above average terrain 2,910 ft. Above ground 127 ft.

OPERATION: Target date Aug., 1953.

AFFILIATION: Station, FM, KUSC.

REPRESENTATIVES: Washington Attorney Andrew G. Haley. Consulting Engineer George Adair.

SERVICES: Three studios. Two DuM. and two RCA camera chains. RCA, Holmes, Bell & Howell film cameras. Telejector slide projectors. GPL film processing unit. Mobile unit. News Services, UP, AP.

PRINCIPAL STOCKHOLDERS: Operated by Allan Hancock Foundation in cooperation with educational and public service agencies of the Los Angeles area.

EXECUTIVES:

William H. Sener, Gen. Mgr.	Ivan Campbell, Opr. Mgr.
John Newton, Ch. Eng.	

LOS ANGELES (Continued)

KHJ-TV

LICENSEE: General Teleradio Inc. Address: 1313 N. Vine St., Hollywood. Phone: Hollywood 2-2133.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 30.4 kw, Aural 15.7 kw. Operating Pow.: Visual 30.4 kw, Aural 15.7 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF6A. Height, Above average terrain 3,100 ft. Above ground 199 ft.

OPERATION: Began Aug. 1948. Hours, 12:30 p.m.-12 midnight.

AFFILIATIONS: Stations, AM, KHJ. FM, KHJ-FM

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Pierson & Ball.

SERVICES: Two 372-seat audience studios. Three production studios (60 x 40-ft., 50 x 30-ft., 18 x 32-ft.). Nine RCA image orthicon camera chains. One RCA film camera. One GE film camera. Two Iconoscopes. Two RCA film projectors. Two Eastman film projectors. Four Spindler & Sauppe slide projectors. One GE Balopticon opaque projector. One mobile unit. News Services, UP, Movietone. Library, Official Film Studios, Snader Telescriptions.

PRINCIPAL STOCKHOLDERS: Licensee is owned by General Tire & Rubber Co., Akron, Ohio. General Teleradio Inc. comprises Don Lee Network Div., Yankee Network Div. and WOR Div. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego. Yankee Network owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence and WONS Hartford. WOR Div. owns and operates WOR-AM-FM-TV New York.

EXECUTIVES:

Thomas F. O'Neil, Pres., General Teleradio Inc.	Howard Wheeler, Sls. Mgr., KHJ-TV
Willet H. Brown, Pres., Don Lee Network	James Higson, Prog. Coord., KHJ-TV
Ward D. Ingram, Exec. Vice. Pres., Don Lee Network	Robert Arne, Ch. Eng., KHJ-TV
Anthony M. Quinn, Secy.-Treas., Don Lee Network	Robert M. Light, Sls. Prom. Mgr., KHJ-TV
John Reynolds, Gen. Mgr., KHJ-TV	James Higson, Film Buy.
	Elbert Walker, Exec. Prod.
	Bud Coulson, Pub. Rel. Dir.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$180, Film \$180. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KLAC-TV

LICENSEE: Dorothy Schiff. Address: 1000 Cahuenga Blvd. Phone: Hollywood 2-7311

FACILITIES: Chan. 13. Operating Pow.: Visual 31.4 kw, Aural 15.75 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT 5-A. Antenna: Make RCA. Type TF-6-A. Height, Above average terrain 2,955 ft. Above ground 237 ft.

OPERATION: Began Sept. 1948. Hours, 10:30 a.m.-12 midnight.

AFFILIATION: Station, AM, KLAC.

REPRESENTATIVES: Sales, The Katz Agency. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Three studios (30 x 40-ft., 33 x 63-ft. and 55 x 70 ft.) One RCA image orthicon camera chain. Two rear screen projectors. Two RCA TK20A film cameras. Two RCA 16B and one RCA 35mm film projectors. Two RCA 400 SR. 16mm and one DEVERY 35mm scanners. Two mobile units. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mrs. Dorothy Schiff (100%) also publisher of the N. Y. Post.

EXECUTIVES:

Dorothy Schiff, Own.	Dave Lundy, Gen. Sls. Mgr.
M. W. Hall, Pres.	Fred Henry, Prog. Dir. & Film Buy.
Don Feddersen, Exec. Vice Pres. & Gen. Mgr.	R. W. Conner, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute spot Live \$250, Film \$250. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 6.

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KNBH (TV)

LICENSEE: National Broadcasting Co. Address: Sunset & Vine, Hollywood. Phone: Hollywood 9-6161

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 47.5 kw, Aural 23.7 kw. Operating Pow.: Visual 9.5 kw, Aural 4.7 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT-25-AL. Antenna: Make RCA. Type 5-Bay Batwing. Height, Above average terrain 6,000 ft. Above ground 110 ft.

OPERATION: Began Jan. 16, 1949. Hours, 8:30 a.m.-12:45 p.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales, NBC TV spot sales. Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Three studios (35 x 92-ft., 35 x 92-ft. and 9 x 12-ft.). Eleven RCA camera chains. Three 16mm and three 35mm film projectors. One Selectro Slides slide projector. Complete Kine film processing unit. One mobile unit. News Services, AP, UP, INS and NBC Newsfilm. Library, NBC Film.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBC-TV New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, and KNBC-AM-FM San Francisco.

EXECUTIVES:

David Sarnoff, Chmn.	John Knight, Ch. Eng.
Donald Norman, Gen. Mgr.	George Burke, Film Buy.
James Parks, Sls. Mgr.	John Kenaston, Adv. & Prom. Mgr.
Harmon Nelson, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$1,700, Film \$1,700. Minute spot Live \$300, Film \$300. Frequency discounts from 2 1/2% for 3-4 times up to 10% for 7 or more times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	4,835,000	965,000	5,800,000
Families in Area	1,585,000	315,000	1,900,000
No. of Sets (June 1)	1,600,000
Retail Sales	\$5,958,296	\$1,152,436	\$7,110,732
Income Per Family	\$1.851	\$1.606	\$1.644

KNXT (TV)

LICENSEE: Columbia Broadcasting System Inc. Address: 1313 North Vine St. Phone: Hollywood 9-1212

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 12.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF5A. Height, Above average terrain 2,840 ft. Above ground 245 ft.

OPERATION: Began Oct. 9, 1950. Hours, 8:55 a.m.-12:05 a.m.

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

REPRESENTATIVES: Sales, CBS Spot Sales.

SERVICES: Eight studios, four audience and four non-audience. Thirty-five RCA camera chains. Twelve RCA film cameras. Two 2" x 2" slide projectors. Three opaque projectors. One mobile unit. Six 16mm film projectors. Six 35mm film projectors. News Services, AP and UP.

PRINCIPAL STOCKHOLDERS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post) and 47% of WCCO-AM-TV Minneapolis (53% owned by Mid-Continent Radio-Television Inc.).

EXECUTIVES:

Frank Stanton, Pres., CBS	Donald M. Hine, Prog. Dir.
J. L. Van Volkenburg, Pres. CBS-TV	Herbert W. Pangborn, Ch. Eng.
Harry S. Ackerman, Vice Pres., CBS Hollywood	Dean D. Linger, Dir. of Sls. Prom. & Publ.
James T. Aubrey Jr., Gen Mgr.	George Faust, Opr. & Traffic Mgr.
Edmund C. Bunker, Com. Mgr.	Harry W. Zipper, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$375, Film \$375. Frequency discounts. Rate Card No. 1A.

MARKET INFORMATION: (0.1 mv/m Contour) Population, 6,173,000; Families, 2,075,600; Total Retail Sales, \$7,439,048,000; Food Sales, \$1,802,642,000; General Merchandise Sales, \$824,797,000; Drug Sales, \$254,774,000; Effective Buying Income Per Family, \$5,340; Total Effective Buying Income, \$11,084,085,000.

LOS ANGELES (Continued)

KPIK (TV)

(Target Date, Late 1953)

LICENSEE: John Poole Broadcasting Co. Address: 6540 Sunset Blvd., Hollywood. Phone: Hollywood 3-3205

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model TT25A. Antenna: Make GE. Height, Above average terrain 2,930 ft. Above ground 146 ft.

OPERATION: Target date late 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Geo. P. Adair.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%). Mr. Poole is also 100% owner of KBIG Avalon, KBIF Fresno, and holds an FCC grant for a new TV station, KBIC (TV), on Chan. 46 in Sacramento, Calif.

EXECUTIVES:

John H. Poole, Pres. & Gen. Mgr. Thronton W. Chew, Opr. & Eng.
 Dan Russell, Film Buy. Dir.
 Wallace Hutchinson, Adv. & Prom. Mgr.

KTLA (TV)

LICENSEE: Paramount Television Productions Inc. Address: 5451 Marathon St., Hollywood. Phone: Hollywood 9-3181

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Mt. Wilson. Make, Composite. Antenna: Make RCA. Type 3-Bay Superturnstile. Height, Above average terrain 2,921 ft. Above ground 250 ft.

OPERATION: Began Jan. 22, 1947. Hours: 3:30 pm.-11:30 p.m.

AFFILIATION: Network, Paramount Television Network (Non-interconnected).

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Arnold, Fortas & Porter.

SERVICES: Two studios (22 x 36-ft. and 36 x 46-ft.). One theatre seating 550 persons. Eleven RCA image orthicon camera chains. Four Iconoscope film cameras. Two 16mm and two 35mm RCA film projectors. Two RCA slide projectors. One Multiscope opaque projector. Two Composite mobile units. News Service, UP. Library, Paramount Research and World Transcription.

PRINCIPAL STOCKHOLDERS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.

EXECUTIVES:

Paul Raibourn, Pres. Leland G. Muller, Film Dir.
 Klaus Landsberg, Vice Pres. & John Silva, Sup., Remote Eng.
 Gen. Mgr. Opr.
 J. Gordon Wright, Prod. Coord. Roy White, Sup., Stu. Eng. Opr.
 Robert Mohr, Sls. Mgr. Joe Coffin, Dir. of Sls.
 Raymond M. Moore, Sr. Eng. Howard Wormser, Publ. Dir.

RATE INFORMATION: Class A one hour Live \$1,350, Film \$1,100. Minute spot Live \$300, Film \$250. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	4,522,300	930,700	5,453,000
Families in Area	1,490,270	277,420	1,767,690
Area in Square Miles	4,030	3,380	7,410
No. of Sets (June 1)	1,446,000	164,600	1,610,600
Retail Sales	\$6,852,304,000	\$1,070,260	\$6,053,374,260
Income Per Family	\$5,595	\$5,034	\$5,509
Income Per Capita	\$1.845	\$1.501	\$1.786

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

KTTV (TV)

LICENSEE: KTTV Inc. Address: 5746 Sunset Blvd., Hollywood. Phone: Hollywood 2-7111

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 168 kw, Aural 84 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model TF5A. Antenna: Make GE. Type TY6F. Height, Above average terrain 2,939 ft. Above ground 238 ft.

OPERATION: Began Jan. 1, 1949. Hours: 11:30 a.m.-2:30 a.m.

AFFILIATION: Network, DuMont (Interconnected)

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Hanson, Lovel & Dale. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Four motion picture sound stages (80 x 100 x 24-ft., 120 x 116 x 54-ft., 81 x 95 x 40-ft. and 70 x 95 x 40-ft.). Two studios (45 x 58 x 20-ft. and 24 x 45 x 9-ft.). Sixteen RCA image orthicons. Three Bodde rear screen projectors. Three RCA TK 20A film cameras. Two RCA TP35A film projectors. Four Eastman 16mm film projectors. One RCA flying spot scanner. One GE opaque projector. One Houston film processing unit. Two RCA and one International mobile units. News Service, AP.

PRINCIPAL STOCKHOLDERS: Times-Mirror Co., which also publishes Los Angeles Times and Mirror.

EXECUTIVES:

Norman Chandler, Pres. Val Conte, Sls. Service Mgr.
 Richard A. Moore, Vice Pres. & Les Norins, Loc. Sls. Mgr.
 Gen. Mgr. Jack O'Mara, Merc. & Prom. Dir.
 John R. Vrba, Sls. Mgr. Robert R. Hiestand, Prod. Dir.
 Robert W. Breckner, Exec. Prod. Jack Duffield, Merc. Mgr.
 Edward E. Benham, Ch. Eng. Reavis Winckler, Pub. Dir.
 Dale Sheets, Film Dir.

RATE INFORMATION: Class A one hour Live \$1,200. Minute spot Live \$240. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	4,702,459	6,082,216
Families in Area	1,574,153	2,027,405
No. of Sets (June 1)	1,375,801	1,739,711
Retail Sales	\$4,993,717,300	\$6,234,504,000
Income Per Family	\$4,455	\$4,754
Income Per Capita	\$1,385	\$1,476

MONTEREY

KMBY-TV

(Target Date, Sept. 1, 1953)

LICENSEE: The Monterey Radio-Television Co. Address: 468 Calle Principal Phone: 2-4541.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.9 kw. Operating Pow.: Visual 2 kw, Aural 5 kw. Transmitter: Address, Baldy Peak, Monterey County. Make, RCA. Antenna: Make, RCA. Type, 6-bay. Height, Above average terrain 2,631 ft. Above ground 120 ft.

OPERATION: Target date Sept. 1, 1953. Shares time with KSBW-TV Salinas. Agreement calls for each station to broadcast 42 1/2 hours per week.

AFFILIATIONS: Network, CBS. Station, AM, KMBY.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer Earl Cullum, Dallas.

SERVICES: One news studio. One main studio. Two RCA camera chains. Two RCA rear screen projectors. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Bing Crosby, Sil Aston, Kenyon Brown and George Coleman Jr.

EXECUTIVES:

Kenyon Brown, Pres. George Freeman, Ch. Eng.
 Sil Aston, Gen Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	250,000	302,700	553,875
Families in Area	75,000	89,020	156,290
No. of Sets (June 1)	15,000	45,000	60,000
Retail Sales	\$358,270,000	\$359,330,000	\$617,600,000
Income Per Family	\$5,726	\$6,284	\$5,858

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KTLA reaches over *four times* as many homes in the Los Angeles area each week as Life magazine claims to reach here.

KTLA reaches 43% more homes *each week* in Los Angeles than Life magazine claims to reach here in *13 weeks*.

IN FACT . . . the *average* class A spot announcement on KTLA is actually seen by one-third as many people as *an entire issue* of Life magazine in this same area.

*ARB Cumulative Data

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PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES

SACRAMENTO

KBIC (TV)

(Target Date, Fall, 1953)

LICENSEE: John Poole Broadcasting Co. Address: Security Bank Bldg., Long Beach, Calif.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 207 kw, Aural 107.7 kw. Transmitter: Address, on south bank of American River, about 1,500 ft. east of confluence of American and Sacramento Rivers. Make, RCA. Antenna: Make RCA. Height, Above average terrain 514.2 ft.

OPERATION: Target date Fall 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer T & T Radio Measurements Co., Long Beach.

PRINCIPAL STOCKHOLDERS: John H. Poole is sole owner. He is also licensee of KBIG Avalon and KM2XAZ (TV), Los Angeles experimental TV station, KPIK (TV) Los Angeles, and KBIF Fresno.

EXECUTIVES:
John H. Poole, Pres. & Gen. Mgr. Thornton N. Chew, Dir. of Engng. & Oper.

(Target Date, Dec. 1, 1953)

LICENSEE: Cal-Tel Co. Address: Chamber of Commerce Bldg.

FACILITIES: Chan. 40. Authorized Eff. Rad. Pow.: Visual 268 kw, Aural 140 kw. Transmitter address, Garden Highway, 3.4 miles northwest of Sacramento. Make, GE. Antenna: Make GE. Height, Above average terrain 326 ft.

OPERATION: Target date Dec. 1, 1953.

REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Ashley L. Robison (50%), owner of Robison Corp., L. A. (precision machine shop), and Frank E. Hurd (50%), 37 1/2% owner of Pacific Overseas Airlines Corp., L. A.

SALINAS

KICU (TV)

(Target Date, Sept. 1, 1953)

LICENSEE: Salinas-Monterey Television Co. Address: P. O. Box 1070

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 60 kw. Transmitter: Address, Fremont Peak. Make, DuM. Antenna: Make RCA. Height, Above average terrain 2,340 ft. Above ground 146 ft.

OPERATION: Target date Sept. 1, 1953.

REPRESENTATIVES: Washington Attorney Stephen Tuhy Jr. Consulting Engineer Grant R. Wrathall, Aptos, Calif.

PRINCIPAL STOCKHOLDERS: Equal 50% partners S. A. Cisler Jr., president and 55% owner of KEAR San Mateo, president and 50% owner of KXXX (FM) San Francisco, sole owner of KXXL Monterey and 25% owner of Broadcast Equipment Corp. (building and selling of broadcast equipment), Lincoln, Neb.; and Grant R. Wrathall, 25% owner of KUTA Salt Lake City, KGEM-AM-TV Boise, 12 1/2% owner of KLIX Twin Falls, 12 1/2% owner of KWIK Pocatello, 16.75% owner of KOPR-AM-TV Butte and sole owner of KPOO San Francisco.

KSBW-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Salinas Broadcasting Corp. Address: P. O. Box 1651—238 John St. Phone: 2-6422

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.9 kw. Transmitter: Address, Baldy Peak. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-6A1. Height, Above average terrain 2,631 ft. Above ground 3,893 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 3:00 p.m.—11:00 p.m. Shares time with KMBY-TV Monterey. Agreement calls for each station to broadcast 42 1/2 hours per week.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, KSBW.

REPRESENTATIVES: Sales, George P. Hollingbery Co, Washington Attorney John Hearne-Normen Jorgensen. Consulting Engineer Robert L. Hammett.

SERVICES: One studio (41 x 68-ft.). Two field RCA camera chains. One RCA and one Ikonoscope film cameras. Two RCA TO-16D film projectors. One opaque projector. 6 ray teloprojector DUO 2" x 2" slides film processing unit. One mobile unit. News Services, AP, NBC Film. Library, Capitol.

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

PRINCIPAL STOCKHOLDERS: John Cohan (33 1/3%), W. M. Oates (33 1/3%), and Lewis A. Terven Jr. (33 1/3%).

EXECUTIVES:

John Cohan, Pres. & Gen. Mgr. George Freeman, Ch. Eng.
W. M. Oates, Com. Mgr. Leland Auslender, Film Buy.
Neal Edmundson, Prog. Dir. Charles Haight, Asst. Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	224,175	302,700
Families in Area	67,270	89,020
Area in Square Miles	10,000	18,000
No. of Sets (June 1)	22,000	40,000
Retail Sales	\$258,270,000	\$359,330,000
Income Per Family	\$6,113	\$5,827

SAN BERNARDINO

KITO-TV

(Target Date, Fall, 1953)

LICENSEE: KITO Inc. Address: 569 4th St. Phone: 7807

FACILITIES: Chan. 18. Authorized Eff. Rad. Pow.: Visual 87 kw, Aural 49 kw. Transmitter: Address, 2.3 miles north of Crestline, Calif. Make, DuM. Antenna: Make GE. Height, Above average terrain 3,680 ft. Above ground 110 ft.

OPERATION: Target date Fall, 1953.

AFFILIATION: Station, AM, KITO.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Attorney H. G. Wall, San Bernardino. Consulting Engineer Owen Ford.

PRINCIPAL STOCKHOLDERS: Pres. J. J. Flanigan (49.375%), Vice Pres.-Treas. H. G. Wall (22.5%) and Secy. Margaret B. Wall (28.125%).

EXECUTIVES:

J. J. Flanigan, Pres. & Gen. Mgr.

SAN DIEGO

KFMB-TV

LICENSEE: Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave. Phone: Main 2114

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 27.0 kw, Aural 13.7 kw. Operating Pow.: Visual 27.0 kw, Aural 13.7 kw. Transmitter: Address, Mt. Soledad. Make, GE. Model TT-6-D. Antenna: Make GE. Type TY-14-F. Height, Above average terrain 750 ft. Above ground 1,022 ft.

OPERATION: Began May 16, 1949. Hours, 10:30 a.m.—12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KFMB.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Welch, Mott & Morgan.

SERVICES: Two studios (30 x 45-ft. and 36 x 66-ft.). Four DuM. TA-124-E camera chains. Two GE PE-5-A film cameras. Two 16mm Eastman Model 250 film projectors. One RCA 2" x 2" Model TP-3A slide projector. One GE Baloptycan opaque projector. Two Houston Developer 16mm film processing units. One mobile unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Pres. & Dir. J. D. Wrather Jr. (38.89%); Vice Pres. & Dir. Helen M. Alvarez (38.89%) and Edward Petry & Co. (22.22%). Miss Alvarez and Mr. Wrather have other radio and TV interests. (See Group Ownership dept.)

EXECUTIVES:

Jack D. Wrather Jr., Pres. W. O. Edholm, Com. Mgr.
Helen M. Alvarez, Vice Pres. Bill Fox, Prog. Dir. & Film Buy.
Howard L. Chernoff, Gen. Mgr. Thornton Chew, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$600. Minute spot Live \$130, Film \$120. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	660,000	710,000
Families in Area	193,548	221,935
Area in Square Miles	1,400	4,400	12,000
No. of Sets (June 1)	153,750	182,300
Retail Sales	\$1,260,000,718	\$1,500,000,855
Income Per Family	\$3,449	\$3,449

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CHANNEL SIX**

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BOSTON ATLANTA

BLANKETS SUNNY SAN DIEGO



LIKE THE CALIFORNIA SUNSHINE

-and just check our current ratings!

SAN DIEGO

KFSD-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Airfan Radio Corp. Ltd. Address: U. S. Grant Hotel, 326 Broadway. Phone: Franklin 6353

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 178 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, Mount Soledad. Make, RCA. Model TT-10AH. Antenna: Make RCA. Type TF-6A1. Height, Above average terrain 732 ft. Above ground 1,019 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 11:00 a.m.-M.

AFFILIATIONS: Network, NBC. Stations, AM, KFSD. FM, KFSD-FM

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

SERVICES: Two studios (30 x 35-ft. and 35 x 48-ft.). Two TK11A and one TK31A camera chains. One RCA TK20D film camera. Two P-16D Gray dual disc film projectors. One RCA Flying Spot camera TK-3A scanner. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. & Dir. Thomas E. Sharp (99.75%) Vice Pres. & Asst. Secy. A. C. Blacksmith and Secy.-Treas. & Dir. Amy Dickson (0.25%).

EXECUTIVES:

Thomas E. Sharp, Pres. Jack Tolen, Prog. Dir.
John C. Merino, Mgr. Edward Welcome, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$100, Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	706,515	2,308	710,000
Families in Area	189,949	697	190,646
Area in Square Miles	1,124	1,276	2,400
No. of Sets (June 1)	182,300	500	182,800
Retail Sales	\$697,061.829	\$3,508,171	\$700,570,000
Income Per Family	\$5,478	\$5,478	\$5,478
Income Per Capita	\$1,655	\$1,655	\$1,655

XETV (TV) (TIJUANA)

LICENSEE: Radio Television S. A. Address: 4233 Park Blvd., San Diego. Phone: Woodcrest 5-3345

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 17 kw. Operating Pow.: Visual 6 kw, Aural 3 kw. Transmitter: Address, Mount San Antonio, Tijuana. Make, Federal. Antenna: Make RCA. Type 6 AM. Height, Above average terrain 1,200 ft. Above ground 550 ft.

OPERATION: Began Jan. 29, 1953. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATION: Station, AM, XEAC.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer Jose Marquez Jr.

SERVICES: One studio (40 x 40-ft.). Four DuM. 10 camera chains. One DuM. 10 film camera. Two Eastman film projectors. One Federal flying spot scanner. One mobile unit. News Services, UP News, UP Wirephoto.

PRINCIPAL STOCKHOLDERS: Half owned by Emilio Azcarraga, Mexican broadcaster-theatre owner, and half by George Rivera, San Diego.

EXECUTIVES:

George I. Rivera & Emilio Azcarraga, Ch. Owns. A. G. Flanagan, Com. Mgr., Prog. Dir. & Film Buy.
Ajex Nervo, Gen. Mgr. Joe Kopsho, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$480, Film \$400. Minute spot Live \$87.50, Film \$80.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

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

SAN FRANCISCO

KBAY (TV)

(Target Date, Nov. 1953)

LICENSEE: Lawrence A. Harvey. Address: 19200 S. Western Ave., Torrance, Calif. Phone: Nevada 6-2111

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 50 kw. Transmitter: Address, Mt. Sutro. Make, RCA. Model TTU-10A. Antenna: Make RCA. Type TFU 12 BL. Height, Above average terrain 1,090 ft. Above ground 370 ft.

OPERATION: Target date Nov., 1953.

REPRESENTATIVES: Attorney Joseph Brenner, Beverly Hills, Calif. Consulting Engineer Western Television Consultants, Pasadena, Calif.

SERVICES: Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two Gray scanners. One Gray Telop opaque projector. One mobile unit.

PRINCIPAL STOCKHOLDERS: Lawrence A. Harvey is sole owner and holds a construction permit for KPIC-TV Salem, Ore. on Ch. 24. He is also applicant for television station construction permit at Los Angeles, Calif.

EXECUTIVES:

Lawrence A. Harvey, Pres. Harold W. Jury, Dir. of TV Oprs
Joseph Brenner, Vice Pres.

KGO-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 420 Taylor St. Phone: Graystone 4-6565

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, ABC Television Center. Make, GE. Model TT6B. Antenna: Make RCA. Type TF6B1 Superturnstile. Height, Above average terrain 1,260 ft. Above ground 530 ft.

OPERATION: Began May 5, 1949. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Stations, AM, KGO. FM, KGO-FM.

REPRESENTATIVES: Sales, Edward Petry & Co., Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Three studios (23 x 46-ft., 20 x 30-ft., and 22 x 36-ft.). Nine RCA studio field camera chains. Two RCA TK2 film cameras. Two RCA 16mm, two RCA 35mm and one CPL 16mm film projectors. Two Selecto-Slide slide projectors. One GE Belop opaque projector. One RCA mobile unit. News Services, AP, INS. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Owned by American Broadcasting-Paramount Theatres. ABC owns and operates WABC-AM-FM-TV New York; WENR-AM-FM and WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco.

EXECUTIVES:

James H. Connolly, Vice Pres. A. E. Evans, Ch. Eng.
(ABC) George Green, Film Dir.
Vincent A. Francis, Gen. Mgr. Edward Smith, Prod. Dir.
David M. Secks, Com. Mgr. Gordon Grannis, Publ.-Prom. Dir.
William Hollenbeck, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$900, Film \$900. Minute spot Live \$180, Film \$180. Frequency discounts from 5% for 12-25 times up to 20% for 260 times or more. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,768,900	920,600	3,599,500
Families in Area	850,700	279,400
Area in Square Miles	34,000
No. of Sets (June 1)	654,085

San Francisco's Successful Sales Builders

in radio

KGO-Radio delivers the largest audience at the lowest cost per thousand of **any** San Francisco network station. The 1952 Nielsen Coverage Service Report proves it! Credits KGO with 871,970 families, daytime . . . 1,018,000, nighttime . . . in 98 counties of six western states. Just another reason why 50,000 watt KGO is the Pacific Coast's really **great** station!

in television

Month after month, more local advertisers place more business with KGO-TV than with any other San Francisco television station. They know the full local story best. Top personalities, top programming, top production . . . plus the highest antenna in the "heart" of the market give KGO-TV advertisers **best** local results! Ask your Petry TV man for all the proof.

KGO-810 and KGO-TV channel 7

American Broadcasting Company's Stations for Northern California

SAN FRANCISCO (Continued)

Q.

Which publications do you prefer for news in the TV field?

A.

BROADCASTING TELECASTING overwhelmingly the first choice among leading TV agencies and advertisers.*

These findings were drawn from a questionnaire sent by the American Research Bureau in April 1953 to 637 leading television agencies and advertisers. Nearly 50% (289) responded:

BROADCASTING • TELECASTING 112

Publication "B"	56
Publication "C"	35
Publication "D"	31
All others	55

* For complete brochure describing this study in detail write your nearest B•T office.

KPIX (TV)

LICENSEE: KPIX Inc. Address: 2655 Van Ness Ave. Phone: Prospect 6-5100.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Television Center, Mt. Sutro. Make, GE. Model TT10A. Antenna: Make G, Type Batwing. Height, Above average terrain, 1,150 ft. Above ground 1,350 ft.

OPERATION: Began Dec. 22, 1948. Hours: 9:45 a.m.-12:15 a.m.

AFFILIATIONS: Networks, CBS, Dumont. Station, AM, KSFO.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Fly, Shurbuk & Blume. Consulting Engineer Universal Research Laboratories.

SERVICES: Three studios (40 x 68-ft., 29 x 43-ft. and 14 x 25-ft.). Six RCA TK10 camera chains. Two RCA TK20C film cameras. Two RCA TP16 film projectors. Two Spindler-Saute Selectro Slide Jr., slide projectors. One Gray Telop opaque projector. One composite, RCA equipped mobile unit. News Services, INS, UP. Library, World, Standard.

PRINCIPAL STOCKHOLDERS: Wesley I. Dumm is principal owner.

EXECUTIVES:

Wesley I. Dumm, Pres.	Lou Simon, Com. Mgr.
F. M. Dumm, Secy-Treas.	& Film Buy.
R. C. D. Bell, Asst. to Pres.	A. E. Towne, Ch. Eng.
Philip G. Lasky, Gen. Mgr.	R. W. Wassenberg, Film Buy.

RATE INFORMATION: Class A one hour Live \$1,100, Film \$1,100. Minute spot Live \$220, Film \$220. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 7 (effective Sept. 1, 1953).

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,780,600	3,520,100	4,108,900
Families in Area	868,680	1,090,100	1,276,465
Area in Square Miles	3,200	9,400	14,300
No. of Sets (June 1)	689,890	753,660	768,310
Retail Sales	\$3,588,262,000	\$4,534,881,000	\$4,911,672,000

— — — *

(Target Date, Oct. 1, 1953)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 1225 Fallon St., Oakland, Calif.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: Address, Mark Hopkins Hotel, Macon & California Sts. Make RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 354 ft.

OPERATION: Target date Oct. 1, 1953.

REPRESENTATIVES: Attorney Chesley M. Walter, Oakland. Consulting Engineer R. A. Isberg, Palo Alto.

PRINCIPAL STOCKHOLDERS: Licensee is non-profit corporation which has no stock issued and is composed of educators in the San Francisco Bay Area.

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

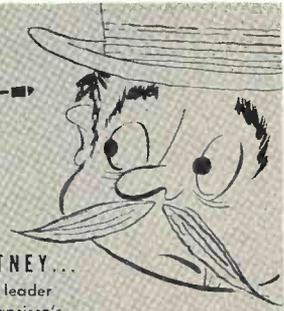
IN SAN FRANCISCO...

THEY DON'T
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FOR HOLDING
5 ACES...

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FIVE!



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famed band leader
me's San Francisco's
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participation show.



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whose household hints
lighten household
stints... whose KPIX
Kitchen is every
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CAPTAIN FORTUNE...
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Northern California's
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SANDY SPILLMAN...
Quizmaster, magician,
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FIVE ACES for you who have
spot problems. One or more is a
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comes to spotting promotions where
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KPIX

TELEVISION CHANNEL **5**
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks
Represented nationally by the Kotz Agency

SAN FRANCISCO (Continued)

KRON-TV

LICENSEE: Chronicle Publishing Co. Address: 901 Mission St. Phone: Garfield 1-1112.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, San Bruno Peak, near South San Francisco, San Mateo County, Calif. Make, RCA. Model TT25AL. Antenna: Make RCA. Type TSF6B4. Height, Above average terrain 1,310 ft. Above ground 200 ft.

OPERATION: Began Nov. 15, 1949. Hours: 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Station, FM, KRON-FM.

REPRESENTATIVES: Sales, Free & Peters. Attorney John P. Hearne, San Francisco. Consulting Engineer Robert L. Hammett, San Francisco.

SERVICES: Three studios [40 x 60-ft., 40 x 85-ft. and 20 x 12-ft.]. Three RCA TK11A camera chains. Five RCA TK30 camera chains. One Bodde rear view projector. Two RCA TK20 film cameras. Two Eastman SOF-250 16mm film projectors. Two RCA SOF-TP16B 16mm film projectors. Two automatic slide projectors. One Projectall opaque projector. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Licensee publishes San Francisco Chronicle.

EXECUTIVES:

Charles Thieriot, Gen. Mgr.	Douglas Elleson, Prog. Mgr.
Harold P. See, Sta. Mgr.	J. L. Berryhill, Ch. Eng.
Norman Louveau, Sls. Mgr. & Film Buy.	R. D. Irving, Prom. Mgr.
	Thomas B. Smith, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$950, Film \$950. Minute spot Live \$190, Film \$190. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,678,900	920,600	4,109,300
Families in Area	850,700	155,700	1,285,800
Area in Square Miles	34,396
No. of Sets (June 1)	654,085	654,085
Retail Sales	\$3,020,651,000	\$1,043,050,000	\$4,603,433,000
Income Per Family	\$5,265	\$4,733	\$4,713
Income Per Capita	\$1,628	\$1,436	\$1,465

KSAN-TV

(Target Date, not set)

LICENSEE: S. H. Patterson. Address: 1355 Market St.

FACILITIES: Chan. 32. Authorized Eff. Rad. Pow.: Visual 81 kw, Aural 46 kw. Transmitter: Address, 26th between Buchanan & Hoffman. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,030 ft. Above ground 522 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KSAN.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Washington Attorney Reed T. Rollo. Consulting Engineer Radio Engineering Co., San Francisco.

PRINCIPAL STOCKHOLDERS: S. H. Patterson, sole owner, also owns KJAY Topeka, Kan., and has real estate holdings in California and the Midwest.

SAN JOSE

(Target Date, Oct., 1954)

LICENSEE: John A. Vietor Jr. Address: 6210 Camino de la Costa, La Jolla, Calif.

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 107.12 kw, Aural 58.2 kw. Transmitter: Address, 11 miles southeast of Los Gatos, Calif. Make, RCA. Antenna: Make RCA. Height, Above average terrain 2,642 ft. Above ground 175 ft.

OPERATION: Target date Oct., 1954.

REPRESENTATIVES: Attorney Laidler Mackell. Consulting Engineer L. N. Papernow, San Diego.

PRINCIPAL STOCKHOLDERS: John A. Vietor Jr. is sole owner.

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

SAN LUIS OBISPO

KVEC-TV

LICENSEE: Christina M. Jacobson & Leslie H. Hacker, tr/as The Valley Electr. Co. Address: 851 Higuera St. Phone: San Luis Obispo 1100-1101.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 19.8 kw, Aural 12.97 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, 5 1/2 mil north of San Luis Obispo in Los Padres Forest. Make, DuM. Model Oa. Antenna: Make RCA. Type TF-3D. Height, Above average terrain 1,267 ft. Above ground 140 ft.

OPERATION: Began May 25, 1953. Hours: 6:00 p.m.-M.

AFFILIATIONS: Network, DuMont. Station, AM, KVEC.

REPRESENTATIVES: Sales, W. S. Grant Co., Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios [20 x 25-ft. and 35 x 25-ft.]. One DuM. camera chain. One Bell & Howell 70-DL film camera. Two Holmes film projectors. Or. DuM. opaque projector. Ford Coach for special events and Chevrolet Panel for KVEC special events. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Christina M. Jacobson (66 2/3%) and Leslie H. Hacker (33 1/3%).

EXECUTIVES:

Christina M. Jacobson, Pres.	Bob Schoffield, Ch. Eng.
Les Hacker, Gen. Mgr.	Ted Warner, Prod. Dir.
Jack Wasson, Com. Mgr. & Film Buy.	Hugh Harling, Sports. Dir.
Bob Wilton, Prog. Dir.	Bob Smith, Special Events

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts. Rate Card No. 1.

SANTA BARBARA

KEYT (TV)

LICENSEE: Santa Barbara Broadcasting & Television Corp. Address: 730 Miramonte Dr. Phone: Santa Barbara 5-8533.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Operating Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: Address: TV Peak, Santa Ynez Mountains. Make, RCA. Model TT10AL. Antenna: Make RCA. Type 6-Bay. Height, Above average terrain 3,011 ft. Above ground 201 ft.

OPERATION: Began July 25, 1953. Hours: 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, George P. Hollingsby Co., Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Seymour F. Johnson.

SERVICES: One hexagonal studio with six stages. One patio studio. Two RC. camera chains. One rear screen projector. Two RCA TK 20C film cameras. Two Eastman film projectors. One Sands automatic slide projector. On Gray Telop opaque projector. Two Bell & Howell 16mm motion picture cameras. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Chmn. of Bd, Harry C. Butcher (14%), owner of KIST Santa Barbara, Pres. Colin M. Selph (22%), Vice Pres. & Treas Cecil I. Smith (12%), resident manager of Schwabacker & Co., investment bankers, Secy. Alvin C. Weingand (4%), president, manager an 51% owner of San Ysidro Ranch Corp. (resort), Ronald Colman (10%), vice president and 49% owner of San Ysidro Ranch Corp., owner an feature player in Halls of Ivy (NBC radio program) and independent motion picture actor, C. H. Jackson Jr. (28%), manager and 25% owner of Petan Co. (ranching, real estate and dairy), and 50% owner of Teluride Mines Inc., Nev., and Arthur F. Marquette (10%), 50% owner of Sherman & Marquette (advertising agency), New York an. Chicago.

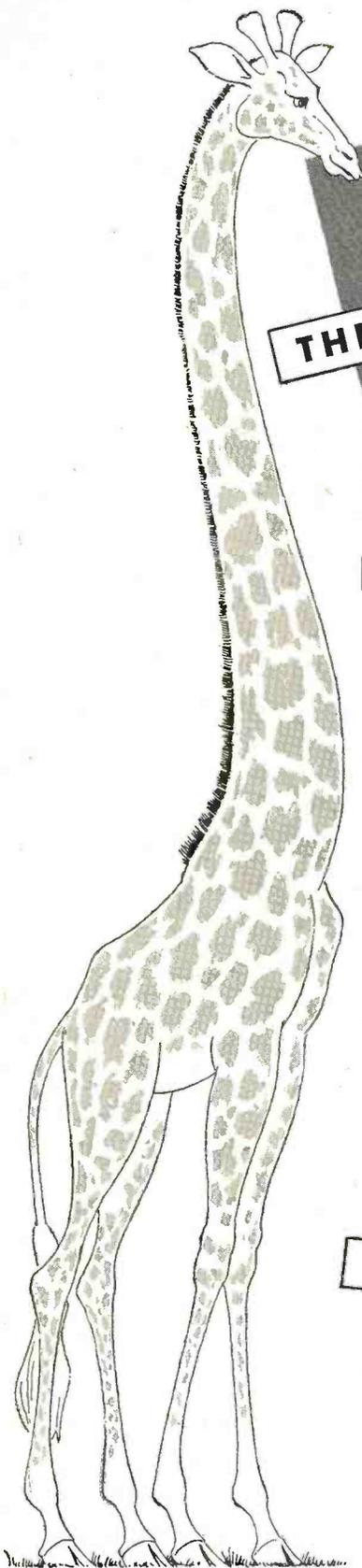
EXECUTIVES:

Colin M. Selph, Pres. & Gen. Mgr.	Mary Ann Casey, Prog. Sup.
R. Hill Carruth, Reg. Sls. Mgr.	James G. Hoyt, Comp.
Russell L. Furse, Prog. Opr. Dir.	James C. Fletcher Jr., N. Y. Ne Rep.
Lloyd M. Jones, Ch. Eng.	

RATE INFORMATION: Class A one hour Film \$300. Minute spot Film \$60. Frequency discounts from 5% for 26 times up to 20% for 260 time Rate Card No. 1.

MARKET INFORMATION:

	Grade A & B (FCC Contour)	Total (Including Fringe Area)
Population	563,909	1,922,502
Families in Area	166,890	588,049
Area in Square Miles	13,200	16,620
No. of Sets (June 1)	74,000	402,692
Retail Sales	\$740,047,000	\$3,307,132,000
Income per Family	\$4,914	\$5,237
Income per Capita	\$1,454	\$1,652



THE

HIGH

IN SAN FRANCISCO TELEVISION

HIGH KRON-TV, since February 14, 1953 has operated at *HIGHEST* legal power on its favorable Channel 4.

HIGH KRON-TV telecasts from the *HIGHEST* antenna in the San Francisco-Oakland area.

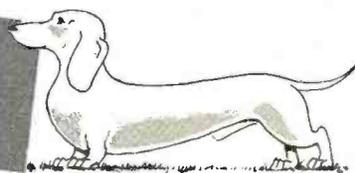
HIGH KRON-TV reaches the *HIGHEST* share of the Bay Area and Northern California viewing audience—June Telepulse shows KRON-TV leads in 18 of the 21 morning, afternoon and evening segments of the week.

HIGH KRON-TV programs—NBC Network, Local and Syndicated are *HIGHEST* in total June Telepulse ratings. Nine of the "Top Fifteen" are KRON-TV features—50% more than the other two stations combined.

LOW KRON-TV, Channel 4, operates on the *LOWEST* frequency in the Bay Area—insuring a stronger signal over a greater area.

LOW It all adds up to the fact that KRON-TV gives the advertiser the *LOWEST* average cost per results.

THE LOW



KRON TV 4
SAN FRANCISCO

FREE & PETERS, INC. • National Representatives

STOCKTON

KTVU (TV)

(Target Date, Fall, 1953)

LICENSEE: San Joaquin Telecasters. Address: Clark Hotel. Phone: Stockton 4-3243.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 145 kw, Aural 78 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Sutter & Market Sts. Make, GE. Model TT25A. Antenna: Make GE. Type TY23D. Height, Above average terrain 2,370 ft.

OPERATION: Target date Fall, 1953.

AFFILIATION: Station, AM, KSTN.

REPRESENTATIVES: Sales, George P. Hollingsbery. Attorney Norman Jorgenson; John Hearne, Pacific Coast. Consulting Engineer Robert Hammett, San Francisco.

PRINCIPAL STOCKHOLDERS: Brown Industries (75%) is 97% owner of Fontana (Calif.) Herald News, sole owner of La Mesa (Calif.) Scout in addition to other holdings; Knox La Rue (20%), is president and 49.17% owner of KSTN Stockton, 33.33% owner of KONG Visalia and 37.5% owner of KMOR Oroville; L. E. Chenault (5%), general manager and 15% owner of KYNO Fresno and secretary-treasurer and 12.5% owner of KSTN.

EXECUTIVES:

Warren Brown Jr., Pres. Knox La Rue, Gen. Mgr.

MARKET INFORMATION:

(Total Including Fringe Area) Population, 850,000; No. of Sets (June 1), 85,000.

TULARE

KCOK-TV (FRESNO)

(Target Date Sept. 15, 1953)

LICENSEE: Sheldon Anderson. Address: P. O. Box 119. Phone: Tulare 6-2866 or Visalia 4-8036.

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, P. O. Box 119. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-C. Height, Above average terrain 2,000 ft. Above ground 397 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 2:00 p.m.-12 midnight.

AFFILIATIONS: Network, DuMont. Station, AM, KCOK

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney John C. Hearne. Consulting Engineer Ron Oakley.

SERVICES: Three studios (one main studio at Tulare, one auxiliary studio at Bakersfield and one auxiliary studio at Fresno). One GE Type DE-8B camera chain. One DuM. multiscanner film camera. One DuM. opaque projector.

PRINCIPAL STOCKHOLDERS: Sheldon Anderson, licensee of station, is also principal owner of KAFY-TV Bakersfield, Calif.

EXECUTIVES:

Sheldon Anderson, Pres. Ed Simmel, Film Buy.
J. Alan Rinehart, Gen. Mgr. Jean Hixson, Traffic & Off. Mgr.
Bob Lee, Prog. Dir. Ken Clifford, News Dir.
Don Ferguson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$48. Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

(Grade A & B, FCC Contour) Population, 538,860; Families in Area, 173,512; Area in Square Miles, 12,365; No. of Sets (June 1), 25,650; Retail Sales, \$566,250,000; Income Per Family, \$5,992.30; Income Per Capita, \$1,933.

YUBA CITY

KAGR-TV

(Target Date, not set)

LICENSEE: John Steventon. Address: 320 A St.

FACILITIES: Chan. 52. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Transmitter: Address, B St. Make, DuM. Antenna: Make GE. Height, Above average terrain 170 ft. Above ground 204 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer Paul E. Leake, Lafayette, Calif.

PRINCIPAL STOCKHOLDERS: John Steventon is sole owner. He is also 25% owner of Oroville Broadcasters, licensee of KMOR Oroville.

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

COLORADO MARKET INDICATORS

Total Population, July 1, 1952	1,431,700
Total Families, 1950	338,200
Total Urban Population, 1950	831,700
Total Rural Nonfarm Population, 1950	295,500
Total Farm Population, 1950	198,700
Employed in Nonagricultural Establishments, Feb., 1953	409,700
Total Employed, 1950	476,100
Employed in Mining, Feb. 1953	12,200
Employed in Manufacturing, Feb., 1953	66,700
Employed in Construction, Feb., 1953	25,900
Employed in Agriculture, 1950	71,100
Retail Sales, 1952	\$ 1,618,945,000
Bank Assets, Jan. 1, 1953	\$ 1,511,211,100
Bank Deposits, Jan. 1, 1953	\$ 1,410,712,000
Major Income Sources, 1951: Agriculture 11.7%; Government 20.4%; Manufacturing Payrolls 10.5%; Trade and Service 27.0%; Other 30.4%	
Total Income Payments, 1951	\$ 2,158,000,000
Per Capita Income, 1951	\$ 1,560
Median Family Income, 1950	\$ 3,600
Total Internal Revenue Collections, 1952	\$ 607,011,700
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 69
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 89,302,000
Cash Receipts of Farms, 1952	\$ 579,527,000
Government Payments to Farmers, 1952	\$ 7,740,000
Value of Mineral Production, 1950	\$ 154,100
Total New Construction in 1952	\$ 408,500,000
New Private Construction in 1952	\$ 260,000,000
New Public Construction in 1952	\$ 148,500,000
Motor Vehicle Registration, 1952	621,600
Number of Telephones, 1952	495,500
Number of Electrical Connections, 1952	459,200
Number of Gas Utilities Connections, 1952	230,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

COLORADO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$'000)	Food Sales 1952 (\$'000)	Drug Sales 1952 (\$'000)	(CBS) TV Sets 1953	(CBS) Televis. Per Cent
Adams	40,234	28,248	6,517	975	*6,450	50%
Alamosa	10,531	15,847	3,212	487		
Arapahoe	52,125	54,314	18,914	2,456	*9,050	50%
Archuleta	3,030	2,088	387	259		
Baca	7,964	13,427	3,203	499		
Bent	8,775	7,004	1,911	246		
Boulder	48,898	54,898	13,589	1,823	*8,150	50%
Chaffee	7,168	7,769	2,122	191		
Cheyenne	3,453	4,440	832	141		
Clear Creek	3,289	3,703	875	159		
Conejos	10,171	5,042	1,289	177		
Costilla	6,067	1,725	400	103		
Crowley	5,222	4,555	1,042	175	*410	59%
Custer	1,973	810	240	48		
Delta	17,365	15,290	3,679	450		
Denver	415,786	644,916	121,021	26,037	*72,650	50%
Dolores	1,966	1,405	467	67		
Douglas	3,507	2,297	613	109	*600	50%
Eagle	4,488	3,131	961	133		
Elbert	4,477	3,121	719	174	*600	50%
El Paso	74,523	92,290	20,661	4,423	*7,830	29%
Fremont	18,998	15,439	3,334	546	*290	5%
Garfield	11,625	14,639	3,401	631		
Gilpin	850	373	155	34	*100	50%
Grand	3,963	5,996	751	405		
Gunnison	5,716	6,772	1,791	225		
Hinsdale	263	137	55	38		
Huerfano	10,349	7,486	2,036	204	*900	29%
Jackson	1,976	1,542	448	97		
Jefferson	55,687	44,855	12,925	2,064	*10,150	50%
Kiowa	3,003	3,488	839	136		
Kit Carson	8,600	14,844	2,403	633		
Lake	6,150	6,444	1,273	285		
La Plata	14,880	16,143	3,559	500		
Larimer	43,554	50,448	11,315	1,762	*7,350	50%
Las Animas	25,902	18,560	5,695	475		
Lincoln	5,909	10,050	1,589	455		
Logan	17,187	25,326	4,431	580		
Mesa	38,974	42,502	9,652	1,311		
Mineral	698	433	157	35		
Moffat	5,946	11,581	2,711	477		
Montezuma	9,991	12,466	2,947	572		
Montrose	15,220	13,892	3,068	406		
Morgan	18,994	25,212	4,495	580		
Otero	25,275	26,327	6,322	831	*2,290	29%
Ouray	2,103	1,329	393	164		
Park	1,870	1,560	287	95		
Phillips	4,924	8,280	1,414	326		
Pitkin	1,646	1,460	392	73		
Prowers	14,836	28,173	4,187	1,329		
Pueblo	90,188	97,251	22,356	2,286	*8,120	29%
San Juan	4,719	5,295	1,175	450		
Rio Grande	12,832	11,996	2,592	470		
Routt	8,940	7,794	1,841	372		
Saguache	5,664	4,817	801	200		
San Juan	1,471	920	271	98		
San Miguel	2,693	1,387	587	100		
Sedgwick	5,095	7,128	1,438	284		
Summit	1,135	537	175	45		
Teller	2,784	2,148	604	112		
Washington	7,520	8,947	2,340	298		
Weld	67,504	72,333	13,907	1,757	*9,950	50%
Yuma	10,827	13,444	2,443	556		

* New television county. Note: For sources see foreword food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no % sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Antelope	12,900	19	2,460	Lake	2,000		
Archuleta	3,000			La Plata	4,400		
Aspen	18,100	33	5,990	Larimer	14,700	28	4,100
Chaffee	800			Las Animas	7,100		
Clear Fork	2,600			Lincoln	1,900	15	280
Crow	2,300			Logan	5,100		
DeWelder	16,300	32	5,200	Mesa	13,100		
Elbert	2,300			Mineral	200		
Fremont	1,100			Moffat	1,800		
Garfield	1,200			Montezuma	3,100		
Gunnison	2,400			Montrose	4,700		
Huerfano	1,300			Morgan	5,300		
Jefferson	1,400	14	190	Otero	7,900	13	1,050
Kiowa	600			Ouray	700		
Kit Carson	5,700			Park	600		
La Plata	145,300	60	87,740	Phillips	1,500		
Larimer	600			Pitkin	500		
Lincoln	1,200	15	180	Prowers	4,800		
Logan	1,300			Pueblo	28,000	18	5,020
Monte	1,200	15	180	Rio Blanco	1,600		
Park	27,000	19	5,200	Rio Grande	3,600		
Pueblo	5,700			Routt	2,800		
Saguache	3,900			Saguache	1,500		
San Juan	200			San Juan	400		
San Miguel	1,200			San Miguel	800		
Sedgwick	1,700			Sedgwick	1,500		
Summit	100			Summit	400		
Teller	3,100			Teller	800		
Washington	700			Washington	2,400		
Weld	20,300	22	4,470	Weld	19,900	28	5,630
Yuma	900			Yuma	3,500		
Totals				Totals	435,700		127,690

COLORADO SPRINGS

KKTV (TV)

LICENSEE: TV Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 45 kw, Aural 22.5 kw. Transmitter: Address, Cheyenne Mountain. Make, DuM. Model Oak. Antenna: Make Composite, Type Corner Reflectors. Height, Above average terrain 2,579 ft. Above ground 14 ft.

OPERATION: Began Dec. 7, 1952. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, KVOR and KGHF.

REPRESENTATIVES: Sales, George P. Hollingsbery Co. Washington Attorney Hogan & Hartson. Consulting Engineer E. C. Page.

SERVICES: Two studios (each 60 x 30-ft.) Two DuM. camera chains. One Auricon film camera. One Bell & Howell film camera. Two RCA film projectors. One Projectall slide projector. One Projectall opaque projector. News Services, UP and Movietone Films. Library, Official.

PRINCIPAL STOCKHOLDERS: Voice of the Rockies Inc. (50%) licensee of KVOR, and Colorado Broadcasting Co. (50%), licensee of KGHF.

EXECUTIVES:

James D. Russell, Pres. & Gen. Mgr.	Cecil Seavey, Prog. Dir.
Gale S. Powers, Sta. Mgr.	Milton Norton, Ch. Eng.
Robert D. Ellis, Nat. Sls. Mgr.	Carl Pehlman, Film Buy.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	389,000	21,000	410,100
Families in Area	126,760	8,060	134,820
Area in Square Miles	9,600	6,100	15,700
No. of Sets (June 1)	22,070		22,070
Retail Sales	\$333,750,000	\$20,494	\$333,770,000
Income Per Family	\$ 6,841	\$ 9,465	
Income Per Capita	\$ 1,926	\$ 2,333	

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

KRDO-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Pikes Peak Broadcasting Co. Address: 399 S. 8th St. Phone: Melrose 2-1515.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 11.31 kw, Aural 5.66 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, 399 S. 8th St. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF6A-1. Height, Above average terrain minus 621 ft. Above ground 473 ft.

OPERATION: Target date Sept. 1, 1953. Hours: 4:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Joseph Hershey McGillyvra Inc. Washington Attorney Geo. O. Sutton. Consulting Engineer James C. McNary.

SERVICES: Two studios (18 x 30-ft. and 40 x 60-ft.). One RCA TK-11-A camera chain. One RCA TK-200 film camera. Two RCA TP-16-C film projectors. One Gray-scanner. News Services, UP and Wirephoto. Library, Unity and Snader.

PRINCIPAL STOCKHOLDERS: Joseph H. Rohrer (58%), William J. Gregory (35%) and Paul C. Crozier (8%).

EXECUTIVES:

Joseph H. Rohrer, Pres. & Gen. Mgr. & Film Buy.	Herbert W. Schubarth, Ch. Eng.
Harry W. Hoth, Com. Mgr.	Paul C. Crozier, Bus. Mgr.
Jean Gitz, Prog. Dir.	Robert Fitzmorris, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$125. Minute spot Live \$30.00, Film \$25.00. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	74,532	53,417	127,949
Families in Area	23,252	14,810	38,062
Area in Square Miles	900	7,100	8,000
No. of Sets (June 1)	5,000	7,500	12,500
Retail Sales	\$102,000	\$52,000	\$152,000
Income Per Capita	\$1,380		

DENVER

KBTV (TV)

LICENSEE: Colorado Television Corp. Address: 1089 Bannock St. Phone: Tabor 6386

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 238 kw, Aural 119 kw. Operating Pow.: Visual 12 kw, Aural 5.8 kw. Transmitter: Address, Look-out Mountain, Box 338-D, Rural Route #3, Golden, Colo. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-6AH. Height, Above average terrain 946 ft. Above ground 274 ft.

OPERATION: Began Oct. 12, 1952. Hours, 11:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer A. Earl Cullum Jr.

SERVICES: Two studios (60 x 60-ft. and 35 x 60-ft.). Four TK31A image orthicon camera chains. One Translux Model TV rear screen projector. Two RCA TK20D film cameras. Two RCA TPI6D film projectors. One Gray 2x2" and one Tressel Projectal opaque projectors. News Services, UP and INS.

PRINCIPAL STOCKHOLDERS: W. D. Pyle, R. A. Galbasin, T. C. Ekrem, Gail Ireland, Steve Russell, Charles Winocur, Max Goldberg, J. G. Dyer, Harry Goldberg, Jack Harris, Edward Hirschfeld, Aksel Nielsen, Maurice Robineau, W. J. Robinson, Joe Sunshine, John D. McEwen.

EXECUTIVES:

W. D. Pyle, Pres.	Mort Thorp, Loc. Sls. Mgr.
Joseph Herold, Gen. Mgr.	Ev Wren, Prod. Mgr.
Jerry Lee, Com. Mgr.	Loren Orr, Stage Mgr.
S. R. Worsham, Prog. Dir.	Bill Michelson, News Ed.
James H. Butts, Stu. Sup.	Norman Larson, Publ. Mgr.
Carl Bliesner, Trans. Sup.	Rosa Lee Samuels, Off. Mgr.
W. L. Murray, Film Buy.	Maurine Nelson, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$380, Film \$350. Minute spot Live \$80, Film \$70. Frequency discounts from 2 1/2% for 156 times up to 15% for 260 or more times. Rate Card No. 2.

MARKET INFORMATION: [Grade A, FCC Contour] No. of Sets (June 1), 150,362.

DENVER

KDEN (TV)

(Target Date, not set)

LICENSEE: Empire Coil Co. Address: 85 Beechwood Ave., New Rochelle, N. Y.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Transmitter: Address, outside Denver city limits. Make, RCA. Antenna: Make RCA. Height, Above average terrain 951 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Benjamin Adler, New Rochelle.

PRINCIPAL STOCKHOLDERS: Pres. Herbert Mayer (45.2%), Vice Pres. Franklin Snyder, Treas. Frances Meyer (45.2%), and Secy. Alma Schmidt. Empire Coil Co. has other radio & TV holdings. (See Group Ownership.)

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc. Address: Albany Hotel. Phone: Alpine 4681

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 56.5 kw, Aural 28.3 kw. Operating Pow.: Visual 56.5 kw, Aural 28.3 kw. Transmitter: Address, Lookout Mountain, Buffalo Bill Highway. Make, RCA. Model TT 10 AL. Antenna. Make RCA. Type 6-Bay Superturastile. Height, Above average terrain 778 ft. Above ground 201 ft.

OPERATION: Began July 18, 1952. Hours: 7:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, DuMont. Stations, AM, KFEL. FM, KFEL-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (35 x 45-ft. and 29 x 32-ft.). Two RCA and two camera field chains. Two RCA film chains. Three RCA 16mm, one Holmes and one Bell & Howell film projectors. One RCA turret scanner. One Multiscope opaque projector. One Vu-graph. News Service, UP Movietone. Library, Associated Music, Snader Telescriptions.

PRINCIPAL STOCKHOLDERS: Pres. Eugene P. O'Fallon (97.86%), Vice Pres. Joseph A. Myers (0.17%), Secy.-Treas. Frank L. Bishop (1.15%) and four others, none holding over 3%. Same interests have purchased KDZA-AM-TV Pueblo, Colo., pending FCC approval.

EXECUTIVES:

Gene O'Fallon, Pres. & Gen. Mgr.	John C. Cullen, Stu. Tech. Mgr.
Frank L. Bishop, Dir.	Bob Hart, Film Buy.
Bill Conklin, Nat. Com. Mgr.	Warren Davis, Pub. Int. Dir.
Bob Hart, Loc. Com. Mgr.	Gene O'Fallon Jr., Prom. & Publ. Dir.
Duncan Ross, Prog. Dir.	Bill McAndrew, Com. Prod. Dir.
Brad Robinson, Opr. Mgr.	Bill Keene, News Bur. Mgr.
Rhean Cunningham, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Live \$90, Film \$75. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	731,170	112,919	844,089
Families in Area	244,600	35,040	259,640
Area in Square Miles	13,001	9,655	22,656
No. of Sets (June 1)	150,362
Retail Sales	\$955,211,000	\$143,771,000	\$1,098,982,000
Income Per Family	\$4,774	\$4,014	\$4,394
Income Per Capita	\$1,420	\$1,221	\$1,320

KIRV (TV)

(Target Date, not set)

LICENSEE: Mountain States Television Co. Address: 1520 Clarkson St.

FACILITIES: Chan. 20. Authorized eff. Rad. Pow.: Visual 89 kw, Aural 53 kw. Transmitter: Address, 1520 Clarkson St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 440 ft. Above ground 550 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Sher, Oppenheimer & Harris. Consulting Engineer Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Pres. Irving L. Jacobs (33 $\frac{1}{3}$ %), 50% owner of Mammoth Sports Garden Co., Vice Pres. Sam S. Sigman (33 $\frac{1}{3}$ %), 50% owner of K&B Packing Co. (meat packers), and Secy.-Treas. Morris Sigman, 50% owner of K&B Packing Co.

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

KLZ-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Aladdin Radio & TV Inc. Address: 131 Speer Blvd. Phone: Main 427

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 39.9 kw, Aural 20 kw. Transmitter: Address Lookout Mountain. Make, RCA. Model TT50AH. Antenna: Make RCA. Height, Above average terrain 1,010 ft. Above ground 280 ft.

OPERATION: Target date Nov. 1, 1953.

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

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Pierson & Bacon. Consulting Engineer Page, Cruetz, Garrison & Waldschmitt.

SERVICES: Two studios (50 x 50-ft. each). Four RCA camera chains. One rear-screen projector. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. One Gray automatic slide projector. One mobile unit.

PRINCIPAL STOCKHOLDERS: J. Elroy McCaw (20%), Ted Gamble (20%), Hugh Terry (16%), Harry E. Huffman (13%) and Frank H. Ricketts (13%).

EXECUTIVES:

Hugh B. Terry, Pres. & Gen. Mgr.	Clayton Brace, Prog. Dir.
Jack Tipton, Com. Mgr.	Eugene Jenkins, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total Fringe Area
Population	892,800	921,000	958,200
Families in Area	254,000	262,300	273,600
Area in Square Miles	15,702	22,186	30,551
No. of Sets (May 1)	132,880	132,880	133,100
Retail Sales	\$1,052,577,000	\$1,088,030,000	\$1,125,597,000

— — — *

(Target Date, 1954)

(*Noncommercial Educational)

LICENSEE: School District, City and County of Denver. Address: 414 14th St.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: Address, 2.5 miles north of Golden, Colo. Make, GE. Antenna: Make GE. Height, Above average terrain 950 ft. Above ground 210 ft.

OPERATION: Target date 1954.

REPRESENTATIVES: Washington Attorney Krieger & Jorgensen. Consulting Engineer George P. Adair.

PRINCIPAL STOCKHOLDERS: Members of the board of education and superintendent of schools.

GRAND JUNCTION

KFXJ-TV

(Target Date, May, 1954)

LICENSEE: Western Slope Broadcasting Co. Address: P. O. Box 30. Phone: 1300

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 1.45 kw, Aural 0.85 kw. Transmitter: Address, Hillcrest Manor. Make, RCA. Antenna: Make RCA. Type 3-Bay Superturastile. Height, Above average terrain minus 10 ft. Above ground 254 ft.

OPERATION: Target date May, 1954.

AFFILIATION: Station, AM, KFXJ.

REPRESENTATIVES: Sales, Holman Co. Washington Attorney Miller & Schroeder. Consulting Engineer Everett Dillard.

SERVICES: Two studios (24 x 48-ft. and 15 x 48-ft.) Two RCA camera chains. One RCA film camera. Two RCA 16D film projectors. One Selectroslide slide projector. News Service, UP, Library, Standard.

PRINCIPAL STOCKHOLDERS: Rex G. Howell (71.19%), Laura Howell (24.46%), Ruth Howell (2.72%) and Marlene Jane Howell (1.63%).

EXECUTIVES:

Rex G. Howell, Pres. & Gen. Mgr.	Cecil Whitchurch, Ch. Eng.
E. Anson Thomas, Com. Mgr.	Richard Krapela, Film Buy.
Ruth Howell, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$120, Film \$100. Minute spot Live \$25, Film \$15. Frequency discounts from 2% for 26 times up to 20% for 624 times. Rate Card No. 1.

PUEBLO

KCSJ-TV

LICENSEE: Star Broadcasting Co. Address: Television Center, 2200 7th Ave. Phone 1-2340.

ILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 10.6 kw. Operating Pow.: Visual 17.5 kw, Aural 10.6 kw. Transmitter: Address, Television Center, 2200 7th Ave. Make, RCA. Model TT5-A. Antenna: Make RCA. Type 3-Bay. Height, Above average terrain 400 ft. Above ground 470 ft.

PERATION: Began June 30, 1953. Hours, 3:30 p.m.-11:30 p.m.

FILIATIONS: Network, NBC. Station, AM, KCSJ.

PRESENTATIVES: Sales, Avery-Knodel. Washington Attorney Bernard Koteen. Consulting Engineer Commercial Radio Equipment Co.

VICES: Two studios (40 x 48 x 22-ft. and 6 x 8-ft.). Two RCA live and one GE film camera chains. One GE film camera. Two RCA TP-16 film projectors. Two Projectall slide projectors. One opaque projector. One mobile unit. News Service, UP Telephoto. Library, Studio Telescriptions.

INCIPAL STOCKHOLDERS: Pres. Douglas D. Kahle (67%) and Secy.-Treas. Robert L. Clinton Jr. (33%).

EXECUTIVES:

Douglas D. Kahle, Pres. & Gen. Mgr. & Film Buy.
 Robert L. Clinton Jr., Com. Mgr.
 Larry Gordon, Prog. Dir.
 Robert Tryon, Ch. Eng.
 George Harris, Prod. Mgr.

ATE INFORMATION: Class A one hour Live \$195. Film \$150. Minute spot Live \$32.50, Film \$25.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	208,000	273,800	288,000
Families in Area	65,000	81,600	90,000
No. of Sets (June 1)	20,000	25,000
Retail Sales	\$225,000,000	\$265,866,000	\$290,000,000
Income per Family	\$4,802	\$4,300
Income per Capita	\$1,354	\$4,300

KDZA-TV

LICENSEE: Pueblo Radio Co. Inc. Address: 3011 Elizabeth St. Phone: 1255

ILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw. Transmitter Address, 3011 Elizabeth St. Make, DuM. Model 5 kw 7,000 Series. Antenna: Make RCA. Type Superturnstile. Height, above ground 454 ft.

PERATION: Began March 18, 1953. Hours, 6:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM KDZA.

PRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Consulting Engineer John Heffelfinger.

VICES: One studio (30 x 47-ft.). Two DuM. camera chains. One DuM. film camera. Two Holmes film projectors. One DuM. scanner. News Service, INS.

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

BROADCASTING • TELECASTING

INCIPAL STOCKHOLDERS: Zula Seaton (55%), Nina Ulrich (10%) and Dee B. Crouch (20%). (Sale to Gene P. O'Fallon, owner of KFEL-AM-TV Denver, subject to FCC approval.)

EXECUTIVES:

Dee B. Crouch, Pres.-Gen. Mgr. & Film Buy.
 Bob Thompson, Prog. Dir.
 Jack Lundquist, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 37% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	100,000	100,000	330,000
Families in Area	30,000	30,000	97,100
No. of Sets (June 1)	10,000	9,000	22,000
Retail Sales	\$120,000,000	\$130,000,000	\$324,000,999

CONNECTICUT

CONNECTICUT MARKET INDICATORS

Total Population, July 1, 1952	2,103,000
Total Families, 1950	512,280
Total Urban Population, 1950	1,558,642
Total Rural Nonfarm Population, 1950	385,982
Total Farm Population, 1950	62,656
Employed in Nonagricultural Establishments, Feb., 1953	857,900
Total Employed, 1950	827,807
Employed in Manufacturing, Feb., 1953	443,300
Employed in Construction, Feb., 1953	37,000
Employed in Agriculture, 1950	24,131
Retail Sales, 1952	\$ 2,639,850,000
Bank Assets, Jan. 1, 1953	\$ 3,801,032,000
Bank Deposits, Jan. 1, 1953	\$ 3,447,116,000
Major Income Sources, 1951: Agriculture 1.6%; Government 10.0%; Manufacturing Payrolls 39.2%; Trade and Service 22.3%; Other 26.9%.	
Total Income Payments, 1951	\$ 4,071,000,000
Per Capita Income, 1951	\$ 1,999
Median Family Income, 1950	\$ 3,543
Total Internal Revenue Collections, 1952	\$ 1,178,997,659
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 74.45
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 29,370,000
Cash Receipts of Farms, 1952	\$ 168,432,000
Government Payments to Farmers, 1952	\$ 579,000
Value of Mineral Production, 1950	\$ 5,675,000
New Public Construction in 1952	\$ 105,400,000
Motor Vehicle Registration, 1952	789,483
Number of Telephones, 1952	876,000
Number of Electrical Connections, 1952	706,222
Number of Gas Utilities Connections, 1952	371,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

CONNECTICUT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Fairfield	504,342	726,709	210,853	21,596	134,640	88%
Hartford	539,661	358,572	189,396	23,565	119,440	74%
Litchfield	98,872	114,114	35,120	3,796	19,700	65%
Middlesex	67,332	89,568	24,814	2,350	14,260	72%
New Haven	545,784	674,062	184,192	20,848	143,530	88%
New London	144,821	172,551	50,747	4,683	20,070	47%
Tolland	44,708	34,078	11,315	640	6,400	50%
Windham	61,759	85,658	21,868	1,700	10,400	55%

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Set & per cent figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Fairfield	153,000	89	135,830	New Haven	163,100	91	149,180
Hartford	161,400	81	131,270	New London	42,700	51	21,880
Litchfield	30,300	67	20,230	Tolland	12,800	46	5,880
Middlesex	19,800	75	14,760	Windham	18,900	65	12,200
				Totals	602,000		491,230

BRIDGEPORT

WCTB (TV)*

(Target Date, not set)

(*Noncommercial-Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344

FACILITIES: Chan. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address, Isreal Putnam Memorial State Park. Make, GE. Antenna: Make GE. Height, Above average terrain 610 ft. Above ground 492 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer Craven, Lohnes & Culver.

WICC-TV

LICENSEE: Southern Connecticut & Long Island Television Co. Address: 114 State St. Phone: Trumbull 8-1601

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 183 kw, Aural 91.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Booth Hill, Trumbull. Make, Federal. Model FTL 100A. Antenna: Make Workshop Associates. Type WA-25-43. Height, Above average terrain 698 ft. Above ground 470 ft.

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

OPERATION: Began April 12, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WICC.

REPRESENTATIVES: Sales, Adam Young Jr. Washington Attorney McKenna Wilkinson. Consulting Engineer Philip Merryman.

SERVICES: Two studios (30 x 20-ft. and 6 x 8-ft.). Two DuM. camera chains. One GPL 16mm film projector. One Federal scanner. News Service UP, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is 69% owned by Bridgeport Broadcasting Co. (WICC).

EXECUTIVES:

Philip Merryman, Pres. & Gen. Mgr.
Manning Slater, Com. Mgr.
Wallie Dunlap, TV Opr. Dir. Film Buy.
Alvin Andrus, Ch. Eng.
Warner Moore, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 1,715,200. Families in Area, 454,000; No. of Sets (June 1), 359,000; Retail Sale, \$1,228,763,000; Income Per Family, \$7,227; Income Per Capita, \$2,076.

WSJL (TV)

(Target Date, not set)

LICENSEE: Harry L. Liftig. Address: 40 Platt St., Ansonia, Conn.

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 60 kw. Transmitter: Address, Booth Hill. Make, RCA. Antenna: Make RC/ Height, Above average terrain 660 ft. Above ground 480 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Harry J. Liftig is sole owner. He is treasurer of Samuel J. Liftig Inc. (metal and industrial supplies), Ansonia, Conn.

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CONNECTICUT

HARTFORD

WEDH (TV)*

[Target Date, not set]
[*Non-Commercial Educational]

CENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344

ACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Transmitter: Address, West Peak State Park. Make, GE. Antenna: Make GE. Height, Above average terrain 780 ft. Above ground 99 ft.

PERATION: Target date not set.

EPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer Craven, Lohnes & Culver.

NEW BRITAIN

WKNB-TV (HARTFORD)

ICENSEE: New Britain Broadcasting Co. Address: 213 Main St., New Britain; 11 Asylum St., Hartford. Phone: Baldwin 3-3603 (New Britain). 2-4924 (Hartford).

ACILITIES: Chan. 30. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, U. S. Route No. 6, Farmington, Conn. Make, RCA. Model TTU-1B-TV UHF. Antenna: Make RCA. Type TFU-21-BL. Height, Above average terrain 970 ft. Above ground 545 ft.

OPERATION: Began Feb. 13, 1953. Hours, 3:30 p.m.-12:30 a.m.

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

EPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

SERVICES: One RCA TK-11-A camera chain. One RCA TK-20-C film camera. Two RCA TP-16-D film projectors. Two Spindler-Sauppe slide projectors. News Services, INS, Telenews.

PRINCIPAL STOCKHOLDERS: Julian Gross, owner of Julian Gross Adv., Hartford, Chester Bland, Goodman Banks, Lawrence Whitehead and Milton Conhaim.

EXECUTIVES:

Julian Gross, Pres.	John Shipley, Ch. Enq.
Peter B. Kenney, Sta. Mgr.	Frank Struzziere, Film Dir.
David Scott, Com. Mgr.	William H. Ray, Secy.
Philip B. Hale, Prog. Dir.	

DATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	667,800	532,786	1,200,586
Families in Area	190,800	155,101	345,901
Area in Square Miles	1,256	1,570	2,827
No. of Sets (June 1)	68,674
Retail Sales	\$838,174,000	\$634,981,400	\$1,473,155,400
Income Per Family	\$6,752	\$6,176
Income Per Capita	\$1,909	\$1,789

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

REACH HARTFORD

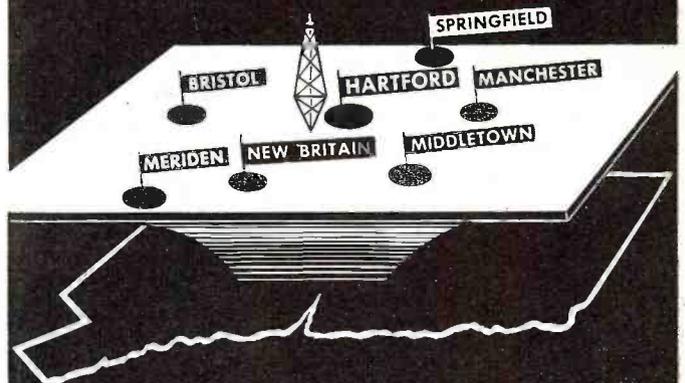
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ONLY television station

WKNB-TV

CHANNEL 30

Serving Central Connecticut and Western Massachusetts



HARTFORD
11 Asylum Street



NEW BRITAIN
213 Main Street

represented by

The BOLLING Company

CONNECTICUT

NEW HAVEN

WELI-TV

(Target Date, Summer, 1954)

LICENSEE: Connecticut Radio Foundation Inc. Address: 221 Orange St.

FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 19.25 kw, Aural 10.3 kw. Transmitter: Address, Baldwin Dr. on top of West Rock Ridge. Make, GE. Antenna: Make GE. Height, Above average terrain 563 ft. Above ground 334.5 ft.

OPERATION: Target date Summer, 1954.

AFFILIATION: Station, AM, WELI.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Richard W. Davis (24.19%), Vice Pres. Rudy Frank (3.88%), Vice Pres. Edwin Schweitzer (7.12%) and Colony Broadcasting Corp. (21.33%). There are 55 stockholders each of whom owns less than 1% and eight other stockholders each of whom owns less than 3%.

WNHC-TV

LICENSEE: The Elm City Broadcasting Corp. Address: 110 Chapel St. Phone: Spruce 7-3611

FACILITIES: Chan. 6. Operating Pow.: Visual 15.1 kw, Aural 7.5 kw. Transmitter: Address, Gaylord Mountain, Hamden, Conn. Make, DuM. Model 6TA-118A. Antenna: Make RCA. Type 3-section Superturnstile. Height, Above average terrain 510 ft. Above ground 190 ft.

OPERATION: Began June, 1948. Hours, 7:00 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Garo W. Ray, Stratford, Conn.

SERVICES: Two studios (40 x 32-ft. and 18 x 12-ft.). Four DuM. camera chains. One TV Specialties Inc. rear screen projector. Two DuM. film cameras. One GE Type PF 28-16mm, one GPL-16mm and two Holmes 16mm film projectors. One Super Projectall slide projector. One Auricon 100 sound camera. One Super Projectall opaque projector. News Services, AP, INS-Telenews, INS-Facimile. Library, Snader.

PRINCIPAL STOCKHOLDERS: Aldo DeDominicis (41.67%), David K. Harris (11.11%), Mary G. Rogan (11.44%), Patrick J. Goode (7.89%), James P. Goode (11.22%), Vincent DeLaurentis (5.56%) and Eleanor G. Saunders (11.11%). Aldo DeDominicis owns controlling interest in Continental Enterprises Inc. which corporation owns controlling interest in The Central Conn. Broadcasting Co., owners and operators of WHAY New Britain.

RATE INFORMATION: Class A one hour Live \$660, Film \$660. Minute spot Live \$132, Film \$132. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

EXECUTIVES:

Patrick J. Goode, Pres.	J. Vincent Callanan, Com. Mgr. & Film Buy.
Aldo DeDominicis, Gen. Mgr., Sec. & Treas.	Sam P. Mastro, Off. Mgr.
Edward D. Taddei, Exec. Vice Pres.	Vincent DeLaurentis, Ch. Eng.
Edward C. Obrist, Prog. Dir. & Sta. Mgr.	David K. Harris, Prod. Dir.
	Michael J. Goode, Pub. Rel. Dir.
	James W. Evans, Prom. Dir.
	W. Rockwell Clark, News Dir.

NEW LONDON

WNLC-TV

(Target Date, Dec., 1953)

LICENSEE: The Thames Broadcasting Corp. Address: 281 State St. Phone: New London 2-4365

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.3 kw. Transmitter: Address, Montville, Conn. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BLS. Height, Above average terrain 700 ft. Above ground 450 ft.

OPERATION: Target date Dec., 1953. Hours, 5:00 p.m.-M.

AFFILIATIONS: Stations, AM, WNLC.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (22 x 28-ft.)

PRINCIPAL STOCKHOLDERS: Gerald J. Morey, Roderick L. Morey and Mary L. Morey.

EXECUTIVES:

Gerald J. Morey, Pres.	Randolph Barrett, Ch. Eng.
Leo B. Keegan, Com. Mgr.	

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	261,132	149,608	410,740
Families in Area	72,961	41,475	114,437
No. of Sets (June 1)	25,000	15,000	40,000
Retail Sales	\$264,476,000	\$154,464,000	\$418,940,000
Income Per Family	\$5,560	\$5,560	\$5,560
Income Per Capita	\$1,683	\$1,683	\$1,683

NORWICH

WCTN (TV)*

(Target Date, not set)
(*Noncommercial-Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-634

FACILITIES: Chan. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kv. Transmitter: Address, 1.3 miles west southwest of Baltic. Make, GE. Antenna: Make GE. Height, Above average terrain 590 ft. Above ground 520 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer Craven, Lohnes & Culver.

STAMFORD

(Target Date, not set)

LICENSEE: Stamford-Norwalk Television Corp. Address: 127 Washington Loan & Trust Bldg., Washington, D. C. Phone: District 7-4377

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 19.487 kw, Aural 11.03 kw. Transmitter: Address, 1 Bank St., Stamford. Make, DuM. Model 1 kw. Antenna: Make GE. Height, Above ground 374 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Vincent M. Gaughan, Buffalo, N. Y. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Pres. Prentiss M. Brown (42.5%), attorney and chairman of the board, Detroit Edison Co.; Vice Pres. Vincent M. Gaughan (15%), attorney and secretary-treasurer and one third owner of WBES-TV Buffalo, and Wendell Lund (42.5%), Washington attorney.

WATERBURY

WATR-TV

(Target Date, Sept. 15, 1953)

LICENSEE: WATR Inc. Address: 440 Meadow St. Phone: 5-1121

FACILITIES: Chan. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Transmitter: Address West Peak, Meriden, Conn. Make, RCA. Antenna: Make RCA. Height, Above average terrain 800 ft. Above ground 120 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 2:00 p.m.-M.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WATR.

REPRESENTATIVES: Sales, Wm. Rambeau Co. Washington Attorney Pierson & Ball. Consulting Engineer G. W. Ray.

SERVICES: One studio (30 x 30-ft.). Two RCA camera chains. Two RCA film projectors. One RCA scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Harold Thomas (99%), Secy. B. J. Tucke (.5%) and Dir. Lillian Thomas (.5%).

EXECUTIVES:

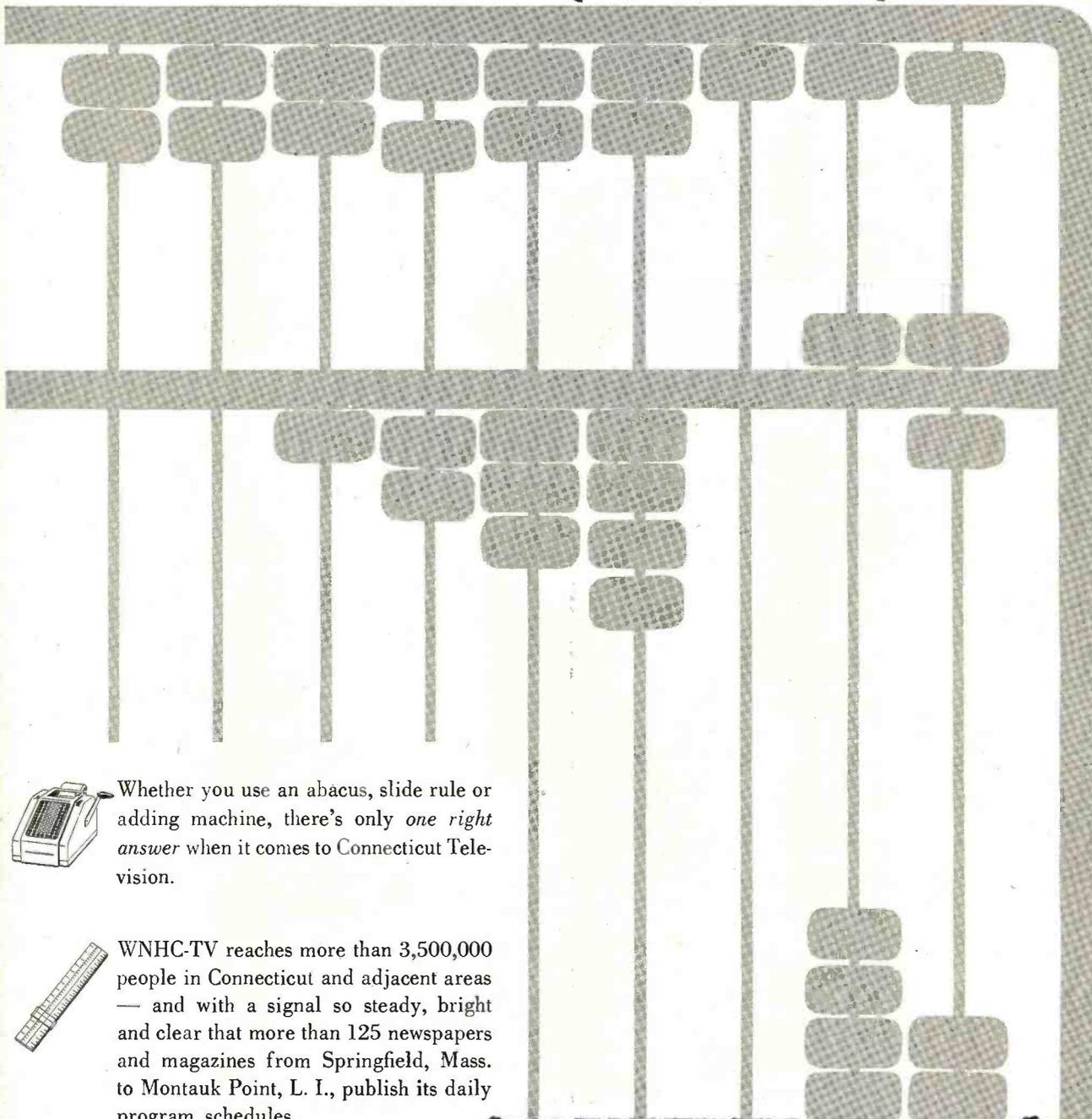
Harold Thomas, Pres. & Ch. Eng.	Edmund Waller, Prog. Dir. & Film Buy.
Samuel Elman, Gen. & Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,075,000	170,000	1,245,000
Families in Area	358,300	56,000	414,300
Area in Square Miles	1,250	2,500	3,750
No. of Sets (June 1)	50,000	13,000	63,000
Retail Sales	\$1,250,200,000	\$178,800,000	\$1,429,000,000

No matter how you add it up—



Whether you use an abacus, slide rule or adding machine, there's only *one right answer* when it comes to Connecticut Television.



WNHC-TV reaches more than 3,500,000 people in Connecticut and adjacent areas — and with a signal so steady, bright and clear that more than 125 newspapers and magazines from Springfield, Mass. to Montauk Point, L. I., publish its daily program schedules.

$$\begin{array}{r} 2 \\ +2 \\ \hline 4 \end{array}$$

It figures, fact for fact. It all adds up to one right answer: WNHC-TV in New Haven, is Connecticut's first, one and only VHF station.

WNHC-TV

NEW HAVEN

New England's first complete broadcasting service.

Represented Nationally By The Katz Agency, Inc.



WDEL-TV

Wilmington, Delaware
Channel · 12

Hundreds of local and national advertisers use WDEL-TV consistently . . . proof positive of its profit potential. Write for information.

Sales Representative

MEEKER

New York Chicago
Los Angeles San Francisco



Steinman Station

DELAWARE

DELAWARE MARKET INDICATORS

Total Population, July 1, 1952	338,000
Total Families, 1950	79,731
Total Urban Population, 1950	199,120
Total Rural Nonfarm Population, 1950	84,738
Total Farm Population, 1950	34,220
Total Employed, 1950	126,637
Employed in Manufacturing, Feb., 1953	60,800
Employed in Agriculture, 1950	11,200
Retail Sales, 1952	\$ 477,509.00
Bank Assets, Jan. 1, 1953	\$ 675,452,000
Bank Deposits, Jan. 1, 1953	\$ 598,364,000
Major Income Sources, 1951: Agriculture 4.7%; Government 9.8%; Manufacturing Payrolls 34.4%; Trade and Service 19.4%; Other 31.7%	
Total Income Payments, 1951	\$ 683,000,000
Per Capita Income, 1951	2,070
Median Family Income, 1950	\$ 3,167
Total Internal Revenue Collections, 1952	\$ 817,603,140
Average Weekly Earnings Manufacturing Workers, Feb., 1953	70.0
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 15,933,000
Cash Receipts of Farms, 1952	\$ 104,195,000
Government Payments to Farmers, 1952	\$ 418,000
Value of Mineral Production, 1950	\$ 522,000
New Public Construction in 1952	\$ 42,700,000
Motor Vehicle Registration, 1952	122,230
Number of Telephones, 1952	135,400
Number of Electrical Connections, 1952	114,310
Number of Gas Utilities Connections, 1952	53,100

For sources see forward. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

DELAWARE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	
					TV Sets 1953	Television Per Cent
Kent	37,870	62,117	9,975	1,306	10,630	85%
New Castle	218,879	288,730	67,882	7,398	49,280	75%
Sussex	61,336	126,662	17,302	1,815	13,660	69%

Note: For sources see forward. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes	
		Television	Homes
Kent	12,500	78	9,730
New Castle	65,700	79	51,920
Sussex	19,800	63	12,560
Totals	98,000		74,210

DOVER

WHRN (TV)

(Target Date, not set)

LICENSEE: Rollins Broadcasting Inc. Address: Moore Bldg., Rehoboth, Del.

FACILITIES: Chan. 40. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 100 kw. Transmitter: Address, 1.4 miles NE of Harrington on west side of U. S. 13. Make, GE. Antenna: Make GE. Height, Above average terrain 531 ft. Above ground 541 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Barnes & Neilson. Consulting Engineer G. R. Chambers, Rehoboth.

PRINCIPAL STOCKHOLDERS: Pres. John W. Rollins (62.5%), Vice Pres. & Sec'y. O. Wayne Rollins (33.3%) and Treas. Katherine E. Rollins (4.2%). Applicant is also licensee of WFAI Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk, Va.

WILMINGTON

WDEL-TV

LICENSEE: WDEL Inc. Address: 10th & King Sts. Phone: Wilmington 8-1976

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 2.5 kw, Aural 1.25 kw. Transmitter: Address, New Castle County. Make, RCA. Antenna: Make RCA. Height, Above average terrain 480 ft. Above ground 333 ft.

OPERATION: Began June 30, 1949. Hours, 7:00 a.m.-12:00 midnight

AFFILIATIONS: Network NBC, DuMont. Stations, AM, WDEL. FM, WDEL-FM

REPRESENTATIVES: Sales, Meeker TV Inc.; Washington Attorney George O. Sutton. Consulting Engineer James C. McNary.

DELAWARE

WILMINGTON (Continued)

WDEL-TV (Continued)

SERVICES: News, UP and INS Telenews.

PRINCIPAL STOCKHOLDERS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg; WORK York; WRAW Reading; WEST Easton, Pa., and WLEV-TV Bethlehem.

EXECUTIVES:

Clair R. McCollough, Sta. Exec.	James Adshead, Prog. Dir.
J. Gorman Walsh, Sta. Mgr.	J. E. Mathiot, Tech. Dir.
J. Robert Gulick, Nat. Sls. Mgr.	

RATE INFORMATION: Class A one hour Film \$575. Minute spot Film \$100. Frequency discounts from 5% for 26 times up to 22½% for 312 times.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET INDICATORS

Total Population, July 1, 1952	835,000
Total Families, 1950	198,180
Total Urban Population, 1950	802,178
Employed in Nonagricultural Establishments, Feb., 1953	513,900
Total Employed, 1950	373,490
Employed in Manufacturing, Feb., 1953	17,200
Employed in Construction, Feb., 1953	18,500
Employed in Agriculture, 1950	680
Retail Sales, 1952	\$ 1,399,882,000
Bank Assets, Jan. 1, 1953	\$ 1,366,755,000
Bank Deposits, Jan. 1, 1953	\$ 1,270,925,000
Major Income Sources, 1951: Government 48.6%; Manufacturing Payrolls 3.0%; Trade and Service 27.2%; Other 21.2%.	
Total Income Payments, 1951	\$ 2,291,000,000
Per Capita Income, 1951	\$ 2,095
Median Family Income, 1950	\$ 3,800
Value of Mineral Production, 1950	\$ 60,000
Total New Construction in 1952	\$ 95,700,000
New Private Construction in 1952	\$ 63,000,000
New Public Construction in 1952	\$ 32,700,000
Motor Vehicle Registration, 1952	193,657
Number of Telephones, 1952	538,500
Number of Electrical Connections, 1952 ¹	910,055
Number of Gas Utilities Connections, 1953	180,300

¹Includes Maryland. For sources see forward. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

DISTRICT OF COLUMBIA MARKET DATA

	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Washington	802,178	1,399,882	284,573	61,479	210,060	88%

Note: For sources see forward. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

	Per Cent		Tele- vision Homes
	Total Homes	Tele- vision Homes	
Dist. of Col.	238,700	95	226,070

WASHINGTON

WMAL-TV

LICENSEE: The Evening Star Broadcasting Co. Address: 4461 Connecticut Ave., N.W. Phone: Kellogg 7-1100

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 22 kw, Aural 12 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: Address: Nebraska & Massachusetts Aves., N.W. Make, RCA. Model TT5A. Antenna: Make RCA. Type Superturnstile 6-Bay. Height: Above average terrain 515 ft. Above ground 400 ft.

OPERATION: Began Oct. 3, 1947. Hours, 12:00 noon-11:20 p.m.

AFFILIATIONS: Network ABC. Stations, AM, WMAL. FM, WMAL-FM

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Hogen & Hartson.

BROADCASTING • TELECASTING

**More and more
advertisers
are finding**

WMAL-TV

**a good buy in the
wealthy Washington, D.C.
market**

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

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

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

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

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

WMAL-TV

THE EVENING STAR STATION

ABC IN WASHINGTON, D. C.

WASHINGTON (Continued)

WNBW

CHANNEL 4

year after year is
the leading television station
in Washington, D. C.* ...



... where glamorous *Inga* is
television's "leading lady."

* ARB, Oct., 1949 -

July, 1953

Represented by



SPOT SALES

WMAL-TV (Continued)

SERVICES: Three studios (40 x 70-ft., 30 x 50-ft., and (auditorium) 40 x 70-ft.). Elevated stage 30 x 24-ft. Two RCA TK11A and four TK30A camera chains. One Translux rear screen projector. Three RCA TK20A film cameras. Two RCA TP16A film projectors. Two Kodaslide 35mm slide projectors. Custom built mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Evening Star Newspaper Co.

EXECUTIVES:

S. H. Kauffmann, Pres. Charles L. Kelly, Asst. Gen. Mgr.
K. H. Berkeley, Vice Pres. & Gen. Charles D. Bishop, Prog. Dir.
Mgr. Frank Harvey, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 13 times up to 25% for 260 times.

MARKET INFORMATION: (Total Including Fringe Area) No. of Sets (June 1), 463,603.

WNBW (TV)

LICENSEE: National Broadcasting Co. Address: Sheraton Park Hotel, 2660 Woodley Rd., N.W. Phone: Adams 4-5400

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 10.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Sheraton Park Hotel. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-4A. Height, Above average terrain 330 ft. Above ground 353 ft.

OPERATION: Began May 27, 1947. Hours, 6:55 a.m.-12:15 a.m.

AFFILIATIONS: Network NBC. Stations, AM, WRC. FM, WRC-FM

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Cahill, Gordon Zachry & Reindel. Consulting Engineer Raymond F. Guy.

SERVICES: Three studios (52 x 76-ft., 11 x 21-ft., and 6 x 10-ft.). Eight RCA TK-30 and TK-30A camera chains. One Bodde rear screen projector. Two NBC film cameras. One RCA TP-16C 16mm, one Eastman 250 16mm, and one Acme 35mm film projectors. Two Selecto slide projectors. One NBC flying spot scanner. One Gray Telop opaque projector. Two Lynn mobile units. News Services, AP, UP and INS.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV) New York; WMAQ-AM-FM and WNBQ (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco, and KNBH (TV) Los Angeles.

EXECUTIVES:

Carleton D. Smith, Vice Pres. & Gen. Mgr. George Dorsey, Film Buy.
Joseph E. Goodfellow, Dir. of Sls. L. A. McClelland, Dir. of Opr.
James E. Kovach, Prog. Dir. Robert Adams, Prom. Mgr.
John G. Rogers, Ch. Eng. Jay Royen, Dir. of Publ.

RATE INFORMATION: Class A one hour Live \$725, Film \$725. Minute spot Live \$135, Film \$135. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,855,200	3,684,920
Families in Area	792,000	1,022,670
Area in Square Miles	6,350
No. of Sets (June 1)	692,349	828,300
Retail Sales	\$2,817,834,000
Income Per Family	\$6,824
Income Per Capita	\$1,918

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

DISTRICT OF COLUMBIA

WASHINGTON (Continued)

WTOP-TV

LICENSEE: WTOP Inc. Address: Broadcast House, 40th & Brandywine Sts., N.W.
Phone: Emerson 2-9300

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 14.2 kw.
Operating Pow.: Visual 27.3 kw, Aural 14.2 kw. Transmitter: Address,
40th & Brandywine Sts. Make, RCA. Model TT5A. Antenna: Make RCA.
Type TF6A. Height, Above average terrain 460 ft. Above ground 300 ft.

OPERATION: Began Jan. 1949. Hours, 6:55 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, CBS Spot Sales. Washington Attorney Covington & Burling.

SERVICES: Three studios. Eight RCA TK3A field cameras. One Trans-Lux
Teleprocess rear screen projector. Three RCA TK20A film cameras.
Two RCA TP16B film projectors. Two RCA JP2A slide projectors. One
Gray Telop II opaque projector. One RCA mobile unit. News Services,
UP, AP and INS.

PRINCIPAL STOCKHOLDERS: Washington Post (55%) and CBS (45%). Wash-
ington Post also owns WMBR-AM-FM-TV Jacksonville, Fla. CBS owns
and operates WCBS-AM-FM-TV New York; KCBS-AM-FM San Francisco,
KMOX St. Louis; KNX-AM-FM and KNXT (TV) Los Angeles; WBBM-
AM-FM-TV Chicago, and WEEI-AM-FM Boston. CBS also owns 47% of
WCCO-AM-TV Minneapolis and 45% of KQV Pittsburgh.

EXECUTIVES:

John S. Hayes, Pres.	Lloyd W. Dennis, Vice Pres. in Chg. of Prog.
Richard E. Lucht, Dir. of Acc.	Richard B. Wheeler, Gen. Sls. Mgr.
Laurence E. Richardson, Asst. to Pres.	H. Thomas Tausig, Dir. of Prog. for TV
Clyde M. Hunt, Vice Pres. in Chg. of Eng. & Opr.	Patricia Searright, Dir. of Prog. for Radio
Granville Klink Jr., Ch. Eng.	Cody Pfanstiehl, Dir. of Press Info. & Aud. Prom.
Lawrence A. Wilkinson, Eng. in Chg. of TV Facilities	Warren Boorum, Dir. of Sls. Prom.
Donald H. Saunders, Eng. in Chg. of TV Tech. Opr.	Derrick Dyatt, Film Buy.
George F. Hartford, Vice Pres. in Chg. of Sls.	

RATE INFORMATION: Class A one hour Live \$1,100, Film \$1,100. Minute spot
Live \$165, Film \$165. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION: Population, 2,295,900; Families, 629,300; Total Retail
Sales, \$2,515,119,000; Food Sales, \$605,386,000; General Merchandise
Sales, \$276,295,000; Drug Sales, \$100,152,000; Total Effective Buying In-
come, \$3,824,857,000; Effective Buying Income Per Family, \$6,078.

WTTG (TV)

LICENSEE: Allen B. DuMont Labs. Inc. Address: Hotel Raleigh, 12th & Pennsyl-
vania Ave., N.W. Phone: Sterling 3-5300

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 10.5 kw.
Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, 5217 19th
Rd. No., Arlington, Va. Make, DuM. Model Master Series TAI17A-TAI18A.
Antenna: Make RCA. Type 3-Bay Superturnstile. Height, Above average
terrain 587 ft. Above ground 465 ft.

OPERATION: Began Jan. 1, 1947. Hours, 10:00 a.m.-12:30 a.m.

AFFILIATION: Network DuMont.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Roberts & McInnis.

SERVICES: Two studios (30 x 60-ft. and 30 x 40-ft.). Eight DuM. image orthicon
camera chains. One Bodde rear screen projector. Two DuM. Iconoscope
film cameras. Two DuM. 16mm film projectors. Two LaBelle 2 x 2" slide
projectors. One DuM. 2 x 2" scanner. One DuM. four-camera mobile unit.
News Services, UP and Movietone. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee is TV and electronics manufacturer and
also owns WDTV (TV) Pittsburgh and WABD (TV) New York.

EXECUTIVES:

Dr. Allen B. DuMont, Pres.	Roger M. Coelos, Prog. Opr. Mgr.
Leslie G. Arries Jr., Gen. Mgr.	M. M. Bursleson, Ch. Eng.
Neal J. Edwards, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot
Live \$100, Film \$100. Frequency discounts from 5% for 13 times up to
25% for 260 times.

MARKET INFORMATION:

	Primary Coverage 0.1 mv/m Circle	Secondary Coverage Statistical Count	Total (Including Fringe area)
Population	3,165,077	350,139	3,515,216
Families in Area	745,030	87,936	832,966
Area in Square Miles	9,811	4,993	14,804
No. of Sets (June 1)	463,610		463,000
Retail Sales	\$2,866,552,000	\$277,319,000	\$3,143,871,000
Median Family Income	\$2,621	\$2,075	\$2,348

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

who
knows
Washington
best?

The local or the national time buyers?
We think smart national buyers will put
their money on the local man's opinion
every time . . . and

more local
advertisers put
their money on
WTTG
than on any other
Washington
television station!

Channel 5 — Washington, D. C.
DuMONT TELEVISION NETWORK
represented nationally by BLAIR TV, INC.

FLORIDA MARKET INDICATORS

Total Population, July 1, 1952	3,100,000
Total Families, 1950	721,460
Total Urban Population, 1950	1,813,890
Total Rural Nonfarm Population, 1950	724,609
Total Farm Population, 1950	232,806
Employed in Nonagricultural Establishments, Feb., 1953	856,700
Total Employed, 1950	1,009,615
Employed in Mining, Feb., 1953	6,800
Employed in Manufacturing, Feb., 1953	129,200
Employed in Construction, Feb., 1953	77,500
Employed in Agriculture, 1950	123,194
Retail Sales, 1952	\$ 3,157,493,000
Bank Assets, Jan. 1, 1953	\$ 2,643,598,000
Bank Deposits, Jan. 1, 1953	\$ 2,471,776,000
Major Income Sources, 1951: Agriculture 9.0%; Government 19.6%; Manufacturing Payrolls 7.6%; Trade and Service 31.8%; Other 32.0%.	
Total Income Payments, 1951	\$ 3,801,000,000
Per Capita Income, 1951	\$ 1,284
Median Family Income, 1950	\$ 2,384
Total Internal Revenue Collections, 1952	\$ 637,885,066
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 55.61
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 97,364,000
Cash Receipts of Farms, 1952	\$ 469,931,000
Government Payments to Farmers, 1952	\$ 3,637,000
Value of Mineral Production, 1950	\$ 67,717,000
Total New Construction in 1952	\$ 804,000,000
New Private Construction in 1952	\$ 575,500,000
New Public Construction in 1952	\$ 228,500,000
Motor Vehicle Registration, 1952	1,178,682
Number of Telephones, 1952	830,500
Number of Electrical Connections, 1952	992,684
Number of Gas Utilities Connections, 1952	182,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

FLORIDA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Se.'s 1953	(CBS) Television Per Cent
Alachua	57,026	55,007	14,663	1,717		
Baker	6,313	3,192	957	85	560	37%
Bay	42,689	46,314	12,949	1,546		
Bradford	11,457	7,794	2,588	133	1,180	37%
Brevard	23,653	21,002	6,854	658		
Broward	83,933	137,878	31,725	5,383	16,170	49%
Calhoun	7,922	4,313	1,385	119		
Charlotte	4,286	3,528	1,122	121	150	10%
Citrus	6,111	4,824	1,587	239	310	17%
Clay	14,323	9,275	3,369	380	1,560	40%
Collier	6,488	2,586	657	81	220	10%
Columbia	18,216	15,086	3,951	845	740	15%
Dade	495,084	779,170	158,176	37,948	89,520	49%
De Soto	9,242	6,916	2,248	321		
Dixie	3,928	2,128	582	50	150	17%
Duval	304,029	363,505	89,404	13,633	54,930	58%
Escambia	112,706	104,054	26,434	3,213		
Flagler	3,367	2,039	522	38	100	10%
Franklin	5,814	2,392	1,133	126		
Gadsden	36,457	21,981	5,319	534		
Gilchrist	3,499	2,122	524	77	120	15%
Glades	2,199	1,507	363	79		
Gulf	7,460	5,038	1,382	202		
Hamilton	8,981	4,079	1,295	134		
Hardee	10,073	8,572	2,334	243		
Hendry	6,051	7,091	1,318	98	170	10%
Hernando	6,693	5,679	1,569	185	320	17%
Highlands	13,636	11,290	3,961	397		
Hillsborough	249,894	281,434	66,929	9,517		
Holmes	13,988	4,403	1,197	165		
Indian River	11,872	11,703	3,651	493		
Jackson	34,645	19,715	4,349	519		
Jefferson	10,413	4,738	1,728	126		
Lafayette	3,440	1,688	548		120	15%
Lake	36,340	30,134	8,741	1,253		
Lee	23,404	29,513	7,423	1,112	850	10%
Leon	51,590	46,654	11,169	1,557		
Levy	10,637	5,582	1,861	163	490	17%
Liberty	3,182	1,370	404			
Madison	14,197	5,419	2,005	189		
Manatee	34,704	34,591	9,779	1,353		
Marion	38,187	41,845	9,758	1,219	2,220	19%
Martin	7,807	6,967	2,533	277		
Monroe	29,957	23,820	7,549	934	930	10%
Nassau	12,811	9,639	2,816	233	1,300	37%
Ocala	27,533	15,699	4,591	678		
Okeechobee	3,454	2,898	869	562		
Orange	144,950	147,638	33,671	5,559		
Osceola	11,406	10,551	3,654	326		
Palm Beach	114,688	168,110	36,743	5,590		
Pasco	20,529	14,724	5,440	460		
Pinellas	159,249	221,044	40,133	6,960		

Polk	123,997	103,983	30,984	3,793		
Putnam	23,615	22,365	6,058	482	2,920	40%
St. Johns	24,998	21,497	7,306	947	3,120	40%
St. Lucie	20,180	25,925	6,760	398		
Santa Rosa	18,554	8,032	3,267	153		
Sarasota	28,827	47,109	12,331	1,615		
Seminole	26,883	22,867	6,444	684		
Sumter	11,330	6,865	2,230	224		
Suwannee	16,986	11,323	3,120	322	660	15%
Taylor	10,416	8,443	2,308	229		
Union	8,906	2,273	1,027	85	410	37%
Volusia	74,229	83,552	22,749	3,553	2,660	10%
Wakulla	5,258	1,109	546	30		
Walton	14,725	9,376	2,442	263		
Washington	11,888	3,935	1,326	148		

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentages are given have less than 10% ownership. Set & pct figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Alachua	15,800	16	2,480	Lake	11,900		
Baker	1,500	43	640	Lee	8,500		
Bay	14,400			Leon	14,400		
Bradford	3,200	43	1,360	Levy	2,900	14	410
Brevard	8,200			Liberty	1,000		
Broward	33,000	51	16,850	Madison	3,400		
Calhoun	2,000			Manatee	12,000		
Charlotte	1,500			Marion	11,700	20	2,300
Citrus	1,800	14	260	Martin	2,700		
Clay	3,900	45	1,760	Monroe	9,300		
Collier	2,200			Nassau	3,500	43	1,490
Columbia	4,900	15	720	Ocala	7,300		
Dade	182,700	57	104,930	Okeechobee	900		
De Soto	2,600			Orange	40,900		
Dixie	900	14	130	Osceola	4,100		
Duval	94,700	64	61,050	Palm Beach	40,700		
Escambia	33,900			Pasco	7,000		
Flagler	1,000	12	120	Pinellas	65,900		
Franklin	1,700			Polk	39,400		
Gadsden	7,900			Putnam	7,300	45	3,290
Gilchrist	800	15	120	St. Johns	7,800	45	3,520
Glades	600			St. Lucie	6,700		
Gulf	2,000			Santa Rosa	4,900		
Hamilton	2,200			Sarasota	11,400		
Hardee	2,900			Seminole	8,300		
Hendry	1,700			Sumter	3,200		
Hernando	1,900	14	270	Suwannee	4,400	14	630
Highlands	4,600			Taylor	2,900		
Hillsborough	81,500			Union	1,100	43	470
Holmes	3,300			Volusia	26,600	12	3,310
Indian River	4,000			Wakulla	1,400		
Jackson	8,700			Walton	4,000		
Jefferson	2,600			Washington	3,200		
Lafayette	800	15	120	Totals	916,100		206,230

FORT LAUDERDALE

WFTL-TV

LICENSEE: Tri-County Broadcasting Co. Address: 229 Southeast First Ave. Phone: 3-6531

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, 1785 S.E. 15th St. Make, RCA. Model TTUI-B. Antenna: Make RCA. Type TFU-21-BL. Height, Above average terrain 293 ft. Above ground 245 ft.

OPERATION: Began May 5, 1953. Hours, 5 p.m.-10:15 p.m.

AFFILIATIONS: Network NBC. Station, AM, WFTL.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney McKenna & Wilkinson. Consulting Engineer Weldon & Carr.

SERVICES: Three studios [46 x 31-ft., 25 x 26-ft., and 12 x 14-ft.]. Two RCA TK 31 A camera chains. One TK 20 film camera. Two RCA TP 16 D film projectors. One RCA flying spot scanner. One Telop opaque projector. One Houston film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Gore Publishing Co. (79%), publisher of Ft. Lauderdale News, and Noran E. Kersta (21%) (option for 45%).

EXECUTIVES:

S. W. Dickey, Pres. John L. Crosby, Prog. Dir. & Film Buy.
Noran E. Kersta, Exec. Vice Pres. & Gen. Mgr. Richard Northey, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250. Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION

(Total, Including Fringe Area) Population, 838,000; Families in Area, 256,000.

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

FLORIDA

FT. LAUDERDALE (Continued)

WITV (TV) (MIAMI)

[Target Date, Nov. 1953]

LICENSEE: Gerico Investment Co. Address: 300 E. Las Olas Blvd. Phone: 3-8252.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 370 kw, Aural 190 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, N.E. 4th Ave. & Hallandale Beach Blvd., Hollywood, Fla. Make, RCA. Model "CB" Directional. Antenna: Make RCA. Type "CB" TFU-24DAL-UHF. Height, Above average terrain 429 ft. Above ground 439 ft.

OPERATION: Target date Nov. 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Network DuMont. Station, AM, WBRD.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (24 x 32-ft.). One RCA image orthicon camera chain. One RCA Iconoscope film camera. One RCA film projector. Two RCA studio cameras. One Auricon sound camera. One Bell & Howell silent camera. Three RCA 16mm projectors. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Comdr. Mortimer W. Loewi, Pres. (25%), Vice Pres. L. C. Judd (25%), Vice Pres. E. J. Richardson (25%) and Secy. George English (25%). Comdr. Loewi holds less than 1% interest in DuMont Television Network. Mr. Judd, Mr. Richardson and Mr. English hold 17 1/2%, 17 1/4% and 5% interest, respectively, in WBRD.

EXECUTIVES:

Comdr. Mortimer W. Loewi, Pres.	Charles Gravett, Com. Mgr.
L. C. Judd, Vice Pres.	William Latham, Ch. Eng.
Robert W. Standart, Gen. Mgr.	J. R. Troxel, Opr. Mgr.
Wallace E. Stone, Nat. Sls. Mgr.	Star Shaw, Prog. Mgr.

RATE INFORMATION: Class A one hour Live \$150.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	625,000	800,000
Families in Area	200,000	250,000
Area in Square Miles	16,000	24,000
No. of Sets (June 1)	295,000	196,000
Retail Sales	\$891,000	\$1,004,237
Income Per Family	\$5,193
Income Per Capita	\$1,581

FT. MYERS

WINK-TV

[Target Date, Oct. 1, 1953]

LICENSEE: Ft. Myers Broadcasting Co. Address: 54 E. 1st St.

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 9.6 kw, Aural 4.8 kw. Transmitter: Address, 54 E. 1st St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 320 ft. Above ground 343 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATION: Station, AM, WINK.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Cohn & Marks. Consulting Engineer Russell P. May.

PRINCIPAL STOCKHOLDERS: Pres. Arthur McBride, 25% owner of United Garage & Service Corp., Cleveland, and president and 15% owner of Cleveland Browns, football team; Vice Pres. Arthur McBride Jr., 25% owner of United Garage & Service Corp., and 25% owner of Consensus News Co.; Vice Pres. Daniel Sherby, 50% owner of United Garage & Service Corp., 12 1/2% owner of Castle Outdoor Theatre Co., and other interests; Secy. Philmore J. Haber, Cleveland attorney, and Treas. R. B. Milner, assistant treasurer, United Garage & Service Corp.

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

**Commander
Mortimer W. Loewi**



presents:

**THE FIRST
COMBINATION**

to match the

**GREATER MIAMI-
GOLD COAST MARKET!**

**ULTRA HIGH TOWER
ULTRA HIGH POWER**

TO DELIVER

**THE FIRST
ULTRA CLEAR PICTURE**

OVER ALL MIAMI



(on the air in November)

General Offices:

300 E. Las Olas Blvd.—Fort Lauderdale, Fla.

Studio-Transmitter between Miami and Fort Lauderdale on Hallandale Beach Blvd. at N. E. 4th—Hollywood, Fla.

Sales Office: Professional Bldg., Miami, Fla.

JACKSONVILLE

WJHP-TV

(Target Date, Dec. 1, 1953)

LICENSEE: Jacksonville Journal Co. Address: 500 Laura St. Phone: 4-7711

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 121.4 kw, Aural 60.7 kw. Transmitter: Address, Lane Ave. & Lake Shore Blvd. Make, GE. Antenna: Make GE. Height, Above average terrain 350 ft. Above ground 379 ft.

OPERATION: Target date Dec. 1, 1953.

AFFILIATIONS: Stations, AM, WJHP. FM, WJHP-FM.

REPRESENTATIVES: Sales, John H. Perry Assoc. Washington Attorney Dempsey & Koplovitz. Consulting Engineer F. H. McIntosh.

PRINCIPAL STOCKHOLDERS: Estate of John H. Perry, deceased (69.49%) together with John H. Perry Jr. (11.47%) and Farwell W. Perry (7.5%) own all stock. They are also owners of WCOA Pensacola, WTMC Ocala, WDLP Panama City, The Jacksonville Journal, Pensacola News-Journal, Panama City News Herald, Ocala Star-Banner, Palm Beach Post, Times and other Florida and Kentucky newspapers and services.

EXECUTIVES:

John H. Perry Jr., Pres. & Chmn. of Bd. C. Speed Veal, Opr. Mgr.
T. S. Gilchrist Jr., Gen. Mgr. Beecher Hayford, Tech. Dir.

WMBR-TV

LICENSEE: Washington Post Co. Address: 605 S. Main St. Phone: 9-4475

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, Southampton at Vine St. Make, GE. Model TT6C-TF-3A. Antenna: Make GE. Type 3-Bay. Height, Above average terrain 438 ft. Above ground 478 ft.

OPERATION: Began Sept. 1949. Hours, 7:00 a.m.-12 midnight.

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

REPRESENTATIVES: Sales, CBS Spot Television Sales. Washington Attorney Covington & Burling. Consulting Engineer Kear & Kennedy.

SERVICES: Two studios (41 x 55-ft. and 24 x 20-ft.). Three GE studio camera chains. Composite rear screen projector. One GE film camera. Two GE film projectors. One Spindler slide projector. One DuM. mobile unit. News Service, UP, Library, Snader.

PRINCIPAL STOCKHOLDERS: Washington Post Co. also owns 55% of WTOP-AM-FM-TV Washington (45% owned by CBS).

EXECUTIVES:

John S. Hayes, Chmn. of Bd. Bernie Adams, Film Buy.
Glenn Marshall Jr., Pres. & Gen. Roger Langston, Prom. Mgr.
Mgr. Charles Sears, Asst. Ch. Trans.
Charles Stone, Com. Mgr. Eng.
Bill Terry, Prog. Dir. Harry Kalkinas, Prod. Mgr.
Ernest Vordermark, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$80, Film \$80. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION:*

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	369,600	527,800	3,710,500
Families in Area	102,100	141,900	1,021,800
Area in Square Miles	2,025	7,039	70,299
No. of Sets (June 1)	65,928	78,125	124,074
Retail Sales	\$382,419,000	\$502,702,000	\$2,913,672,000
Income Per Family	\$4,101	\$3,600	\$2,724
Income Per Capita	\$1,061	\$862	\$696

* Information is based on authorized ERP which becomes effective Sept. 1, 1953.

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LAKELAND

WOTV (TV)

(Target Date, not set)

LICENSEE: WONN-TV Inc. Address: P. O. Box 2038. Phone: Mutual 5-117

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 84.3 kw, Aural 43 kw. Operating Pow.: Visual 5.0 kw, Aural 2.5 kw. Transmitter: Address, Lakeland Highlands Rd. at Seward Lake Dr. Make, DuM. Antenna: Make RCA. Height, Above average terrain 730 ft. Above ground 626.5 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WONN.

REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayt Consulting Engineer George E. Gautney.

PRINCIPAL STOCKHOLDERS: Robert S. Taylor (5.8%), E. D. Covington Jr. (5.8%) and Duane F. McConnell (5.8%). Each also owns 33 1/3% c WONN. Other stockholders are local physicians and dentists.

EXECUTIVES:

Robert S. Taylor, Pres. Duane F. McConnell, Secy.
E. D. Covington Jr., Vice Pres. Dr. Winburn A. Shearouse, Treas.

MIAMI

WITV (TV) (FORT LAUDERDALE)

(Target Date, Nov. 1953)

LICENSEE: Gerico Investment Co. Address: Miami Office: 308 Professional Bldg (For Complete Listing see Ft. Lauderdale.)

WTVJ (TV)

LICENSEE: Southern Radio & Television Equipment Co. Address: 316 N. Miami Ave. Phone: 2-6262

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.25 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Hotel Everglades, Biscayne Blvd. & 3d St. Make, GE. Model 5 kw. Antenna: Make GE. Type 3-Bay Superturndstile. Height, Above average terrain 29 ft. Above ground 306 ft.

OPERATION: Began March 21, 1949. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (100 x 70-ft. and 20 x 40-ft.). Two GE, two RCA and three DuM. camera chains. One Translux rear screen projector. One GE and three WTVJ-designed film cameras. Two GE and two Eastman film projectors. One Bell & Howell and two GE slide projectors. One Bell & Howell and two GE opaque projectors. Lab facilities for 16mm film processing. One GE mobile unit.

PRINCIPAL STOCKHOLDERS: Owned 98% by Wolfson-Meyer Theatre Enterprises Inc. (Wometco). Principal owners of Wometco are Mitchell Wolfson and Sidney Meyer. Wometco has a 10% interest in Piedmont Electronics & Fixture Corp., TV applicant at Charlotte, N. C.

EXECUTIVES:

Mitchell Wolfson, Pres. Jesse Cripe, Asst. Opr. Mgr.
Lee Ruwitch, Vice Pres. & Gen. Ashley Dawes, Prod. Dir.
Mgr. Joseph Kline, Eng. Dir.
John S. Allen, Vice Pres. in Chg. Norman Bean, Eng. Devel. Dir.
of Sls. Burt Toppan, Publ. Dir.
Lee Waller, Prog. Dir. Ralph Renick, News Dir.
Earl Lewis, Ch. Eng. Lynn Morrow, Merc. Dir.
Labe Mell, Film Dir. Robert Ross, Comp.
John Shay, Opr. Mgr.

RATE INFORMATION: Class A one hour Film \$700. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	600,000	800,000	825,000
Families in Area	181,818	242,424	250,000
Area in Square Miles	625	620
No. of Sets (June 1)	130,000	180,000	182,000
Retail Sales	\$914,000,000	\$979,000,000	\$985,000,000

PANAMA CITY

WJDM (TV)

(Target Date, Sept., 1953)

LICENSEE: WJDM Inc. Address: P. O. Box 428

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.75 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, Highway 98, 3 miles west of Panama City. Make, RCA. Model TT 2AH. Antenna: Make RCA. Type TF6AL. Height, Above average terrain 380 ft. Above ground 360 ft.

OPERATION: Target date Sept., 1953. Hours: 5:00 p.m.-10:30 p.m.

AFFILIATION: Network, CBS.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (20 x 16-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA dual disc slide projector. RCA opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: J. D. Manley (100%).

EXECUTIVES:

J. D. Manley, Pres. George Blackwell, Com. Mgr. & Prog. Dir.
Mel Wheeler, Gen. Mgr. Jim Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$168, Film \$140. Minute spot Live \$16.80, Film \$14. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	54,500	40,200	157,800
Families in Area	14,400	10,100	40,200
Area in Square Miles	628	2,512	5,652
Retail Sales	\$46,314,000	\$18,373,000	\$93,764,000
Income Per Family	\$4,666	\$2,327	\$3,131
Income Per Capita	\$1,233	\$580	\$799

PENSACOLA

WEAR-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Gulfport Broadcasting Co. Address: P. O. Box 1188. Phone: 8-4449

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Mobile Highway. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF6AL. Height, Above average terrain 680 ft. Above ground 660 ft.

OPERATION: Target date Sept. 1, 1953. Hours: 5:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM, WEAR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (30 x 28-ft. and 20 x 16-ft.). Two RCA TK31A camera chains. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One RCA dual disc slide projector. RCA opaque projector. One mobile unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Chas. W. Smith (51%), Mel Wheeler (25%), A. C. Johnson (12%) and F. M. Turner Jr. (12%)

EXECUTIVES:

Mel Wheeler, Pres., Gen. Mgr. & Film Buy. Jim Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$24, Film \$20. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	138,400	258,900	810,050
Families in Area	36,350	70,050	209,600
Area in Square Miles	1,320	5,465	15,700
Retail Sales	\$112,086,000	\$250,415,000	\$570,808,000
Income Per Family	\$4,755	\$4,215	\$4,169
Income Per Capita	\$1,249	\$1,140	\$1,079

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

BROADCASTING • TELECASTING

WPFA-TV

(Target Date, Aug. 30, 1953)

LICENSEE: WPFA-TV Inc. Address: Lolita & "O" Sts.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 19.75 kw, Aural 10.99 kw. Operating Pow.: Visual 1.0 kw, Aural 0.6 kw. Transmitter: Address, Lolita & "O" Sts. Make, GE. Model TT-20-A. Antenna: Make GE. Type TY-25-A. Height, Above average terrain 368 ft. Above ground 353 ft.

OPERATION: Target date Aug. 30, 1953.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney McKenna & Wilkinson. Consulting Engineer George Gautney.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (56%) also holds 56% interest in KTAG-TV Inc., Lake Charles, La., and owns KCIL Houma, La.

EXECUTIVES:

Charles W. Lamar Jr., Pres. F. E. Busby, Gen. Mgr.

ST. PETERSBURG

WSUN-TV

LICENSEE: City of St. Petersburg. Address: P. O. Box 240. Phone: 5-4121

FACILITIES: Chan. 38. Authorized Eff. Rad. Pow.: Visual 204.2 kw, Aural 109.7 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Gandy Bridge, midway between St. Petersburg and Tampa. Make, RCA. Model TTV-10A. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 470 ft. Above ground 500 ft.

OPERATION: Began May 31, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WSUN.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer James McNary.

SERVICES: Two studios (35 x 46-ft. and 20 x 30-ft.). Two RCA TK-11A camera chains. Two RCA TK-20 film cameras. Two RCA TP-6A film projectors. Two Selectoslide 2 x 2" slide projectors. RCA flying spot TK-3A scanner. Telop III opaque projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Mayor Samuel G. Johnson, Vice Mayor Harold W. Reeves and City Manager Ross E. Windom.

EXECUTIVES:

George D. Robinson, Gen. Mgr. Louis J. Link, Ch. Eng.
Vera New, Com. Mgr. Monte Gurwit, Film Buy.
Charles Vaughan, Prog. Dir.

RATE INFORMATION: Class A one hour, \$200. Minute Spot, \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times.

WEST PALM BEACH

WIRK-TV

(Target Date, Sept. 1, 1953)

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: 3-6836.

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10 kw. Operating Pow.: Visual 1 kw, Aural 5 kw. Transmitter: Address, Harvey Bldg. Make, RCA. Model TTV-1B. Antenna: Make RCA. Type TFV-21 B. Height, Above average terrain 252 ft. Above ground 250 ft.

AFFILIATION: Station, AM, WIRK.

OPERATION: Target date Sept. 1, 1953. Hours: 5:00 p.m.-11:00 p.m.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Frank U. Fletcher. Consulting Engineer Vandivere, Cohen & Wear.

SERVICES: Two studios (800 sq. ft. each). One RCA camera chain. One RCA film camera. Two RCA film projectors. Two slide projectors. One 2 x 2" scanner. News Services, AP and INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Ken-Sell Inc. (WIRK) (17%), J. S. Field Jr. (17%), A. M. Shandloff (17%), E. H. Sills (17%) and J. J. Weed (10%).

EXECUTIVES:

Joseph S. Field Jr., Pres. & Gen. Mgr. Earl Heglund, Ch. Eng.
C. M. Higgins, Com. Mgr. Arthur L. Gray, Sls. Mgr.
W. P. Heitzman, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Film \$25. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area) Population, 136,640; Families in Area, 56,600; Area in Square Miles, 14,000; No. of Sets (June 1), 6,500; Retail Sales, \$252,703,000; Income Per Family, \$5,669.

GEORGIA MARKET INDICATORS

Total Population, July 1, 1952	3,515,000
Total Families, 1950	824,095
Total Urban Population, 1950	1,559,447
Total Rural Nonfarm Population, 1950	922,696
Total Farm Population, 1950	962,435
Employed in Nonagricultural Establishments, Feb., 1953	868,900
Total Employed, 1950	1,254,935
Employed in Mining, Feb., 1953	4,300
Employed in Manufacturing, Feb., 1953	309,000
Employed in Construction, Feb., 1953	40,500
Employed in Agriculture, 1950	265,865
Retail Sales, 1952	\$ 2,692,865,000
Bank Assets, Jan. 1, 1953	\$ 2,254,510,000
Bank Deposits, Jan. 1, 1953	\$ 2,079,122,000
Major Income Sources, 1951: Agriculture 12.4%; Government 19.5%; Manufacturing Payrolls 19.6%; Trade and Service 26.0%; Other 22.5%.	
Total Income Payments, 1951	\$ 3,844,000,000
Per Capita Income, 1951	\$ 1,103
Median Family Income, 1950	\$ 1,898
Total Internal Revenue Collections, 1952	\$ 695,820,122
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 50.38
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 48,719,000
Cash Receipts of Farms, 1952	\$ 652,076,000
Government Payments to Farmers, 1952	\$ 7,589,000
Value of Mineral Production, 1950	\$ 44,157,000
Total New Construction in 1952	\$ 539,600,000
New Private Construction in 1952	\$ 358,500,000
New Public Construction in 1952	\$ 181,100,000
Motor Vehicle Registration, 1952	1,021,722
Number of Telephones, 1952	674,800
Number of Electrical Connections, 1952	919,691
Number of Gas Utilities Connections, 1952	277,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

GEORGIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953	(CBS)	
						Television 1953	Per Cent
Appling	14,003	4,729	1,464	196	320	10%	
Atkinson	7,362	2,033	1,098	60			
Bacon	8,940	4,702	1,260	218	290	14%	
Baker	5,952	831	450	24			
Baldwin	29,706	11,515	3,078	449	830	17%	
Banks	6,935	605	276		340	20%	
Barrow	13,115	8,844	2,136	291	1,400	39%	
Bartow	27,370	20,215	4,515	465	3,200	45%	
Ben Hill	14,879	13,423	3,435	367			
Berrien	13,966	5,957	1,287	168			
Bibb	114,079	109,674	26,452	3,252	5,920	17%	
Bleckley	9,218	4,603	1,320	106	350	15%	
Brantley	6,387	1,462	470	218	150	10%	
Brooks	18,169	7,376	2,605	269			
Bryan	5,965	2,928	1,113	55	150	10%	
Bulloch	24,740	14,629	3,061	450			
Burke	23,458	7,396	2,147	248			
Butts	9,079	3,868	1,096	86	1,100	50%	
Calhoun	8,578	2,048	549	104			
Camden	7,322	5,162	1,775	139	540	27%	
Candler	8,063	5,011	1,055	184			
Carroll	34,112	19,409	4,306	586			48%
Carters	15,445	4,378	1,896	251	1,650	41%	
Charlton	4,821	2,993	1,047	58	300	27%	
Chatham	151,481	146,857	37,092	4,416			
Chattahoochee	12,149	222	109				
Chattooga	21,197	11,692	2,728	340	1,510	27%	
Cherokee	20,750	15,112	3,138	245	2,000	37%	
Clarke	36,550	41,048	9,160	1,088	2,040	20%	
Clay	12,041	2,723	608	57			
Clayton	22,872	7,330	2,365	212	4,560	67%	
Clinch	6,007	2,201	823	51	210	14%	
Cobb	61,830	52,327	13,236	1,709	14,850	79%	
Coffee	23,961	17,344	4,060	705			
Colquitt	33,999	25,806	7,484	837			
Columbia	9,525	1,927	1,047	61	220	10%	
Cook	12,011	4,373	1,635	223			
Coweta	27,786	17,730	4,953	607	4,960	67%	
Crawford	6,080	1,793	623	32	290	22%	
Crisp	17,663	14,842	3,092	310	580	12%	
Dade	7,364	2,444	1,149		460	27%	
Dawson	3,712	816	213		300	37%	
Decatur	23,620	11,801	3,178	297			
De Kalb	138,395	73,854	26,554	8,020	33,260	77%	
Dodge	17,865	7,373	2,186	251	650	15%	
Dooly	14,159	5,523	1,568	220	410	12%	
Dougherty	43,617	52,369	10,866	1,463			
Douglas	12,173	6,531	1,611	150	1,490	48%	

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	
					TV Sets 1953	Television Per
Early	17,413	8,034	2,236	235		
Echols	2,494	281	65		70	1%
Effingham	9,133	3,295	936	113		
Elbert	18,585	9,749	2,470	436	960	20%
Emanuel	19,789	9,918	2,210	232		
Evans	6,653	4,876	1,031	66		
Fannin	15,192	8,875	1,980	122	1,040	28%
Fayette	7,378	3,597	1,168	68	1,270	67%
Floyd	62,899	5,232	1,544	1,558	8,160	4%
Forsyth	11,005	9,881	1,467	521	1,040	37%
Franklin	14,446	7,826	1,443	134	720	2%
Fulton	473,572	726,784	124,073	18,742	103,430	7%
Gilmer	9,963	5,301	735	175	890	37%
Glascok	3,579	574	179	20	80	1%
Glynn	29,046	27,148	7,407	1,114	2,320	2%
Gordon	18,922	8,990	2,515	326	2,010	41%
Grady	18,928	8,722	2,400	346		
Greene	12,843	6,938	2,019	301	610	1%
Gwinnett	32,320	18,166	3,863	498	3,390	39%
Habersham	16,553	10,150	2,612	285	1,200	2%
Hall	40,113	49,032	7,826	1,027	6,870	6%
Hancock	11,052	5,157	1,437	59	410	17%
Haralson	14,663	8,249	1,777	171	1,710	4%
Harris	11,265	3,139	1,544	103	1,380	5%
Hart	14,495	5,422	1,287	94	720	20%
Heard	6,975	1,448	280	29	770	4%
Henry	15,857	5,792	1,533	112	2,740	7%
Houston	20,964	10,378	3,458	510	830	13%
Irwin	11,973	3,561	1,491	53		
Jackson	18,997	9,861	2,532	232	1,870	3%
Jasper	7,437	3,437	536	66	360	20%
Jeff Davis	9,299	3,763	1,326	205		
Jefferson	18,855	7,868	1,761	379	460	1%
Jenkins	10,264	4,880	1,468	228		
Johnson	9,893	2,765	834	149	260	1%
Jones	7,538	1,228	512		310	1%
Lamar	10,242	4,488	1,647	160	1,250	50%
Lanier	5,151	2,131	557	61		
Laurens	33,123	26,322	4,903	672	1,250	15%
Lee	6,674	884	361	50	180	12%
Liberty	8,444	5,066	1,577	67		
Lincoln	6,462	3,777	1,557	68	270	1%
Long	3,598	1,302	457	53	90	10%
Lowndes	35,211	29,218	7,191	978		
Lumpkin	6,574	2,610	619	34	560	37%
McDuffie	11,443	5,546	1,767	134	300	10%
McIntosh	6,008	2,017	865	50		
Macon	14,213	6,893	2,110	203	750	22%
Madison	12,238	2,325	819	54	600	20%
Marion	6,521	1,746	782	49	140	1%
Meriwether	21,055	8,359	2,689	342	3,480	67%
Miller	9,023	3,534	745	162		
Mitchell	22,523	11,927	3,111	344		
Monroe	10,523	5,416	2,007	170	1,250	50%
Montgomery	7,901	1,638	488	79		
Morgan	11,899	6,235	2,025	199	580	2%
Murray	10,676	2,929	609	58	1,030	41%
Muscogee	118,028	125,852	30,066	3,140		
Newton	20,185	13,910	4,297	383	3,740	7%
Oconee	7,009	1,184	754		320	20%
Oglethorpe	9,958	9,929	995	45	440	19%
Paulding	11,752	3,207	849	56	1,350	4%
Peach	11,705	8,440	2,422	256	660	25%
Pickens	8,855	6,303	730	100	810	37%
Pierce	11,112	4,335	1,420	143	260	1%
Pike	8,459	1,457	567	25	1,000	50%
Polk	30,976	19,664	5,931	673	3,600	45%
Pulaski	8,808	5,998	1,279	177	330	1%
Putnam	7,731	4,197	1,021	162	310	17%
Quitman	3,015	480	249		80	10%
Rabun	7,424	3,800	822	141	480	28%
Randolph	13,804	6,673	1,967	229	330	10%
Richmond	108,876	133,894	29,399	3,618		
Rockdale	8,464	4,343	1,142	49	1,510	7%
Schley	4,036	1,201	322	46	90	10%
Screven	18,000	5,576	1,509	149		
Seminole	7,904	5,282	1,395	142		
Spalding	31,045	25,885	6,944	836	4,350	50%
Stephens	16,647	12,853	3,177	443	1,260	2%
Stewart	9,194	3,436	1,125	118	220	10%
Sumter	24,208	18,410	5,194	578	770	12%
Talbot	6,687	1,758	465	50	920	51%
Taliaferro	4,515	1,105	418	25	190	19%
Tattall	15,939	6,075	1,717	303		
Taylor	9,113	3,685	1,039	99	510	22%
Telfair	13,221	6,480	2,030	304		
Terrell	14,314	7,636	2,236	180	410	12%
Thomas	33,932	23,860	6,564	975		
Tift	22,645	19,839	5,528	601		
Toombs	17,382	18,310	4,401	606		
Towns	4,803	1,498	436	36	310	28%
Treutlen	6,522	2,067	609	51		
Troup	49,841	46,285	13,225	1,316	5,070	37%
Turner	10,479	5,120	1,506	178		
Twiggs	8,308	1,207	511	54	190	10%
Union	7,318	2,962	716	83	480	28%
Upson	25,078	17,694	6,423	538	3,320	51%
Walker	38,198	21,999	5,598	965	1,190	11%
Walton	20,230	12,385	3,768	342	3,670	72%
Ware	30,289	27,444	6,278	891	1,130	14%
Warren	8,779	3,226	751	80	210	10%
Washington	21,012	8,377	2,305	296	510	10%
Wayne	14,248	9,080	2,100	317	350	10%
Webster	4,081	329	151	19	80	10%
Wheeler	6,712	1,751	663	54		
White	5,951	2,064	642	34	390	28%
Whitfield	34,432	26,610	7,759	818	3,980	41%
Wilcox	10,167	2,533	1,114	131	380	15%
Wilkes	12,388	7,248	1,897	306	590	19%
Wilkinson	9,781	3,185	1,242	98	240	10%
Worth	19,357	5,659	2,370	190		

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no sets or percentages are given have less than 10% ownership. Set & cent figures from CBS TV Research.

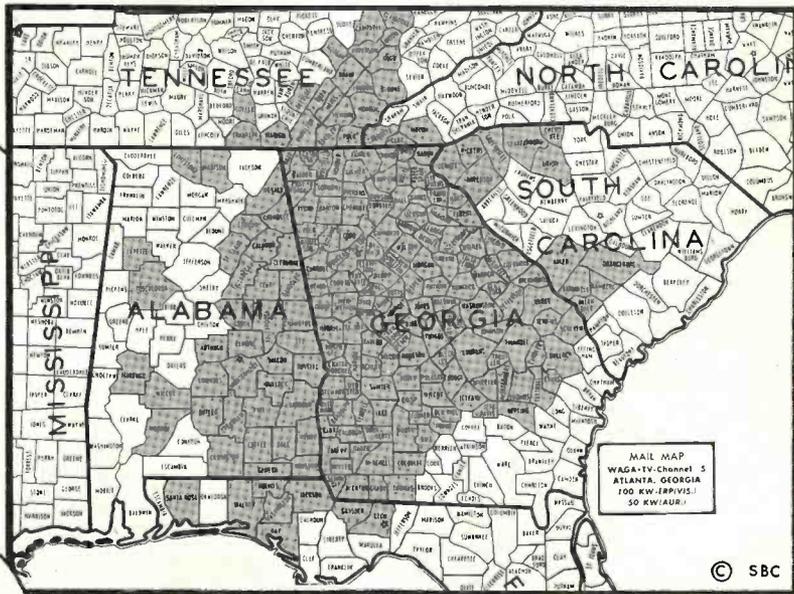
LOOK what happened

when WAGA-TV went to 100,000 watts!

We asked our viewers to let us know how well they were receiving our new 100,000-watt power. Old fringes melted away like cotton candy. Letters poured in from Oxford, Maine, to Chipley, Florida—and the farthest from Minot, North Dakota.

They all said we get you *loud, steady, and clear*. The map below shows where most of the letters came from—216 counties in five states.

We're not claiming this is the coverage you get when you buy WAGA-TV. But there is this one thing for sure: *within an 80-mile radius of Atlanta, you get solid coverage with no ands, ifs, or buts about it* when you buy WAGA-TV, the CBS-TV station in Atlanta on Channel 5.



TOPS IN ATLANTA*

11 out of the top 16 once-a-week shows.

13% more viewers week days and nights than station "B" — 128% more than station "C" (Monday thru Friday — 9 a.m. — 11 p.m.)

More quarter-hour firsts than either other station (Sunday thru Saturday — 9 a.m. — 11 p.m.)

*Atlanta Telepulse, July 1953



NOW 100,000 WATTS

waga-tv
CHANNEL 5 CBS-TV, ATLANTA, GA.

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago



NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Appling	3,200			Jefferson	4,600		
Atkinson	1,700			Jenkins	2,600		
Bacon	2,100	18	380	Johnson	1,800		
Baker	1,200			Jones	2,500	19	340
Baldwin	4,900	19	920	Lamar	1,300	56	1,410
Banks	1,700	24	410	Lanier	8,300		
Barrow	3,600	37	1,340	Laurens	1,500		
Bartow	7,100	45	3,170	Lee	2,300		
Ben Hill	4,000			Liberty	1,400	20	280
Berrien	3,300			Lincoln	900		
Bibb	34,800	25	8,700	Long	11,500		
Bleckley	2,300			Lowndes	1,500	40	600
Brantley	1,500			Lumpkin	3,000		
Brooks	4,100			McDuffie	1,600		
Bryan	1,400			McIntosh	3,400	23	790
Bulloch	6,100			Macon	3,000	25	740
Burke	5,900			Madison	1,400		
Butts	2,200	56	1,240	Marion	5,200	58	2,990
Calhoun	2,200			Meriwether	2,200		
Camden	2,000	34	680	Miller	5,300		
Candler	2,000			Mitchell	2,500	56	1,410
Carroll	9,200	45	4,140	Monroe	1,800		
Catoosa	4,100	39	1,610	Montgomery	2,900	32	920
Charlton	1,100	35	380	Morgan	2,500	39	980
Chatham	46,100	11	5,100	Murray	34,600	14	4,720
Chattahoochee	1,700	14	230	Muscogee	5,200	66	3,440
Chattooga	5,600	28	1,570	Newton	1,600	32	510
Cherokee	5,400	40	2,180	Oconee	2,300	20	460
Clarke	10,200	32	3,230	Oglethorpe	3,000	45	1,340
Clay	1,500			Paulding	2,200	40	890
Clayton	6,800	58	3,910	Peach	2,600		
Clinch	1,500	18	270	Pierce	2,000	57	1,130
Cobb	18,800	68	12,850	Pike	8,000	45	3,580
Coffee	5,700			Polk	2,200		
Colquitt	8,600			Pulaski	1,800	18	330
Columbia	2,200			Putnam	1,800		
Cook	3,100			Quitman	1,700	29	500
Coweta	7,400	58	4,260	Rabun	3,300		
Crawford	1,300	23	300	Randolph	39,800		
Crisp	4,800			Rockdale	2,100	66	1,380
Dade	1,700	28	480	Schley	900		
Dawson	800	40	320	Screven	4,200		
Decatur	6,300			Seminole	1,900		
De Kalb	43,200	68	29,570	Spalding	8,700	56	4,890
Dodge	4,300			Stephens	4,500	30	1,330
Dooly	3,400			Stewart	2,200		
Dougherty	13,800	11	1,500	Sumter	6,400		
Douglas	3,100	45	1,400	Talbot	1,800	53	960
Early	4,300			Taliaferro	1,000	20	200
Echols	500	18	90	Tattnall	3,700		
Effingham	2,200			Taylor	2,700	23	530
Elbert	4,800	24	1,170	Telfair	3,100		
Emanuel	4,800			Terrell	3,400		
Evans	1,600	29	1,090	Thomas	6,000		
Fannin	1,900	57	1,090	Toombs	4,300		
Floyd	17,000	54	9,190	Towns	1,100	29	320
Forsyth	2,800	40	1,120	Treutlen	1,500		
Franklin	3,600	24	880	Troup	1,700	45	6,120
Fulton	137,900	86	118,130	Turner	2,500		
Gilmer	2,400	40	970	Twiggs	1,900		
Glascock	8,600	34	2,940	Union	1,700	29	500
Gordon	4,900	39	1,930	Upson	6,500	54	3,480
Grady	4,800			Walker	5,100	15	1,600
Greene	3,200	20	650	Walton	8,100	66	5,370
Gwinnett	8,700	37	3,250	Ware	2,100	18	1,470
Habersham	4,300	30	1,270	Washington	5,100		
Hall	10,900	61	6,700	Wayne	3,500		
Hancock	2,400	19	450	Webster	800		
Haralson	3,800	45	1,700	Wheeler	1,500		
Harris	2,700	53	1,440	White	1,400	30	420
Hart	3,600	24	880	Whitfield	9,700	39	3,820
Heard	1,600	44	710	Wilcox	2,500		
Henry	3,800	66	2,520	Wilkes	3,100		
Houston	6,400	26	1,650	Wilkinson	2,400		
Irwin	2,800			Worth	4,500		
Jackson	4,800	37	1,780	Totals	935,400		311,410
Jasper	1,800	32	570				
Jeff Davis	2,300						

ATLANTA

WAGA-TV

LICENSEE: Storer Broadcasting Co. Address: 1018 W. Peachtree St., N.W. Phone: Vernon 3553

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: Address, 1018 W. Peachtree St. Make, RCA. Model TT 25 DL. Antenna: Make RCA. Type TF 5 A. Height, Above average terrain 530 ft. Above ground 484 ft.

OPERATION: Began March 8, 1949. Hours, 8:30 a.m.-11:05 p.m.

AFFILIATIONS: Networks, CBS, DuMont, Stations, AM, WAGA, FM, WAGA-FM.

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

SERVICES: Two studios (30 x 50-ft. and 20 x 20-ft.). Four RCA TK10A camera chains. One WAGA designed rear screen projector. Two RCA TK 20 film cameras. Two RCA TP 16 C film projectors. One Viewlex slide projector. RCA TJ50A mobile unit. News Services, UP and AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: George B. Storer is principal stockholder, Licensee owns and operates WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va. (sale to Peoples Broadcasting Corp. pending FCC approval) and WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

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

EXECUTIVES:

George B. Storer, Pres. Hugo Bondy, Ch. Eng.
Glenn C. Jackson, Gen. Mgr. Para Lee Brock, Prom. Mgr.
John W. Collins Jr., Com. Mgr. R. David Mayo, Merc. Mgr.
Don Naylor, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$650, Film \$650. Minute spot Live \$104, Film \$104. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,371,300	2,732,400	6,425,100
Families in Area	800,200	875,450	1,677,612
Area in Square Miles	30,000	39,000	90,000
No. of Sets (May 1)	230,400	272,300	534,060
Retail Sales	\$1,671,324,600	\$1,880,240,200	\$4,325,397,000
Income Per Family	\$4,005	\$3,770	\$3,679
Income Per Capita	\$1,000	\$990	\$974

WLWA (TV) (FORMERLY WLWT)

LICENSEE: Crosley Broadcasting of Atlanta Inc. Address: 15 Forsyth St., S.W. Phone: Cypress 6676

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 23.8 kw, Aural 12.5 kw. Transmitter: Address, 1601 W. Peachtree St. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF-6B. Height, Above average terrain 546 ft. Above ground 598 ft.

OPERATION: Began Sept. 30, 1951. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network ABC, DuMont

REPRESENTATIVES: Sales, Crosley Sales, Washington Attorney Hogan & Hartson. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios (15 x 26-ft. and 25 x 26-ft.). Five RCA studio cameras. Two RCA TK-20 film cameras. Two RCA 16mm film projectors. Two Selector slide projectors. GE opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Crosley Broadcasting Corp. (Avco Mfg. Co.) and also owns WLW (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio; WINS New York (sale to J. Elroy McCaw and associates pending FCC approval).

EXECUTIVES:

Wm. P. Robinson, Pres. & Gen. Mgr. John Sever, Prog. Dir. & Film Buy.
Harvey Aderhold, Ch. Eng.
Charles Grisham, Com. Mgr. W. B. Colvin, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$500. Minute spot Live \$75. Frequency discounts from 5% for 26 times up to 20% for 156 times. Rate Card No. 1-A.

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Address: 10 Forsyth St., N.W. Phone: Elgin 6711.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 780 Willoughby Way, N.E. Make, RCA. Model TT5A. Antenna: Make RCA. Type Super-Gain. Height, Above average terrain 930 ft. Above ground 1,059 ft.

OPERATION: Began Sept. 29, 1948. Hours, 7:00 a.m.-11:30 p.m.-12:45 a.m.

AFFILIATIONS: Network NBC, Stations, AM, WSB, FM, WSB-FM

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum, Dallas, Tex.

SERVICES: One studio (30 x 50-ft.). Six camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA TP16C film projectors. Two scanners. One opaque projector. One RCA mobile unit. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Licensee, Atlanta Newspapers Inc., publishes Atlanta Journal and Constitution. James M. Cox, former governor of Ohio, is principal stockholder. Same interests own and operate WHIO-AM-FM-TV Dayton; WSB-AM-FM-TV Atlanta; WIOD-AM-FM Miami, and publish Dayton Daily News and Journal Herald, Springfield News and Sun and Miami News.

EXECUTIVES:

James Leonard Reinsch, Mngng. Dir. M. K. Toalson, Prod. Dir.
John M. Outler Jr., Gen. Mgr. Robert Holbrook, Ch. Eng.
Marcus Bartlett, Sta. Mgr. & Jean Hendrix, Film Buy.
Com. Mgr.

RATE INFORMATION: Class A one hour Live \$700. Minute spot Live \$112. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 6.

The South's MOST POWERFUL TV Station

*WSB-TV's high tower-low channel formula
with 100,000 watts has created
one of America's truly great area stations*

The competitive advantage for advertisers in this doubled WSB-TV power best can be answered by a technical man. Ask any qualified television engineer about this formula—100,000 watts of power on Channel 2 from a tower 1062 feet high. Extend your Southern market... get *more* for your money. Get on WSB-TV

NBC AFFILIATE



Represented by Petry
Affiliated with The Atlanta Journal
and Constitution

COLUMBUS

WDAK-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Television Columbus. Address: Martin Bldg. Phone: 5447

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 92.4 kw, Aural 49.8 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, Three miles west of Columbus on Crawford Rd. Make, RCA. Model TTV5-. Antenna: Make RCA. Type Slotted Cylinder TFU 24 BL. Height, Above average terrain 647 ft. Above ground 446 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Networks, ABC and NBC. Station, AM, WDAK.

REPRESENTATIVES: Sales, Headley-Reed TV Inc. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two RCA TK20D camera chains. One RCA TK20 film camera. Two RCA 16mm TP16E film projectors. One TP3A dual disc double lens slide projector.

PRINCIPAL STOCKHOLDERS: Radio Columbus Inc. (WDAK) (50%) and Martin Theaters (50%).

EXECUTIVES:

Allen M. Woodall, Pres.
Roy. E. Martin, Exec. Vice Pres.
Jeff Daris, Com. Mgr.

George T. Land, Prog. Dir.
Reeve Owen, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Area in Square Miles	1,385	2,014	4,784

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

MACON

WETV (TV)

(Target Date, Aug. 22, 1953)

LICENSEE: Macon Television Co. Address: P. O. Box 664. Phone: 3-9355

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 168.5 kw, Aural 91 kw. Operating Pow.: Visual 16.85 kw, Aural 9.1 kw. Transmitter: Address, Pio Nono Ave. Make, RCA. Model TTU 1-B. Antenna: Make RCA Type TFU 24-DM. Height, Above average terrain 496 ft. Above ground 437 ft.

OPERATION: Target date Aug. 22, 1953. Hours, 4:00 p.m.-12 midnight.

AFFILIATIONS: Networks ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed TV Inc. Washington Attorney Dempsey & Kplovitz. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (20 x 30-ft.). One RCA DK 20-D film camera. Two RCA TP 16-D film projectors. One Gray Telejector slide projector. One RCA BK 11-A camera chain. News Service, AP.

PRINCIPAL STOCKHOLDERS: William A. Fickling (10%), Macon Broadcasting Co., licensee of WNEX Macon (45%) and Middle Georgia Broadcasting Co., licensee of WBML Macon (45%).

EXECUTIVES:

William A. Fickling, Pres.
Dixon Harp, Gen. Mgr.
Barney Kobres, Com. Mgr. &
Film Buy.

George T. Land, Prog. Dir.
Reeve Owen, Ch. Eng.
Jeff Davis, Opr. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot: Live \$42.50, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 247,000; Families in Area, 68,864; No. of Sets (June 1), 14,277; Retail Sales, \$172,000,000.

WETV coverage includes 30 counties with a total population of 455,000 or 136,000 homes with over 40,000 TV sets in operation.

Middle Georgia's rich market has over \$171,000,000 retail sales.

(Macon Retail Sales in 1952, \$101,420,000.)

Channel 47 wetv
Middle Georgia's First Television Station
2411 Pio Nono Avenue :: Macon, Georgia

DIXON HARP, General Manager

BARNEY KOBRES, Sales Manager

NATIONAL REPRESENTATIVES, HEADLEY-REED COMPANY

Hottest Advertising Media in Middle Georgia...
Channel 47 ~ Serving You!



MACON (Continued)

WMAZ-TV

(Target Date, Sept. 27, 1953)

LICENSEE: Southeastern Broadcasting Co. Address: Bankers Insurance Bldg. Phone: 2-7373

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, Cochran Short Route. Make, DuM. Model 10000. Antenna: Make RCA. Type TF-12 AH. Height, Above average terrain 437 ft. Above ground 514 ft.

OPERATION: Target date Sept. 27, 1953. Hours, 11:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WMAZ. FM, WMAZ-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer George C. Davis.

SERVICES: One studio (32 x 34-ft.). Two RCA TK-11A camera chains. One TK-20D, RCA film cameras. Two RCA TP-16D film projectors. One Gray Model 3A slide projector. Composite opaque projector. Composite film processing unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: George P. Rankin Jr. (71%), Wilton E. Cobb (23%), Wallace Miller (3%), attorney, not active in station and Mary S. Miller (3%), wife of Wallace Miller.

EXECUTIVES:
 George P. Rankin Jr., Pres. & Ch. Eng.
 Wilton E. Cobb, Gen. Mgr. & Film Buy.
 Frank Crowther, Com. Mgr.
 Albert Sanders, Asst. to Gen. Mgr.
 John Hatton, Opr. Dir.
 Ed Pendleton, Film Dir.
 J. D. Lawhon, Tech. Dir.

RATE INFORMATION: Class A one hour \$200. Minute spot \$40. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (0.5 MV)	Grade B (0.1 MV)
Population	434,900	265,200
Families in Area	110,000	66,900
Area in Square Miles	11,304	8,792
No. of Sets (June 1)	21,265	18,725
Retail Sales	\$256,860,000	\$138,445,000
Income Per Family	\$4,782	\$3,173
Income Per Capita	\$1,365	\$961

ROME

WROM-TV

LICENSEE: WROM-TV Inc. Address: 121 Broad St. Phone 2-0833, 2-0834, 2-0301

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: Address, Horseleg Mountain, 4.2 miles southwest of Rome. Make, DuM. Model 8000. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 780 ft. Above ground 80 ft.

OPERATION: Began June 15, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATION: Station, AM, WROM.

REPRESENTATIVES: Sales, Weed Television. Consulting Engineer Ben Akerman.

SERVICES: Two studios (36 x 40-ft. and 8 x 10-ft.). Two GPL image orthicon camera chains. One image orthicon film reproduction film camera. Two DeVry 16mm film projectors. Two LaBelle 302 Automatic 2 x 2-in. slide projectors. Two opaque projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: Dean Covington, executor of estate of Leon Covington, deceased (33 1/3%), Edward McKay (33 1/3%) and Chas. Doss (33 1/3%).

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

EXECUTIVES:

Dean Covington, Pres.
 Edward McKay, Gen. Mgr.
 Chas. Doss, Com. Mgr. & Nat. Acc. Mgr.
 Blair Jesse, Prog. Dir. & Prod. Mgr.
 Tom Robertson, Ch. Eng.
 Ivan Hoge, Film Buy. & News Dir.
 Dorothy McKay, Traffic & Cont. Ch.
 Ann McAlister, Asst. Continuity Ch.
 Bob Martin, Farm Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Frequency discounts from 5% for 26 times up to 25% for 260 times, Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 943,648; Area in Square Miles, 1,180; No. of Sets (March 1), 75,500; Retail Sales, \$629,068,000.

SAVANNAH

WTOC-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Savannah Broadcasting Co. Address: 516 Abercorn St. Phone: 2-0127

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 228 kw, Aural 114 kw. Transmitter: Address, 516 Abercorn St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 478 ft. Above ground 500 ft.

OPERATION: Target date Nov. 1, 1953.

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

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Miller & Schroeder. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. William T. Knight Jr. (51%), Vice Pres. & Secy. S. P. Driscoll (3.6%), Grace Schley Knight (16.6%), F. Schley Knight (4.6%) and 83 minority stockholders

EXECUTIVES:

William T. Knight Jr. Pres. & Gen. Mgr.
 Ben B. Williams, Com. Mgr.
 Dwight J. Bruce, Prog. Dir.
 Kyle Goodman, Ch. Eng.
 F. Schley Knight, Vice Pres. in Chg. of TV

VALDOSTA

WGOV-TV

(Target Date, Nov., 1953)

LICENSEE: WGOV-TV Inc. Address: Daniel Ashley Hotel. Phone: 1420

FACILITIES: Chan. 37. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 48 kw. Operating Pow.: Visual 5 kw, Aural 5 kw. Transmitter: Address, Valdosta. Make, RCA. Antenna: Make RCA. Height, Above average terrain 350 ft. Above ground 300 ft.

OPERATION: Target date Nov., 1953.

AFFILIATION: Station, AM, WGOV.

REPRESENTATIVES: Sales, Stars National Inc. Washington Attorney Philip M. Baker. Consulting Engineer W. J. Holey, Atlanta.

SERVICES: One studio (30 x 50-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA slide projector.

PRINCIPAL STOCKHOLDERS: E. D. Rivers Jr. (99.98%), W. H. Keller Jr. (.01%) and H. E. Ulmer (.01%). Mr. Rivers also owns WEAS Decatur, WJIV Savannah, Georgia, and KWEM W. Memphis, Ark.

EXECUTIVES:

E. D. Rivers Jr., Pres.
 W. H. Keller Jr., Vice Pres. & Gen. Mgr.
 A. B. Smith, Com. Mgr.
 Vince Randolph, Prog. Dir.
 L. E. Gradick Jr., Ch. Eng.

IDAHO MARKET INDICATORS

Total Population, July 1, 1952.....	608,000
Total Families, 1950.....	148,710
Total Urban Population, 1950.....	252,549
Total Rural Nonfarm Population, 1950.....	171,128
Total Farm Population, 1950.....	164,960
Employed in Nonagricultural Establishments, Feb., 1953.....	128,200
Total Employed, 1950.....	205,993
Employed in Mining, Feb., 1953.....	5,400
Employed in Manufacturing, Feb., 1953.....	19,200
Employed in Construction, Feb., 1953.....	7,100
Employed in Agriculture, 1950.....	55,241
Retail Sales, 1952.....	\$ 698,317,000
Bank Assets, Jan. 1, 1953.....	\$ 544,367,000
Bank Deposits, Jan. 1, 1953.....	\$ 513,447,000
Major Income Sources, 1951: Agriculture 20.7%; Government 15.3%; Manufacturing Payrolls 11.0%; Trade and Service 23.7%; Other 29.3%.	
Total Income Payments, 1951.....	\$ 800,000,000
Per Capita Income, 1951.....	\$ 1,356
Median Family Income, 1950.....	\$ 3,046
Total Internal Revenue Collections, 1952.....	\$ 120,065,510
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 72.32
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 53,312,000
Cash Receipts of Farms, 1952.....	\$ 376,342,000
Government Payments to Farmers, 1952.....	\$ 4,584,000
Value of Mineral Production, 1950.....	\$ 79,077,000
New Public Construction in 1952.....	\$ 68,200,000
Motor Vehicle Registration, 1952.....	290,529
Number of Telephones, 1952.....	155,000
Number of Electrical Connections, 1952.....	204,551
Number of Gas Utilities Connections, 1952.....	300

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

IDAHO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Cent
Ada	70,649	90,828	16,623	2,319		
Adams	3,347	2,558	82	82		
Bannock	41,745	48,732	11,556	1,420		
Bear Lake	6,834	7,360	1,238	237		
Benewah	6,173	5,836	1,544	42	*520	29%
Bingham	23,271	22,034	4,741	582		
Blaine	5,384	6,355	1,420	151		
Boise	1,776	1,065	387		
Bonner	14,853	15,100	3,416	308	*1,310	29%
Bonneville	30,210	52,683	9,008	1,019		
Boundary	5,908	6,706	1,834	79	*460	29%
Butte	2,722	2,002	456	31		
Camas	1,079	871	150	35		
Canyon	53,597	65,340	13,298	1,742		
Caribou	5,576	9,837	1,572	57		
Cassia	14,629	19,854	3,417	459		
Clark	916	794	179		
Clearwater	8,217	5,799	1,296	266		
Custer	3,318	2,570	758	71		
Elmore	6,687	7,269	823	69		
Franklin	9,867	9,862	1,848	265		
Fremont	9,351	9,533	1,907	288		
Gem	8,730	7,131	1,806	73		
Gooding	11,101	15,500	3,354	375		
Idaho	11,423	10,866	1,898	208		
Jefferson	10,495	7,922	1,874	283		
Jerome	12,080	15,327	3,337	354		
Kootenai	24,947	26,700	7,897	717	*2,320	29%
Latah	20,971	18,629	4,267	578		
Lemhi	6,278	5,715	1,685	111		
Lewis	4,208	4,199	639	162		
Lincoln	4,256	3,317	765	74		
Madison	9,156	12,425	2,080	294		
Minidoka	9,785	8,874	1,803	216		
Nez Perce	22,658	41,536	7,050	999		
Oneida	4,387	4,765	863	79		
Owyhee	6,307	5,606	1,675	92		
Payette	11,921	10,951	2,714	265		
Power	3,988	4,923	876	41		
Shoshone	22,806	22,513	7,386	661		
Teton	3,204	2,760	576	90		
Twin Falls	40,979	58,519	8,934	1,334		
Valley	4,270	5,325	1,425	98		
Washington	8,576	13,806	1,781	205		

* New television county.

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	1,600			Gooding	3,300		
Bannock	12,400			Idaho	3,200		
Bear Lake	1,900			Jefferson	2,600		
Benewah	1,800			Jerome	3,400		
Bingham	5,900			Kootenai	8,000	14	
Blaine	1,400			Latah	6,000		
Boise	600			Lemhi	1,900		
Bonner	4,500	14	610	Lewis	1,200		
Bonneville	9,000			Lincoln	1,100		
Boundary	1,600	14	220	Madison	2,300		
Butte	900			Minidoka	2,600		
Camas	300			Nez Perce	7,400		
Canyon	16,400			Oneida	1,200		
Caribou	1,900			Owyhee	1,700		
Cassia	3,900			Payette	3,800		
Clark	200			Power	1,000		
Clearwater	2,200			Shoshone	6,900		
Custer	1,000			Teton	700		
Elmore	2,200			Twin Falls	12,900		
Franklin	2,500			Valley	1,200		
Fremont	2,400			Washington	2,600		
				Totals	175,100		

BOISE

KBOI (TV) (MERIDIAN)

(Target Date, Dec. 1, 1953)

LICENSEE: Boise Valley Broadcasters Inc. (For full listing see Meridian.)

KIDO-TV

LICENSEE: KIDO Inc. Address: Chamber of Commerce Bldg. Phone: 2-4611

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 53.0 kw, Aural 26.5 kw
Operating Pow.: Transmitter: Address, 700 Crestline Dr. Make, RCA
Antenna: Make RCA. Height, Above ground terrain 859 ft. above ground
387 ft.

OPERATION: Began July 12, 1953. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, KIDO.

REPRESENTATIVES: Sales, Blair TV Inc. Washington Attorney: Fisher, Waylan, Duvall & Southmayd. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (50 x 30-ft.). One RCA TK-30A camera chain. One RC TK-20A film camera. Two RCA TP-16D film projectors. One Spindler Selectroslide slide projector. One Multiscope opaque projector. Library: Thesaurus.

PRINCIPAL STOCKHOLDERS: Pres. Georgia M. Davidson (91%) and Vice Pres. Walter E. Wagstaff (9%).

EXECUTIVES:

Georgia M. Davidson, Pres. Harold Toedtmeier, Ch. Eng.
Walter E. Wagstaff, Gen. Mgr. Jack Link, Film Buy. & Prog. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$35, Film \$25. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

Families in Area	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
			Area in Square Miles
	1,719	4,327	53,500 4,680

KTVI (TV)

(Target Date, Fall, 1953)

LICENSEE: Idaho Broadcasting & Television Co. Address: 5601 Cassia Phone: 4-3511

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 31.6 kw, Aural 15.8 kw
Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 5601 Cassia. Make, Composite. Antenna: Make Composite, Type Guyer
Height, Above average terrain 2,360 ft. Above ground 107 ft.

OPERATION: Target date Fall, 1953.

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

REPRESENTATIVES: Sales, George P. Hollingsbery Co. Washington Attorney: Joel H. Midlen. Consulting Engineer Grant Wrathall.

SERVICES: One studio (20 x 40-ft.) One RCA camera chain. One Bell Howell rear screen projector. One RCA film camera. News Service, UP Library, Langworth.

PRINCIPAL STOCKHOLDERS: Pres. Frank C. Carman (25%), Vice Pres. David G. Smith (25%), Treas. Grant R. Wrathall (25%), Secy. D. Ray Owe Jr., Edna O. McCrea (12 1/2%) and Edna O. McCrea as guardian of estate of Sharon Lee Powers (minor) (12 1/2%). For other holdings contact Messrs. Carman, Smith and Wrathall, see Group Ownership.

EXECUTIVES:

Frank C. Carman, Pres. Milo J. Petersen, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$140.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 168,000
Families in Area, 40,000; Area in Square Miles, 8,000; Retail Sales \$37,000,000; Income Per Family, \$2,800.

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

IDAHO

IDAHO FALLS

KID-TV

{Target Date, not set}

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 6.3 kw, Aural 3.2 kw. Transmitter: Address, 1 1/4 miles southeast of Idaho Falls on Ammon Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 260 ft. Above ground 387 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, CBS. Station, AM, KID.

REPRESENTATIVES: Washington Attorney Wilkinson, Boyden & Cragun. Consulting Engineer Vandievere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Pres. A. W. Schweider (7.3%) and Vice Pres. Guy A. Poulson (6.7%). KSL-AM-FM-TV Salt Lake City, owns 25.9% of licensee and Zions Securities Corp. (business rentals), Salt Lake City, owns 17.4%. Ten remaining stockholders own less than 10% each.

KIFT (TV)

{Target Date, 1954}

LICENSEE: Idaho Falls Television Inc. Address: P. O. Box 581, North Yellowstone Highway. Phone 1054

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 23.5 kw, Aural 13.71 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, North Yellowstone Highway. Make, Composite. Antenna: Make RCA. Height, Above average terrain 244 ft. Above ground 349 ft.

OPERATION: Target date, 1954.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John H. Midlen. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co. (80%), owns 80% of The Post-Register, daily newspaper, and E. F. McDermott (20%), owns 20% of The Post-Register, J. Robb Brady Trust Co. also owns 50% of KLIX Twin Falls, 41% of KIFI and KWIK (AM). E. F. McDermott owns 8 1/3% of KIFI and KWIK (AM).

EXECUTIVES:

J. M. Brady, Pres. & Gen. Mgr. John Taylor, Sta. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	45,000	75,000	100,000
Families in Area	150,000	25,000	30,000
Area in Square Miles	300	3,000	5,000
Retail Sales	\$50,000,000	\$90,000,000	\$150,000,000

MERIDIAN

KBOI (TV) (BOISE)

{Target Date, Dec. 1, 1953}

LICENSEE: Boise Valley Broadcasters Inc. Address: Radio Center Bldg., 311 N. 10th St., Boise. Phone 6820.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw. Transmitter Address, Deer Point, about 10 3/4 miles north-northeast of Idaho State Capitol Bldg., Boise. Make, DuM. Antenna: Make GE. Height, Above average terrain 2,480 ft. Above ground 84 ft.

OPERATION: Target date Dec. 1, 1953.

AFFILIATION: Station, AM, KDSH.

REPRESENTATIVES: Attorney Willis C. Moffet, Boise. Consulting Engineer James A. Johnst Jr., Boise.

PRINCIPAL STOCKHOLDERS: Pres. H. Westerman Whillock (8.67%), Treas. Earl Glade Jr. (5.37%), and Secy. Willis C. Moffatt (11.6%).

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

ASK
BLAIR TV, Inc.

for

**THE LATEST
SALES FACTS**

on

KIDO-TV

Boise, Idaho

**CHANNEL 7
53,000 WATTS**

**CBS • NBC
DuMont**

NAMPA

KFXD-TV

LICENSEE: Frank E. Hurt & Son Inc. Address: P. O. Box 691. Phone 6-4611.
 FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 19.72 kw, Aural 12.95 kw. Operating Pow.: Visual .500 kw, Aural .250 kw. Transmitter: Address, Near Deer Point in Boise National Forest. Make, Gates. Antenna: Make Composite. Height, Above average terrain 2,000 ft.
 OPERATION: Began June 18, 1953. Hours, 2:00 p.m.-9:00 p.m.
 AFFILIATIONS: Network, ABC. Station, AM, KFXD.
 REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Spearman & Roberson. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).
 SERVICES: One RCA camera chain. One RCA film camera. Two Holmes film projectors. One RCA flying spot scanner. News Service. UP.
 PRINCIPAL STOCKHOLDERS: E. E. Coleman (50%), Edward Hurt (25%) and Maxine Hurt (25%).
 EXECUTIVES:
 E. Hurt, Pres. Gilbert Rose, Ch. Eng.
 RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Interim Rate Card No. 1B.

POCATELLO

KISJ (TV)

(Target Date, Nov., 1954)

LICENSEE: Tribune-Journal Co. Address: 305 S. Arthur St.
 FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 7.21 kw, Aural 3.61 kw. Transmitter: Address, 0.72 miles southwest of Tyhee. Make RCA. Antenna: Make RCA. Height, Above average terrain 20 ft.
 OPERATION: Target date, Nov., 1954.
 AFFILIATION: Network, CBS.
 REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Russell P. May.
 PRINCIPAL STOCKHOLDERS: Chmn. of Bd. G. Nicholas Ifft (25%), Pres. Robert S. Howard, Secy. Catherine Ifft Kirchhof (25%), Treas. James G. Scripps, Western Publishing Co. (50%), 50% owner of Tribune-Journal Co. Mr. Howard is president of and holds stock in Western Publishing Co. Mr. Scripps is treasurer of Western Publishing Co. and Tribune-Journal Co.

KWIK-TV

(Target Date, Spring, 1954)

LICENSEE: Eastern Idaho Broadcasting & Television Co. Address: P. O. Box 768. Phone 3400
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 3.2 kw, Aural 1.9 kw. Operating Pow.: Visual 0.5 kw, Aural 0.3 kw. Transmitter: Address, KWIK Peak. Make, Composite. Antenna: Make RCA. Type TF-6A1, 6 Sec. Superturndstile. Height, Above ground 860 ft.
 OPERATION: Target date Spring, 1954.
 AFFILIATIONS: Network, ABC. Station, AM, KWIK.
 REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John H. Midlen. Consulting Engineer Grant Wrathall (Aptos, Calif.).
 PRINCIPAL STOCKHOLDERS: Pres. James M. Brady, voting stock of J. Robb Brady Trust Co. (41 2/3%), Vice Pres. Erwin F. McDermott (8 1/3%), Secy.-Treas. Frank C. Carman (12 1/2%), David G. Smith (12 1/2%), Grant R. Wrathall (12 1/2%) and Edna O. McCrea (6 1/4%). J. Robb Brady Trust Co. also owns 80% of KIFT (TV) Idaho Falls, and 50% of KLIX-TV Twin Falls, Idaho. For other holdings of Messrs. Carman, Smith and Wrathall, see Group Ownership.
 EXECUTIVES:
 James M. Brady, Pres. Don Burden, Com. Mgr.
 Charles Crabtree, Gen. Mgr.
 RATE INFORMATION: Class A one hour Film, \$120.

TWIN FALLS

KLIX-TV

(Target Date, Spring, 1954)

LICENSEE: Southern Idaho Broadcasting & Television Co. Address: Elizabeth Blvd. & Eastland Dr. Phone LD 6
 FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 32 kw, Aural 16 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Flat Top Butte, 4.8 miles east of Jerome, Ida. Make, Composite. Antenna: Make RCA. Type TF-6AH, 6 Sec. Superturndstile. Height, Above average terrain 520 ft. Above ground 100 ft.
 OPERATION: Target date Spring, 1954.
 Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

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

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney John H. Midlen. Consulting Engineer Grant Wrathall.

SERVICES: Two studios (40 x 60-ft. and 14 x 26-ft.) News Services AP, AP Wire Photo. Library, Frederic W. Ziv, UTP, Studio Telescriptions, CTS.

PRINCIPAL STOCKHOLDERS: Pres. Frank C. Carman (12.5%), Vice Pres. Frank C. McIntyre, Treas. James M. Brady, David G. Smith (12.5%) and Grant R. Wrathall (12.5%). J. Robb Brady Trust Co. owns 50% of licensee and also 80% of KIFT (TV) Idaho Falls and 41 2/3% of KWIK-TV Pocatello, Idaho. For other holdings of Messrs. Carman, Smith and Wrathall, see Group Ownership.

EXECUTIVES:

Frank C. Carman, Pres. Glenn Long, Ch. Eng.
 Frank C. McIntyre, Vice Pres. & Desmond Barker and/or Frank C. Gen. Mgr. McIntyre, Film Buy.
 Fred Maltz, Com. Mgr. Eddie Gish, Prod. Mgr.
 Desmond Barker, Prog. Dir. Richard Ferris, Art Dir.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$34.25, Film \$26.25. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 1.

ILLINOIS

ILLINOIS MARKET INDICATORS

Total Population, July 1, 1952	8,918,000
Total Families, 1950	2,287,955
Total Urban Population, 1950	6,759,271
Total Rural Nonfarm Population, 1950	1,189,705
Total Farm Population, 1950	763,191
Employed in Nonagricultural Establishments, 1952	3,254,306
Total Employed, 1950	3,546,057
Employed in Mining, 1952	38,900
Employed in Manufacturing, 1952	1,246,300
Employed in Construction, 1952	152,000
Employed in Agriculture, 1950	251,121
Retail Sales, 1952	\$10,602,289,000
Bank Assets, Jan. 1, 1953	\$15,542,195,000
Bank Deposits, Jan. 1, 1953	\$14,473,555,000
Major Income Sources, 1951: Agriculture 5.9%; Government 11.7%; Manufacturing Payrolls 28.6%; Trade and Service 26.0%; Other 27.8%.	
Total Income Payments, 1951	\$17,001,000,000
Per Capita Income, 1951	\$ 1,928
Median Family Income, 1950	\$ 3,627
Total Internal Revenue Collections, 1952	\$ 5,730,582,862
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 76.31
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 298,235,000
Cash Receipts of Farms, 1952	\$ 1,999,361,000
Government Payments to Farmers, 1952	\$ 10,537,000
Value of Mineral Production, 1950	\$ 488,144,000
Total New Construction in 1952	\$ 1,785,700,000
New Private Construction in 1952	\$ 1,388,600,000
New Public Construction in 1952	\$ 397,100,000
Motor Vehicle Registration, 1952	2,841,125
Number of Telephones, 1952	3,268,100
Number of Electrical Connections, 1952	2,754,624
Number of Gas Utilities Connections, 1952	1,804,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

ILLINOIS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Cent
Adams	64,690	68,958	15,355	1,944		
Alexander	20,316	20,140	4,187	517		
Bond	14,157	14,053	3,192	183	2,480	54%
Boone	17,070	19,981	5,002	397	1,480	28%
Brown	7,132	9,822	1,693	87	280	12%
Bureau	37,711	37,882	7,889	556	4,080	34%
Calhoun	6,898	4,797	1,032	86	840	44%
Carroll	18,976	24,456	5,457	164	4,590	74%
Cass	15,097	16,243	4,500	453	660	14%
Champaign	106,100	120,909	23,888	4,073		
Christian	38,816	39,495	9,556	806	2,390	19%
Clark	17,362	18,413	3,762	302	970	17%
Clay	17,445	14,753	2,621	277		
Clinton	22,594	19,327	4,670	207	3,620	54%
Coles	40,328	50,858	10,313	1,053	2,530	19%
Cook	4,508,792	6,000,609	1,281,307	178,271	1,206,320	85%
Crawford	21,137	21,552	5,093	456	1,220	17%
Cumberland	10,496	6,063	1,543	112	560	17%
De Kalb	40,781	50,419	10,479	1,472	6,730	53%
De Witt	16,894	20,400	4,499	413		
Douglas	16,706	18,806	4,833	365		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets (CBS) 1953	Television Per Cent (CBS)
Page	154,599	140,266	43,879	4,511	43,700	
Parsons	23,407	25,890	5,723	856		
Peoria	9,056	9,931	1,611	122	380	13%
Peru	21,675	28,005	5,003	386	1,630	25%
Rock Island	24,582	19,049	3,709	361	1,850	25%
Rock Falls	15,901	20,029	4,456	453	1,430	28%
Rockton	48,685	36,025	11,005	885	3,420	21%
Rockton	43,716	42,886	11,913	1,070	4,090	28%
Rockton	9,818	8,642	1,900	130		
Rockton	18,852	17,501	5,201	396	2,680	44%
Rockton	19,217	22,315	6,091	381	3,720	61%
Rockton	12,256	7,711	1,772	237		
Rockton	25,790	24,722	5,735	477	4,080	48%
Rockton	7,530	4,396	1,531	128		
Rockton	8,415	8,415	1,968	85	1,250	48%
Rockton	46,492	57,257	12,645	1,297	10,850	71%
Rockton	32,348	38,997	8,437	662	2,850	28%
Rockton	38,124	35,892	8,012	749	3,090	26%
Rockton	12,266	9,497	2,079	68	660	17%
Rockton	35,892	36,149	7,202	714	2,120	18%
Rockton	15,264	12,736	3,120	377	2,070	44%
Rockton	21,459	21,779	5,177	441	2,240	34%
Rockton	8,729	4,359	1,091	66		
Rockton	150,368	207,779	50,751	5,938	38,140	84%
Rockton	73,524	94,431	19,835	2,315	11,060	57%
Rockton	12,115	13,512	3,920	233	2,320	61%
Rockton	54,366	72,929	16,066	1,998	10,150	57%
Rockton	179,097	203,481	55,204	5,660	49,940	93%
Rockton	100,610	122,829	32,167	3,108	8,140	26%
Rockton	20,539	17,418	4,213	425	850	13%
Rockton	36,451	35,744	8,368	775	3,370	34%
Rockton	37,809	39,594	8,410	728	2,460	22%
Rockton	30,671	30,831	6,593	559		
Rockton	39,199	37,993	7,988	719	1,200	13%
Rockton	50,656	67,359	15,464	1,721	12,280	74%
Rockton	76,577	93,678	18,960	2,556		
Rockton	98,853	126,646	27,653	2,784		
Rockton	44,210	41,157	11,430	890	7,110	49%
Rockton	182,307	176,580	51,219	4,600	38,680	66%
Rockton	41,700	43,983	9,779	1,215	2,770	21%
Rockton	13,025	13,512	3,640	218	570	14%
Rockton	15,326	19,983	4,437	506		
Rockton	13,564	9,200	2,207	326		
Rockton	9,639	7,934	1,843	159		
Rockton	17,374	17,533	3,830	329	2,560	66%
Rockton	13,282	12,403	2,403	147	2,170	53%
Rockton	32,460	33,735	8,277	604	3,130	29%
Rockton	35,568	41,462	7,758	854	1,390	14%
Rockton	13,171	12,530	2,511	179		
Rockton	33,429	28,569	10,217	809	3,020	28%
Rockton	174,247	222,252	51,953	6,103	10,450	19%
Rockton	21,684	18,702	5,081	494	1,790	26%
Rockton	13,970	12,605	2,972	300		
Rockton	22,155	17,499	4,873	298	2,090	29%
Rockton	5,779	1,942	418	29		
Rockton	13,639	5,524	1,695	173		
Rockton	4,746	3,948	934	37	210	14%
Rockton	31,673	29,257	7,316	556	4,610	53%
Rockton	16,889	18,696	4,086	418	740	13%
Rockton	139,559	160,821	39,944	4,324	32,070	76%
Rockton	205,995	199,883	54,281	4,677	45,900	71%
Rockton	33,420	31,197	6,960	694		
Rockton	131,484	175,347	36,482	5,798		
Rockton	9,613	7,461	2,017	117	430	13%
Rockton	7,245	7,221	1,731	111	700	29%
Rockton	24,434	21,222	5,325	459		
Rockton	8,721	7,397	1,937	158	920	34%
Rockton	41,585	53,984	12,318	1,049	4,560	34%
Rockton	76,165	68,083	18,029	946	5,980	24%
Rockton	20,500	14,798	3,708	347		
Rockton	87,079	98,331	21,781	3,401	2,750	10%
Rockton	14,651	16,657	3,865	319	610	13%
Rockton	21,981	27,615	5,302	487	4,620	66%
Rockton	14,460	12,243	2,538	134	2,540	54%
Rockton	20,933	19,503	3,972	291		
Rockton	20,935	20,050	4,470	491		
Rockton	49,336	55,285	13,330	1,392	11,690	74%
Rockton	134,336	144,072	39,955	4,062	33,860	83%
Rockton	48,621	40,066	11,102	998	2,090	13%
Rockton	152,385	205,193	49,253	5,456	8,020	16%
Rockton	21,335	23,343	4,990	297	920	14%

NOTE: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adair	20,500			Fayette	7,400	28	2,050
Adair	6,700			Ford	5,100	29	1,480
Adair	4,600		2,560	Franklin	16,300	25	4,110
Adair	5,300	27	1,450	Fulton	14,600	34	4,930
Adair	2,300	22	500	Gallatin	2,300		
Adair	12,000	39	4,620	Greene	6,100	43	2,610
Adair	1,900	43	810	Grundy	6,100	58	3,510
Adair	6,200	82	5,100	Hamilton	3,900		
Adair	4,700	17	810	Hancock	8,500	43	3,690
Adair	30,000			Hardin	2,100		
Adair	12,600	25	3,150	Henderson	2,800	43	1,130
Adair	5,700	24	1,360	Henry	15,300	74	11,290
Adair	5,600			Iroquois	10,200	29	2,970
Adair	6,700	56	3,760	Jackson	11,900	32	3,760
Adair	13,300			Jasper	3,900	24	920
Adair	1,419,200	89	1,269,950	Jefferson	11,800	25	2,900
Adair	7,200	24	1,710	Jersey	4,700	43	2,020
Adair	3,300	24	790	Jo Daviess	6,800	33	2,170
Adair	12,700	59	7,460	Johnson	2,900		
Adair	5,600			Kane	45,400	81	36,930
Adair	5,400	25	1,370	Kankakee	19,400	64	12,330
Adair	49,100	72	35,430	Kendall	3,800	57	2,180
Adair	7,800	25	1,980	Knox	17,800	58	10,330
Adair	2,900	16	470	Lake	53,700	81	43,760
Adair	6,500	28	1,790	La Salle	31,300	29	9,020

BROADCASTING • TELECASTING

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Lawrence	6,500	16	1,050	Putnam	1,500	23	340
Lee	9,900	36	3,550	Randolph	8,700	57	4,970
Livingston	11,200	25	2,810	Richardson	5,700	16	920
Logan	8,400	10	870	Rock Island	42,200	80	33,840
McDonough	9,200	22	2,010	St. Clair	64,500	65	42,200
McHenry	16,600	71	11,800	Saline	10,900		
McLean	23,900			Sangamon	43,100	14	5,870
Macon	33,000	13	4,320	Schuyler	3,300	22	730
Macoupin	14,500	47	6,830	Scott	2,400	30	720
Madison	56,600	62	36,420	Shelby	7,900		
Marion	13,200	32	4,250	Stark	2,700	39	1,040
Marshall	4,100	22	920	Stephenson	13,400	33	4,410
Mason	5,100	10	530	Tazewell	24,900	22	5,490
Massac	4,500			Union	5,600		
Menard	3,100	11	330	Vermilion	27,500	14	3,790
Mercer	5,400	69	3,740	Wabash	4,700	16	770
Monroe	4,100	57	2,340	Warren	7,000	69	4,850
Montgomery	10,800	38	4,130	Washington	4,700	56	2,620
Morgan	9,900	17	1,710	Wayne	6,600		
Moultrie	4,100			White	6,700		
Ogle	10,800	27	2,940	Whiteside	15,800	82	13,010
Peoria	55,000	36	19,750	Will	16,800	80	32,740
Perry	6,900	32	2,190	Williamson	40,100	19	3,080
Platt	4,400			Winnebago	50,100	22	11,220
Pike	7,200	30	2,170	Woodford	6,600	23	1,490
Pope	1,700			Totals	2,741,500		1,797,890
Pulaski	4,200						

BELLEVILLE

WTVI (TV) (ST. LOUIS)

LICENSEE: Signal Hill Telecasting Corp. Address: 10,200 W. Main St. Phone: Express 0054

FACILITIES: Chan. 54. Authorized Eff. Rad. Pow.: Visual 207 kw, Aural 103.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 10,200 W. Main St. Make, Federal. Antenna: Make Workshop Assoc. Height, Above average terrain 630 ft. Above ground 593 ft.

OPERATION: Began Aug. 10, 1953. Hours: 5:00 p.m.-12:00 midnight.

AFFILIATION: Network, DuMont.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Sher, Oppenheimer & Harris. Consulting Engineer John B. Heffelfinger, Kansas City.

SERVICES: One studio (30 x 40-ft.). Four DuM. camera chains. One DuM. Multiscanner film camera. One DuM. film projector. One DuM. slide projector. One DuM. opaque projector, One composite mobile unit. News Service, U.P. Library, Official Films.

PRINCIPAL STOCKHOLDERS: Pres. Bernard T. Wilson (10%); Vice Pres. Theodore F. Weiskotten (10%); Vice Pres. John P. Hyatt (10%); Treas. Paul E. Peltason (25.75%); Secy. H. M. Stolar (2.5%); Asst. Secy.-Treas. Harry Tenenbaum (25.75%); Irvin Gerst (6%); Riverside Insurance Co. of America (4%); Salum L. Lewis (2%); Mrs. Janet W. Levy (2%) and Vance M. Thompson (2%).

EXECUTIVES:

Bernard T. Wilson, Pres. & Gen. Mgr. Ted Westcott, Prog. Dir. Richard Trompeter, Ch. Eng. John I. Hyatt, Sls. Mgr. Harold Kirsch, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$400. Minute spot Live \$100. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,500,000	1,000,000	2,500,000
Families in Area	360,000	240,000	600,000
Area in Square Miles	600		1,600
No. of Sets (June 1)	75,000	50,000	125,000
Retail Sales	\$1,750,000,000	\$500,000,000	\$2,225,000,000

BLOOMINGTON

WBLN (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Cecil W. Roberts. Address: 909 Mich. Ave., Farmington, Mo.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9.8 kw. Transmitter: Address, 106 W. Monroe St. Make, GE. Model TT-20-A. Antenna: Make GE. Height, Above average terrain 478.8 ft. Above ground 443 ft.

OPERATION: Target date Oct. 1, 1953. Hours: 7:00 p.m.-11:00 p.m.

AFFILIATION: Network, ABC.

REPRESENTATIVES: Consulting Engineer Fred O. Grimwood & Co., St. Louis.

SERVICES: One studio (20 x 30-ft.)

PRINCIPAL STOCKHOLDERS: Cecil W. Roberts (100%). He is also licensee of KREI Farmington, Mo., KNEM Nevada, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., and KCRB Chanute, Kan.

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

EXECUTIVES:

Cecil W. Roberts, Pres. Wm. Whitlock, Com. Mgr.
 Jerrell Henry, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$41, Film \$40. Rate Card No. 1.

CHAMPAIGN

WCIA (TV) (URBANA)

(Target Date, Sept. 1, 1953)

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333
 FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 15 kw. Transmitter: Address, State Highway 47. Make, RCA. Model TT10AL-TT25BL. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 1,000 ft. Above ground 981 ft.

OPERATION: Target date Sept. 1, 1953.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Spearman & Roberson. Consulting Engineer Paul Godley Co. (Upper Montclair, N. J.).

SERVICES: One studio (32 x 45-ft.). Two RCA TK11 image orthicon camera chains. One TK20D RCA film camera. Two TCA TP16 16mm SOF film projectors. Two RCA automatic slide projectors (2x2") scanners.

PRINCIPAL STOCKHOLDERS: Pres. August C. Meyer (24.9%); Clara R. Meyer (26.1%); Secy. Russel O. Derby (5%); Illinois Broadcasting Co. (20%), licensee of WSOY Decatur, 30% owner of WTAX Springfield; Helen M. Stevick (10%), 60% owner of WDWS Champaign; Marejen S. Dyess (10%), 40% owner of WDWS and J. A. McDermott (2.1%), director of Champaign News Gazette, licensee of WDWS.

EXECUTIVES:

August C. Meyer, Pres. M. D. Hunnicutt Jr., Ch. Eng.
 Harry Y. Maynard, Gen. Mgr. James F. Fielding, Prod. Mgr.
 Guy Main, Com. Mgr.

(URBANA)

(Target Date, not set)

LICENSEE: Champaign-Urbana Television Inc. Address: 1775 Broadway, New York

FACILITIES: Chan. 21, Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: Address, Woods Rd., approx. seven miles northwest of Champaign. Make, RCA. Antenna: Make RCA. Height, Above average terrain 740 ft. Above ground 750 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer William Albright, Urbana.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Norman E. Blankman (39%), New York realtor; Secy. Duncan M. Findlay (17%), New York realtor; Vice Pres. Alan Blankman (17%), Baltimore realtor; Vice Pres. Dallas W. Smythe (4%), professor of economics, U. of Illinois, consultant, Lutheran Church, Missouri Synod, which is grantee of Ch. 30, Clayton, Mo., and Herbert C. Rosenthal (10%), Graphics Institute, New York.

CHICAGO

WBBM-TV

LICENSEE: Columbia Broadcasting System. Address: 410 N. Michigan Ave. Phone: Whitehall 4-6000.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.0 kw, Aural 8.0 kw. Operating Pow.: Visual 16.0 kw, Aural 8.0 kw. Transmitter: Address, 33 N. La Salle St. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 5-Bay Superturndstile. Height, Above average terrain 390 ft. Above ground 686 ft.

OPERATION: Began Sept. 6, 1946. Hours, 8:55 a.m.-1:05 a.m.

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

REPRESENTATIVES: Sales, CBS TV Spot Sales.

SERVICES: Four studios (14 x 24-ft., 24 x 26-ft., 35 x 55-ft. and 46 x 48-ft.). Four RCA studio and eleven RCA interchangeable field camera chains. One Translux rear screen projector. Four RCA film cameras. Two RCA 35mm and four RCA 16mm film projectors. Three Label slide projectors. One Multiscope opaque projector. Four field cameras. Two microwave transmitters. News Services, AP, UP, INS. Library, Associated, Sesac, World.

PRINCIPAL STOCKHOLDERS: CBS owns and operates WCBS-AM-FM-TV New York; KCBS-AM-FM San Francisco; KMOX St. Louis; KNX-AM-FM and KNXT (TV) Los Angeles; WBBM-AM-FM-TV Chicago and WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington, 47% of WCCO-AM-TV Minneapolis and 45% of KQV Pittsburgh.

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

EXECUTIVES:

Frank Stanton, Pres., CBS William Ryan, Prod. Dir.
 J. L. Van Volkenburg, Pres., J. F. Novy, Ch. Eng.
 CBS-TV Vann Cominos, Film Buy.
 H. L. Atliss, Vice Pres. & Gen. George Arkedis, Sls. Mgr.
 Mgr. Julian Kanter, Sls. Service Mgr.
 E. H. Shomo, Asst. Gen. Mgr. Jack Curry, Sls. Prom. Mgr.
 Al Bland, Com. Prog. Dir.

RATE INFORMATION: Class A one hour Live \$1,550, Film \$1,550. Minute spot Live \$425, Film \$425. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 6,549,500. Families in Area, 1,980,900; No. of Sets (June 1), 1,645,560; Retail Sale \$8,214,706,000; Income Per Family, \$6,455.

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 20 N. Wacker Dr. Phone: Andover 3-0800

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 28.3 kw, Aural 14.15 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Dai News Bldg. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-6AH. Height, Above average terrain 660 ft. Above ground 670 ft.

OPERATION: Began Sept., 1948.

AFFILIATIONS: Network, ABC. Stations, AM, WENR. FM, WENR-FM

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney McKenna & Wilkin. Consulting Engineer Kear & Kennedy.

SERVICES: Five studios (38 x 45-ft., 28 x 51-ft., 34 x 49-ft., 26 x 31-ft., and 32 x 72-ft.) Nineteen RCA image orthicon camera chains. Two iconoscope and two RCA image orthicon film cameras. Two RCA 16mm, two GF 16mm and two RCA 35mm film projectors. Four Kodak 2A and two Sprindler & Saeupe slide projectors. One Gray Telop opaque projector. One RCA mobile unit. News Service, AP. Library, World, Associatee.

PRINCIPAL STOCKHOLDERS: Licensee also owns and operates WABC-AM-FM-TV New York, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco, and a chain of 650 motion picture theatres.

EXECUTIVES:

Leonard H. Goldenson, S. C. Quinlin, Gen. Mgr.
 Pres. (AB-PT) James Beach, Com. Mgr.
 Robert E. Kintner, William P. Kusack, Ch. Eng.
 Pres. (ABC Div.) George Rice, Film Buy.
 Robert H. O'Brien, Exec. Vice Mathew Vieracker, Treas.
 Pres. (ABC Div.) Ell Henry, Publ.

RATE INFORMATION: Class A one hour Live \$1650. Minute spot Live \$200. Frequency discounts from 2 1/2% for 13 times up to 20% for 208 times. Rate Card No. 7.

WGN-TV

LICENSEE: WGN Inc. Address: 441 N. Michigan Ave. Phone: Superior 7-0100.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5 kw. Operating Pow.: Visual 29 kw, Aural 14.5 kw. Transmitter: Address, Tribune Tower. Make, GE. Model TT-7B & TT-8B. Antenna: Make RCA. Type TF-6B. Height, Above average terrain 586 ft. Above ground 610 ft.

OPERATION: Began April 5, 1948. Hours, 9:00 a.m.-M.

AFFILIATIONS: Network, DuMont. Station, AM, WGN.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: Six studios (65 x 45-ft., 43 x 68-ft., 31 x 25-ft., 34 x 51-ft., 32 x 60-ft., and 12 x 16-ft.). Ten RCA remote and thirteen RCA studio camera chains. One Translux and one Bodde rear screen projector. Two RCA TK 20-A and two GE film cameras. Two 35mm Simplex, one 16mm RCA and one 16mm GE B&L film projectors. Two (3 1/2 x 4") B&L slide projectors. Two Balop opaque projectors. Two Houston 16mm film processing units. Three mobile units. Two Electra Zoom and one Zoomar lens. News Service, UP. Library, Standard, Associated.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York, and publish New York News and Washington (D. C.) Times-Herald.

EXECUTIVES:

Col. Robert R. McCormick, Pres. Elizabeth Bain, Film Buy.
 Frank P. Schreiber, Gen. Mgr. James Hanlon, Pub. Rel. Dir.
 William A. McGuineas, Com. Spencer Allen, Newsreel Dir.
 Mgr. George Petterson, Dir. of Opr.
 Ted Weber, TV Sls. Mgr. Robert Hibbard, Asst. to Mgr.
 Jay E. Faraghan, Prog. Dir. Charles Wilson, Sls. Prom. Mgr.
 Carl J. Meyers, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,020. Minute spot Live \$250, Film \$250. Frequency discounts from 2 1/2% for 2 times up to 15% for 7 times. Rate Card No. 11.

MARKET INFORMATION: (Total, Including Fringe Area) Population 6,719,700; Families in Area, 1,964,900; No. of Sets (June 1), 1,754,000; Retail Sales, \$8,572,875,000; Income Per Family, \$5,635; Income Per Capita, \$1,669.

CHICAGO (Continued)

WHFC-TV

(Target Date, not set)

LICENSEE: WHFC Inc. Address: 3350 S. Kedzie Ave. Phone: Townhall 3-6305.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address, 105 W. Adams St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 600 ft. Above ground 589 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WHFC. FM, WEHS.

REPRESENTATIVES: Washington Attorney Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Pres. Richard W. Hoffman (75.5%), Secy. Rose M. Hoffman (24.5%) and Vice Pres. Marie E. Clifford.

WIND-TV

(Target Date, not set)

LICENSEE: Johnson-Kennedy Radio Corp. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 1000 kw, Aural 500 kw. Operating Pow.: Visual 1000 kw, Aural 500 kw. Transmitter: Address, Chicago Daily News Bldg., Madison & Canal Sts. Make, GE. Model TT-27-A. Antenna: Make GE. Type TY-25-B. Height, Above average terrain 570 ft. Above ground 602 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WIND.

REPRESENTATIVES: Washington Attorney Pierson & Ball. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: H. Leslie Atlass (19.46+%), P. K. Wrigley (38.84+%) and The Chicago Daily News (41.68+%). John S. Knight (Chicago Daily News) also owns 45% of WAKR-TV Akron, Ohio.

EXECUTIVES:

Ralph L. Atlass, Pres. & Gen. Mgr.	Kenneth C. Shirk, Ch. Eng.
John T. Carey, Vice Pres. & Com. Mgr.	Bennett O. Scott, Asst. Secy.
H. Leslie Atlass Jr., Prog. Dir.	John S. Knight, Dir.
	Wm. Hagenah Jr., Dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Area in Square Miles	2,057	4,603

WNBC-TV

LICENSEE: National Broadcasting Co. Address: Merchandise Mart Plaza. Phone: Superior 7-8300

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 75 kw, Aural 37.5 kw. Transmitter: Address, Kemper Insurance Bldg., 20 N. Wacker Dr. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 4-Bay Superturnstile. Height, Above average terrain 595 ft. Above ground 627 ft.

OPERATION: Began Oct. 8, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WMAQ. FM, WMAQ-FM.

REPRESENTATIVES: Sales, NBC National Spot Sales. Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Four studios (10 x 13 ft., 43 x 60 ft., 30 x 45 ft., 40 x 53 ft., and Studebaker Theater with stage 40 x 60 ft.). Fourteen RCA image orthicon camera chains. Three RCA iconoscope film cameras. Three RCA 35mm two RCA 16mm and one Eastman 16mm film projectors. Two Selectroslide and one Eastman 16mm slide projectors. Telop opaque projector. One mobile unit. News Services, AP, UP, INS. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is wholly owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV), New York; WRC-AM-FM and WNBW (TV), Washington; WTAM-AM-FM and WNBK (TV), Cleveland; KNBC-AM-FM, San Francisco, and KNBH (TV), Los Angeles.

EXECUTIVES:

David Sarnoff, Chmn.	George Heinemann, Prog. Dir.
Harry C. Kopf, Gen. Mgr. & NBC Vice Pres.	Howard Luttgens, Ch. Eng.
Jules Herbuveaux, Asst. Gen. Mgr.	Isabelle Cooney, Film Buy.
John McPartlin, Com. Mgr.	Neil Murphy, Cont.
	John Keys, Adv. & Prom. Dir.

MARKET INFORMATION: Class A one hour Live \$1,800. Minute spot Live \$350. Frequency discounts. Rate Card No. 6.

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

Results That Count—

A local agency told WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show we have utilized."

A national advertiser said:

"Out of five markets used in this promotion, WGN-TV delivered 40% of the returns."

If you want RESULTS in Chicago, whether you're large or small, make WGN-TV your best television buy.



The Chicago Tribune Television Station

DANVILLE

WDAN-TV

(Target Date, not set)

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 9.5 kw. Operating Pow.: Visual 1.0 kw, Aural 0.6 kw. Transmitter: Address, 1500 N. Washington Ave. Make, RCA. Model TFU-24BL and TTU-1-B. Antenna: Make RCA. Type TFU-24BL 16-section slotted. Height, Above average terrain 416 ft. Above ground 445 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network ABC. Station, AM, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer B. C. O'Brien, Rochester.

SERVICES: Two studios (25x35-ft. and 8x10-ft.). Two Dage camera chains. One Videcon film camera. Two Holmes film projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by the Gannett Co., Rochester, N. Y., which has various newspaper interests and also owns or controls WHEC-AM-TV Rochester, WHDL Olean, N. Y., WENY and WECT (TV) Elmira, N. Y., WHTT Hartford, Conn. For list of Gannett Newspapers, see Newspaper Ownership.

EXECUTIVES

Robert J. Burow, Gen. Mgr. T. G. Magin, Ch. Eng.
Honore Ronan, Prog. Dir.

DECATUR

WTVP (TV)

LICENSEE: Prairie Television Co. Address: Shellabarger Knoll, South Side Dr. Phone: 8-4304

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 17.1 kw, Aural 9.3 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, Shellabarger Knoll, South Side Dr. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 545 ft. Above ground 602 ft.

OPERATION: Began Aug. 10, 1953. Hours, 4 p.m.-11 p.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Geo. W. Clark. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer George C. Davis.

SERVICES: One studio (53x36-ft.). Two RCA image orthicon and Dage camera chains. One RCA iconoscope film camera. Two RCA 16mm film projectors. Two 2"x2" automatic slide projectors. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: W. L. Shellebarger (67%) and remainder held by 13 others.

EXECUTIVES

W. L. Shellebarger, Pres. & Ch. Paul K. Taff, Prog. Dir. & Film Own. Buy.
Harold G. Cowgill, Gen. Mgr. James C. Wulliman, Ch. Eng.
H. Downey Hewey Jr., Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	200,000	300,000	570,000
Families in Area	65,000	102,000	189,000
No. of Sets (June 1)	10,000	15,000	30,000
Retail Sales	\$200,000,000	\$250,000,000	\$500,000,000
Income Per Family	\$3,985	\$3,900	\$3,950
Income Per Capita	\$1,238	\$1,200	\$1,200

HARRISBURG

WSIL (TV)

(Target Date, Nov., 1953)

LICENSEE: Turner Farrar Assn. Address: 21 1/2 W. Poplar St. Phone: 373.

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 11.76 kw, Aural 5.5 kw. Operating Pow.: Visual 1.0 kw, Aural .500 kw. Transmitter: Address, 21 W. Poplar St. Make, RCA. Model 1-KW. Antenna: Make RCA. Type 24DL. Height, Above average terrain 928 ft. Above ground 550 ft.

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

OPERATION: Target date Nov., 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (23x50-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA scanner.

PRINCIPAL STOCKHOLDERS: General partners O. L. Turner (25%), Oscar Turner (25%), Charles O. Farrar (25%), Ethel M. Turner (20%) and Harry Horning (5%). O. L. Turner also holds various theatre interests.

PEORIA

WEEK-TV

LICENSEE: West Central Broadcasting Co. Address: 2907 Springfield R. Phone: 3-7448, 3-7449

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85 kw. Operating Pow.: Visual 170 kw, Aural 85 kw. Transmitter: Address, 29 Springfield Rd. Make, GE. Model TT-25-A. Antenna: Make GE. Type Helical. Height, Above average terrain 546 ft. Above ground 432 ft.

OPERATION: Began Feb. 1, 1953. Hours, 5 p.m.-M.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WEEK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Pierson & Ball. Consulting Engineer Frank McIntosh.

SERVICES: One studio (40x75-ft.). Two GE PC-7-A studio type camera chair. One GE PC-2-C film camera. Two GE syncrolite 16mm film projector. One GE, Balop & Selectroslide Jr. slide projector. One GE Balopaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Robert S. Kerr (50.611%), Grayce B. Kerr (11.488%), D. A. McGee (15.525%), Geraldine H. Kerr (3.235%), T. M. Kerr (11.141%), Fred C. Mueller (5%) and C. B. Akers (3%).

EXECUTIVES

Robert S. Kerr, Pres. Wayne Lovely, Ch. Eng.
Fred C. Mueller, Gen. Mgr. Robert Arthur, Dir. of News
William J. Flynn, Com. Mgr. "Chick" Hearn, Dir. of Sports
Robert C. Fransen, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

WTVH-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Hilltop Broadcasting Co. Address: 410 Fayette St. Phone: 6-877.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 92 kw, Aural 16 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 501 N. Stewart St., Creve Coeur, Ill. Make, RCA. Model 1 kw UHF. Antenna: Make RCA. Type 24 Gain. Height, Above average terrain 350 ft. Above ground 250 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 5:00 p.m.-1:00 a.m.

AFFILIATION: Station, AM, WTVH.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Euger Burke. Consulting Engineer Walter F. Kean.

SERVICES: Two studios (30x30-ft. and 12x10-ft.). Two RCA camera chains. One RCA film camera. RCA film projector. One scanner. One opaque projector. One Projectall film processing unit. One mobile unit. News Service, INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Hugh K. Norman (55%), W. A. Hicks (36%) and Yeager & Anderson (9%). Mr. Norman owns 51% of KSTT Davenport.

EXECUTIVES:

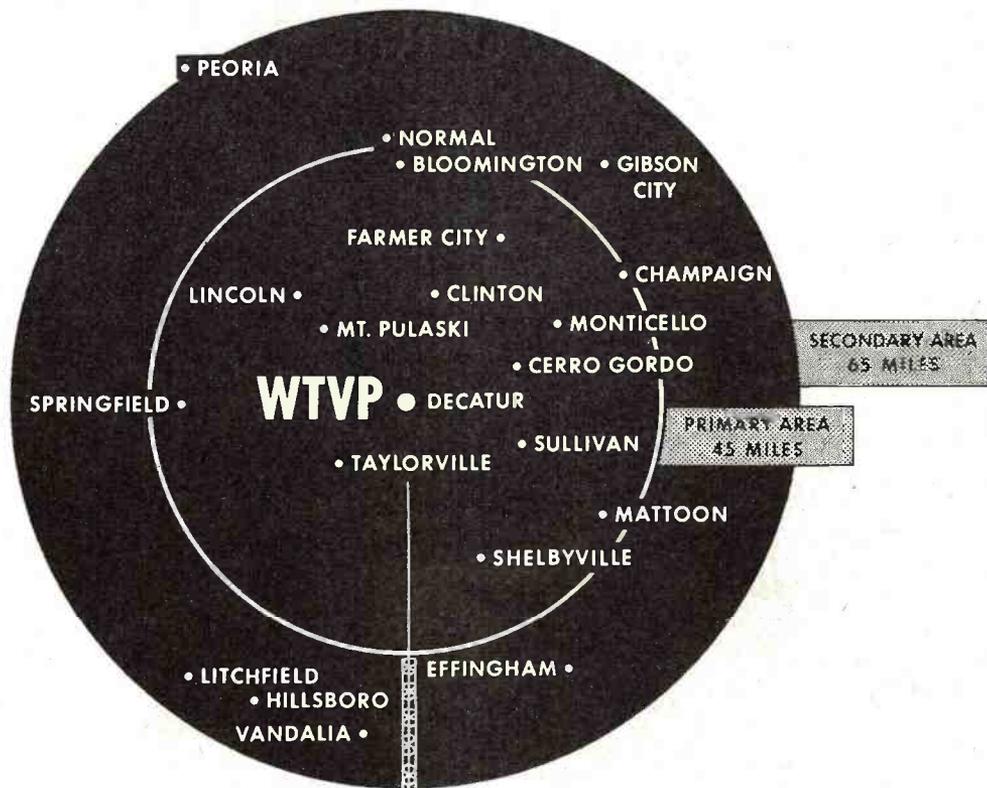
Hugh R. Norman, Pres. Don Roper, Prod. Dir.
George B. Norman, Vice Pres. Walter Wurz, Ch. Eng.
O. H. Dueswall, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$270, Film \$250. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	350,000	150,000	563,34
No. of Sets (June 1)	40,000	5,000	52,000

a million people are in the "BLACK"

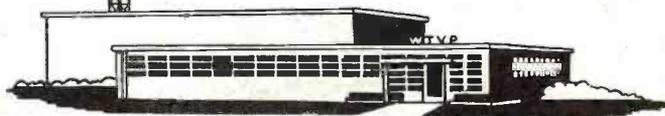


WTVP NOW BLANKETS CENTRAL ILLINOIS!

POPULATION	
Primary Area.....	500,000
Total Area Served.....	1,000,000
TOTAL RETAIL SALES	
Primary Area.....	\$523,688,000.00
Total Area Served.....	\$1,013,166,000.00
RETAIL SALES PER FAMILY	
Primary Area.....	\$3,980.00
Total Area Served.....	\$3,850.00
TV SETS NOW IN AREA	
Total June 1, 1953.....	35,000
UHF Converted.....	25,000

WTVP

CHANNEL 17 DECATUR, ILLINOIS
17,100 WATTS ANTENNA 602 FEET
ABC-CBS-NBC-DU MONT Programs



REPRESENTED BY GEORGE W. CLARK, INC. CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO

QUINCY

KHQA-TV (HANNIBAL, MO.)

(Target Date, Sept. 10, 1953)

LICENSEE: Lee Broadcasting Inc. Quincy. Address: WCU Bldg. Phone: 6200.
(For full listing see Hannibal, Mo.)

WGEM-TV

(Target Date, Sept., 1953)

LICENSEE: Quincy Broadcasting Co. Address: 513 Hampshire. Phone: 6840

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316.0 kw, Aural 158.5 kw. Operating Pow.: Visual 50.0 kw, Aural 25.0 kw. Transmitter: Address, Columbus Rd. Make, DuM. Model 12000. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 776 ft. Above ground 674 ft.

OPERATION: Target date Sept., 1953.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WGEM. FM, WQDI (FM).

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (21x49-ft. and 6x7-ft.). Two DuM. I. O. camera chains. DuM. Multiscanner film cameras. One DuM. Multiscanner film projector. One DuM. monochrome scanner. One DuM. Multiscanner opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. T. C. Oakley, Vice Pres., Treas. and Mgr. Joseph S. Bonansinga (5%), Donald S. Gardiner (8.5%), Clarence H. Quest (7%) and Anita C. Lavery (5%). Quincy Newspapers Inc. (Quincy Herald Whig) owns 70% of stock.

EXECUTIVES:

T. C. Oakley, Pres. Paul McClelland, Prog. Dir.
Joe Bonansinga, Gen. & Com. Frank Laughlin, Ch. Eng.
Mgr. M. H. Stuckwisch, Sta. Supr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	199,252	439,869
Families in Area	69,580	130,760
No. of Sets (June 1)	12,157	25,457
Retail Sales	\$181,699,000	\$437,630,370

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

NOW

Channel
CBS and
DUMONT
TV Networks

7

EFFECTIVE RADIATED POWER Video 316,000 Watts, Interim 36,300 Watts
Audio 158,000 Watts, Interim 18,150 Watts

ANTENNA HEIGHT 804 feet above ground. 886 feet above average terrain. 1539 feet above mean sea level.

316 KW E. R. P. Market Data

Population 782,000
Families 244,550
Retail Sales \$791,529,000
Farm Income \$632,429,000
TV Sets* 59,967

* TV sets figures are from "US Television ownership by counties as of May 1, 1953" CBS TV Research Dept. As you read this get the latest figures . . . we will have them.

Coverage map is coverage of interim operation . . . market data above is 100 microvolt contour with 316,000 E.R.P. Final amplifiers will be delivered by DuMor Laboratories during early part of 1954.

KHQA-TV

Studios in Hannibal, Missouri and Quincy, Illinois
The Television Affiliate of

AM **WTAD** FM
Quincy, Illinois

KHQA-TV is Owned and Operated by Lee Broadcasting, Inc. Business Office 510 Maine Street, Quincy, Illinois. Studios, Hannibal, Missouri, and Quincy, Illinois. Transmitter—Columbus Road, Quincy, Illinois.

National Representative . . . Weed Television. New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco. For availabilities contact your nearest Weed Television Office or National Sales Office of Lee Stations 510 Maine Street, Quincy, Illinois.

KHQ-TV

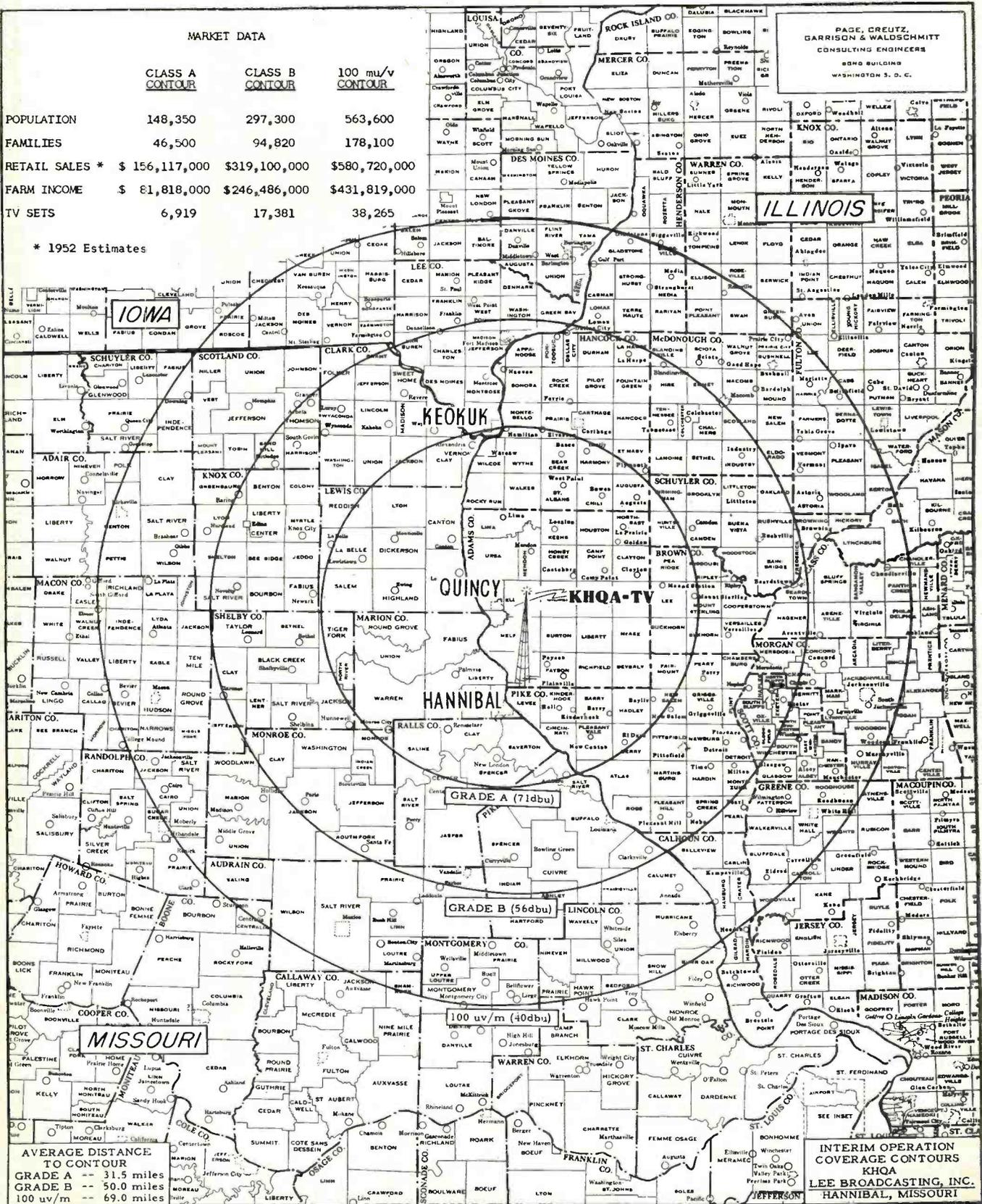
Hannibal . . . Serving The Keokuk Hannibal Quincy Area

MARKET DATA

	CLASS A CONTOUR	CLASS B CONTOUR	100 mv/v CONTOUR
POPULATION	148,350	297,300	563,600
FAMILIES	46,500	94,820	178,100
RETAIL SALES *	\$ 156,117,000	\$319,100,000	\$580,720,000
FARM INCOME	\$ 81,818,000	\$246,486,000	\$431,819,000
TV SETS	6,919	17,381	38,265

* 1952 Estimates

PAGE, CREUTZ,
BARRISON & WALDSCHMITT
CONSULTING ENGINEERS
BOND BUILDING
WASHINGTON S. O. C.



AVERAGE DISTANCE
TO CONTOUR
GRADE A -- 31.5 miles
GRADE B -- 50.0 miles
100 uv/m -- 69.0 miles

INTERIM OPERATION
COVERAGE CONTOURS
KHQ-TV
LEE BROADCASTING, INC.
HANNIBAL, MISSOURI

ROCK ISLAND

HBF-TV

ENSEE: Rock Island Broadcasting Co. Address: Telco Bldg. Phone: Rock Island 6-5441

ILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 23.4 kw, Aural 11.7 kw. Transmitter: Address, Telco Bldg. Make, DuM. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 370 ft. Above ground 483 ft.

ERATION: Began July 1, 1950. Hours, 9:00 a.m.-12:00 midnight.

ILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WHBF. FM, WHBF-FM.

RESENTATIVES: Sales, Avery-Knodel, Inc. Washington Attorney Dow, Lghnes & Albertson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

VICES: Two studios (80x30-ft. and 30x18-ft.). Three DuM. image orthicon camera chains. One Trans-Lux rear screen projector. One DuM. image orthicon film camera. Two Holmes image orthicon film projectors. Trans-Lux opaque projector. One DuM. flying spot scanner. Mobile service available via Ill. Bell Tel. Co. News Services, UP, DNS; Libraries: Standard World, Lang-Worth.

INCIPAL STOCKHOLDERS: J. W. Potter Co., principal stockholder, publishers Rock Island Argus.

EXECUTIVES:

Ben H. Potter, Pres.	Robert J. Sinnett, Ch. Eng.
Leslie C. Johnson, Vice Pres. & Gen. Mgr.	Fern Hawks, Publ. Dir.
Maurice Corken, Com. Mgr.	Wm. Ellison, Dir. of News
Forest W. Cooke, Prog. Dir. & Film Buy.	Paul Liggitt, Spl. Events

IE INFORMATION: Class A one hour Live \$460, Film \$400. Minute spot Live \$110, Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	249,034	555,335	1,729,000
Families in Area	111,200	127,800	526,700
Area in Square Miles	2,056	8,668	
No. of Sets (June 1)			212,000
Retail Sales	\$20,165,000	\$50,027,000	\$153,297,000
Income Per Family	\$3,817	\$3,763	\$4,484
Income Per Capita	\$1,185	\$1,168	\$1,390

SPRINGFIELD

ICS (TV)

(Target Date, Oct. 1, 1953)

ENSEE: Plains Television Corp. Address: Leland Office Bldg., 523 E. Capitol Ave. Phone: 8-0465

ILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 10 kw. Transmitter: Address, 3000 S. 4th St. Make, RCA. Model TTV-1B. Antenna: Make RCA. Type TFU-24 DL. Height, Above average terrain 430 ft. Above ground 430 ft.

ERATION: Target date Oct. 1, 1953.

ILIATION: Station, AM, WCVS.

PRESENTATIVES: Sales, Adam Young Television. Washington Attorney McKenna & Wilkinson. Consulting Engineer Jansky & Bailey Inc.

VICES: Two studios (30 x 30-ft. and 7 x 11-ft.). One RCA camera chain. One RCA film camera. Two 16mm RCA film projectors. One RCA slide projector.

INCIPAL STOCKHOLDERS: Pres. and Secy. Herbert Scheffel, Treas. Alfred G. Burger, and Stuart S. Scheffel. Sole owner of licensee is Transcontinental Properties Inc. (real estate), New York, in which Messrs. Scheffel and Burger have 25% interest. For other holdings, see Group Ownership.

EXECUTIVES:

Milton D. Friedland, Gen. & Com. Mgr.

IE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times or more. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 400,000; Families in Area, 116,131; No. of Sets (June 1), 10,000; Retail Sales, \$400,701,725.

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

URBANA

WCIA (TV) (CHAMPAIGN)

(Target Date, Sept. 1, 1953)

LICENSEE: Midwest Television Inc.

(For Listing see Champaign)

— — — (CHAMPAIGN)

(Target Date, not set)

LICENSEE: Champaign-Urbana Television Co. Address: 1775 Broadway, New York.

(For Listing see Champaign)

INDIANA

INDIANA MARKET INDICATORS

Total Population July 1, 1952	4,104,000
Total Families, 1950	1,039,105
Total Urban Population, 1950	2,357,196
Total Rural Nonfarm Population, 1950	909,874
Total Farm Population, 1950	667,154
Employed in Nonagricultural Establishments, Feb., 1953	1,391,200
Total Employed, 1950	1,518,442
Employed in Mining, Feb., 1953	13,500
Employed in Manufacturing, Feb., 1953	667,600
Employed in Construction, Feb., 1953	53,000
Employed in Agriculture, 1950	175,645
Retail Sales, 1952	\$ 4,434,219,000
Bank Assets, Jan. 1, 1953	\$ 4,032,451,000
Bank Deposits, Jan. 1, 1953	\$ 3,773,452,000
Major Income Sources, 1951: Agriculture 9.6%; Government 11.4%; Manufacturing Payrolls 34.8%; Trade and Service 22.8%; Other 21.4%	
Total Income Payments, 1951	\$ 6,655,000,000
Per Capita Income, 1951	\$ 1,649
Median Family Income, 1950	\$ 3,197
Total Internal Revenue Collections, 1952	\$ 1,435,424,791
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 77.79
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 156,557,000
Cash Receipts of Farms, 1952	\$ 1,095,810,000
Government Payments to Farmers, 1952	\$ 6,868,000
Value of Mineral Production, 1950	\$ 166,632,000
Total New Construction in 1952	\$ 786,100,000
New Private Construction in 1952	\$ 606,000,000
New Public Construction in 1952	\$ 180,100,000
Motor Vehicle Registration, 1952	1,529,876
Number of Telephones, 1952	1,243,800
Number of Electrical Connections, 1952	1,351,465
Number of Gas Utilities Connections, 1952	613,800

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

INDIANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	22,393	23,056	5,280	451	1,850	28%
Allen	183,722	242,449	52,582	7,346		
Bartholomew	36,108	33,979	8,523	872	9,660	71%
Benton	11,462	12,628	2,622	345	1,970	58%
Blackford	14,026	15,991	3,602	489	1,230	28%
Boone	23,993	31,207	5,927	879	6,240	77%
Brown	6,209	2,500	984	51	820	48%
Carroll	16,010	13,862	3,405	230	1,640	31%
Cass	38,793	48,104	8,549	1,526	5,360	45%
Clark	48,330	35,838	10,998	861	12,800	80%
Clay	23,918	17,607	5,201	541	3,200	40%
Clinton	29,734	31,004	6,646	799	6,880	70%
Crawford	9,289	4,901	1,113	99	1,010	36%
Dearborn	26,762	25,192	5,443	570	2,920	36%
Decatur	25,141	26,085	6,634	595	4,840	62%
De Kalb	18,218	17,719	3,702	372	3,220	38%
Delaware	26,023	24,122	6,396	537	1,760	21%
Dubois	90,252	91,812	20,824	2,926	17,170	58%
Elkhart	23,785	23,649	4,357	533	670	10%
Fayette	84,512	110,505	24,698	3,549	10,530	38%
Floyd	23,391	27,880	6,852	882	2,560	40%
Fountain	43,955	46,532	11,743	1,166	11,810	32%
Franklin	17,836	16,856	3,724	475	2,010	34%
Fulton	16,034	9,788	2,362	98	1,760	40%
Gibson	16,568	20,820	3,871	483	1,890	35%
Grant	30,720	34,310	7,782	562		
Greene	62,156	62,733	14,597	2,038	7,490	38%
Hamilton	27,886	21,322	6,037	633	3,160	34%
Hancock	28,491	27,438	5,676	657	7,240	77%
Hancock	20,332	18,420	4,826	413	4,070	56%

INDIANA MARKET DATA BY COUNTIES (Continued)

Harrison	17,858	11,183	2,258	150	1,870	36%
Hendricks	24,594	15,831	3,405	690	5,280	66%
Henry	45,505	44,640	13,266	1,122	9,590	68%
Howard	54,498	58,978	13,308	1,779	13,530	77%
Huntington	31,400	32,640	8,445	938	1,530	15%
Jackson	28,237	29,579	6,556	499	4,220	48%
Jasper	17,031	17,773	4,142	310	3,020	58%
Jay	23,157	20,665	5,005	488	2,100	28%
Jefferson	21,613	19,507	4,357	685	3,350	54%
Jennings	15,250	10,329	2,635	175	2,480	62%
Johnson	26,183	24,509	6,108	829	5,610	66%
Knox	43,415	48,957	10,659	1,271	5,280	38%
Kosciusko	33,002	37,288	8,819	861	4,250	39%
La Grange	15,347	10,987	2,708	239	1,670	38%
Lake	368,152	457,545	116,824	11,669	107,710	96%
La Porte	76,808	86,675	22,918	2,197	20,090	83%
Lawrence	34,346	31,797	7,685	927	4,350	41%
Madison	103,911	111,063	26,777	3,861	22,230	65%
Marion	551,777	770,039	165,593	33,600	134,900	74%
Marshall	29,468	36,318	6,908	700	3,300	35%
Martin	10,678	6,026	1,834	208	1,090	34%
Miami	28,201	27,571	6,616	665	2,480	27%
Monroe	50,080	41,180	10,027	1,638	9,100	65%
Montgomery	29,122	31,854	7,417	734	5,470	57%
Morgan	23,726	21,252	5,891	473	5,080	66%
Newton	11,006	12,458	2,573	403	2,030	58%
Noble	25,075	31,493	6,416	646	3,360	42%
Ohio	4,223	2,578	703	44	810	62%
Orange	16,879	11,426	3,197	463	1,870	36%
Owen	11,763	7,121	1,962	213	1,260	34%
Parke	15,674	11,534	2,798	341	1,670	34%
Perry	17,367	14,034	3,726	356	1,840	36%
Pike	14,865	11,680	3,108	92	1,860	36%
Porter	40,076	39,209	10,096	1,068	11,090	88%
Posey	19,818	16,531	3,815	255	1,180	31%
Pulaski	12,493	13,526	2,828	265	2,680	40%
Putnam	22,950	23,907	4,729	607	5,760	64%
Randolph	27,141	34,309	6,149	793	3,480	58%
Ripley	18,763	19,711	4,602	517	3,600	62%
Rush	19,799	20,091	3,696	390	3,480	58%
St. Joseph	205,058	282,071	60,393	7,545	27,280	42%
Scott	11,519	12,584	3,572	179	2,050	54%
Shelby	28,026	28,719	6,319	619	5,550	59%
Spencer	16,174	12,177	2,421	330	740	46%
Starke	15,282	17,823	3,755	159	4,070	83%
Steuben	17,087	22,524	4,839	513	1,180	21%
Sullivan	23,667	19,506	5,391	410	2,210	28%
Switzerland	7,599	4,034	1,065	99	1,360	62%
Tippecanoe	74,473	79,144	17,778	3,083	6,910	31%
Tipton	15,566	11,424	2,893	316	3,360	70%
Union	6,412	5,033	1,465	172	760	40%
Vanderburgh	160,422	182,517	40,500	6,499	30,800	80%
Vermillion	19,723	17,910	4,904	480	2,410	34%
Vigo	105,160	122,200	27,710	3,811	10,880	31%
Wabash	29,047	29,629	6,541	956	2,540	27%
Warren	8,535	4,375	1,228	90	920	34%
Warrick	21,527	18,184	4,646	309	680	10%
Washington	16,520	19,349	2,419	251	2,750	54%
Wayne	68,566	86,328	18,218	2,602	13,820	64%
Wells	19,564	19,242	4,451	341	950	15%
White	18,042	18,794	3,566	688	1,830	31%
Whitley	18,828	20,476	4,380	435	2,600	42%

Note: For sources see foreword. Food, drug and retail sales, copyright 1953. Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & Per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	6,600	32	2,130	Madison	34,200	73	25,020
Allen	59,400	14	8,350	Marion	182,300	80	145,860
Bartholomew	13,600	68	9,250	Marshall	162,500	48	78,860
Benton	3,400	58	1,960	Martin	3,200	48	1,540
Blackford	4,400	32	1,420	Miami	9,200	27	2,510
Boone	8,100	78	6,330	Monroe	14,000	71	9,920
Brown	1,700	46	780	Montgomery	9,600	65	6,220
Carroll	5,300	35	1,880	Morgan	7,700	71	5,500
Cass	11,900	43	5,033	Newton	5,100	57	2,910
Clark	16,000	65	10,410	Noble	8,000	38	3,040
Clay	8,000	44	3,550	Ohio	1,300	66	860
Clinton	9,800	77	7,550	Orange	5,200	39	2,040
Crawford	2,800	39	1,100	Owen	3,700	48	1,770
Daviess	8,100	37	3,010	Parke	4,900	40	1,980
Dearborn	7,800	66	5,180	Perry	5,100	39	1,990
Decatur	5,600	66	3,710	Pike	4,600	37	1,720
DeKalb	8,400	25	2,130	Porter	12,800	77	9,760
Delaware	29,600	69	20,330	Posey	6,000	60	3,600
Dubois	6,700	48	3,216	Pulaski	3,800	36	1,350
Elkhart	27,700	44	12,220	Putnam	6,700	44	2,980
Fayette	7,400	44	3,220	Randolph	9,000	69	6,190
Floyd	14,400	77	11,080	Ripley	5,800	66	3,850
Fountain	5,900	40	2,380	Rush	6,000	66	3,980
Franklin	4,400	44	1,930	St. Joseph	6,900	65	4,485
Fulton	5,400	41	2,220	Scott	3,800	52	1,960
Gibson	9,800	48	4,704	Shelby	9,400	59	5,540
Grant	19,700	48	9,370	Spencer	4,600	60	2,760
Greene	9,300	48	4,460	Starke	4,900	75	3,660
Hamilton	9,400	78	7,380	Steuben	5,600	25	1,420
Hancock	6,900	59	4,060	Sullivan	7,900	37	2,940
Harrison	9,500	39	3,705	Switzerland	2,600	65	1,660
Hendricks	8,600	71	6,106	Tippecanoe	22,300	41	9,060
Henry	14,100	74	10,390	Tipton	4,800	77	3,690
Howard	17,700	86	15,280	Union	1,900	44	830
Huntington	10,200	13	1,350	Vanderburgh	52,900	10	5,320
Jackson	8,800	46	4,050	Vermillion	7,100	40	2,870
Jasper	5,200	58	3,000	Vigo	35,100	45	15,920
Jay	7,500	32	2,400	Wabash	9,400	27	2,560
Jefferson	6,200	52	3,200	Warren	2,700	40	1,080
Jennings	4,000	67	2,660	Warrick	6,800	50	3,400
Johnson	8,500	71	6,070	Washington	5,100	52	2,630
Knox	13,900	48	6,610	Wayne	21,600	69	14,860
Kosciusko	10,900	36	3,870	Wells	6,300	13	820
Lagrange	4,400	44	1,940	White	5,900	36	2,100
Lake	112,200	95	106,940	Whitley	6,200	38	2,350
La Porte	24,200	75	18,150				
Lawrence	10,600	55	5,880	Totals	1,256,400		717,920

BLOOMINGTON

WTTV (TV)

LICENSEE: Sarkes Tarzian Inc. Address: East Hillside Dr. Phone: 7251

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 28 kw, Aural 14 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, East Hillside Dr. Make, RCA. Model TT-5A. Antenna: Make Skyline. Guyed. Height, Above average terrain 715 ft. Above ground 637 ft.

OPERATION: Began Nov. 11, 1949. Hours, 6:55 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WTTV.

REPRESENTATIVES: Sales, Robert Meeker Assoc. Washington Attorney / Stein. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (25 x 45 ft.) Two RCA field camera chains. One RCA film camera. Two RCA 16mm film projectors. Projectall scanner. Projectall opaque projector. Mobile unit equipped for two camera operation. News Services AP, UP Photos.

PRINCIPAL STOCKHOLDERS: Sarkes and Mary Tarzian (100%). Licensee holds interest in WIPC Lake Wales, Fla.

EXECUTIVES:

Sarkes Tarzian, Pres. Morton Weigel, Ch. Eng.
Robert Lemmon, Gen. Mgr. Jerry Danziger, Film Dir.
Norman Cissna, Com. Mgr. Steve Briggs, Prod. Dir.
Robert Petranoff, Prog. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Film \$600. Minute spot Film \$120.

Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 5.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 1,443,

Families in Area, 457,360; Area in Square Miles, 11,304; No. of Sets (June 1), 240,000; Retail Sales, \$1,464,498,000.

ELKHART

WTRC-TV

(Target Date, not set)

LICENSEE: Truth Publishing Co. Address: 116 S. 2d St. Phone: 3-1960.

FACILITIES: Chan. 52. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 115 kw. Transmitter: Address, Oakland & Mishawaka Rds. Make, RCA. Antenna Make, RCA. Height, Above average terrain 4,085 ft. Above ground 1,225 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WTRC.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. John F. Dille Jr. (35.5%) executive of newspaper syndicate and sales organizations; Vice Pres. Carl Greenleaf, instrument manufacturer; Walter R. Beardsley and First National Bank of Elkhart, co-trustees for A. H. Beardsley Trust No. 3 (49.5%). Mr. Beardsley is president of Miles Labs. (Alka Seltzer).

EXECUTIVES:

John F. Dille Jr., Pres.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	344,400	189,000	533,400
Families in Area	120,000	53,800	173,800
No. of Sets (June 1)	40,000		40,000
Retail Sales	\$420,000,000	\$187,047,000	\$607,260,000

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

EVANSVILLE

WVAY-TV (TV)

(Target Date, Oct., 1953)

LICENSEE: Premier Television Inc. Address: 215 Sycamore St.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 90 kw, Aural 45 kw.
Transmitter: Address, Green River Rd. & Lincoln Ave. Make, RCA. Antenna: Make RCA. Height, Above average terrain 475 ft. Above ground 494 ft.

OPERATION: Target date Oct., 1953.

REPRESENTATIVES: Washington Attorney Haley, Doty & Schellenberger. Consulting Engineer Martin R. Williams, Indianapolis.

PRINCIPAL STOCKHOLDERS: Pres. Jesse D. Fine, vice president and one third owner of Grand-Carlton Corp. (motion picture exhibitors), Evansville; Vice Pres. Isadore J. Fine, president and one third owner of Grand-Carlton Corp. and 40% partner in law firm of Hatfield, Fine, Hatfield & Spanenberger, Evansville; Treas. Oscar K. Fine, secretary-treasurer and one third owner of Grand-Carlton Corp.; Secy. Eugene P. Fine, 10% partner in law firm of Hatfield, Fine, Hatfield & Spanenberger and William Robert Wilson, employe of NBC New York. Grand-Carlton Corp. owns 90% of licensee.

WVAY-TV (PRINCETON)

(Target Date, Oct. 15, 1953)

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer West Broadway, Princeton. (For full Listing see Princeton, Ind.)

FT. WAYNE

KJG-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Northeastern Indiana Broadcasting Co. Address: 220 E. Jefferson St.

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 203 kw, Aural 107 kw.
Transmitter: Address, Maples Rd. off Decatur Rd. Make, GE. Antenna: Make GE. Height, Above average terrain 503 ft. Above ground 523 ft.

OPERATION: Target date, Nov. 1, 1953.

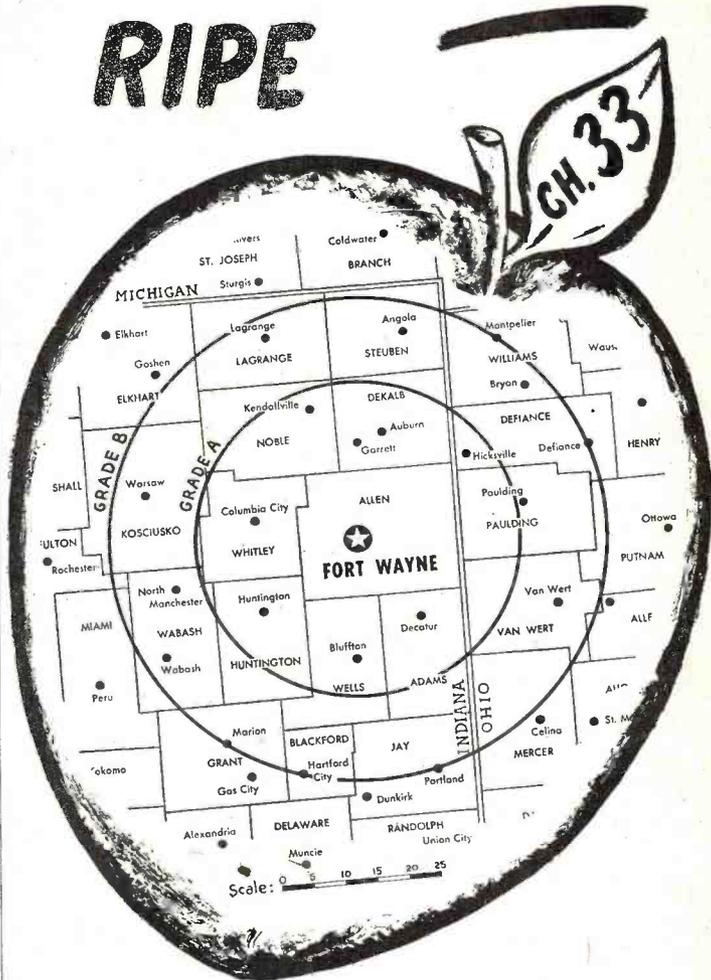
AFFILIATIONS: Network, NBC. Station, AM, WJKG.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Pierson & Ball. Consulting Engineer George E. Gautney.

PRINCIPAL STOCKHOLDERS: Pres. Clarence L. Schust (28.52%), Vice Pres. Treas. H. Leslie Popp (28.52%), Vice Pres.-Secy. Edward G. Thoms (18.76%) and Walter L. Thoms (18.76%).

BROADCASTING • TELECASTING

A PLUM THAT'S REALLY RIPE



WKJG-TV

FORT WAYNE INDIANA'S
FIRST TELEVISION STATION

CHANNEL 33
Affiliated With NBC-TV

Represented
By Raymer

INDIANAPOLIS

WFBM-TV

LICENSEE: WFBM Inc. Address: 1330 N. Meridian St. Phone Lincoln 8521.
 FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 30.8 kw, Aural 18.1 kw.
 Transmitter: Address, Merchants National Bank Bldg. Make, RCA. Model TT-5A. Antenna: Make RCA. Height, Above average terrain 428 ft. Above ground 428 ft.

OPERATION: Began May 30, 1949. Hours, 7:30 a.m.-1:00 a.m.
 AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WFBM.
 REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Dempsey & Koplovitz.

SERVICES: Two studios (60 x 40 ft. and 30 x 40 ft.) Six RCA camera chains. One RCA film camera. Two RCA film projectors. One Shadow Box 6x8" scanner. Projectal 3x4" opaque projector. One mobile unit. News Services, INS, AP.

PRINCIPAL STOCKHOLDERS: Harry M. Bitner and family. Same interests own WDFB Flint, WOOD-AM-TV Grand Rapids, Mich. and WEOA Evansville, Ind.

EXECUTIVES:
 Harry M. Bitner Jr., Pres. & Gen. Mgr. Harold Holland, Ch. Eng.
 William F. Kiley, Com. Mgr. Hugh Kibbey, Film Buy.
 William Fall, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$800. Film \$800. Minute spot Live \$150 Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION: (Grade A FCC Contour) No. of Sets (June 1), 342,000.

WJRE (TV)

(Target Date, not set)

LICENSEE: Marion Radio Corp. Address: 1703 E. 38th St. Phone: Atlantic 3141.
 FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 95.1 kw, Aural 47.5 kw.
 Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 1703 E. 38th St. Make, RCA. Model TTV-5A. Antenna: Make RCA. Type

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

TFV-24BL. Height, Above average terrain 386 ft. Above ground 446 ...
 OPERATION: Target date not set
 REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consultant Engineer George P. Adair.
 SERVICES: One studio (30 x 60-ft.). Two RCA TK11A camera chains. One RCA TK20D film camera. Two RCA TK20D film projectors. One Projectal s projector.
 PRINCIPAL STOCKHOLDERS: Pres. John Ramp (100%), 100% owner of WL Merion, Ind., Vice Pres. John R. Brown. Secy. George Ramp and Trr Ferdinand S. Kurdys.

WNES (TV)

(Target Date, Oct., 1953)

LICENSEE: Empire Coil Co. Address: 85 Beechwood Ave., New Rochelle, N. Y.
 FACILITIES: Chan. 67. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 68
 Transmitter: Address, east side of Fisher Rd., 0.3 miles south of South eastern Ave., Warren Township. Make, RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 500 ft.

OPERATION: Target date Oct., 1953.
 REPRESENTATIVES: Washington Attorney Morton H. Wilner, Lyon, Wilner Bergson. Consulting Engineer Benjamin Adler, Adler Communicati Labs, New Rochelle.
 PRINCIPAL STOCKHOLDERS: Pres. Herbert Mayer (45%) and Treas. Fran Mayer (45%). Empire Coil is also licensee of WXEL (TV) Cleveland, KDEN (TV) Denver, KPTV (TV) Portland and KCPY (TV) Kansas City.

LAFAYETTE

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300
 FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.5 kw.
 Operating Pow.: Visual 20 kw, Aural 10.5 kw. Transmitter: Address, McCarty Lane. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-27BH. Height, Above average terrain 372 ft. Above ground 364 ft.

OPERATION: Began June 15, 1953. Hours, 6:00 p.m.-10:00 p.m.
 AFFILIATION: Station AM, WFAM.

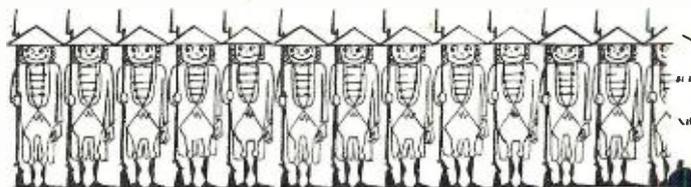
Lafayette... we are **HERE!**

W
LA FAYETTE
 M INDIANA
 CHANNEL 59 **TV**

PRESIDENT AND GEN. MGR.: O. E. RICHARDSON • MANAGER: DAVID F. MILLIGAN

One if by land . . .
 Two if by sea . . .
THIRTEEN if by WFAM-TV

That's the *county* count for Indiana's newest—WFAM-TV Channel 59—now knocking northwestern Indiana video sales records into a cocked hat! For the first time, thirteen rich, responsive counties surrounding Lafayette have clear, snow free reception! With WFAM-TV's 20,000 watts and the terrain (it's flatter than a fritter) that's a lot of coverage, but it's only *part* of the story. Population is nearly 350,000; retail sales last year, \$319,289,000—mostly to well-heeled farm families! Load your muskets, men! When you aim with WFAM-TV, you draw bead on *the SELL SQUAD* in the state!



BENTON BOONE CARROLL CASS CLINTON FOUNTAIN HOWARD
 MIAMI MONTGOMERY TIPTON TIPPECANOE WARREN WHIT.

REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU COMPANY • 347 MADISON AVENUE, NEW YORK • 333 NORTH MICHIGAN AVENUE, CHICAGO • 1746 NORTH LAS PALMAS AVENUE, LOS ANGELES

Reflex action is the dependable source of repeat sales. In the billion dollar Greater Indianapolis Market, one tap on WFBM-TV is worth the legwork required to visit the TV homes within a 65 mile radius of Indianapolis.



WFBM-TV

INDIANAPOLIS
CHANNEL 6

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with WFBM (AM); WEOA, Evansville; WFDF, Flint; WOOD (AM & TV) Grand Rapids

REPRESENTATIVES: Sales, William G. Rambeau Co. Washington attorney Guilford Jameson.

SERVICES: Two studios (60 x 40 ft. and 10 x 10 ft.) One RCA TK-11A and one RCA TK-10A camera chain. One RCA TK-20D film camera. Two RCA TP-16D film projectors. Two slide projectors—2" x 2" drum type. News Service, UP.

PRINCIPAL STOCKHOLDERS: O. E. Richardson (100%).

EXECUTIVES:

O. E. Richardson, Pres. Harry C. Garba, Ch. Eng.
David F. Milligan, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$200.00. Minute spot Live \$40.00. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)
Population	336,122
Families in Area	101,856
Retail Sales	\$310,822,600
Income Per Family	\$3,100
Income Per Capite	\$1,274

MARION

WMRI-TV

(Target Date, not set)

LICENSEE: Chronicle Publishing Co. Address: 610 S. Adams St.

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.2 kw. Transmitter: Address, Pennsylvania St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 360 ft. Above ground 381 ft.

OPERATION: Target date not set.

AFFILIATION: Station, FM, WMRI (FM).

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

REPRESENTATIVES: Washington Attorney Bingham, Collins, Porter & Kistl. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Pres. Gardner J. Thomas (2.65%), publisher, Katharine L. Thomas (16.8%), Sara L. Fischer (11.5%), Secy. Riche E. Lindsay (16.8%), Treas. Edward Camp (4.24%), Vice Pres. David Lindsay Jr. (8.04%), president of Sarasota (Fla.) Herald-Tribune a Journal.

MUNCIE

WLBC-TV

LICENSEE: Tri City Radio Corp. Address: 420 Alden Rd. Phone: 4403

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 8.7 kw. Operating Pow.: Visual 17.4 kw, Aural 8.7 kw. Transmitter: Address, U Highway #35, south of Muncie. Make, RCA. Model TTU-1B. Antenn. Make RCA. Type TFU-248M. Height, Above average terrain 497 ft. Above ground 542 ft.

OPERATION: Began May 8, 1953. Hours, 4:45 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WLBC, FM, WMUN, (FM).

REPRESENTATIVES: Sales, Hal Holman, Chicago; Walker Co., New York; Washington Attorney John H. Midlen. Consulting Engineer George Davis.

SERVICES: One studio (24 x 51 ft.) One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. Super Projectall slide projector News Service, UP. Library, Official Films.

PRINCIPAL STOCKHOLDERS: Don Burton (51%) and Bill Craig (46%). Balance owned by employes of WLBC-AM-TV.

EXECUTIVES:

Don Burton, Pres. & Gen. Mgr. Meury Crain, Ch. Eng.
Bill Craig, Com. Mgr. & Film Buy. Geo. Marks, Prod. Mgr.
Lee Allerton, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$200. Film \$200 plus chgs. Minu spot Live \$45. Film \$40. Frequency discounts from 5% for 26 weeks u to 10% for 52 weeks. Rate Card No. 1.

- *Indiana's Third Largest Television Market!*
- *Eastern Indiana's ONLY TV Station!*
- *The Nation's Ideal Test City!*

*

For many years, WLBC (AM) has been used by leading national advertisers for product and copy tests. Now with the advent of television, you have an opportunity to test the reaction of a large television audience in this typical American City to your product, copy or program via WLBC-TV.

*

Affiliated with the television networks of CBS-NBC-ABC and DuMont

WLBC-TV

RADIO CENTER

MUNCIE, INDIANA

PHONE 4404

Represented by: The Walker Co., New York; The Hal Holman Co., Chicago

PRINCETON

WRAY-TV (EVANSVILLE)

(Target Date, Oct. 15, 1953)

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer West Broadway. Phone: 1250

FACILITIES: Chan. 52. Authorized Eff. Rad. Pow.: Visual 500 kw, Aural 250 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Outer West Broadway. Make, RCA. Model TTU 10A. Antenna: Make RCA. Type Double Slot Directional. Height, Above average terrain 500 ft. Above ground 477 ft.

OPERATION: Target date Oct. 15, 1953. Hours: 3:00 p.m.-11:00 p.m.

AFFILIATION: Station, A.M., WRAY.

REPRESENTATIVES: Washington Attorney Leon Sclawy. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (32 x 40 ft.). One RCA camera chain. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. Library, Unity.

PRINCIPAL STOCKHOLDERS: Sole owner is M. R. Lankford.

EXECUTIVES:

M. R. Lankford, Pres. Roy J. Lankford, Secy. & Treas.
Robert L. Epstein, Gen. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$325, Film \$250. Minute spot Live \$65, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 206 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	350,000	450,000	725,000
Retail Sales	\$340,000,000	\$437,000,000	\$618,000,000

SOUTH BEND

WSBT-TV

LICENSEE: South Bend Tribune. Address: 225 W. Colfax Ave. Phone: 3-6161

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 87.6 kw. Operating Pow.: Visual 17.5 kw, Aural 8.76 kw. Transmitter: Address, Route 6, Box 32-A, South Bend. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 536 ft. Above ground 479 ft.

OPERATION: Began Dec. 21, 1952. Hours: 1:55 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WSBT.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (30 x 40 ft.). Four RCA TK31A field cameras. One RCA TK20C film camera. Two RCA TP16B film projectors. Two Spindler & Sauppe 2" x 2" slide projectors. One custom mobile unit. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: South Bend Tribune (100%).

EXECUTIVES:

F. A. Miller, Pres. Arthur O'Neil, Ch. Eng.
Neal B. Welch, Gen. Mgr. Walter Sweitzer, Film Buy.
Robert J. Drain, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$275, Film \$200. Minute spot Live \$55, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 723,400; Families in Area, 219,200; No. of Sets (June 1), 60,000; Retail Sales, \$849,743,000; Income Per Family, \$4,752; Income Per Capita, \$1,446.

WATERLOO

WINT (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Tri-State Television Inc. Address: 114 Engineers Bldg., Cleveland.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, Old U. S. 6. Make, RCA. Antenna: Make RCA. Height, Above average terrain 919 ft. Above ground 526 ft.

OPERATION: Target date, Oct. 1, 1953.

REPRESENTATIVES: Washington Attorney Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: Pres. R. M. Pierce (22.5%), president of WDOK Cleveland, Treas. F. C. Wolf (22.5%), treasurer, WDOK, Vice Pres. E. Harry Camp (10%), general manager of WDOK, and other minority stockholders.

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

IOWA MARKET INDICATORS

Total Population, July 1, 1952	2,645,000
Total Families, 1950	686,785
Total Urban Population, 1950	1,250,938
Total Rural Nonfarm Population, 1950	487,485
Total Farm Population, 1950	782,650
Employed in Nonagricultural Establishments, Feb., 1953	623,500
Total Employed, 1950	1,002,180
Employed in Mining, Feb., 1953	2,700
Employed in Manufacturing, Feb., 1953	175,200
Employed in Construction, Feb., 1953	21,500
Employed in Agriculture, 1950	285,267
Retail Sales, 1952	\$ 3,039,460,000
Bank Assets, Jan. 1, 1953	\$ 2,684,950,000
Bank Deposits, Jan. 1, 1953	\$ 2,489,695,000
Major Income Sources, 1951: Agriculture 29.0%; Government 12.3%; Manufacturing Payrolls 14.9%; Trade and Service 22.3%; Other 21.5%	
Total Income Payments, 1951	\$ 4,019,000,000
Per Capita Income, 1951	\$ 1,531
Median Family Income, 1950	\$ 3,068
Total Internal Revenue Collections, 1952	\$ 545,154,743
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 69.70
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 452,393,000
Cash Receipts of Farms, 1952	\$ 2,328,845,000
Government Payments to Farmers, 1952	\$ 13,008,000
Value of Mineral Production, 1950	\$ 41,773,000
New Public Construction in 1952	\$ 103,800,000
Motor Vehicle Registration, 1952	1,090,358
Number of Telephones, 1952	867,400
Number of Electrical Connections, 1952	885,841
Number of Gas Utilities Connections, 1952	314,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

IOWA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adair	12,292	9,438	1,602	226	1,520	38%
Adams	8,753	6,850	724	97	1,060	38%
Allamakee	16,351	17,992	3,419	225	470	10%
Appanoose	19,683	14,412	3,269	381		
Audubon	11,579	15,728	2,446	222	1,500	44%
Benton	22,656	21,626	4,299	344	2,100	30%
Black Hawk	100,448	132,030	25,729	3,450		
Boone	28,139	24,550	4,869	608	4,590	54%
Bremer	18,884	22,436	3,858	275	800	14%
Buchanan	21,927	17,925	3,220	246	1,770	30%
Buena Vista	21,113	26,980	5,050	522	1,170	17%
Butler	17,394	20,888	3,082	297	760	14%
Calhoun	16,925	15,600	3,099	382	1,110	21%
Carroll	23,065	32,086	4,940	498	2,820	44%
Cass	18,532	24,748	4,363	586	3,170	52%
Cedar	16,910	18,358	2,808	310	3,760	71%
Cerro Gordo	46,053	66,027	13,078	1,496	1,570	11%
Cherokee	19,052	20,827	3,363	522	780	15%
Chickasaw	15,228	18,332	4,219	319		
Clarke	9,369	9,494	2,564	197	450	15%
Clay	18,103	27,642	5,038	509		
Clayton	22,522	21,697	3,941	420	670	10%
Clinton	49,664	61,207	12,827	1,192	11,780	76%
Crawford	19,741	19,529	3,978	401	2,510	44%
Dallas	23,661	26,310	5,865	653	4,160	54%
Davis	9,959	5,210	1,393	177		
Decatur	12,601	9,301	2,442	261	570	15%
Delaware	17,734	13,716	2,764	319	1,680	33%
Des Moines	42,056	56,536	13,296	1,843	8,000	58%
Dickinson	12,756	15,429	2,753	351		
Dubuque	71,337	89,579	18,165	1,423	6,630	34%
Emmet	14,102	15,769	941	402	550	13%
Fayette	28,294	24,578	4,843	446		
Floyd	21,505	21,912	4,905	547		
Franklin	16,288	15,865	2,777	223	2,550	50%
Fremont	12,323	11,704	2,518	262	2,110	57%
Greene	15,544	17,190	3,233	366	2,650	54%
Grundy	13,722	13,094	2,171	315	1,760	41%
Guthrie	15,197	13,406	2,424	275	2,480	54%
Hamilton	19,660	21,036	4,108	502	3,220	32%
Hancock	15,077	13,328	2,712	265	1,010	23%
Hardin	22,218	30,658	5,427	537	3,800	52%
Harrison	19,560	18,366	3,534	533	3,540	61%
Henry	18,708	19,203	3,694	480	1,870	34%
Howard	13,105	14,705	2,709	202		
Humboldt	13,117	13,881	2,666	225	840	21%
Ida	10,697	15,678	2,708	335	480	15%
Iowa	15,835	16,964	2,873	296	1,470	30%

"They say the Katz Agency has
another TV station on their list."



"Yeah. In Iowa.* They're *really*
in the dough."

* WMT-TV Cedar Rapids
Channel 2 CBS Affiliate
On the air Sept. 27, 1953

CEDAR RAPIDS

(Target Date, not set)

LICENSEE: Hawkeye TV Corp. Address: Merchants National Bank Bldg.

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 18.4 kw, Aural 9.2 kw. Transmitter: Address, State Rt. 150, three miles north of city limits. Make, RCA. Antenna: Make RCA. Height, Above average terrain 505 ft. Above ground 490 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank McIntosh.

PRINCIPAL STOCKHOLDERS: Pres. William Zeckendorf (68%); Vice Pres. Robert P. McDevitt; Secy.-Treas. George Becker (28%); Norman E. Blankman (2%) and Herbert C. Rosenthal (2%).

DAVENPORT

KDIO (TV)

(Target Date, not set)

LICENSEE: Mel Foster and Harold Hoersch. Address: 316 Brady St.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 15 kw, Aural 7.6 kw. Transmitter: Address, W. 10th & W. 11th Sts. Make, GE. Antenna: Make GE. Height, Above average terrain 430 ft. Above ground 437 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Harold Hoersch, Davenport. Consulting Engineer Dale I. King, Washington, Ill.

PRINCIPAL STOCKHOLDERS: Equal 50% partners Mel Foster, realtor, and Harold Hoersch, Davenport attorney who also holds interest in various real estate firms.

WOC-TV

LICENSEE: Central Broadcasting Co., Address: 805 Brady St. Phone: 3-3661.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, R #1 Davenport. Make, RCA. Model TT5 A. Antenna: Make RCA. Type 5-Bay Turnstile. Height, Above average terrain 342 ft. Above ground 358 ft.

OPERATION: Began Oct. 31, 1949. Hours: 7:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, NBC. Stations, AM, WOC. FM, WOC-FM.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (18 x 35 ft. and 30 x 50 ft.). One Selector Slide Jr. slide projector. One Multiscope opaque projector. RCA mobile unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and D. D. Palmer are principal stockholders. Licensee also owns WHO-AM-TV Des Moines, Iowa. Licensee also owns 25% interest in KMA Shenandoah, Iowa and KMTV (TV) Omaha, Nebr.

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

EXECUTIVES:

Col. B. J. Palmer, Pres. Mark Wodlinger, Sls. Mgr.
D. D. Palmer, Vice Pres. & Treas. Chas. Freburg, Prog. Dir.
Ralph Evans, Exec. Vice Pres. Fred A. Reed, Asst. Res. Mgr. & Sls.
William D. Wagner, Secy. Prom.
Ernest Sanders, Res. Mgr. Paul Arvidson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$375, Film \$375. Minute spot Live \$75, Film \$75. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rete Card No. 5. (Effective Sept. 1, 1953)

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	933,600	15,156,000
Families in Area	303,114	479,514
Area in Square Miles	122,100	197,400
No. of Sets (June 1)	203,000	247,100
Retail Sales	\$1,015,029,000	\$1,620,047,000
Income Per Family	\$4,821	\$4,790
Income Per Capita	\$1,565	\$1,535

DES MOINES

KGTV (TV)

(Target Date, Fall, 1953)

LICENSEE: Rib Mountain Radio Inc. Address: 2d Ave. & Hobson Dr. Phone: 4411.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 163 kw, Aural 88 kw. Operating Pow.: Visual 10 kw, Aural 6 kw. Transmitter: Address, 2d Ave. & Hobson Dr. Make, RCA. Model TTU-10A. Antenna: Make RCA Type TFU-24BLS. Height, Above average terrain 475 ft. Above ground 440 ft.

OPERATION: Target date Fall, 1953.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer Charles B. Persons.

SERVICES: One studio (30 x 40 ft.) Two RCA studio camera chains. One RCA film camera. Two RCA standard film projectors. One Projectal slide projector. One Projectal opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. W. C. Bridges, president of Central Broadcasting Co., licensee of WEAU Eau Claire, Wis., and WJMC Rice Lake, Wis.; Vice Pres. Morgan Murphy, secretary-treasurer of Central Broadcasting Co.; and Secy.-Treas. Norman Postles, CPA practicing in Superior. Central Broadcasting Co. is 100% stockholder in licensee.

EXECUTIVES:

W. C. Bridges, Pres. W. M. Græely, Ch. Eng.
Ralph O'Connor, Gen. & Com. Mgr. & Film Buy.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Area in Square Miles	1,385	3,632

WOC-TV Builds Telecasts that Build Sales

... a recipe for increased sales in the WOC-TV area— TODAY'S COOKING

If you have a product adaptable to the home economics type of program, "Today's Cooking" will put it on the front burner, saleswise.

This Monday through Friday half-hour program—on the air since October, 1951—is a proved sales vehicle. Credit for its productiveness goes to Helene Dilger, home economist with "know how" built by 25 years experience.

Long before the advent of commercial television, Helene Dilger had learned her sales technique through years of appearing before women's groups as county extension home economist. She has brought to the television cameras that friendly yet confident manner developed in this extension work.

Winner of the U. S. Department of Agriculture's Superior Service Award . . . voted Iowa's outstanding home economist by the Iowa Home Demonstration Agents Association, Helene Dilger knows food and menu preparation . . . but in addition, her training and experience covers practically every facet of homemaking. IT'S HER BROAD KNOWLEDGE . . . HER ABILITY TO COVER, INTELLIGENTLY, SUCH A VARIETY OF SUBJECTS . . . that makes her personal endorsement of a product on "Today's Cooking" one of the most powerful sales impetuses in the WOC-TV 23-county coverage area.



(Above) Miss Dilger and the modern, operating kitchen, used as the originating point of "Today's Cooking." This kitchen cost in excess of \$2,000. It is adaptable for demonstration and promotion of all kinds of food and allied products.

"Today's Cooking" has proved that it SELLS. Let this program write a successful sales story for your product or services. Your nearest F & P man can give you the facts—and you'll be surprised at the small amount of money needed to buy participations on this outstanding program.



(Above) Interview portion of "Rural Roundup." Reading l. to r.—Tom Atkins weatherman-announcer; Bob Frank director of "Rural Roundup," and guests. Each program opens with a comprehensive summary of grass roots farm news—followed by a complete weather forecast—then a look at the general news picture—next the market reports—finally an interview with farm personalities, often augmented with demonstrations of farming methods and practices.

... a grass roots program directed at 31,196 farm television homes RURAL ROUNDUP

Recognizing television's importance to the farmers in the rich rural area surrounding the Quint Cities, WOC-TV, as early as June, 1952, began telecasting a local "live" half-hour program—"Rural Roundup"—each weekday, keyed to farm viewers.

"Rural Roundup" is popular with farmers—THE MAIL IT GETS PROVES THIS. And there are plenty of viewing farmers as indicated by a survey taken of County Farm Extension Agents and County Farm Advisers serving the 23 counties in WOC-TV's good picture area. This survey showed (as of May 1, 1953) . . . 60.7% of ALL farms in this area were television equipped. This indicated 31,196 farm TV homes in the area, representing a farm population of 111,385.

These 111,385 farm folk do a lot of buying. Reach them the sure, economical way—through participations on "Rural Roundup." Your F & P man can tell you how economical these participations are—have him see you, or contact us direct.

CENTRAL BROADCASTING COMPANY — DAVENPORT, IOWA

WOC-TV

Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, President

Ernest C. Sanders
Resident Manager

The QUINT CITIES STATION

DAVENPORT and BETTENDORF IN IOWA
EAST MOLINE, MOLINE, and ROCK ISLAND
IN ILLINOIS

WOC-TV Sells! It has proved time and again that it "builds telecasts that build sales." This ability to stimulate the buying urge will be further strengthened when WOC-TV changes to Channel 6 with authorized power of 100,000 watts. Target date of this change, October 1, 1953.

K Q T V

FORT DODGE, IOWA

CHANNEL 21

ON THE AIR

FALL 1953

Market Data

TOTAL COVERAGE

GRADE A & B

Population 291,738
 Families 88,400
 Retail Sales \$313,251,000
 Income per farm family \$13,052
 Income per farm capita \$3,575

GRADE A COVERAGE

GRADE B

Population 109,491
 Families 33,880
 Retail Sales \$126,300,000
 Income per farm family \$13,299
 Income per farm capita \$3,660

Population 125,038
 Families 38,300
 Retail Sales \$128,000,000
 Income per farm family \$12,805
 Income per farm capita \$3,490

K Q T V

AFFILIATED WITH

KVFD

EDWARD BREEN
President

National Representatives
JOHN E. PEARSON CO.

IOWA

FORT DODGE

KQTV (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Northwest Television Co. Address: 912 First Ave., S. Phone: Walnut 3761

FACILITIES: Chan 21. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.63 kw
Operating Pow.: Visual 1 kw, Aural .6 kw. Transmitter: Address, near intersection of U. S. Highways 169 and 20, southwest of Fort Dodge. Make, GE. Model No. TT-20-A. Antenna: Make Workshop Assoc. Type WA 25-21. Height, Above average terrain 630 ft. Above ground 650 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATIONS: Stations, AM, KVFD. FM, KFMY (FM).

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney Fisher, Wayland, Duvell & Southmayd. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (40 x 40 ft.). One GE PC-7-A camera chain. One GE PC-2C film camera. Two GE PF-5-A film projectors.

PRINCIPAL STOCKHOLDERS: Pres. & Dir. Edward Breen (9%) (20% with wife Elizabeth Breen); Vice Pres. & Dir. George Haire (2%) Treas. & Dir. Aller R. Loomis II (0.2%) and Secy. & Dir. L. V. Greer (0.2%).

EXECUTIVES:

Edward Breen, Pres. & Gen. Mgr. David Sinclair, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	109,491	125,038	291,738
Families in Area	33,880	38,300	88,400
Area in Square Miles	2,978	3,380	6,358
No. of Sets (June 1)			15,000-20,000
Retail Sales	\$126,300,000	\$128,000,000	\$313,251,000
Income Per Family	\$13,299	\$12,805	\$13,052
Income Per Capita	\$3,660	\$3,490	\$3,575

SIoux CITY

KCTV (TV)

(Target Date, not set)

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

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 10.5 kw
Transmitter: Address, 3 miles north northeast of center of Sioux City. Make DuM. Antenna: Make RCA. Height, Above average terrain 530 ft. Above ground 345 ft.

OPERATION: Target date not set.

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

PRINCIPAL STOCKHOLDERS: Pres. & Secy. Herbert Scheffel, president and 25% stockholder in Transcontinental Properties Inc., president and 19% stockholder in Telenews Productions Inc. and part owner of various newsreel theatres, and Treas. Alfred G. Burger, executive vice president and 16% stockholder in Telenews Productions Inc., executive vice president, secretary and 25% stockholder in Transcontinental Properties, and part owner of various newsreel theatres. All stock in licensee is owned by Transcontinental Properties Inc. For other Holdings, see Group Ownership.

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

SIoux CITY (Continued)

KVTV (TV)

LICENSEE: Cowles Broadcasting Co. Address: 614 Pierce St. Phone: 2-2711.
FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 28.95 kw, Aural 15.6 kw
 Transmitter: Address, 41st & Howard Sts. Make, GE. Model TT6E. Antenna: Make GE. Type TY28F. Height, Above average terrain 705 ft. Above ground 500 ft.
OPERATION: Began March 29, 1953. Hours: 12:45 p.m.-11:00 p.m.
AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WNAX.
REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer Craven, Lohnes & Culver.
SERVICES: One studio (45 x 25 x 12-ft.). Two RCA interchangeable cameras. One RCA film camera. Two RCA 16mm film projectors. One GE turret slide projector. One GE opaque projector. News Services, AP. UP. Library, Capitol.
PRINCIPAL STOCKHOLDERS: Licensee is also licensee of KRNT-AM-FM Des Moines, and WNAX Yankton, S. D. Register & Tribune Co. owns all stock in licensee. Cowles publishes Des Moines Register and Tribune, Minneapolis Tribune and Star and Look magazine.

EXECUTIVES:
 Gardner Cowles, Pres. John Siverson and Lester Keck, Ch. Engrs.
 Robert R. Tincher, Gen. Mgr. Arthur Smith, Res. Mgr.
 Donald D. Sullivan, Com. Mgr. Barton Jewell, Film Dir.
 Norman Bacon, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 574,800; Families in Area, 172,700; Area in Square Miles, 13,273; No. of Sets (June 1), 53,114; Retail Sales, \$655,999,000; Income Per Family, \$5,258; Income Per Capita, \$1,632.

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

KANSAS MARKET INDICATORS

Total Population, July 1, 1952.....	2,002,000
Total Families, 1950.....	507,665
Total Urban Population, 1950.....	993,220
Total Rural Nonfarm Population, 1950.....	468,340
Total Farm Population, 1950.....	443,739
Employed in Nonagricultural Establishments, Feb., 1953.....	543,500
Total Employed, 1950.....	707,621
Employed in Mining, Feb., 1953.....	18,200
Employed in Manufacturing, Feb., 1953.....	143,200
Employed in Construction, Feb., 1953.....	33,900
Employed in Agriculture, 1950.....	162,773
Retail Sales, 1952.....	\$ 2,160,969,000
Bank Assets, Jan. 1, 1953.....	\$ 2,087,398,000
Bank Deposits, Jan. 1, 1953.....	\$ 1,951,651,000
Major Income Sources, 1951: Agriculture 14.6%; Government 14.9%; Manufacturing Payrolls 15.4%; Trade and Service 23.9%; Other 31.2%.	
Total Income Payments, 1951.....	\$ 2,847,000,000
Per Capita Income, 1951.....	\$ 1,460
Median Family Income, 1950.....	\$ 2,823
Total Internal Revenue Collections, 1952.....	\$ 496,055,193
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 74.23
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 202,206,000
Cash Receipts of Farms, 1952.....	\$ 1,391,908,000
Government Payments to Farmers, 1952.....	\$ 11,352,000
Value of Mineral Production, 1950.....	\$ 368,614,000
New Public Construction in 1952.....	\$ 177,400,000
Motor Vehicle Registration, 1952.....	921,476
Number of Telephones, 1952.....	647,900
Number of Electrical Connections, 1952.....	658,887
Number of Gas Utilities Connections, 1952.....	427,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

STATISTIC FROM SIOUXLAND:

A \$40 (1-time, Class A) minute buys 53,114 homes (RTMA, June 1) in 32 Iowa, South Dakota and Nebraska counties with \$655,999,000 in '52 retail sales.

Spots make sense in Sioux City. See the Katz Agency for the whole TV picture.



SIOUX CITY, IOWA

A Cowles Television Station
CBS, NBC, ABC & DuMont

KANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)	Per Cent
					TV Sets 1953	Television Per Cent	
Allen	18,187	17,874	3,661	418	810		13%
Anderson	10,267	8,321	1,548	252	440		13%
Atchison	21,496	18,092	4,361	611	2,210		33%
Barber	8,521	10,171	2,151	350			
Barton	29,909	52,879	10,762	1,442			
Bourbon	19,153	16,957	4,028	422	1,010		15%
Brown	14,651	16,503	2,902	504	1,650		33%
Butler	31,001	36,439	8,273	1,023			
Chase	4,831	3,533	973	113			
Chautauqua	7,376	5,937	1,243	209			
Cherokee	25,144	15,528	5,606	508			
Cheyenne	5,668	8,956	1,934	257			
Clark	3,946	4,698	771	66			
Clay	11,697	12,560	2,432	291			
Cloud	16,104	19,490	3,942	498			
Coffey	10,408	8,062	1,458	204	420		13%
Comanche	3,888	3,988	675	185			
Cowley	36,905	40,193	9,196	1,012			
Crawford	40,231	38,975	9,791	1,235			
Decatur	6,185	8,040	1,679	205			
Dickinson	21,190	22,123	4,628	620			
Doniphan	10,499	5,853	1,626	233	1,060		33%
Douglas	34,086	33,125	7,418	1,244	4,920		46%
Edwards	5,936	7,184	1,690	282			
Elk	6,679	3,990	1,058	142			
Ellis	19,043	26,072	5,365	781			
Ellsworth	8,465	9,564	2,190	321			
Finney	15,092	30,112	4,958	572			
Ford	19,670	37,974	5,948	1,075			
Franklin	19,923	19,810	4,387	612	1,320		20%
Geary	21,671	19,418	4,471	586			
Gove	4,447	5,992	1,040	126			
Graham	5,020	6,460	869	215			
Grant	4,638	8,966	1,894	303			
Gray	4,894	6,609	1,223	255			
Greeley	2,010	3,372	965	65			
Greenwood	13,574	15,212	3,338	395			
Hamilton	3,696	7,861	1,314	94			
Harper	10,263	11,344	2,495	406			
Harvey	21,698	23,740	4,629	449			
Haskell	2,606	4,367	718	245			
Hodgeman	3,310	3,303	660	39			
Hickman	11,088	10,048	2,198	203	1,220		33%
Jefferson	11,084	9,502	2,568	265	1,660		46%
Jewell	9,698	5,988	1,362	191			
Johnson	62,783	45,168	16,208	2,390	19,760		81%
Kearney	3,492	5,893	1,067	103			
Kingman	10,324	9,690	2,318	273			
Kiowa	4,743	6,913	1,535	189			
Labette	29,285	29,708	7,410	748			
Lane	2,808	5,006	1,186	44			
Leavenworth	42,361	28,625	7,242	1,040	7,790		66%
Lincoln	6,643	5,979	1,317	160			
Linn	10,053	6,404	1,122	201	1,330		37%
Logan	4,206	7,541	1,546	191			
Lyon	26,576	29,034	6,047	1,057	1,130		13%
McPherson	23,670	26,614	5,477	848			
Marion	16,307	17,625	3,837	408			
Marshall	17,926	16,938	3,966	528	770		13%
Meade	5,710	8,470	1,514	252			
Miami	19,698	14,547	3,734	485	2,260		37%
Mitchell	10,320	16,909	2,869	517			
Montgomery	46,487	50,722	13,094	1,695	1,780		11%
Morris	8,485	6,723	1,648	189			
Morton	2,610	4,856	1,145	238			
Nemaha	14,341	13,810	2,953	559	570		13%
Neosho	20,348	19,181	4,837	526	1,010		15%
Ness	6,322	8,566	1,626	295			
Norton	8,808	13,230	2,218	361			
Osage	12,811	8,606	2,215	222	860		20%
Osborne	8,558	10,242	2,359	309			
Ottawa	7,265	6,426	1,542	170			
Pawnee	11,041	14,438	2,497	378			
Phillips	9,273	9,443	1,965	180			
Pottawatomie	12,344	12,196	2,315	357	490		13%
Pratt	12,156	16,781	3,366	469			
Rawlins	5,728	8,294	1,448	244			
Reno	54,058	72,361	14,215	2,244			
Republic	11,478	8,677	2,001	295			
Rice	15,635	14,714	3,597	538			
Riley	33,405	32,252	6,788	1,125			
Rooks	9,043	13,514	2,611	504			
Rush	7,231	10,568	1,899	298			
Russell	13,406	16,066	3,674	385			
Saline	33,409	56,921	9,631	1,226			
Scott	4,921	8,360	2,291	137			
Sedgwick	222,290	337,039	63,693	10,701			
Seward	9,972	23,798	4,808	590			
Shawnee	105,418	123,795	26,957	3,736	8,950		25%
Sheridan	4,607	5,476	991	85			
Sherman	7,373	14,715	2,379	353			
Smith	8,946	7,648	2,076	246			
Stafford	8,816	8,107	2,143	252			
Stanton	2,263	3,197	556	84			
Stevens	4,516	8,180	1,856	112			
Summer	23,646	20,192	4,343	667			
Thomas	7,572	14,093	2,202	508			
Trego	5,868	6,526	1,157	114			
Wabaunsee	7,212	4,853	1,440	158	290		13%
Wallace	2,508	4,271	704	45			
Washington	12,977	8,004	1,378	197			
Wichita	2,640	7,615	1,260	50			
Wilson	14,815	11,667	2,918	260			
Woodson	6,711	5,295	1,304	127	290		13%
Wyandotte	165,318	143,902	38,817	6,037	37,120		69%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentages are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Anderson	3,400	11	380	Linn	3,600	40	1,440
Atchison	6,700	33	2,180	Logan	1,200		
Barber	2,800			Lyon	8,700	11	950
Barton	9,800			McPherson	7,800		
Bourbon	6,700	19	1,250	Marion	5,200		
Brown	5,000	33	1,630	Martion	5,900	11	650
Butler	10,200			Meade	1,700		
Chase	1,600			Miami	6,100	40	2,440
Chautauqua	2,400			Mitchell	3,400		
Cherokee	3,300	11	930	Montgomery	16,200	21	3,380
Cheyenne	1,800			Morris	2,600		
Clark	1,200			Morton	900		
Clay	4,000			Nemaha	4,400	11	470
Cloud	5,400			Neosho	6,700	19	1,270
Coffey	3,200	12	370	Ness	2,100		
Comanche	1,300	11	1,400	Norton	2,800		
Cowley	12,200	11	1,570	Osage	4,300	24	1,030
Crawford	14,000			Osborne	2,800		
Decatur	2,200			Ottawa	2,400		
Dickinson	7,000			Pawnee	2,900		
Doniphan	3,200	33	1,040	Phillips	3,200		
Douglas	10,700	45	4,830	Pottawatomie	3,800	10	380
Edwards	2,000			Pratt	4,000		
Elk	2,100			Rawlins	1,600		
Ellis	5,200			Reno	18,200		
Ellsworth	2,600			Republic	3,900		
Finney	5,100			Rice	5,300		
Ford	6,700			Riley	9,700		
Franklin	6,600	24	1,580	Rooks	2,900		
Gove	6,900			Rush	2,300		
Graham	1,500			Russell	4,300		
Grant	1,900			Saline	11,400		
Gray	1,400			Scott	1,500		
Greeley	600			Sedgwick	88,500		
Greenwood	4,600			Seward	3,800		
Hamilton	1,200			Shawnee	35,800	34	12,310
Harper	3,300	12	400	Sheridan	1,100		
Harvey	6,900			Sherman	2,300		
Haskell	800			Smith	3,100		
Hodgeman	900			Stafford	2,800		
Hickman	3,700	33	1,210	Stanton	600		
Jefferson	3,600	45	1,620	Stevens	1,400		
Jewell	3,100			Summer	8,000	12	960
Johnson	24,400	62	15,050	Thomas	2,400		
Kearney	1,100			Trego	1,800		
Kingman	3,300	12	400	Wabaunsee	2,200	11	240
Kiowa	1,500			Wallace	700		
Labette	9,700	11	1,080	Washington	4,200		
Lane	900			Wichita	700		
Leavenworth	11,800	63	7,490	Wilson	5,100		
				Woodson	2,900	11	250
				Wyandotte	53,800	67	36,170
				Totals	640,100		106,960

HUTCHINSON

KTVH (TV)

LICENSEE: Hutchinson TV Inc. Address: 601 Wolcott Bldg. Phone: 5-5503
 FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw.
 Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, 8 1/2 miles east of Hutchinson. Make, RCA. Antenna: Make Ideco. Height, Above average terrain 810 ft. Above ground 780 ft.

OPERATION: Began July 14, 1953. Hours, 6:00 p.m.-10:00 p.m.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios (43 x 55-ft. and 37 x 32-ft.). Two image orthicon camera chains. Three film projectors. Two Telejector 35mm slide projectors. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Pres. W. D. P. Carey (11%), Secy. R. E. Dillon (8%), Treas. John P. Harris (12%), Vice Pres. J. H. Child (6%), Sidney Harris (12%), L. T. Child (6%), Charles Carey (5%), James Doris (6%), Beso Eysse (13%), Charles P. Carey (6%), Wesley E. Brown (15%), R. J. Laubengayer (6%), G. N. Waddell (4%) and six others, none owning more than 7%.

EXECUTIVES:

W. D. P. Carey, Pres. Doug Hough, Com. Rep.
 Howard O. Peterson, Gen. Mgr. Sam Posner, Prog. Dir.
 Ernie Dallier, Com. Rep. Robert Marye, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 579,300; Families in Area, 173,760; Area in Square Miles, 14,400; No. of Sets (June 1), 20,000; Retail Sales, \$749,188,000.

KSAC-TV*

MANHATTAN

(Target Date, not set)
 (*Noncommercial Educational)

LICENSEE: Kansas State College of Agriculture & Applied Science. Address: Kansas State College

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Address, 2.9 miles northwest of Manhattan. Make, GE. Antenna: Make GE. Height, Above average terrain 452 ft. Above ground 273 ft.

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

MANHATTAN (Continued)

SAC-TV (Continued)

OPERATION: Target date not set.
 REPRESENTATIVES: Consulting Engineer R. G. Kloeffler, Dept. of Electrical Engineering, Kansas State College.
 PRINCIPAL STOCKHOLDERS: Kansas State College, which also operates KA2XBD, experimental TV broadcast station.

PITTSBURG

OAM-TV

(Target Date, Oct. 15, 1953)

CENSUSEE: The Pittsburg Broadcasting Co. Address: Professional Bldg. Phone: 2165
 FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 49 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 13 miles south of Pittsburg. Make, RCA. Model TT10AH. Antenna: Make RCA. Type TF12AH. Height, Above average terrain 540 ft. Above ground 574 ft.
 OPERATION: Target date Oct. 15, 1953.
 AFFILIATION: Station, AM, KOAM.
 REPRESENTATIVES: Washington Attorney Geo. O. Sutton. Consulting Engineer Craven, Lohnes & Culver.
 SERVICES: One studio (40 x 52-ft.). One RCA TK-11A camera chain. One RCA TK-20D film camera. Two RCA TP-16E film projectors. One Gray TP3A disc slide projector.
 PRINCIPAL STOCKHOLDERS: Pres. E. V. Baxter (50%), Secy. Mrs. E. V. Baxter, Vice Pres.-Treas. Lester L. Cox (37½%) and Vice Pres. Lester E. Cox (12½%).
 EXECUTIVES:
 E. V. Baxter, Pres. Leo Stafford, Ch. Eng.
 R. E. Wade, Gen. Mgr.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	365,000	604,759
Families in Area	116,119	192,489
Area in Square Miles	7,854	15,393
Retail Sales	\$476,172,000

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

TOPEKA

WIBW-TV

(Target Date, Late Fall 1953)

LICENSEE: Topeka Broadcasting Assn. Address: 1035 Topeka Blvd. Phone: 3-2377
 FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 95 kw, Aural 56.7 kw. Operating Pow.: Visual 10 kw, Aural 6 kw. Transmitter Address, 1.3 miles west of Topeka city limits. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 710 ft. Above ground 660 ft.
 OPERATION: Target date, Late Fall 1953.
 AFFILIATION: Station, AM, WIBW.
 REPRESENTATIVES: Sales, Capper Publications Inc. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.
 PRINCIPAL STOCKHOLDERS: Capper Publications Inc. (100%), Pres. H. S. Blake, Secy. Roy Vogel and Vice Pres.-Treas. L. H. Schenck. Capper Publications Inc. Publishes Topeka Capital and Kansas City (Kans.) Kansan.
 EXECUTIVES:
 H. S. Blake, Pres. Lewis Dickensheets, Ch. Eng.
 Ben Ludy, Gen. Mgr.

WICHITA

KEDD (TV)

LICENSEE: KEDD Inc. Address: 37th & N. Hillside Ave. Phone: Temple 8-3321
 FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: Address, 37th & N. Hillside Ave. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24DL. Height, Above average terrain 667 ft. Above ground 708 ft.
 OPERATION: Began Aug. 15, 1953.
 AFFILIATIONS: Networks, ABC, NBC.
 REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Hogan & Hartson. Consulting Engineer Geo. P. Adair.
 SERVICES: One studio (40 x 50-ft.). Two RCA TK-11A camera chains. One RCA TK-20D film camera. Two RCA TP-16E film projectors. RCA TP-3A dual disc slide projector.

KEDD

COVERS THE RICH WICHITA MARKET

INTERCONNECTED
NBC ★ ABC
 TELEVISION NETWORKS



CHANNEL

WICHITA, KANSAS
 THE AIR CAPITAL OF THE WORLD

REPRESENTED BY
 EDWARD PETRY & CO. INC.

THE FIRST AND ONLY
TELEVISION STATION IN WICHITA

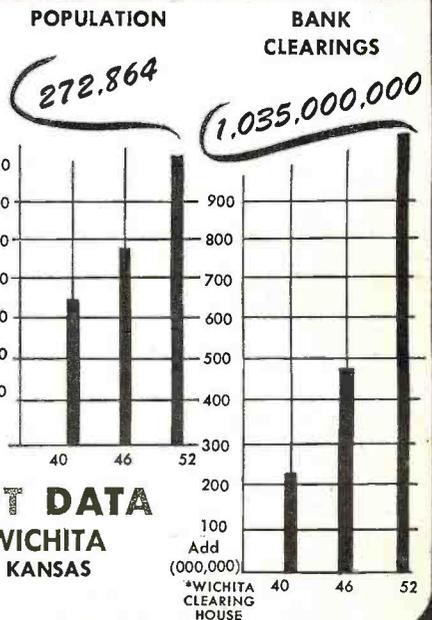
* 15th MARKET IN PER CAPITA INCOME AMONG ALL 165 METROPOLITAN COUNTY AREAS

1. Bridgeport - Stamford, Norwalk, Conn. 2,076
2. Hartford - New Britain, Conn. 2,076
3. South Bend, Indiana 2,027
4. Chicago, Illinois 1,983
5. Toledo, Ohio 1,977
6. Cleveland, Ohio 1,976
7. New Haven - Waterbury, Conn. 1,938
8. Fort Wayne, Indiana 1,933
9. Indianapolis, Indiana 1,933
10. San Francisco - Oakland, Calif. 1,921
11. Washington, D. C. - Alexandria 1,918
12. Seattle, Washington 1,910
13. Sioux Falls, S. D. 1,900
14. Houston, Texas 1,888

15th Wichita \$1,885

16. Beaumont, Texas 1,883
17. Rochester, N. Y. 1,882
18. Dallas, Texas 1,879
19. Akron, Ohio 1,876
20. New York - N.E. New Jersey 1,872
21. Dayton, Ohio 1,871
22. Sacramento, Calif. 1,864
23. Kansas City, Mo. - Kansas City, Kansas 1,860
24. Los Angeles, Calif. 1,852
25. Rockford, Illinois 1,851
26. Milwaukee, Wis. 1,848
27. Racine, Wis. 1,848

YEAR AFTER YEAR WICHITA CONTINUES TO GROW



BASIC MARKET DATA METROPOLITAN WICHITA SEDGWICK COUNTY, KANSAS

*Sales Management 1953

Presenting

WKLO-TV

CHANNEL 21
LOUISVILLE, KENTUCKY

REPRESENTED BY
THE O. L. TAYLOR COMPANY

Joe Eaton, GENERAL MANAGER

KANSAS

WICHITA (Continued)

KEDD (TV) (Continued)

PRINCIPAL STOCKHOLDERS: Pres. Stanley N. Durwood (100%), theatre operator in Kansas and Missouri, and Vice Pres. Henry S. Ungerleider, 5 owner of Ungerleider & McGhan, theatre ticket equipment company.

EXECUTIVES:

Stanley H. Durwood, Pres. Charles Bloomquist, Film Dir.
Ben B. Baylor Jr., Gen. Mgr. Bob Grossman, Pub. Rel. Dir.
Robert C. Currie Jr., Prog. Dir. Ben K. West, Sis. Prom. Div.
George Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute Live \$60, Film \$60. Frequency discounts from 2 1/2% for 13 times up 25% for 312 times. Rate Card No. 1.

KENTUCKY

KENTUCKY MARKET INDICATORS

Total Population, July 1, 1952	2,916,000
Total Families, 1950	717,000
Total Urban Population, 1950	1,084,000
Total Rural Nonfarm Population, 1950	886,000
Total Farm Population, 1950	974,000
Total Employed, 1950	954,000
Employed in Mining, Feb., 1953	48,000
Employed in Manufacturing, Feb., 1953	158,000
Employed in Agriculture, 1950	245,000
Retail Sales, 1952	\$ 2,124,209,000
Bank Assets, Jan. 1, 1953	\$ 2,010,325,000
Bank Deposits, Jan. 1, 1953	\$ 1,858,746,000
Major Income Sources, 1951: Agriculture 12.8%; Government 18.8%; Manufacturing Payrolls 15.2%; Trade and Service 23.7%; Other 29.5%	
Total Income Payments, 1951	\$ 3,115,000,000
Per Capita Income, 1951	\$ 1,068
Median Family Income, 1950	\$ 2,000
Total Internal Revenue Collections, 1952	\$ 1,267,430,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 60.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 150,563,000
Cash Receipts of Farms, 1952	\$ 583,274,000
Government Payments to Farms, 1952	\$ 7,734,000
Value of Mineral Production, 1950	\$ 459,956,000
New Public Construction in 1952	\$ 418,500,000
Motor Vehicle Registration, 1952	855,000
Number of Telephones, 1952	521,000
Number of Electrical Connections, 1952	785,000
Number of Gas Utilities Connections, 1952	297,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

KENTUCKY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets (CBS) 1953	Telev. Per 100 (CBS)
Adair	17,603	5,999	1,196	256	1,850	41%
Allen	13,787	6,728	1,545	208	1,320	33%
Anderson	8,984	7,412	1,728	78	730	28%
Ballard	8,545	4,020	1,323	99		
Barren	28,461	21,866	4,615	764	2,240	27%
Bath	10,410	2,718	1,057	60		
Bell	47,602	35,501	8,952	816		
Boone	13,015	6,360	1,769	114	1,830	47%
Bourbon	17,752	15,246	4,305	412	1,820	35%
Boyd	49,949	45,856	13,272	1,512	8,880	63%
Boyle	20,532	22,476	4,803	808	1,060	19%
Bracken	8,424	4,272	1,234	80	1,070	41%
Breckinridge	19,964	3,815	1,491			
Brechinridge	15,528	5,249	1,717	216	1,510	36%
Bullitt	11,349	4,313	1,459	72	1,850	56%
Butler	11,309	2,058	773	65		
Caldwell	13,199	8,347	2,435	264		
Calloway	20,147	14,878	3,724	393	900	15%
Campbell	76,196	53,571	20,178	2,175	22,000	94%
Carlisle	6,206	2,726	884	82		
Carroll	8,517	9,247	2,224	314	1,290	47%
Carter	22,559	7,248	2,266	184	2,280	43%
Casey	17,445	4,451	1,035	36	1,680	41%
Christian	42,359	38,271	7,900	682	4,070	36%
Clark	18,898	18,471	4,571	459	1,030	19%
Clay	23,116	4,882	1,234	77		
Clinton	10,605	2,954	652	63		
Crittenden	10,818	5,309	1,747	88		
Cumberland	9,309	3,117	871	66		
Daviess	57,241	55,756	12,585	1,537		
Edmonson	9,376	1,863	590	63	390	17%
Elliott	7,085	563	347		650	43%
Estill	14,677	4,474	1,608	181	690	19%
Fayette	100,746	131,627	26,436	5,197	3,490	12%
Fleming	11,922	5,359	1,673	68	560	16%
Floyd	52,500	2,954	6,311	353		
Franklin	25,933	21,989	5,590	778	2,160	28%
Fulton	13,668	14,798	3,932	413		
Gallatin	3,969	1,891	644	55	560	47%
Garrard	11,029	5,282	1,248	68	590	19%
Grant	9,809	5,859	1,771	180	1,410	47%
Graves	31,364	22,790	5,564	601		

WAVE TV, CHANNEL 3, DELIVERS

66.7% GREATER COVERAGE AREA than any other television station in
Kentucky and Southern Indiana!

19.8% GREATER CIRCULATION than the area's leading **NEWSPAPER!**

627.3% GREATER CIRCULATION than the area's leading **NATIONAL MAGAZINE!**

(WAVE-TV's superiority as of July 1, 1953, and still growing!)

HERE ARE THE WAVE-TV FACTS:

WAVE-TV program schedules are carried by twenty-four Kentucky, Indiana and Illinois newspapers with a combined circulation of 1,252,874—almost half of it beyond WAVE-TV's .1 MV coverage area, including papers in Owensboro, Lexington and Henderson, Kentucky . . . Evansville and Indianapolis, Indiana . . . Mattoon and Danville, Illinois, all 80 to 160 miles away!

Hundreds of fringe-area appliance and furniture dealers have jumped on the Channel 3 bandwagon—are promoting WAVE-TV exclusively, and with spectacular success, in their own sales efforts!

Reports of consistently excellent reception have

been received from thousands of viewers 75 to 125 miles away, including sixteen Kentucky, Indiana and Illinois cities beyond WAVE-TV's .1 MV coverage area, with a combined population of 366,374!

A conservative estimate of WAVE-TV's new effective coverage area shows an 86.3% increase in population over former coverage—actually 66% greater coverage than any other Louisville station! (As of July 1, 1953, WAVE-TV was delivering 25.2% more television-homes-per-dollar than Station "B", and the percentage is increasing rapidly!)

Ask Free & Peters for all the facts on WAVE-TV, the Blue-Chip Buy in the Bluegrass State, and the only television station that delivers this big market intact, and with impact!

914-FT. ANTENNA!
(Above average terrain)

NEW

LOW CHANNEL!
(Channel 3)

100,000 WATT POWER!
(Maximum permitted)

ALL-NEW EQUIPMENT!
(The most modern available)

LOUISVILLE'S

WAVE-TV CHANNEL 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

FREE & PETERS, Inc., Exclusive National Representatives

KENTUCKY MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Grayson	17,063	6,359	1,216	171	800	17%
Green	11,261	5,002	1,089	74	1,350	41%
Greenup	24,887	7,567	3,743	297	2,710	43%
Hancock	6,009	2,017	584	61		
Hardin	50,312	24,730	6,959	457	4,210	36%
Harlan	71,751	43,090	12,281	1,041		
Harrison	13,736	10,156	2,610	283	1,680	41%
Hart	15,321	6,444	1,617	268	750	17%
Henderson	30,715	27,510	7,224	794		
Henry	11,394	6,227	1,500	272	950	28%
Hickman	7,778	2,870	1,121			
Hopkins	38,815	31,956	7,910	742		
Jackson	13,101	2,170	829	64		
Jefferson	484,615	572,751	137,315	24,973	118,000	80%
Jessamine	12,458	6,230	1,986	252	680	19%
Johnson	23,846	12,348	3,232	35	1,800	31%
Kenton	104,254	90,722	30,458	3,492	26,810	81%
Knott	20,320	3,236	1,130	74		
Knox	30,409	7,527	2,522	70		
Larue	9,956	6,172	889	73	760	28%
Laurel	25,797	11,640	3,776	212		
Lawrence	14,418	5,186	1,684	132	1,510	43%
Lee	8,739	1,517	491	70		
Leslie	15,537	3,190	1,814	78		
Letcher	39,522	20,334	6,769	269		
Lewis	13,520	4,209	1,385	74	510	16%
Lincoln	18,668	7,686	1,641	162	930	19%
Livingston	7,184	2,353	906	72		
Logan	22,335	15,389	4,112	437	2,080	33%
Lyon	6,853	1,624	551	60	240	15%
McCracken	49,137	76,555	16,321	2,877		
McCreary	16,660	6,453	2,682	124		
McLean	10,021	3,438	1,266	120	310	11%
Madison	31,179	19,310	4,710	798		
Magoffin	13,939	2,120	835	30	840	31%
Marion	13,212	12,414	2,092	81	1,150	28%
Marshall	13,387	5,914	1,652	114	730	15%
Martin	11,677	2,219	1,082	74	630	31%
Mason	18,486	19,922	4,121	763	2,210	41%
Meade	9,422	4,778	870	71	970	36%
Menifee	4,798	583	250			
Mercer	14,643	10,381	2,309	427	860	19%
Metcalfe	9,851	2,766	347	77	970	27%
Monroe	13,770	5,852	1,467	81	730	27%
Montgomery	13,025	10,927	3,076	286	700	19%
Morgan	13,624	2,139	637	32		
Muhlenberg	32,501	17,775	6,168	387	940	11%
Nelson	19,521	13,260	2,412	434	2,740	56%
Nicholas	7,532	3,299	1,121	151	900	41%
Ohio	20,840	7,022	2,833	220		
Oldham	11,018	5,491	1,264	80	730	28%
Owen	9,755	4,228	1,024	155	1,410	47%
Owsley	7,390	2,390	172			
Pendleton	9,610	3,572	1,157	97	1,230	41%
Perry	46,566	25,955	6,288	412		
Pike	81,152	42,842	11,987	532	1,880	10%
Powell	6,812	1,833	239		300	19%
Pulaski	38,452	21,080	5,379	566		
Robertson	2,881	664	220	57	330	41%
Rockcastle	13,925	4,015	1,505	102		
Rowan	12,708	5,984	1,322	67	500	16%
Russell	13,717	3,749	1,149	92		
Scott	15,141	10,099	3,220	259	1,540	35%
Shelby	17,912	14,997	3,304	424	1,430	28%
Simpson	11,678	11,011	2,363	447	1,160	33%
Spencer	6,157	3,857	729	37	900	56%
Taylor	14,403	10,583	2,107	79	1,640	41%
Todd	12,890	5,783	1,722	253	1,220	33%
Trigg	9,683	4,348	963	69	350	15%
Trimble	5,148	1,205	380		420	28%
Union	14,893	13,927	3,228	528		
Warren	42,758	40,755	7,909	1,518	1,380	11%
Washington	12,777	6,496	1,150	68	920	28%
Wayne	16,475	5,309	1,805	73		
Webster	15,555	8,130	2,204	187		
Whitley	31,940	19,667	5,310	572		
Wolfe	7,615	1,145	283			
Woodford	11,212	6,665	1,931	296	1,160	35%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	County	Total Homes	Per Cent Television
Adair	4,500	1,830	Edmondson	2,300	17
Allen	4,000	35	Elliott	1,500	49
Anderson	2,600	29	Estill	3,600	17
Ballard	3,100	1,390	Fayette	29,100	19
Barren	8,300	24	Fleming	3,500	22
Bath	2,800		Floyd	11,800	18
Bell	11,200		Franklin	7,700	30
Boone	3,900	49	Fulton	4,000	49
Bourbon	5,200	33	Gallatin	1,200	49
Boyd	14,100	64	Garrard	3,100	23
Boyle	5,600	23	Grant	3,000	49
Bracken	2,600	47	Graves	10,500	
Breathitt	4,000		Grayson	4,700	16
Breckinridge	4,200	38	Green	3,300	34
Bullitt	3,300	48	Greenup	6,300	49
Butler	2,800		Hancock	1,700	
Caldwell	4,000		Hardin	11,700	38
Calloway	6,000		Harlan	16,600	
Campbell	23,400	94	Harrison	4,100	47
Carlisle	1,900		Hart	4,400	16
Carroll	2,600	49	Henderson	9,900	47
Carter	5,300	49	Henry	3,400	30
Cass	4,100	34	Hickman	2,300	
Christian	11,300	32	Hopkins	11,400	
Clark	5,600	17	Jackson	3,100	
Clay	4,800		Jefferson	147,500	81
Clinton	2,600		Jessamine	3,600	23
Crittenden	3,200		Johnson	5,800	38
Cumberland	2,200		Kenton	33,100	86
Daviess	16,400		Knott	4,100	

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Knox	7,200					
Larue	2,700					
Laurel	6,400					
Lawrence	3,500					
Lee	2,000					
Leslie	3,100					
Letcher	8,900					
Lewis	3,200					
Lincoln	4,900					
Livingston	2,300					
Logan	6,300					
Lyon	1,600					
McCracken	26,400					
McCreary	3,700					
McLean	2,800					
Madison	8,800					
Magoffin	2,700					
Marion	4,100					
Marshall	4,200					
Martin	2,400					
Mason	5,400					
Meade	2,700					
Menifee	1,200					
Mercer	4,500					
Metcalfe	2,700					
Monroe	3,600					
Montgomery	3,700					
Morgan	3,200					
Muhlenberg	8,500					
Nelson	4,900					
Nicholas	2,200					
Ohio	5,600					
Oldham	2,800					
Owen	3,000					
Owsley	1,600					
Pendleton	3,000					
Perry	10,000					
Pike	18,800					
Powell	1,600					
Pulaski	10,100					
Robertson	800					
Rockcastle	3,100					
Rowan	3,100					
Russell	3,600					
Scott	4,400					
Shelby	5,100					
Simpson	1,300					
Spencer	1,600					
Taylor	4,000					
Todd	3,700					
Trigg	2,300					
Trimble	1,500					
Union	4,100					
Warren	12,500					
Washington	3,300					
Wayne	4,000					
Webster	4,800					
Whitley	7,900					
Wolfe	1,600					
Woodford	3,300					
Totals	818,400					

ASHLAND

WPTV (TV)

(Target Date, Summer, 1953)

LICENSEE: Polan Industries. Address: P. O. Box 1720, Huntington, W. Va.
 FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw
 Transmitter: Address, North Kenova, Ky. Make, GE. Antenna: Make G
 Height, Above average terrain 470 ft. Above ground 224 ft.
 OPERATION: Target date summer, 1953.
 REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting
 Engineer A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan J.
 Dr. Charles M. Polan and Lake Polan Jr. are equal partners. For other
 holdings, see group ownership.

HENDERSON

WEHT (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Ohio Valley Television Co. Address: Marywood Dr. Phone: 3923
 FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 162.5 kw, Aural 8.77 kw
 Transmitter: Address, Marywood Drive, Make, RCA. Model TTU-1L.
 Antenna: Make RCA. Type TFU-27-BH. Height, Above average terr
 600 ft. Above ground 542 ft.
 OPERATION: Target date Sept. 27, 1953. Hours: 5:00 p.m.-10:00 p.m.
 AFFILIATIONS: Network, CBS. Stations, AM, WSON, FM, WSON-FM.
 REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney Pierson & Ba'
 Consulting Engineer George Davis.
 SERVICE: One studio (38 x 33-ft.). One RCA live camera chain. Two RC
 16mm film projectors. Library, Consolidated and Motion Pictures fu
 Television.
 PRINCIPAL STOCKHOLDERS: Citizens Theatre Co., Henderson, and Malc
 Theatres Inc., Memphis, Tenn.

EXECUTIVES:
 Hecht S. Lackey, Pres. & Gen. Mgr. Robert M. Cleveland, Ch. Eng.
 E. P. Sapinsley, Vice Pres. Herbert Levy, Secy. (Memphis)
 (Memphis) Leo King, Treas.
 Donald P. Molony, Prog. Dir. &
 Asst. Mgr.

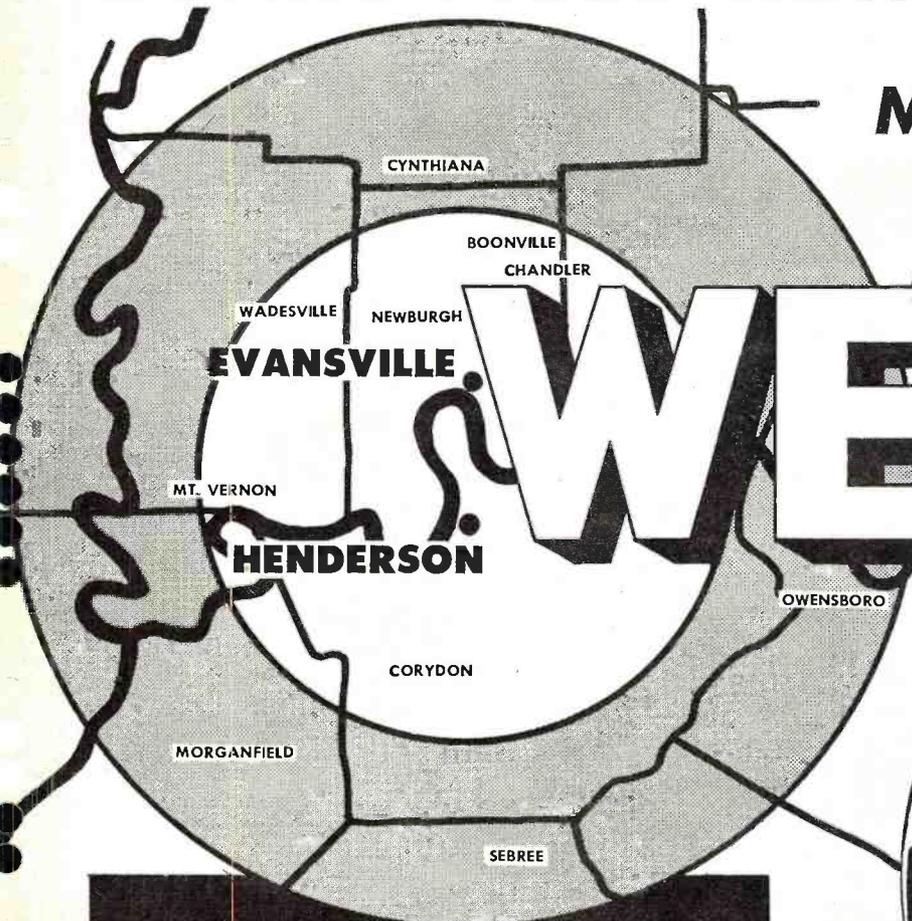
RATE INFORMATION: Class A one hour, Film \$150. Minute spot Film \$30.
 MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	205,000	362,200	496,500
Families in Area	62,800	108,300	150,500
No. of Sets (June 1)	10,000
Retail Sales	\$201,027,000	\$338,170,000	\$433,288,000

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

NOW YOU CAN BUY THE RICH EVANSVILLE-HENDERSON

MARKET!



WEHT

CHANNEL 50



POPULATION 362,200
FARM INCOME \$108,300,000
RETAIL SALES \$338,170,000

CHANNEL 50
 affiliated with the
CBS NETWORK

Nationally Represented by
MEEKER TV, INC.
 NEW YORK • CHICAGO • LOS ANGELES
 LANCASTER • SAN FRANCISCO

... a sure way to sell the
 Evansville-Henderson market
 (plus nine other Indiana and
 Kentucky counties) ... an area
 growing rich and prosperous
 through industry, farming and
 coal and oil resources.

Watch Evansville-Henderson Television !

LOUISVILLE

WAVE-TV

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Phone: Wabash 2201

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Bald Knob, Ind. Make, RCA. Model TT 25 BL. Antenna Make RCA. Type 6-Bay Superturndstile. Height, Above average terrain 914 ft. Above ground 600 ft.

OPERATION: Began Nov. 24, 1948. Hours, 7:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WAVE.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (36 x 55-ft. and 22 x 33-ft.). Four image orthicon RCA cameras. Two RCA 16mm film cameras. Three RCA 16mm film projectors. One 35mm slide projector. Two scanners. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDER: George W. Norton Jr.

EXECUTIVES:

George W. Norton Jr., Pres. & Ch. Own.
 Nathan Lord, Gen. Mgr.
 Ralph Jackson, Com. Mgr.
 George Patterson, Prog. Dir. & Film Buy.
 Wilbur Hudson, Ch. Eng.
 Charles Hill, Prom. Mgr.
 Cyrus Crites, Research Dir.

RATE INFORMATION: Class A one hour Live \$856, Film \$785. Minute spot Live \$160.30, Film \$150. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	703,664	1,268,407	1,794,700
Families in Area	213,238	378,845	507,900
Area in Square Miles	3,780	14,200	20,050
No. of Sets (June 1)	158,357	229,081	270,799
Retail Sales	\$745,567,000	\$1,169,523,000	\$1,341,781,000
Income Per Family	\$5,299	\$4,587	\$4,259
Income Per Capita	\$1,606	\$1,370	\$1,205

WHAS-TV

LICENSEE: WHAS Inc. Address: 525 W. Broadway. Phone: Wabash 2211

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: Address, 525 W. Broadway. Make, GE. Model Transmitter T-4TT6D2/Amplifier—A-4TF4A1. Antenna: Make GE. Type 12-Bay. Height, Above average terrain 498 ft. Above ground 600 ft.

OPERATION: Began March 27, 1950. Hours: 8:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, CBS. Station, AM, WHAS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney Miller & Schroeder.

SERVICES: Two studios (40 x 60-ft. and 35 x 55-ft.). Three dual camera chains. Two GE film cameras. Two GE film projectors. One GE slide projector. One opaque projector. One film processing unit. One mobile unit. News Service, AP. Library, Lang-Worth Transcription.

PRINCIPAL STOCKHOLDERS: WHAS Inc. is a wholly owned subsidiary of the Courier-Journal & Louisville Times Co.

EXECUTIVES:

Barry Bingham, Pres.
 Victor A. Sholis, Dir.
 Neil Cline, Sta. Mgr.
 Ralph Hansen, Prog. Dir.
 Orrin W. Towner, Ch. Eng.
 Charles McDaniel, Film Buy.
 William F. Loader, Prom. Mgr.
 Albert J. Gillen, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 6.

MARKET INFORMATION: [0.1 MV/Contour] Population, 1,665,570; Families in Area, 476,850; Area in Square Miles, 19,764.2; No. of Sets (June 1), 205,544; Retail Sales, \$1,456,985,000; Income Per Family, \$4,446; Income Per Capite, \$1,273.

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

SEE **WAVE-TV**
 ADVERTISEMENT
 PAGE 123

WKLO-TV

(Target Date, Sept., 1953)

LICENSEE: Mid-America Broadcasting Corp. Address: Henry Clay Hotel. Phone: Clay 4441

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 115 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Bald Knob near Louisville. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-B, 5-section Helical. Height, Above average terrain 730 ft. Above ground 404 ft.

OPERATION: Target date Sept., 1953.

AFFILIATIONS: Network, ABC, DuMont. Station, AM, WKLO.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Haley, De & Schellenberg.

SERVICES: One studio (30 x 36-ft.). One GE camera chain. One GE film camera. Two GPL film projectors. One GE opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Chmn. of Bd. James F. Brownlee (4.9%), Pr. Emanuel Levi (10.5%), First Vice Pres. Milton S. Trost (10.2%), Second Vice Pres. William H. Veeneeman (5%), Secy.-Treas. E. L. Altschelter (5%), E. R. Plunkett (15%), Harold J. Plunkett (15%), Henry Fitzhugh Jr. (5%), Mary Peabody Fitzhugh (5%), John Kadel (5%) and Allan D. Emil (5%)

EXECUTIVES:

Emanuel Levi, Pres.
 Joe Eaton, Gen. Mgr.
 Russell J. Pirkey, Com. Mgr.
 Mary Louise Moore, Prog. Dir.
 D. C. Summerford, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 25% for 156 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	674,000	154,000
Area in Square Miles	3,200	7,550

WLOU-TV

(Target Date, not set)

LICENSEE: Robert W. Rounsaville. Address: 2549 S. 3d St. Phone: Calho 3680

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 125 kw. Operating Pow.: Visual 12.0 kw, Aural 7.0 kw. Transmitter: Address, 2549 S. 3d St. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-D. Height, Above average terrain 259.53 ft. Above ground 335.22 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (100%).

EXECUTIVES:

Robert W. Rounsaville, Own. & Gen. Mgr.
 Paul B. Cram, Tech. Dir.
 S. A. Wade, Comp.

RICHMOND

WBGT

(Target Date, not set)

LICENSEE: Blue Grass TV Co. Address: c/o J. W. Betts, Tobacco Sq., Maysville Ky.

FACILITIES: Chan. 60. Authorized Eff. Rad. Pow.: Visual 81 kw, Aural 47 kw. Transmitter: Address, 2.2 miles north of Richmond on U. S. Rt. 25. Make, DuM. Antenna: Make Workshop Assoc. Height, Above average terrain 550 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Harry J. Daly. Consulting Engineer Fred O. Grimwood & Co., St. Louis.

PRINCIPAL STOCKHOLDERS: General Partners J. W. Betts (14.2%), general manager, WFTM Maysville, Ky.; Charles P. Clarke (42.8%), preside Standard Tobacco Co., and J. M. Finch Jr. (42.8%), secretary-treasurer Standard Tobacco Co., which is applicant for Ch. 24, Maysville, Ky.

LOUISIANA MARKET INDICATORS

Total Population, July 1, 1952	2,816,000
Total Families, 1950	648,410
Total Urban Population, 1950	1,471,696
Total Rural Nonfarm Population, 1950	644,365
Total Farm Population, 1950	567,455
Employed in Nonagricultural Establishments, Feb., 1953	670,100
Total Employed, 1950	875,608
Employed in Mining, Feb., 1953	30,100
Employed in Manufacturing, Feb., 1953	151,900
Employed in Construction, Feb., 1953	57,400
Employed in Agriculture, 1950	151,574
Retail Sales, 1952	\$ 2,186,351,000
Bank Assets, Jan. 1, 1953	\$ 2,239,999,000
Bank Deposits, Jan. 1, 1953	\$ 2,105,124,000
Government Sources, 1951: Agriculture 9.8%; Government Manufacturing Payrolls 14.0%; Trade and Service 25.4%; Other 31.1%	19.7%;
Total Income Payments, 1951	\$ 3,128,000,000
Capita Income, 1951	\$ 1,135
Median Family Income, 1950	\$ 2,122
Total Internal Revenue Collections, 1952	\$ 526,789,294
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 61.98
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 50,248,000
Cash Receipts of Farms, 1952	\$ 420,369,000
Government Payments to Farmers, 1952	\$ 9,543,000
Value of Mineral Production, 1950	\$ 693,607,000
Value of Public Construction in 1952	\$ 193,800,000
Motor Vehicle Registration, 1952	755,590
Number of Telephones, 1952	593,200
Number of Electrical Connections, 1952	741,678
Number of Gas Utilities Connections, 1952	461,900

Terrebonne	43,328	32,557	8,709	725	5,000	45%
Union	19,141	10,617	1,907	237		
Vermillion	36,929	25,506	4,703	689		
Vernon	18,974	9,990	3,519	384		
Washington	38,371	24,726	5,351	798	4,350	41%
Webster	35,704	27,768	7,520	1,074		
W. Baton Rouge	11,738	5,003	1,870	137		
W. Carroll	17,248	7,612	1,327	234		
W. Feliciana	10,169	1,989	860	82		
Winn	16,119	7,921	2,095	351		

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

Parish	Total Homes	Per Cent Television	Television Homes	Parish	Total Homes	Per Cent Television	Television Homes
Acadia	12,700			Morehouse	8,700		
Allen	5,300			Natchitoches	9,700		
Ascension	5,900	20	1,200	Orleans	172,600	59	101,580
Assumption	4,300	17	710	Ouachita	22,800		
Avoyelles	10,300			Plaquemines	3,600		1,500
Beauregard	5,100			Pointe Coupee	5,500	42	2,310
Bienville	4,900			Rapides	26,300		
Bossier	10,700			Red River	3,100		
Caddo	52,800			Richland	6,600		
Calcasieu	28,600			Sabine	5,400		
Caldwell	2,800			St. Bernard	3,200	42	1,330
Cameron	1,400			St. Charles	3,500	36	1,250
Catahoula	3,000			St. Helena	2,200	10	230
Clabornne	6,500			St. James	3,700	36	1,320
Concordia	4,000			St. John Bapt.	3,600	36	1,300
DeSoto	6,100			St. Landry	19,300		
E. Baton Rouge	50,500	22	11,210	St. Martin	6,200	10	630
East Carroll	4,200			St. Mary	9,800	17	1,630
E. Feliciana	3,400	10	350	St. Tammany	7,800	42	3,250
Evangeline	8,800			Tangipahoa	15,000	32	4,800
Franklin	7,200			Tensas	3,500		
Grant	3,700			Terrebonne	11,100	47	5,190
Iberia	10,900	12	1,270	Union	5,000		
Iberville	7,200	10	730	Vermilion	10,200		
Jackson	3,900			Vernon	6,100		
Jefferson	35,500	49	17,260	Washington	10,600	39	4,140
Jeff Davis	7,200			Webster	9,900		
Lafayette	16,000			W. Baton Rouge	3,200	10	320
Lafourche	10,600	36	3,820	West Carroll	4,000		
LaSalle	3,700			W. Feliciana	1,700	10	170
Lincoln	6,400			Winn	4,600		
Livingston	5,500	21	1,130	Totals	762,300		166,900
Madison	4,700						

ALEXANDRIA

KSPJ (TV)

(Target Date, not set)

LICENSEE: Barnet Brezner. Address: 2833 Lee St.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Transmitter: Address, 4.5 miles northeast of Alexandria. Make, RCA. Antenna: Make RCA. Height, Above average terrain 640 ft. Above ground 620 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney John P. Hearne, Hollywood. Consulting Engineer Harry R. Lubcke, Hollywood.

PRINCIPAL STOCKHOLDERS: Sole owner is Barnet Brezner, Alexandria general contractor and 50% owner of Red River Construction Co., Shreveport.

BATON ROUGE

KHTV (TV)

(Target Date, not set)

LICENSEE: Capitol Television & Broadcasting Co. Address: 204 W. 6th St., Erie, Pa.

FACILITIES: Chan. 40. Authorized Eff. Rad. Pow.: Visual 290 kw, Aural 150 kw. Transmitter: Address, 1625 Scenic Highway. Make, GE. Antenna: Make GE. Height, Above average terrain 340 ft. Above ground 341 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Haley & Doty. Consulting Engineer William L. Foss Inc.

PRINCIPAL STOCKHOLDERS: Equal 1/3 partners John W. English, secretary and 14.8% owner of Erie Television Corp., applicant for TV station in Erie; James B. Donovan, member of Watters & Donovan, Washington and New York law firm, and James R. McBrier, president of Trask, Prescott & Richardson, department store. Same principals own WNAO-AM-FM-TV Raleigh, N. C.

LOUISIANA MARKET DATA BY PARISHES

Parish	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	TV Sets 1953 (CBS)	Television Per Cent (CBS)
Acadia	47,050	28,616	5,095	644		
Allen	18,035	10,701	2,139	264		
Assumption	22,387	12,101	3,236	323		
Avoyelles	17,278	5,110	1,102	165		
Beauregard	38,031	16,737	3,686	557		
Bienville	17,766	13,177	4,351	311		
Bossier	14,398	7,899	2,504	234		
Caddo	40,139	22,471	6,226	416		
Calcasieu	176,547	222,403	46,574	7,622		
Caldwell	89,635	95,700	21,630	2,202		
Cameron	10,293	5,320	1,146	247		
Catahoula	6,244	2,055	943	59		
Clabornne	11,834	5,572	1,843	225		
Concordia	25,963	13,939	4,049	627		
DeSoto	14,398	8,852	2,106	163		
E. Baton Rouge	24,393	13,834	3,726	621		
East Carroll	158,236	170,715	33,726	6,345*	2,530	5%
E. Feliciana	16,302	8,250	2,014	347		
Evangeline	19,133	5,673	1,793	113		
Franklin	31,629	12,604	2,790	146		
Grant	29,376	13,442	3,426	460		
Iberia	14,263	4,705	1,066	61		
Iberville	40,059	32,024	7,123	805		
Jackson	26,750	13,699	3,800	297*	360	5%
Jefferson	15,434	9,252	1,994	210		
Jeff Davis	103,873	64,895	18,873	2,222	22,370	63%
Lafayette	26,298	24,551	5,209	445		
Lafourche	57,743	46,947	7,520	1,033		
LaSalle	42,209	33,140	7,893	748		
Lincoln	12,717	8,009	2,190	256	2,440	23%
Livingston	25,782	15,755	2,932	441		
Madison	20,054	11,493	4,550	217		
Morehouse	17,451	9,841	2,242	238		
Natchitoches	32,038	23,459	6,452	743		
Ouachita	38,144	14,145	4,065	543		
Plaquemines	570,445	642,837	136,251	26,406	91,480	53%
Pointe Coupee	74,713	98,103	16,401	2,599		
Rapides	14,239	5,556	1,157	214	1,510	42%
Red River	21,841	8,829	1,717	258		
Richland	90,648	80,137	19,267	2,236		
Sabine	12,113	4,999	1,354	31		
St. Bernard	26,672	18,041	4,070	679		
St. Charles	20,880	7,445	2,002	273		
St. Helena	11,087	4,781	1,467	89	1,340	42%
St. James	13,353	5,944	2,170	207	1,050	30%
St. John Bapt.	9,013	1,745	582	31		
St. Landry	15,334	6,922	2,070	151	1,110	30%
St. Martin	14,861	5,679	2,209	114	1,080	30%
St. Mary	73,476	41,380	9,034	856		
St. Tammany	26,353	8,626	1,780	200		
Tangipahoa	35,848	27,099	9,207	581		
Tensas	26,968	17,431	4,511	489	3,280	42%
Terrebonne	53,213	38,869	8,335	1,362	4,500	30%
Union	13,209	6,255	1,620	270		

BATON ROUGE (Continued)

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc. Address: 929 Government St. Phone: 4-8571

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 115 kw. Operating Pow.: Visual 15 kw, Aural 7.5 kw. Transmitter: Address, 844 Government St. Make, RCA. Antenna: Make Emsco. Type Self-supporting. Height, Above average terrain 479 ft. Above ground 500 ft.

OPERATION: Began April 19, 1953. Hours, 4:30 p.m.-10:30 p.m.

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

REPRESENTATIVES: Sales, Adam J. Young Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer George E. Gautney.

SERVICES: One studio (52 x 40 ft.). One announcers room (6 x 12 ft.). Two RCA TK31A camera chains. One Profitmaker 9 x 12" rear screen projector. One RCA TK11A film camera. Two RCA TP16D film projectors. 16mm SFP and all types of still photography film processing units. News Service, AP.

PRINCIPAL STOCKHOLDERS: Louis S. Prejean (18.3%), T. E. Gibbens (4.5%), Jack S. Burk (14.9%), Francis H. Lee (4.2%), C. C. Barnard (14.9%) and Charles Lamar Jr. (9.1%).

EXECUTIVES:

Jack S. Burk, Pres. John Ferguson, Prog. Dir. & Film Buy.
 Tom E. Gibbens, Vice Pres. & Gen. Mgr. Donald K. Allan, Ch. Eng.
 Ron C. Litteral, Com. Mgr. Don Hallman, Prog. Mgr. & Dir.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	185,800	334,600	520,400
Families in Area	53,085	95,600	139,800
Area in Square Miles	907	5,025	5,932
No. of Sets (June 1)	18,048	23,900	41,948
Retail Sales	\$240,700,000	\$345,093,000	\$585,793,000
Income Per Family	\$6,457
Income Per Capita	\$1,892

LAKE CHARLES

KTAG (TV)

(Target Date, Sept. 15, 1953)

LICENSEE: KTAG-TV Inc. Address: (Proposed) Center & Parkway Sts.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 19.75 kw, Aural 10.1 kw. Operating Pow.: Visual 1.0 kw, Aural 0.6 kw. Transmitter: Address (Proposed) NW corner of Center & Parkway Sts. Make, GE. Model TT-20-A. Antenna: Make GE. Type TY-25-C. Height, Above average terrain 333.5 ft. Above ground 348 ft.

OPERATION: Target date, Sept. 15, 1953.

REPRESENTATIVES: Sales, Adam Young Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer George Gautney.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (56%), also holds 56 interest in WPFA-TV Inc., Pensacola, Fla. and owns KCIL Houma, La.

EXECUTIVES:

Charles W. Lamar Jr., Pres. B. Hillman Bailey, Jr., Gen. Mgr.

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	115,000	135,000	250,000

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

RICH
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 RICH

There's no better word to describe Baton Rouge, petro-chemical of the world. Business is always good because 18,900 manufacturing employees and 35,200 services employees pour hundreds of millions back into the city each year in payroll checks.

And there's no better word to describe WAFB-TV, Baton Rouge's only TV station. Network shows from ABC, NBC, CBS and DuMont, plus top local interest shows deliver results.

Rich is your reward when you put your sales messages on WAFB-TV. Contact us, or our rep—Adam Young.

WAFB-TV

BATON ROUGE, LOUISIANA

T. E. Gibbens, Vice Pres. & Gen. Mgr.

MONROE

KFAZ (TV)

(Target Date, Aug. 24, 1953)

LICENSEE: Delta Television Inc. Address: 2107 Forsythe Ave. Phone: 2-4442.

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address: Forsythe Ave. Make, Federal. Model FTL-20B. Antenna: Make Workshops Assoc. Type WA-25-43. Height, Above average terrain 322 ft. Above ground 340 ft.

OPERATION: Target date Aug. 24, 1953. Hours: 3:00 p.m.-11:00 p.m.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Kirkland, Fleming, Green Martin & Ellis. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (25 x 37 ft. and 34 x 54 ft.). Two DuM. camera chains. One studio camera used as film camera. Two GPL, 16mm film projectors. Dual Flying Spot scanner. News Services, AP, UP Wirephoto.

PRINCIPAL STOCKHOLDERS: Pres. Howard E. Griffith (49%), Vice. Pres. J. O. Willett (49%) and Secy.-Treas. Maurice Glazer (2%).

EXECUTIVES:

Howard E. Griffith, Pres. & Gen. Mgr. Dan Durniak, Prog. Dir. & Film Buy.
 Sylvester Breard, Com. Mgr. Courtlandt McCoy, Ch. Eng.
 Mrs. J. O. Willett, Personnel Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$22.50, Film \$22.50. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	200,000	315,000	476,000
Families in Area	50,000	78,000	119,000
No. of Sets (June 1)	4,800	7,900	10,000
Income Per Family	\$5,100		

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

KNOE-TV

(Target Date, Sept. 15, 1953)

LICENSEE: James A. Noe. Address: N. 21st St., North of Louisville Ave., P. O. Box 1713. Phone: 8155.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 115 kw. Operating Pow.: Visual 230 kw, Aural 115 kw. Transmitter: Address, N. 21st Street, P. O. Box 1713. Make, RCA. Antenna: Make RCA. Type TT 25 BH. Height, Above average terrain 740 ft. Above ground 774 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KNOE.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Roberts & McInnis. Consulting Engineer Frank McIntosh.

SERVICES: Two studios (50 x 48 ft. each). Two RCA Type TK 31A camera chains. Kliegel 1674G rear screen projector. One RCA Type TK 20C film camera. Two RCA 16mm type TP-16D film projectors. One RCA MI-21613 automatic changing 2 x 2" scanner. One Gray Telop 4 x 5" opaque projector. One Bell & Howell 16mm camera. One Polaroid land camera, News Service, AP. Library, World Broadcasting System.

PRINCIPAL STOCKHOLDERS: Sole owner is James A. Noe, who also owns WNOE New Orleans and 50% of KOTN Pine Bluff.

EXECUTIVES:

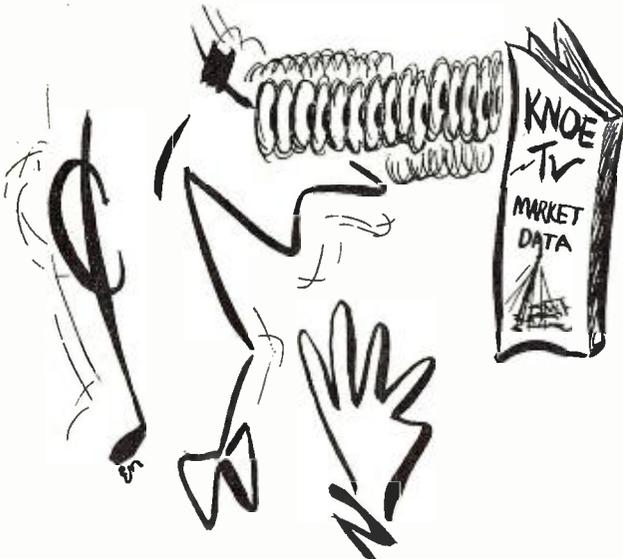
James A. Noe, Pres. Irving Zeidman, Prog. Dir.
 Paul H. Goldman, Gen. Mgr. & Jack Ratliff, Ch. Eng.
 Vice Pres. Ray Boyd, Dir. of Eng.
 Jack Ansell Jr., Sls. Prom. Mgr. Beth Brees, Dir. of Women's Prog.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$56, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	204,200	300,500	1,664,500
Families in Area	72,390	90,240	476,260
Area in Square Miles	8,364	2,872	21,164
No. of Sets (June 1)	3,500	8,500	15,000
Retail Sales	\$168,441,000	\$124,563,000	\$1,063,415,000
Income Per Family	\$3,490	\$2,520	\$3,342
Income Per Capita	\$997	\$840	\$960

COVERAGE THAT'LL KNOCK YOUR EYES OUT!



Yes, the sales potential in this 56-county (parish in La.) market reaches eye-popping proportions. You just get started when you mark up the rich Monroe area where the average family income is one of the highest in the nation at \$6,900 per year. You see, KNOE-TV, with its 230,000 watts power, also "booms right in" to the thickly populated cities of Shreveport, Alexandria, Camden, El Dorado, Vicksburg and Natchez.

JUST LOOK AT THIS MARKET DATA

Population	1,664,500
Families	476,260
Spendable Income	\$1,591,352,000
Food Stores	\$ 238,625,000
General Merchandise Stores	\$ 154,806,000
Auto Stores	\$ 232,292,000
Service Stations	\$ 55,368,000
Restaurants, Drinks, etc.	\$ 53,985,000
Drug	\$ 35,906,000
Building Material, Hardware	\$ 96,324,000
TOTAL RETAIL SALES	\$1,063,415,000
Farms, number operated	143,429
Population Living on Farms	583,600
Dwelling Units	148,070



KNOE-TV CBS
 ABC
 DuMONT

CHANNEL 8 MONROE, LOUISIANA

Paul H. Goldman
 Vice President and
 General Manager

H-R Television, Inc.
 National Representative

- Tower height—774 feet
- Connected to network cable October 1, 1953
- Operation began with full authorized power of 230,000 watts

A JAMES A. NOE STATION

NEW ORLEANS

WCNO-TV

(Target Date, Jan. 1, 1954)

LICENSEE: Community Television Corp. Address: 505 Barrone St.
 FACILITIES: Chan. 32. Authorized Eff. Rad. Pow.: Visual 85 kw, Aural 48 kw.
 Transmitter: Address, 327-353 S. Rampart St. Make, DuM. Antenna: Make RCA. Height, Above average terrain 470 ft. Above ground 494 ft.
 OPERATION: Target date Jan. 1, 1954.
 REPRESENTATIVES: Washington Attorney Prince, Taylor, Crampton & Goodson, Consulting Engineer Commercial Radio Equipment Co.
 PRINCIPAL STOCKHOLDERS: Pres. Jules J. Paglin (12.75%), Vice Pres. Stanley W. Ray Jr. (9.25%) and Treas. Milton Adler (2 1/2%). Messrs. Paglin and Ray own 50% each of WBOK New Orleans, 42 1/2% each of KAOK Lake Charles, La., and are applicants for new AM in Baton Rouge.

WDSU-TV

LICENSEE: WDSU Broadcasting Corp. Address: 520 Royal St. Phone: Tulane 4371.
 FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 10 kw. Transmitter: Address, Hibernia Bank Bldg. Make, RCA. Model TT 25 AL. Antenna: Make RCA. Type TT 5 A. Height, Above average terrain 395 ft. Above ground 395 ft.
 OPERATION: Began Dec. 18, 1948. Hours, 6:55 a.m.-12:55 a.m.
 AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WDSU.
 REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Pierson & Bell. Consulting Engineer Page, Cruetz, Garrison & Waldschmitt.
 SERVICES: Two studios (50 x 55 ft. each or 100 x 55 ft. when combined). Five RCA field camera chains. One rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Selector Slide Jr. slide projectors. GE opaque projector. News Services, AP, UP, Movietone. Library, Snader Telescription.
 PRINCIPAL STOCKHOLDERS: Pres. Edgar B. Stern Jr. (67%), Exec. Vice Pres. & Gen. Mgr. Robert D. Swezey (20%), Vice Pres. & Com. Mgr. A. Louis Read (10%) and Secy.-Treas. Lester E. Kabacoff (3%). Licensee owns 10% of WAFB-AM-FM-TV Baton Rouge.

EXECUTIVES:

Edgar B. Stern, Jr., Pres. Lindsey Riddle, Ch. Eng.
 Robert D. Swezey, Gen. Mgr. Ivy deLouche, Film Buy.
 A. Louis Read, Com. Mgr. Stanley Holiday, Opr. Dir.
 Tom Hicks, Prog. Mgr. Marion Annenberg, Prom. Dir.
 Hubie Weiss, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$500. Minute spot Film \$110. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

WJMR-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Supreme Broadcasting Co. Inc. Address: 1500 Canal St. Phone: Canal 0356.
 FACILITIES: Chan. 61. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 150 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1500 Canal St. Make, GE. Model TT 44 A. Antenna: Make GE. Type PY 21 A. Height, Above average terrain 436 ft. Above ground 441 ft.
 OPERATION: Target date Nov. 1, 1953. Hours, 12:00 noon-12:00 midnight.
 AFFILIATIONS: Network, DuMont. Stations, AM, WJMR. FM, WRCM (FM).
 REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Cohn & Marks.
 SERVICES: Three studios (40 x 40 ft., 40 x 40 ft. and one large auditorium). Three GE camera chains. Two Holmes rear screen projectors. One GE film camera. Two Simplex film projectors. One DuM. scanner. One GE opaque projector. One GE mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Chester F. Owens (96%), Exec. Vice Pres. George A. Mayoral and Vice Pres. James E. Gordon.

EXECUTIVES:

Chester F. Owens, Pres. James E. Gordon, Gen. Mgr.
 George A. Mayoral, Ch. Eng. & Patrick J. Shannon, Com. Mgr.
 Exec. Vice Pres. Tom Abbott, Prog. Dir.
 Ernest McKenna, Film Buy.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 2 1/2% for 26 times up to 35% for 312 or more times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	620,000	713,000	750,000
Families in Area	262,000	279,000	283,000
Area in Square Miles	240	251	263
No. of Sets (June 1)	18,000	21,000	25,000

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

WTLO (TV)

(Target Date, not set)

LICENSEE: New Orleans Television Co. Address: Magnolia Bldg., Dallas, Tex.
 FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 98 kw. Transmitter: Address, 1100 S. Liberty St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 500 ft. Above ground 529 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.
 PRINCIPAL STOCKHOLDERS: Equal 1/3 partners R. L. Wheelock, W. L. Pickens and H. H. Coffield. Each is an independent Texas oil operator. For other holdings, see Group Ownership.

(Target Date, Late Winter, 1953)

LICENSEE: CKG Television Co. Address: Melrose Bldg., Houston, Tex.
 FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw. Transmitter: Address, Whitney Rd. Make, GE. Antenna: Make GE. Height, Above average terrain 330 ft. Above ground 356 ft.
 OPERATION: Target date late winter, 1953.
 REPRESENTATIVES: Sales, Gill-Perne. Washington Attorney A. L. Stein. Consulting Engineer L. J. N. duTreil & Assoc., New Orleans.
 PRINCIPAL STOCKHOLDERS: Pres. Lester Kamin (11%), sole owner of Kamin Adv., Houston, 25% owner of WMRY New Orleans and 25% owner of KCIJ Shreveport; Vice Pres. Pat Coon (11%), partner in Dallas (Tex.) law firm of Clark, Coon, Holt & Fisher and 25% owner of both WMRY and KCIJ, and Secy.-Treas. Billy B. Goldberg (11%), Houston attorney and 25% owner of both WMRY and KCIJ. There are 17 other Shreveport stockholders.

MAINE

MAINE MARKET INDICATORS

Total Population, July 1, 1952	884,000
Total Families, 1950	223,175
Total Urban Population, 1950	472,000
Total Rural Nonfarm Population, 1950	319,946
Total Farm Population, 1950	121,828
Employed in Nonagricultural Establishments, Feb., 1953	271,200
Total Employed, 1950	312,326
Employed in Mining, Feb., 1953	600
Employed in Manufacturing, Feb., 1953	117,100
Employed in Construction, Feb., 1953	8,000
Employed in Agriculture, 1950	29,021
Retail Sales, 1952	\$ 869,239,000
Bank Assets, Jan. 1, 1953	\$ 871,006,000
Bank Deposits, Jan. 1, 1953	\$ 777,713,000
Major Income Sources, 1951: Agriculture 3.7%; Government 17.1%.	
Manufacturing Payrolls 28.0%; Trade and Service 23.7%; Other 27.5%.	
Total Income Payments, 1951	\$ 1,182,000,000
Per Capita Income, 1951	\$ 1,298
Median Family Income, 1950	\$ 2,596
Total Internal Revenue Collections, 1952	\$ 173,206,667
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 58.34
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 39,910,000
Cash Receipts of Farms, 1952	\$ 217,400,000
Government Payments to Farmers, 1952	\$ 1,020,000
Value of Mineral Production, 1950	\$ 7,461,000
New Public Construction in 1952	\$ 50,400,000
Motor Vehicle Registration, 1952	287,525
Number of Telephones, 1952	244,500
Number of Electrical Connections, 1952	325,577
Number of Gas Utilities Connections, 1952	39,200

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MAINE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Androscoggin	83,594	90,472	26,641	1,817		
Aroostook	96,039	101,695	27,186	2,251		
Cumberland	169,201	189,164	55,680	5,017		
Franklin	20,682	17,370	5,618	413		
Hancock	32,105	24,107	9,375	430*	2,250	23%
Kennebec	83,881	82,623	23,434	1,991		
Knox	28,121	26,881	8,238	546		
Lincoln	18,004	19,215	5,963	266		
Oxford	44,221	34,250	12,320	902	6,490	
Penobscot	108,198	115,581	30,250	2,625*		23%
Piscataquis	18,617	14,989	4,945	555		
Sagadahoc	20,911	15,519	6,118	333		
Somerset	39,785	27,447	9,615	771		
Waldo	21,687	14,824	4,707	269*	1,430	23%
Washington	35,187	22,214	7,829	606		
York	93,541	72,888	26,455	2,013	10,990	41%

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Androscoggin	23,800			Oxford	12,000		
roostock	22,700			Penobscot	28,200	20	5,610
umberland	49,000	16	7,780	Piscataquis	5,300	12	610
Franklin	5,700			Sagadahoc	6,200		
ancock	9,800	14	1,330	Somerset	11,200	12	1,300
ennebec	22,900			Waldo	6,200	10	650
Knox	8,700			Washington	10,000		
incoln	5,400	10	910	York	26,800	48	12,880
				Totals	253,900		31,070

AUBURN

WLAM-TV (LEWISTON)

(Target Date, Nov.-Dec., 1953)

LICENSEE: Lewiston-Auburn Broadcasting Corp. (For full listings see Lewiston.)

BANGOR

WABI-TV

LICENSEE: Community Telecasting Service. Address: 22 State St. Phone: 8255.
 FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 1.9 kw, Aural .950 kw. Operating Pow.: Visual 1.9 kw, Aural .950 kw. Transmitter: Address. Copeland Mountain, Holden, Me. Make, RCA. Model TT500A. Antenna: Make RCA. Type 3-Bay Superturnstile. Height, Above average terrain 673 ft. Above ground 120 ft.

OPERATION: Began Jan. 31, 1953. Hours, 2:00 p.m.-12:00 midnight.
 AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WABI.
 REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer George Davis.

SERVICES: One studio (18x22 ft.). One RCA TK31A image orthicon camera chain. One RCA TK20C film camera. Two RCA TPI6D 16 mm film projectors. Two Argus (2x2") slide projectors. Composite opaque projector. Lab. for processing stills and slides. News Service, AP. Library, World.

PRICIPAL STOCKHOLDERS: Horace Hildreth (60%), Ambassador to Pakistan, Oliver Bcstg. Corp. (WPOR Portland, Me.) (34%), Kennebeck Bcstg. Corp. (WTVL Waterville, Me.) (6%).

EXECUTIVES:
 Horace Hildreth, Pres. Richard Bronsin, Prog. Dir.
 Lee Gorman Jr., Acting Gen. Mgr. Walter Dickson, Ch. Eng.
 Com. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area): Families in Area, 99,500; Area in Square Miles, 20,100; No. of Sets (June 1), 21,500; Retail Sales, \$288,000,000.

LEWISTON

WLAM-TV (AUBURN)

(Target Date, Nov.-Dec., 1953)

LICENSEE: Lewiston-Auburn Broadcasting Corp. Address: 129 Lisbon St. Phone: Lewiston 4-5410.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 15.7 kw, Aural 8.45 kw. Transmitter: Address, 196 Pleasant St. Make, RCA. Antenna: Make RCA. Type TTU-1B Height, Above average terrain 368 ft. Above ground 246 ft.

OPERATION: Target date Nov.-Dec., 1953. Hours, 6:00 p.m.-12:00 midnight.
 AFFILIATION: Station, AM, WLAM.

REPRESENTATIVES: Sales, Everett-McKinney, New York; Kettel-Carter, Boston. Washington Attorney Dempsey & Koplowitz. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One RCA film camera. Two RCA film projectors. One scanner. One Bell & Howell opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Frank S. Hoy (67%) also owns 73% of WPMT (TV) Portland.

EXECUTIVES:
 Elden H. Shute Jr., Pres. & Sta. Mgr. Harold Dutch, Prog. Dir.
 Frank S. Hoy, Ch. Own. & Film Buy. Henry Root, Ch. Eng.
 Gerald T. Higgins, Com. Mgr. F. Parker Hoy, Assf. Gen. Mgr. & News Dir.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	105,870	62,853	75,000
Families in Area	26,440	15,710	18,750
Retail Sales	\$90,472,000		
Income Per Family	\$5,056		
Income Per Capita	\$1,452		

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

POLAND

WMTW (TV)

(Target Date, April 1, 1954)

LICENSEE: Mt. Washington TV Inc. Address: P. O. Box 1120, Portland, Me.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: Address, Sargents Purchase, summit of Mt. Washington, N. H. Make, GE. Antenna: Make GE. Height, Above average terrain 3,840 ft. Above ground 86 ft.

OPERATION: Target date April 1, 1954.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Irving B. Robinson, Boston.

PRINCIPAL STOCKHOLDERS: Pres. John W. Guider (11.8%), president and 99% owner of WMOU-AM-FM Berlin as well as other minority broadcast interests; Dir. Horace Hildreth (35%), U.S. Ambassador to Pakistan and 60% owner of WABI-AM-TV Bangor, Me., Tyrone Corp. (35%), Pittsburgh, investments (firm controlled by WPOR stockholders and identified with ownership of WENS (TV) Pittsburgh); Kennebec Broadcasting Co. (11.8%), licensee of WTVL Hanover, N. H., and Granite State Network (5.9%), wholly owned subsidiary of Granite State Broadcasting Co.

PORTLAND

WPMT (TV)

(Target Date, Aug. 30, 1953)

LICENSEE: The Portland Telecasting Corp. Address: Columbia Hotel, 645 A Congress St. Phone: 2-8327.

FACILITIES: Chan. 53. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.49 kw. Operating Pow.: Visual 1 kw, Aural 0.6 kw. Transmitter: Address, Columbia Hotel, 645 A Congress St. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-27 DH. Height, Above average terrain 267 ft. Above ground 239.5 ft.

OPERATION: Target date Aug. 30, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Consulting Engineer George P. Adair.

SERVICES: One studio (21x32 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray Dual Telejector slide projector. One 6 x 8 in. opaque projector. Darkroom for processing film. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Frank S. Hoy, founder and majority owner of Lewiston-Auburn Broadcasting Corp., which operates WLAM-AM-TV Lewiston, Me.

EXECUTIVES:

Frank S. Hoy, Pres.	G. Fred Crandon, Ch. Eng.
George E. Curtis Jr., Sta. Mgr.	Murray L. Shepard, Film Dir.
Gerald T. Higgins, Com. Mgr.	F. Parker Hoy, News Dir. & Asst. Gen. Mgr.
William A. Gildersleeve, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	139,632	46,253	309,882
Families in Area			87,802
No. of Sets (June 1)	12,000	20,000	32,000
Retail Sales	\$130,999,000		\$268,172,000
Income Per Family	\$5,918	\$6,069	

WCSH-TV

(Target Date, Late 1953)

LICENSEE: Congress Square Hotel Co. Address: 157 High St.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Blackstrap Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 590 ft. Above ground 380 ft.

OPERATION: Target date, Late 1953.

AFFILIATION: Station, AM, WCSH.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. Adeline B. Rines, trustee of estate of Henry P. Rines, 5176 of 5179 issued common shares of stock of licensee which operates WCSH Portland, 98% of WRDO Augusta, Me., and WLZB Bangor; Vice Pres. Kenneth M. Peterson; William H. Rines, and Treas. Bessie M. Blake.

MARYLAND MARKET INDICATORS

Total Population, July 1, 1952	2,526,000
Total Families, 1950	581,840
Total Urban Population, 1950	1,615,902
Total Rural NonFarm Population, 1950	543,623
Total Farm Population, 1950	183,476
Employed in Nonagricultural Establishments, Feb., 1953	752,500
Total Employed, 1950	894,775
Employed in Mining, Feb., 1953	3,000
Employed in Manufacturing, Feb., 1953	263,900
Employed in Construction, Feb., 1953	48,800
Employed in Agriculture, 1950	55,017
Retail Sales, 1952	\$ 2,370,151,000
Bank Assets, Jan. 1, 1953	\$ 2,535,864,000
Bank Deposits, Jan. 1, 1953	\$ 2,327,092,000
Major Income Sources, 1951: Agriculture 3.1%; Government 19.2%; Manufacturing Payrolls 21.9%; Trade and Service 26.3%; Other 29.5%	
Total Income Payments, 1951	\$ 3,875,000,000
Per Capita Income, 1951	\$ 1,714
Median Family Income, 1950	\$ 3,266
Total Internal Revenue Collections, 1952 ¹	\$ 1,882,815,243
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 66.65
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 33,425,000
Cash Receipts of Farms, 1952	\$ 269,178,000
Government Payments to Farmers, 1952	\$ 1,599,000
Value of Mineral Production, 1950	\$ 22,725,000
Total New Construction in 1952	\$ 566,900,000
New Private Construction in 1952	\$ 353,200,000
New Public Construction in 1952	\$ 213,700,000
Motor Vehicle Registration, 1952	779,545
Number of Telephones, 1952	771,000
Number of Electrical Connections, 1952 ¹	910,055
Number of Gas Utilities Connections, 1952	424,300

¹ Includes District of Columbia
For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MARYLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Cent
Allegany	89,556	81,159	25,300	2,515		
Anne Arundel	117,392	72,943	24,904	2,563	28,860	88%
Baltimore	270,273	1,403,805	382,451	48,485	330,750	90%
Calvert	12,100	8,546	2,395	124	2,080	60%
Caroline	18,234	25,398	4,781	466	3,930	69%
Carroll	44,907	39,429	7,965	903	9,000	75%
Cecil	33,356	25,685	8,794	365	7,430	79%
Charles	23,415	18,285	4,545	234	3,840	65%
Dorchester	27,815	22,607	6,741	468	5,460	65%
Frederick	62,287	57,583	13,747	1,292	12,990	71%
Garrett	21,259	14,597	3,270	235		
Harford	51,782	45,322	12,507	1,037	12,400	80%
Howard	23,119	10,737	2,201	279	4,880	75%
Kent	13,677	13,249	3,574	313	2,900	69%
Montgomery	164,401	172,076	42,638	4,745	45,150	86%
Prince Georges	194,182	112,332	42,479	3,982	54,740	89%
Queen Annes	14,579	11,283	3,357	207	3,040	69%
St. Marys	29,111	19,918	7,433	223	5,010	65%
Somerset	20,745	23,045	6,423	477	920	15%
Talbot	19,428	29,240	6,002	1,106	4,280	69%
Washington	78,886	74,256	20,630	1,980	13,570	57%
Wilcomico	39,641	49,768	9,241	945	3,680	29%
Worcester	23,148	39,088	6,378	573	1,140	15%

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Anne Arundel	32,800	71	23,250	Kent	4,200	66	2,770
Baltimore	367,500	88	322,500	Montgomery	52,500	78	40,860
Calvert	3,200	61	1,940	Prince George	61,500	75	46,010
Caroline	5,700	66	3,760	Queen Annes	4,400	66	2,900
Carroll	12,000	68	8,150	St. Marys	7,700	61	4,680
Cecil	9,400	74	6,940	Somerset	6,100	16	990
Charles	5,900	61	3,570	Talbot	6,200	66	4,110
Dorchester	8,400	60	5,080	Washington	23,800	61	14,510
Frederick	18,300	65	11,850	Wilcomico	12,700	38	4,810
Garrett	5,500	23	1,270	Worcester	7,600	16	1,240
Harford	15,500	81	12,480	Totals	704,100		534,180

BALTIMORE

WAAM (TV)

LICENSEE: WAAM Inc. Address: Television Hill. Phone: Mohawk 4-7600

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 26.1 kw, Aural 13.8 kw. Transmitter: Address, Television Hill. Make, RCA. Model TT 5A. Antenna: Make RCA. Type TF6A. Height, Above average terrain 530 ft. Above ground 476 ft.

OPERATION: Began Nov. 1, 1948. Hours, 10:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney Willis & Panzer. Consulting Engineer Kear & Kennedy.

SERVICES: Two studios (A-4,225 sq. ft. and B-400 sq. ft.). Five RCA TK30 camera chains. One Translux rear screen projector. Two RCA TK20 film cameras. Two RCA TPI6B film projectors. Two Argus slide projectors. One Gray Telop opaque projector. One mobile unit. News Services, AP and Western Union sports. Library, World.

PRINCIPAL STOCKHOLDERS: Ben Cohen and Herman Cohen.

EXECUTIVES:

- Ben Cohen, Pres.
- Ken Carter, Gen. Mgr.
- Armand Grant, Asst. Gen. Mgr. & Dir. Sls.
- Herbert B. Cahan, Prog. Mgr. & Film Buy.
- Ben Wolfe, Dir. Eng.
- Glenn Lahman, Ch. Eng.
- Joel Chaseman, Dir. Pub. Ser. & Publ.
- Pel Schmidt, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$125, Film \$125. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 7A.

MARKET INFORMATION:

Population	Grade A	Grade B	Total
	(FCC Contour)	(FCC Contour)	(Including Fringe Area)
Population	1,350,000	1,350,000	2,850,000
No. of Sets (June 1)	482,464

WBAL-TV

LICENSEE: The Hearst Corp. Address: 2610 N. Charles St. Phone: Hopkins 7-3000

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 27 kw, Aural 13 kw. Operating Pow.: Visual 100 kw, Aural 50 kw (under STA). Transmitter: Address, 2401 Violet Ave. Make, RCA. Model TT-5A & TT20AH. Antenna: Make RCA. Type TF-6B Superturnstile. Height, Above average terrain 540 ft. Above ground 447 ft.

OPERATION: Began March 11, 1948. Hours, 6:45 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Dempsey & Kopolovitz. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Three studios (30 x 50-ft., 40 x 100-ft. and 25 x 50-ft.). Seven RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Two 16mm Eastman and one 16mm RCA film projectors. Two SVE Manual (2 x 2") and two Spindler & Shuppe automatic (2 x 2") slide projectors. One Gray Telop (4 x 5") opaque projector. One mobile unit. Animatec 16mm projector. News Services, INS and Telenums.

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

WBAL-TV (Continued)

PRINCIPAL STOCKHOLDERS: The Hearst Corp. owns and operates WBAL-AM-TV Baltimore; WISN Milwaukee; and through affiliation WCAE Pittsburgh. Hearst newspapers are the New York Journal-American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, Baltimore News Post, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, and Seattle Post-Intelligencer.

EXECUTIVES:

Charles B. McCabe, Vice Pres. & Exec. Dir.	Victor F. Campbell, Prog. Dir.
D. L. Provost, Vice Pres. & Gen. Mgr.	Willis K. Freiert, Sls. Mgr.
John T. Wilner, Vice Pres., Eng.	Thomas J. White Jr., News & Publ. Mgr.
Leslie H. Peard Jr., Sta. Mgr.	Sidney J. Barbet, Film Buy.
Freeman W. Cardall, Bus. Mgr.	William C. Bareham, Ch. Eng.
Arnold Wilkes, Dir. of Pub. Affairs & Educ.	Mollie Martin, Womens Dir.
	Conway Robinson, Farm Prog. Dir.

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$150, Film \$150. Rate Card No. 9.

***MARKET INFORMATION:**

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,602,000	715,000	2,317,000
Families in Area	450,000	201,000	651,000
Area in Square Miles	2,500	4,150	6,650
No. of Sets (June 1)	482,464	120,614	603,080
Retail Sales	\$2,211,252,000

* Statistics based on coverage effective under 27 kw transmission.

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

WITH-TV

(Target Date, Jan. 1, 1954)

LICENSEE: Maryland Broadcasting Co. Address: 7 E. Lexington St. Phone: Lexington 9-7808

FACILITIES: Chan. 60. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 59 kw. Transmitter: Address, 1220-1230 Curtain Ave. Make, DuM. Antenna: Make RCA. Height, Above average terrain 300 ft. Above ground 360 ft.

OPERATION: Target date Jan. 1, 1954.

AFFILIATIONS: Stations, AM, WITH. FM, WITH-FM.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Arnold. Fortas & Porter. Consulting Engineer Jansky & Bailey Inc.

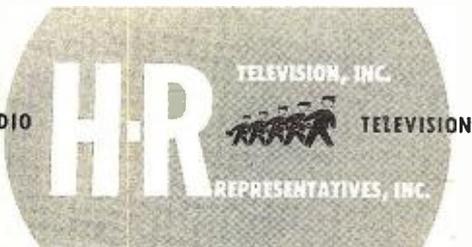
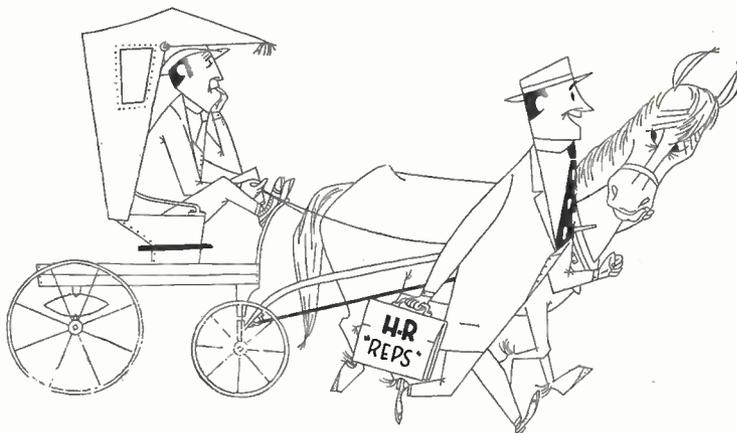
PRINCIPAL STOCKHOLDERS: Pres. & Gen. Mgr. Thomas G. Tinsley Jr. (14%), Secy.-Treas. Louise McClure Tinsley (2%), T. Garland Tinsley Sr. (1.2%), B. Warren Cockran (0.4%), Girard Trust Co. (trustee) (14%), Louise McClure Tinsley (as life tenant under will of Newton McClure) (70.4%). M. Tinsley also owns WLEE Richmond, Va.

EXECUTIVES:

Thomas G. Tinsley Jr., Pres. & Gen. Mgr.	Robert C. Embry, Vice Pres. & Sls. Mgr.
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selling TV is no longer a buggy ride

- FRANK HEADLEY, President
- DWIGHT REED, Vice President
- FRANK PELLEGRIN, Vice President
- CARLIN FRENCH, Vice President
- PAUL WEEKS, Vice President



RADIO **H-R** TELEVISION
 NEW YORK CHICAGO HOLLYWOOD
 SAN FRANCISCO

Two short years ago, a rep could telephone an agency friend, quote most any kind of an avail and make a sale. TV stations were few, avails were scarce and buyers were waiting in line.

But today with a new TV station coming on the air every few hours, buyers of time are prone to sit back and do a lot of measuring with slide rules and sharp pencils.

SALESMANSHIP has returned to popularity . . . and of necessity. H-R is rather glad to see this trend because the H-R organization has never been geared to just take orders. The owner-partners learned their advertising

selling trade back in the 30's. In those days, the sale of advertising required intelligence, ingenuity, aggressiveness plus long hard hours of digging.

The owners of H-R have never forgotten that basic sales training and they have surrounded themselves with a band of hard-hitting SALESMen who believe in the same sales principles. Every man on the H-R force, including the owner-partners, are on the street, selling, every day!

That's why H-R is always able to Send a Man to Do a Man's Work, whether it be for an old established AM station or for a TV station that is still in the blue-print stage.

FLASH

TELEVISION COMING TO DEL-MAR-VA PENINSULA

No more snow blizzards, flop-overs,
or venetian blinds.

No more flickering, excessive noises,
or station interferences.

No more fadeouts (due to weak signal)
as the plot approaches the climax.

The long suffering viewers of the
Del-Mar-Va Area (Southern Delaware,
Eastern Maryland, Northeastern Virginia)
will now have good reception for the
first time—AND FROM THEIR OWN TV
STATION!

WBOC-TV

NO OTHER TV STATION
SERVES THIS MARKET . . .

\$327,765,000 Retail Sales

70,100 Family Units

ON THE AIR IN NOVEMBER

WBOC-TV

CHANNEL 16 SALISBURY, MD.

Low channel, level terrain and 657 foot antenna
provide maximum UHF coverage.

John W. Downing, Pres. Charles J. Truitt, Mgr.

MARYLAND

BALTIMORE (Continued)

WMAR-TV

LICENSEE: A. S. Abell Co. Address: 2 West Redwood St. Phone: Mulberry 5-5670

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address. Mathieson Bldg., Baltimore & Light Sts. Make RCA. Model TT-25 BL. Antenna: Make RCA. Type Superturstyle (5). Height, Above average terrain 380 ft. Above ground 591 ft.

OPERATION: Began Oct. 27, 1947. Hours, 9:30 a.m.-12:00 midnight.

AFFILIATION: Network, CBS.

REPRESENTATIVES: Salas, Katz Agency Inc. Washington Attorney Hogan & Hartson.

SERVICES: Two studios (57 x 32-ft. and 20 x 30-ft.). Seven RCA Type TK-10A camera chains. One Trans-Lux rear screen projector. Seven 70 DE & Auricon 16mm film cameras. Two RCA Type 16A and one RCA Type 16C film projectors. Two Spindler & Sauppe Selectroslide projectors. One dual unit opaque projector. Two Houston film processing units. Two mobile units. News Services, AP and Sunpapers. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee of station is also publisher of The Baltimore Sunpapers.

EXECUTIVES:

William E. Schmick Sr., Pres.
E. K. Jett, Vice Pres. & Dir. of
Radio
E. A. Lang, Com. Mgr.
R. B. Cochrane, Prog. Dir.

C. G. Nopper, Ch. Eng.
D. V. R. Stickle, Film & News Dir.
T. J. Severin, Prog. Mgr.
E. B. Mick, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 8A.

FREDERICK

WFMD-TV

(Target Date, Winter, 1953)

LICENSEE: The Monocacy Broadcasting Co. Address: E. Church St. Phone: Monument 3-4181

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 54 kw. Transmitter: Address, Catocin Mountain. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,150 ft. Above ground 237 ft.

OPERATION: Target date Winter, 1953.

AFFILIATIONS: Stations, AM, WFMD, FM, WFMD-FM.

REPRESENTATIVES: Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Laurence Leonard (100%) and Vice Pres. & Secy. Evelyn Leonard.

EXECUTIVES:

Laurence Leonard, Pres.
Alan W. Long, Gen. Mgr.

Evelyn Leonard, Prog. Dir.
Howard Fisher, Ch. Eng.

SALISBURY

WBOC-TV

(Target Date, Oct. 1, 1953)

LICENSEE: The Peninsula Broadcasting Co. Address: Radio Park, Salisbury, Md. Phone: Salisbury 6131

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 60 kw. Transmitter: Address, Radio Park, Make, RCA. Model TTU-5A. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 687 ft. Above ground 657 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Stations, AM, WBOC, FM, WESN (FM)

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (20 x 40-ft. and 30 x 50-ft.). News Service, AP.

PRINCIPAL STOCKHOLDERS: Pres. John W. Downing (14.5%), Vice Pres. W. Lee Allen (7.7%), Secy.-Treas. Avery W. Hall (0.9%), Asst. Secy. & Mgr. Charles J. Truitt (2.1%), Asst. Treas. Lena R. Dashiell (0.7%), I. L. Benjamin (10.5%) and Virginia Phillips Ward (5.4%). The Shore Broadcasting Co. (WCEM Cambridge) is wholly owned subsidiary of licensee.

EXECUTIVES:

John W. Downing, Pres.
Charles J. Truitt, Gen., Com. Mgr.
& Film Buy.

John W. Downing Jr., Prog. Dir.
Jack W. Ward, Ch. Eng.

WMAR-TV

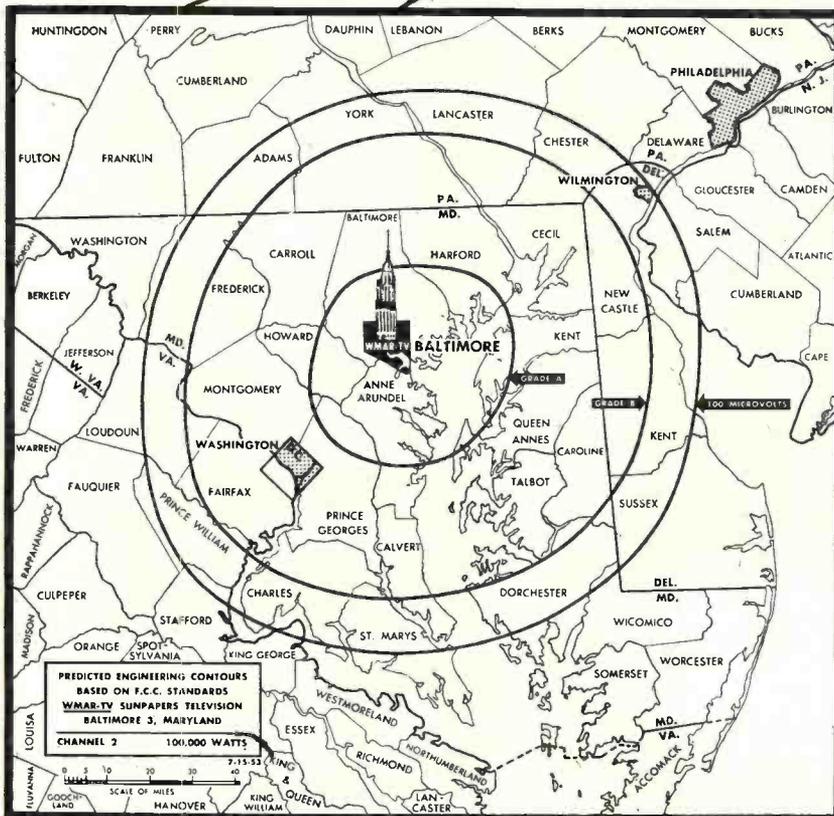
MARYLAND'S PIONEER TELEVISION STATION

NOW MAXIMUM POWER



100,000 WATTS!

MOST POWERFUL TV SIGNAL IN MARYLAND



Hundreds of letters received after first day's operations, including many from viewers outside the 100 microvolt contour, report good, sharp pictures with no snow.

THE FACTS ABOUT SUPER POWER AND COVERAGE

In considering television coverage of a given geographical area such as the "Baltimore Area" it is important to remember that the transmitting frequencies (channels) DO NOT possess similar propagation characteristics.

Therefore, in order to provide substantially equal coverage, the FCC Rules and Regulations permit stations to use the following maximum effective radiated power.

- Channels 2 to 6..... 100,000 Watts
- Channels 7 to 13..... 316,000 Watts
- Channels 14 to 83..... 1,000,000 Watts

IN MARYLAND MOST PEOPLE WATCH

Telephone **MULBERRY 5-5670**

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

WMAR-TV

SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE 3, MD.

MARYLAND

SALISBURY (Continued)

WBOC-TV (Continued)

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from 2½% for 13 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	121,810	207,390
Families in Area	37,003	61,590
Retail Sales	\$170,148,000	\$270,659,000
Income Per Family	\$3,084	\$2,988
Income Per Capita	\$932	\$931

MASSACHUSETTS

BOSTON

WBZ-TV

LICENSEE: Westinghouse Radio Stations Inc. Address: 1170 Soldiers Field Road. Phone: Algonquin 4-5670.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1170 Soldiers Field Road. Make, RCA. Model TT-5A. Antenna: Make GE. Type 6-Bay Turnstile. Height. Above average terrain 530 ft. Above ground 658. ft.

OPERATION: Began June 9, 1948. Hours: 7 a.m.-1 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WBZ. FM, WBZ-FM.

REPRESENTATIVES: Sales Free & Peters Inc. Washington Attorney Westinghouse Legal Dept. Consulting Engineer WRS Inc., Engineering Dept.

SERVICES: Three studios (40 x 45 x 23-ft, 30 x 45 x 19-ft, auditorium, seating 150, with stage 35 x 20-ft.). Seven RCA camera chains. Trans-Lux rear screen projector. Three multiplexer units with film cameras. Three strip film projectors. Four slide projectors. Opaque projector. RCA mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Westinghouse Radio Stations Inc. is a subsidiary of Westinghouse Electric Corp., electrical and radio-TV and electronics manufacturer. For WRS holdings see Group Ownership.

EXECUTIVES:

E. V. Huggins, Pres.	W. G. Swan, Prog. Dir.
J. E. Baudino, Exec. Vice Pres.	W. H. Hauser, Ch. Eng.
W. C. Swartley, Gen. Mgr.	R. G. Duffield, Film Buy.
C. H. Masse, Com. Mgr.	J. P. Cullinane, Publ.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Film \$300. Frequency discounts from 7½% for 26 times up to 20% for 260 times. Rate Card No. 7-T.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 5,971,400; Families in Area, 1,726,900; Retail Sales, \$6,420,906,000; Effective Buying Income, \$9,338,854,000; Food Store Sales, \$1,838,433,000; Automotive Sales, \$862,040,000; Drug Sales, \$195,120,000.

WGBH-TV *

(Target Date, Oct. 1, 1954)

(*Noncommercial-Educational)

LICENSEE: WGBH Educational Foundation. Address: 100 Franklin St.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 27.5 kw. Transmitter: Address, Great Blue Hill. Make, RCA. Antenna: Make RCA. Height, Above average terrain 658 ft. Above ground 219 ft.

OPERATION: Target date Oct. 1, 1954

AFFILIATION: Station, FM, WGBH.

REPRESENTATIVES: Washington Attorney Ernest W. Jenness. Consulting Engineer Jansky & Bailey Inc.

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

MASSACHUSETTS

WNAC-TV

LICENSEE: The Yankee Network Division of General Teleradio Inc. Address: 21 Brookline Ave. Phone: Commonwealth 6-0800.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Operating Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address Medford, Mass. Make, Composite. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 470 ft. Above ground 424 ft.

OPERATION: Began June 21, 1948. Hours: 9:30 a.m.-1 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuM. Stations, AM, WNAC, FM, WNAC-FM.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney Pierson & Ball.

SERVICES: One studio (25 x 35 ft.). Three image orthicon studio camera chains. Two GE film cameras. Two Simplex 35mm & two Bell & Howell 16mm film projectors. One slide projector for 3¼ x 4-in. glass or opaque slides; one projector for 2 x 2" slides. One mobile unit, three cameras News Services, UP.

PRINCIPAL STOCKHOLDERS: General Teleradio Inc. is 90% owned by General Tire & Rubber Co., Akron, Ohio. For other General Teleradio holdings, see Group Ownership.

EXECUTIVES:

Tom O'Neil, Pres.	George Steffy, Vice Pres. in Chg of TV Oprs.
Linus Travers, Exec. Vice Pres., Gen. Mgr. & Com. Mgr.	Harry Whittemore, Tech. Dir.
	James Pike, Film Buy.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute spot Live \$250, Film \$250. Frequency discounts 20% for 52 weeks. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,177,786	1,429,184	5,176,769
Families in area	890,753	410,288	1,463,821
No. of Sets (June 1)	1,061,272
Retail Sales	\$3,396,485,199	\$1,466,596,266	\$5,419,689,645

WSTB-TV

(Target Date, not set)

LICENSEE: E. Anthony & Sons Inc. Address: 555 Pleasant St., New Bedford Phone: 5-7411

FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 200 Berkley St. Make, GE. Model TT-21-A. Antenna: Make RCA. Type TFU-24 BM. Height, Above average terrain 540 ft. Above ground 630 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres. Mayhew R. Hitch, 0.1%; Vice Pres.-Treas Basil Brewer, 58.92%; Joseph P. Dunn, 5.94%; James T. Dunn, 6.05%. Licensee also operates WNBH-AM-TV and WMFR (FM) New Bedford Mass., WOCB-AM-FM West Yarmouth, Mass., and is publisher of New Bedford Standard-Times and Hyannis (Mass.) Cape Cod Standard-Times

EXECUTIVES:

Basil Brewer, Vice Pres.-Treas.

WTAO-TV (CAMBRIDGE)

(Target Date, Sept. 28, 1953)

LICENSEE: Middlesex Broadcasting Corp. For full listing see Cambridge, Mass.

BROCKTON

(Target Date, not set)

LICENSEE: Trans American Television. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 193.3 kw, Aural 104.4 kw. Transmitter: Address, East Bridgewater. Make, RCA. Antenna: Make RCA. Height, Above average terrain 431 ft. Above ground 458 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Leo Resnick. Consulting Engineer Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Harry E. Franks (33⅓%) Mortor M. Goldfine & William B. Lamprey part owners of WESX Salem, are directors.

MASSACHUSETTS

CAMBRIDGE

WTAO-TV (BOSTON)

(Target Date, Sept. 28, 1953)

OWNERSHIP: Middlesex Broadcasting Corp. Address: 439 Concord Ave. Phone: Eliot 4-0500

FACILITIES: Chan. 56. Authorized Eff. Rad. Pow.: Visual 20.2 kw, Aural 11.45 kw. Transmitter: Address, Mt. Zion, Woburn, Mass. Make, RCA. Model TTU-1 B. Antenna: Make RCA. Type TFU-24B. Height, Above average terrain 475 ft. Above ground 289 ft.

OPERATION: Target date Sept. 28, 1953.

AFFILIATIONS: Stations, AM, WTAO. FM, WXHR (FM)

CONSULTANTS: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George E. Gautney.

SERVICES: One studio. One RCA camera chain. One TK-20D RCA film camera. Two TP-16E RCA film projectors. Two Gray 35mm scanners.

PRINCIPAL STOCKHOLDERS: Licensee is 74% owned by Frank Lyman Jr., and 26% owned by Harvey Radio Labs. Inc.

EXECUTIVES:

Frank J. Lyman Jr., Pres. Frederic S. Bailey, Gen. Mgr.

MARKET INFORMATION: Population, 3,073,500; Families in Area, 940,000; No. of Sets (June 1), 1,010,141; Retail Sales, \$3,499,812,000.

FALL RIVER

WSEE-TV

(Target Date, Oct., 1953)

OWNERSHIP: New England Television Co. Inc. Address: 514 Industrial Trust Building, Providence, R. I. Phone: Union 1-3100

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Television Center, Swansea, Mass. Make, DuM. Antenna: Make Workshop. Height, Above average terrain 718 ft. Above ground 718 ft.

OPERATION: Target date October 1953. Hours, 7 a.m.-2 a.m.

CONSULTANTS: Attorney Abraham Belilove, Providence, R. I. Consulting Engineer J. Gordon Keyworth, Williamstown, Mass.

SERVICES: One studio (29 x 79 ft.). Two DuM image orthicon camera chains. DuM flying spot scanner.

PRINCIPAL STOCKHOLDERS: Pres. Alfred DeMaris, 44.5%, bus company; Vice Pres. Harold C. Arcaro, 33.33%, attorney and 16.6% owner of WRIB Providence, R. I.; Vice Pres. Lewis Tanner, 11.1%, advertising and sales; Treas. Abraham Belilove, 11.1%, attorney.

EXECUTIVES:

Alfred DeMaris, Pres. John R. Porterfield, Gen. Mgr.

HOLYOKE

WYN-TV (SPRINGFIELD)

OWNERSHIP: Hampden-Hampshire Corp. Holyoke Address: 180 High St. Phone: 8238

(For full listing, see Springfield, Mass.)

LAWRENCE

(Target Date, not set)

OWNERSHIP: General Broadcasting Co. Address: 11 Pemberton Sq., Boston, Mass.

FACILITIES: Chan. 72. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.3 kw. Transmitter: Address, Wood Hill. Make, RCA. Antenna: Make Workshop. Height, Above average terrain 640 ft. Above ground 433 ft.

OPERATION: Target date not set.

CONSULTANTS: Washington Attorney Cohn & Marks. Consulting Engineer Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: A. Alfred Franks, 50%, retail clothier; Rudolph and Justin Wyner, 25% each, textile manufacturers.

EXECUTIVES:

A. Alfred Franks, Pres.

NEW BEDFORD

WNBH-TV

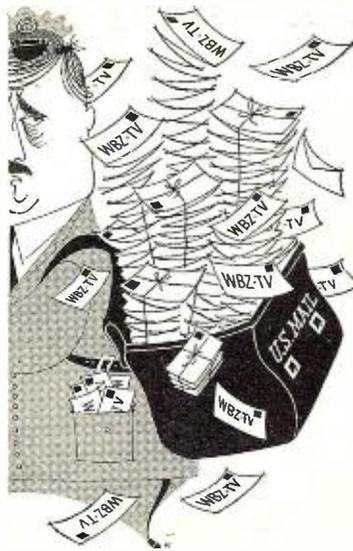
(Target Date, Fall 1953)

OWNERSHIP: E. Anthony & Sons Inc. Address: 555 Pleasant St. Phone: 5-7411

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 432 County St. Make, GE. Model TT-24-A. Antenna: Make GE. Type 4-Bay. Height, Above ground 448 ft.

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BROADCASTING • TELECASTING

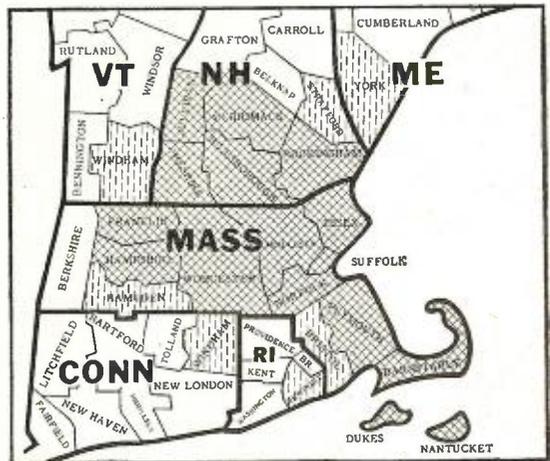


The Mail Bag

still the best proof of coverage!

Continuing mail response from more than 20 counties in the heart of New England offers **proof** of the coverage you can expect on Boston's Channel 4, WBZ-TV... now increased in power to 100,000 watts!

The map tells its own story. It reflects the results of the first in a series of continuing mail studies. For latest information, check with NBC Spot Sales or with C. Herbert Massé at WBZ-TV, Boston 34, Mass.



Mail response per 1000 population equal to or greater than that of Norfolk County.

Mail response per 1000 population at least 50 percent of Norfolk County.

Based on over 45,000 pieces of mail from date of power increase (Feb. 21 - July 4, 1953)



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

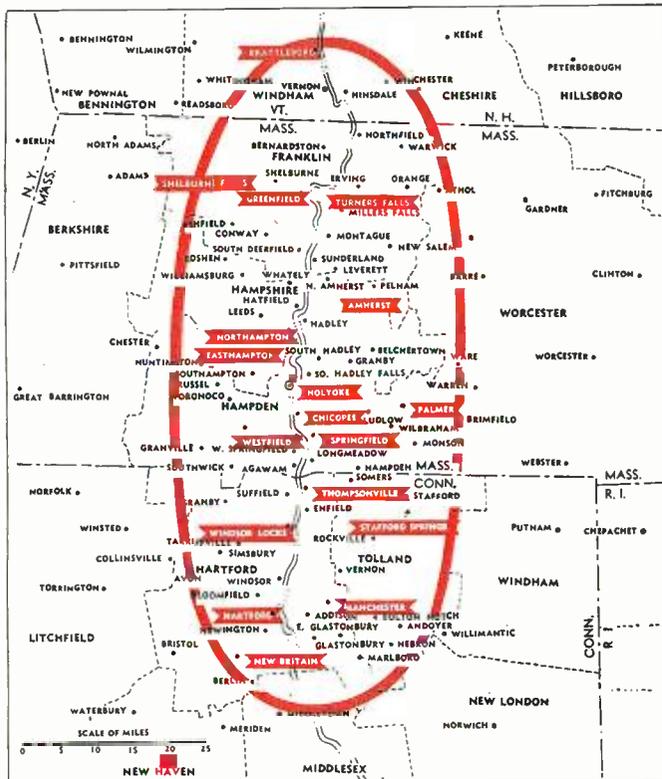
National Representatives: for TV, NBC Spot Sales; for radio, Free & Peters

WHYN-TV
CHANNEL 55
CBS - DUMONT
 INTERCONNECTED

182,000 WATTS
ANTENNA HEIGHT
1329 FEET

SPRINGFIELD • HOLYOKE

- MASSACHUSETT'S 3rd METROPOLITAN MARKET
- AMERICA'S 42nd METROPOLITAN MARKET



TOWER AND TRANSMITTER SITE

AN **"AREA"** STATION

WHYN-TV
CHANNEL 55

WHYN AM-FM

CBS RADIO AFFILIATE FOR SPRINGFIELD • HOLYOKE

Nationally Represented by **THE BRANHAM COMPANY**

Represented in New England by **Weed & Company**

MASSACHUSETTS

NEW BEDFORD (Continued)

WNBH-TV (Continued)

OPERATION: Target date Fall 1953.

AFFILIATIONS: Stations, AM, WNBH. FM, WMFR (FM)

REPRESENTATIVES: Washington Attorney Hogan & Hartson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (36x46 ft. & 32x20 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. One RCA opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Mayhew R. Hitch, 0.1%; Vice Pres.-Treas. Basil Brewer, 58.92%; Joseph P. Dunn, 5.94%; James T. Dunn, 6.05%. Licensee also operates WOCB-AM-FM West Yarmouth, Mass., holds permit for WSTB-TV Boston, and is publisher of New Bedford (Mass.) Standard-Times and Hyannis (Mass.) Cape Cod Standard-Times.

EXECUTIVES:

Mayhew R. Hitch, Pres. Basil Brewer, Vice Pres.-Treas.
 Henry M. Solomon, Mgr.

NORTH ADAMS

WMGT (TV)

(Target Date, Oct. 15, 1953)

LICENSEE: Greylock Broadcasting Co. Address: 8 Bank Row, Pittsfield, Mass. Phone: Pittsfield 2-1553.

FACILITIES: Chan. 74. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 150 k Transmitter: Address, Greylock Reservation, Adams, Mass. Make, GF Model TT-25A. Antenna: Make RCA. Type Special. Height, Above average terrain 2,063 ft. Above ground 3,600 ft.

OPERATION: Target date Oct. 15, 1953. Hours, 5 p.m.-10:30 p.m.

AFFILIATION: Station, AM, WBRK (Pittsfield).

REPRESENTATIVES: Sales, The Walker Co. Washington Attorney McKenna Wilkinson. Consulting Engineer James C. McNary.

SERVICES: Two RCA camera chains. One RCA film camera. Two RCA film projectors. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Pres. Leon Poldosky, 51%, printing; Vice Pres. Gardner S. Morse, 49%, banking.

EXECUTIVES:

Leon Poldosky, Pres. Leonard Lavendol, Ch. Eng.
 John Parsons, Gen. Mgr. Richard Bolander, Film Buy.

RATE INFORMATION: Class A one hour Live \$250.00, Film \$250.00. Minu' spot Live \$40.00, Film \$40.00. Frequency discounts from 10% for 2 times up to 20% for 52 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,416,743	915,494	2,332,237
Families in area	466,300	261,550	727,850
No. of Sets (June 1)	303,320
Retail Sales	\$1,744,101,000

NORTHAMPTON

WNOH-TV (SPRINGFIELD)

(Target Date, Spring, 1954)

LICENSEE: Regional TV Corp. Address: Hotel Bridgway, Springfield, Mass. Phone: 6-1323

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 21.6 kw, Aural 11.5 kv Transmitter: Address, Mt. Tom.

OPERATION: Target date Spring 1954.

AFFILIATION: Station, AM, WACE Chicopee, Mass.

REPRESENTATIVES: Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres. and Treas. John S. Begley, 99%, two-third owner of WACE Chicopee, Mass.

EXECUTIVES:

John S. Begley, Pres. Ralph J. Robinson, Gen. Mgr.

SPRINGFIELD

WHYN-TV (HOLYOKE)

LICENSEE: Hampden-Hampshire Corp. Address: 65 Main St. Phone: 4-1127

FACILITIES: Chan. 55. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 90 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Mt. Tom. Make, GE. Antenna: Make GE. Type 4-Bay. Height, Above average terrain 980 ft. Above ground 1,350 ft.

OPERATION: Began April 14, 1953. Hours, 5 p.m.-11 p.m.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, WHYN. FM, WHYN-FM

REPRESENTATIVES: Sales, Branham Co., Weed & Co. (New England). Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

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

SPRINGFIELD (Continued)

WVHYN-TV (Continued)

SERVICES: Studio. Two GE camera chains. Two GE film cameras. Two GE film projectors. GE opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Pres. William Dwight, 26.16%; Vice Pres. Charles N. DeRose, 0.16%; Treas. Minnie R. Dwight (mother of William Dwight), 40.17%; Asst. Treas. Arthur Ryan, 0.33%; Harriet W. and Charles N. DeRose (jointly), 33.16%. Licensee also owns and publishes Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette.

EXECUTIVES:

Charles N. DeRose, Gen. Mgr. Kendall Smith, Prog. Dir.
Patrick J. Montague, Com. Mgr. Harold Schumacher, Ch. Eng.

NOTE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 208 times. Rate Card No. 1.

WNOH (TV) (NORTHAMPTON)

(Target Date, Spring, 1954)

DENSEE: Regional TV Corp. Address: Hotel Bridgway. Phone: 6-1323

(For full listing, see Northampton, Mass.)

WVLP (TV)

DENSEE: Springfield Television Broadcasting Corp. Address: 61 Chestnut St. Phone: 2-4181

FACILITIES: Chan. 61. Authorized Eff. Rad. Pow.: Visual 150 kw, Aural 75 kw. Operating Pow.: Visual 12 kw, Aural 6.85 kw. Transmitter: Address, Provin Mt., Agawam, Mass. Make, GE. Model TT-25A. Antenna: Make GE. Type TY-24F. Height, Above average terrain 704 ft. Above ground 347.5 ft.

OPERATION: Began March 17, 1953. Hours, 5 p.m.-12 M.

FILIATIONS: Networks, NBC, ABC. Stations, AM, WSPR.

PRESENTATIVES: Sales, George P. Hollingsbery Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Frank McIntosh.

SERVICES: One studio (36 x 38 ft.). Two GE camera chains. One rear screen projector. Two GE film cameras. Two GE film projectors. Two slide projectors. One GE opaque projector. News Services AP, INS.

PRINCIPAL STOCKHOLDERS: Pres. Roger L. Putnam, 15.04%, package machinery; Treas. William L. Putnam, 4.8%, Chamber of Commerce executive; Dr. Charles Furcolo, 12.03%; James F. Fitzgerald, 7.52%; WSPR Inc. 15.8%.

EXECUTIVES:

Roger L. Putnam, Pres. Lewis I. Schwartz, Prog. Dir. & Film Buy.
Alan C. Tindal, Gen. Mgr. George Townsend, Ch. Eng.
James H. Ferguson, Com. Mgr. William L. Putnam, Treas.

NOTE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 5% for 208 times. Rate Card No. 1.

MARKET INFORMATION: Population, 1,530,744; families in area, 422,460; No. of sets (June 1), 48,439; retail sales, \$1,623,243,000.

WORCESTER

WVWOR-TV

(Target Date, Dec. 15, 1953)

DENSEE: Salisbury Broadcasting Corp. Address: 6 Norwich St.

FACILITIES: Chan. 14. Authorized Eff. Rad. Pow.: Visual 212 kw, Aural 112.5 kw. Transmitter Address, Asebumskit Hill, Paxton, Mass. Antenna: Height, Above average terrain 837 ft. Above ground 227 ft.

OPERATION: Target date Dec. 15, 1953.

PRESENTATIVES: Sales: Paul H. Raymer Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. William B. Smith, 5%, comb manufacturer; Vice Pres. Ansel E. Gridley, 5%, majority stockholder of WFGM Fitchburg, Mass.; Ralph K. Hubbard, 10%, woolen manufacturer; Fox, Wells & Co., 30%, investment broker.

EXECUTIVES:

William B. Smith, Pres. Ansel E. Gridley, Vice Pres. & Gen Mgr.

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

BROADCASTING • TELECASTING

MASSACHUSETTS MARKET INDICATORS

Total Population, July 1, 1952	4,795,000
Total Families, 1950	1,171,805
Total Urban Population, 1950	3,959,239
Total Rural Nonfarm Population, 1950	651,299
Total Farm Population, 1950	79,976
Employed in Nonagricultural Establishments, Feb., 1953	1,773,900
Total Employed, 1950	1,826,707
Employed in Manufacturing, Feb., 1953	738,700
Employed in Construction, Feb., 1953	50,200
Employed in Agriculture, 1950	32,804
Retail Sales, 1952	\$ 5,217,684,000
Bank Assets, Jan. 1, 1953	\$ 9,225,041,000
Bank Deposits, Jan. 1, 1953	\$ 8,222,908,000
Major Income Sources, 1951: Agriculture 1.0%; Government 16.3%; Manufacturing Payrolls 30.2%; Trade and Service 25.7%; Other 26.8%.	
Total Income Payments, 1951	\$ 8,223,000,000
Per Capita Income, 1951	\$ 1,738
Median Family Income, 1950	\$ 3,344
Total Internal Revenue Collections, 1952	\$ 1,927,598,848
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 66.83
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 27,124,000
Cash Receipts of Farms, 1952	\$ 202,765,000
Government Payments to Farmers, 1952	\$ 550,000
Value of Mineral Production, 1950	\$ 16,014,000
Total New Construction in 1952	\$ 822,300,000
New Private Construction in 1952	\$ 509,300,000
New Public Construction in 1952	\$ 313,100,000
Motor Vehicle Registration, 1952	1,376,058
Number of Telephones, 1952	1,702,400
Number of Electrical Connections, 1952	1,586,406
Number of Gas Utilities Connections, 1952	1,007,900

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MASSACHUSETTS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Barnstable	46,805	79,229	24,310	2,717	9,160	58%
Berkshire	132,966	154,634	42,094	3,506	30,720	77%
Bristol	381,569	364,889	111,936	12,204	98,940	85%
Dukes	5,633	7,656	3,211	411	1,040	58%
Essex	522,384	545,974	172,164	16,659	144,180	90%
Franklin	52,747	60,003	16,444	1,226	5,150	31%
Hampden	367,971	439,738	116,526	14,343	59,620	54%
Hampshire	87,594	72,582	18,530	2,164	7,320	31%
Middlesex	1,064,569	943,266	307,457	33,781	246,400	81%
Nantucket	3,484	7,685	2,485	297	640	58%
Norfolk	392,308	355,519	113,994	12,655	98,600	85%
Plymouth	189,468	202,851	61,462	5,456	48,870	82%
Suffolk	896,615	1,375,513	315,256	37,454	206,790	81%
Worcester	546,401	608,145	175,306	15,499	123,280	77%

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given has less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Television		County	Per Cent Television	
	Total Homes	Television Homes		Total Homes	Television Homes
Barnstable	15,800	60	Hampshire	23,600	35
Berkshire	39,900	81	Middlesex	304,200	77
Bristol	116,400	84	Nantucket	1,100	60
Dukes	1,800	60	Norfolk	116,000	75
Essex	160,200	88	Plymouth	59,600	80
Franklin	16,600	32	Suffolk	255,300	91
Hampden	110,400	69	Worcester	160,100	81
Totals			Totals	1,381,000	1,100,420

MICHIGAN

MICHIGAN MARKET INDICATORS

Total Population, July 1, 1952	6,708,000
Total Families, 1950	1,624,875
Total Urban Population, 1950	4,503,084
Total Rural Nonfarm Population, 1950	1,173,940
Total Farm Population, 1950	694,742
Total Employed, 1950	2,393,574
Employed in Manufacturing, Jan., 1953	1,204,600
Employed in Agriculture, 1950	159,869
Retail Sales, 1952	\$ 7,588,711,000
Bank Assets, Jan. 1, 1953	\$ 7,055,372,000
Bank Deposits, Jan. 1, 1953	\$ 6,614,478,000
Major Income Sources, 1951: Agriculture 3.4%; Government 11.4%; Manufacturing Payrolls 41.6%; Trade and Service 23.0%; Other 20.6%.	
Total Income Payments, 1951	\$11,352,000,000

MICHIGAN MARKET INDICATORS (Continued)

Per Capita Income, 1951	\$	1,734
Median Family Income, 1950	\$	3,519
Total Internal Revenue Collections, 1952	\$	5,203,356,162
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$	88.44
Receipts from Farm Marketing, Jan.-Feb., 1953	\$	101,843,000
Cash Receipts of Farms, 1952	\$	743,934,000
Government Payments to Farmers, 1952	\$	8,947,000
Value of Mineral Production, 1950	\$	229,862,000
Total New Construction in 1952	\$	1,358,200,000
New Private Construction in 1952	\$	1,026,000,000
New Public Construction in 1952	\$	332,200,000
Motor Vehicle Registration, 1952		2,566,628
Number of Telephones, 1952		2,261,300
Number of Electrical Connections, 1952		2,121,608
Number of Gas Utilities Connections, 1952		1,175,900

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MICHIGAN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Alcona	5,856	4,483	1,423	92		
Alger	10,007	8,317	2,529	283		
Allegan	47,493	46,200	12,993	936	7,750	52%
Alpena	22,189	23,417	6,710	642		
Antrim	10,721	9,862	3,305	340		
Arenac	9,444	10,587	2,307	244		
Baraga	8,037	6,447	1,959	126		
Barry	26,183	24,906	7,260	762	4,420	52%
Bay	88,461	100,856	25,888	3,477	4,240	16%
Benzie	8,306	8,338	2,854	425		
Berrien	115,702	150,229	41,288	6,054	24,770	65%
Branch	30,202	32,015	8,026	862	5,730	61%
Calhoun	120,813	158,940	41,220	5,891	23,440	62%
Cass	28,185	24,422	6,770	775	5,890	62%
Charlevoix	13,475	11,564	3,559	378		
Cheboygan	13,731	15,598	4,646	576		
Chippewa	29,206	33,031	9,190	541		
Clare	10,253	9,632	2,882	444	350	11%
Clinton	31,195	20,875	5,033	431	4,420	48%
Crawford	4,151	3,813	1,187	70		
Delta	32,813	30,281	9,638	781		
Dickinson	24,844	25,190	7,251	425		
Eaton	40,023	36,489	10,140	1,244	7,350	57%
Emmett	16,534	23,186	5,333	653		
Genesee	270,963	325,184	82,863	11,897	46,040	55%
Gladwin	9,451	7,088	1,885	42	290	11%
Gogebic	27,053	26,554	7,003	646		
Grand Traverse	28,598	40,286	8,744	1,196		
Gratiot	33,928	34,958	9,130	928	4,750	48%
Hillsdale	31,916	31,594	7,059	576	3,060	30%
Houghton	39,771	33,495	12,321	629		
Huron	33,149	34,973	7,169	703	2,350	25%
Ingham	172,941	237,882	59,280	7,330	41,270	76%
Ionia	38,158	34,864	9,824	1,147	5,110	46%
Iosco	10,906	13,574	4,116	579		
Iron	17,932	20,062	6,235	828		
Isabella	28,964	25,437	7,091	485	2,400	30%
Jackson	107,925	135,959	33,892	5,201	18,750	57%
Kalamazoo	126,707	155,558	37,463	6,374	33,370	83%
Kalkaska	4,597	3,047	1,175	77		
Kent	288,292	371,641	90,716	16,536	60,650	66%
Keweenaw	2,918	960	648			
Lake	5,257	4,020	1,471			
Lapeer	35,704	32,952	8,253	789	5,170	55%
Leelanau	8,647	5,220	1,768	156		
Lenawee	64,629	76,021	20,490	2,167	12,990	64%
Livingston	26,725	28,311	6,926	683	6,720	79%
Luce	8,147	5,764	1,844	78		
Mackinac	9,287	8,878	3,335	180		
Macomb	184,961	187,917	58,642	6,441	52,780	89%
Manistee	18,524	16,289	4,896	723		
Marquette	47,654	41,943	13,241	857		
Mason	20,474	26,141	7,458	712	960	15%
Mecosta	18,968	17,415	4,819	668	1,710	30%
Menominee	25,299	21,644	6,131	242		
Midland	35,662	35,401	11,000	1,221	1,180	11%
Missaukee	7,458	5,392	1,342	80		
Monroe	75,666	77,260	21,036	2,542	20,470	89%
Montcalm	31,013	36,615	9,773	1,017	4,240	42%
Montmorency	4,125	5,150	1,410	90		
Muskegon	121,545	146,250	43,639	5,238		
Newaygo	21,567	18,862	5,667	512	2,810	42%
Oakland	369,001	431,712	119,728	13,667	112,590	89%
Oceana	16,105	13,949	4,064	409	750	15%
Ogemaw	9,345	10,935	3,172	328		
Ontonagon	10,282	9,137	2,423	166		
Osceola	13,797	12,791	3,421	323	1,200	30%
Oscoda	3,134	2,407	1,060	79		
Otsego	6,435	7,043	1,787	83		
Ottawa	73,751	81,318	20,113	2,400	14,090	61%
Presque Isle	11,996	10,110	3,301	229		
Roscommon	5,916	10,765	3,377	438		
Saginaw	153,515	169,533	44,340	5,704	13,400	29%
St. Clair	91,599	97,527	27,120	2,658	20,090	70%
St. Joseph	35,071	41,112	10,197	1,168	7,140	61%
Sanilac	30,837	28,928	7,481	681	2,330	25%
Schoolcraft	9,148	8,810	2,973	117		

Shiawassee	45,967	45,423	12,390	1,248	7,340	51%
Tuscola	38,258	34,993	9,158	848	2,000	1%
Van Buren	39,184	40,573	12,533	1,249	8,180	6%
Washtenaw	134,606	163,623	42,682	7,601	27,260	71%
Wayne	2,435,235	3,199,171	707,697	131,269	603,370	8%
Wexford	18,628	20,285	4,995	654		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, S- Management; further reproduction unlicensed. Counties for which no sets or percentage are given have less than 10% ownership. Set per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Alcona	1,600			Lake	1,800		
Alger	2,900			Lapeer	9,400	51	
Allegan	14,900	49	7,260	Leelanau	2,500		
Alpena	6,300			Lenawee	20,300	63	12,400
Antrim	3,400			Livingston	8,500	72	
Arenac	2,800			Luce	1,700		
Baraga	2,300			Mackinac	2,700		
Barry	8,500	49	4,130	Macomb	59,300		
Bay	26,500	32	8,360	Manistee	5,700	83	4,700
Benzie	2,500			Marquette	13,900		
Berrien	38,100	63	24,160	Mason	6,400	14	
Branch	9,400	63	5,880	Mecosta	5,700	32	1
Calhoun	37,800	67	25,400	Menominee	7,400		
Cass	9,500	58	5,490	Midland	10,700	23	
Charlevoix	4,000			Missaukee	2,000		
Cheboygan	3,900			Monroe	23,000	79	18,400
Chippewa	8,300			Montcalm	10,100	48	
Clare	3,200	23	740	Montmorency	1,200		
Clinton	9,200	50	4,560	Muskegon	38,500	59	22,400
Crawford	1,300			Newaygo	6,700	46	
Delta	9,600			Oakland	126,500	84	106,000
Dickinson	7,600			Oceana	5,000	14	
Eaton	12,900	52	6,770	Ogemaw	2,000		
Emmett	4,000			Ontonagon	3,000		
Genesee	83,700	65	54,320	Osceola	4,000	32	1,280
Gladwin	2,600	23	600	Oscoda	1,000		
Gogebic	8,100			Otsego	1,700		
Gr. Traverse	8,100			Ottawa	23,100	57	13,300
Gratiot	9,900	50	4,920	Presque Isle	3,000		
Hillsdale	10,200	32	3,260	Roscommon	2,000		
Houghton	11,900	28	2,600	Saginaw	46,500	44	20,970
Huron	9,400	28	2,600	St. Clair	28,700	67	19,190
Ingham	54,300	70	37,910	St. Joseph	11,700	63	7,380
Ionia	11,100	45	5,040	Sanilac	9,300	28	2,580
Iosco	3,500			Schoolcraft	2,600		
Iron	5,400	32	2,580	Shiawassee	14,400	53	7,600
Isabella	8,000	55	18,090	Tuscola	11,100	23	2,500
Jackson	32,900	78	31,180	Van Buren	13,200	58	7,600
Kalamazoo	40,200	78	31,180	Washtenaw	38,400	66	25,300
Kalkaska	1,500			Wayne	718,300	87	621,700
Kent	91,900	66	60,610	Wexford	5,700		
Keweenaw	800			Totals	1,934,200		1,275,000

ANN ARBOR

WPAG-TV

LICENSEE: Washtenaw Broadcasting Co. Inc. Address: Hutzel Bldg. Phon 2-5517

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.5 kw. Transmitter: Address, Maple and Scio Church Rd. Make, GE. Model TT-24A. Antenna: Make GE. Type TY-24B. Height, Above average terrain 343 ft. Above ground 274 ft.

OPERATION: Began April 3, 1953. Hours, 7 p.m.-10 p.m.

AFFILIATIONS: Network DuM. Station AM, WPAG.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Prince, Taylor & Crampton. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio. One GE camera chain. Two Eastman film projectors. One Balop. One Slideoscope opaque projector. News Service, A Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Pres. Arthur E. Greene (50%); Edward F. Baugh (50%).

EXECUTIVES:

Arthur E. Greene, Pres. Roger Shepard, Prog. Dir.
Edward F. Baugh, Gen. Mgr. Donald Bowdish, Ch. Eng.
Kenneth MacDonald, Com. Mgr. R. W. Kirkpatrick, Film Buy.

RATE INFORMATION: Class A one hour Film \$150.00. Minute spot Film \$30.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1A.

MARKET INFORMATION: Population, 367,000; Families in area 107,947.

BATTLE CREEK

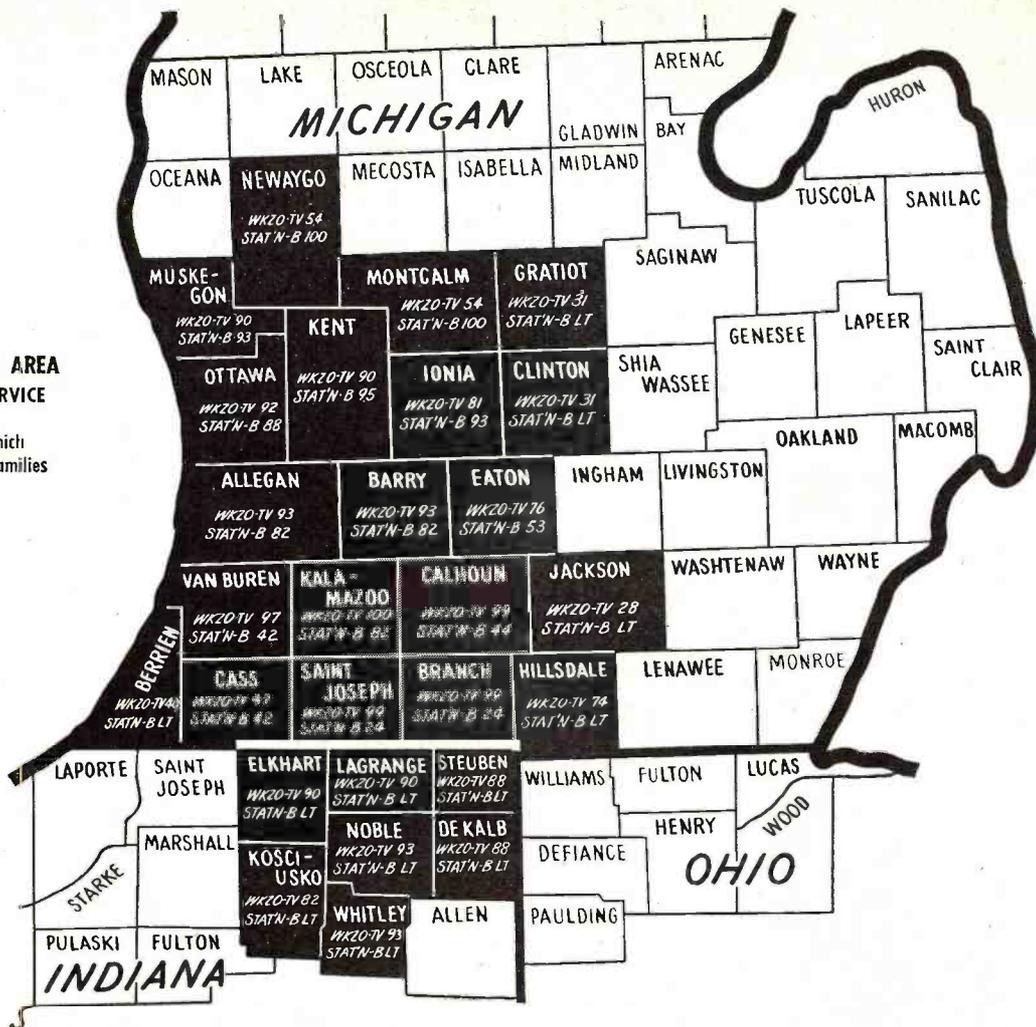
WBCK-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Michigan Broadcasting Co. Address: Security National Bank Bldg. Phone: Woodward 3-5555

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow.: Visual 22.26 kw, Aural 11.13 kw. Transmitter: Address, Augusta, Mich. Make, DuM. Model 13,000 Antenna: Make DuM. Type 5327-A. Height, Above average terrain 580 ft. Above ground 538.5 ft.

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



WKZO-TV AUDIENCE AREA
NIelsen COVERAGE SERVICE
 (Weekly-nighttime)
 showing all counties in which
 7% or more television families
 view WKZO-TV

COVER MORE OF WESTERN MICHIGAN WITH WKZO-TV 80,000 WATTS VIDEO 40,000 WATTS AUDIO

WKZO-TV AREA MARKET DATA SERVING WESTERN MICHIGAN AND NORTHERN INDIANA

Population	1,701,100
Families	511,000
Buying Income	\$2,400,687,000
Per Capita	\$1,411
Per Family	\$4,698
Retail Sales	\$1,880,782,000
Food	\$481,052,000
General Merchandise	\$152,369,000
Furniture, Household and Radio	\$92,233,000
Automotive	\$341,006,000
Drug	\$66,079,000
Gross Dollars from Farming	\$420,891,000

NOTE: Data from Sales Management "Survey of Buying Power", 1953.

WKZO-TV, the Official Basic CBS Television Outlet for Grand Rapids and Kalamazoo, covers more of Western Michigan than any other television station.

whelming favorite in its more than 300,000 television homes—and the market data at left proves that the area is worth covering!

The Nielsen Coverage Service Map tells the story of *area*—latest Nielsen and Pulse figures prove that WKZO-TV is the *over-*

Get all the Fetzer facts, and you'll want to advertise on this outstanding station! Write direct, or ask Avery-Knodel.

WKZO-TV

tops in WESTERN MICHIGAN *and* NORTHERN INDIANA
CBS

OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
 AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BATTLE CREEK (Continued)

WBCK-TV (Continued)

OPERATION: Target date Sept. 15, 1953.
 AFFILIATION: Network, DuM. Station, AM, WBCK.
 REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Guilford Jameson.
 SERVICES: One studio (15x21 ft.). One DuM image orth. camera chain. One image orth. pickup film camera. Two Holmes 16mm film projectors. One DuM TA-1508 scanner.
 PRINCIPAL STOCKHOLDERS: Pres. Robert H. Holmes, 50%; Secy-Treas. David N. Holmes, 50%.
 EXECUTIVES:
 Robert H. Holmes, Pres. & Gen. Mgr. Eugene Cahill, Prog. Dir. Robert Willbur, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Live \$50. Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	130,000	161,500	291,500
Families in area	45,000	38,660	83,660
Retail Sales	\$227,485,000	\$115,485,000	\$332,970,000
Income per family	\$5.800	\$5.100	\$5.400

WBKZ (TV)

LICENSEE: Booth Radio & Television Stations Inc. Address: P.O. Box 218. Phone: Woodward 2-5507

FACILITIES: Chan. 64. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Operating Pow.: Visual 25 kw, Aural 13 kw. Transmitter: Address, 1747 46th St. Make, RCA. Model TTU-1B. Antenna Make RCA. Type TFU-27BH. Height, Above average terrain 350 ft. Above ground 247 ft.

OPERATION: Began May 15, 1953. Hours, 10 a.m.-10 p.m.
 AFFILIATION: Network ABC.
 REPRESENTATIVES: Sales, Weed Television. Washington Attorney Cohn & Marks.

SERVICES: One studio. One RCA TK-11A studio camera. One RCA TK-20D film camera. Two RCA 16D film projectors. Two Eastman 35mm scanners. News Service, AP.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. John L. Booth, 84.3%; Mrs. John L. Booth, 9.4%; John L. Booth II, 6.3%. Licensee also owns WJLB and WBRI (TV) Detroit, WBBC Flint and WSGW Saginaw, Mich. Mr. Booth personally owns a 3% interest in Booth Newspapers Inc., (see Newspaper Ownership).

EXECUTIVES:
 John L. Booth, Pres. Edwin Lasko, Prog. Dir. & Film Buy.
 Harry E. Travis, Mgr. & Natl. Slis. Mgr. Basil O'Hagan, Ch. Eng.
 John J. Keenan, Reg. Slis. Dir.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 1.

MARKET INFORMATION: Population, 1,652,200; families in area, 550,730; No. of Sets (June 1), 30,200; Retail Sales, \$1,894,072,000; Income per family, \$5,149.

BAY CITY

WKNX-TV (SAGINAW)

LICENSEE: Lake Huron Broadcasting Corp.
 (For full listing see Saginaw, Mich.)

BENTON HARBOR

WHFB-TV

(Target Date, not set)

LICENSEE: Palladium Publishing Co. Address: 59 Wall St. Phone: 5-2113

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 9.3 kw. Transmitter: Address, Fairplain Ave. Make, RCA. Antenna: Make RCA. Height, Above average terrain 460 ft. Above ground 500 ft.

OPERATION: Target date not set.

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

AFFILIATIONS: Stations, AM, WHFB. FM, WHFB-FM.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consult Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Stanley R. Banyon, 35.17%; Vice Pres.-Secy Willard J. Banyon, 34.17%; Helen Polly Klock, 24%. (See Newspaper Ownership).

EXECUTIVES:
 Stanley R. Banyon, Pres. John Chase, Prog. Dir.
 Jake Scherer, Gen. Mgr. Munson Robinson, Ch. Eng.
 Ted Vernasco, Com. Mgr.

CADILLAC

WWTV (TV)

(Target Date, Jan. 1, 1954)

LICENSEE: Sparton Broadcasting Co. Address: 2301 E. Michigan Ave., Jackson, Mich. Tel.: 5131 (Jackson).

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 Transmitter: Address, RR No. 1, Tustin, Mich. Make, FTL. Antenna: Make FTL. Height, Above average terrain 1,648 ft. Above ground 1,282

OPERATION: Target Date, Jan. 1, 1954.
 REPRESENTATIVES: Washington Attorney Scharfeld, Jones & Baron.
 PRINCIPAL STOCKHOLDERS: Owned by the Sparks-Withington Co., Jackson, Mich., radio-TV, cabinets and automobile parts manufacturer.

EXECUTIVES:
 John J. Smith, Pres. Harold M. Johnston, Secy.-Treas.
 Leland T. Matthews, Vice Pres. Allen W. Daubendick, Ch. Eng.
 & Gen. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	273,217	449,887	1,224,900
Families in area (radio homes)	74,050	124,773	341,000
Area in Square Miles	9,500	12,700	25,000
No. of Sets (Dec. 31, 1952)	10,960	49,614	134,000
Retail Sales	\$278,764,000	\$447,970,000	\$1,371,131,000

DETROIT

WJBK-TV

LICENSEE: Storer Broadcasting Co. Address: 500 Temple Ave. Phone: Temple 3-7900

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw. Transmitter: Address, 8009 Lyndon. Make, GE. Model TTG-A. Antenna Make GE. Type TY-12C. Height, Above average terrain 485 ft. Above ground 488 ft.

OPERATION: Began Oct. 24, 1948. Hours, 8:40 a.m.-12:30 a.m.
 AFFILIATIONS: Networks CBS, DuM. Stations, AM, WJBK. FM, WJBK-FM
 REPRESENTATIVES: Sales, Kaifz Agency. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas, Tex.).

SERVICES: One studio (32x45 ft.). GE and RCA camera chains. Two Type PC-2A film cameras. Two GE 16 mm film projectors. Four Syc Type AAA slide projectors (2x2" slides). One GE Type PF-3A optical projector. One Linn coach, 3-camera RCA field mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Pres. George B. Storer is principal stockholder. For other holdings, see Group Ownership and Newspaper Ownership.

EXECUTIVES:
 George B. Storer Sr., Pres. Paul O. Frincke, Ch. Eng.
 Gayle V. Grubb, Gen. Mgr. Arthur MacColl, Film Buy.
 Harry R. Lipson, Com. Mgr. Lanny Pike, Prod. Mgr.
 Richard E. Fischer, Prog. Dir. Kenneth Boehmer, Slis. Prom. M.

RATE INFORMATION: Class A one hour Live \$1,400.00, Film \$1,400.00. Minute spot Live \$250, Film \$250. Frequency discounts from 5% 13 times up to 25% for 260 times. Rate Card No. 8.

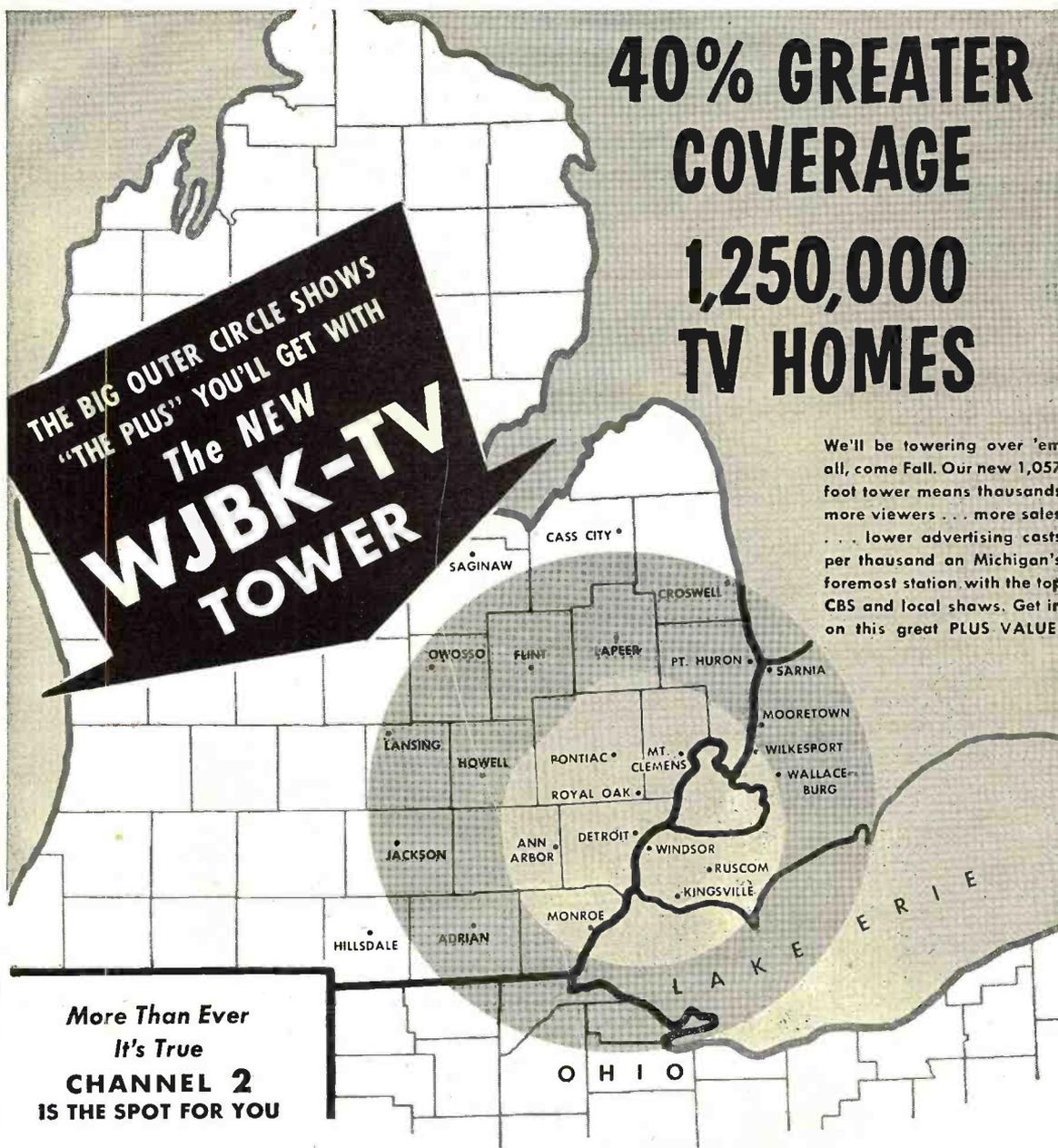
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,609,625	394,766	3,500,000
Families in area	758,420	175,175	955,500
Area in Square Miles	912	1,689	2,500
No. of Sets (June 1)	639,083	165,070	875,100
Retail Sales	\$3,913,078,000	\$664,880,000	\$4,803,200,000
Income per family	\$6,304	\$5,900	\$6,100

**40% GREATER
COVERAGE
1,250,000
TV HOMES**

**THE BIG OUTER CIRCLE SHOWS
"THE PLUS" YOU'LL GET WITH
The NEW
WJBK-TV
TOWER**

We'll be towering over 'em all, come Fall. Our new 1,057 foot tower means thousands more viewers . . . more sales . . . lower advertising costs per thousand on Michigan's foremost station with the top CBS and local shows. Get in on this great PLUS VALUE!



**More Than Ever
It's True
CHANNEL 2
IS THE SPOT FOR YOU**

WJBK-TV

Detroit



Represented
Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Channel Seven is STUDED WITH STARS

New ABC network stars ... make WXYZ-TV programming stronger, more compelling than ever! New, huge purchase of recent feature films and syndicate film shows ... gives local advertisers the pulling power of top Hollywood names! Star Studded is right! And big stars build big audiences!

★ Danny Thomas ★ Ozzie & Harriet Nelson
★ George Jessel ★ Ray Bolger
★ Gary Cooper ★ Stu Erwin
★ Joe E. Brown ★ Walter Winchell
★ Claudette Colbert ★ Robert Cummings
★ Bill Stern ★ Robert Q. Lewis
★ Marilyn Monroe ★ Alan Ladd
★ Herbert Marshall ★ Randolph Scott
★ Burgess Meredith ★ Ann Sheridan

WXYZ-TV
Channel 7
DETROIT
Represented Nationally by Blair-TV, Inc.

MICHIGAN

DETROIT (Continued)

WWJ-TV

LICENSEE: The Evening News Assn. Address: 615 West Lafayette. Ph Woodward 2-2000

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 10.25 Transmitter: Address, Penobscot Bldg. Make, DuM. Model TA-118m. Antenna: Make RCA. Type 4-Bay, Bat Wing. Height, Above average terrain 658 ft. Above ground 695 ft.

OPERATION: Began June 3, 1947. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Network NBC. Stations, AM, WWJ. FM, WWJ-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. (Canadian Rep.: A. McDermott; Toronto, Ontario). Washington Attorney Barnes & Niels Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Four studios (4,640 sq. ft. with 25 ft. diam. turntable, 1,900 sq. 2,288 sq. ft. and one auditorium seating 300 persons). Camera Chains: 2 DuM field type, 7 RCA image orthicon studio type, 1 three-cam RCA field chain, 1 two-camera RCA field chain. Two Trans-Lux rear screen projectors. Two RCA 16mm film cameras. Two RCA and one Vic film projectors. Two Electro-slide and disc. standard slide projectors. T. mobile units. News Services AP, UP. Library, Lang-Worth, Theseaurus.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Detroit News.

EXECUTIVES:

Edwin K. Wheeler, Gen. Mgr. James Schiavone, Prog. & Prod. Mgr.
Don DeGroot, Asst. Gen. Mgr. Edgar J. Love, Ch. Eng.
Wendell B. Parmelee, Nat. Sls. Mgr. Frank A. Picard, Film Mgr.
W. M. Barnett, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$1,400, Film \$1,400. Minute s Live \$252, Film \$252. Frequency discounts from 5% for 13 times up 25% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Are
Population	2,424,000	3,492,000	4,751,000
Families in area	714,300	980,100	1,339,700
Area in Square Miles	532.4	2,476.0	8,150.0
No. of Sets (May 1)	587,351	801,661	1,068,800
Retail Sales	\$3,035,175,000	\$3,998,359,000	\$5,010,454,000
Income per family	\$6,129	\$6,100	\$6,000
Income per Capita	\$1,748	\$1,727	\$1,700

WXYZ-TV

LICENSEE: WXYZ Inc. Address: 170 Mutual Bldg. Phone: Woodward 3-8321

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 Operating Pow.: Visual 27.9 kw, Aural 13.9 kw. Transmitter: Address, 5057 Woodward Ave. Make, RCA. Model TT-5A. Antenna: Make RC Height, Above average terrain 485 ft. Above ground 480 ft.

OPERATION: Began Oct. 9, 1948. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Network ABC. Stations, AM, WXYZ. FM, WXYZ-FM.

REPRESENTATIVES: Blair-TV, Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Three studios (44x66 ft., 34x40 ft., and 26x31 ft.). Eleven RCA TK-10 camera chains. One Bodde rear screen projector. Two R TK-20 film cameras. Two RCA TP-16 film projectors. Projectall opaque projector. RCA mobile unit.

PRINCIPAL STOCKHOLDERS: WXYZ Inc. is owned by American Broadcasting-Paramount Theatres Inc. For other holdings, see Group Ownership.

EXECUTIVES:

James G. Riddell, Pres. & Gen. Mgr. John Lee, Prog. Dir.
John Pival, Com. Mgr. & Film Buy. Chas. Kochev, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute sp. Live \$225, Film \$225. Frequency discounts from 5% for 13 times up 30% for 400 times. Rate Card No. 8.

MARKET INFORMATION:

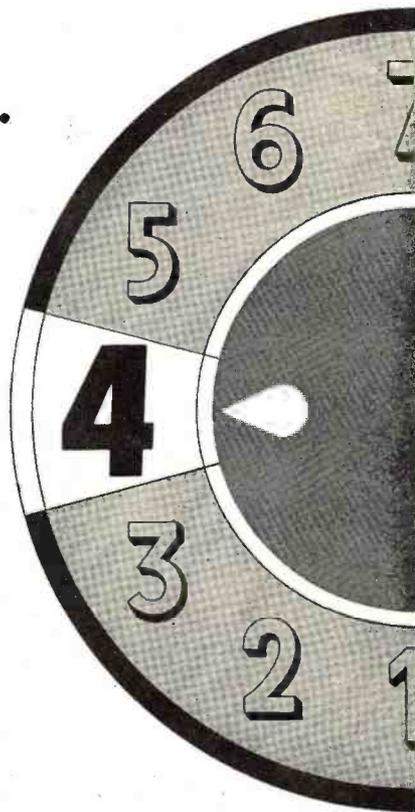
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Includir Fringe Are
Population	3,794,150	968,540	4,842,700
Families in area	1,142,720	28,568	1,428,400
Area in Square Miles	12,102	3,026	15,100
No. of Sets (June 1)	800,000	75,000	875,000
Retail Sales	Over 4 billion	app. 1 billion	\$5,009,942,000
Income per family	\$4,100	\$4,100	\$4,100
Income per Capita	\$1,750	\$1,620	\$1,700

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

best spot

On Detroit TV...

the middle—of—the-dial



If your sales efforts are aimed at the high-spot markets of the nation, put Detroit and WWJ-TV high up on your list.

Earnings of Detroit workers are at an all-time peak. Longer hours and increased rates have boosted factory paychecks to \$90 weekly, compared to \$80.80 a year ago.

With over a million workers there's plenty of business to get. With well over 800,000 TV sets, there's plenty of audience to shoot at.

Most effective TV sales-weapon in Detroit is WWJ-TV, first TV station in Michigan. Its studio, programming and production facilities are the largest and finest in the industry. Ratings give it 7 of the 10 top-rated shows in Detroit. And whenever all 3 Detroit TV stations telecast the same event, WWJ-TV's ratings show a larger audience than both other stations combined.

Channel YOUR Detroit advertising dollars into Channel 4... for MORE business, MORE audience, MORE prestige.



NBC Television Network
ASSOCIATE AM-FM STATION WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

EAST LANSING

WKAR-TV*

(Target Date: Jan. 1, 1954)

*(Educational-Noncommercial)

LICENSEE: State Board of Agriculture & Michigan State College. Phone: Edgewood 2-1511.

FACILITIES: Chan. 60. (This is a commercial channel, but WKAR-TV is scheduled to be operated non-commercially.) Authorized Eff. Rad. Pow.: Visual 243 kw, Aural 122 kw. Transmitter: Address, intersection Dobie Road & Pere Marquette Railroad tracks, Okemos, Mich. Make, GE. Antenna: Make GE. Type TY-25F. Height, Above average terrain 975 ft. Above ground 1,034 ft.

OPERATION: Target date Jan. 1, 1954.

AFFILIATION: Station, AM, WKAR.

REPRESENTATIVES: Washington Attorney Barnes & Neilson. Consulting Engineer William L. Foss Inc.

SERVICES: Three studios (30x40 ft., 30x40 ft. and 25x35 ft.). Two RCA field, one GPL field camera chains. One RCA film camera. One 16mm Bell & Howell, one Ampro and one RCA film projector. Mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Michigan State Board of Agriculture & Michigan State College.

EXECUTIVES:

Dr. Armand L. Hunter, Gen. Mgr.
Kenneth Richards, Prog. Dir.
Linn P. Towsley, Ch. Eng.
J. D. Davis, Oprs. Mgr.

James B. Tintera, Prod. Supvr.
William H. Tomlinson, Dir. of
Prom. & Research.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	430,000	538,000	2,307,000
Families in area	122,500	153,500	657,000
Area in Square Miles	3,630	7,260	13,300

FLINT

WCTV (TV)

(Target Date, Sept. 1, 1953)

LICENSEE: Trans-American Television Corp. Address: Suite 600, 1420 Walnut St., Philadelphia 2, Pa. Phone: Kingsly 6-1750.

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 8.7 kw. Transmitter: Address, 3.1 miles E. of Flint. Make, RCA. Antenna: Make RCA. Height, Above average terrain 490 ft.

OPERATION: Target date Sept. 1, 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Pres.-Treas. James L. Rubenstone, 100%.

EXECUTIVES: James L. Rubenstone, Pres.-Treas.

WTAC-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Trendle-Campbell Broadcasting Co. Address: 740 S. Saginaw St. Phone: 2-1136.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5 kw, transmitter: Address, 2302 LaPeer St. Make, RCA. Model TTU-1B Antenna: Height, Above average terrain 380 ft. Above ground 467 ft.

OPERATION: Target date Oct. 1, 1953.

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

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

REPRESENTATIVES: Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Pres. George W. Trendle, 51%, is president and treasurer of Trendle-Campbell-Maurer Inc. (radio-TV program production), Vice Pres. H. Allen Campbell, 35%; Secy. Raymond J. Meurer, 5%; Asst. Secy. George W. Trendle Jr., 4.5%, and Mary K. Johnston, 4.5%.

EXECUTIVES:

George W. Trendle, Pres.
H. Allen Campbell, Vice Pres. &
Gen. Mgr.

J. R. McKinley, Com. Mgr.
Laurence Arnold, Prog. Dir.
James Gimbel, Ch. Eng.

GRAND RAPIDS

WOOD-TV

LICENSEE: Grandwood Broadcasting Co. Address: 1408 National Bank Bldg. Phone: 9-4125

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 28.5 kw, Aural 14.5 kw. Transmitter: Address, 92d St., Byron Center, Mich. Make RCA. Mode TT-5A. Antenna: Make RCA. Type TF-6A. Height, Above average terrain 490 ft. Above ground 264 ft.

OPERATION: Began Oct. 19, 1951. Hours, 7 a.m.-11:35 p.m.

AFFILIATIONS: Networks, NBC, CBS, DuM, ABC. Station, AM, WOOD.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Dempsey & Koplovitz. Consulting Engineer Kear & Kennedy.

SERVICES: One studio. Two studio and field camera chains. One RCA TK-20A film camera. One RCA TP-16C film projector. Telop and Telejector News Service, AP.

PRINCIPAL STOCKHOLDER: WFBM Inc. (WFBM-AM-TV Indianapolis, WFDF Flint and WEOA Evansville) is 95% owner.

EXECUTIVES:

H. M. Bitner, Pres.
Harry M. Bitner Jr., Vice Pres.
Willard Schroeder, Gen. Mgr.
Arthur M. Swift, Com. Mgr.

Franklin Sisson, Prog. Dir.
Louis Bergenroth, Ch. Eng.
Clark Grant, Film Buy.
Robert Garrison, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spo' Live \$110, Film \$110. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION: No. of sets (June 1), 252,680.

JACKSON

WIBM-TV

(Target Date, Dec. 8, 1953)

LICENSEE: WIBM Inc. Address: 2511 Kibby Rd. Phone: 6121

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 115 kw. Transmitter: Address, 2511 Kibby Rd. Antenna: Height, Above average terrain 1,026 ft. Above ground 949 ft.

OPERATION: Target date, Dec. 8, 1953.

AFFILIATION: Station, AM, WIBM.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Arnold, Fortas & Porter. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Roy Radner, 40%; Vice Pres. Hermar Radner, 60%.

EXECUTIVES:

Roy Radner, Pres.-Treas. & Gen.
Mgr.
William G. Hall, Com. Mgr.

Jack Underwood, Prog. Dir.
Charles W. Wirtanen, Ch. Eng.

SEE **WKZO-TV**
ADVERTISEMENT
PAGE 141

KALAMAZOO

WKZO-TV

LICENSEE: Fetzer Broadcasting Co. Address: 124 West Michigan Ave. Phone: 3-1223

ACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 80.5 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Nr. Plainwell, Michigan. Make, FTL-RCA. Model FTL-17A; RCA 25-AL. Antenna: Make RCA. Type TF-3A. Height, Above average terrain 525 ft. Above ground 350 ft.

OPERATION: Began July 1950. Hours, 9 a.m.-M

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, WKZO.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Dow, Lohnes & Albertson.

SERVICES: Two studios. Two RCA camera chains. Two RCA film cameras. Two RCA film projectors FTL-93A, Poly E. Fax scanner. Telop. News Service, AP. Library, RCA, Thesaurus.

PRINCIPAL STOCKHOLDER: Pres. John E. Fetzer, principal stockholder, also owns WJEF-AM-FM Grand Rapids, Mich. and is purchaser of KOLN-AM-TV Lincoln, Neb. pending FCC approval.

EXECUTIVES:

John E. Fetzer, Pres. & Gen. Mgr.	Francis L. Morser, Stu. Tech. Supvr.
Carl E. Lee, Mng. Dir.	E. L. Tait, Comp.
Donald W. DeSmit Jr., Sls. Dir.	Dr. Willis F. Dunbar, Pub. Aff. Advisor
John Speer, Prog. Dir. & Film Buy.	
Arthur E. Covell, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spot Live \$132, Film \$110. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	522,600	1,399,100	1,628,600
Families in area	168,300	386,600	452,000
Area in Square Miles	4,200	8,600	14,912
No. of Sets (June 1)	115,886	270,682	401,768
Retail Sales	\$591,169,000	\$1,590,546,000	\$2,181,715,000
Income per family	\$4,698
Income per Capita	\$1,411

LANSING

(Target Date, Sept. 15, 1953)

WILS-TV

LICENSEE: Lansing Broadcasting Co. Address: 407 North Washington Ave. Phone: 2-1655

ACILITIES: Chan. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Olds Tower Bldg. Make, RCA. Model TTU-1B. Antenna: Make RCA. Height, Above average terrain 400 ft. Above ground 384 ft.

OPERATION: Target date Sept. 15, 1953.

AFFILIATIONS: Network, DuMont. Station, AM, WILS.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Frank H. McIntosh.

SERVICES: One studio. RCA camera chain. One Bolex H-16 film camera. Two RCA film projectors. One Gray 3-A Telejector. News Service, AP. Library, SESAC.

PRINCIPAL STOCKHOLDERS: Pres. W. A. Pomeroy, 26.92%; Vice Pres. O. D. Campbell, 4.25%; Vice Pres. Edwin L. Byrd, 17.1%; Secy.-Treas. John C. Pomeroy, 26.92%; Miriam Boyd, 17.1%; Laura E. Campbell, 4.25%; Bessie M. Pomeroy, 18.8%.

EXECUTIVES:

W. A. Pomeroy, Pres. & Gen. Mgr.	Walter L. Dennis, Com. Mgr.
John C. Pomeroy, Asst. Gen. Mgr. & Ch. Eng.	James C. Pollock, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$31. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

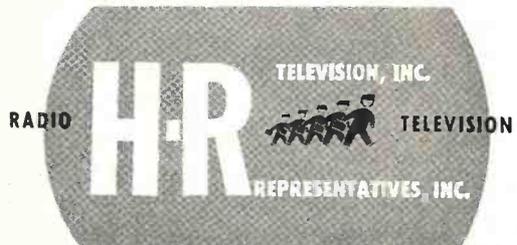
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1, or full list of abbreviations and sources of county and state market data in Foreword.

"we chose H-R because everybody says you are the comers..."



This was the statement made by the top executive of a new, powerful TV station, serving a most important market, when he recently signed a contract with us for representation. And this executive didn't depend on guesses. He researched among scores of his friends in the advertising business, seeking a representative organization best qualified to SELL. (Ed. note: To advertising men everywhere, please accept our sincere thanks for your kind words. We'll wear our shoe-soles paper thin to justify your confidence.) The mature, sales-seasoned, owner-partners of H-R are out on the street every day, calling on agencies and clients. And we're backed by a staff of crackerjack salesmen, each with a background of experience which enables him to present our station stories with intelligence, clarity and forceful enthusiasm. Please remember—H-R is the organization which Always Sends A Man to Do A Man's Work.

FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 CARLIN FRENCH, Vice President
 PAUL WEEKS, Vice President



NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO



Coverage that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont



Truly an Area Station!

H. R. Representatives

SAGINAW (Continued)

WKNX-TV (Continued)

PRINCIPAL STOCKHOLDERS: Pres. William J. Edwards, 33 1/3%; Vice Pres. Alvin M. Bentley, 33 1/3%, member of U. S. Congress; Howard H. Wolfe, 33 1/3%.

EXECUTIVES:

William J. Edwards, Pres. & Gen. Mgr. Britton E. Temby, News Dir. David Krenz, Bus. Mgr. Howard H. Wolfe, Sta. Mgr. Max W. Thomas, Ch. Eng. Robert M. Chandler, Com. Mgr. Henry Scott, Film Buy. Thomas A. Taylor, Prog. Dir. Robert E. Douglas, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	159,452	282,730	632,630
Families in area	43,369	83,866	178,912
Area in Square Miles	531	1,510	50,266
No. of Sets (June 1)	21,600	28,800	31,500
Retail Sales	\$196,000,000	\$284,063,000	\$681,211,000
Income per Family	\$5,426	\$5,276	
Income per Capita	\$1,582	\$1,505	

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MINNESOTA

MINNESOTA MARKET INDICATORS

Total Population, July 1, 1952	3,021,000
Total Families, 1950	747,680
Total Urban Population, 1950	1,624,914
Total Rural Nonfarm Population, 1950	617,770
Total Farm Population, 1950	739,799
Employed in Nonagricultural Establishments, Feb., 1953	827,200
Total Employed, 1950	1,143,872
Employed in Mining, Feb., 1953	17,100
Employed in Manufacturing, Feb., 1953	215,000
Employed in Construction, Feb., 1953	35,200
Employed in Agriculture, 1950	259,642
Retail Sales, 1952	\$ 3,451,549,000
Bank Assets, Jan. 1, 1953	\$ 3,690,048,000
Bank Deposits, Jan. 1, 1953	\$ 3,415,412,000
Major Income Sources, 1951: Agriculture 16.5%; Government 13.5%; Manufacturing Payrolls 16.5%; Trade and Service 25.5%; Other 28.0%	
Total Income Payments, 1951	\$ 4,414,000,000
Per Capita Income, 1951	\$ 1,474
Median Family Income, 1950	\$ 3,163
Total Internal Revenue Collections, 1952	\$ 1,023,256,758
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 71.65
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 224,980,000
Cash Receipts of Farms, 1952	\$ 1,300,656,000
Government Payments to Farmers, 1952	\$ 8,682,000
Value of Mineral Production, 1950	\$ 331,567,000
Total New Construction in 1952	\$ 567,500,000
Motor Vehicle Registration, 1952	1,217,201
Number of Telephones, 1952	980,600
Number of Electrical Connections, 1952	1,038,002
Number of Gas Utilities Connections, 1952	367,900

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MINNESOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Aitkin	14,327	9,473	2,716	191	780	19%
Anoka	35,579	16,481	5,737	513	7,250	69%
Becker	24,836	19,986	3,862	319		
Beltrami	24,468	22,797	5,061	556		
Benton	15,911	15,686	3,899	221	760	19%
Big Stone	9,607	12,341	2,492	194		
Blue Earth	38,327	55,744	9,074	1,134	3,810	34%
Brown	25,895	31,014	6,224	885	1,780	24%
Carlton	24,584	19,458	6,617	430		
Carver	18,155	16,214	2,566	421	2,350	46%
Cass	19,468	22,797	3,969	401		
Chippewa	16,739	22,287	3,532	349		
Chisago	12,669	10,133	2,272	253	2,240	59%
Clay	30,363	46,245	12,934	668		
Clearwater	10,204	8,746	1,708	206		
Cook	2,900	2,759	1,024	43		
Cottonwood	15,763	18,676	3,627	365		
Crow Wing	30,875	27,739	10,083	817		
Dakota	49,019	39,542	8,554	1,191	8,900	64%
Dodge	12,624	10,289	2,713	206	460	13%
Douglas	21,304	25,872	5,483	489		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Televi- Per C
Faribault	23,879	26,538	4,950	602		
Fillmore	24,465	25,337	5,080	571		
Freeborn	34,517	39,168	7,365	601	1,630	16%
Goodhue	32,118	36,355	6,643	694	3,840	40%
Grant	9,542	10,280	1,813	191		
Hennepin	676,679	932,393	194,799	30,341	161,500	76%
Houston	12,388	12,838	2,632	354		
Hubbard	11,085	8,992	2,179	163		
Isanti	12,123	9,521	2,025	249	1,890	59%
Itasca	33,321	32,254	9,831	631		
Jackson	16,306	17,388	3,055	332		
Kanabec	9,192	7,594	1,543	279		19%
Kandiyohi	28,644	33,953	6,468	640	1,660	21%
Kittson	9,649	8,972	1,870	119		
Koochiching	16,910	15,626	4,282	395		
Lac Qui Parle	14,545	14,743	2,683	235		
Lake	7,781	6,514	1,991	83		
Lake of the Woods	4,955	3,529	680	39		
Le Sueur	19,088	20,258	3,749	401	2,960	52%
Lincoln	10,150	10,530	1,738	221		
Lyon	22,253	34,243	6,218	667		
McLeod	22,438	27,729	4,884	539	2,940	46%
Mahnomen	7,059	4,873	955	88		
Marshall	16,125	12,614	2,441	184		
Martin	26,655	28,657	4,804	646		
Meeker	18,966	19,224	3,890	379	1,110	21%
Mille Lacs	15,165	15,233	3,118	292	820	19%
Morrison	25,632	21,106	4,618	379		
Murray	12,677	10,226	2,150	1,065	1,600	13%
Murray	14,801	13,205	2,120	205		
Nicollet	20,929	13,286	3,842	315	1,250	24%
Nobles	22,435	31,150	5,161	447		
Norman	12,909	10,910	2,458	168		
Olmsted	48,228	62,214	8,469	2,693	1,660	12%
Otter Tail	51,320	44,003	7,326	752		
Pennington	12,661	10,039	3,420	338		
Pine	18,223	14,228	2,858	260		
Pipestone	14,003	18,856	2,978	231		
Polk	35,900	35,661	7,461	824		
Pope	12,862	8,935	1,886	193		
Ramsey	355,332	495,016	104,071	13,685	78,840	72%
Red Lake	6,806	6,122	1,778	45		
Redwood	24,127	24,574	4,764	466	990	16%
Renville	23,954	23,580	4,394	372	1,060	16%
Rice	36,235	32,830	7,822	834	3,600	40%
Rock	11,278	14,158	2,264	152		
Roseau	14,505	12,572	2,453	232		
St. Louis	206,062	231,013	60,342	5,778		
Scott	16,486	14,339	3,218	365	2,290	52%
Sherburne	10,653	11,224	1,824	95	760	28%
Sibley	15,816	13,105	1,871	289	2,240	52%
Stearns	70,681	74,169	13,599	1,503	4,700	28%
Steele	21,155	26,888	5,578	497	2,520	40%
Stevens	11,106	12,499	2,385	239		
Swift	15,837	23,634	4,332	294		
Todd	25,420	20,882	5,871	349		
Traverse	12,653	10,039	1,625	190		
Wabasha	16,878	17,615	3,609	285	580	12%
Wadena	12,806	17,364	2,493	285		
Waseca	14,957	17,127	2,817	365	700	16%
Washington	34,544	29,475	6,943	595	6,020	59%
Watsonwan	13,881	15,157	2,792	397		
Wilkin	10,567	11,271	2,910	207		
Winona	39,841	42,343	9,685	932		
Wright	27,716	31,952	8,198	488	3,590	46%
Yellow Medicine	16,279	18,334	2,767	271		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sa Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Ho
Aitkin	4,100	23	940	Marshall	4,300		
Anoka	10,500	58	6,040	Martin	7,400	19	1,400
Becker	6,700			Meeker	5,300	30	1,590
Beltrami	7,000			Mille Lacs	4,300	23	1,000
Benton	4,000	23	920	Morrison	6,700		
Big Stone	2,600			Mower	12,300	24	2,950
Blue Earth	11,200	47	5,280	Murray	3,900		
Brown	7,400	28	2,090	Nicollet	5,200	28	1,460
Carlton	6,600	13	860	Nobles	6,300		
Carver	5,100	48	2,450	Norman	3,600		
Cass	5,300			Olmsted	13,800	28	3,860
Chippewa	4,800			Otter Tail	13,700		
Chisago	3,800	57	2,180	Pennington	3,600		
Clay	8,300			Pine	5,100	13	660
Clearwater	2,800			Pipestone	3,800		
Cook	900			Polk	10,000		
Cottonwood	4,600			Pope	3,600		
Crow Wing	9,400			Ramsey	109,500	73	79,000
Dakota	13,900	56	7,760	Red Lake	1,600		
Dodge	3,500	23	820	Redwood	6,200	17	1,050
Douglas	6,200			Renville	6,600	17	1,120
Faribault	6,800	19	1,310	Rice	9,000	42	3,780
Fillmore	7,200			Rock	3,300		
Freeborn	10,200	21	2,150	Roseau	3,800		
Goodhue	6,800	42	4,070	St. Louis	64,000		
Grant	2,700			Scott	4,400	53	2,330
Hennepin	212,500	81	171,590	Sherburne	2,700	33	900
Houston	4,100			Sibley	4,300	53	2,280
Hubbard	3,200			Stearns	16,800	33	5,640
Isanti	3,200	58	1,840	Steele	6,300	42	2,450
Itasca	9,600			Stevens	2,900		
Jackson	4,600			Swift	4,500		
Kanabec	2,700	23	620	Todd	6,800		
Kandiyohi	7,900	30	2,370	Traverse	2,200		
Kittson	2,700			Wabasha	4,800	28	1,340
Koochiching	4,900			Wadena	3,400		
Lac Qui Parle	4,000			Waseca	4,400	21	920
Lake	2,600			Washington	10,200	57	5,810
Lake of Woods	1,300			Watsonwan	4,000	19	760
Le Sueur	5,700	53	3,010	Wilkin	2,700		

STATISTICS

Rare—Medium—Well
about the **TV** area of

Paul Bunyan Land!



AREA 44,777 square miles—larger by 23% than State of Indiana.

TV HOMES IN TWIN CITY METROPOLITAN AREA In 1951—119,000
—roughly the size of Akron, Ohio. In 1953—252,100—size of
Seattle, Washington.

POPULATION 2½ million people—more by 24% than live in entire
State of Connecticut.

EFFECTIVE BUYING INCOME 3½ billion—ahead (by 20%) of
Cleveland Metropolitan area.

RETAIL SALES Nearly 3 billion per year—more than in
Metropolitan San Francisco.

AUTO REGISTRATIONS 830,908—1.15 cars per household—and within
striking distance of ownership of cars in the entire State of Iowa.

MINNEAPOLIS

WCCO

CBS

ST. PAUL

RADIO—50,000 Watts—830 K.C. **TELEVISION**—100,000 Watts—Ch. 4
(Radio Spot Sales) (Free and Peters)

AUSTIN

KMMT (TV)

LICENSEE: Minnesota-Iowa TV Co. Address: 405½ N. Main St. Phone: 8836
FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.3 kw. Transmitter: Address, Trunk Highway 105, 2.5 mis. S. of Austin. Make, DuM. Antenna: Make RCA. Height, Above average terrain 430 ft. Above ground 445 ft.

OPERATION: Began Aug. 17, 1953.

AFFILIATION: Networks, ABC, CBS, DuMont. Station, AM, KAUS.

REPRESENTATIVES: Sales, John E. Pearson TV Inc. Washington Attorney Harry J. Daly. Consulting Engineer Fred O. Grimwood & Co. (St. Louis).

PRINCIPAL STOCKHOLDERS: Pres. Harry M. Smith, 14.2%; Vice Pres. Albert W. Smith, 14.2%; Secy.-Treas. George Wilson, 14.2%; Harold O. Westby, 14.2%; Martin Bustad, 14.2%; Chester A. Weseman, 14.2%; William B. Wolf, 3.7%; George J. Wolf, 3.7%; Bennett O. Knudson, 3.7%; Myles H. Johns, 2.8%; Ted Nelson, 0.9%. Messrs. Smith, Wilson, Westby Bustad and Weseman own KAUS Austin, Minn. Messrs. Wolf and Knudson own KATE Albert Lea, Minn. Mr. Johns owns KOBK Owatonna, Minn.

EXECUTIVES:

Harry M. Smith, Pres. L. L. McCurnin, Gen. Mgr. & Com. Mgr.
 Albert W. Smith, Vice Pres. Glen Klein, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 26 times. Rate Card No. 1.

DULUTH

WFTV (TV)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: Hotel Duluth. Phone: 7-6881

FACILITIES: Chan. 38. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.6 kw. Transmitter: Address, 4th Ave. West & Tenth St. Make, RCA. Model TTU-1B. Antenna: Make RCA. Height, Above average terrain 731 ft. Above ground 483 ft.

OPERATION: Began June 7, 1953. Hours, 2 p.m.-11 p.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM.

REPRESENTATIVES: Sales, Adam Young Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios. Three RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Spindler & Sauppe slide projector. One Baia Model V-16, scanner. News Service, UP. Library, UTP.

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. of which Pres.-Secy. Herbert Scheffel and Treas. Alfred G. Burger (theatremen) own 25% each. For other holdings, see Group Ownership.

EXECUTIVES:

Herbert Scheffel, Pres.-Secy. Gerald Pearson, Prog. Dir.
 Alfred G. Burger, Treas. Norman Gill, Ch. Eng.
 C. G. Alexander, Gen. Mgr. Harvey Wick, Film Buy.
 James C. Cole, Sta. Mgr. & Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: No. of sets (June 1) 21,135 (within 50-mile radius.)

MINNEAPOLIS
 (Also see St. Paul)

WCCO-TV

LICENSEE: Midwest Radio-Television. Inc. Address: 50 S. 9th St. Phone: Lincoln 0552

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 17.5 kw, Aural 8.9 kw. Transmitter: Address, Foshay Tower. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 540 ft. Above ground 607 ft.

OPERATION: Began July 1, 1949. Hours, 7:15 a.m.-12:45 a.m.

AFFILIATIONS: Networks, CBS, DuM, ABC. Station, AM, WCCO.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Fly, Shuebruk & Blume.

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

SERVICES: Two studios (30 x 60 ft., one studio with 30-ft stage and one studio with practical kitchen). Seven RCA image orthicon camera chains. Two RCA iconoscope camera chains. Two RCA iconoscope film cameras. Two RCA 16mm sound film projectors. GE opaque projector. GE Bal-optican scanner. Houston 16mm film processing unit. RCA mobile unit News Services, UP, AP, WU, Movietone, Acme. Libraries, Associated, Standard, Unity and Sterling.

PRINCIPAL STOCKHOLDERS: Licensee is owned 53% by Mid-Continent Radio-Television Inc. and 47% by CBS, with Robert B. Ridder and William J. McNally voting CBS stock under trusteeship. Northwest Publications (St. Paul Dispatch and Pioneer Press) and Minnesota Tribune Co. each own 50% of Mid-Continent. Ridder radio stations include WDSM Superior, Wis., KSDN Aberdeen, S. D. and KILO Grand Forks, N. D. Ridder group also publishes New York Journal of Commerce, New York Staats-Zeitung, Grand Forks (N. D.) Herald, Long Beach (Calif.) Press-Telegraph and Independent, San Jose (Calif.) News and Mercury. Minority interest held in Seattle Times.

EXECUTIVES:

William J. McNally, Chmn. of Bd. Gwen Harvey, Prog. Dir.
 Robert B. Ridder, Pres. Richard A. Jensen, Nat. Sl. Rep.
 F. VanKonyenburg, Exec. Vice C. D. Miller, Prod. Mgr.
 Pres. & Gen. Mgr. John M. Sherman, Ch. Eng.
 Sherman K. Headley, Asst. Mgr. Harry Jones, Film Dir.
 Robert N. Ekstrum, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$1,100, Film \$1,100. Minute spot Live \$220, Film \$220. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,220,300	274,800	2,578,000
Families in area	363,183	76,507	741,400
Area in Square Miles	2,480	10,600	45,500
No. of Sets (June 1)	386,000
Retail Sales	\$1,534,218,000	\$272,940,000	\$2,931,227,000
Income per family	\$5,391	\$3,671	\$4.654
Income per Capita	\$1,604	\$1,022	\$1,338

WTCN-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Minnesota Television Public Service Corp. Address: Calhoun Beach Hotel

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 188.7 kw. Operating Pow.: Visual 70 kw, Aural 42 kw. Transmitter: Address, Foshay Tower, Marquette Avenue. Make, RCA. Model TT-50AH. Antenna: Make RCA. Type Super-Gain 9-Bay. Height, Above average terrain 470 ft. Above ground 601 ft.

OPERATION: Target date, Sept. 1, 1953. Hours, 8 a.m.-1 a.m. Shares time with WMIN-TV St. Paul.

AFFILIATIONS: Network, ABC. Stations, AM, WTCN, FM, WTCN-FM

REPRESENTATIVES: Sales, Blair TV Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George P. Adair.

SERVICES: Two studios. Three GE PE 4-B & 4-C camera chains. One GE PE-5-B film camera. Two GE Synchronite PF-5-A film projectors. GE type PF-4-A slide projector. News Services UP, AP.

PRINCIPAL STOCKHOLDERS: Pres. Robert Butler, 68.63%, construction & ship building; Vice Pres. Arthur Gluek, 7.84%, brewing.

EXECUTIVES:

Robert Butler, Pres. M. N. Fleming, Ch. Eng.
 Edward G. Smith, Gen. Mgr. Cliff Rian, News Ch.
 Kendall Light, Com. Mgr. George Hudak, Prom. & Publ.
 Don Kraatz, Prog. Dir. Mgr.

ROCHESTER

ROC (TV)

LICENSEE: So. Minnesota Broadcasting Co. Address: 100 1st Ave. Bldg. Phone 3924
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 107.3 kw, Aural 53.7 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Highway 14, 2 miles west of town. Make, RCA. Antenna: Make RCA. Type 12-Bay Supergain. Height, Above average terrain 621 ft. Above ground 576 ft.
 OPERATION: Began July 12, 1953. Hours, 5:30 p.m.-11 p.m.
 AFFILIATIONS: Networks, NBC, ABC, DuM. Station, AM, KROC.
 REPRESENTATIVES: Sales Meeke TV Inc. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Jansky & Bailey Inc.
 SERVICES: Two studios (16 x 20 ft. and 30 x 50 ft.). One RCA camera chain. Two RCA film cameras. One RCA film projector. One RCA slide projector. Film processing unit. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Pres. Agnes P. Gentling, (12.25%); Estate of G. P. Gentling (63.6%); Vice Pres. G. David Gentling, (8.31%).
 EXECUTIVES:
 Agnes P. Gentling, Pres.
 G. David Gentling, Vice Pres., Robert W. Cross, Ch. Eng.
 Gen. Mgr. & Com. Mgr.
 RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 1.

ST. CLOUD

WJON-TV

(Target Date, Late Oct. 1953)

LICENSEE: Granite City Broadcasting Co. Address: St. Cloud Hotel.
 FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 23.5 kw, Aural 12 kw. Operating Power, Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 522 Lincoln Ave., S.E. Make, DuM. Antenna: Make RCA. Height, Above average terrain 425 ft. Above ground 410 ft.
 OPERATION: Target date, late Oct., 1953.
 AFFILIATION: Station, AM, WJON.
 REPRESENTATIVES: Sales, William G. Rambeau Co. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer Charles B. Persons (Duluth).
 SERVICES: One Studio (Film). One standard film camera. Two standard film projectors. 16mm. One standard film projector slide projector. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Pres. Max H. Lavine (89.5%); Vice Pres. Frances H. Lavine (0.5%); Secy.-Treas. Roy H. Westman (10%).
 EXECUTIVES:
 Max H. Lavine, Pres. Wallace McBrier, Prog. Dir.
 Hermann Schneider, Gen. Com. Carl Wilford, Ch. Eng.
 Mgr. & Film Buy.
 MARKET INFORMATION: Population, 168,622; Families in Area, 40,000 (approx.); Area in Square Miles, 4,656.

ST. PAUL

(Also see Minneapolis)

KSTP-TV

LICENSEE: KSTP Inc. Address: 3415 University Ave. Phone: Prior 2717
 FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 22.0 kw, Aural 13.2 kw. Transmitter: Address, 3415 University Ave. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 875 ft. Above ground 571 ft.
 OPERATION: Began April 23, 1948. Hours, 7 a.m.-12:30 a.m.
 AFFILIATIONS: Network, NBC. Station, AM, KSTP.
 REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Spearman & Roberson. Consulting Engineer A. D. Ring & Associates.
 SERVICES: News Services, AP, UP.
 PRINCIPAL STOCKHOLDERS: Pres. Stanley E. Hubbard is principal stockholder.
 EXECUTIVES:
 Stanley E. Hubbard, Pres. & Gen. Mgr. William R. Brazzil, Reg. TV Sls. Mgr.
 K. M. Hance, Exec. Vice Pres. & Treas. Del Franklin, Prod. Supvr.
 William S. Sadler, Ch. Eng.
 Joseph C. Cook, Prom. & Publ.
 RATE INFORMATION: Class A one hour Live \$900, Film \$900. Minute spot Live \$180, Film \$180. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 10.

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

WCOW-TV

(Target Date, Nov. 15, 1953)

LICENSEE: WCOW Telecasting Co. Address: 8 W. 9th St. Phone: Prior 5672
 FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 96 kw. Transmitter: Address, Prior & Hewitt Aves. Make, RCA. Antenna: Make RCA. Height, Above average terrain 560 ft. Above ground 564 ft.
 OPERATION: Target date. Nov. 15, 1953.
 AFFILIATIONS: Stations, AM, WCOW.
 REPRESENTATIVES: Washington Attorney Abe L. Stein. Consulting Engineer Lynn C. Smeby.
 PRINCIPAL STOCKHOLDERS: Partners S. J. Gray (25%); Howard D. Howard, 25%; Albert S. Tedesco (16 2/3%); Nicholas Tedesco (16 2/3%); Victor J. Tedesco (16 2/3%). The Messrs. Tedesco also own WKLJ Sparta, Wis., and KDJZ Hutchinson, Minn.
 EXECUTIVES:
 Albert Tedesco, Gen. Mgr.

WMIN-TV

(Target Date, Sept. 1, 1953)

LICENSEE: WMIN Broadcasting Co. Address: 538 Hamm Bldg. Phone: Nestor 7277
 FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Foshay Tower. Make, RCA. Model TT-50AH. Antenna: Make RCA. Type TFS-9B/11. Height, Above average terrain 470 ft. Above ground 601 ft.
 OPERATION: Target date Sept. 1, 1953. Shares time with WTCN-TV Minneapolis.
 AFFILIATIONS: Network, ABC. Stations, AM, WMIN. FM, WMIN-FM
 REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.
 SERVICES: Two studios (26 x 41 ft. and 20 x 20 ft.). Two RCA studio & field camera chains. One RCA film camera. Two RCA film projectors. One Gray 2 x 2" disc type slide projector. One Gray Telop.
 PRINCIPAL STOCKHOLDERS: Pres. N. L. Benton and Secy. Mort Benton, together 87% (trustees of testamentary trust of Edward Hoffman); Exec. Vice Pres. Frank M. Devaney, 10%; L. C. Borgstrom, 3%; Mr. N. L. Benton has one-third interest Mid-Continent Broadcasting Co. (KELO-AM-TV) Sioux Falls, S. D.

EXECUTIVES:
 N. L. Benton, Pres. Fred Kaufman, Prod. Div.
 Frank M. Devaney, Vice Pres. Chg. Warren Fritze, Ch. Eng.
 of Sls. Tom Letcher, Dir. of Prom.
 Al Victor, Dir. of TV Oper.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	1,250,000	1,600,000
Families in area	366,000	460,000
No. of Sets (June 1)	370,000	420,000
Retail Sales	\$1,500,000,000	\$1,700,000,000
Income per family	\$6,000
Income per Capita	\$1,700

MISSISSIPPI MARKET INDICATORS

Total Population, July 1, 1952	2,173,000
Total Families, 1950	508,960
Total Urban Population, 1950	607,162
Total Rural Nonfarm Population, 1950	474,545
Total Farm Population, 1950	1,097,207
Total Employed, 1950	716,851
Employed in Manufacturing, Feb., 1953	98,300
Employed in Agriculture, 1950	302,086
Retail Sales, 1952	\$ 1,273,350,000
Bank Assets, Jan. 1, 1953	\$ 976,610,000
Bank Deposits, Jan. 1, 1953	\$ 911,236,000
Major Income Sources, 1951: Agriculture 24.3%; Government 21.8%; Manufacturing Payrolls 11.8%; Trade and Service 24.0%; Other 18.1%	
Total Income Payments, 1951	\$ 1,689,000,000
Per Capita Income, 1951	\$ 771
Median Family Income, 1950	\$ 1,198
Total Internal Revenue Collections, 1952	\$ 143,942,672
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 46.26
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 56,453,000
Cash Receipts of Farms, 1952	\$ 609,648,000
Government Payments to Farmers, 1952	\$ 5,739,000
Value of Mineral Production, 1950	\$ 102,945,000
New Public Construction in 1952	\$ 113,300,000
Motor Vehicle Registration, 1952	524,062
Number of Telephones, 1952	254,700
Number of Electrical Connections, 1952	497,180
Number of Gas Utilities Connections, 1952	172,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MISSISSIPPI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) Television	
					1953	Per Cent
Adams	32,256	31,416	8,245	1,266		
Alcorn	27,158	19,624	3,720	462	1,690	22%
Amite	19,261	9,014	2,958	229		
Attala	26,652	15,366	3,070	361		
Benton	8,793	1,503	534	60	530	25%
Bolivar	63,004	31,686	9,851	863		
Calhoun	18,369	6,161	1,402	238		
Carroll	15,499	2,715	889	50		
Chickasaw	18,951	7,567	2,046	242		
Choctaw	11,009	3,154	965	118		
Claiborne	11,944	5,623	1,864	151		
Clarke	19,362	6,227	2,303	251		
Clay	17,757	8,828	1,719	325		
Coahoma	49,361	34,167	8,820	987		
Copiah	30,493	13,429	4,085	397		
Covington	16,036	6,367	1,294	224		
De Soto	24,599	7,212	2,070	56	1,500	25%
Forrest	45,055	47,331	9,566	1,123	1,770	13%
Franklin	10,929	5,227	1,662	184		
George	10,012	5,007	1,715	137		
Greene	8,215	2,478	678	132		
Grenada	18,830	11,963	3,565	351		
Hancock	11,881	6,845	2,873	197	990	30%
Harrison	18,073	7,139	2,171	157	2,750	10%
Hinds	142,164	144,908	25,575	4,140	*9,520	23%
Holmes	33,301	14,446	3,637	390		
Humphreys	23,115	12,105	3,799	336		
Issaquena	4,966	683	548	...		
Itawamba	17,216	3,069	1,153	27	440	10%
Jackson	31,401	23,961	8,156	1,176		
Jasper	18,012	4,741	1,157	157		
Jefferson	11,306	3,663	1,202	105		
Jeff Davis	15,500	6,311	1,099	218	490	13%
Jones	57,235	43,543	10,327	1,057		
Kemper	15,893	4,262	1,157	193		
Lafayette	22,798	11,855	3,005	370	660	12%
Lamar	13,225	5,118	1,798	188	460	13%
Lauderdale	64,171	50,062	10,826	1,679		
Lawrence	12,639	5,424	1,410	147	400	13%
Leake	21,610	5,915	1,227	132		
Lee	38,237	30,155	5,813	740	1,500	11%
LeFlore	51,813	43,563	8,893	914	1,500	11%
Lincoln	27,899	20,714	5,077	536		
Lowndes	22,681	24,782	5,293	806		
Madison	33,860	15,365	3,759	295	1,860	23%
Marion	23,967	12,074	2,015	364	820	13%
Marshall	25,106	7,774	2,402	238	1,450	25%
Monroe	36,543	14,418	4,361	389		
Montgomery	14,470	6,944	1,719	205		
Neshoba	25,730	11,291	2,589	405		
Newton	22,681	11,010	2,405	335		
Noxubee	20,022	8,021	1,540	220		
Oktibbeha	24,569	9,909	2,224	358		
Panola	31,271	15,987	4,489	376	2,810	36%
Pearl River	20,641	12,754	2,430	319	1,710	30%
Perry	9,108	3,974	752	115		
Pike	35,137	24,553	5,431	816		
Pontotoc	19,894	8,337	1,511	187	650	12%
Prentiss	19,810	8,606	2,192	147	520	10%
Quitman	25,885	10,974	3,064	257	910	14%
Rankin	28,881	7,479	2,505	149	*1,400	23%
Scott	21,681	15,412	2,692	329		
Sharkey	12,903	7,166	1,552	221		
Simpson	21,819	8,475	1,805	207		
Smith	16,740	3,345	1,325	125		
Stone	6,264	4,932	1,570	29	210	13%
Sunflower	56,031	27,632	7,648	655		
Tallahatchie	30,486	10,655	3,779	295	1,060	14%
Tate	18,011	8,565	1,869	173	1,620	36%

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) Television	
					TV Sets 1953	Per Cent
Tippah	17,522	6,151	1,383	155	970	22%
Tishomingo	15,544	3,907	1,127	103	420	10
Tunica	21,864	8,211	2,916	184	2,020	36%
Union	20,262	9,228	2,152	270	1,250	22%
Walhall	15,563	4,388	793	47	470	13
Warren	39,616	33,945	9,637	828		
Washington	70,504	56,398	14,667	1,728		
Wayne	17,010	6,178	1,521	116		
Webster	11,607	5,716	1,032	156		
Wilkinson	14,116	6,774	2,022	257		
Winston	22,231	10,828	2,245	278		
Yalobusha	15,191	7,296	2,002	197		
Yazoo	35,712	18,587	4,683	698		

* New television county. Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Alcorn	7,700	24	1,870	Lincoln	7,600	10	
Amite	4,600	10	480	Lowndes	10,300		
Attala	6,600			Madison	8,100		
Benton	2,100	20	420	Marion	6,300	10	
Bolivar	16,300			Marshall	5,800	20	1,100
Calhoun	4,600			Monroe	9,900		
Carroll	3,000			Montgomery	3,800		
Chickasaw	4,700			Neshoba	6,600		
Choctaw	2,800			Newton	5,800		
Claiborne	3,000			Noxubee	4,600		
Clarke	4,900			Oktibbeha	6,200		
Clay	4,400			Panola	7,800		
Coahoma	13,600			Pearl River	5,700	36	2
Copiah	7,900			Perry	2,300		
Covington	3,800			Pike	9,500	10	
DeSoto	6,000	20	1,190	Pontotoc	5,400	16	
Forrest	13,600	13	1,700	Prentiss	5,200		
Franklin	2,900			Quitman	6,500		
George	2,600	22	570	Rankin	6,100	13	
Greene	2,000			Scott	5,500		
Grenada	5,000			Sharkey	3,100		
Hancock	3,300	36	1,190	Simpson	5,500		
Harrison	27,500	31	8,650	Smith	3,900		
Hinds	41,400	23	9,620	Stone	1,600		
Holmes	8,100			Sunflower	13,700		
Humphreys	5,500			Tallahatchie	7,600	13	900
Issaquena	1,300			Tate	4,500	29	1
Itawamba	4,400			Tippah	4,400	24	1
Jackson	9,500	22	2,100	Tishomingo	4,200		
Jasper	4,500			Tunica	5,600	29	1
Jefferson	2,900			Union	5,700	24	1
Jeff Davis	3,800	10	390	Walhall	3,600		310
Jones	16,400			Washington	12,400	10	
Kemper	3,500			Washington	20,800		
Lafayette	5,500	16	890	Wayne	4,000		
Lamar	3,500	13	440	Webster	2,900		
Lauderdale	19,300			Wilkinson	3,400		
Lawrence	3,100	10	320	Winston	5,500		
Leake	5,400			Yalobusha	3,900		
Lee	10,900	17	1,870	Yazoo	8,900		
				Totals	579,800		48,200

COLUMBUS

WCBI-TV

(Target Date, not set)

LICENSEE: Birney Imes Jr. Address: Gilmer Hotel. Phone: 1313
 FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 115 kw
 Transmitter: Address, Gilmer Hotel. Make, RCA. Antenna: Make RCA
 Height, Above average terrain 470 ft. Above ground 498 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WCBI.

PRINCIPAL STOCKHOLDERS: Birney Imes Jr. owns also WELO Tupelo, WNAJ Grenada, WMOX-AM-FM Meridian, and WROX Clarksdale, all Miss.

EXECUTIVES:

Birney Imes Jr., Own. Thos. McFerrin, Ch. Eng.
 Bob McRaney, Gen. Mgr.

GULFPORT

WGCM-TV

(Target Date, not set)

LICENSEE: WGCM Television Corp. Address: Hewes-Martin Bldg.

FACILITIES: Chan. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw
 Transmitter: Address, Arlington Heights. Make, RCA. Antenna: Make RCA.
 Height, Above average terrain 300 ft. Above ground 315 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WGCM. FM, WGCM-FM

REPRESENTATIVES: Washington Attorney Krieger & Jorgensen. Consulting Engineer A. D. Ring & Associates.

PRINCIPAL STOCKHOLDERS: Pres. Hugh O. Jones (55.3%), owner of WGCM AM-FM; Vice Pres. Joseph S. Perusse (11.6%), department store owner.

EXECUTIVES:

Hugh O. Jones, Pres. Joseph S. Perusse, Vice Pres.

JACKSON

VJTV (TV)

LICENSEE: Mississippi Publishers Corp. Address: P. O. Box 3459. Phone: 4-7642
 FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 17.7 kw. Aural 8.5 kw.
 Operating Power, Visual 1.0 kw, Aural 0.5 kw. Transmitter: Address, West
 of Robinson Rd., 0.3 mi. North of Route 18. Make, RCA. Model TTU-1B.
 Antenna: Make, RCA. Type TFU-21BL. Height, Above average terrain
 700 ft. Above ground 671 ft.

OPERATION: Began Jan. 20, 1953. Hours 11:30 a.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, ABC, DuM, NBC.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Wheeler &
 Wheeler. Consulting Engineer Raymond M. Wilmotte.

SERVICES: One studio (20 x 30 ft.). Two RCA TK-11A studio cameras. One
 RCA TK-20C film camera. Two RCA TP-16D film projectors. One RCA
 turret slide projector. Standard RCA mobile unit. News Service, AP.
 Library, Snader.

PRINCIPAL STOCKHOLDERS: Licensee publishes Jackson Clarion Ledger and
 Daily News.

EXECUTIVES:

John Rossiter, Gen. Mgr. Dale Baum, Film Buy.
 Bruce B. Compton, Com. Mgr. Sylvia Schively, Traffic Mgr.
 J. R. Whitworth, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot
 Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to
 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	105,400 (Jackson)	1,087,600
Families in Area	31,652	277,900
Area in Sq. Mi.		100 (16 counties)
Retail Sales	\$144,908,000	\$603,588,000
Income per Family	\$5,826	\$5,826
Income per Capita	\$1,631	\$1,631

WSLI-TV

[Target Date, Jan. 1954]

LICENSEE: Standard Life Broadcasting Co. Address: P. O. Box 1847. Phone:
 3-2788.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw.
 Transmitter: Address, Robinson Road Extension, Jackson, Miss. Make,
 GE. Model TT-23-A. Antenna: Make GE. Type TY-28-H. Height, Above
 average terrain 698 ft. Above ground 666 ft.

OPERATION: Target date Jan. 1954.

AFFILIATION: Network, ABC. Station, AM, WSLI.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Kirkland, Flem-
 ing, Green, Martin & Ellis. Consulting Engineer Commercial Radio Equip-
 ment Co.

PRINCIPAL STOCKHOLDERS: Standard Life Insurance Co. (54%), stockholder
 WSLI; L. M. Sepaugh (23%), stockholder in WSLI & KPLC Lake Charles,
 La.; T. B. Lanford (23%), stockholder in WSLI, KPLC, KALB Alexandria,
 La. and KRRV, Sherman, Tex.

EXECUTIVES:

W. R. Newman, Pres. B. K. Smith, Prog. Dir.
 L. M. Sepaugh, Gen. Mgr. C. A. Perkins, Ch. Eng.
 F. E. Wilkerson Jr., Com. Mgr.

MERIDIAN

WCOC-TV

[Target Date, Sept. 1, 1953]

LICENSEE: Mississippi Broadcasting Co. Address: 15th Floor—Threefoot Bldg.
 Phone: 7714

FACILITIES: Chan. 30. Authorized Eff. Rad. Pow.: Visual 252 kw, Aural 134 kw.
 Transmitter: Address, Highway 45 South. Make, GE. Antenna: Make GE.
 Height, Above average terrain 564.1 ft. Above ground 319 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 11 a.m.-11 p.m.

AFFILIATIONS: Network, CBS. Station, AM, WCOC.

REPRESENTATIVES: Washington Attorney Harry J. Daly. Consulting Engineer
 Fred O. Grimwood & Co. (St. Louis).

SERVICES: Two studios (one with provision for audience). Two GE studio
 cameras. One GE field camera. One rear screen projector. Two film
 cameras. Two film projectors. Two slide projectors. One opaque pro-
 jector. One scanner. One motion picture camera. One film processing
 unit.

PRINCIPAL STOCKHOLDERS: Pres.-Secy. D. Withers Gavin, and Mrs. R. S
 Gavin own licensee. They also own WJQS Jackson, WMBC Macon and
 WACR Columbus, all in Miss. and weekly Clark County Tribune (Quitman,
 Miss.) and Meridian Record.

EXECUTIVES:

D. Withers Gavin, Pres.

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

WTOK-TV

[Target Date, Sept. 27, 1953]

LICENSEE: Southern Television Corp. Address: Box 1771. Phone: 3-1441
 FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 31.2 kw, Aural 15.6 kw.
 Transmitter: Address, Highway 45, 1.8 miles South of Meridian. Make,
 DuM. Model 8,000. Antenna: Make RCA. Type 6-A1. Height, Above
 average terrain 580 ft. Above ground 319 ft.

OPERATION: Target date Sept. 27, 1953.

AFFILIATIONS: Networks, CBS, ABC, DuM, Station, AM, W TOK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney McKenna
 & Wilkinson. Consulting Engineer George Gauthney.

SERVICES: One studio (25 x 30 ft.). One DuM TA-124E camera chain. One
 DuM film camera. Two 16mm DuM film projectors. One DuM slide
 projector. One monochrome scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Pres. Robert F. Wright (26 1/2%); Vice Pres.
 William B. Crooks (18%), James H. Skewes (11%), publisher and editor
 Meridian Star; Treas. S. A. Rosenbaum (11%), I. A. Rosenbaum Jr.
 (11%).

EXECUTIVES:

Robert F. Wright, Pres. & Gen. Mgr. Joe H. Saxon, Ch. Eng.
 William B. Crooks, Com. Mgr. Jerry Joiner, Film Buy.
 Cecil Germany, Prog. Dir. George E. Shannon, News &
 Sports Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	127,100	267,400	395,600
Families in area	34,500	68,500	104,000
Area in Square Miles	1,707	5,911	11,300
No. of Sets (June 1)	1,600	3,100	5,500
Retail Sales	\$72,040,000	\$133,227,000	\$219,660,000
Income per family	\$3,460	\$2,706	\$2,860
Income per Capita	\$962	\$693	\$760

MISSOURI

MISSOURI MARKET INDICATORS

Total Population, July 1, 1952	4,056,000
Total Families, 1950	1,057,260
Total Urban Population, 1950	2,432,715
Total Rural Nonfarm Population, 1950	658,442
Total Farm Population, 1950	863,496
Employed in Nonagricultural Establishments, Feb., 1953	1,272,600
Total Employed, 1950	1,521,617
Employed in Mining, Feb., 1953	9,100
Employed in Manufacturing, Feb., 1953	417,400
Employed in Construction, Feb., 1953	54,800
Employed in Agriculture, 1950	266,872
Retail Sales, 1952	\$ 4,305,433,000
Bank Assets, Jan. 1, 1953	\$ 5,418,777,000
Bank Deposits, Jan. 1, 1953	\$ 5,041,046,000
Major Income Sources, 1951: Agriculture 11.3%; Government 14.2%; Manufacturing Payrolls 20.1%; Trade and Service 27.7%; Other 26.7%.	
Total Income Payments, 1951	\$ 6,141,000,000
Per Capita Income, 1951	\$ 1,519
Median Family Income, 1950	\$ 2,617
Total Internal Revenue Collections, 1952	\$ 1,994,861,746
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 66.49
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 134,957,000
Cash Receipts of Farms, 1952	\$ 1,132,590,000
Government Payments to Farmers, 1952	\$ 15,996,000
Value of Mineral Production, 1950	\$ 113,191,000
Total New Construction in 1952	\$ 626,600,000
New Private Construction in 1952	\$ 492,800,000
New Public Construction in 1952	\$ 133,800,000
Motor Vehicle Registration, 1952	1,332,747
Number of Telephones, 1952	1,247,100
Number of Electrical Connections, 1952	1,266,657
Number of Gas Utilities Connections, 1952	639,700

For sources see foreword. Retail Sales, copyright 1953 Sales Management.
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MISSOURI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adair	19,689	21,081	4,987	466	2,000	50%
Andrew	11,727	5,875	1,694	163	770	22%
Atchison	11,127	12,059	2,816	296	980	12%
Audrain	23,829	26,323	5,690	594	570	13%
Barry	21,755	20,853	3,865	577	1,650	27%
Barton	12,678	10,158	2,040	310	570	13%
Bates	17,534	13,718	2,647	450	1,650	27%
Benton	9,080	7,539	1,533	251	650	21%
Bollinger	11,019	3,618	943	65	650	12%
Boone	48,432	44,737	9,053	1,636	1,730	12%

MISSOURI MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$'000)	Food Sales 1952 (\$'000)	Drug Sales 1952 (\$'000)	(CBS)	
					TV Sets 1953	Television Per Cent
Buchanan	96,826	101,156	22,817	5,252	19,030	63%
Butler	37,707	29,523	6,588	659		
Caldwell	9,929	10,041	2,025	184	1,800	50%
Callaway	23,316	13,677	2,905	416	760	12%
Camden	7,861	4,531	1,077	70		
Cape Girardeau	38,397	39,048	8,718	1,270		
Carroll	15,589	13,400	3,166	402	2,190	43%
Carter	2,777	2,049	483	27	230	15%
Cass	19,325	19,068	3,725	596	1,760	27%
Cedar	10,663	8,058	1,329	281	490	13%
Chariton	14,944	12,458	2,558	210	540	11%
Christian	12,412	7,637	1,496	199	*350	9%
Clark	9,003	8,997	1,706	124		
Clay	45,221	49,073	11,161	2,614	11,250	65%
Clinton	11,726	17,174	2,769	509	2,000	50%
Cole	35,464	35,395	6,945	1,375	990	10%
Cooper	16,608	14,867	2,827	498		
Crawford	11,615	6,394	1,561	226	1,010	28%
Dade	9,324	7,995	1,297	228	390	13%
Dallas	10,392	10,092	1,065	229	*300	9%
Davies	11,180	9,597	1,932	243	1,650	50%
De Kalb	13,047	10,947	1,341	167	1,500	50%
Dent	10,936	8,686	2,232	192	950	28%
Douglas	12,638	5,439	816	66		
Dunklin	45,329	33,908	6,406	946	2,180	17%
Franklin	36,046	32,459	8,088	762	5,060	44%
Gasconade	12,342	12,470	2,430	169	1,080	30%
Gentry	11,036	11,291	2,506	355	*3,270	97%
Greene	104,823	129,988	21,342	4,124	1,080	24%
Grundy	13,200	15,295	2,955	474	1,380	30%
Harrison	14,107	11,341	2,741	374	1,840	27%
Henry	20,043	19,444	3,718	675		
Hickory	5,387	3,303	237	68		
Holt	9,833	10,956	2,691	311	680	22%
Howard	11,857	8,705	1,990	456		
Howell	22,725	15,295	3,341	62	730	28%
Iron	9,564	1,946	64	64		
Jackson	541,035	971,740	166,518	50,056	121,810	65%
Jasper	79,106	91,669	19,714	2,747		
Jefferson	38,007	30,390	8,720	658	7,740	64%
Johnson	20,716	13,950	2,856	493	2,990	44%
Knox	7,617	4,122	829	127		
Laclede	13,040	21,904	3,837	583		
Lafayette	25,272	26,436	5,005	1,057	3,560	44%
Lawrence	23,420	15,636	3,276	701	*710	9%
Lewis	10,733	10,397	1,886	189		
Lincoln	13,478	14,517	2,701	175	1,740	37%
Linn	18,865	17,833	3,556	679	780	12%
Livingston	16,532	19,603	3,733	503	1,320	24%
McDonald	14,144	13,404	1,842	315		
Macon	18,332	12,544	2,774	433	760	12%
Madison	10,380	8,330	2,034	208	650	21%
Maries	7,423	3,634	887	114		
Marion	29,765	34,618	8,633	837	1,920	19%
Mercer	7,235	5,488	892	167	750	30%
Miller	13,734	10,222	2,130	123	430	10%
Mississippi	22,551	17,145	4,724	541		
Moniteau	10,840	9,322	1,121	238		
Monroe	11,314	11,564	1,970	279		
Montgomery	11,555	9,911	2,133	97	1,480	37%
Morgan	10,207	7,265	1,802	132		
New Madrid	39,444	23,648	7,426	589		
Newton	28,240	17,854	4,091	358		
Nodaway	24,033	21,404	4,517	534	1,690	22%
Oregon	11,978	5,429	868	192	530	15%
Osage	11,301	7,932	1,308	120		
Ozark	8,856	2,990	238	67		
Pemiscot	45,624	25,733	6,866	863	3,840	31%
Perry	14,890	12,259	1,856	230	880	21%
Pettis	31,577	33,128	6,809	898	3,320	36%
Phelps	21,504	17,842	4,298	327		
Pike	16,844	17,276	4,649	462	2,180	37%
Platte	14,973	8,578	1,870	200	2,400	50%
Polk	16,062	15,856	1,919	356	*470	9%
Pulaski	10,392	8,960	1,035	311		
Putnam	9,166	5,042	1,065	252		
Ralls	8,686	4,795	1,002	135	510	19%
Randolph	22,918	20,540	4,564	660		
Ray	15,932	13,184	2,681	385	2,370	43%
Reynolds	6,918	2,830	668	62	240	14%
Ripley	11,414	5,013	1,217	225	530	15%
St. Charles	29,834	26,387	6,321	594	5,890	64%
St. Clair	10,482	6,493	988	133		
St. Francois	35,276	26,193	8,356	727	5,460	52%
St. Louis	406,349	1,483,026	363,579	50,178	309,550	76%
St. Genevieve	11,237	8,498	2,150	193	1,610	52%
Saline	26,694	25,325	5,120	783	920	11%
Schuyler	5,760	5,845	629	159		
Scotland	7,332	6,799	1,723	64		
Scott	32,842	28,433	6,299	685		
Shannon	8,377	2,353	386	75	330	15%
Shelby	9,730	8,301	1,547	143	700	19%
Stoddard	33,463	21,212	4,484	329		
Stone	9,748	4,625	888	218	*260	9%
Sullivan	11,289	8,431	2,115	155		
Taney	9,863	6,488	1,337	126	*270	9%
Texas	18,992	9,012	1,911	270		
Vernon	22,685	20,615	4,042	473		
Warren	7,666	7,970	1,455	119	930	37%
Washington	14,689	6,692	2,133	90	1,150	28%
Wayne	10,514	4,196	903	134		
Webster	15,072	11,181	1,619	163	*410	9%
Worth	5,129	4,438	840	95	480	30%
Wright	15,834	14,380	1,854	289		

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adair	6,400			Linn	6,500	10	
Andrew	4,000	41	1,650	Livingston	5,500	24	
Atchison	3,500	21	720	McDonald	4,300		
Audrain	8,200	13	1,100	Macon	6,300	10	
Barry	6,600	11	700	Madison	3,100	21	
Barton	4,400			Maries	2,100	13	
Bates	6,100	26	1,590	Marion	10,100		
Benton	2,700			Mercer	2,500	26	
Bollinger	3,100	21	640	Miller	4,300		
Boone	14,400			Mississippi	6,100		
Buchanan	30,200	59	17,930	Moniteau	3,600		
Budwell	11,300	15	1,700	Monroe	3,900	12	
Callaway	3,800	41	1,480	Montgomery	4,000	34	
Camden	6,300	13	840	Morgan	3,200		
Cape Girardeau	11,800	12	1,370	New Madrid	10,100	12	
Carroll	5,100	40	2,030	Newton	8,900		
Carter	1,500	28%		Nodaway	7,700	21	
Cass	6,500	26	1,700	Oregon	3,500		
Cedar	3,800			Osage	3,100	13	
Chariton	4,900	13	640	Ozark	2,400	10	
Christian	3,900	10	400	Pemiscot	12,400	31	
Clark	3,000			Perry	3,000	21	
Clay	17,300	61	10,480	Pettis	10,900	33	
Clinton	4,000	41	1,650	Phelps	8,000	13	
Cole	9,900			Pike	5,900	34	
Cooper	5,300			Platte	4,800	41	
Crawford	3,600	23	810	Polk	5,200	10	
Dade	3,000			Pulaski	3,300		
Dallas	3,300	10	340	Randolph	2,700		
Davies	3,700	41	1,520	Ralls	2,700		
DeKalb	3,000	41	1,240	Randolph	8,200	12	
Dent	3,400	23	770	Ray	5,500	40	
Douglas	3,600	10	370	Reynolds	1,700		
Dunklin	12,800	22	2,770	Ripley	3,500		
Franklin	11,500	45	5,230	St. Charles	9,200	64	
Gasconade	4,000	13	530	St. Clair	3,500	13	
Gentry	3,600	26	930	St. Francois	10,500	52	
Greene	36,300	18	6,700	St. Louis	407,300	77	31
Grundy	4,500	24	1,090	St. Genevieve	3,100	52	
Harrison	4,600	26	1,190	Saline	1,800	13	
Henry	6,800	26	1,770	Schuyler	8,900		
Hickory	1,900			Scotland	2,500		
Holt	3,100	21	640	Shannon	9,300		
Howard	3,700			Shelby	3,700		
Howell	7,100			Stoddard	9,500	12	
Iron	2,600	23	590	Stone	2,900	10	
Jackson	187,400	64	120,230	Sullivan	3,700	10	
Jasper	27,700	16	4,540	Taney	3,000		
Jefferson	12,100	60	7,260	Texas	5,900		
Johnson	6,800	43	2,940	Vernon	6,900	13	
Knox	2,700			Warren	2,500	34	
Laclede	5,900	10	600	Washington	4,100	22	
Lafayette	8,100	43	3,490	Wayne	2,800	15	
Lawrence	7,900	11	840	Webster	4,600	10	
Lewis	3,600			Worth	1,600	25	
Lincoln	4,700	34	1,600	Wright	5,000	10	
Totals				Totals	1,278,400	57%	

CAPE GIRARDEAU

KGMO-TV

(Target Date, not set)

LICENSEE: KGMO Radio & Television Inc. Address: 46 N. Henderson. Phone: 384.

FACILITIES: Chan. 18. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.9 I Transmitter: Address, U. S. Highway 61 and Eastbound State Highway 74 Make, DuM. Antenna: Make Workshop. Height, Above average terrain 148 ft. Above ground 193 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KGMO.

REPRESENTATIVES: Consulting Engineer Fred O. Grimwood & Co. (St. Louis)

PRINCIPAL STOCKHOLDERS: Richard C. Brandt (19.7%), William C. Brandt (19.7%), William M. Bryan (19.7%), John J. Parker (19.7%), Edw. Erlbacher (19.7%), Rush H. Limbaugh 1.5%.

CLAYTON

KFUO-TV (ST. LOUIS)

(Target Date, not set)

LICENSEE: Lutheran Church-Missouri Synod. Address: 210 N. Broadway, St. Louis, Mo. Phone: Chestnut 8001.

FACILITIES: Chan. 30. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 91 kw. Transmitter: Address, 801 DeMun Ave. Make, GE. Antenna: Make G' Height, Above average terrain 580 ft. Above ground 536 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, KFUE, FM, KFUE-FM.

REPRESENTATIVES: Washington Attorney Cummings, Stanley, Truitt & Cross Consulting Engineer George E. Gaultney.

EXECUTIVES:

Rev. J. W. Behnken, D.D., Pres.
 Rev. H. Herms, D.D., First Vice Pres.
 Rev. F. A. Hertwig, D.D., Second Vice Pres.
 Rev. Walter F. Lichtsinn, D.D., Third Vice Pres.

COLUMBIA

KOMU-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Curators of the University of Missouri. Address: 507 Hitt St. Phone: 2-3197.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 48.7 kw, Aural 24.55 kw. Transmitter: Address, South Farm. Make, GE. Model TT-6F. Antenna: Make GE. Type 4TY-28H. Height, Above average terrain 794 ft. Above ground 738 ft.

OPERATION: Target date, Nov. 1, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuM.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (30 x 64 ft.). One GE PE-8C studio camera chain. Two GE-PE-5C film cameras. Two GE PF-5A 16mm film projectors. One Selectro-slide (2 x 2") slide projector. One GE PF-HA Balop. Mobile unit.

PRINCIPAL STOCKHOLDERS: Powell B. McHaney is president of the U. of Missouri.

EXECUTIVES:

Dr. Edward C. Lambert, Dir. of TV Dev. William A. Vaughn, Prog. Dir. & Film Buy.
George J. Kapel, Gen. Mgr. & Com. Mgr. Duane Weise, Ch. Eng. Phil Berk, News Dir. Bill Stiles, Prom. Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

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

MARKET INFORMATION (Grade B, FCC Contour): Population 379,161; Families in area 117,093; Area in square miles 7,860; No. of sets (June, 1) 14,000; Retail sales \$319,241,910.

FESTUS

KACY (TV)

(Target Date, Oct. 20, 1953)

LICENSEE: Ozark Television Corp. Address: 702 Louderman Bldg. Phone: Chestnut 4262.

FACILITIES: Chan. 14. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, 3.5 miles west of Kimmswick, Mo. Make, GE. Model TT-25A. Antenna: Make GE. Type TY-14A, 4-section Helical. Height, Above average terrain 875 ft. Above ground 644 ft.

OPERATION: Target date Oct. 20, 1953.

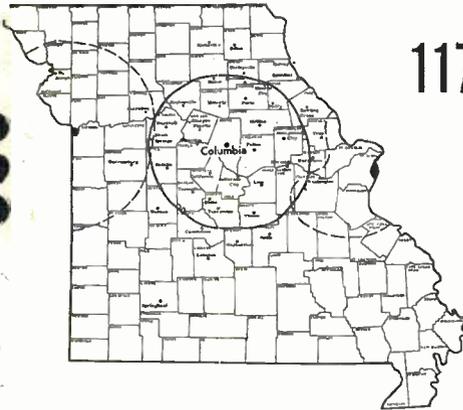
REPRESENTATIVES: Washington Attorney George M. Moore. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two GE camera chains. GE film camera. Two GE film projectors.

PRINCIPAL STOCKHOLDERS: Pres. John T. McKenna (36%), tax consultant; Vice Pres.-Secy. Carl G. McIntire (46%), TV film production; Treas. George Menos (9%), flying school; Raymond W. Karst (9%), attorney.

EXECUTIVES:

John T. McKenna, Pres. George Menos, Treas.
Carl G. McIntire, Vice Pres.-Secy.



117,000 Missouri Families . . . Exclusively Yours

KOMU-TV
Channel 8—Columbia, Mo.
NBC—CBS—ABC—DuMONT



KOMU-TV, Columbia, Missouri. Channel 8, 316 kw ERP, Antenna 794 feet above average terrain (Interim power 48.7 kw ERP). The 56 dbu predicted B Coverage contour prepared to FCC specifications by Cravens, Lohnes and Culver, Washington, D. C.

The contour fills the void left in Central Missouri by the signals of maximum power VHF stations in St. Louis and Kansas City.

Population, 1952	379,161
Families	117,093
University and College Students	14,255
Effective Buying Income.....	\$393,783,266
Farm Income	\$123,875,687

You cover the Big Middle of Missouri . . . only when you buy KOMU-TV—exclusive coverage of an area population as large as Albany and Providence combined. You get quality coverage of a quality market—117,000 families who live well, in an area evenly divided among urban, small city and rural populations. Contact your H-R Television rep. BUY KOMU-TV NOW.

Represented by H-R Television, Inc.

The Commercial Television Station of the University of Missouri

HANNIBAL

KHQ4-TV (QUINCY, ILL.)

(Target Date, Sept. 10, 1953)

LICENSEE: Lee Broadcasting Inc. WCU Bldg. Quincy, Ill. Phone: 6200

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.4 kw. Make, RCA. Antenna: Make RCA. Height, Above average terrain 500 ft. Above ground 537 ft.

OPERATION: Target date Sept. 10, 1953.

AFFILIATIONS: Stations, AM, WTAD (Quincy, Ill.). FM, WTAD-FM (Quincy, Ill.).

REPRESENTATIVES: Washington Attorney Eliot C. Lovett. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Licensee is 20% owned by Hannibal, (Mo.) Courier-Post, and 60% by Lee Radio Inc., licensee of KGLO-AM-FM Mason City, Iowa (Mason City Globe Gazette). Both newspapers are affiliated with other Lee newspapers (see Newspaper ownership).

EXECUTIVES:
Lee P. Loomis, Pres. Herbert R. Ohrt, Vice Pres.

KANSAS CITY

KCMO-TV

(Target Date, Sept. 27, 1953)

LICENSEE: KCMO Broadcasting Co. Address: 125 East 31st St. Phone: Jefferson 6789

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 20.2 kw, Aural 12 kw. Transmitter: Address, 125 East 31st St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 831 ft. Above ground 749 ft.

OPERATION: Target date, Sept. 27, 1953. Hours, 10 a.m.-M.

AFFILIATIONS: Network, ABC. Stations, AM, KCMO. FM, KCMO-FM

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer A. D. Ring & Associates.

SERVICES: One studio (30x30 ft.). Two RCA TK-31A camera chains. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. One Gray Teleprojector (2x2-in.). One Gray Telop (3x4-in. slides). News Service, AP.

PRINCIPAL STOCKHOLDERS: T. L. Evans (49.5%), Lester E. Cox (49.5%), Richard W. Evans (.5%), Lester L. Cox (.5%).

EXECUTIVES:
T. L. Evans, Pres. Karl Troeglen, Ch. Eng.
E. K. Hartenbower, Gen. Mgr. & R. B. Thompson, Film Buy.
Com. Mgr. F. C. Strawn, Prom. Dir.
L. B. Tremble, Prog. Dir. Ken Heady, Prod. Dir.

RATE INFORMATION: Class A one hour Film \$750. Minute spot Film \$150. Frequency discounts from 3.03% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,187,200	392,400	1,579,600
Families in area	370,600	126,600	497,200
Area in Square Miles	3,530	13,700	17,230
No. of Sets (June 1)	300,658

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

KCTY (TV)

LICENSEE: Empire Coil Co. Address: Beechwood Ave & 2d St., New Rochelle, N. Y., Phone: Baltimore 8300 (Kansas City)

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 94 kw, Aural 50 kw. Operating Pow.: Visual 19.77 kw, Aural 10.67 kw. Transmitter: Address 87th & Walmer, Overland Park, Kansas. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 87 ft. Above ground 748 ft.

OPERATION: Began June 6, 1953. Hours, 9 a.m.-10 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Adler Communications Laboratories.

SERVICES: Two studios (23x36 ft. and 14x23 ft.). Three GPL, two RCA TK- camera chains. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. One Gray Telejector, Type 3A; one Splinder & Sauppe slic projector. Gray Telop.

PRINCIPAL STOCKHOLDERS: Herbert Mayer and family own licensee, which electronics parts manufacturer. For other holdings, see Group Ownership.

EXECUTIVES:
Herbert Mayer, Pres. & Gen. Mgr. Richard Ostrander, Prog. Dir.
John M. Kinsella, Com. Mgr. Robert Artman, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$400. Minute spot Film \$80. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 time Rate Card No. 1.

KMBC-TV

LICENSEE: Midland Broadcasting Company. Address: 222 West 11th St. Phone: Harrison 2650

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Power & Light Bldg. Make, DuM. Model 8,000. Antenna: Make RCA. Type 12-AH. Height, Above average terrain 1,079 ft. Above ground 1,022 ft. (temporary 521 ft.).

OPERATION: Began August 2, 1953. Hours 9 a.m.-9:30 p.m. Shares time with WHB-TV.

AFFILIATIONS: Network, CBS. Station, AM, KMBC.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Loucks, Zie Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

SERVICES: TV Playhouse, seating 2,600 and KMBC Bldg. Two RCA and two DuM camera chains. One RCA film camera. Two Eastman film projectors. One RCA scanner. Gray Telop. Composite mobile unit, with DuM dual camera chain. News Services UP, AP.

PRINCIPAL STOCKHOLDERS: Pres. Arthur B. Church and family (89.8%); also own KFRM Concordia, Kan.

EXECUTIVES:
Arthur B. Church, Pres. Arthur B. Church, Jr., and
George J. Higgins, Vice Pres. & Noland Franz, Admin. Assts.
Mging. Dir. Roderick Cupp, Prog. Dir.
Kenneth Cook, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$900. Minute spot Film \$180. Frequency discounts from 5% for 26 times up to 20% for 260 time Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	849,800	200,400	1,050,200
Area in Square Miles	1,510	5,350
No. of Sets approx. (June 1)	290,000

In Kansas City...



All Eyes are on

Channel



TELEVISION
for Kansas City

In the Kansas City market, all eyes are on Channel 9 and KMBC-TV... more than a million pairs of eyes watching, day and night, in excess of 300,000 television sets.

Those same eyes are looking for the products they see advertised on KMBC-TV. And, a million pairs of hands will carry these products home because they have the same confidence in KMBC-TV that they have in KMBC-KFRM radio.

So...

If you've got YOUR eye on the Kansas City Market, you'll get delivery on KMBC-TV.

Put your FINGER on the Kansas City Market today by contacting KMBC-TV, Kansas City, Missouri, or your nearest Free & Peters colonel. Place your television schedule before the EYES of the Kansas City Market on KMBC-TV and you'll have your FINGER in a nice "sales pie"!

Represented Nationally by Free & Peters, Inc.

KMBC-TV

Basic Affiliate CBS Television Network - - - Sharing Time with WHB-TV

KANSAS CITY

WDAF-TV

LICENSEE: Kansas City Star Co. Address: 3030 Summit St. Phone: Harrison 1200 and Jefferson 9250

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100, Aural 50. Operating Pow.: Visual 100, Aural 50. Transmitter: Address, 3030 Summit St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 745 ft. Above ground 724 ft.

OPERATION: Began Oct. 16, 1949. Hours, 6 a.m.-M.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Station, AM, WDAF.

REPRESENTATIVES: Sales Harrington, Righter & Parsons Inc. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer George E. Gautney.

SERVICES: Two studios (40x65 ft. and 20x20 ft.). Two RCA TK-10A, three RCA TK-11A. & two RCA TK-30A camera chains. One Trans-Lux rear screen projector. One RCA TK-20A and one RCA TK-20C film cameras. Two RCA and two Eastman film projectors. One Gray Telop. One Selectro-slide projector. Packard mobile unit with two field cameras, microwave equipment, four camera pedestals, one camera crane, two large mike dollies. News Services AP, UP. Library Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Kansas City Star.

EXECUTIVES:

H. Dean Fitzer, Mngng. Dir. Al Christy, Prog. Dir.
William Bates, Mgr. J.A. Flaherty, Ch. Eng.
E. Manne Russo, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$785. Minute spot \$157. Rate Card No. 7.

MARKET INFORMATION Total, (Including Fringe Area): Population, 1,837,800; Families in Area, 619,020; No. of Sets (June 1), 298,633; Retail Sales, \$1,945,060,000; Income per family, \$4,360.82; Income per Capita, \$1,468.84.

WHB-TV

LICENSEE: WHB Broadcasting Co. Address: Scarritt Bldg. Phone: Harrison 1161

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, 23d St. & Topping Ave. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,080 ft. Above ground 1,023 ft. (Temporary 521 ft.).

OPERATION: Began Aug. 2, 1953. Shares time with KMBC-TV.

AFFILIATIONS: Network CBS. Station, AM, WHB.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Spearman & Roberson. Consulting Engineer A. Earl Cullum Jr. (Dallas, Tex.).

PRINCIPAL STOCKHOLDERS: Owned by Cook Paint & Varnish Co.

EXECUTIVES:

Lathrop G. Backstrom, Chmn. John T. Schilling, Vice Pres.
Donald D. Davis, Pres. R. B. Caldwell, Secy.
John F. Cash, Vice Pres.-Treas.

RATE INFORMATION: Class A half hour Live \$540. Minute spot Live \$180. Frequency discounts from 5% for 26 times to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	849,800	200,400	1,050,200

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

ST. JOSEPH

KFEQ-TV

(Target Date, Early Sept., 1953)

LICENSEE: KFEQ Inc. Address: KFEQ Bldg. Phone: 3-2528

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Operating Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Address, 40th Farson St. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 810 ft. Above ground 750 ft.

OPERATION: Target date, Early Sept., 1953.

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

REPRESENTATIVES: Sales, Headley-Reed TV Inc. Washington Attorney Pierson U. Ball. Consulting Engineer George C. Davis.

SERVICES: One studio (23x34 ft.). Two RCA TK-31A camera chains. One RC TK-20D film camera. Two RCA TP-16D film projectors. One Gray Telop (2x2"). News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. Barton Pitts (51%), publisher (Stockyard Journal); Vice Pres. Henry D. Bradley (3%), publisher; Secy. J. Ted Branson (1%); Treas. Glenn Griswold (1%); Arthur V. Burrowes (1%), edito. News-Press & Gazette Co. (St. Joseph News-Press and Gazette) (43%)

EXECUTIVES:

Barton Pitts, Pres. & Gen. Mgr. Carleton Schirmer, Prog. Dir.
Glenn G. Griswold, Asst. Gen. J. Wesley Koch, Ch. Eng.
Mgr. & Com. Mgr. Wally Johnson, Prod. Mgr.
J. Ted Branson, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1-A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	173,600	1,176,800	1,350,400
Families in area	45,000	324,700	369,700
Area in Square Miles	2,660	11,620	14,280
No. of Sets (June 1)	25,042	237,428	262,470
Retail Sales	\$156,113,000	\$1,795,828,000	\$1,795,828,000
Income per family	\$3,269	\$3,550	-----
Income per Capita	\$1,047	\$1,144	-----

ST. LOUIS

KETS (TV)*

(Target Date, not set)
(*Noncommercial, Educational)

LICENSEE: St. Louis Educational Television Commission. Address: c/o Martin, Peper & Martin, 407 N. Eighth St.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 53.6 kw, Aural 26.8 kw. Transmitter: Address, 3621 Olive St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 640 ft. Above ground 625 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer Fred O. Grimwood & Co. (St. Louis).

PRINCIPAL STOCKHOLDERS: Owned by combination of local educational and business interests, including Washington U., St. Louis U., and St. Louis Public Schools.

EXECUTIVES:

Arthur H. Compton, Chmn. Malcolm W. Martin, Secy-Treas.
Raymond H. Wittcoff, Vice Chmn.

ST. LOUIS (Continued)

KSD-TV

LICENSEE: Pulitzer Publishing Co. Address: 1111 Olive St. Phone: Main 1111.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw, Operating Pow. Visual 100 kw, Aural 60 kw. Transmitter: Address, 1111 Olive St. Make, RCA. Model TT-5A and TT-25AL. Antenna: Make RCA. Type 6-Bay Superturndstile. Height, Above average terrain 530 ft. Above ground 544 ft.

OPERATION: Began Feb. 8, 1947. Hours, 7 a.m.-1 a.m.

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

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Associates.

PRINCIPAL STOCKHOLDER: Licensee is publisher of St. Louis Post-Dispatch.

EXECUTIVES:

Joseph Pulitzer, Pres.	Harold Grams, Prog. Dir.
George M. Burbach, Gen. Mgr.	J. E. Risk, Ch. Eng.
Edward W. Hamlin, Com. Mgr.	David Pasternak, Prom. Mgr.
Guy E. Yeldell, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$950, Film \$950. Minute spot Live \$175, Film \$175. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 8.

KSTM (TV)

(Target Date, Sept. 27, 1953)

LICENSEE: Broadcast House Inc. Address: Buder Bldg. Phone Main 0600

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 145 kw. Transmitter: Address, 6001 Berthold Ave. Make, GE. Model TT-25A. Antenna: Make GE. Type TY-25D 5-Bay Helical. Height, Above average terrain 590 ft. Above ground 600 ft.

OPERATION: Target date Sept. 27, 1953. Hours, 3:30 p.m.-10:30 p.m.

AFFILIATIONS: Network ABC. Station, AM, KSTL.

REPRESENTATIVES H-R Television Inc. Washington Attorney Franklyn C. Salisbury. Consulting Engineer George P. Adair.

SERVICES: One studio (24x45 ft.). Two GE studio camera chains. Two GE film cameras. Two GE Synchro-lite film projectors. Two Selectro-slides (2x2").

PRINCIPAL STOCKHOLDERS: Pres. William E. Ware (10%), 25% owner of KSTL St. Louis, and 28% owner of WPEO Peoria, Ill.; Vice Pres. Oscar D. Guth (10%), lighting fixtures and brass manufacturer; Secy. William H. Biggs (16%), attorney; Treas. Edward E. Haverstick Jr., 17.7% owner of KSTL St. Louis and 14% owner of WPEO Peoria, Ill., investment broker; Albert G. Blanke Jr. (15%), investments; Ray Roberts Inc. (10%), gas appliances.

EXECUTIVES:

William E. Ware, Pres.	Edward E. Murphy, Pgm. Dir.
E. L. "Ted" Favors, Ch. Eng.	Frank E. Heaston, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Live \$90, Film \$90. Frequency discounts from 2.7% for 13 times up to 5.2% for 260 times. Rate Card No. 1.

Q.

Which publications do you read regularly for television?

A.

BROADCASTING TELECASTING

overwhelmingly the first choice among leading TV agencies and advertisers*

These findings were drawn from a questionnaire sent by the American Research Bureau in April 1953 to 637 leading television agencies and advertisers. Nearly 50% (289) responded.

BROADCASTING • TELECASTING 107

Publication "B".....	62
Publication "C".....	36
Publication "D".....	30
All others.....	54

* For complete brochure describing this study in detail write your nearest B•T office.

The **DAILY BULLETIN**

ST. LOUIS NO LONGER CAPTIVE TV MARKET

**SECOND STATION
COMING SOON**

TELEVISION'S

"BIG MO"

Sails into St. Louis Sales Battle

At long last, St. Louis viewers can make their OWN choice of television programs. With the advent of television's "Big Mo", KSTM-TV, the captive St. Louis audience has been released. With a full power of 275,000 watts, ABC and CBS network programs and refreshing, entertaining local shows, KSTM-TV is already a favorite in the St. Louis area.

To adequately cover the country's eighth market, you must have "Big Mo" to fight and win your sales battles. For facts, figures and choice availabilities, contact KSTM-TV . . . now . . . or

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



275,000 watts

ST. LOUIS

William E. Ware, President

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

BROADCASTING • TELECASTING

1953 TELECASTING Yearbook-Marketbook • Page 163

ST. LOUIS (Continued)

WTVI (TV) (BELLEVILLE, ILL.)

LICENSEE: Signal Hill TV Corp. Address: 1939 Boatman's Bank Bldg. Phone: Geneva 5454

EXECUTIVES:

John I. Hyatt, Vice Pres. and Gen. Sls. Mgr. Harold Kirsch, Loc. Sls. Mgr.
Sls. Mgr. Arnold K. Kittenberg, Acct. Exec.
Walter W. Averill, Nat. Sls. Mgr. Hugh Kerwin, Adv. & Prom. Mgr.

(For full information, see Belleville Ill.)

SEDALIA

KDRO-TV

(Target Date, Jan. 1 1954)

LICENSEE: Milton J. Hinlein. Address: 2100 W. Broadway. Phone. 4004-5.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 6.35 kw, Aural 3.18 kw. Transmitter Address, W. Broadway at State Fair Blvd. Make, GE. Antenna: Height, Above average terrain 360 ft. Above ground 320 ft.

OPERATION: Target date Jan. 1, 1954.

AFFILIATIONS: Stations, AM, KDRO. FM, KDRO-FM.

REPRESENTATIVES: Sales, Forjoe & Company. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: News Service, AP.

EXECUTIVES:

Milton J. Hinlein, Own. Bob Harvey, Prog. Dir.
Herbert W. Brandes, Gen. Mgr. Bob Smith, Ch. Eng.
James F. Glenn, Com. Mgr.

SPRINGFIELD

KTTS-TV

LICENSEE: Independent Broadcasting Co. Address: P. O. Box 1716 S. S. S. Phone: 2-7474

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow. Visual 12.76 kw, Aural 6.38 kw. Operating Pow.: Visual 12.76 kw, Aural 6.38 kw. Transmitter: Address, Walnut at Jefferson St. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-6AH. Height, Above average terrain 262.5 ft. Above ground 242 ft.

OPERATION: Began March 14, 1953. Hours, 12:00 noon-10:30 p.m.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, KTTS. FM, KTTS-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dempsey & Koplovitz. Consulting Engineer James C. McNary.

SERVICES: One studio (36x36 ft.). One RCA TK-11A with Zoomar studio camera chain. One RCA film camera. Two RCA 16mm film projectors. One RCA 35 mm automatic slide projector. News Service, AP. Library, Snader.

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

PRINCIPAL STOCKHOLDERS: Pres. J. H. G. Cooper (61%), Vice Pres.-Treas. Frank Sedgwick (5%), Vice Pres. G. Pearson Ward (8.8%), Secy. Irving W. Schwab (14.6%).

EXECUTIVES:

J. H. G. Cooper, Pres. Bill Maynard, Prog. Dir.
F. Pearson Ward, Gen. Mgr. William F. Curry, Ch. Eng.
Bob Burke, Nat. Sls. Mgr. Jack Lloyd/Bob Burke, Film Buy.
C. L. "Jack" Lloyd, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$45.00, Film \$40.00. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in area	92,700	26,750	119,450
No. of Sets (June 1)	23,917
Retail Sales	\$231,692,000	\$70,425,000	\$302,117,000
Income per family	\$3,030	\$2,890	\$2,993

KYTV (TV)

(Target Date, Sept. 15, 1953)

LICENSEE: Springfield Television Inc. Address: 999 West. Sunshine. Phone 6-2766

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 61 kw, Aural 30.5 kw. Transmitter: Address, 999 W. Sunshine. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 544 ft. Above ground 500.5 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 5 p.m.-10:30 p.m.

AFFILIATIONS: Networks, NBC, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (42x60 ft.). Two RCA TK-11A camera chains. Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. One RCA Selectro-Slide. News Service, AP.

PRINCIPAL STOCKHOLDERS: Springfield Newspapers Inc. (T. W. Duvall, Pres.; Tams Bixby Jr., Vice Pres.) owns 49.6%. Vice Pres. Lester L. Cox (24.9%), Secy. Lynn E. Bussey (24.9%). Springfield Newspapers Inc. publishes Springfield News and Leader Press and owns KGBX Springfield. Mr. Bixby is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat and of KBIX Muskogee.

EXECUTIVES:

Tams Bixby Jr., Pres. Carl Fox, Prog. Dir. & Film Buy.
J. Gordon Wardell, Gen. Mgr. & E. Dennis White, Ch. Eng.
Com. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

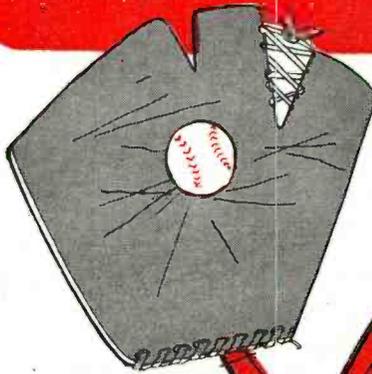
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	137,700	297,400	839,431
Families in area	43,941	93,811	268,618
Area in Square Miles	1,910	9,310	22,708
No. of Sets (June 1)	10,000	25,000	50,000
Retail Sales	\$128,396,000	\$264,383,000	\$668,745,000
Income per family	\$4,350	\$3,765	\$2,494
Income per Capita	\$1,395	\$1,271	\$ 860

TV STATION **WTVI** Channel 54

St. Louis' MAJOR LEAGUE

BASEBALL STATION TELEVISES HOME GAMES OF
THE ST. LOUIS

Browns



PRE-GAME
"Dugout Shows"
POST-GAME
"Base Ball Roundup"

Sponsored By
FALSTAFF
BREWING CORPORATION

SPORTS *Galore on* 54

Major League Baseball
Pro Golf
Pro Football
(Nat'l Pro League Games)
Network Boxing
Pro Basketball
Network Wrestling
Local Sports



WTVI is the **DUMONT** basic affiliate in **St. Louis**

SIGNAL HILL TELECASTING CORP. BUSINESS OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.

Geneva 5454

Call WEED TELEVISION

NATIONAL SALES REPRESENTATIVES:
NEW YORK • CHICAGO • BOSTON • DETROIT
HOLLYWOOD • SAN FRANCISCO • ATLANTA

MONTANA MARKET INDICATORS

Total Population, July 1, 1952	591,000
Total Families, 1950	145,775
Total Urban Population, 1950	258,034
Total Rural Nonfarm Population, 1950	197,051
Total Farm Population, 1950	135,939
Employed in Nonagricultural Establishments, Feb., 1953	148,600
Total Employed, 1950	218,460
Employed in Mining, Feb., 1953	12,200
Employed in Manufacturing, Feb., 1953	16,700
Employed in Construction, Feb., 1953	7,300
Employed in Agriculture, 1950	54,105
Retail Sales, 1952	\$ 711,320,000
Bank Assets, Jan. 1, 1953	\$ 690,381,000
Bank Deposits, Jan. 1, 1953	\$ 653,804,000
Major Income Sources, 1951: Agriculture 28.1%; Government 13.8%; Manufacturing Payrolls 6.3%; Trade and Service 22.7%; Other 29.1%.	
Total Income Payments, 1951	\$ 1,026,000,000
Per Capita Income, 1951	\$ 1,742
Median Family Income, 1950	\$ 3,255
Total Internal Revenue Collections, 1952	\$ 123,347,986
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 80.21
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 46,898,000
Cash Receipts of Farms, 1952	\$ 391,855,000
Government Payments to Farmers, 1952	\$ 5,677,000
Value of Mineral Production, 1950	\$ 103,389,000
New Public Construction in 1952	\$ 70,300,000
Motor Vehicle Registration, 1952	282,578
Number of Telephones, 1952	165,100
Number of Electrical Connections, 1952	195,807
Number of Gas Utilities Connections, 1952	83,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MONTANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Beaverhead	6,671	10,270	1,997	162		
Big Horn	9,824	8,974	2,539	206		
Blaine	8,516	6,976	1,603	124		
Broadwater	2,922	2,861	647	20		
Carbon	10,241	7,940	1,765	241		
Carter	2,798	1,968	444	24		
Cascade	53,027	75,802	15,454	1,464		
Chouteau	6,974	9,607	1,724	26		
Custer	12,661	22,310	3,408	626		
Daniels	3,946	5,436	1,321	172		
Dawson	9,092	14,633	2,253	214		
Deer Lodge	10,241	12,940	3,886	178		
Fallon	3,660	5,578	1,349	48		
Fergus	14,015	17,957	3,950	430		
Flathead	31,495	42,105	8,776	1,106		
Gallatin	21,902	27,835	5,527	532		
Garfield	2,172	1,824	610	21		
Glacier	9,645	16,839	2,807	292		
Golden Valley	1,337	1,765	141	39		
Granite	2,773	2,854	788	61		
Hill	14,285	16,954	3,777	46		
Jefferson	4,014	2,581	647	93		
Judith Basin	3,200	3,125	542	41		
Lake	13,835	11,475	2,534	288		
Lewis & Clark	24,540	30,295	7,205	730		
Liberty	2,450	2,450	445	21		
Lincoln	8,693	6,855	2,363	209		
McCone	3,258	2,610	461	26		
Madison	5,998	3,662	797	148		
Meagher	2,079	1,356	194	17		
Mineral	2,081	1,684	458	40		
Missoula	35,493	42,336	9,563	1,616		
Musselshell	5,378	5,777	1,362	166		
Park	11,999	16,829	3,687	481		
Petroleum	1,026	627	223	17		
Phillips	6,334	6,532	1,331	157		
Pondera	6,392	9,488	1,355	262		
Powder River	2,693	1,219	325	20		
Powell	6,301	5,099	1,591	59		
Prairie	3,877	2,594	561	20		
Ravalli	13,101	10,888	2,635	278		
Richland	10,366	15,663	3,162	369		
Roosevelt	9,580	16,329	2,934	435		
Rosebud	6,570	5,510	1,317	159		
Sanders	6,983	4,321	1,054	157		
Sheridan	6,674	9,827	2,007	209		
Silver Bow	48,422	57,928	15,007	1,203		
Stillwater	5,416	4,939	934	212		
Sweet Grass	3,621	4,858	852	25		
Teton	7,232	10,073	1,657	289		
Toole	6,867	8,979	1,649	196		
Treasure	1,402	1,500	248	38		
Valley	11,353	10,791	2,166	306		
Wheatland	3,187	3,942	781	21		
Wibaux	1,907	1,883	642	20		
Yellowstone	55,875	81,834	15,103	2,274		
Yellowstone Nat'l. Park	58					

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes	County	Total Homes	Per Cent Television Homes
Beaverhead	2,400		Meagher	800	
Big Horn	2,600		Mineral	800	
Blaine	2,500		Missoula	11,700	
Broadwater	900		Musselshell	1,900	
Carbon	3,400		Park	4,100	
Carter	700		Petroleum	300	
Cascade	18,300		Phillips	2,100	
Chouteau	2,300		Pondera	1,800	
Custer	4,500		Powder River	1,000	
Daniels	1,100		Powell	1,800	
Dawson	2,900		Prairie	800	
Deer Lodge	4,800		Ravalli	4,400	
Fallon	1,000		Richland	3,200	
Fergus	4,600		Roosevelt	2,900	
Flathead	11,000		Rosebud	1,800	
Gallatin	7,900		Sanders	2,400	
Garfield	800		Sheridan	1,800	
Glacier	2,800		Silver Bow	17,500	
Golden Valley	400		Stillwater	1,700	
Granite	1,000		Sweet Grass	1,100	
Hill	4,600		Teton	2,300	
Jefferson	1,000		Toole	2,000	
Judith Basin	900		Treasure	400	
Lake	4,400		Valley	3,400	
Lewis-Clark	8,500		Wheatland	1,100	
Liberty	500		Wibaux	400	
Lincoln	2,900		Yellowstone	20,200	
McCone	900		Totals	194,100	
Madison	1,900				

BILLINGS

KOOK-TV

(Target Date, not set)

LICENSEE: Montana Network. Address: 7002 South Billings Blvd. Tel.: 5-9576.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.8 kv. Transmitter: Address, Two miles ESE of Billings on Westerguard Hill. Make, DuM. Model, 7,000. Antenna: Height, Above average terrain 600 ft. Above ground 200 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KOOK.

REPRESENTATIVES: Washington Attorney John H. Midlen. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

PRINCIPAL STOCKHOLDERS: Pres. C. L. Crist (46.8%), Vice Pres. J. Carte Johnson (42.9%).

EXECUTIVES:

C. L. Crist, Pres. John Conner, Com. Mgr.
J. Carter Johnson, Vice Pres. Edmund Peiss, Prog. Dir.
V. V. Clark, Gen. Mgr. & Film Buy. Grant French, Ch. Eng.

KRHT (TV)

(Target Date, Fall, 1953)

LICENSEE: Rudman-Hayutin Television Co. Address: c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 12 kw, Aural 6.2 kw. Transmitter: Address, Coburn Hill Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 390 ft. Above ground 199 ft.

PERATION: Target date Fall 1953.

REPRESENTATIVES: Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

PRINCIPAL STOCKHOLDERS: M. B. Rudman (50%), oil operator, and Alber Hayutin (50%), oil producer. For Mr. Rudman's other holdings, see Group Ownership.

BUTTE

KOPR-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Copper Broadcasting Co. Address: Finlen Hotel. Phone: 6546

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 18. kw, Aural 7.6 kw. Transmitter Address, Little Basin Creek. Make, DuM. Antenna: Mak. RCA. Type 3-Bay. Height, Above average terrain 347 ft. Above ground 300 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATION: Stations, AM, KOPR.

REPRESENTATIVES: Sales, George P. Hollingsbery Co. Washington Attorne. John H. Midlen. Consulting Engineer Grant R. Wrathall (Aptos, Calif.)

SERVICES: One studio (30x47 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Pres. Frank C. Carman (16.75%), Vice Pres. Ed Cooney (10%), Secy. R. D. Corette (10.7%), Treas. David G. Smith (16.75%), Grant R. Wrathall (16.75%). For other holdings, see Group Ownership.

BUTTE (Continued)

KOPR-TV (Continued)

EXECUTIVES:

Frank C. Carman, Pres. George Chance, Com. Mgr.
Ed Cooney, Vice Pres., Gen. Mgr., James Harrold, Prog. Dir.
Film Buy. John Gort, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts up to 25% for 260 times. Rate Card No. 1.

KXLF-TV

LICENSEE: Television Montana. Address: Box 1988. Phone: 2-2344

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1 kw. Transmitter Address, Harrison Ave. & George St. Make, RCA. Antenna: Make RCA. Type 3D. Height, Above average terrain 680 ft. Above ground 120 ft.

OPERATION: Began Aug. 14, 1953. Hours 4 p.m.-M.

AFFILIATIONS: Network, NBC, CBS, DuM. Station, AM, KXLF.

REPRESENTATIVES: Sales, Walker Co. Washington Attorney Wheeler & Wheeler. Consulting Engineer George P. Adeit.

SERVICES: Two studios (50x100 ft.). RCA camera chain. RCA film camera. RCA film projector. RCA scanner. RCA opaque projector. Composite mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by KGIR Inc. (KXLF), 58.95%; Peoples Forum of the Air (KXLJ Helena), 22.68%; KRBM Broadcasters (KXLQ Bozeman), 11.33%, and Western Montana Assn. (KXLL Missoula), 4.54%. Ed Craney is principal stockholder in each of the stockholding corporations (49.4% of KGIR Inc., 42% of Peoples Forum of the Air, 49.6% of KRBM Inc., and 30% of Western Montana Assn.). Mr. Craney is also 49.6% owner of Symonds Broadcasting Co. which owns 50% of KXLY-TV Spokane, Wash.

EXECUTIVES:

Jim Manning, Ger. Mgr. Jack Provis, Ch. Eng.
W. Jake Walker, Com. Mgr. E. B. Craney, Film Buy.
Gene Hogan, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$150. Minute spot Live \$40, Film \$30.

GREAT FALLS

KFBB-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Buttrey Broadcast Inc. Address: 300 Central Ave. Phone: 4377

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 25.4 kw, Aural 12.7 kw. Transmitter: Address, 4 1/2 miles West of Great Falls. Make, DuM. Model 7,000. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 237 ft. Above ground 399 ft.

OPERATION: Target date, Sept. 1, 1953.

AFFILIATION: Network, CBS. Station, AM, KFBB.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Wheeler & Wheeler. Consulting Engineer Weldon & Carr.

SERVICES: One studio (25x40 ft.). One DuM camera chain. DuM film camera. Two DuM film projectors. One DuM slide projector. DuM scanner. One opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. J. P. Wilkins (58.8%) and Fairmont Corp. (23.8%), subsidiary of Anaconda Copper Co., publisher of Missoula Missoulian, Butte Montana Standard and Post, Lewiston Enterprise, Billings Gazette, Helena Independent Record and Anaconda Standard, all Montana.

EXECUTIVES:

J. P. Wilkins, Pres. & Gen. Mgr. Wilbur L. Myhre, Ch. Eng.
LeRoy Stahl, Dir. of TV.

KMON-TV

(Target Date, not set)

LICENSEE: Montana Farmer Inc. Address: 414 Second Ave. Phone: 4382

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 1.7 kw, Aural 0.85 kw. Transmitter: Address, Tribune Bldg. Make, RCA. Antenna: Make RCA. Height, Above average terrain 230 ft. Above ground 399 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KMON.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Holey, Doty & Schellenberg. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Great Falls Tribune owns 80% of licensee.

EXECUTIVES:

Alexander Warden, Pres. Robert H. Warner, Gen. Mgr.

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

MISSOULA

KGVO-TV

(Target Date, July 1, 1954)

LICENSEE: Mosby's Inc. Address: 127 E. Main St. Phone: 7668.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.6 kw. Transmitter Address, 127 E. Main St. Make RCA. Antenna: Make RCA. Height, Above average terrain 1950 ft. Above ground 237 ft.

OPERATION: Target date July 1, 1954. Hours, 6 p.m.-10 p.m.

AFFILIATION: Station, AM, KGVO.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Archer S. Taylor (Missoula).

PRINCIPAL STOCKHOLDER: A. J. Mosby owns licensee and KANA Anaconda, Mont.

EXECUTIVES:

A. J. Mosby, Pres. Morley Graber, Ch. Eng.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 118,304; Families in Area, 35,000 (approx.).

NEBRASKA

NEBRASKA MARKET INDICATORS

Total Population, July 1, 1952	1,371,000
Total Families, 1950	344,720
Total Urban Population, 1950	621,905
Total Rural Nonfarm Population, 1950	312,170
Total Farm Population, 1950	391,435
Employed in Nonagricultural Establishments, Feb., 1953	337,200
Total Employed, 1950	511,649
Employed in Manufacturing, Feb., 1953	60,000
Employed in Construction, Feb., 1953	13,900
Employed in Agriculture, 1950	151,438
Retail Sales, 1952	\$ 1,642,701,000
Bank Assets, Jan. 1, 1953	\$ 1,634,780,000
Bank Deposits, Jan. 1, 1953	\$ 1,225,760,000
Major Income Sources, 1951: Agriculture 26.3%; Government 14.8%; Manufacturing Payrolls 9.0%; Trade and Service 25.4%; Other 24.5%	
Total Income Payments, 1951	\$ 2,035,000,000
Per Capita Income, 1951	\$ 1,510
Median Family Income, 1950	\$ 2,812
Total Internal Revenue Collections, 1952	\$ 410,834,254
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 62.70
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 207,810,000
Cash Receipts of Farms, 1952	\$ 1,159,857,000
Government Payments to Farmers, 1952	\$ 10,009,000
Value of Mineral Production, 1950	\$ 14,022,000
New Public Construction in 1952	\$ 81,700,000
Motor Vehicle Registration, 1952	619,693
Number of Telephones, 1952	432,200
Number of Electrical Connections, 1952	430,820
Number of Gas Utilities Connections, 1952	206,800

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEBRASKA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		TV Sets 1953	(CBS) Television Per Cent
		1952(\$000)	1951(\$000)	1952(\$000)	1951(\$000)	1952(\$000)	1951(\$000)		
Adams	28,855	44,486	6,788	1,356					
Antelope	11,624	13,226	2,329	244					
Arthur	803	259	73						
Banner	1,325	29	9						
Blaine	1,203	790	110	16					
Boone	10,721	10,250	1,656	213					
Box Butte	12,279	18,631	3,712	336					
Boyd	4,911	4,955	1,037	99					
Brown	5,164	8,861	1,528	177					
Buffalo	25,134	35,586	6,512	948					
Burt	11,536	13,170	2,910	355	2,050			57%	
Butler	11,432	9,561	1,890	266					
Cass	16,361	13,813	3,066	437	2,650			50%	
Custer	13,843	12,689	2,324	405	*350			9%	
Chase	5,176	7,939	1,463	153					
Cherry	8,397	12,275	1,786	266					
Cheyenne	12,081	17,870	3,400	488					
Clay	8,700	6,530	1,641	142					
Colfax	10,010	17,048	2,752	279	430			13%	
Cuming	12,994	16,778	2,525	378	490			13%	
Custer	19,470	18,747	4,031	598					
Dakota	10,401	12,320	2,937	315	*280			9%	
Dawes	9,708	12,745	2,738	272					
Dawson	19,393	35,847	5,620	826					
Deuel	3,330	6,034	852	148					
Dixon	9,129	8,629	1,639	196	*260			9%	
Dodge	26,265	42,119	8,230	791	5,020			57%	
Douglas	281,020	393,049	79,966	13,137	75,060			85%	
Dundy	4,354	7,138	1,024	51					
Fillmore	9,610	9,938	1,874	306					
Franklin	7,096	8,472	1,887	189					
Frontier	5,282	3,319	509	39					

NEBRASKA MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	
					TV Sets 1953	Television Per Cent
Furnas	9,385	11,506	2,574	340		
Gage	28,052	28,901	6,093	1,005	1,500	17%
Garden	4,114	3,775	1,018	112		
Garfield	2,912	3,487	628	44		
Gosper	2,734	2,121	275	42		
Grant	1,057	950	260	13		
Greeley	5,575	5,442	1,015	210		
Hall	32,186	47,040	9,570	1,163		
Hamilton	8,778	7,823	1,799	149		
Harlan	7,189	7,489	1,731	140		
Hayes	2,404	568	26		
Hitchcock	5,867	5,853	85	194		
Holt	14,859	17,049	3,128	356		
Hooker	1,061	1,715	85	15		
Howard	7,226	6,187	1,323	141		
Jefferson	13,623	15,073	2,939	391		
Johnson	7,251	7,896	1,534	214	410	17%
Kearney	6,409	10,149	2,568	212		
Keith	7,449	11,749	1,795	227		
Keya Paha	2,160	1,156	411	21		
Kimball	4,283	6,922	1,299	176		
Lancaster	14,820	17,252	2,678	484		
Lancaster	119,742	147,356	24,726	5,114	19,210	49%
Lincoln	27,380	39,077	8,688	1,036		
Logan	1,357	630	186	16		
Loup	1,348	672	120	19		
McPherson	825	276	51		
Madison	24,338	41,520	6,793	764		
Merrick	8,812	11,173	1,624	288		
Morrill	8,263	8,993	1,862	307		
Nance	6,512	5,776	1,032	129		
Nemaha	10,973	8,817	2,007	157	650	19%
Nuckolls	9,609	10,867	2,366	314		
Otoe	17,056	18,301	3,499	481	2,750	50%
Pawnee	6,744	4,429	877	116	420	19%
Perkins	4,809	5,844	1,123	148		
Phelps	9,048	14,977	3,381	339		
Pierce	9,405	10,081	1,336	226		
Platte	19,910	27,275	4,805	634		
Polk	8,044	9,357	1,718	346		
Red Willow	12,977	22,254	3,978	518		
Richardson	16,886	20,689	3,891	434	1,060	19%
Rock	3,026	3,429	586	20		
Saline	14,046	14,061	2,900	317		
Sarpy	15,693	5,801	1,698	246	3,060	65%
Saunders	16,923	16,498	4,181	336	3,640	65%
Scotts Bluff	33,939	48,454	9,613	1,142		
Seward	13,155	12,568	2,967	373		
Sheridan	9,539	11,640	2,415	314		
Sherman	6,421	4,312	1,112	43		
Sioux	3,124	1,778	409	23		
Stanton	6,387	4,379	934	108	250	13%
Thayer	10,563	10,328	2,218	230		
Thomas	1,266	673	171	16		
Thurston	8,590	7,446	1,111	201	*230	9%
Valley	7,252	7,130	1,920	203		
Washington	11,511	11,171	2,967	206	2,050	57%
Wayne	10,129	10,847	1,862	162	*260	9%
Webster	7,395	6,863	1,511	192		
Wheeler	1,526	420	123	16		
York	14,346	16,361	2,949	406		

*New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent TV from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Television Homes		County	Total Homes	Per Cent Television Homes	Television Homes
	Total Homes	Television Homes				
Adams	9,200		Jefferson	4,400	14	610
Antelope	3,700		Johnson	2,400	21	500
Arthur	200		Kearney	2,000		
Banner	400		Keith	2,400		
Blaine	300		Keya Paha	500		
Boone	3,300		Kimball	1,300		
Box Butte	3,800		Knox	4,500		
Boyd	1,600		Lancaster	39,200	54	21,210
Brown	1,500		Lincoln	8,900		
Buffalo	8,300		Logan	400		
Burt	3,600	61	Loup	400		2,200
Butler	3,800	18	McPherson	200		690
Cass	5,300	53	Madison	7,400	21	2,820
Cedar	3,900		Merrick	2,900		
Chase	1,600		Morrill	2,300		
Cherry	2,600		Nance	2,000		
Cheyenne	4,100		Nemaha	3,400	23	770
Clay	3,000		Nuckolls	2,900		
Colfax	3,300	23	Otoe	5,500	53	2,940
Cuming	3,800	23	Pawnee	2,200	23	500
Custer	5,900		Perkins	1,400		
Dakota	3,100	13	Phelps	5,000		
Dawes	2,900		Pierce	3,000		
Dawson	6,400		Platte	5,900	21	1,240
Deuel	1,000		Polk	2,500	18	460
Dixon	2,900	13	Redwillow	4,200		
Dodge	8,800	61	Richardson	5,600	23	1,260
Douglas	88,300	95	Rock	1,000		
Dundy	1,300		Saline	1,900	14	690
Fillmore	3,200	14	Sarpy	4,700	65	3,040
Franklin	2,400		Saunders	5,600	64	3,610
Frontier	1,500		Scotts Bluff	10,500		
Furnas	3,300		Seward	4,200	18	760
Gage	8,800	21	Sheridan	2,900		
Garden	1,200		Sherman	1,900		
Garfield	900		Sioux	1,000		
Gosper	800		Stanton	1,900	23	430
Grant	200		Thayer	3,500		
Greeley	1,600		Thomas	400		
Hall	10,600		Thurston	2,500	13	320
Hamilton	3,000	18	Valley	2,300		
Harlan	2,200		Washington	2,900	61	2,200
Hayes	800		Wayne	2,600	12	360
Hitchcock	1,900		Webster	2,400		
Holt	4,400		Wheeler	500		
Hooker	300		York	4,600	18	840
Howard	2,300		Totals	419,400		143,630

KEARNEY

KHOL (TV)

(Target Date, Nov. 15, 1953)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Neb.
 FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 30.2 kw. Transmitter: Address, East of Axtell on State Highway 44. Make GE. Antenna: Make GE. Height, Above average terrain 550 ft.
 OPERATION: Target date, Nov. 15, 1953.
 REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Commercial Radio Equipment Co.
 PRINCIPAL STOCKHOLDERS: General Partners F. Wayne Brewster (40%) half-owner of hospital; C. E. Freas Jr. (12.5%), merchant-farming-estate; William S. Bivens (2.5%), physician; Wilbert G. Huff (10%), bottler; Brewster Hospital Inc. (20%); Harold J. Hamilton (5%), hospital administrator; Willard F. Anderson (10%), plumbing and heating.
 EXECUTIVES:
 F. Wayne Brewster, Pres. Harold J. Hamilton, Gen. Mgr.

LINCOLN

KFOR-TV

LICENSEE: Cornbelt Broadcasting Corp. Address: 48th & Vine Sts. Phone 2-6965
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5 kw. Operating Pow.: Visual 11 kw, Aural 5 kw. Transmitter: Address, 48th & Vine Sts. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type 6-Bay. Height, Above average terrain 290 ft. Above ground 361 ft.
 OPERATION: Began May 31, 1953. Hours, 5 p.m.-11:30 p.m.
 AFFILIATIONS: Network, ABC. Station, AM, KFOR.
 REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.
 SERVICES: Two studios (31x54-ft. and 76x10-ft.). Two RCA studio cameras. Two RCA film cameras. Two RCA film projectors. Gray Telejector. Gray Teoep II. Houston Fearless Model 22 film processing unit. News Service, AP Wirephoto. Library, Snader Film Library, Standard Guild Sports Library.
 PRINCIPAL STOCKHOLDER: Licensee is owned 100% by Stuart Investment Co which is owned 89% by James Stuart.
 EXECUTIVES:
 James Stuart, Pres. Richard W. Chapin, Com. Mgr.
 George T. Bastian, Exec. Vice Ken R. Greenwood, Prog. Dir.
 Pres. Charles W. Winkler, Ch. Eng.
 George X. Smith, Vice Pres. & Ken R. Greenwood, Film Buy.
 Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spc Live \$40.00, Film \$35.00. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)		Grade B (FCC Contour)		Total (Including Fringe Area)
	Population	Families in Area	Population	Families in Area	
Population	124,400		143,000		680,000
Families in Area	39,200		45,200		211,000
Area in Square Miles	845		4,105		9,887
No. of Sets (June 1)	21,000 est.		15,000 est.		101,000 est.
Retail Sales	\$147,356,000		\$127,400,000		\$815,322,000
Income Per Family	\$5,149		\$35,184		\$80,000
Income Per Capita	\$1,622		\$11,119		\$25,230

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp. Address: 40th & W St. Phone: 2-7218
 FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw. Transmitter: Address, 40th & W Sts. Make, DuM. Model Series 8,000. Antenna: Make RCA. Type 6-Bay Batching. Height, Above average terrain 366 ft. Above ground 407 ft.
 OPERATION: Began Feb. 18, 1953. Hours, 5 p.m.-11:30 p.m.
 AFFILIATIONS: Network, DuM. Station, AM, KOLN.
 REPRESENTATIVES: Sales Weed Television Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Commercial Radio Equipment Co.
 SERVICES: Two studios (37/2x47 1/2-ft. with 17-ft. ceiling and one 11x15-ft. with 10-ft. ceiling). Two DuM field camera chains. Two Holmes, Mod. LT film projectors. One DuM flying spot scanner. News Services Ur Telephoto, INS Telenews, AP. Library Snader.

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

LINCOLN (Continued)

WOLN (TV) (Continued)

PRINCIPAL STOCKHOLDERS: Licensee is owned by Fetzer Broadcasting Co. principals of which are John E. Fetzer (52%) and his wife Rhea H. Fetzer (48%). Fetzer Broadcasting Co. granted transfer of control on Aug. 19, 1953, from Cornhusker Radio & TV Corp. Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO-AM-TV Kalamazoo. Mr. Fetzer is minority stockholder KXEL Waterloo, Ia., TV applicant in Waterloo; vice president and 33 1/3 stockholder WMBD-AM-FM Peoria, Ill., TV applicant that city.

EXECUTIVES:

E. M. O'Shea, Pres.	Paul A. Jensen, Prod. Dir.
Harold E. Anderson, Vice Pres. & Gen. Mgr.	Byron Krasne, News Dir.
Otis H. Segler, Com. Mgr.	David Andrews, Dir. of Publ. Service & Educ.
William E. Lucas, Prog. Dir. & Film Buy.	William L. Morris, Cont. Dir.
Donald Ray Taylor, Ch. Eng.	Erroy Williamson, Art Dir.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$44, Film \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	235,900	304,600	430,265
Families in Area	75,300	92,775	109,675
Area in Square Miles	324	1,521	3,969
No. of Sets (May 1)	31,500	37,600	56,147
Retail Sales	\$201,625,000	\$259,333,000	\$369,488,000

OMAHA

WMTV (TV)

LICENSEE: May Broadcasting Co. Address: 2615 Farnam St. Phone: Webster 9800

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 18 kw, Aural 9 kw. Transmitter: Address, 2615 Farnam St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 590.5 ft. Above ground 550 ft.

OPERATION: Began Sept. 1, 1949. Hours, 7:45 a.m.-M.

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

AFFILIATIONS: Networks, CBS, ABC, DuM. Station, AM, KMA Shenandoah, Iowa.

REPRESENTATIVES: Sales Edward Petry & Co. Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Robert M. Silliman.

SERVICES: Two studios (45x70-ft., 1800 Sq. ft.). Five RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman 2x2" and Two Selectro-Slide (2x2) slide projectors. One Multiscopes. Houston-Fearless film processing unit. Mobile unit with two RCA camera chains. News Service, UP, Library, Capitol.

PRINCIPAL STOCKHOLDER: Pres. Edward W. May is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, owners of WOC-AM-FM-TV Davenport, Iowa, and of WHO-AM-FM Des Moines, Iowa.

EXECUTIVES:

Edward W. May, Pres.	Ray J. Schroeder, Ch. Eng.
Owen L. Saddler, Exec. Vice Pres. & Gen. Mgr.	Lew Jeffrey, Prod. Mgr.
Arden E. Swisher, Com. Mgr.	Floyd M. Kalber, News Dir.
Glenn E. Harris, Prog. Dir. & Film Buy.	Joe H. Baker, Prom. & Merch. Mgr.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	369,411	703,542
Area in Square Miles	2,656	11,184
No. of Sets (June 1)	187,810

WOW-TV

LICENSEE: Meredith WOW Inc. Address: 3509 Farnam St. Phone: Webster 3400

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3509 Farnam St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 580 ft. Above ground 495 ft.

OPERATION: Began Aug. 29, 1949. Hours, 6:45 a.m.-12:30 a.m.



How to Brand Customers in this 2 Billion Dollar Market!

The Iron: Everyone agrees television is a hard-hitting medium to sell name-brand products. In its own Missouri Valley market, WOW-TV is selling brand-conscious customers who spend nearly 2 billion dollars a year.

The Muscle: You need power to burn a sales message in. And WOW-TV has the muscle . . . being first in its area with 100,000 watts maximum power.

The Proof: The new 1953 WOW-TV Market Book will give you facts and figures . . . realistic answers to why your spots on WOW-TV produce results!



Write for free 1953 WOW-TV Market Book. Address WOW-TV, Omaha, Nebraska.

Ask your Blair-TV man for more information about this important 2 billion dollar market and the selling power of WOW-TV.



Basic N.B.C.-DUMONT Affiliate

OMAHA (Continued)

WOW-TV (Continued)

AFFILIATIONS: Networks, NBC, DuM. Station, AM, WOW.

REPRESENTATIVES: Sales Blair-TV, Inc. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (75x45x25 ft. and 30x28x18 ft.). Two studio and two field type camera chains. Two RCA TK-20A film cameras. Two GE 16mm 4PF-28 film projectors. One GE Model PF-3C opaque projector. Houston film processing unit. Mobile unit equipped with 2 RCA field chains with standard lenses. News Service, UP Telephoto. Libraries, World, Sesac, Standard.

PRINCIPAL STOCKHOLDER: Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher of Better Homes & Gardens and Successful Farming. For other holdings, see Group Ownership.

EXECUTIVES:

E. T. Meredith Jr., Pres. Lyle DeMoss, Asst. Gen. Mgr. & Film Buy.
S. Payson Hall, Dir. of TV & Radio (Meredith Publishing Co.) Fred Ebener, Com. Mgr.
Frank P. Fogarty, Gen. Mgr. Bill McBride, Prog. Dir.
William Kotera, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	468,900	382,900	1,284,600
Families in Area	142,000	119,800	396,100
No. of Sets (June 1)	106,570	52,750	187,798
Retail Sales	\$553,931,000	\$456,826,000	\$1,521,153,000
Income Per Family	\$5,301	\$4,347	\$3,840
Income Per Capita	\$1,605	\$1,360	\$1,184

NEVADA

NEVADA MARKET INDICATORS

Total Population, July 1, 1952	180,000
Total Families, 1950	40,945
Total Urban Population, 1950	91,625
Total Rural Nonfarm Population, 1950	54,997
Total Farm Population, 1950	13,461
Employed in Nonagricultural Establishments, Feb., 1953	61,400
Total Employed, 1950	63,635
Employed in Mining, Feb., 1953	4,100
Employed in Manufacturing, Feb., 1953	3,700
Employed in Construction, Feb., 1953	5,800
Employed in Agriculture, 1950	6,673
Retail Sales, 1952	\$ 238,691,000
Bank Assets, Jan. 1, 1953	\$ 240,037,000
Bank Deposits, Jan. 1, 1953	\$ 224,760,000
Major Income Sources, 1951: Agriculture 10.9%; Government 17.5%; Manufacturing Payrolls 4.1%; Trade and Service 32.5%; Other 35.0%.	
Total Income Payments, 1951	\$ 347,000,000
Per Capita Income, 1951	\$ 2,029
Median Family Income, 1950	\$ 3,613
Cash Receipts of Farms, 1952	\$ 59,192,000
Government Payments to Farmers, 1952	\$ 268,000
Value of Mineral Productions, 1950	\$ 48,499,000
New Public Construction in 1952	\$ 33,700,000
Motor Vehicle Registration, 1952	94,178
Number of Telephones, 1952	58,400
Number of Electrical Connections, 1952	57,811
Number of Gas Utilities Connections, 1952	3,500

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEVADA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953	(CBS) Television Per Cent
Churchill	6,161	9,238	1,295	105		
Clark	48,289	80,176	17,288	2,794		
Douglas	2,029	2,270	320	127		
Elko	11,654	15,144	3,046	568		
Esmeralda	614	152	31	37		
Eureka	896	855	457	102		
Humboldt	4,838	6,581	1,671	381		
Lander	1,850	1,672	381	84		
Lincoln	3,837	2,472	738	153		
Lyon	3,679	3,284	1,002	112		
Mineral	5,560	4,349	1,680	120		
Nye	3,101	2,855	1,098	81		
Ormsby	4,172	5,267	1,421	355		
Pershing	3,103	3,813	712	53		
Storey	671	429	132	33		
Washoe	50,205	90,137	15,359	5,986		
White Pine	9,424	9,997	2,628	427		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Churchill	1,800			Lyon	1,000		
Clark	19,100			Mineral	2,200		
Douglas	500			Nye	1,000		
Elko	3,400			Ormsby	1,200		
Esmeralda	200			Pershing	1,000		
Eureka	300			Storey	300		
Humboldt	1,400			Washoe	19,100		
Lander	500			White Pine	2,600		
Lincoln	1,000			Totals	56,600		

LAS VEGAS

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: P. O. Box 1510. Phone: 4646

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5. Transmitter: Address, Wilbur Clark's Desert Inn. Make GE. Anter. Height, Above average terrain 510 ft. Above ground 290 ft.

OPERATION: Began July 1, 1953. Hours, 5 p.m.-11 p.m.

AFFILIATIONS: Networks CBS, NBC, ABC, DuM. Station, AM, KLAS.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

SERVICES: One studio (30x50 ft.). Two GE camera chains. One rear screen projector. Two Holmes 16mm film projectors. One 35mm monochrome scaner. News Service, UP. Library, TBA.

PRINCIPAL STOCKHOLDERS: Pres. R. G. Jolley (33.33%), contractor; Tr. Frederick G. Stoye (16.67%), broadcaster; Herman Greenspun (5%), publisher of Las Vegas Sun. Messrs. Jolley and Stoye own Las Vegas Broadcasters Inc., licensee of KLAS.

EXECUTIVES:

R. G. Jolley, Pres. Edward O'Dwyer, Com. Mgr.
Fred Stoye, Secy.-Treas. Marian Komar, Nat. Sls. Mgr.
Alex Struthers, Sta. Mgr. & John Ryken, Prog. Dir.
Film Buy. Gregg Gelhart, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$... Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Ar.
Population	101,300	121,200	132,000
Families in area	32,000	40,000	42,600
Area in Square Miles	920	4,800	9,000
No. of Sets (June 1)	2,500	2,750	2,900

RENO

KZTV (TV)

(Target Date, Sept. 1953)

LICENSEE: Nevada Radio-Television Inc. Address: P. O. Box 2448. Phone: 3-39...

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 2.7 kw, Aural 1.4. Transmitter: Address, 770 East Fifth St. Make, RCA. Model TT-500... Antenna: Make RCA. Type TF-6A1. Height, Above average terrain minus 517 ft. Above ground 119 ft.

OPERATION: Target date, Sept. 1953.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra, Inc. Washington Attorney Haley, Doty & Schellenberger. Consulting Engineer Robert L. H... met (San Francisco).

SERVICES: One studio (48x50 ft.) and one news booth. One Dage Vidic camera chain. One RCA film camera. Two 16mm film projectors. One Gray Telop II. One opaque projector. News service AP.

PRINCIPAL STOCKHOLDERS: Owned 50% by Donald W. Reynolds and 50% by Southwestern Publishing Co. (Las Vegas Review-Journal), which Reynolds owns. For Mr. Reynolds' other holdings, see Group Ownership, and Newspaper Ownership.

EXECUTIVES:

Donald W. Reynolds, Pres. Richard Colon, Com. Mgr.
Harry Huey, Gen. Mgr. & Louis Zegerman, Prog. Dir.
Film Buy. Claud Scott, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$270, Film \$225. Minute spot Live \$45, Film \$30. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	72,000	108,000
Families in area	18,000	27,000
Retail Sales	\$88,740,000	\$90,137,000
Income per Family	\$6,285	\$6,347
Income per Capita	\$2,101	\$2,083

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

NEW HAMPSHIRE MARKET INDICATORS

Total Population, July 1, 1952	538,000
Total Families, 1950	134,255
Total Urban Population, 1950	306,806
Total Rural Nonfarm Population, 1950	179,266
Total Farm Population, 1950	47,170
Employed in Nonagricultural Establishments, Feb., 1953	169,400
Total Employed, 1950	202,681
Employed in Mining, Feb., 1953	100
Employed in Manufacturing, Feb., 1953	83,700
Employed in Construction, Feb., 1953	5,400
Employed in Agriculture, 1950	13,235
Retail Sales, 1952	\$ 553,277,000
Bank Assets, Jan. 1, 1953	\$ 693,769,000
Bank Deposits, Jan. 1, 1953	\$ 612,874,000
Major Income Sources, 1951: Agriculture 3.0%; Government 15.9%; Manufacturing Payrolls 32.5%; Trade and Service 24.8%; Other 23.8%	
Total Income Payments, 1951	\$ 747,000,000
Per Capita Income, 1951	\$ 1,444
Median Family Income, 1950	\$ 2,875
Total Internal Revenue Collections, 1952	\$ 121,036,498
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 58.38
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 10,333,000
Cash Receipts of Farms, 1952	\$ 66,751,000
Government Payments to Farmers, 1952	\$ 500,000
Value of Mineral Production, 1950	\$ 1,711,000
New Public Construction in 1952	\$ 20,600,000
Motor Vehicle Registration, 1952	181,497
Number of Telephones, 1952	156,400
Number of Electrical Connections, 1952	215,255
Number of Gas Utilities Connections, 1952	37,500

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	TV Sets 1953 (CBS)	Television Per Cent (CBS)
Belknap	26,632	34,394	10,529	870	1,150	14%
Roll	15,868	16,790	5,942	500	690	14%
Cheshire	38,811	34,217	11,898	924	4,280	36%
Isis	35,932	31,849	10,624	870		
Wafton	47,923	50,134	14,416	1,878		
Windsor	156,987	174,405	54,539	3,702	29,930	63%
Merrimack	63,022	58,176	16,315	1,987	8,590	48%
Rockingham	70,059	70,360	23,771	1,769	15,990	73%
Sufford	51,567	51,068	15,915	1,718	8,050	54%
Sullivan	26,441	31,884	8,915	626	2,840	36%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Television Homes			County	Per Cent Television Homes		
	Total Homes	Television Homes	Per Cent		Total Homes	Television Homes	Per Cent
Belknap	8,200	19	1,520	Hillsboro	47,500	68	32,450
Roll	4,900	19	910	Merrimack	17,900	47	8,420
Cheshire	11,900	39	4,590	Rockingham	21,900	71	15,640
Isis	9,900			Stratford	14,900	62	9,240
Wafton	13,600			Sullivan	7,900	39	3,060
				Totals	158,600		75,830

KEENE

WKNE-TV

(Target Date, not set)

LICENSEE: WKNE Corp. Address: 17 Dunbar St. Phone: 2080

FACILITIES: Chan. 45. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 12.5 kw. Transmitter: Address, Walpole Township, New Hampshire. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 800 ft. Above ground 375 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WKNE.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Joseph K. Close (61.78%), Treas. George W. Smith (9%). Same interests own WKNY-AM-TV Kingston, N. Y.

EXECUTIVES:

Joseph K. Close, Pres. Frank B. Estes, Gen. Mgr.

DATE INFORMATION: Class A one hour Live \$150.

BROADCASTING • TELECASTING

NEW JERSEY MARKET INDICATORS

Total Population, July 1, 1952	5,103,000
Total Families, 1950	1,263,570
Total Urban Population, 1950	4,186,207
Total Rural Nonfarm Population, 1950	543,822
Total Farm Population, 1950	105,300
Employed in Nonagricultural Establishments, Feb., 1953	1,794,300
Total Employed, 1950	1,962,632
Employed in Mining, Feb., 1953	4,400
Employed in Manufacturing, Feb., 1953	848,300
Employed in Construction, Feb., 1953	81,000
Employed in Agriculture, 1950	49,245
Retail Sales, 1952	\$ 5,656,555,000
Bank Assets, Jan. 1, 1953	\$ 6,523,363,000
Bank Deposits, Jan. 1, 1953	\$ 6,032,489,000
Major Income Sources, 1951: Agriculture 1.9%; Government 12.7%; Manufacturing Payrolls 34.5%; Trade and Service 24.4%; Other 26.5%	
Total Income Payments, 1951	\$ 8,813,000,000
Per Capita Income, 1951	\$ 1,885
Median Family Income, 1950	\$ 3,670
Total Internal Revenue Collections, 1952	\$ 1,999,448,198
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 74.17
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 44,745,000
Cash Receipts of Farms, 1952	\$ 358,129,000
Government Payments to Farmers, 1952	\$ 888,000
Value of Mineral Production, 1950	\$ 46,391,000
Total New Construction in 1952	\$ 1,135,000,000
New Private Construction in 1952	\$ 822,400,000
New Public Construction in 1952	\$ 312,600,000
Motor Vehicle Registration, 1952	1,746,068
Number of Telephones, 1952	1,863,000
Number of Electrical Connections, 1952	1,717,984
Number of Gas Utilities Connections, 1952	1,260,600

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEW JERSEY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	TV Sets 1953 (CBS)	Television Per Cent (CBS)
Atlantic	132,399	212,874	54,444	6,641	22,900	53%
Bergen	539,139	527,966	180,575	13,567	158,060	89%
Burlington	135,910	120,157	36,095	2,758	32,890	87%
Camden	300,743	321,058	96,778	6,849	83,400	89%
Cape May	37,131	61,961	19,353	1,334	9,830	75%
Cumberland	88,597	108,097	29,184	2,047	26,320	93%
Essex	905,949	1,198,218	312,713	31,677	238,130	86%
Gloucester	91,727	76,229	23,682	1,906	26,260	89%
Hudson	647,437	603,904	202,135	15,914	197,010	99%
Hunterdon	42,736	52,102	12,696	920	10,490	76%
Mercer	229,781	302,804	74,875	6,292	60,920	93%
Middlesex	264,872	298,062	90,422	6,507	70,380	87%
Monmouth	225,327	317,445	92,169	8,316	61,570	84%
Morris	164,371	179,840	58,511	4,445	46,500	93%
Ocean	56,622	109,781	30,523	2,822	17,180	83%
Passaic	337,093	446,212	113,789	8,590	101,180	93%
Salem	49,508	48,890	14,160	1,053	14,920	95%
Somerset	99,052	104,223	31,293	2,345	25,120	84%
Sussex	34,423	38,453	11,629	600	8,280	76%
Union	398,138	472,975	142,495	11,595	110,810	89%
Warren	54,374	55,304	15,141	688	12,560	73%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Television Homes			County	Per Cent Television Homes		
	Total Homes	Television Homes	Per Cent		Total Homes	Television Homes	Per Cent
Atlantic	43,200	57	24,690	Middlesex	80,900	89	71,910
Bergen	177,600	90	158,980	Monmouth	73,300	89	65,020
Burlington	37,800	85	32,160	Morris	50,000	80	39,820
Camden	93,300	79	73,910	Ocean	20,700	74	15,350
Cape May	13,100	69	9,020	Passaic	108,800	93	101,440
Cumberland	28,300	88	24,860	Salem	15,700	94	14,740
Essex	276,900	93	256,580	Somerset	29,900	80	24,010
Gloucester	29,500	83	24,530	Sussex	10,900	82	8,910
Hudson	199,000	95	188,470	Union	124,500	88	109,850
Hunterdon	13,800	88	12,160	Warren	17,200	72	12,360
Mercer	65,500	95	62,220	Totals	1,509,900		1,330,990

ASBURY PARK

WRTV (TV)

(Target Date, Late 1953)

LICENSEE: Atlantic Video Corp. Address: 710 Mattison Ave.

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 4.2 kw, Aural 2.1 kw. Transmitter: Address, Intersection of State Routes 35 & 4N, Eatontown, N. J. Make, RCA. Antenna: Make RCA. Height, Above average terrain 470 ft. Above ground 490 ft.

OPERATION: Target date, Late 1953.

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

SERVICES: One studio (46 x 36 ft.).

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Walter Reade Jr. (49.7%), Vice Pres.-Secy, Edwin Gage (49.2%), both executives of Walter Reade Theatres chain in New Jersey and New York.

EXECUTIVES:

Walter Reade Jr., Pres.-Treas. Harold Burke, Coor. Dir.
Edwin Gage, Vice Pres.-Secy.

ATLANTIC CITY

WFPG-TV

LICENSEE: Neptune Broadcasting Corp. Address: Steel Pier. Phone: 5-2188 & 5-5965.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw. Transmitter: Address, Murray & Ohio Aves. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24B. Height, Above average terrain 426 ft. Above ground 448 ft.

OPERATION: Began Dec. 21, 1952. Hours, 10:30 a.m.-11:15 p.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WFPG.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. One RCA MI-26131 scanner. Gray Telop II.

PRINCIPAL STOCKHOLDERS: Pres. Fred Weber (31.43%), Jack N. Berkman (10%), Louis Berkman (10%), Allen H. Berkman (10%), Richard Teitlebaum (10%), Helen Teitlebaum (10%), John J. Laux (10%), WPIT Pittsburgh, Pa. (8.57%). Same interests own WSTV Steubenville, Ohio; WPIT Pittsburgh, Pa.; WBMS Boston, Mass. For other holdings, see Group Ownership.

EXECUTIVES:

Fred Weber, Pres. Elaine Bartolomei, Film Buy.
Blair K. Thron, Opr. Dir. Pearl Kogen, Off. Mgr.
Russell E. Truex, Com. Mgr. Sue Hanna, Traffic Mgr.
Ed Davis, Prog. Dir. Jessie Morris, Cont. Dir.
Earle Godfrey, Plant Supvr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population, 314,647; households, 147,204; radio homes, 144,950; No. of sets (June 1), 12,257 UHF; retail sales, \$431,139,000.

WOCN (TV)

(Target Date, not set)

LICENSEE: Matta Enterprises. Address: 1223 Braddock Ave., Braddock, Pa.

FACILITIES: Chan 52. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, 208 North Maine Ave. Make, RCA. Antenna: Make RCA. Height, Above average terrain 370 ft. Above ground 391 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned equally by William G. and G. C. Matta, coal mine operators, also owners of WLOA Braddock, Pa.

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

NEWARK

WATV (TV) (NEW YORK, N. Y.)

LICENSEE: Bremer Broadcasting Corp. Address: 1020 Broad St. Phone: Mitchell 2-6400 and Barclay 7-3260.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw. Operating Pow.: Visual 50 kw, Aural 28.5 kw. Transmitter: Address, Ft. Mt., West Orange, N. J. [Due to move to Empire State Bldg., Sept. 1953.] Make, DuM. Model 12,000. Antenna: Make Andrews. Ty, Skew. Height, Above average terrain 595 ft. Above ground 203 1/2 ft.

OPERATION: Began May 1948. Hours, Noon-1 a.m.

AFFILIATIONS: Stations, AM, WAAT. FM, WAAT-FM.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Seg Smith & Hennessey.

SERVICES: Three studios (90 x 100 ft., 12 x 20 ft., and 70 x 48 ft.). Three RC camera chains. Two RCA film cameras. Four RCA film projectors. DuM scanner. RCA mobile unit. News Service, AP. Library, Sesac.

PRINCIPAL STOCKHOLDERS: Irving R. Rosenhaus and family are principal stockholders. In addition Frank V. Bremer holds 10%.

EXECUTIVES:

Irving Robert Rosenhaus, Pres. & Gen. Mgr. Robt. B. Macdougall, Dir. of Educ. Act.
Edmund S. Lennon, Com. Mgr. Grace Reese, Traffic Dir.
George Green, Prog. Dir. Ralph Armatrudi, Art. Dir.
Frank V. Bremer, Ch. Eng. Lou Frankel, Prom. Dir.
Robert Paskow, Film Buy. Lester R. Gerken, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$225, Film \$200. Frequency discounts from 5% for 52 times up to 15% for 500 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Populations	10,955,038	12,411,515	
Families in Area	1,181,200		1,509,900
Area in Square Miles	1,739	5,324	
No. of Sets (June 1)	1,063,350		1,334,350

NEW BRUNSWICK

WDHN (TV)

(Target Date, not set)

LICENSEE: Home News Publishing Co. Address: 137 Church St.

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 87 kw, Aural 49 kw. Transmitter: Address, State Highway No. 25, 1/4-mile North of Raritan Riv. Make, DuM. Antenna: Make RCA. Height, Above average terrain 430 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Pres. Elmer B. Boyd (58%), real estate and food manufacturer; Hugh N. Boyd (18%), Kathleen Boyd Martin (15%), Ru Boyd Talbot (9%). Licensee publishes New Brunswick Home News, Weekly Metuchen Recorder and Linden Observer, all New Jersey.

WTLV (TV)*

(Target Date, Feb., 1954)

*(Noncommercial-Educational)

LICENSEE: New Jersey Department of Education. Address: University Heights Phone: Charter 7-3450.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 105.2 kw, Aural 52.0 kw. Transmitter: Address, Washington State Park, Dunellen, N. J. Make DuM. Model Series 15,000. Antenna: Make RCA. Type TFU-24BL Sic. Height, Above average terrain 782 ft. Above ground 461 ft.

OPERATION: Target date Feb. 1954.

REPRESENTATIVES: Consulting Engineer Paul Godley Co. (Montclair, N. J.).

SERVICES: One studio (20 x 40 ft.). Two DuM. camera chains. One Holm 16mm film projector. One Besler Co. opaque projector. One GPL film processing unit. One GPL video recorder.

PRINCIPAL STOCKHOLDERS: Owned and operated by State of New Jersey Dept. of Education.

EXECUTIVES:

Frederick M. Raubinger, Comm. of Educ. Edward C. Rasp Jr., TV Supvr.
William King, Coordinator of Audio-Visual Educ. Norman A. Lucas, Ch. Eng.

TRENTON

WTTM-TV

(Target Date, not set)

CENSÉE: Peoples Broadcasting Corp. Address: 541 E. State St. Phone: 5.8515.

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 18.45 kw, Aural 0.23 kw. Transmitter: Address, 541 E. State St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 385 ft. Above ground 447 ft. OPERATION: Target date not set.

AFFILIATION: Station, AM, WTTM.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Paul Godley Co. (Upper Montclair, N. J.)

PRINCIPAL STOCKHOLDERS: Peoples Broadcasting Corp., a subsidiary of Farm Bureau Life Insurance Co., Columbus, Ohio, is also the licensee of WOL-AM-FM Washington, D. C., and of WRFD Worthington, Ohio, and has purchased WMNN Fairmont, W. Va., pending FCC approval.

EXECUTIVES:

James H. West, Chmn. Herbert E. Evans, Vice Pres.
M. D. Lincoln, Pres. Fred L. Bernstein, Gen. Mgr.

NEW MEXICO

NEW MEXICO MARKET INDICATORS

Total Population, July 1, 1952	725,000
Total Families, 1950	159,885
Total Urban Population, 1950	341,889
Total Rural Nonfarm Population, 1950	207,475
Total Farm Population, 1950	131,823
Employed in Nonagricultural Establishments, Feb., 1953	169,400
Total Employed, 1950	206,544
Employed in Mining, Feb., 1953	15,200
Employed in Manufacturing, Feb., 1953	16,300
Employed in Construction, Feb., 1953	11,700
Employed in Agriculture, 1950	37,942
Bank Assets, 1952	\$ 644,927,000
Bank Deposits, Jan. 1, 1953	\$ 469,768,000
Bank Deposits, Jan. 1, 1953	\$ 444,450,000
Major Income Sources, 1951: Agriculture 15.8%; Government 22.2%; Manufacturing Payrolls 5.4%; Trade and Service 22.6%; Other 34.0%	
Total Income Payments, 1951	\$ 916,000,000
Per Capita Income, 1951	\$ 1,301
Median Family Income, 1950	\$ 2,653
Total Internal Revenue Collections, 1952	\$ 110,527,387
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 71.17
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 19,336,000
Cash Receipts of Farms, 1952	\$ 242,559,000
Government Payments to Farmers, 1952	\$ 1,730,000
Value of Mineral Production, 1950	\$ 210,294,000
New Public Construction in 1952	\$ 82,200,000
Motor Vehicle Registration, 1952	271,848
Number of Telephones, 1952	146,500
Number of Electrical Connections, 1952	196,668
Number of Gas Utilities Connections, 1952	105,300

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEW MEXICO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Bernalillo	145,673	179,020	38,021	5,437	12,470	27%
Catron	3,533	1,264	523			
Chaves	40,605	50,146	10,019	1,650		
Curry	16,761	15,118	2,905	437		
Doña Ana	23,351	31,874	5,584	924		
El Paso	2,958	4,372	711	181		
Doña Ana	39,557	30,906	7,022	769	*3,020	29%
Grant	40,640	50,385	12,138	2,075		
Harding	21,849	19,832	4,539	564		
Guadalupe	6,772	4,581	1,441	190		
Hidalgo	3,013	1,850	186	52		
Lea	5,095	5,624	895	85		
Lincoln	30,717	42,525	8,046	1,070		
Los Alamos	7,409	5,191	1,211	171		
McKinley	10,476	6,272	2,982	956		
Mora	8,753	8,857	2,279	241		
Otero	27,451	18,941	3,208	259		
Quay	8,720	1,959	517	87		
Rio Arriba	14,909	10,368	3,005	414		
Sandoval	13,971	18,266	3,950	804		
Santa Fe	24,997	8,889	2,687	307		
Torrance	16,409	16,436	3,632	681		
Union	12,438	2,591	610	80	300	13%
Valencia	18,292	10,901	1,689	360		
San Miguel	26,512	14,684	3,938	527		
Santa Fe	38,153	40,628	7,507	1,769		
Torrance	7,186	7,479	1,711	381		

BROADCASTING • TELECASTING

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Socorro	9,670	4,684	1,022	221		
Taos	17,146	6,729	2,331	247		
Torrance	8,012	4,196	774	140		
Union	7,372	7,647	1,494	163		
Valencia	22,481	12,712	3,078	518		

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & percent figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes	County	Total Homes	Per Cent Television Homes
Bernalillo	46,200	33	15,090	McKinley	5,900
Catron	800		Mora	2,100	
Chaves	12,800		Otero	4,200	
Colfax	4,300		Quay	4,200	
Curry	7,700		Rio Arriba	5,800	
Doña Ana	1,000		Roosevelt	4,800	
Doña Ana	10,400	12	Sandoval	2,500	
Eddy	13,300		San Juan	4,400	
Grant	6,000		San Miguel	6,100	
Guadalupe	1,600		Santa Fe	10,300	
Harding	600		Sierra	2,500	
Hidalgo	1,300		Socorro	2,500	
Lea	10,300		Taos	3,800	
Lincoln	1,900		Torrance	1,900	
Los Alamos	3,500		Union	2,100	
Luna	2,600	12	310	Valencia	5,300
			Totals	192,700	23
					1,210
					18,190

ALBUQUERQUE

KGGM-TV

(Target Date Nov. 1, 1953)

LICENSEE: New Mexico Broadcasting Co. Address: Box 1294.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 89.1 kw, Aural 45.0 kw. Transmitter: Address, Sandia Crest. Make, RCA. Model 2AH Temporary. Antenna: Make RCA. Type 6AH. Height, Above average terrain 4,203 ft. Above ground 174 ft.

OPERATION: Target date Nov. 1, 1953.

AFFILIATIONS: Network, CBS. Station, AM, KGGM.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Dempsey & Kopolovitz. Consulting Engineer A. Earl Cullum Jr. (Dallas, Tex.).

SERVICES: Studio (10,800 sq. ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two RCA slide projectors.

PRINCIPAL STOCKHOLDERS: Pres. A. R. Hebenstreit (74%), Vice Pres. S. P. Vidal (25%). Same interests own KVSF Santa Fe, N. M.

EXECUTIVES:

A. R. Hebenstreit, Pres. & Gen. Mgr. Leonard Dodds, Ch. Eng.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 340,000; Families in Area, 93,000; Area in Square Miles, 31,416; No. of Sets (June 1), 28,000; Retail Sales, \$320,000,000; Income per Family, \$5,905; Income per Capite, \$1,639.

KOAT-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Alvarado Broadcasting Co. Address: 122 S. Tulane Dr., S.E. Tel. 5-7501.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 24.8 kw, Aural 12.4 kw. Transmitter: Address, 6 miles West of Albuquerque. Make, DuM., Model 8,000. Antenna Make RCA. Type, TF-6AH. Height, Above average terrain 783 ft. Above ground 538 ft.

OPERATION: Target date Sept. 15, 1953.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Pres. Herbert Wimberly (49.5%), Vice Pres. Albert M. Cadwell (49.5%), who also own KTRC Santa Fe and lease KRSN Los Alamos, New Mexico.

SERVICES: Two studios (22 x 37 ft. & 22 x 30 ft.). Two DuM. dual camera chains. One Bodde P-3AC rear screen projector. One DuM. multi-scanner. One mobile unit with Raytheon microwave facilities.

EXECUTIVES:

Herbert Wimberly, Pres. Ted L. Snider, Pgm. Dir. & Film Buy.
Albert M. Cadwell, Vice Pres. William H. Carman, Ch. Eng.
Phil Hoffman, Gen. & Com. Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot, Live \$45, Film \$45. Frequency discounts from 5% for 13 times to 30% for 260 times. Rate Card No. 1.

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

ALBUQUERQUE (Continued)

KOB-TV

LICENSEE: Albuquerque Broadcasting Co. Address: 234 Fifth Street, SW. Phone: 3-4411.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 905 Buena Vista, SE. Make, RCA. Model TT-5A. Antenna: Make RCA. Type Sperturnstile. Height, Above average terrain 70 ft. Above ground 138 ft.

OPERATION: Began Nov. 1948. Hours, 3 p.m.-11:05 p.m.
AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Station, AM, KOB.

REPRESENTATIVES: Sales, Branham Co. Washington Attorney Pierson & Ball. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio (20 x 30 ft.) and auxiliary studio (25 x 30 ft.). Two RCA TK-30A camera chains. One RCA TK-20A film camera. Two RCA 16C film projectors. Two-Selectroscope 2 x 2" scanners. Composite 16mm film processing unit. Mobile unit. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Pres. Wayne Coy (50%), former FCC chairman, and Time Inc. (50%). Time Inc. publishes Time, Life, Fortune, and Architectural Forum magazines and owns 80% of KDYL-AM-FM-TV Salt Lake City, Utah.

EXECUTIVES:

Wayne Coy, Pres. & Gen. Mgr. Jack B. Turley, Exec. Prod.
George S. Johnson, TV Sta. Mgr. Lawrence Billmaier, Ch. Transmitter & Ch. Engr.
Rolf F. Nielsen, Com. Mgr.
Dorothy B. Smith, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$267.50, Film \$250. Minute spot Film \$42. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	115,900	50,600	243,197
Families in Area	34,600	11,600	65,042
Area in Square Miles	286	1,476	10,850
No. of Sets (June 1)	17,646	5,916	27,162
Retail Sales	\$168,123,000	\$10,897,000	\$236,368,250
Income per Family	\$6,008	\$5,905	\$5,705
Income per Capita	\$1,793	\$1,639	\$1,526

CLOVIS

(Target Date, not set)

LICENSEE: Telepolitan Broadcasting Co. Address: c/o Sid Pipkin, Star Route.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 10.12 kw, Aural 5.1 kw. Transmitter: Address, 1/2 mile North of Clovis on State Highway 18. Make, RCA. Antenna: Make RCA. Height, Above average terrain 500 ft. Above ground 517 ft.

OPERATION: Target date not set.
PRINCIPAL STOCKHOLDERS: Owned equally by Sid S. and Sam W. Pipkin, farming.

ROSWELL

KSWs-TV

LICENSEE: John A. Barnett. Address: Box 670. Phone: 3737.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 53.1 kw. Transmitter: Address, Comanche Hill. Make, Fed. Model FTL-19A. Antenna: Make Fed. Type 16-Bay. Height, Above average terrain 905 ft. Above ground 790 ft.

OPERATION: Began June 24, 1953. Hours, 4 p.m.-11:30 p.m.
AFFILIATIONS: Networks, ABC, DuM. Station, AM, KSWs.

REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney A. L. Stein. Consulting Engineer George Gautney.

SERVICES: One studio (25 x 30). Fed. camera chains. Fed. film camera. Two GPL PA-100A film projectors. Fed. flying spot scanner. News Service. AP. Library, Snader.

PRINCIPAL STOCKHOLDER: Mr. Barnett is an oil producer and a consulting geologist.

EXECUTIVES:

John A. Barnett, Own. Leon Lord, Prog. Dir.
J. C. Porter, Gen. Mgr. Ray Summersgill, Ch. Eng.
Paul B. McEvoy, Sls. Dir.

RATE INFORMATION: Class A one hour Film \$150.00. Minute spot Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 181,060; Families in Area, 52,170; No. of Sets (June 1), 7,000; Retail Sales, \$199,413,000.

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

SANTA FE

KTVK (TV)

(Target Date, not set)

LICENSEE: Greer & Greer. Address: Lansic Bldg.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 54 kw, Aural 27 k. Transmitter: Address, 2 miles North of Santa Fe. Make, RCA. Antenna: Make RCA. Height, Above average terrain 420 ft. Above ground 600.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney I. E. Lambert. Consulting Engineer. A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned equally by E. John Greer and Saloma S. Greer, New Mexico and Colorado theatre operators.

NEW YORK

NEW YORK MARKET INDICATORS

Total Population, July 1, 1952	15,179,
Total Families, 1950	3,862,000
Total Urban Population, 1950	12,682,
Total Rural Nonfarm Population, 1950	1,570,000
Total Farm Population, 1950	577,
Employed in Nonagricultural Establishments, Feb., 1953	5,874,700
Total Employed, 1950	5,944,
Employed in Mining, Feb., 1953	10,900
Employed in Manufacturing, Feb., 1953	2,014,
Employed in Construction, Feb., 1953	191,200
Employed in Agriculture, 1950	172,
Retail Sales, 1952	\$18,196,751,000
Bank Assets, Jan. 1, 1953	\$54,420,567,
Bank Deposits, Jan. 1, 1953	\$48,421,247,000
Major Income Sources, 1951: Agriculture 1.2%; Government 13.4%; Manufacturing Payrolls, 23.3%; Trade and Service 31.4%; Other 30.7%	
Total Income Payments, 1951	\$30,555,000,
Per Capita Income, 1951	\$ 1,900
Median Family Income, 1950	\$ 3,
Total Internal Revenue Collections, 1952	\$12,887,342,000
Average Weekly Earnings Manufacturing Workers, Feb. 1953	\$ 71
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 124,778,000
Cash Receipts of Farms, 1952	\$ 929,958,000
Government Payments to Farmers, 1952	\$ 4,988,000
Value of Mineral Production, 1950	\$ 156,529,000
Total New Construction in 1952	\$ 2,471,300,000
New Private Construction in 1952	\$ 1,581,100,000
New Public Construction in 1952	\$ 890,200,000
Motor Vehicle Registration, 1952	3,980,500
Number of Telephones, 1952	6,210,100
Number of Electrical Connections, 1952	4,986,600
Number of Gas Utilities Connections, 1952	3,677,700

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

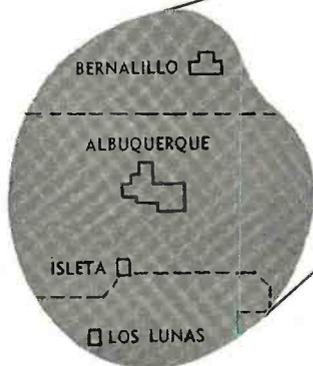
NEW YORK MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953	(CBS) Televi- Per C.
Albany	239,386	360,381	78,280	5,292	60,750	79%
Allegany	43,784	39,391	11,093	1,010	3,300	25%
Bronx	1,451,277	1,147,073	480,432	28,311	380,210	85%
Broome	184,698	218,973	55,471	5,577	31,130	58%
Cattaraugus	77,901	88,842	23,063	2,310	9,680	41%
Cayuga	70,136	77,678	19,405	1,535	11,900	72%
Chautauqua	135,189	173,596	46,260	3,623	22,540	51%
Chemung	86,827	118,690	27,668	2,276	4,730	17%
Chenango	39,138	39,413	10,351	564	4,960	41%
Clinton	53,622	51,581	13,276	1,006	10,820	79%
Columbia	43,182	42,583	12,693	876	7,410	65%
Cortland	37,158	47,852	11,055	601	3,380	25%
Delaware	44,420	52,955	11,279	1,052	23,060	62%
Dutchess	136,781	171,634	56,731	3,727	251,380	93%
Erie	899,233	1,094,514	283,415	27,900	21,900	93%
Essex	35,086	28,298	9,147	1,111	9,980	58%
Franklin	44,830	53,360	14,302	1,074	10,220	72%
Fulton	51,021	37,902	17,394	1,235	4,770	53%
Genesee	47,584	57,025	12,897	1,122	5,400	49%
Greene	28,745	38,916	10,683	765	8,540	71%
Hamilton	4,105	4,135	1,948	87	7,360	28%
Herkimer	61,407	64,408	19,533	1,304	774,880	93%
Jefferson	85,521	106,208	24,921	2,760	2,170	37%
Kings	2,738,175	2,492,636	908,350	60,688	6,110	55%
Lewis	22,521	21,774	5,439	295	8,520	32%
Livingston	40,257	39,382	9,933	815	125,950	92%
Madison	46,214	54,530	13,871	1,445	11,090	58%
Monroe	487,632	604,875	150,890	17,560	204,830	94%
Montgomery	59,594	73,607	20,004	1,475	407,280	62%
Nassau	672,765	838,171	264,005	17,553	47,810	82%
New York	1,960,101	4,459,707	700,057	111,197	59,580	90%
Niagara	189,992	213,234	53,857	5,076	86,400	83%
Oneida	222,855	243,648	64,585	4,915	9,860	56%
Onondaga	341,719	430,077	113,200	11,045	38,100	87%
Ontario	60,172	70,156	17,505	1,300	19,400	87%
Orange	152,255	199,491	55,190	4,736	6,300	89%
Orleans	29,832	32,638	9,133	685	19,400	87%
Oswego	77,181	75,415	22,046	2,052	7,290	45%
Otsego	50,763	61,494	16,148	1,370		

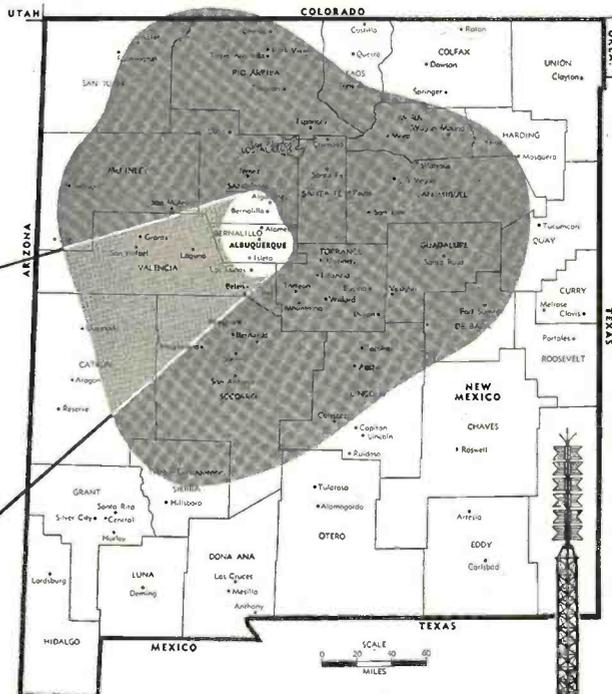
On Nov. 1s , 1953

KOB TV will DOUBLE its COVERAGE

⊗ A new modern transmitter, specially designed antennae system, and the highest site above average terrain in the nation will combine on November 1, 1953, to give KOB-TV increased coverage that by conservative calculations is expected to serve 260,867 additional people—to bring television to 61,734 families, new families not presently served by any television station.



ABOVE: Present Class A and B coverage of KOB-TV, the Albuquerque Metropolitan Area: 46,200 families.

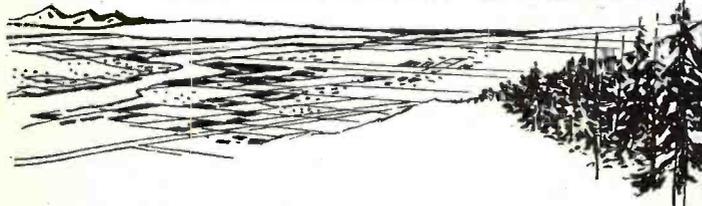


ABOVE: Calculated 28db/u coverage of KOB-TV from new Sandia Crest location: 107,934 families.

CHANNEL 4 • NBC "A five year listening habit in 'New Mexico'"

On November 1, KOB-TV will climax five years of pioneering TV operation by beginning service from a completely new transmitter located on the highest point in central New Mexico—Sandia Crest, 10,832 feet above sea level and 4,200 feet above average terrain. KOB-TV will thus bring television for the first time to a new market of 61,734 families and provide vastly improved service throughout the present rich Albuquerque Metropolitan Area, a market of 46,200 families which for five years has been served exclusively by KOB-TV. Simultaneously, added studio facilities, increased production personnel and continued emphasis on program selection will combine to keep KOB-TV, New Mexico's FIRST station, FIRST by an ever-widening margin.

National Representatives
THE BRANHAM COMPANY



KOB TV

Owners: Wayne Coy and Time, Inc.
ALBUQUERQUE
The ATOMIC Station
 in the ENERGY Market



NEW YORK MARKET DATA BY COUNTIES

County	1950 Population	1952 (\$000) Retail Sales	1952 (\$000) Food Sales	1952 (\$000) Drug Sales	(CBS)	(CBS)
					1953 TV Sets	1953 Per Cent Television
Putnam	20,307	29,766	9,123	594	4,030	62%
Queens	1,550,849	1,559,531	558,477	35,526	467,330	93%
Rensselaer	132,607	146,051	40,496	2,853	32,970	81%
Richmond	191,555	171,883	68,810	4,433	50,960	93%
Rockland	89,276	80,430	28,247	2,094	21,950	93%
St. Lawrence	98,897	99,322	28,471	2,413		
Saratoga	74,869	77,738	22,381	1,799	18,870	81%
Schenectady	142,497	186,339	48,592	4,426	34,780	74%
Schoharie	22,703	26,486	6,312	390	3,710	53%
Schuyler	14,182	15,730	3,509	305	2,390	53%
Seneca	29,253	24,456	6,775	633	4,190	53%
Steuben	91,439	97,382	26,405	2,211	5,520	20%
Suffolk	276,129	330,776	103,332	7,595	63,750	79%
Sullivan	40,731	79,222	25,526	2,225	8,320	64%
Tioga	30,166	31,246	8,557	525	4,510	47%
Tompkins	59,122	66,618	16,814	1,415	5,850	34%
Ulster	92,621	113,914	35,643	2,228	9,440	32%
Warren	39,205	68,595	16,424	1,586	8,800	71%
Washington	47,144	40,489	13,370	1,202	9,450	69%
Wayne	57,323	61,539	14,402	1,286	11,990	67%
Westchester	625,816	781,775	252,872	19,919	166,960	89%
Wyoming	32,822	34,135	7,425	660	3,900	41%
Yates	17,615	26,625	10,403	467	3,190	56%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent		Television Homes	County	Per Cent		Television Homes
	Total Homes	Television			Total Homes	Television	
Albany	76,900	81	62,540	Niagara	58,300	78	45,610
Allegany	13,200	34	4,470	Oneida	66,200	88	58,420
Bronx	447,300	68	305,740	Onondaga	104,100	88	92,090
Broome	56,600	67	37,870	Ontario	17,600	53	9,360
Cattaraugus	23,600	57	13,530	Orange	45,900	82	37,860
Cayuga	21,100	74	15,700	Orleans	9,400	66	6,240
Chautauqua	44,200	57	25,270	Oswego	23,100	82	18,890
Chemung	27,800	37	10,260	Otsego	16,200	45	7,320
Chenango	12,100	53	6,410	Putnam	6,500	64	4,180
Clinton	13,600	18	2,510	Queens	502,500	84	423,270
Columbia	13,700	80	10,900	Rensselaer	40,700	85	34,480
Cortland	11,400	73	8,360	Richmond	54,800	89	48,910
Delaware	13,500	28	3,840	Rockland	23,600	86	20,220
Dutchess	37,200	64	23,870	St. Lawrence	27,000		
Erie	270,300	93	250,980	Saratoga	23,300	76	17,790
Essex	10,200	23	2,300	Schenectady	47,000	76	35,920
Franklin	12,600	11	1,420	Schoharie	7,000	56	3,910
Fulton	6,200	60	3,720	Schuyler	4,500	54	2,420
Genesee	14,200	71	10,150	Seneca	7,900	54	4,250
Greene	9,000	56	5,020	Steuben	27,600	25	6,990
Hamilton	1,300	53	690	Suffolk	80,700	74	60,020
Herkimer	19,100	76	14,490	Sullivan	13,000	61	7,940
Jefferson	26,300	38	9,950	Tioga	9,600	51	4,880
Kings	833,200	80	666,080	Tompkins	17,200	42	7,220
Lewis	6,400	38	2,440	Ulster	25,500	34	10,090
Livingston	11,100	51	5,710	Warren	12,400	76	9,430
Madison	13,900	56	7,790	Washington	13,700	66	9,070
Monroe	153,600	86	132,020	Wayne	17,900	68	12,210
Montgomery	18,800	60	11,270	Westchester	187,600	83	155,560
Nassau	217,900	90	196,390	Wyoming	9,500	49	4,630
New York	656,900	65	430,180	Yates	5,700	53	3,030
				Totals	4,614,200		3,450,590

ALBANY

WPTR-TV

(Target Date, not set)

LICENSEE: Patroon Broadcasting Co. Address: Hotel Ten Eyck.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow. Visual 257 kw, Aural 135 kw. Transmitter: Address, E. Berne Rd. Make, GE. Antenna: Make GE. Height Above average terrain 1,010 ft. Above ground 248 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WPTR.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. J. Myer Schine, Vice Pres. W. R. David (2.5%), Secy. Howard Antevil, Treas. John A. May, Harold E. Blodgett (30%), Bertha Ryan Asch (10%), and M. L. Prescott (2.5%). Schine Chain Theatres Inc., exhibitor, owns 55%.

WROW-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Hudson Valley Broadcasting Co. Address: 248 State St. Phc Albany 3-2225.

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 Transmitter: Address, Mt. Helderberg. Make, GE. Antenna: Make C Height, Above ground 900 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 4:00 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Prince, Te Crampton & Goodson, Consulting Engineer Frank McIntosh.

SERVICES: Two camera chains. One GE film camera. One Du M. film project.

PRINCIPAL STOCKHOLDERS: Pres. John J. Quinlan (11.5%), Treas. Louis Gross (11.5%), Vice Pres. Hyman Abrahms (7.2%), Exec. Vice Pres Harry L. Goldman (11.4%) and Secy. Hyman Rosenblum (11.4%).

EXECUTIVES: Harry L. Goldman, Gen. Mgr. Charles Heisler, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60 Rate Card No. 1.

MARKET INFORMATION: (Grade A FCC Contour) Population, 1,118,925; Families in Area, 336,300

WTVZ (TV)*

(Target Date, not set)

*(Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 Transmitter: Address, Albany. Make, GE. Antenna: Make GE. Height Above average terrain 1,410 ft. Above ground 541 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of St of New York.

BINGHAMTON

WNBF-TV

LICENSEE: Clark Assocs. Inc. Address: 40 Wall St. Phone: Binghamton 3-7311.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 310 kw, Aural kw. Operating Pow.: Visual 200 kw, Aural 120 kw Transmitter: Address, Ingraham Hill Rd. Make RCA. Model TT20AH. Antenna: Make Type 12-Bay, Ty 28H. Height, Above average terrain 820 ft. Above ground 376 ft.

OPERATION: Began Dec. 1, 1949. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WNBF.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Bingham, C lins, Porter & Kistler. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio (18 x 30-ft.). Two RCA field camera chains. One R film camera. Two RCA 16mm film projectors. One TDC 2 x 2" slide projector. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: John C. Clark is principal stockholder.

EXECUTIVES:

Cecil D. Mastin, Vice Pres. & Dir. Louveer H. Stantz, Ch. Eng. Stanley N. Heslop, Sls. Mgr. E. W. Farneti, Comp. Edward M. Scala, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$648. Film \$500. Minute spot Live \$130.50. Film \$100. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	464,001	569,345	1,033,346
Families in Area	122,105	149,828	271,933
Area in Square Miles	5,030	5,170	10,200
No. of Sets (June 1)	104,800	38,485	143,285
Retail Sales	\$490,115,000	\$576,251,000	\$1,066,366,000
Income Per Family	\$5,269	\$5,248	\$5,258
Income Per Capita	\$1,387	\$1,381	\$1,384

BINGHAMTON (Continued)

WQTV (TV)*

(Target Date, not set)

(* Noncommercial-Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Address: On grounds of state Veterans Hospital on eastern edge of Binghamton. Make, GE. Antenna: Make GE. Height, Above average terrain 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of state of New York.

BUFFALO

WBEN-TV

LICENSEE: WBEN Inc. Address: Hotel Statler. Phone: Mohawk 0930.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 54 kw, Aural 27 kw. Operating Pow.: Visual 54 kw, Aural 27 kw. Transmitter: Address, Route 2, Holland, N. Y. Make, RCA. Model TT-10-AL. Antenna: Make RCA. Type Super-gain, 14-bay. Height, Above average terrain 1,206 ft. Above ground 1,057 ft.

OPERATION: Began May 14, 1948. Hours, 7:00 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney Spearman & Roberson. Consulting Engineer A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (22 x 44-ft. and 22 x 36-ft.). Six RCA, two field and four studio, camera chains. One RCA film camera. Two Eastman 16mm film projectors. Two Selectro Slide scanners. One RCA mobile unit. News Services, UP, AP, INS, Library, Lang-Worth, Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

EXECUTIVES:

Edward H. Butler, Pres.	John L. Hutchinson Jr., Exec. Prod.
Alfred H. Kirchofer, Vice Pres.	Ralph J. Kingsley, Tech. Dir.
C. Robert Thompson, Gen. Mgr.	R. Glenn Beerbower, Asst. Tech. Dir. in Chg. of TV
George R. Torge, Sta. Mgr.	Joseph A. Haefner, Prom Mgr.
Nicholas J. Malter, Sls. Mgr.	Quentin P. Renner, Film Buy.
Fred A. Keller, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$800. Film \$800. Minute spot Live \$140. Film \$140. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,173,000	931,000	2,104,000
Households in Area	-----	-----	494,383
Area in Square Miles	3,490	6,577	10,067
No. of Sets (June 1)	-----	-----	353,759
Retail Sales	-----	-----	\$1,610,771,000

WBES-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Buffalo-Niagara Television Corp. Address: Suite 150, Hotel Lafayette. Phone: Madison 6484.

FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Pent-house Lafayette Hotel. Make, GE. Model TT-25-A. Antenna: Make GE. Type TT-25-F. Height, Above average terrain 417 ft. Above ground 428 ft.

OPERATION: Target date Nov. 1, 1953. Hours, 4:00 p.m.-12:00 midnight.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney A. L. Stein. Consulting Engineer John H. Mullaney.

SERVICES: One studio (23 x 36-ft.). Two GE Type PE-8-B camera chains. One GE Type PE-5-A film camera. Two GE Synchro-Lite PF-5-A film projectors. One GE, Type PF-4-A scanner. One GE PF-4-A opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Charles R. Diebold (33-1/3%), president of Western Savings Bank. Buffalo: Vice Pres. Joseph Davis (33-1/3%), president, Davis Heating & Refrigeration Contractors Inc., Buffalo: Secy.-Treas. Vincent M. Gaughan (33-1/3%), Buffalo Attorney.

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



The Right Spot...

For Your Spot...

ADVERTISING!

WNBF-TV—

the only **VHF** station serving Southern New York and Northern Pennsylvania—steadily beaming a powerful 200,000 watts to all or part of 28 counties whose estimated 1952 effective buying income is well over \$2,000,000,000 yearly*

* Sales Management's "Survey of Buying Power" as of May 10, 1953

200 KW **WNBF-TV** CH. 12

BINGHAMTON, N. Y.

National Representative: The Bolling Company



WBUF-TV
CHANNEL 17 BUFFALO

will give the

TELE-VIEWERS of the Nation's

14th BUY-INGEST Market

★ the finest programs of

3 MAJOR NETWORKS
ABC • DUMONT • CBS

★ **WBUF-TV will give its**
ADVERTISERS

★ 1,450,000 people, over \$2,000,000,000
effective buying power

★ 5,000 square foot 'drive-in' studio

★ 4 camera chains, remotes, 2 x 2
slides, 4 x 5 telop

BUFFALO'S TELEVISION CITY
CHANNEL 17

H-R TELEVISION, Inc.

New York
Chicago
Los Angeles
San Francisco

NEW YORK

BUFFALO (Continued)

WBES-TV (Continued)

EXECUTIVES:

Charles R. Diebold, Pres. Frank B. Ridgeway, Ch. Eng.
Roger M. Baker, Gen. Mgr.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,045,811	1,152,601	1,173,959
Families in Area	294,296	324,495	330,535
Area in Square Miles	960	2,336	2,083
No. of Sets (June 1)	257,560	282,259	288,361
Retail Sales	\$1,256,254,427	\$1,382,105,051	\$1,394,105,053
Income Per Family	\$6,539	\$6,146	\$6,000
Income Per Capita	\$1,834	\$1,745	\$1,700

WBUF-TV

LICENSEE: WBUF-TV Inc. Address: 184 Barton St. Phone: Summer 1717.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 39 kw.
Operating Pow.: Visual 17 kw, Aural 8.5 kw. Transmitter: Address, 184
Barton St. Make, DuM. Model 15,000. Antenna: Make Workshop Assoc
Type 24-section slotted. Height, Above average terrain 428 ft. Above
ground 420 ft.

OPERATION: Began Aug. 17, 1953.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Pierson
& Ball. Consulting Engineer Kear & Kennedy.

SERVICES: Three studios (63 x 73-ft., 25 x 40-ft. and 25 x 40 ft.). Four DuM.
dolly mounted camera chains. One Iconoscope film camera. Two 16mm
film projectors. Gray twin-barrel slide projector. Two DuM. field camera
chains. One microwave relay.

PRINCIPAL STOCKHOLDERS: Sherwin Grossman (25.5%) and Gary L. Cohen
(25.5%).

EXECUTIVES:

Sherwin Grossman, Pres., Gen. Mgr. & Pgm. Dir. Pat Swift, Com. Mgr.
Gary L. Cohen, Exec. Vice Pres. Ernest E. Rety, Ch. Eng.
Tom Maloney, Asst. Pgm. Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Live \$45.00.
Film \$35.00. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	899,238	325,191	1,224,919
Families in Area	340,000
Retail Sales	\$1,307,748,000
Income Per Family	\$6,093
Income Per Capita	\$1,773

WTVF (TV)*

(Target Date, not set)
(*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o
Dr. Lewis A. Wilson, U. of State of New York, State Dept. of Educa-
tion, Albany.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw.
Transmitter: Address, Buffalo. Make, GE. Antenna: Make GE. Height,
Above average terrain 647 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting
Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the
state of New York.

ELMIRA

WECT-TV

(Target Date, Oct. 1, 1953)

LICENSEE: El-Cor Television Inc. Address: Hawley Hill.

FACILITIES: Chan. 18. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 33 kw
Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Hawley
Hill. Make, RCA. Antenna: Make Workshop. Type WA-25-18-NF2-BT
Height, Above average terrain 780 ft. Above ground 324 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney Segal, Smith
& Hennessey.

SERVICES: Two studios (24 x 30-ft. and 9 x 9-ft.). Two camera chains. DuM.
Scanner film camera. Federal scanner. Houston-Fearless film processing
unit. 16mm camera.

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

ELMIRA (Continued)

WECT-TV (Continued)

PRINCIPAL STOCKHOLDERS: Corning Leader Inc. (51%), also owns daily newspaper, Corning Leader, and stockholders own WCLI Corning; Elmira-Star-Gazette Inc. (49%) owns Elmira Star-Gazette, (Gannett newspaper) and WNEY Elmira. (For other Gannett newspapers, see newspaper ownership.)

EXECUTIVES:

E. S. Underhill Jr., Pres. Allen N. Bell, Ch. Eng.
Walter A. Valerius, Gen. Mgr.

WTVE (TV)

LICENSEE: Elmira Television. Address: 366 N. Main St. Phone: Elmira 3-2426.

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 39 kw, Aural 19.5 kw. Operating Pow.: Visual 16.5 kw, Aural 9 kw. Transmitter: Address, T. V. Hill, South Mountain. Make, RCA. Model TTUIB. Antenna: Make RCA. Type 24 gain. Height, Above average terrain 900 ft. Above ground 483 ft.

OPERATION: Began June 15, 1953. Hours, 5:00 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Forjoe TV Inc. Washington Attorney Loucks, Zias. Young & Jansky. Consulting Engineer Kear & Kennedy.

SERVICES: One RCA film camera. Two RCA film projectors. Gray Telejector slide projector. Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: John S. Booth (50%) and Thompson K. Cassel (50%).

EXECUTIVES:

T. K. Cassel, Gen. Mgr. Robert Beurket, Ch. Eng.
Shaun F. Murphy, Com. Mgr. Sid Barbet, Film Buy.
James F. Pattison, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	296,600	87,900	384,500
Families in Area	51,000	22,000	73,000
No. of Sets (June 1)	6,000	6,000
Retail Sales	\$282,792,000	\$68,427,000	\$351,219,000
Income Per Capita	\$1,226	\$1,072

ITHACA

WHCU-TV

(Target Date, Nov. 15, 1953)

LICENSEE: Cornell U. Address: Savings Bank Bldg.

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: Address, Connecticut Hill, Newfield, N. Y. Make, GE. Antenna: Make GE. Height, Above average terrain 1,200 ft. Above ground 440 ft.

OPERATION: Target date Nov. 15, 1953.

AFFILIATION: Station, AM, WHCU.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer Howard G. Smith.

PRINCIPAL STOCKHOLDER: Cornell U. is sole owner.

EXECUTIVES:

Michael Hanna, Gen. Mgr.

WIET (TV)*

(Target Date, not set)
*(Non-commercial-Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: Address, Connecticut Hill, 10 miles southwest of Ithaca. Make, GE. Antenna: Make GE. Height, Above average terrain 1,290 ft. Above ground 543 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the state of New York.

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

JAMESTOWN

WJTN-TV

(Target Date, not set)

LICENSEE: James Broadcasting Co. Address: 110 W. 3d St. Phone: 7151.

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow: Visual 100 kw, Aural 56 kw. Transmitter: Address, Oak Hill Rd., Frewsburg, N. Y. Make, DuM. Antenna: Make GE. Height, Above average terrain 720 ft. Above ground 250 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WJTN. FM, WJTN-FM.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Jay E. Mason (76.63%), Vice Pres. Simon Goldman (17.97%), Secy. Hugh V. N. Bodine (.23%), Dayton S. Wilkins, Mabel Mason (4.59%) and Charles A. Lawson.

EXECUTIVES:

Jay E. Mason, Pres. J. Carl Willems, Com. Mgr.
Simon Goldman, Vice Pres. & Gen. George Peleeger, Prog. Dir.
Mgr. Harold J. Kratzert, Ch. Eng.

KINGSTON

WKNY-TV

(Target Date, not set)

LICENSEE: Kingston Broadcasting Corp. Address: 17 Dunbar St., Keene, N. H. Phone: 2080.

FACILITIES: Chan. 66. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 13.5 kw. Operating Pow.: Visual 1 kw, Aural 0.6 kw. Transmitter: Address, Plainfield St., Kingston. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BH. Height, Above average terrain 250 ft. Above ground 436 ft.

OPERATION: Target date not set.

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

REPRESENTATIVES: Sales, Meeker. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Joseph K. Close (0.99%), Vice Pres.-Gen. Mgr. Robert M. Peebles (1.46%), Treas. George W. Smith (0.2%) and WKNE Corp. (51.01%), Licensee of WKNE-AM-TV Keene, N. H.

EXECUTIVES:

Joseph K. Close, Pres. Robert L. Sabin, Com. Mgr. &
Robert M. Peebles, Gen. Mgr. Prog. Dir.

NEW YORK

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 W. 66th St. Phone: Susquehanna 7-5000

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 16.3 kw, Aural 8.15 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT-5A. Antenna: Make RCA. Type Special. Height, Above average terrain 1,378 ft. Above ground 1,465 ft.

OPERATION: Began Aug. 10, 1948. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC. Stations, AM, WABC. FM, WABC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Studio TV-1 (73 x 90-ft.), four cameras. Studio TV-4 (32 x 63-ft.), three cameras. Studios TV-5, 6 and 7 (42 x 41-ft. combined), three cameras combined. Studio TV-8 (34 x 36-ft.), three cameras. Studio TV-11 (48 x 68-ft.), four cameras. Studio TV-12 (48 x 57-ft.), four cameras. Ritz Theatre (46 x 52-ft. stage), four cameras. 58th St. Theatre (30 x 72-ft. stage), four cameras. Times Hall (30 x 72-ft. stage), four cameras. School of Radio Technique studio (34 x 88-ft.), three cameras. Two mobile units with microwave relays. News Services, AP, UP, INS, Movietone.

PRINCIPAL STOCKHOLDERS: AB-PT owns and operates WABC-AM-FM-TV New York; WENR-AM-FM and WBKB(TV) Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. AB-PT also owns a chain of 650 motion picture theatres.

EXECUTIVES:

Leonard H. Goldenson, Pres. John M. Mitchell, Vice Pres. & Gen. Mgr.
(AB-PT) J. Trevor Adams, Sls. Mgr.
Robert E. Kintner, Pres. Ardien B. Rodner, Pgm Mgr.
(ABC Div.) Frelon Fowler, Film Dir. & Buy.
Robert H. O'Brien, Exec. Vice Pres. (ABC Div.) Gene Accas, Sls. Prom Mgr.

RATE INFORMATION: Class A one hour \$3,100. Minute spot \$650. Frequency discounts. Rate Card No. 7.

NEW YORK (Continued)

WABD (TV)

LICENSEE: Allen B. DuMont Labs. Inc. Address: 515 Madison Ave. Phone: Murray Hill 8-2600.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 16.7 kw, Aural 8.4 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Empire State Bldg. Make, DuM. Model 7000. Antenna: Make RCA. Type Supergain. Height, Above average terrain 1,338 ft. Above ground 1,436 ft.

OPERATION: Began May, 1944. Hours, 12:45 p.m.-12 midnight.

AFFILIATION: Network, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Roberts & McInnis.

SERVICES: Three studios (Adelphi Theatre: 45 x 60-ft. stage, Ambassador Theatre: 45 x 60-ft. stage, Wanamaker Theatre: 55 x 70-ft.) Tele-Center (Studio 1: 84 x 50 x 30-ft., Studio 2: 75 x 40 x 30-ft., Studio 3: 75 x 40 x 30-ft., Studio 4: 75 x 40 x 30-ft., Studio 5: 101 x 72 x 40-ft.). Twenty nine DuM. camera chains. Six Bodde rear screen projectors. One Holmes rear screen projector. One Maurer film camera. Two Bolex 16mm film cameras. One Bell & Howell film camera. Four Holmes 16mm film projectors. Three DuM. scanners. Three Simplex 35mm film projectors. One Balop Jr. opaque projector. One mobile unit. Four teletypewriter units. News Service, INS, INP, Telenews. Library, Film.

PRINCIPAL STOCKHOLDER: Licensee is TV and electronics manufacturer and operates DuMont Television Network. Other owned and operated stations are WTTG(TV) Washington and WDTV(TV) Pittsburgh.

EXECUTIVES:

Allen B. DuMont, Pres.	James L. Caddigan, Prog. Dir.
Chris J. Witting, Dir.	Rodney D. Chipp, Ch. Eng.
Norman Knight, Sta. Mgr.	Henry Humphrey, Film Buy.
Lawrence L. Wynn, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$2,200, Film \$2,200. Minute spot Live \$500, Film \$500. Frequency discounts from 2 1/2% for 13-25 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION: (Total Area) Population, 14,476,000; Families in Area, 4,378,000, Area in Square Miles, 7,457; No. of Sets (June 1), 3,850,000; Retail Sales, \$16,949,561,000; Income Per Family, \$6,172; Income Per Capita, \$1,867.

WATV (TV) (NEWARK, N. J.)

LICENSEE: Bremer Broadcasting Corp. Address: 1020 Broad St., Newark, N. J. (For full listing see Newark, N. J.)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc. Address: 485 Madison Ave. Phone: Plaza 1-2345

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 43 kw, Aural 22 kw. Operating Pow.: Visual 43 kw, Aural 22 kw. Transmitter: Address, Empire State Bldg. Make, GE. Model TT-10A. Antenna: Make RCA. Type TFS-2551-5 Super-Gain. Height, Above terrain 1,282 ft. Above ground 1,332 ft.

OPERATION: Began July 1, 1941. Hours, 7:30 a.m.-1:30 a.m.

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

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney Rosenman, Goldmark, Colin & Kaye. Consulting Engineer CBS Television General Engineering Dept.

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

SERVICES: Studio: Full facilities of CBS-TV New York. Forty seven RCA, eight GPL, eleven DuM. and four GE camera chains. Two Bodde, three Trans-Lux, one Delineascope, two Vulex, two Soundview, one Golde and two Animatic rear screen projectors. One Bell & Howell Filmo Arc rear screen projector. One GPL Arc rear screen projector. One Simplex Arc rear screen projector. One GE and ten RCA film cameras. Five 16mm Eastman Kodak #250 film projectors. Two GE 16mm, six RCA 35mm and one GE 35mm film projectors. Five Gray Telop opaque projectors. One mobile unit. New Services, CBS Newfilm, AP, UP, INS.

PRINCIPAL STOCKHOLDER: CBS also owns and operates KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post), 47% of WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio Television Corp.) and 45% of KQV Pittsburgh.

EXECUTIVES:

Frank Stanton, Pres., CBS Inc.	William Lacey, Film Dir.
J. L. Van Volkenburg, Pres., CBS-TV Div.	Clarence Worden, Asst. to Gen. Mgr.
Craig Lawrence, Gen. Mgr.	Robert G. Patt, Adv. & Prom Dir.
George R. Dunham Jr., Sls. Mgr.	Morton A. Barrett, Opr. & Sls. Ser. Mgr.
Hal Hough, Prog. Dir.	
Robert G. Thompson, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$4,500, Film \$4,500. Minute spot Live \$975-800, Film \$975-800. Frequency discounts. Rate Card No. 12.

MARKET INFORMATION: (.1 mv/m Contour Area) Population, 14,887,700; Families in Area, 4,496,100; No. of Sets (June 1), 3,902,000; Retail Sales, \$17,696,871,000; Income Per Family, \$6,157; Income Per Capita, \$1,859.44.

WGTV (TV)*

(Target Date, not set)

*(Non-commercial-Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Address, New York. Make, GE. Antenna: Make GE. Height, Above average terrain 680 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of state of New York.

WNBT (TV)

LICENSEE: National Broadcasting Co. Address: 30 Rockefeller Plaza. Phone: Circle 7-8300

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 14.5 kw, Aural 7.25 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT 25-BL. Antenna: Make RCA. Type Superturnstile. Height, Above average terrain 1,445 ft. Above ground 1,465 ft.

OPERATION: Began July 1, 1941. Hours, 6:55 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WNBC. FM, WNBC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales Dept. Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Studio facilities of NBC. For live programming: Two RCA image orthicon cameras, one microphone boom. Fixed microphones as required, lighting equipment, maximum crew of one production, one program assistant and ten other operating personnel. For film programming: Studio fully equipped for showing 35mm and 16mm silent and sound film, 35mm slide projector and baloptican, announcer studio, maximum crew of one production man and four other operating personnel. News Services, AP, INS, UP.

NEW YORK (Continued)

WNBT (TV) (Continued)

PRINCIPAL STOCKHOLDER: Owned and operated by National Broadcasting Co., a subsidiary of Radio Corp. of America. NBC also owns and operates WRC-AM-FM and WNBW (TV) Washington, D. C.; WMAQ-AM-FM and WNBQ (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco and KNBH (TV) Hollywood.

EXECUTIVES:

David Sarnoff, Chmn. Hamilton Shea, Vice Pres. & Gen. Mgr.	Max Buck, Dir. of Prom. Adv. & Merc.
Ernest de la Ossa, Sta. Mgr.	Philip Dean, Dir. of Publ.
Richard Pack, Prog. Dir.	Jackie Robinson, Dir. of Comm. Act.
Charles Colledge, Ch. Eng.	Steven Krantz, Prog. Mgr.
Theodore Zaer, Cont.	James Hulbert, Prod. Supvr.
Jay Heifin, Sls. Mgr.	Peter Affe, Opr. Mgr.

RATE INFORMATION: Class A one hour Live \$4,250, Film \$4,250. Minute spot Live \$750 Film \$750. Frequency discounts. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	13,508,398	15,185,057	16,072,100
Families in Area	4,104,072	4,578,839	4,841,600
No. of Sets (May 1)	3,312,762	3,710,442	3,901,250
Retail Sales	\$15,958,861,000	\$17,962,731,000	\$19,103,704,000
Income Per Family	\$6,106	\$6,155	\$6,137
Income Per Capita	\$1,872	\$1,856	\$1,849

WOR-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway. Phone: Longacre 4-8000

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 130 kw, Aural 65 kw. Transmitter: Address, North Bergen, N. J. (Planning move to Empire State Bldg.) Make, GE. Model TT6D. Antenna: Make GE. Type TX14F. Height, Above average terrain 975 ft. Above ground 807 ft.

OPERATION: Began Oct. 5, 1949. Hours: 12:00 noon-12:00 midnight.

AFFILIATIONS: Stations, AM, WOR. FM, WOR-FM.

REPRESENTATIVES: Sales, WOR-TV Sales, New York, Boston and Chicago: H-R Representatives, West Coast. Washington Attorney Pierson & Ball. Consulting Engineer Earl M. Johnson, vice president in charge of engineering.

SERVICES: Seven studios (one 83 x 70-ft., two 55 x 70-ft., one 30 x 30-ft. and three 12 x 16-ft.). Seventeen RCA and DuM. camera chains. One TV Specialties rear screen projector. Five RCA film cameras. Seven RCA. GE and Simplex film projectors. Three slide projectors. Two opaque projectors. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: Owned by General Tire & Rubber Co., Akron. Besides WOR Div., General Teleradio operates Yankee Network Div. and Don Lee Network Div. Yankee Networks owns and operates WNAC-AM-TV Boston, WGTR(FM) Worcester, WEAN Providence, and WONS Hartford, Conn. Don Lee owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

EXECUTIVES:

Thomas F. O'Neil, Pres.	Frank Kizis, Sls. Ser. Mgr.
James M. Gaines, Vice Pres. (stations)	Robert M. Hoffman, Res. Mgr.
Julius F. Seebach Jr., Vice Pres. (operations)	Lawrence Menkin, Prog. Dir.
Robert C. Mayo, Sls. Dir.	Milford Fenster, Film Buy.
John F. Sloan, Sls. Mgr.	Ivan Reiner, Prod. Mgr.
Charles Singer, Ch. Eng.	Warren Wade, Exec. Prod.
George R. Jameson, Midwest Sls. Mgr.	Joseph St. Georges, Prom. Mgr.

RATE INFORMATION: Class A one hour \$1,500. Minute spot \$200. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 16,745,200; Families in Area, 4,929,700; No. of Sets (June 1), 4,090,000; Retail Sales, \$18,874,000,000; Income Per Family, \$6,255; Income Per Capita, \$1,842.

WPIX (TV)

LICENSEE: WPIX Inc. Address: 220 E. 42d St. Phone: Murray Hill 2-6500

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT 20-AH. Antenna: Make RCA. Type Super Gain. Height, Above average terrain 1,410 ft. Above ground 1,464 ft.

OPERATION: Began June 15, 1948. Hours: 9:00 a.m.-1:00 a.m.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer A. D. Ring & Assoc.

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

SERVICES: Four live studios. Fifteen RCA image orthicon camera chains. One Trans-Lux rear screen projector. Three RCA iconoscope film cameras. Four RCA 16mm and two 35mm film projectors. Three Goldo 2 x 2" slide projectors. Houston developer film processing unit. Two RCA mobile units. News Services, UP, AP, Movietone.

PRINCIPAL STOCKHOLDERS: Licensee is owned by News Syndicate Co., publisher of N. Y. News and in turn owned by Tribune Co., publisher of Chicago Tribune, Washington Times-Herald and owner of WGN, WGNB (FM) and WGN-TV Chicago.

EXECUTIVES:

F. M. Flynn, Pres.	John Patterson, Sls. Mgr.
Fred M. Thrower, Gen. Mgr.	Walter Engels, News & Special Events Mgr.
Leavitt J. Pope, Asst. Gen. Mgr. & Opr. Mgr.	Leslie Hollingsworth, Publ. & Pub. Rel. Mgr.
Lou Ames, Prog. Dir.	
Thomas E. Howard, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$300, Film \$300. Frequency discounts from 2 1/2% for 13 times up to 30% for 1040 times. Rate Card No. 4.

MARKET INFORMATION: (Grade B, FCC Contour) No. of Sets (June 1), 3,535,000.

POUGHKEEPSIE

WEOK-TV

(Target Date, Jan., 1954)

LICENSEE: Mid-Hudson Broadcasters Inc. Address: 385 Main St. Phone: Poughkeepsie 8300

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 60 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, 385 Main St. Make, DuM. Antenna: Make RCA Type TFU-24BL. Height, Above average terrain 230 ft. Above ground 397 ft.

OPERATION: Target date Jan., 1954.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Arthur J. Barry Jr. (75%).

EXECUTIVES:

Arthur J. Barry Jr., Pres. & Gen. Mgr.	Richard Crans, Prog. Dir. & Film Buy.
Frank T. Breslin, Com. Mgr.	John Burke, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	360,000	550,000
Families in Area	90,000	150,000
No. of Sets (June 1)	60,000	-----
Area in Square Miles	625	2,500
Retail Sales	-----	\$586,000,000

BROADCASTING



TELECASTING

NEW YORK OFFICES

► 444 Madison Avenue ◀

Plaza 5-8355

ROCHESTER

WHAM-TV

LICENSEE: Stromberg-Carlson Co. Address: 100 Carlson Rd. Phone: Culver 7240
 FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 23.4 kw, Aural 11.8 kw. Transmitter: Address, Pinnacle Hill. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 4 Section Turnstile. Height, Above average terrain 497 ft. Above ground 325 ft.
 OPERATION: Began June 11, 1949. Hours, 7:00 a.m.-12:30 a.m.
 AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WHAM, FM, WHFM (FM).
 REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Segal, Smith & Hennessey.
 SERVICES: Seven studios. Six RCA TK30A camera chains. Two RCA film cameras. Two RCA and two Eastman Kodak film projectors. One Dual GE PF-3C slide projector. One 3/4 x 4" opaque projector. Linn TV mobile truck. News Service, UP. Library, World, Standard.
 PRINCIPAL STOCKHOLDERS: Licensee is radio-TV receiver and electronics manufacturer.

EXECUTIVES:

William Fay, Vice Pres. & Gen. Mgr.
 John W. Kennedy Jr., Com. Mgr.
 Chas. W. Siverson, Prog. Dir.
 Kenneth Gardner, Ch. Eng.
 Dave Manning, Film Buy.

RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spot Live \$150, Film \$120. Frequency discounts from 5% for 20 times up to 20% for 260 times. Rate Card No. 7A.

MARKET INFORMATION: (Grade A, FCC Contour) Families in Area, 220,000; No. of Sets (June 1), 184,000.

WHEC-TV

(Target Date, Dec. 1, 1953)

LICENSEE: WHEC Inc. Address: 40 Franklin St.
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 59.2 kw. Transmitter: Address, Pinnacle Hill. Make, GE. Antenna: Make Andrew Corp. Height, Above average terrain 351 ft. Above ground 325 ft.
 OPERATION: Target date Dec. 1, 1953. Shares time with WVET-TV Rochester.
 AFFILIATION: Networks, ABC, CBS, Station, AM, WHEC.
 REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer B. C. O'Brien, Rochester.
 PRINCIPAL STOCKHOLDERS: Pres, Frank E. Gannett, Vice Pres. Clarence Wheeler, Secy.-Treas. H. W. Cruickshank and Francke P. Pickard (14.25%). Gannett Co. (Rochester Times-Union and Democrat & Chronicle) owns 85.75%. (For other Gannett newspapers, see newspaper ownership.)

WRNY-TV

(Target Date, not set)

LICENSEE: Genesee Valley-Television Co. Address: 1073 Clinton Ave., N. Phone: Locust 9880
 FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 135 kw. Transmitter: Address, Pinnacle Hill, Brighton, N. Y. Make, GE. Antenna: Make GE. Height, Above average terrain 437 ft. Above ground 325 ft.
 OPERATION: Target date not set.
 AFFILIATION: Station, AM, WRNY.
 REPRESENTATIVES: Sales, Everett McKinney, Washington Attorney Cohn & Marks. Consulting Engineer A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Stanley J. Bachman (25%), Bernard S. Bachman (25%) and Schine Chain Theatres (50%). Messrs. Stanley and Bernard Bachman hold 100% interest in WRNY (AM). Schine Chain Theatres also owns WPTR-AM-TV Albany, N. Y.

EXECUTIVES:

Stanley J. Bachman, Pres.
 Louis W. Schine, Vice Pres.
 Bernard S. Bachman, Treas.
 Howard N. Antevil, Secy.

WROH (TV)*

(Target Date, not set)

*(Non-commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.
 FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address: Rochester. Make, GE. Antenna: Make GE. Height, Above average terrain 721 ft. Above ground 540 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.
 PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the state of New York.

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

WVET-TV

(Target Date, Dec. 1, 1953)

LICENSEE: Veterans Broadcasting Co. Address: 17 Clinton Ave. S. Phone: Hamilton 4820.
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 59 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Pinnacle Hill. Make, GE. Model TT69-TF4A Ampl. Antenna: Make GE. Height, Above average terrain 500 ft. Above ground 300 ft.
 OPERATION: Target date Dec. 1, 1953. Shares time with WHEC-TV Rochester.
 AFFILIATION: Networks, ABC, CBS, Station, AM, WVET.
 REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Frank U. Fletcher. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.
 PRINCIPAL STOCKHOLDERS: Stock is owned and subscribed by more than 100 stockholders including Ervin F. Lyke, WVET general manager-chief engineer, who is president-treasurer and will be 3.1% owner after new stock is issued; Vice Pres. Paul C. Louthier (1.54%), Secy. Grantier Nevill (0.76%), attorney, and Harold Carson (1.6%) owner of KCOC Hamilton and 16.66% owner of CJVI Victoria and CKWX Vancouver.

(Target Date, not set)

LICENSEE: Star Broadcasting Co. Address: 87 Seneca St., Geneva, N. Y.
 FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 286 kw, Aural 150 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Brighton, N. Y. Make, GE. Model TT25A. Antenna: Make GE. Type TY-25A. Height, Above average terrain 435 ft. Above ground 325 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Craven, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Pres. Maurice R. Forman (71.59%) owner of Bean Adv.; Vice Pres. Thomas L. Brown (11.84%); Secy. R. Carleton Greene (4.73%), and Edward Menden (11.84%).

EXECUTIVES:

M. R. Forman, Pres.
 Thomas L. Brown, Vice Pres. & Gen. Mgr.
 R. Carleton Greene, Ch. Eng.

WRGB (TV)

SCHENECTADY

LICENSEE: General Electric Co. Address: 1 River Rd. Phone: Schenectady 7-2261.
 FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 47 kw. Operating Pow.: Visual 21.12 kw, Aural 11.73 kw. Transmitter: Address, New Scotland, N. Y. Make, GE. Model TT6A & TF3A Amplifier. Antenna: Make GE. Type 4TY-27-D1. Height, Above average terrain 1,019 ft. Above ground 314 ft.
 OPERATION: Began Feb. 26, 1942. Hours, 7:00 a.m.-12:30 a.m.
 AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WGY, FM, WGFM (FM).
 REPRESENTATIVES: Sales, NBC Spot Sales.
 SERVICES: Two studios (42 x 27-ft. and 16 x 24-ft.). Three GE studio and two GE field camera chains. Two GE iconoscope film cameras. Four GE Synchronite film projectors. GE opaque projector. One GE mobile unit. News Services, AP, UP, INS, Teleneas. Library, Snader, World, Thesaurus.
 PRINCIPAL STOCKHOLDERS: Licensee is radio-TV receiver and electronics equipment manufacturer.

EXECUTIVES:

Chester H. Lang, GE Vice Pres. of Pub. Rel.
 Robert B. Hanna Jr., Mgr., Bcstg. Sta. Dept.
 Raymond W. Welpott, Mgr. Sta. Opr.
 R. B. Tufts, Mgr. of Finance
 Robert F. Reid, Sls. Mgr.
 J. Q. Cobb, Mgr. Prom. & Publ.
 Albert G. Zink, Prog. Mgr.
 Willard J. Purcell, Eng. Mgr.
 A. O. Coggeshall, Music Librarian
 J. P. Connolly, Traffic Sup.
 M. L. Galusha, Prod. Sup.
 L. J. Christman, News Ed.
 T. B. Beebe, Script Ed.
 T. Baughn, Sr. Dir.

RATE INFORMATION: Class A one hour Live \$625. Minute spot Live \$125. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 6.

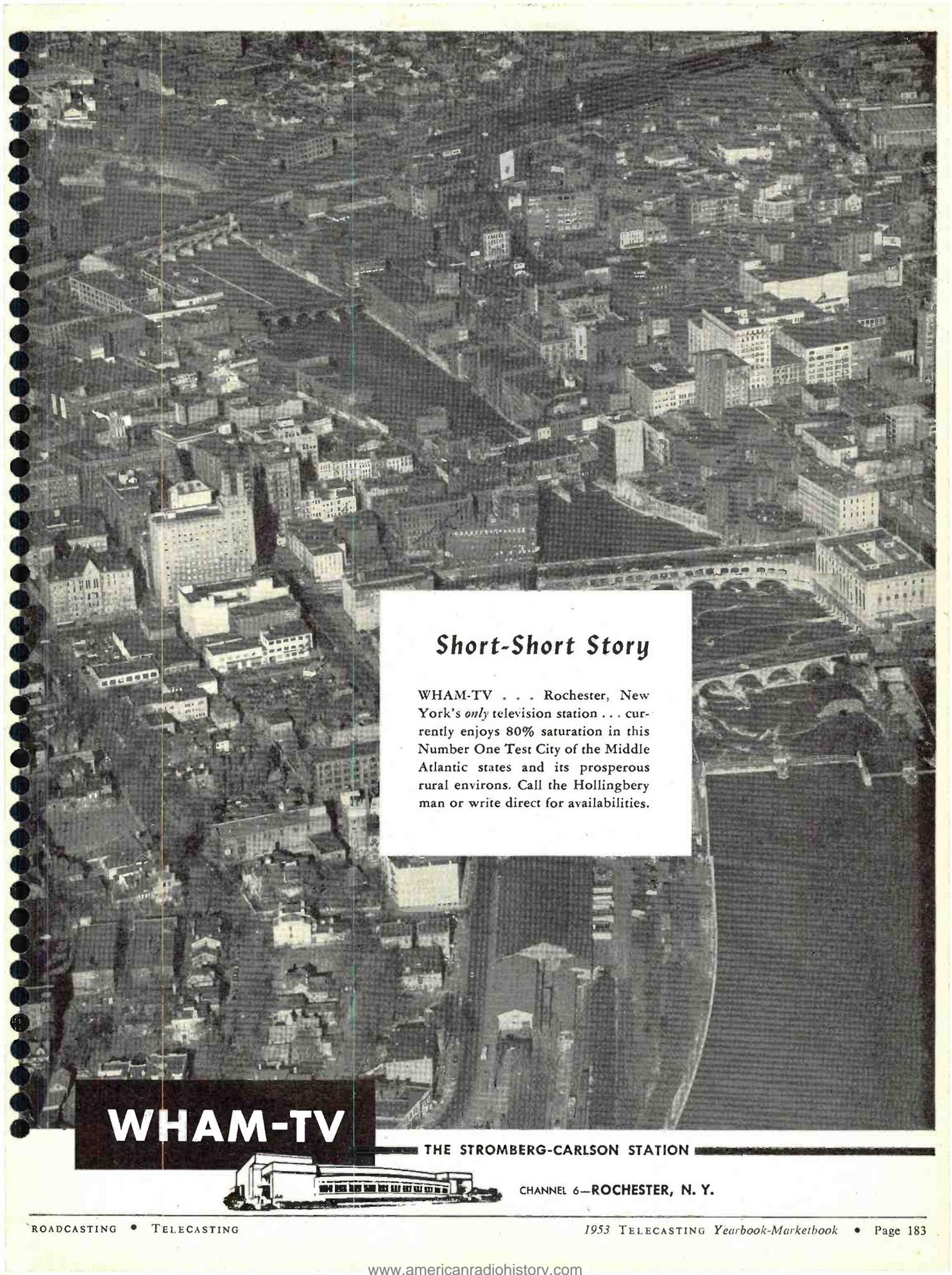
WTRI (TV)

(Target Date, not set)

LICENSEE: Van Curler Broadcasting Co. Address: Proctor Bldg. State St.
 FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 126 kw. Transmitter: Address, off Camp Pinnacle Rd., 2.2 miles west of New Salem. Make, GE. Antenna: Make GE. Height, Above average terrain 1,520 ft. Above ground 543 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Washington Attorney Arnold, Fortas & Porter. Consulting Engineer George P. Adair.
 PRINCIPAL STOCKHOLDERS: Troy Broadcasting Co. Inc. (WTRY) (50%), S. H. Fabian (12 1/2%), E. L. Fabian (12 1/2%), Samuel Rosen (12 1/2%) and Eleanor Fabian Rosen (12 1/2%).

EXECUTIVES:

H. C. Wilder, Pres.
 A. H. Chismark, Ch. Eng.
 Paul L. Jacobson, Treas.



Short-Short Story

WHAM-TV . . . Rochester, New York's *only* television station . . . currently enjoys 80% saturation in this Number One Test City of the Middle Atlantic states and its prosperous rural environs. Call the Hollingbery man or write direct for availabilities.

WHAM-TV

THE STROMBERG-CARLSON STATION



CHANNEL 6—ROCHESTER, N. Y.

SYRACUSE

EVEN TODAY THEY WATCH

Yes, even today, Cicero faithfully watches WHEN and shops the Syracuse Market.

Scipio, too, enjoys Channel 8 programming every day and forms buying habits by watching.

And Homer watches not only for enjoyment but for information on what and where to buy.



SCIPIO

CICERO

HOMER

**W·H·E·N
TELEVISION**

Cicero, Scipio and Homer, N. Y., are only three of the towns in a rich 26-county area exclusively covered by WHEN. Over 200 communities like these, composed of over 2 1/4 million people, constantly watch WHEN and buy the products advertised. These viewers are potential purchasers of your client's products, too, so take advantage of this important upstate market with its high stable buying income by getting complete coverage over WHEN.



SEE YOUR NEAREST
KATZ AGENCY

CHANNEL 8

SYRACUSE, N. Y.

WHEN (TV)

LICENSEE: Meredith Syracuse Television Corp. Address: 101 Court St. Phone: Syracuse 74-5711.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 190 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Sentinel Heights Rd., Onondaga, N. Y. Make, GE. Model TF-4A. Antenna: Make GE. Type 12-Bay. Height, Above average terrain 960 ft. Above ground 517 ft.

OPERATION: Began Dec. 1, 1948. Hours, 9:30 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

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

SERVICES: Two studios (35 x 50-ft. and 20 x 20-ft.). Four RCA TK30A camera chains. One RCA TK-20A film cameras. Two RCA TP-160 film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. Watson Tank film processing unit. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: Meredith Engineering Co. (100%). For other Meredith holdings, see group ownership.

EXECUTIVES:

E. T. Meredith Jr., Pres. Gordon Alderman, Prog. Dir. & Film Buy.
Paul Adanti, Gen. Mgr. Gene Crow, Ch. Eng.
William H. Bell, Com. Mgr. Robert Peel, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$690, Film \$650. Minute spot Live \$140, Film \$130. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	970,800	658,300	1,980,200
Families in Area	283,600	197,800	583,800
Area in Square Miles	8,343	2,843	16,830
No. of Sets (June 1)	225,000	253,000	317,800
Retail Sales	\$1,096,565,000	\$760,357,000	\$2,244,743,000
Effective Buying			
Income Per Family	\$4,669	\$5,276	\$4,568
Effective Buying			
Income Per Capita	\$1,367	\$1,506	\$1,336

WHTV (TV)*

(Target Date, not set)

*(Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: Address, Syracuse. Make, GE. Antenna: Make GE. Height, Above average terrain 560 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the State of New York.

WSYR-TV

LICENSEE: Central N. Y. Broadcasting Corp. Address: Syracuse Kemper Bldg., 224 Harrison St. Phone: Syracuse 3-7111.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Miller Hill, Sentinel Heights. Make, GE. Model TT-6C. Antenna: Make GE. Type TY-17A6. Height, Above average terrain 640 ft. Above ground 613 ft.

OPERATION: Began Feb. 15, 1950. Hours, 9:30 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WSYR. FM, WSYR-FM.

REPRESENTATIVES: Sales, Headley-Roed. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (22 x 32-ft. and 40 x 40-ft.). Two RCA field camera chains. Three DuM. field chains. Two GE film cameras. Three GE film projectors. Two 2 x 2" Golde slide projectors. Two GE Balop opaque projectors. News Services, UP, Telenews, Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is owned by S. I. Newhouse and family, publishers of Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star Ledger, Jersey City Journal, Long Island (N. Y.) Press and Star Journal, Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance and Portland (Ore.) Oregonian. Same interests own KGW Portland. (Sale pending FCC approval.)

EXECUTIVES:

E. R. Vadeboncoeur, Pres. & Mgr. Armand G. Belle Isle, Ch. Eng.
W. R. Alford Jr., Com. Mgr. E. J. McDonald, Prod. Sup.
William V. Rothrum, Prog. Dir. & Film Buy. Thomas F. McCollum, Prom. Mgr.

RATE INFORMATION: Class A one hour Film \$550. Minute spot Film \$110. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 6.

MARKET INFORMATION: (Total Area) Population, 2,230,800; Families in Area, 648,200; No. of Sets (June 1), 224,000.

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

WSYR-TV

Now **100 KW**
on
Channel **3**

**...The Only Low-Band VHF Station
in Rich Central New York**

WSYR-TV

channel 3

Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York.

UTICA

WKTV (TV)

LICENSEE: Copper City Broadcasting Corp. Address: Smith Hill Rd., Deerfield, N. Y. Phone: Utica 3-0404.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 221.8 kw, Aural 118.5 kw. Operating Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: Address, Smith Hill Rd., Deerfield, N. Y. Make, GE. Model TT6D2 + TF4A Amplifier. Antenna: Make GE. Type TY 28 H. Height, Above average terrain 794 ft. Above ground 447 ft.

OPERATION: Began Dec. 1, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney Hogan & Hartson. Consulting Engineer George Adair.

SERVICES: Two studios (45 x 45-ft. and 25 x 35-ft.). Two RCA and GE camera chains. One Trans-Lux rear screen projector. Two GE film cameras. Two GE film projectors. Three Spindler & Sauppe 2 x 2", and one GE Balop slide projectors. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDER: Myron J. Kallet who also operates Kallet Theatres Inc., movie theatre chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, Pres. J. J. McDavitt, Com. Mgr.
William T. MacNeilly, Vice Pres. Jack Fredericks, Prog. Dir.
Michael C. Fusco, Gen. Mgr. & Deforest T. Layton, Jr., Ch. Eng.
Film Buy.

RATE INFORMATION: Class A one hour Live \$425, Film \$425. Minute spot Live \$75, Film \$75. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 5.

WFRB (TV)

(Target Date, not set)

LICENSEE: Richard H. Balch. Address: 20 Whitesboro St.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 52.2 kw, Aural 26.3 kw. Transmitter: Address, at intersection of Grace Hill and Smith Hill Rds., 2.5 miles northeast of Deerfield. Make, DuM. Antenna: Make GE. Height, Above average terrain 880 ft. Above ground 531 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Sole owner is Robert H. Balch, vice president of Frost Inc., N. Y. (fishing tackle distributor, president of Horrocks-Ibbotson Co., Utica (fishing tackle manufacturer) who also holds interest in real estate and insurance companies.

WATERTOWN

WWNY-TV

(Target Date, Nov. 15, 1953)

LICENSEE: The Brockway Co. Address: Hotel Woodruff. Phone: 4120.

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, State Street Rd. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-E. Height, Above average terrain 570 ft. Above ground 363 ft.

OPERATION: Target date Nov. 15, 1953.

AFFILIATIONS: Stations, AM, WWNY, FM, WWNY-FM.

REPRESENTATIVES: Sales, Weed TV. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George C. Davis.

SERVICES: One studio (36 x 32-ft.) One GE PE-8-B camera chain. One GE PE-5-B film camera. Two GE PF-5-A film projectors. One Spindler & Sauppe TV Jr. Selectroslide slide projector.

PRINCIPAL STOCKHOLDERS: The Brockway Co. (100%) is also owner of the Watertown Daily Times and WMSA-AM-FM Massena, N. Y.

EXECUTIVES:

John B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	101,800	49,500	247,500
Families in Area	29,540	16,930	68,210
Area in Square Miles	1,747	1,722	5,842
No. of Sets (June 1)	11,000	4,000	18,000
Retail Sales	\$116,074,300	\$58,817,200	\$248,413,000
Income Per Family	\$4,255	\$4,306	\$4,294
Income Per Capita	\$1,289	\$1,209	\$1,229

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

NORTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1952	4,180,600
Total Families, 1950	939
Total Urban Population, 1950	1,368,101
Total Rural Nonfarm Population, 1950	1,317
Total Farm Population, 1950	1,376,500
Employed in Nonagricultural Establishments, Feb., 1953	989
Total Employed, 1950	1,463,300
Employed in Mining, Feb., 1953	3
Employed in Manufacturing, Feb., 1953	438,900
Employed in Construction, Feb., 1953	56
Employed in Agriculture, 1950	360,000
Retail Sales, 1952	\$ 2,997,199
Bank Assets, Jan. 1, 1953	\$ 2,408,351,000
Bank Deposits, Jan. 1, 1953	\$ 2,209,358,000
Major Income Sources, 1951: Agriculture 17.4%; Government 16.3%; Manufacturing Payrolls 24.8%; Trade and Service 21.9%; Other 19.6	
Total Income Payments, 1951	\$ 4,350,000,000
Per Capita Income, 1951	\$ 1,000
Median Family Income, 1950	\$ 2,100
Total Internal Revenue Collections, 1952	\$ 1,617,287,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 48.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 51,254,000
Cash Receipts of Farms, 1952	\$ 929,948,000
Government Payments to Farmers, 1952	\$ 6,790,000
Value of Mineral Production, 1950	\$ 26,343,000
New Public Construction in 1952	\$ 202,500,000
Motor Vehicle Registration, 1952	1,171,000
Number of Telephones, 1952	666,100
Number of Electrical Connections, 1952	1,781,400
Number of Gas Utilities Connections, 1952	68,700

* Includes South Carolina.

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Televi- Per C.
Alamance	71,220	62,723	15,303	1,631	10,420	54%
Alexander	14,554	6,232	1,386	103	1,510	43%
Allegany	8,155	2,855	597	49	*580	28%
Anson	26,781	13,955	3,053	361	2,910	47%
Ashe	21,878	6,884	1,323	106	920	18%
Avery	13,352	3,711	1,030	103	740	24%
Beaufort	37,134	28,589	7,333	613	1,370	15%
Bertie	26,439	15,384	2,767	231	1,770	30%
Bladen	29,703	14,136	3,404	322		
Brunswick	19,238	3,874	1,218	166		
Buncombe	124,403	113,827	24,507	4,156		
Burke	45,518	20,621	4,858	575	6,490	59%
Cabarrus	63,783	54,895	15,690	1,655	7,310	43%
Caldwell	43,352	24,871	7,541	671	4,600	43%
Camden	5,223	1,000	542	61	570	41%
Carteret	23,059	12,973	4,587	639		
Caswell	20,870	3,605	931	46	1,670	38%
Catawba	61,794	49,184	11,815	1,131	9,910	59%
Chatham	25,392	14,977	2,378	278	2,320	38%
Cherokee	18,234	8,716	1,947	100	850	15%
Chowan	12,540	7,145	1,639	196	380	13%
Clay	6,006	837	226	99	200	15%
Cleveland	64,357	40,847	9,447	821	8,000	50%
Columbus	50,621	31,424	6,295	866		
Craven	48,823	34,621	7,892	1,044		
Cumberland	96,006	85,438	18,561	2,383		
Currituck	6,201	2,147	687	...	740	41%
Dare	5,405	3,276	1,145	95	170	13%
Davidson	62,244	44,187	10,848	919	5,070	30%
Davie	15,420	6,726	1,680	236	1,790	46%
Duplin	41,074	16,569	4,373	502		
Durham	101,639	115,321	21,997	3,743	9,320	34%
Edgecombe	51,634	34,809	8,971	719	1,300	11%
Forsyth	146,135	122,839	26,615	3,766	16,770	44%
Franklin	31,341	11,022	2,767	377		
Gaston	110,836	85,339	23,407	2,538	15,980	54%
Gates	9,555	2,344	784	41	900	41%
Graham	6,886	2,714	597	107	260	15%
Granville	31,793	14,404	3,502	475	880	13%
Greene	18,024	4,907	924	129		
Guilford	191,057	243,827	47,860	6,177	22,530	43%
Halifax	58,377	40,129	11,049	1,008		
Harnett	47,605	28,319	6,525	1,074		
Haywood	37,631	22,708	4,146	897	1,180	12%
Henderson	30,921	25,094	6,267	724	1,980	22%
Hertford	21,453	15,067	3,200	204	1,970	41%
Hoke	15,756	5,895	1,502	95	530	16%
Hyde	6,479	1,390	831	42	200	13%
Iredell	56,303	39,989	10,510	1,102	4,620	31%
Jackson	19,261	6,926	1,384	197	970	22%
Johnston	65,906	36,374	8,034	978		
Jones	11,004	2,071	822	59		
Lee	23,522	18,364	4,151	545	1,480	25%
Lenoir	45,953	42,519	7,808	1,254		
Lincoln	27,459	16,645	3,649	101	3,400	50%
McDowell	25,720	15,057	4,180	569	3,840	59%
Macon	25,174	6,387	1,451	222	590	15%
Madison	20,522	5,345	1,163	191	550	12%
Martin	27,938	15,885	2,734	314	900	15%
Mecklenburg	197,052	244,560	47,390	6,692	34,660	62%
Mitchell	15,143	6,103	1,114	140	860	24%

NORTH CAROLINA MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Montgomery	17,260	10,733	2,990	202	1,160	27%
Morone	33,129	25,243	6,330	814	2,100	25%
Wash.	59,919	48,294	9,577	1,408		
W. Hanover	63,272	70,824	17,013	2,320		
Northampton	28,432	10,275	4,155	372	1,800	30%
Polk	42,047	22,238	5,195	948		
Orange	34,435	19,858	5,209	745	3,190	38%
Onslow	9,993	1,968	919		
Pasquotank	24,347	24,213	5,861	551	2,710	41%
Perquimans	18,423	3,966	1,279	82		
Person	9,602	6,007	1,229	43	980	41%
Rockingham	24,361	14,363	2,466	415	720	13%
Rowan	63,789	47,703	8,941	905	2,340	16%
Rocky Mt.	11,627	5,384	2,054	92	1,830	59%
Sampson	50,804	34,006	8,037	965	6,030	44%
Scotland	39,597	34,311	10,225	761	2,730	27%
Swain	87,769	57,048	11,204	1,625		
Wake	64,816	38,853	10,418	1,312	6,330	37%
Wayne	75,410	54,030	14,839	1,788	9,520	46%
Yadkin	46,356	28,065	6,744	823	6,900	59%
Yancey	49,780	19,751	4,470	494		
Ashe	26,336	17,448	3,978	370	980	16%
Beaufort	37,130	25,394	5,954	651	6,550	63%
Bladen	21,520	4,966	1,213	88	1,890	37%
Chatham	45,593	36,389	7,359	1,196	*3,360	29%
Cherokee	9,921	4,391	1,584	135	350	15%
Crawford	15,194	9,767	2,389	353	840	22%
Dalton	5,048	1,500	566	85	160	13%
DeWitt	42,034	30,059	5,422	598	4,890	47%
Durham	32,101	25,014	5,250	584		
Franklin	136,450	141,570	26,860	4,431		
Gaston	23,539	9,630	2,365	236		
Guilford	13,180	7,254	2,467	143	390	13%
Hertford	18,342	7,353	2,125	293	1,010	24%
Hoke	64,267	52,890	8,651	1,056		
Johnston	45,243	22,774	4,250	555		
Kanawha	54,506	42,115	9,120	1,176		
Lenoir	22,133	7,195	1,482	82	2,580	46%
Lincoln	16,306	5,703	1,058	61	440	12%

New television county.
 Note: For sources see forward. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Television Homes		County	Per Cent Television Homes	
	Total	Television		Total	Television
Amesbury	19,300	62	Johnston	15,800	10
Alexander	3,500	48	Jones	2,400	
Alleghany	2,000	26	Lee	5,900	35
Ashe	6,200	44	Lenoir	11,100	
Avery	5,100	26	Lincoln	6,800	50
Beaufort	3,100	21	McDowell	6,500	56
Bladen	9,100	11	Macon	3,900	
Blount	5,900	25	Madison	4,600	
Boone	6,600		Martin	6,000	11
Burke	4,500		Mecklenberg	55,900	75
Camden	33,800	15	Mitchell	3,600	21
Carter	11,000	58	Montgomery	4,300	31
Chatham	17,000	51	Moore	8,400	35
Cherokee	10,700	48	Nash	13,900	
Cherokee	1,400	44	New Hanover	18,900	
Clay	6,200		Northampton	6,000	25
Columbus	4,400	36	Onslow	10,600	
Crawford	16,800	65	Orange	8,400	36
Dalton	6,100	36	Pamlico	2,500	
Dare	4,300		Pasquotank	6,600	44
DeWitt	2,900	11	Person	4,300	
Durham	1,300		Perquimans	2,400	44
Edgecombe	16,000	50	Person	5,500	31
Forsyth	11,800		Pitt	14,600	13
Gaston	12,900		Polk	3,100	56
Guilford	23,000		Randolph	13,700	44
Hertford	1,800	44	Richmond	10,100	31
Hoke	1,300	11	Robeson	19,600	
Johnston	16,900	40	Rockingham	17,100	43
Kanawha	3,900	44	Rowan	20,700	44
Lincoln	9,700		Rutherford	11,700	56
Madison	27,400	45	Sampson	11,600	
Montgomery	11,800	14	Scotland	6,100	
Northampton	40,900	53	Stanly	10,400	68
Onslow	7,100	58	Stokes	5,100	43
Orange	29,600	58	Surry	11,600	26
Perquimans	2,200	45	Swain	2,300	
Person	1,700		Tennessee	3,800	22
Rowan	6,800	31	Tyrrell	1,200	11
Swain	3,700		Union	10,400	44
Wayne	52,400	50	Vance	7,800	
Yadkin	13,000	18	Wake	34,800	25
Yancey	11,400	22	Warren	5,000	
Ashe	9,800		Washington	3,000	10
Beaufort	9,000	22	Watauga	4,200	21
Bladen	4,800	44	Wayne	15,400	
Chatham	3,300		Wilkes	10,900	27
Clay	1,500	11	Wilson	13,100	
Dalton	14,900	37	Yadkin	5,600	44
DeWitt	4,400	22	Yancey	3,700	
Durham			Totals	1,025,100	315,140

ASHEVILLE

WISE-TV

LICENSEE: Radio Station WISE Inc. Address: Scenic Highway, Sunset Mountain. Phone: 3-5381, 3-4793.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 26.2 kw, Aural 13.1 kw. Transmitter: Address, Scenic Highway, Sunset Mountain, Asheville, N. C. Make, RCA. Model TFU-27BH. Antenna: Make RCA. Type Slotted Tube. Height, Above average terrain 417 ft. Above ground 137 ft.

OPERATION: Began Aug. 3, 1953. Hours, 6:25-11:00 p.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WISE.

REPRESENTATIVES: Sales, The Bolling Co., (N.H.) Jim Ayers. (Reg.) Washington Attorney Krieger & Jorgensen. Consulting Engineer George C. Davis.

SERVICES: One studio (20 x 30 ft.). One RCA TK 10 A camera chain. One RCA TK 20 D film camera. Two Holmes -LT film projectors. Gray Teleject 3 A slide projector.

PRINCIPAL STOCKHOLDER: Owned by Harold H. Thoms. Mr. Thoms also owns WEAM Arlington, Va.; 25% of WAYS-AM-FM-TV Charlotte and WCOG-AM-TV Greensboro, and 3 1/2% of WSSB Durham, North Carolina.

EXECUTIVES:

Harold H. Thoms, Pres. & Gen. Mgr. Dick Harshaw, Prog. Dir.
 Loyd Leonard, Com. Mgr. John Randolph, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 36% for 316 times. Rate Card No. 1.

MARKET INFORMATION: Population, 221,699; Families in Area, 57,684; No. of Sets (June 1), 7,000; Retail Sales, \$108,909,000.

CHARLOTTE

WAYS-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Inter-City Adv. Co. of Charlotte. Address: 3229 S. Blvd. Phone: 3-7173.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 85 kw, Aural 48 kw. Transmitter: Address, Oakdale. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1450 ft. Above ground 550 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 6:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC Station, AM, WAYS.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Krieger & Jorgensen. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios.

PRINCIPAL STOCKHOLDERS: Original applicants include Pres. George W. Dowdy (25%); Vice Pres. B. T. Whitmire (25%); Treas. J. Horton Doughton (25%); Sec. Harold H. Thoms (25%). Francis M. Fitzgerald and George D. Patterson have received options to buy 5% each. Mr. Fitzgerald is president of WGVF Charlotte. Same interests own WCOG-AM-TV Greensboro, N. C., Mr. Thoms owns 100% of WISE-AM-TV Asheville, N. C.

EXECUTIVES:

G. W. Dowdy, Pres. B. C. Stewart, Ch. Eng.
 James P. Poston, Gen. Mgr.

CHARLOTTE (Continued)

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co. Address: Wilder Building. Phone: 3-8833.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, Route #2, Gastonia, North Carolina. Make, RCA. Model Type TT25-AL. Antenna: Make RCA. Type TF6AY (Special). Height, Above average terrain 1,086 ft. Above ground 562 ft.

OPERATION: Began July 15, 1949. Hours, 8:45 a.m.-12:00 M.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, WBT.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One studio (approx. 30 x 40 ft.). Two camera chains. Two RCA film cameras. Two RCA 16mm film projectors. One RCA & one Projectall slide projectors. One Projectall opaque projector. One RCA type TJ-50A mobile unit. News Services, UP, Fox Movietone. Libraries, Associated & World.

PRINCIPAL STOCKHOLDER: Licensee is owned by Jefferson Standard Life Insurance Co., which owns 66 2/3% of WBIG Greensboro and 16.5% of Greensboro News Co., publisher of Greensboro News & Record and licensee of WFMY-TV Greensboro, N. C.

EXECUTIVES:

Joseph M. Bryan, Pres.	Larry Walker, Vice Pres. & Asst. Gen. Mgr.
Charles H. Crutchfield, Exec. Vice Pres. & Gen. Mgr.	J. R. Covington, Asst. Vice Pres., Sls. & Prom.
J. W. Timberlake Jr., Gen. Sls. Mgr.	Kenneth I. Tredwell, Asst. Vice Pres., Prog. & Publ. Rel.
Bill Quinn, Prog. Supvr. & Film Buy.	Sam Zurich, Prod. Supvr.
M. J. Minor, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$175, Film \$175. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION:

	0.1 mv/m	Bonus (mail count)	Total (Including Fringe area)
Population	1,783,300	2,132,600	3,915,900
Families in Area	458,200	539,600	997,800
No. of Sets (July 1)			330,122
Retail Sales	\$1,276,219,000	\$1,509,293,000	\$2,785,512,000
Effective Buying Inc.	\$1,760,545,000	\$2,077,333,000	\$3,837,878,000

DURHAM

WCIG-TV

(Target Date, Nov. 1, 1953)

LICENSEE: T. E. Allen & Sons Inc. Address: Fidelity Bank Building.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 17.22 kw, Aural 9.5 kw. Transmitter: Address, Old Oxford Rd. Make, RCA. Model TTUIB (1 kw). Antenna: Make RCA. Type TFU-21DL.

OPERATION: Target date Nov. 1, 1953. Hours, 5 p.m.-11 p.m.

AFFILIATION: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney Krieger & Jorgensen. Consulting Engineer Kear & Kennedy.

SERVICES: One RCA camera chain. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe slide projector. One scanner. One opaque projector. One film processing unit. One Gray telop. News Service, AP.

PRINCIPAL STOCKHOLDERS: George V. Allen, Ambassador to India, Chairman of Board of WCIG-TV (26.67%); Katherine M. Allen (wife of Ambassador Allen) (13.89%); Irving E. Allen (1.11%); Thomas E. Allen Jr. (5.56%); Charlotte M. Allen (2.77%); Winston-Salem Broadcasting Co., Inc. (WTOB-AM-TV) owns 50% of WCIG-TV, is applicant for Channel 29, Richmond, Va.

EXECUTIVES:

John G. Johnson, Pres.	George V. Allen, Chmn. of Board
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RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts form 2.5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (50 mile radius est.) Population, 550,000; Families in Area, 130,000; No. of Sets (June 1), 25,000; Retail Sales, \$420,000,000.

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

GREENSBORO

WCOG-TV

(Target Date, Sept. 30, 1953)

LICENSEE: Inter-City Advertising Company of Greensboro, N. C., Inc. Address 314 South Greene Street. Phone: 3-6925.

FACILITIES: Chan. 57. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 50 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Mt. Chapel Road. Make, DuM. Antenna: Make GE. Type High Gain. Height, Above average terrain 1,449 ft. Above ground 463 ft.

OPERATION: Target date Sept. 30, 1953. Hours, 11:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC, CBS. Station, AM, WCOG.

REPRESENTATIVES: Sales, Bolling Co. Consulting Engineer George C. Davis.

SERVICES: One studio (35 x 40 ft.). Two DuM. or RCA camera chains. One rear screen projector. Two film cameras. Two film projectors. Or slide projector. One scanner. One opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: George W. Dowdy (25%); Horton Doughtc (25%); H. H. Thoms (25%); B. T. Whitmire (25%). Group also own: WAYS-AM-TV Charlotte, N. C. Mr. Thoms owns 100% of WISE-AM-TV Asheville, N. C. (See Group Ownership.)

EXECUTIVES:

George W. Dowdy, Pres.	John E. Parker, Prog. Dir.
Virgil V. Evans Jr., Gen. Mgr. & Film Buy.	Herman C. Hall, Ch. Eng.
Jack L. Rimmer, Com. Mgr.	Margaret A. Gore, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 32% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A FCC Contour) Population 197,800; Families in Area, 52,400; No. of Sets (June 1), 5,000 (Est.); Retail Sales \$212,986,000.

WFMY-TV

LICENSEE: Greensboro News Co. Address: 212 N. Davie Street, Greensboro N. C. Phone: 4-0114.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.72 kw, Aural 8.3 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 212 N. Davie Street. Make, DuM. Model 11,000. Antenna: Make RCA/ Type TF-3A, 3-Bay pylon. Height, Above average terrain 470 ft. Above ground 481 ft.

OPERATION: Began Sept. 22, 1949. Hours, 8:45 a.m.-12:00 M.

AFFILIATIONS: Networks, ABC, CBS, DuM., NBC.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culve

SERVICES: One studio (500 sq. ft.). Two DuM image orthicon camera chain. One DuM iconoscope film camera. Two 16mm Holmes film projectors. One 35mm Selscope slide projector. Gray Telop II opaque projector. News Service, UP. Library, Telescriptions.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16.5% owned by Jefferson Standard Life Insurance Co 66 2/3% owner of WBIG Greensboro and 100% owner of WBT-AM-FM and WBTV (TV) Charlotte.

EXECUTIVES:

Gaines Kelley, Gen. Mgr.	William Neill, Ch. Eng.
William S. Baskerville, Com. Mgr.	Arthur C. Stringer, Prom. Mgr.
Gomer R. Lesch, Prog. Dir. & Film Buy.	Charles B. Seward, Film Dir.

RATE INFORMATION: Class A one hour Live \$550, Film \$500. Minute spot Live \$150, Film \$100. Frequency discounts from 5% for 26 times up to 15% for 156 times. Rate Card No. 6, Nov. 1, 1952.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	-----	-----	1,269,000
Families in Area	-----	-----	321,700
No. of Sets (May)	172,374	180,000	180,000
Retail Sales	-----	-----	\$1,012,014,000
Income per Family	-----	-----	\$4,639
Income per Capita	-----	-----	\$1,176

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS



now operating at television's top power

... the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of \$3,800,000,000.

The Television Service of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

GREENVILLE

WNCT (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Carolina Broadcasting System Inc. Address: P. O. Box 898. Phone: 6181.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 56 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Evans Street Extension. Make, RCA. Model TT-10-AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 856 ft. Above ground 874 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 5 p.m.-11:15 p.m.

AFFILIATIONS: Networks, CBS, DuM. Station, AM, WGTC.

REPRESENTATIVES: Sales, John E. Pearson Television. Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (30 x 36 ft., 10 x 20 ft.). Two General Precision Lab camera chains. One RCA film camera. Two GPL film projectors. One Super Projectall slide projector. One Super Projectall opaque projector. News Services, UP, INS. Library, Standard; Official Films Inc.; Associated.

PRINCIPAL STOCKHOLDERS: Earl McD. Westbrook (25%) (also interest in WCKB Dunn, N. C.). Josh Horne (10%) (also principal in WCEC Rocky Mount, N. C. and Rocky Mount Evening Telegram). Pen Watson (10%) (also principal in WGTM Wilson, N. C.) Herbert Brauff (10%) (also principal in Wilson Daily Times). A. Hartwell Campbell, (5%) (also interest in WCKB Dunn, N. C.), and 300 other stockholders.

EXECUTIVES:

Earl McD. Westbrook, Pres.	Larry Carr, Prog. Dir.
A. Hartwell Campbell, Gen. Mgr. & Film Buy.	Hank Tribley, Ch. Eng.
John G. Clark Jr., Com. Mgr.	Maragaret J. Laughinghouse, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	400,000	782,000	1,200,000

HENDERSONVILLE

WHKP-TV

(Target Date, Early 1954)

LICENSEE: Radio Hendersonville Inc. Address: Chimney Rock Road, P. O. Box 757. Phone: 9061.

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 20 kw. Transmitter: Address, Jump Off Mountain. Make, RCA. Model 1 kw. Antenna: Make RCA. Height, Above average terrain 1,000 ft. Above ground 405 ft.

OPERATION: Target date early 1954.

AFFILIATIONS: Station, AM, WHKP.

REPRESENTATIVES: Sales, Headley-Reed Television. Washington Attorney Eliot Lovett. Consulting Engineer John Creutz.

PRINCIPAL STOCKHOLDERS: B. M. Middleton, president (25%) (has minority interest WUSN, Charleston, S. C.) Clarence E. Morgan (50.25%); Evelyn Howe Middleton (9.5%); Kermit Edney, D. A. Gilmore (3%); Frank Ewbank and 119 preferred stockholders.

EXECUTIVES:

B. M. Middleton, Pres. & Gen. Mgr.	Kermit Edney, Sta. Mgr.
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Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MT. AIRY

WPAQ-TV

(Target Date, Fall, 1953)

LICENSEE: Ralph D. Epperson. Address: WPAQ Mt. Airy, N. C. Phone: 1400 1401.

FACILITIES: Chan. 55. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 11.5 kw. Transmitter: Address, Pilot Mountain. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,480 ft. Above ground 340 ft.

OPERATION: Target date Fall 1953.

AFFILIATION: Station, AM, WPAQ.

REPRESENTATIVES: Sales, Thomas F. Clark Co. Inc. Washington Attorney A. I. Stein. Consulting Engineer Ralph D. Epperson.

PRINCIPAL STOCKHOLDER: Ralph D. Epperson, sole owner.

EXECUTIVES:

Ralph D. Epperson, Own. & Gen. Mgr.

MARKET INFORMATION: Area in square miles, Grade A 1,965 sq. mi., Grade B 5,190 sq. mi.

RALEIGH

WNAO-TV

LICENSEE: Sir Walter Television Co. Inc. Address: 219 South McDowell Street. Phone: 2-0321.

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.75 kw. Operating Pow.: Visual 17.5 kw, Aural 8.75 kw. Transmitter: Address Asbury. Make, Fed. Model 20-B UHF. Antenna: Make Worksho, Associates. Type Four-bay. Height, Above average terrain 463 ft. Above ground 446 ft.

OPERATION: Began July 12, 1953. Hours, 5:00 p.m.-12:00 M.

AFFILIATIONS: Networks, CBS, ABC, NBC, DuM. Stations, AM, WNAO FM, WNAO-FM.

REPRESENTATIVES: Sales, Avery Knodel Inc. Washington Attorney Haley, Dor, & Schellenberg. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two Federal studio camera chains. Two Federal studio cameras for film pick-up. Two GPL 16mm film projectors. One Federal dual flyer, spot scanner. News Service, AP. Library, Associated TV.

PRINCIPAL STOCKHOLDERS: John W. English (14.2%), James R. McBrier (14.2%), News & Observer Pub. Co. (Raleigh News & Observer), (14.2%) Lydia McBrier Jarecki (14.2%), James B. Donovan (14.2%), John J. Boland Jr. (14.2%), Mrs. Jean Devine Jarecki (14.2%). (For other holdings, see group ownership.)

EXECUTIVES:

John W. English, Pres.	Earl Welde, Com. Mgr.
Charles W. Stone, Gen. Mgr. & Film Buy.	Byron Davidson, Prog. Dir.
	Peter Miller, Ch. Eng.

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

WILMINGTON

WMFD-TV

(Target Date, Spring 1954)

LICENSEE: WMFD-TV Inc. Address: P. O. Box 696. Phone: 4840.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 62 kw, Aural 31 kw. Transmitter: Address, New River Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 35 ft. Above ground 358 ft.

OPERATION: Target date spring 1954.

AFFILIATIONS: Stations, AM, WMFD. FM, WMFD-FM.

REPRESENTATIVES: Washington Attorney Stephen Tuhy Jr. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. R. A. Dunlea (40%), licensee and operator of WMFD-AM-FM Wilmington; Vice Pres. D. D. Cameron (40%) one third owner of the MacMillan and Cameron Co. home and auto suppliers; Secy. R. A. Dunlea Jr. and Mrs. Louise G. Dunlea (20%).

EXECUTIVES:

R. A. Dunlea, Pres. & Gen. Mgr.	E. I. Herring Jr., Ch. Eng.
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WINSTON-SALEM

WSJS-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Triangle Broadcasting Corporation. Address: 419-421 North Spruce Street. Phone: 5-2311.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 50.0 kw, Aural 26.6 kw. Transmitter: Address, 7 mi. east of Winston-Salem. Make, GE. Model TF-5-A. Antenna: Make GE. Type TY-28-G. Height, Above average terrain 357 ft. Above ground 335 ft.

OPERATION: Target date Sept. 15, 1953.

AFFILIATIONS: Network, NBC. Stations, AM, WSJS. FM, WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Television. Washington Attorney Fly, Sheubruk & Blume. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two GE camera chains. Two GE film cameras. Two GE film projectors. Two GE opaque projectors.

PRINCIPAL STOCKHOLDERS: Piedmont Publishing Company (WSJS) (66 $\frac{2}{3}$ %) (Publisher Winston-Salem Journal & Twin City Sentinel); Mary Pickford Rogers (33 $\frac{1}{3}$ %).

EXECUTIVES:
W. K. Hoyt, Pres. Phil Hedrick, Ch. Eng.
Harold Essex, Exec. Vice Pres. &
Gen. Mgr.

MARKET INFORMATION: Total (Including Fringe Area) Population 1,341,100; Families in area 343,300; Area in Square Miles 11,304; No. of Sets (June 1) 165,000; Retail Sales \$1,066,981,000; Income per family \$4,010; Income per Capita \$1,014.

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

WTOB-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Winston-Salem Broadcasting Co. Inc. Address: 300 South Stratford Rd. Phone: 3-4353.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 137.3 kw. Operating Pow.: Visual approx. 17.2 kw. Transmitter: Address, 300 South Stratford Rd. Make, RCA. Antenna: Make RCA. Type TFU-24DL. Height, Above average terrain 575 ft. Above ground 547 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, ABC, DuM, Station, AM, WTOB.

REPRESENTATIVES: Sales, H-R Rep.; James S. Ayers (South Eastern Rep.) Washington Attorney Krieger & Jorgensen. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (35 x 60 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe slide projector. One scanner. One opaque projector. One film processing unit. Gray telop. News Service, AP.

PRINCIPAL STOCKHOLDERS: John G. Johnson, James W. Coan, Archibald Craig, Earl F. Slick, Robert V. Brawley, Albert L. Butler Jr., Thomas B. Rice, Joe S. Rice. Winston-Salem Broadcasting Co., Inc., owns 50% of WCIG-TV Durham, N. C. and is applicant for channel 29 at Richmond, Va.

EXECUTIVES:
James W. Coan, Pres. & Film Buy. Tracy Lounsbury, Prog. Dir.
John G. Johnson, Gen. & Com. Hassel Bailey, Ch. Eng.
Mgr.

RATE INFORMATION: Class A one hour Live \$225 Film \$200. Minute spot Live \$46.00 Film \$40.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: 50 mile Radius (FCC Contour) Population 930,575; Families in area 264,100; No. of Sets (June 1) 90,000; Retail Sales \$738,391,000; Income per family, \$5,485.00; Income per Capita, \$1,510.00.

ON THE AIR THIS FALL

WSJS-TV CHANNEL 12

Covering North Carolina's Golden Triangle
WINSTON-SALEM • GREENSBORO
HIGH POINT

WSJS (AM) Delivers a 15-County Market
with \$625,075,000* Retail Sales

* Sales Management 1953 Survey of Buying Power

MORE VALUE FOR YOUR ADVERTISING DOLLAR
ON

AM-WSJS-TV

The Journal-Sentinel Station

NBC
Affiliate

AM-FM
WINSTON-SALEM
Represented by:
HEADLEY-REED CO.

Represented by
HEADLEY-REED CO.

NORTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1952.....	600,000
Total Families, 1950.....	144,855
Total Urban Population, 1950.....	164,817
Total Rural Nonfarm Population, 1950.....	200,332
Total Farm Population, 1950.....	254,487
Employed in Nonagricultural Establishments, Feb., 1953.....	109,600
Total Employed, 1950.....	223,542
Employed in Mining, Feb., 1953.....	2,000
Employed in Manufacturing, Feb., 1953.....	6,400
Employed in Construction, Feb., 1953.....	5,100
Employed in Agriculture, 1950.....	98,905
Retail Sales, 1952.....	\$ 707,194,000
Bank Assets, Jan. 1, 1953.....	\$ 656,239,000
Bank Deposits, Jan. 1, 1953.....	\$ 612,470,000
Major Income Sources, 1951: Agriculture 38.4%; Government 14.7%; Manufacturing Payrolls 2.0%; Trade and Service 25.0%; Other 19.9%.	
Total Income Payments, 1951.....	\$ 849,000,000
Per Capita Income, 1951.....	\$ 1,403
Median Family Income, 1950.....	\$ 2,933
Total Internal Revenue Collections, 1952.....	\$ 72,001,640
Average Weekly Earnings Manufacturing Workers, Feb., 1953 \$	61.53
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 66,594,000
Cash Receipts of Farms, 1952.....	\$ 523,216,000
Government Payments to Farmers, 1952.....	\$ 6,882,000
Value of Mineral Production, 1950.....	\$ 9,614,000
New Public Construction in 1952.....	\$ 70,800,000
Motor Vehicle Registration, 1952.....	285,128
Number of Telephones, 1952.....	135,900
Number of Electrical Connections, 1952.....	186,545
Number of Gas Utilities Connections, 1952.....	28,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NORTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	4,910	6,855	1,370	105		
Barnes	16,884	17,791	3,308	320		
Benson	10,675	5,168	1,272	95		
Billings	1,777	130	51	253		
Bottineau	12,140	10,097	1,871	205		
Bowman	4,001	6,342	1,377	154		
Burke	6,621	5,353	1,306	154		
Burleigh	25,673	40,038	5,020	1,137		
Cass	58,877	89,819	11,020	2,712		
Cavalier	11,840	9,413	1,537	165		
Dickey	9,121	10,466	1,567	280		
Divide	5,987	5,564	871	132		
Dunn	7,212	5,144	974	102		
Eddy	5,372	5,570	846	135		
Emmons	9,715	8,805	1,699	47		
Foster	5,337	7,091	1,303	86		
Golden Valley	3,499	4,900	950	89		
Grand Forks	39,443	56,450	8,019	1,052		
Grant	7,114	5,425	977	187		
Griggs	5,460	5,548	765	87		
Hettinger	7,100	10,783	1,766	187		
Kidder	6,168	4,467	957	87		
La Moure	9,498	10,307	1,733	178		
Logan	6,357	5,306	682	44		
McHenry	12,556	10,736	2,659	218		
McIntosh	7,590	9,832	1,858	105		
McKenzie	6,849	5,064	1,015	130		
McLean	18,824	18,094	4,914	500		
Mercer	8,686	7,621	1,866	171		
Morton	19,295	20,542	3,696	467		
Mountrail	9,418	9,755	1,629	274		
Nelson	8,090	9,669	1,255	203		
Oliver	3,091	978	293	38		
Pembina	13,990	13,543	2,419	204		
Pierce	8,326	7,655	1,274	86		
Ramsey	14,373	18,989	2,925	331		
Ransom	8,676	9,662	1,425	156		
Renville	5,405	5,680	1,543	93		
Richland	19,865	23,271	3,276	392		
Rolette	11,102	6,335	1,333	163		
Sargent	7,616	4,332	987	36		
Sheridan	5,253	3,514	546	85		
Sioux	3,696	1,238	510	33		
Slope	2,315	442	155			
Stark	16,137	23,033	3,041	367		
Steele	5,145	4,042	850	86		
Stutsman	24,158	28,314	4,208	599		
Towner	6,360	5,824	1,110	126		
Traill	11,359	12,217	2,029	205		
Walsh	18,859	20,116	2,732	383		
Ward	34,782	55,118	8,680	1,564		
Wells	10,417	9,951	1,708	188		
Williams	16,442	25,675	4,212	416		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	1,200			McLean	5,100		
Barnes	4,500			Mercer	2,100		
Benson	2,500			Morton	4,700		
Billings	500			Montrail	2,600		
Bottineau	3,200			Nelson	1,900		
Bowman	1,000			Oliver	600		
Burke	1,900			Pembina	3,500		
Burleigh	6,900			Pierce	2,100		
Cass	16,100			Ramsey	3,600		
Cavalier	2,900			Ransom	2,300		
Dickey	2,500			Renville	1,500		
Divide	1,500			Richland	5,300		
Dunn	1,700			Rolette	2,300		
Eddy	1,300			Sargent	1,900		
Emmons	2,100			Sheridan	1,300		
Foster	1,500			Sioux	700		
Golden Valley	1,000			Slope	500		
Grand Forks	10,500			Stark	4,000		
Grant	1,700			Steele	1,300		
Griggs	1,400			Stutsman	5,800		
Hettinger	1,800			Towner	1,500		
Kidder	1,500			Traill	3,000		
LaMoure	2,400			Walsh	4,600		
Logan	1,400			Ward	9,900		
McHenry	3,200			Wells	2,700		
McIntosh	1,800			Williams	5,700		
McKenzie	1,900			Totals	180,400		

BISMARCK

KBSM (TV)

(Target Date, Early Fall, 1953)

LICENSEE: Rudman Television Co. Address: c/o Ross K. Prescott, 1330 Life & America Bldg., Dallas, Tex.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 60 kw, Aural 32 kw. Transmitter: Address, 2400 Rosser Ave. Make, RCA. Antenna: Mal RCA. Height, Above average terrain 300 ft. Above ground 407 ft.

OPERATION: Target date, late Summer or early Fall, 1953.

REPRESENTATIVES: Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

PRINCIPAL STOCKHOLDER: Sole owner is H. B. Rudman, oil operator. F. Mr. Rudman's other holdings, see Group Ownership.

BISMARCK

KFYR-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Meyer Broadcasting Co. Address: 200 1/2 Fourth. Phone: 468.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Menokin, N. Dak. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF-12AM. Height, Above average terrain 57 ft. Above ground 670 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATION: Station, AM, KFYR.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Hogan & Hartson, Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20 x 40 and 10 x 15). One RCA TK-11A camera chain One RCA TK-20D film camera. Two Eastman No. 250 film projectors. Or RCA MI-26131 slide projector. One Gray Telop II. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres.-Secy. Etha Hoskins Meyer (94.2%) in own name and as trustee: Exec. Vice Pres.-Treas. F. E. Fitzsimonds (5.3%).

EXECUTIVES:

Mrs. E. H. Meyer, Pres.-Secy. Robert MacLeod, Com. Mgr.
F. E. Fitzsimonds, Exec. Vice Pres., Cal Culver, Prog. Dir.
Gen. Mgr. & Film Buy. Ivan Nelson, Ch. Eng.

FARGO

WDAY-TV

LICENSEE: WDAY Inc. Address: Black Bldg. Phone: 5357.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 65 kw, Aural 32.5 kw. Operating Pow.: Visual 13 kw, Aural 6.5 kw. Transmitter: Address, 2 1/2 miles South of Fargo on U. S. 81. Make, RCA. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 394 ft. Above ground 433 ft.

OPERATION: Began June 1, 1953. Hours 5 p.m.-M.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Station, AM, WDAY.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Segal, Smith & Hennessy.

SERVICES: One studio (30 x 30 ft., temporary). Two RCA studio camera chains. One RCA TK-20C film camera. Two Eastman 16mm, Model 25 film projectors. Two Spandler & Sauppe turret type slide projectors. Telop II. News Service, AP. Library, MPTV & Sterling.

W DAY-TV

(FARGO, N. D.—CHANNEL 6)

**COVERS
THE NATION'S
THIRD-BEST* COUNTY
IN RETAIL SALES
PER FAMILY!**

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)



And besides — Cass County, Fargo's home county, is the nation's 73rd wholesale market. Fargo ranks higher in wholesale sales than many larger cities such as Camden, New Jersey and Wilkes-Barre, Pennsylvania.

Which is just to say that our Hayseeds throughout the rich Red River Valley make a *whole lot* of mazoala — and spend it rapidly on practically everything you can think of, including television receivers and your products!

May we — or Free & Peters — give you the whole story?

**Cass County is third-best among all U. S. counties of over 50,000 population.*



Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

FARGO (Continued)

WDAY-TV (Continued)

PRINCIPAL STOCKHOLDERS: Pres. E. C. Reinecke (54.5%), Vice Pres. H. D. Paulson (8.9%), Secy.-Treas. N. D. Black Jr. (1.1%), and Charlotte Lentz (21.1%). Same interests control Fargo Forum.

EXECUTIVES:

E. C. Reinecke, Pres. Roy Pedersen, Sls. Prom.
Tom Barnes, Gen. Mgr. & Film Ken Kennedy, Prog. Dir.
Buy. Julius Hetland, Ch. Eng.
Jack Dunn, Asst. Mgr. Ed Conrad, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	322,800	479,700
Families in Area	88,100	130,800
Retail Sales	\$324,434,000	\$482,606,000
Income per Family	\$3,766	\$3,745

MINOT

KCJB-TV

LICENSEE: North Dakota Broadcasting Co. Inc. Address: 15-A West Central Ave. Phone: 51-161.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 15.0 kw. Operating Pow.: Visual 3.0 kw, Aural 1.5 kw. Transmitter: Address. 15-A West Central Ave. Make, DuM. Model 6,000. Antenna: Make RCA. Type TF-6A1. Height, Above average terrain 419 ft. Above ground 416 ft.

OPERATION: Began April 4, 1953. Hours, 3:45 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, KCJB.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Prince. Taylor, Crampton, Goodson.

SERVICES: One studio. Two DuM. camera chains. One Holmes rear screen projector. Two DuM. film cameras. Two Holmes film projectors. One DuM. scanner. One mobile unit. News Services, AP, WP. Library, MPAV.

PRINCIPAL STOCKHOLDER: Jamestown Broadcasting Co. (KSJB Jamestown, N. D.) owns 85% of licensee. KSJB is owned by John W. Boler. North Dakota Bcstg. Co. also grantee of Ch. 4 in Valley City, N. D.

EXECUTIVES:

John W. Boler, Pres. & Com. Mgr. Hal Kennedy, Prog. Dir.
Lloyd R. Amoo, Ch. Eng.
William L. Hurley, Gen. Mgr. Diana Lallathin, Film Buy.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	34,209	63,990	140,200
Families in Area	10,756	19,940	43,975
Area in Square Miles	3,220	7,210	16,000

KNDX (TV)

(Target Date, Early Fall, 1953)

LICENSEE: Rudman Television Co. Address: c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex.

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 31 kw. Transmitter: Address, 1.7 miles South of Minot on U. S. Highway 83. Make, GE. Antenna: Make GE. Height, Above average terrain 390 ft. Above ground 414 ft.

OPERATION: Target date early fall, 1953.

REPRESENTATIVES: Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

PRINCIPAL STOCKHOLDERS: Sole owner is H. B. Rudman, oil operator. For Mr. Rudman's other holdings, see Group Ownership.

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

OHIO MARKET INDICATORS

Total Population, July, 1952	8,174,01
Total Families, 1950	2,077,59
Total Urban Population, 1950	5,578,2
Total Rural Nonfarm Population, 1950	1,515,2
Total Farm Population, 1950	853,06
Employed in Nonagricultural Establishments, Feb., 1953	3,006,9
Total Employed, 1950	3,059,6
Employed in Mining, Feb., 1953	23.7
Employed in Manufacturing, Feb., 1953	1,410,2
Employed in Construction, Feb., 1953	127,0
Employed in Agriculture, 1950	212,1
Retail Sales, 1952	\$ 8,970,090,0
Bank Assets, Jan. 1, 1953	\$ 9,758,114,0
Bank Deposits, Jan. 1, 1953	\$ 9,077,075,0
Major Income Sources, 1951: Agriculture 3.5%; Government 11.7%; Manufacturing Payrolls 36.5%; Trade and Service 23.5%; Other 24.8%	
Total Income Payments, 1951	\$14,509,000.0
Per Capita Income, 1951	\$ 1,79
Median Family Income, 1950	\$ 3,36
Total Internal Revenue Collections, 1952	\$ 4,808,403,2
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 79.3
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 149,153,0
Cash Receipts of Farms, 1952	\$ 1,072,509,0
Government Payments to Farmers, 1952	\$ 7,112,0
Value of Mineral Production, 1950	\$ 274,572,0
Total New Construction in 1952	\$ 1,651,000,0
New Private Construction in 1952	\$ 1,282,400,0
New Public Construction in 1952	\$ 368,600,0
Motor Vehicle Registration, 1952	3,021,6
Number of Telephones, 1952	2,893,4
Number of Electrical Connections, 1952	2,627,2
Number of Gas Utilities Connections, 1952	1,740,7

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

OHIO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Ce
Adams	20,499	13,010	2,828	313	2,480	40%
Allen	88,183	110,139	26,286	2,560	4,400	16%
Ashland	33,040	36,721	8,482	884	5,670	54%
Ashtabula	78,695	85,547	21,503	2,062	19,930	81%
Athens	45,839	33,954	8,518	790	2,930	24%
Auglaize	30,637	38,379	8,688	570	5,860	61%
Belmont	87,740	58,171	20,435	1,041	12,590	49%
Brown	22,221	14,209	3,216	275	2,720	40%
Butler	147,203	171,431	47,641	4,218	35,920	82%
Carroll	19,039	12,909	2,920	196	3,250	58%
Champaign	26,793	26,875	6,080	692	5,730	69%
Clark	111,661	128,885	32,019	4,004	27,410	79%
Clermont	42,182	31,163	9,313	701	9,860	77%
Clinton	25,572	33,497	7,086	450	4,100	50%
Columbiana	98,920	100,458	26,545	2,600	19,930	56%
Coshocton	31,141	29,512	8,653	755	4,760	87%
Crawford	38,738	45,513	11,136	943	6,080	49%
Cuyhoga	1,389,532	1,803,864	487,941	58,880	391,090	92%
Darke	41,799	50,527	10,030	823	10,530	81%
Defiance	25,925	31,179	7,044	633	4,560	57%
Delaware	30,278	29,586	6,365	414	5,390	62%
Erie	52,565	60,532	16,044	2,165	11,620	70%
Fairfield	52,130	43,974	11,603	1,424	12,000	75%
Fayette	22,554	24,831	5,290	433	4,760	87%
Franklin	503,410	598,260	132,811	18,782	129,810	83%
Fulton	25,580	31,030	6,662	581	5,070	65%
Gallia	24,910	15,671	3,711	284	2,670	41%
Geauga	26,646	21,323	5,878	352	6,470	83%
Greene	58,892	53,853	12,473	1,774	13,360	73%
Guernsey	38,452	31,562	7,766	563	4,100	38%
Hamilton	723,952	891,704	225,575	25,704	199,840	85%
Hancock	44,290	52,248	11,865	1,175	7,880	54%
Hardin	28,673	25,679	6,395	433	4,890	52%
Harrison	19,054	14,163	5,170	198	2,050	36%
Henry	22,423	25,787	5,513	538	3,880	57%
Highland	28,188	26,476	6,762	444	3,680	40%
Hocking	19,520	15,201	4,381	363	3,470	62%
Holmes	18,760	10,633	1,961	216	2,650	52%
Huron	39,353	42,244	11,293	1,908	7,560	62%
Jackson	27,787	22,226	6,012	448	4,210	52%
Jefferson	96,495	85,729	24,627	2,063	18,500	68%
Knox	35,287	40,040	9,554	824	6,760	62%
Lake	75,979	83,618	24,165	2,088	21,160	86%
Lawrence	49,115	36,145	10,707	662	8,200	59%
Licking	70,645	75,061	19,554	1,672	17,400	77%
Logan	31,329	41,159	9,270	708	5,200	52%
Lorain	148,162	165,927	47,215	4,623	40,050	89%
Lucas	395,551	513,611	125,454	15,103	110,430	90%
Madison	22,300	30,592	5,579	511	4,020	67%
Mahoning	257,829	288,034	77,133	6,246	40,100	55%
Marion	49,959	60,453	14,437	1,524	11,150	71%
Meigs	40,417	45,521	10,587	1,128	10,840	84%
Meigs	23,227	16,866	4,083	434	1,630	24%
Mercer	28,311	38,234	6,132	442	1,890	23%
Miami	61,309	66,187	16,876	1,728	17,140	87%
Monroe	15,362	7,241	1,459	81	730	17%
Montgomery	398,441	516,333	127,288	18,415	107,970	87%

County	1950 Population	1952 (5000) Retail Sales	1952 (5000) Food Sales	1952 (5000) Drug Sales	(CBS) 1953 TV Sets	(CBS) 1953 Per Cent Television
Adams	12,836	5,492	1,902	164	680	17%
Ashtabula	17,168	11,838	2,726	162	3,620	71%
Baldwin	74,335	71,000	16,323	2,195	8,660	38%
Berkley	11,750	5,815	998	70	580	17%
Bethesda	29,469	28,297	7,451	440	6,980	75%
Birmingham	15,047	10,110	2,718	198	1,060	23%
Blossburg	28,999	19,789	6,666	391	5,210	62%
Buckeye	29,352	27,380	6,125	476	6,000	79%
Buckeye	14,607	8,361	2,003	49	2,550	52%
Butler	63,954	57,927	15,777	1,407	15,600	83%
Chillicothe	27,081	20,760	4,998	401	6,720	81%
Cincinnati	25,248	24,461	4,801	353	3,990	57%
Cincinnati	91,305	103,871	22,521	2,267	14,950	53%
Cincinnati	54,424	45,153	11,979	1,255	12,170	79%
Cincinnati	46,114	50,814	11,841	1,011	10,800	75%
Cincinnati	82,910	72,215	19,106	1,810	12,250	49%
Cincinnati	52,978	55,608	12,841	1,315	9,640	61%
Cincinnati	28,488	29,300	8,195	631	5,120	61%
Cincinnati	283,194	323,480	82,361	7,570	62,780	73%
Cincinnati	410,032	485,875	129,012	13,038	111,760	88%
Cincinnati	158,915	151,263	43,915	3,282	33,510	71%
Cincinnati	70,320	87,638	18,653	1,707	12,470	56%
Cincinnati	20,687	17,047	3,404	353	3,840	62%
Cincinnati	26,971	30,410	7,326	565	2,000	23%
Cincinnati	10,759	4,132	1,754	72	1,740	62%
Cincinnati	38,505	34,528	8,680	750	7,770	67%
Cincinnati	44,407	35,660	9,021	778		
Cincinnati	58,716	67,131	13,645	1,433	8,840	52%
Cincinnati	26,202	29,008	6,787	582	5,460	65%
Cincinnati	58,605	53,151	14,761	1,233	15,660	90%
Cincinnati	19,785	17,221	3,983	400	3,240	54%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953. Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	6,200	41	2,530	Licking	22,600	79	17,760
Allen	27,500	25	6,820	Logan	10,000	51	5,060
Ashtabula	10,500	51	5,400	Lorain	45,000	85	38,140
Baldwin	24,600	90	22,070	Lucas	122,700	93	114,640
Berkley	12,200	31	3,840	Madison	6,000	73	4,350
Bethesda	9,600	59	5,700	Mahoning	72,900	86	62,370
Birmingham	25,700	46	11,750	Marion	15,700	73	11,480
Blossburg	6,800	41	2,770	Medina	12,900	89	11,460
Buckeye	43,800	83	36,560	Meigs	6,800	31	2,140
Buckeye	5,600	67	3,760	Mercer	8,200	25	2,080
Buckeye	8,300	70	5,780	Miami	19,700	90	17,820
Buckeye	34,700	80	27,930	Monroe	4,300	15	650
Buckeye	12,800	75	9,560	Montgomery	124,100	94	116,750
Buckeye	8,200	50	4,090	Morgan	4,000	15	600
Buckeye	30,200	70	21,260	Morrow	5,100	73	3,730
Buckeye	9,800	17	1,630	Muskingum	22,800	44	9,920
Buckeye	12,400	55	6,830	Noble	3,400	15	520
Buckeye	425,100	95	404,800	Ottawa	9,300	75	6,930
Buckeye	13,000	84	10,870	Paulding	4,600	25	1,170
Buckeye	8,000	54	4,280	Perry	8,400	60	5,060
Buckeye	8,700	57	4,960	Pickaway	7,600	78	5,820
Buckeye	16,000	73	11,770	Pike	2,200	32	720
Buckeye	16,000	76	12,180	Portage	18,800	77	14,400
Buckeye	7,100	73	5,150	Preble	3,300	84	2,760
Buckeye	156,400	91	141,930	Putnam	7,000	53	3,740
Buckeye	7,800	63	4,900	Richland	28,200	58	16,280
Buckeye	6,500	41	2,680	Ross	15,400	78	12,070
Buckeye	7,800	77	5,970	Sandusky	14,400	75	10,730
Buckeye	18,300	57	10,480	Scioto	25,000	35	8,750
Buckeye	11,400	83	9,370	Seneca	15,800	66	10,460
Buckeye	235,100	88	206,970	Shelby	8,400	60	5,000
Buckeye	14,600	52	7,550	Stark	86,000	72	62,140
Buckeye	8,800	50	4,440	Summit	127,000	95	120,450
Buckeye	5,700	32	1,850	Trumbull	47,200	85	40,220
Buckeye	6,800	54	3,640	Tuscarawas	21,500	87	18,740
Buckeye	9,200	41	3,760	Union	3,200	57	1,820
Buckeye	5,600	80	4,370	Van Wert	8,700	25	2,210
Buckeye	5,100	54	2,740	Vinton	2,800	60	1,690
Buckeye	12,200	60	7,280	Warren	11,600	61	7,110
Buckeye	8,100	52	4,200	Washington	13,500	24	3,290
Buckeye	27,200	68	18,580	Wayne	17,000	54	9,120
Buckeye	10,900	62	6,770	Williams	8,400	63	5,270
Buckeye	24,600	76	18,880	Wood	17,400	92	16,070
Buckeye	13,900	70	9,770	Wyandot	6,000	52	3,090
Totals				Totals	2,435,000		1,927,550

AKRON

WAKR-TV

LICENSEE: Summit Radio Corp. Address: First National Tower. Phone: Hemlock 6151

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 182.4 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.1 kw. Transmitter: Address, First National Tower. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU24BMS. Height, Above average terrain 368 ft. Above ground 488 ft.

OPERATION: Began July 19, 1953. Hours, 6:15 p.m.-11:20 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WAKR. FM, WAKR-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Kear & Kennedy.

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

SERVICES: Two studios (56x75-ft. and 25x25-ft.). Three RCA camera chains. One rear screen projector. Two RCA TK20D film cameras. Two TP6A RCA film projectors. Two Gray Telecorder scanners. One Gray Telop opaque projector. Two-camera RCA field pick-up equipment mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. S. Bernard Berk, Vice Pres. Roger G. Berk and Secy.-Treas. Viola G. Berk (55%). Beacon Journal Publishing Co. (Knight newspapers) owns 45% of the licensee. (For Knight holdings, see Group Ownership.)

EXECUTIVES:

S. Bernard Berk, Pres. & Gen. Mgr. Bloyce M. Wright, Prog. Dir.
 Roger G. Berk, Vice Pres. & Sta. Dir. Irwin L. Knopp, Ch. Eng.
 William Mavrides, Film Ed.
 Milton Komito, Floor Dir.
 O. Keith Baldwin, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	618,000	2,386,000
Families in Area	179,800	698,300
No. of Sets (June 1)	116,000	510,000
Retail Sales	\$691,000	\$2,857,000
Income	\$1,058,000	\$4,598,000

ASHTABULA

WICA-TV

(Target Date, Fall, 1953)

LICENSEE: WICA Inc. Address: 221 Center St. Phone: 32-126

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Rt. 46, 3/2 miles south of Ashtabula. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type 24BLS. Height, Above average terrain 800 ft. Above ground 350 ft.

OPERATION: Target date fall, 1953. Hours, 6:00 p.m.-9:00 p.m.

AFFILIATIONS: Stations, AM, WICA. FM, WICA-FM.

REPRESENTATIVES, Gill-Perna. Attorney John A. Colin, Ashtabula. Consulting Engineer George E. Gaultney.

SERVICES: One studio (27 x 38-ft.). One announcer booth (12 x 15-ft.). One RCA TK 11A camera chain. One RCA TK 20D film camera. Two RCA TP 20D film projectors. One Gray Dual slide projector.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. D. C. Rowley (50%), Vice Pres. John A. Colin and Secy. W. T. Webb. Olive D. Rowley is trustee for 50% of voting stock.

EXECUTIVES:

D. C. Rowley, Pres. John Strassen, Prog. Dir.
 John A. Colin, Gen. Mgr. Frank N. Bernato, Ch. Eng.
 D. W. Fasset, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$30. Rate Card No. 1.

MARKET INFORMATION: (30-mile radius) Population, 257,339; Families in Area, 75,429; No. of Sets (June 1), 50,000; Retail Sales, \$281,495,840; Sales Per Family, \$9,543.

CINCINNATI

WCIN-TV

(Target Date, not set)

LICENSEE: Rounsaville-Clark TV Co. Address: 3301 Beekman St. Phone: Mulberry 7550

FACILITIES: Chan. 54. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: Address, 3301 Beekman St. Make, DuM. Model 15000. Antenna: Make GE. Type TY-25-E. Height, Above ground 399.05 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WCIN.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (50%) and George M. Clark (50%). Mr. Rounsaville owns WMBM Miami Beach, WLOU Louisville, WQXI Atlanta, WBAC Cleveland, Tenn., half interest in WGRV Greeneville, Tenn. and 51% interest in WBEJ Elizabethton, Tenn. Mr. Clark is a banker and owns 49% interest in WBEJ.

EXECUTIVES:

Robert W. Rounsaville, Pres. Paul B. Cram, Ch. Eng.

CINCINNATI (Continued)

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Address: 2345 Symmes St. Phone: Capitol 0777

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 48 kw, Aural 24 kw. Transmitter: Address, 2345 Symmes St. Make, GE. Model TT-6-D. Antenna: Make GE. Type TY-28-H. Height, Above average terrain 660 ft. Above ground 545 ft.

OPERATION: Began July, 1949. Hours, 6:50 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WCPO. FM, WCPO-FM.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Segal, Smith, & Hennessey. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (55 x 25-ft. and 25 x 35-ft.). Two RCA studio camera chains. One RCA film camera. Two GE Syncrolite film projectors. Two 2 x 2" slides. One 16mm strip film projector. GE Balop opaque projector. One mobile unit. Two RCA field cameras. Two RCA microwave units. News Service, UP.

PRINCIPAL STOCKHOLDER: Majority of stock in licensee is owned by The E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV, WEWS (TV) Cleveland and WNOX Knoxville. The E. W. Scripps Co. also owns majority stock of Memphis Publishing Co., which owns WMC, WMCF (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post, and Columbus Citizen as well as majority stock in several other newspapers. [See newspaper ownership.]

EXECUTIVES:

Jack R. Howard, Pres.	Ed Weston, Prog. Dir. & Film Buy.
M. C. Watters, Vice Pres. & Gen. Mgr.	Paul Adams, Ch. Eng.
Harry A. LeBrun, TV Dir.	John G. Sweeney, Off. Mgr.
Glenn Clark Miller, Com. Mgr.	Richard Zoam, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 5.

MARKET INFORMATION: (Grade A, FCC Contour) No. of Sets (June 1), 430,000.

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Address: Times Star Bldg, 800 Broadway. Phone: Garfield 1331

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 250 kw, Aural 125 kw. Transmitter: Address, Highland & Dorchester. Make, GE. Model 5kw TT 6B (driver) & RCA TT 20 AH Amplifier. Antenna: Make GE. Type 12-Bay TY-28H. Height, Above average terrain 610 ft. Above ground 503 ft.

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

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

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Bernard Koteen. Consulting Engineer George Davis.

SERVICES: Two studios (30 x 40-ft. and 30 x 56-ft.). Four DuM. field type camera chains. Two GE film cameras. Two GE PF-2-B film projectors. One GE PF-3-A and one 2 x 2" slide projector. One PF-3-A opaque projector. GE mobile unit. One RCA microwave unit. News Service. AP. Library, Langworth.

PRINCIPAL STOCKHOLDER: Cincinnati Times Star Co., publisher of Cincinnati Times-Star. Publishing firm is principally owned by Taft family. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn. and owns WTVN (TV) Columbus.

EXECUTIVES:

Hulbert Taft Jr., Exec. Vice Pres.	Kenneth W. Church, Nat. Sls. Mgr.
U. A. Latham, Gen. Mgr.	Robert Huber, Prod. Mgr.
Robert T. Schlinkert, Loc. Sls. Mgr.	Paul Wagner, Com. Prod. Mgr.
Paul Shumate, Prog. Dir.	Fred Thomas, Publ. & Prom. Dir.
George Wilson, Ch. Eng.	Don L. Chapin, Coor. Dir. of CDC Tri-State Network
Barry Hersh, Film Buy.	

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 13 weeks up to 20% for 52 weeks. Rate Card No. T-6.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,050,924	1,515,898	2,013,907
Families in Area	310,597	459,363	610,275
Area in Square Miles	3,597	464,635	760,447
No. of Sets (June 1)	414,000

WLWT (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 140 W. 9th St. Phone: Cherry 1822

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.6 kw, Aural 8.3 kw. Transmitter: Address, 2222 Chickasaw St. Make, RCA. Model TT 25AL. Antenna: Make RCA. Type TF 6AM. Height, Above average terrain 677 ft. Above ground 583 ft.

OPERATION: Began Feb. 9, 1948. Hours, 6:30 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, WLW Sales. Washington Attorney Hogan & Hartson. Consulting Engineers Weldon & Carr.

SERVICES: Three studios (55 x 58-ft., 53 x 81-ft., and 50 x 70-ft.). Three RCA studio and four RCA field camera chains. Two rear screen projectors. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman and one LaBelle slide projectors. One Crosley 7 1/2 x 10" opaque projector. One fully equipped including microwave equipment mobile unit. News Services, Telenevs, Facsimile, UP, INS.

PRINCIPAL STOCKHOLDER: Licensee is owned by Avco Mfg. Co., owner of WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, WINS New York (sale pending FCC approval) and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd.	Frederic Gregg, Dir. of Client Ser.
R. E. Dunville, Pres. & Gen. Mgr.	James E. Allen, Prom. Dir.
Ward L. Quall, Vice Pres. & Asst. Gen. Mgr.	Lin Mason, Prog. Dir.
John T. Murphy, Vice Pres. in Chg. of TV Opr.	R. A. Rockwell, Vice Pres. in Chg. of Eng.
Bernard C. Barth, Admin. Asst. to Vice Pres. in Chg. of TV Opr.	Howard Lepple, Eng. in Chg., WLWT
David E. Partridge, Gen. Sls. Mgr.	Arthur Nevins, Film Dir.
John Bone, WLWT (TV) Sls. Mgr.	Gilbert W. Kingsbury, Vice Pres. [Public Relations]

RATE INFORMATION: Class A one hour Film \$850. Minute spot Film \$140. Frequency discounts from 5% for 13 weeks up to 10% for 26 weeks. Rate Card No. 8-A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,171,490	2,113,705
Families in Area	355,000	640,500
Area in Square Miles	2,990	12,197
No. of Sets (June 1)	310,000	534,000
Retail Sales	\$1,257,187,000	\$2,235,711,000
Income Per Family	\$5,546	\$5,313
Income Per Capita	\$1,681	\$1,610

CLEVELAND

WERE-TV

(Target Date, Fall, 1953)

LICENSEE: Cleveland Broadcasting Inc. Address: 1501 Euclid Ave.

FACILITIES: Chan. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Address, 9256 Ridge Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 650 ft. Above ground 434 ft.

OPERATION: Target date Fall, 1953.

AFFILIATIONS: Stations, AM, WERE. FM, WERE-FM

REPRESENTATIVES: Washington Attorney Spearman & Roberson. Consulting Engineer George P. Adair.

PRINCIPAL STOCKHOLDERS: Pres. Ray T. Miller (14.6%), Vice Pres. Paul C. Aiken (3.28%), Secy. Ray L. Lamb (2.2%) and Donald W. Horbeck (7.16%).



PHOTOGRAPH BY SARRA

Competition's Wonderful!

It's one reason we all have so many of the good things that make life worth living!

Johnny couldn't tell you whether Mary's friendlier smile, or her name on the sign, made him choose her lemonade. But he's glad he did! Because let's face it—we all like to have somebody try extra hard to win our good will.

In fact, when so many brand manufacturers compete for your favor, as they do every day in this land of ours—it makes you

feel pretty wonderful, doesn't it?

Their keen competition is the chief reason we can all choose today from the biggest line-up of top-quality brands of merchandise ever offered to a purchaser anywhere in the world! It explains why makers of brand-name products never stop trying to improve their brands to increase our satisfaction. And why they keep us up-

to-date about them in magazines like this.

Yes, today it is truer than ever before—when you name your brand, you better your brand of living!

BRAND NAMES FOUNDATION

INCORPORATED

A Non-Profit

Educational Foundation

37 West 57 Street, N. Y. 19, N. Y.

CLEVELAND

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Address: 1816 E. 13th St. Phone: Tower 1-5454

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 16.0 kw, Aural 8.15 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 7080 State Rd., Parma, Ohio. Make, DuM. Model TA-117A (modified). Antenna: Make RCA. Type 3-bay Superturnstile. Height, Above average terrain 640 ft. Above ground 437 ft.

OPERATION: Began Dec. 17, 1947. Hours, 8:30 a.m.-12:30 a.m.

AFFILIATION: Network, CBS.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Dempsey & Koplovitz.

SERVICES: Three studios (55 x 75-ft., 20 x 25-ft. and 20 x 40-ft.). One RCA 3-camera chain. Three DuM. dual camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Two 16mm GE film projectors. Two Eastman Kodak 2 x 2" slide projectors. One Telop 4 x 5" opaque projector. Spartan trailer equipped with power supply and microwave relay equipment. News Service, UP.

PRINCIPAL STOCKHOLDER: Majority of stock in licensee is owned by the E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville. The E. W. Scripps Co. also owns the majority of stock of Memphis Publishing Co. which owns WMC, WMCF (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus Citizen, as well as a majority of stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press and Birmingham Post-Herald.

EXECUTIVES:

Jack R. Howard, Pres.	Floyd E. Weidman, Adv. Mgr.
James C. Hanrahan, Vice Pres. & Gen. Mgr.	J. B. Epperson, Ch. Eng.
J. Harrison Hartley, Sta. Dir.	Donald L. Perris, Dir. News, Special Events & Prom.
David M. Baylor, Gen. Exec.	Gilbert S. Canfield, Film Buy.

RATE INFORMATION: Class A one hour Live \$950, Film \$800. Minute spot Live \$200, Film \$200. Frequency discounts from 2.5% for 13 times up to 15% for 104 times. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area) No. of Sets (June 1), 768,249.

WNBK (TV)

LICENSEE: National Broadcasting Co. Address: 815 Superior Ave. Phone: Cherry 1-0942

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 39.22 kw, Aural 20.26 kw. Operating Pow.: Visual 5 kw, Aural 4 kw. Transmitter: Address, Brecksville, Ohio. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 4-Bay Batwing. Height, Above average terrain 619 ft. Above ground 465 ft.

OPERATION: Began Oct., 1948. Hours, 6:30 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WTAM. FM, WTAM-FM.

REPRESENTATIVES: Sales, NBC Spot Sales, Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Four studios (two 50 x 35 x 15-ft. each, one 7 x 7 x 7-ft., one 18 x 8-ft.) Ten RCA TK-10A camera chains. One Trans-Lux rear screen projector. Three RCA TK-20A film cameras. Two RCA 16mm film projectors. Two RCA 35mm film projectors. One Eastman 16mm film projector. Two SVE and two Selectoslide slide projectors. One RCA TK-3A scanner. One Lynn mobile unit. News Services, AP, UP, INS, Facsimile. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee is owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV) New York; WRC-AM-FM and WNBW (TV) Washington; WMAQ-AM-FM and WNBO (TV) Chicago; KNBC-AM-FM San Francisco and KNBH (TV) Los Angeles.

EXECUTIVES:

David Sarnoff, Chmn.	Gene Walz, Creative Prog. Mgr.
Lloyd E. Yoder, Gen. Mgr.	Charles Hutaff, Adv. Prom. & Merc. Dir.
Charles Phillips, Sls. Dir.	Clem Scerback, Adv. Mgr.
Brooke Taylor, Prog. Dir.	Frank Derry, Publ. Mgr.
S. E. Leonard, Ch. Eng.	William Dallmann, Merc. Mgr.
Albert O'Deal, Film Buy.	
George Cyr, TV Opr. Sup.	

RATE INFORMATION: Class A one hour Live \$1,000. Minute spot Live \$200. Frequency discounts. Rate Card No. 6.

MARKET INFORMATION: Total Population, 3,538,000; Total Families, 1,038,800; Effective Buying Income, \$6,430,229,000; Total Retail Sales, \$4,014,514,000; Total Food Sales, \$1,067,551,000; Total Automotive Sales, \$675,535,000; Total Drug Sales, \$113,652,000.

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





First in Cleveland

1st

in audience —
covering effectively America's 7th largest
television area

1st

in viewers per dollar —
reaching a 6 billion dollar market

1st

in top-rated shows —
featuring the best local and CBS-TV programs

1st

in prestige —
awards include the George Foster Peabody
medal for outstanding local public service

1st

in the future —
in maximum authorized power (on the *same*
viewer-established Channel 5); in maintaining
technical leadership with the latest trans-
mission equipment; and in color television
when authorized.

details on request

WEWS

CBS-TV in Cleveland



TESTING...

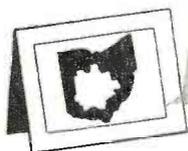
IN THE NATION'S
NO. 1 TEST MARKET

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National advertisers throughout the country have tested the sales potential of their products and services by using the top commercial facilities of WBNS-TV . . . COLUMBUS, OHIO.

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wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CENTRAL OHIO'S MOST HONORED STATION

CBS-TV NETWORK ● Affiliated with Columbus Dispatch and
WBNS-AM ● General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

OHIO

CLEVELAND (Continued)

WXEL (TV)

LICENSEE: Empire Coil Co. Address: 630 Euclid Ave. Phone: Tower 1-8985

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 25.6 kw, Aural 13.4 kw. Operating Pow. Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Pleasant Valley & State Rd., Parma, Ohio. Make, GE, Model TT-6D. Antenna. Make GE, Type 6-Bay Superturnstile. Height, Above average terrain 725 ft. Above ground 437 ft.

OPERATION: Began Dec. 17, 1949. Hours, 10:30 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, The Katz Agency, Washington Attorney Lyon, Wilne. & Bergson. Consulting Engineer Ben Adler.

SERVICES: Four studios (16 x 30-ft., 30 x 40-ft., 50 x 55-ft. and 44 x 60-ft. with fixed theatre seats for up to 300 people). Six field and five studio RCA image orthicon camera chains. One Trans-Lux and one Bodde rear screen projector. Two GE kinoscope film cameras. Two GE Synchronite 66mm film projectors. Two Selectro-slide Jr. slide projectors. One RCA flying spot 2x2" scanner. Special mobile unit. News Services, UP, AP, INS Movietone. Library, Associated.

PRINCIPAL STOCKHOLDER: Licensee is electronics parts manufacturer which owns KPTV (TV) Portland, Ore., KCTY (TV) Kansas City, KDEN (TV) Denver and WNES (TV) Indianapolis. Herbert Mayer is principal stockholder.

EXECUTIVES:

Herbert Mayer, Pres. & Gen. Mgr.	Harry Black, Prog. Dir.
Franklyn Snyder, Vice Pres. & Sta. Mgr.	H. A. Brinkman, Ch. Eng.
Richard C. Wright, Asst. Com. Mgr.	Ben Wickham, Film Buy. & Exec. Asst.
	Barbara Snyder, Publ. Dir.
	R. J. Rowley, News Dir.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$900. Minute spot Live \$175 and production costs, Film \$175. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION: [Total, Including Fringe Area] Population, 3,351,900: Families in Area, 966,200; No. of Sets [June 1], 768,249.

COLUMBUS

WBNS-TV

LICENSEE: The Dispatch Printing Co. Address: 33 N. High St. Phone: Adam 9265

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 123 kw. Operating Pow.: Visual 24.3 kw, Aural 12.15 kw. Transmitter: Address 495 Olentangy Blvd. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-6A. Height, Above average terrain 485 ft. Above ground 595 ft

OPERATION: Began Oct. 1949. Hours, 8:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, CBS. Station, AM, WBNS.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio (55 x 35-ft.). Two RCA camera chains. Two RCA film cameras. Two Eastman 16mm and two RCA 16mm film projectors. Two Selectroslide scanners. Houston film processing unit. News Service, AF Library, World.

PRINCIPAL STOCKHOLDER: The Dispatch Printing Co., publisher of Columbus Dispatch.

EXECUTIVES:

Preston Wolfe, Pres.	Jerome Reeves, Prog. Dir.
Richard A. Borel, Dir. of TV	Lester H. Nafzger, Ch. Eng.
Robert D. Thomas, Sis. Dir.	Betty A. Dixon, Film Buy.

RATE INFORMATION: Class A one hour Live \$700 plus additional costs, Film \$700. Minute spot Live \$125, Film \$125. Frequency discounts from 12% for 26 times up to 25% for 260 times. Rate Card No. 4A.

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

COLUMBUS (Continued)

WLWC (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 3165 Olentangy River Rd. Phone: Jefferson 5441

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 15.2 kw, Aural 8.1 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 3165 Olentangy River Rd. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 6-Bay Superturnstile PF68M. Height, Above average terrain 455 ft. Above ground 578 ft.

OPERATION: Began April 3, 1949. Hours, 7:00 a.m.-1:20 a.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales, WLW Sales. Washington Attorney Hogan & Hartson. Consulting Engineer Weldon & Carr.

SERVICES: Three studios (40 x 60-ft., 33 x 24-ft., and 29 x 18-ft.). Three RCA TK10A camera chains. One RCA TK20A film camera. Two RCA TPI68 film projectors. One LaBelle Model 301 slide projector. One strip film projector. One opaque projector.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Avco Mfg. Co., which owns WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus; WINS New York, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chm. of Bd.
Robert E. Dunville, Pres.
James Leonard, Vice Pres. &
Gen. Mgr., WLWC.

C. George Henderson, Sls. Mgr.
Warren F. Warner, Prog. Dir.
Charles B. Sloan, Ch. Eng.
Walter S. Jacobs, Prod. Mgr.

RATE INFORMATION: Class A one hour \$625. Minute spot \$125. Frequency discounts from 5% for 13-25 weeks up to 10% for 26 weeks or more. Rate Card No. 6-A.

WOSU-TV*

(Target Date, not set)

(*Noncommercial-Educational)

LICENSEE: The Ohio State University. Address: N. High St. Phone: University 3148

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 220 kw. Transmitter: Address, corner of W. Lane Ave. & N. Starr Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 560 ft. Above ground 593 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WOSU. FM, WOSU-FM

REPRESENTATIVES: Attorney, Attorney General of Ohio. Consulting Engineer Robert C. Higgy, Ohio State U.

PRINCIPAL STOCKHOLDER: Ohio State U. (100%).

EXECUTIVES:

Howard L. Bevis, Pres.

Robert C. Higgy, Dir. & Gen.
Mgr.

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

BROADCASTING • TELECASTING

WTVN (TV)

LICENSEE: WTVN Inc. Address: 753 Harmon Ave. Phone: Fletcher 5801

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 19.8 kw, Aural 10 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 50 W. Broad St. Make, RCA. Model TT5A. Antenna: Make RCA TF-3A. Type 3-Bay Superturnstile. Height, Above average terrain 545 ft. Above ground 606 ft.

OPERATION: Began Sept., 1949. Hours, 10:30 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney Bernard Koteen.

SERVICES: Two studios (50 x 60-ft. and 35 x 28-ft.). Two RCA camera chains. One RCA film camera. Two 16mm film projectors. Two SUE opaque projectors. News Service, AP.

PRINCIPAL STOCKHOLDER: Radio Cincinnati (100%). Licensee is owned by Cincinnati Times-Star Co., publisher of Cincinnati Times-Star (WKRC-AM-FM-TV). Publishing firm is principally owned by Taft family.

EXECUTIVES:

Hulbert Teft Jr., Pres.
Ken Church, Exec. Vice Pres.
J. W. McGough, Gen. Mgr.
Robert Wiegand, Com. Mgr.

William Wagner, Prog. Dir.
Marvin Ingerson, Ch. Eng.
Ray Owen, Asst. Ch. Eng.
Dorothy Silver, Film Buy.

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$80, Film \$25. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 6.

"I LED 3 LIVES"

starring
**RICHARD
CARLSON**



**TV'S MOST TIMELY AND
POWERFUL DRAMA!**

ZTV-TV

**SEE pages 352 & 353
for complete information
about this exciting TV
show!**

DAYTON

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp. Address: 1414 Wilmington Ave. Phone: Kenmore 4143

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, 1414 Wilmington Ave. Make, RCA. Model TT-5A. Antenna: Make RCA. Type AH6. Height, Above average terrain 570 ft. Above ground 517 ft.

OPERATION: Began Feb., 1949. Hours, 8:30 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont Station. AM, WHIO. FM, WHIO-FM

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington. Attorney Dow, Lohnes & Albertson. Consulting Engineer Frank McIntosh.

SERVICES: One studio (50 x 30-ft.). Four RCA field cameras. Two RCA film cameras. Two RCA 16mm film projectors. Two Selectroslide Jr. slide projectors. One RCA mobile unit. Film processing unit for 35mm slides. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Licensee owned by former Ohio Gov. James M. Cox Sr. and family, who also publish Dayton News and Journal Herald and Atlanta Journal and Constitution, Springfield News and Sun and Miami News, and own WSB-AM-FM-TV Atlanta, and WIOD-AM-FM Miami.

EXECUTIVES:

James M. Cox Jr., Pres.	William Campbell, Film Buy.
Robert H. Moody, Gen. Mgr.	Jack L. Hodgkinson, Dir. TV Opr.
W. E. Wolaver, Com. Mgr.	Marion Ganje, Prod. Dir.
Don R. Lyons, Prog. Dir.	Don Wayne, News & Special
Ernest L. Adams, Ch. Eng.	Events Dir.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

WIFE (TV)

[Target Date, Sept. 15, 1953]

LICENSEE: Skyland Broadcasting Corp. Address: 380 W. 1st St. Phone: Michigan 6501-2-3

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 254.5 kw, Aural 132.5 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, W. Carlton Rd. Make, GE, Model TT25A. Antenna: Make GE. Type TY25B. Height, Above average terrain 701.04 ft. Above ground 650 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATION: Station, AM, WONE.

REPRESENTATIVES: Sales, Headley-Reed TV Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer George P. Adair.

SERVICES: Two studios (60 x 40-ft. and 35 x 30-ft.). Three GE PE4A camera chains. One GE PE5A film camera. Two GE PF5A film projectors. Two S&S 2" x 2" slide projectors. Two GE PE4A mobile units. News Service, AP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Pres. Ronald B. Woodyard (18%), Vice Pres. Loren M. Berry (12.3%), Col. Gustav Hirsch (12.3%) and Treas. James F. Gallaher (8%).

EXECUTIVES:

Ronald B. Woodyard, Pres. & Gen. Mgr.	Roger J. LaReau, Com. Mgr. & Film Buy.
Louis G. Froelich, Vice Pres.	Joseph Gill, Ch. Eng.
C. J. Thornquest, Vice Pres.	Dal Shook, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$55.00, Film \$55.00. Rate Card No. 1.

MARKET INFORMATION: [Total, Including Fringe Area] Families in Area, 584,100; No. of Sets (June 1), 25,500.

WLWD (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 4595 S. Dixie Hwy. Phone: Walnut 2101

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 32 kw, Aural 16 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, W. Carrolton & Frytown Rds. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF6AL. Height, Above average terrain 510 ft. Above ground 459 ft.

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

OPERATION: Began March, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales WLV Sales.

SERVICES: Two studios (80 x 50-ft. & 20 x 40-ft.). Three TK10A studio, th RCA field cameras and two RCA TK20A film camera chains. Two RCA 16mm film projectors. Two 35mm automatic slide projectors. One mobile unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee is owned by Avco Mfg. Co., owner WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, WLWD (TV) Dayton, WLWA (TV) Atlanta Ga., and WLW New York.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd.	Neal Van Ells, Prog. Dir. & F. Buy.
Robert E. Dunville, Pres.	Lester Sturgill, Ch. Eng.
H. Peter Lesker, Vice Pres. & Gen. Mgr., WLWD.	Dorothy A. Sanders, Prom. M.
William J. Williamson, Com. Mgr.	

RATE INFORMATION: Class A one hour \$675. Minute spot \$125. Frequency discounts. Rate Card No. 6-A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	729,409	1,434,279	2,227,647
Area in Square Miles	2,263	10,370
No. of Sets (June 1)	310,000

LIMA

WIMA-TV

[Target Date, Late 1953]

LICENSEE: Northwestern Ohio Broadcasting Corp. Address: 223 N. Main St

FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 60 kw. Transmitter: Address, 121 W. High St. Make, DuM. Antenna: Make GE. Height, Above average terrain 330 ft. Above ground 344 ft.

OPERATION: Target date late 1953.

AFFILIATION: Station, AM, WIMA.

REPRESENTATIVES: Sales, Weed TV. Washington Attorney Bingham, Colli Porter & Kistler. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. George E. Hamilton (50%), Vice Pres. Robert W. Mack (42.7%) and F. E. Mack (7.3%).

WLOK-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 6-3411

FACILITIES: Chan. 73. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 11 kw. Operating Pow.: Visual 1 kw, Aural .6 kw. Transmitter: Address, 14 Rice Ave. Make, GE. Model TT-20-A. Antenna: Make GE. Type Helico., 5-Bay. Height, Above average terrain 360 ft. Above ground 335 ft.

OPERATION: Began April 18, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WLOK.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney Dow Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (30 x 60-ft. and 5 x 8-ft.). One film camera. One studio GE camera chain. One GE film camera. Two 16mm GPL film projectors. Two 2 x 2" glass slides. News Services, UP, INS. Library World.

PRINCIPAL STOCKHOLDERS: Pres. L. A. Pixley (51%), Vice Pres.-Treas. Lyman Case Jr. (16.4%), Ward C. Case (16.4%) and Robert B. Case (16.2%).

EXECUTIVES:

L. A. Pixley, Pres.	William W. Huffman, Prog. Dir. & Film Buy.
R. O. Runnerstrom, Exec. Vice Pres.	Darrel Hunter, Ch. Eng.
John U. Voorhees, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. 1.

MARKET INFORMATION: Population, 235,545; Families in Area, 67,298; Area in Square Miles, 60 miles in diameter (7-county area); No. of Sets (June 1), 10,826; Retail Sales, \$236,912,000.

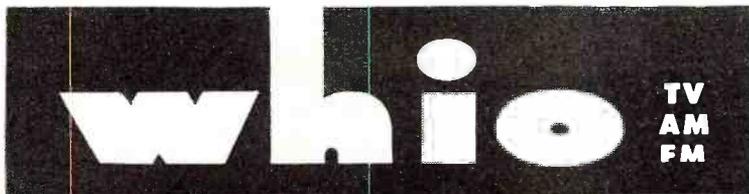


*"Dig that Crazy Beam Pole"
1104 Feet High*

Tallest TV
TOWER OF ALL!
... and ready soon

With the world's tallest TV tower plus a boost in power to 316,000 watts, WHIO-TV increases coverage to bring 697,005 prosperous families within easy reach. Ask George P. Hollingbery representatives to tell you about

WHIO-TV—One of America's Great Area Stations



Channel 7
Dayton, Ohio

MASSILLON

WMAC-TV

(Target Date, Sept. 10, 1953)

LICENSEE: Midwest TV Co. Address: 610 First National Bank Bldg. Phone: Massillon 2-7222

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8 kw. Transmitter: Address, 12th St. Ext. N. W. Canton, Ohio. Make, GE. Model 1 kw. Antenna: Make GE: Type 5-Bay Helical. Height, Above average terrain 583 ft. Above ground 468 ft.

OPERATION: Target date Sept. 10, 1953. Hours, 4:30 p.m.-12:00 midnight.

AFFILIATION: Station, AM, WMAC.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank McIntosh.

SERVICES: Two studios (33 x 35-ft. and 16 x 20-ft.). One GE camera chain. Two GE film projectors. One GE Electro Slide scanner. News Service, AP.

PRINCIPAL STOCKHOLDER: Edward Lamb Enterprises Inc. (100%) also owns WTOP Toledo, WIKK and WICU (TV) Erie, Pa. and WHOO-AM-FM, Orlando, Fla. and WTVQ Pittsburgh, Pa. (Purchase Pending FCC approval.)

EXECUTIVES:

Edward Lamb, Pres. Frank C. Oswald, Exec. Vice Pres.
Jim Bushman, Com. Mgr. Carl Nelson, Reg. Sls. Rep., Toledo

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$30. Frequency discounts from 5% for 13 times up to 15% for 52 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	688,300	284,000	1,143,800
Families in Area	210,820	87,520	330,460
No. of Sets (June 1)	149,087	51,200	248,500
Retail Sales	\$830,631,000	\$201,063,000	\$1,374,539,000
Income Per Family	\$5,974	\$4,889	\$4,725

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

BROADCASTING-TELECASTING

RUNS MORE*

TELEVISION STATION ADVERTISING
THAN ANY OTHER JOURNAL
SERVING THE FIELD

*more Ohio stations

advertise with BROADCASTING • TELECASTING

THAN ANY OTHER PUBLICATION

SANDUSKY

WLEC-TV

(Target Date, Dec. 1, 1953)

LICENSEE: Lake Erie Broadcasting Co. Address: Cleveland Rd. Phone: 5110

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.1 kw. Transmitter: Address, Cleveland Highway & Huntington Ave. Make, GE. Model 1 kw. Antenna: Make GE. Height, Above average terrain 265 ft. Above ground 340 ft.

OPERATION: Target date Dec. 1, 1953.

AFFILIATION: Station, AM, WLEC.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consult Engineer George Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Gen. Mgr. Jay E. Wagner Jr. (4%); Treas. John R. Kahler (3.6%); Sec. Elmer A. Pimsner (3.6%); Stu. M. Hendrickson (7.4%); Russell A. Ramsey (3.6%); Claude B. Flesher (4%) and estate of A. E. Heiser (22.8%). Several other stockholders hold less than 4% each.

EXECUTIVES:

Jay E. Wagner Jr., Pres.

TOLEDO

WSPD-TV

LICENSEE: Storer Broadcasting Co. Address: 136 Huron St. Phone: Adams 3

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 12.3 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 111 S. Superior. Make, RCA. Model TT-5A. Antenna: Make RCA. Ty. TF-6A-6-Bay. Height, Above average terrain 524 ft. Above ground 555

OPERATION: Began July, 1948. Hours, 8:30 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Ketz Agency Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio. Four RCA Disc. TK-30A camera chains. Trans-Lu rear screen projector. One TK 20-A film camera. One 16mm TP-16 film projector. Four 35mm Golde Proj. slide projectors. One mobile unit w power supply and microwave relayment. News Services, UP, INS. Librar Lang-Workh, World.

PRINCIPAL STOCKHOLDERS: George B. Storer is principal stockholder. Storer Broadcasting Co. Also owns WJBK-AM-FM-TV Detroit, KABC and KE (TV) San Antonio, Tex., WAGA-AM-FM-TV Atlanta, Ga. and WBRC-AM-TV Birmingham, Ala. (See Group Ownership.)

EXECUTIVES:

George B. Storer, Pres. Bill Stringfellow, Ch. Eng.
Allen L. Haid, Vice Pres. & Elaine Phillips, Film Buy.
Managing Dir. Bill Ashworth, Merc. Dir.
Westford Shannon, Com. Mgr. Al Ruhfel, Prod. Mgr.
Les Dana, Prog. Dir.

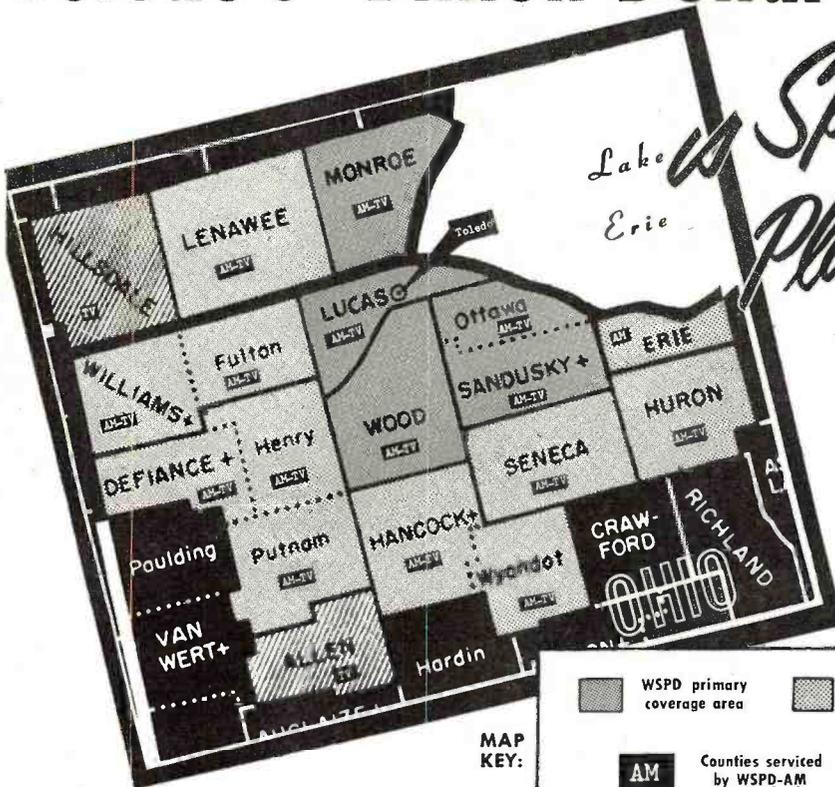
RATE INFORMATION: Class A one hour Film \$750. Minute spot Film \$110. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	625,000	1,106,400
Families in Area	186,800	331,400
Area in Square Miles	1,441	5,027
No. of Sets (April 1)	226,000
Retail Sales	\$723,143,000	\$1,249,673,000
Income Per Family	\$5,262	\$4,637
Income Per Capita	\$1,492	\$1,408

BROADCASTING • TELECAST

Toledo's "Billion Dollar Market"



Speedy's Playground



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,161,200
 Families 348,000
 Radio Homes 339,060
 Percent tuned to WSPD-AM
 Daytime 56.8%
 Nighttime 48.6%
 Television Homes 228,000
 Percent tuned to WSPD-TV
 Daytime 78%
 Nighttime 91.5%

EFFECTIVE BUYING POWER
 Total—\$1,896,407,000
 Per Capita \$1,633
 Per Family \$5,449

RETAIL SALES
 Total \$1,310,208,000
 Per Family \$3,764
 Spent For:
 Food \$321,211,000
 Gen. Mdse. \$128,461,000
 Furniture & Household—\$67,725,000
 Automotive \$251,294,000
 Drug \$35,282,000

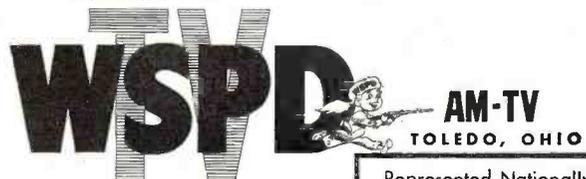
Toledo's Metropolitan Area ranks high in the nation's leading areas—

Toledo ranks 36th in total retail sales
 Toledo ranks 36th in food store sales
 Toledo ranks 35th in gen. mdse. store sales
 Toledo ranks 48th in apparel store sales
 Toledo ranks 38th in home furnishing sales
 Toledo ranks 31st in automotive store sales
 Toledo ranks 33rd in filling station sales
 Toledo ranks 50th in building material and hardware store sales.
 Toledo ranks 36th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:

Sales Management's Survey of Buying Power,
 Standard Rate & Data Consumer Markets
 Neilsen Coverage Service
 NBC Research



Storer Broadcasting Company
 TOM HARKER NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally
 by KATZ

51,300 UHF TV Sets
in YOUNGSTOWN, Ohio

(JULY 1, 1953)

(70,000 by September 1st)

For **TV** it's
WFMJ

In America's 30th ranking population market

NBC Basic Affiliate

1,000 FOOT TOWER

To be erected in fall of 1953

The Promotion Minded
Station . . . Plus Local Shows

Excellent Availabilities!

Headley-Reed Company
National Representatives

WFMJ
AM • FM • TV

101 WEST BOARDMAN ST. • RI. 3-4121
YOUNGSTOWN, OHIO

OHIO

YOUNGSTOWN

WFMJ-TV

LICENSEE: The Vindicator Printing Co. Address: 101 W. Boardman St. Phr
Riverside 3-4121

FACILITIES: Chan. 73. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 89
Operating Pow.: Visual 19.6 kw, Aural 10.6 kw. Transmitter: Addr
750 Mabel St. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type
TFU-27 BHS. Height, Above average terrain 948 ft. Above gro.
1,000 ft.

OPERATION: Began March 8, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, NBC. Stations, AM, WFMJ. FM, WFMJ-FM.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Fisher, W
land, Duvall & Southmayd. Consulting Engineer A. Earl Cullum Jr.

SERVICES: One studio (50 x 30 x 16-ft.). Two RCA TK-11A and two RC
camera chains. One Television Specialty rear screen projector. Two RC
film cameras. Two RCA film projectors. Two scanners. News Serv
AP, UP, Fox Movietone. Library, Thesaurus, Standard.

PRINCIPAL STOCKHOLDERS: William F. Maag Jr. is principal stockholder.
Licensee publishes the Youngstown Vindicator.

EXECUTIVES:

William F. Maag Jr., Pres. & Gen. Mgr. Ronald W. Richards, Prog. Dir
Frank A. Dieringer, Ch. Eng.
Leonard E. Nasman, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute s
Live \$60, Film \$60. Frequency discounts from 5% for 26 times up
25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 542,6
Families in Area, 152,200; No. of Sets (June 1), 40,300; Retail Sa
\$565,948,000; Income Per Family, \$6,149; Income Per Capite, \$1,725.

WKBN-TV

LICENSEE: WKBN Broadcasting Corp. Address: 3930 Sunset Blvd. Pho.
Sterling 2-1145

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 160.0 kw, Aural 95
kw. Operating Pow.: Visual 15.8 kw, Aural 9.5 kw. Transmitter: Addr
3930 Sunset Blvd. Make, RCA. Model TTU-1B. Antenna: Make RC
Type TFU-21BL. Height, Above average terrain 553 ft. Above grou
539 ft.

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

YOUNGSTOWN (Continued)

WKBN-TV (Continued)

OPERATION: Began Jan. 6, 1953. Hours, 11:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, The Paul H. Raymer Co. Washington Attorney Paul Loucks. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

FACILITIES: Two studios (30 x 50-ft. and 20 x 28-ft.). Two RCA film camera chains. Three RCA studio camera chains. One TV Specialty Co. rear screen projector. One RCA-TK-20D and one RCA-TK-20C film camera. Two Eastman film sound projectors. One Gray Telejector 2 x 2" and one Spindler & Sauppe turret 2 x 2" slide projector. One RCA-TK3A flying spot scanner. One Steinman and one Micro Record film processing unit. News Services, AP, UP, INS. Library, Telenews.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr. (60%) and Forest City Publishing Co. (Cleveland Plain Dealer and News) (40%) Forest City Publishing Co. also owns WHK-AM-FM Cleveland and WHKC-AM-FM, Columbus, Ohio.

EXECUTIVES:

W. P. Williamson Jr., Pres. & Gen. Mgr.
J. L. Bowden, Com. Mgr. & Film Buy.

D. S. Brice, Prog. Dir.
B. T. Wilkens, Ch. Eng.

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

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total, including Fringe Area) Population, 750,200; Families in Area, 212,800; Area in Square Miles, 2,622; No. of Sets (June 1), 40,300; Retail Sales, \$776,629,000; Income Per Family, \$6,149; Income Per Capita, \$1,725.

WUTV (TV)

(Target Date, Aug. 31, 1953)

LICENSEE: Polan Industries. Address: 321 8th St., Huntington, W. Va. Phone: 2-0301

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, Gibson St., between Dewey and Wilbur Aves. Make, RCA. Model 12KW. Antenna: Make GE. Height, Above average terrain 530 ft. Above ground 550 ft.

OPERATION: Target date Aug. 31, 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan (20%), E. G. Polan (20%), Lincoln M. Polan (20%), Charles M. Polan (20%), and Lake Polan Jr. (20%). (For other Polan Holdings, see group ownership.)

WKBN-TV Blankets the 30th U.S. Market

...and More!

THE Youngstown Metropolitan Area, according to the 1950 U. S. Census, is the 30th U. S. market with a population of 528,500. But that's only part of the story! Mail, dealer reports and personal interviews show conclusively how WKBN-TV reaches practically every corner of two additional counties. The WKBN-TV coverage area then becomes an even bigger giant with thousands of additional customers and converted sets.

WKBN-TV

YOUNGSTOWN, OHIO

THREE BIG NETWORKS,
CBS, ABC, and DUMONT

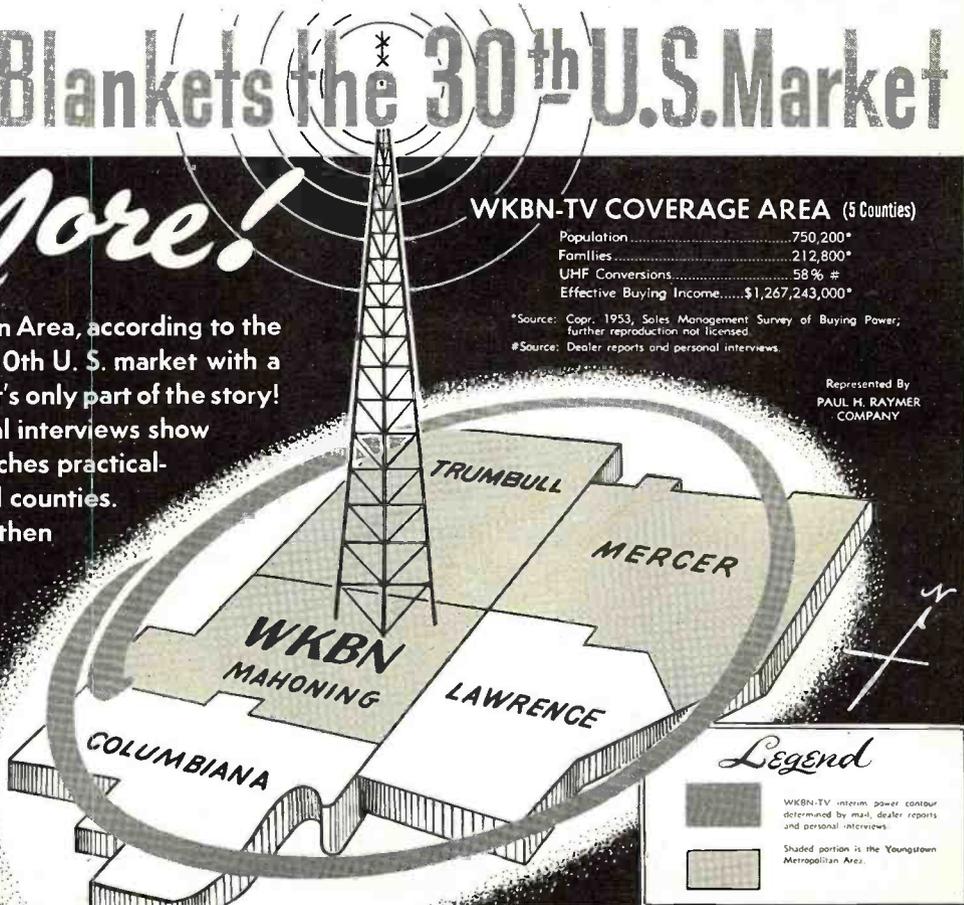
WKBN-TV COVERAGE AREA (5 Counties)

Population	750,200*
Families	212,800*
UHF Conversions	58% #
Effective Buying Income	\$1,267,243,000*

*Source: Copr. 1953, Sales Management Survey of Buying Power; further reproduction not licensed.

#Source: Dealer reports and personal interviews.

Represented By
PAUL H. RAYMER
COMPANY



ZANESVILLE

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg. N. Fifth St. Phone: 2-5431

FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 38. kw. Operating Pow.: Visual 14 kw, Aural 7.5 kw. Transmitter: Address Downward Rd. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BH. Height, Above average terrain 535 ft. Above ground 497

OPERATION: Began May 23, 1953. Hours, 6:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney: Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culy

SERVICES: One studio (28 x 34-ft.). One RCA TK-11A studio camera. One RCA TK-20A film camera. Two GPL 16mm film projectors. One Selectro-Slide Jr. slide projector. Micro-record automatic re-wind film processing unit. Bolex 16mm motion picture camera. News Services. UP, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Clay Littick (25%), Orville B. Littick (25%), Arthur S. Littick (25%), Ernest B. Graham (15%) and Clarence J. Graham (10%). Messrs. Littick own Zanesville Publishing Co., publisher Zanesville Signal & Times Recorder.

EXECUTIVES:

Clay Littick, Pres. Robert D. Maley, Prog. Dir.
Vernon A. Nolte, Gen. Mgr. William A. Hunt, Sr., Ch. Eng.
Nate Milder, Com. Mgr. Robert D. Maley, Film Buy.
Robert Cromwell, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$-. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 269,974. Families in Area, 81,800; No. of Sets (June 1), 10,000; Retail Sales \$234,291; Income Per Family, \$3,783; Income Per Capita, \$1,137.

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

OKLAHOMA

OKLAHOMA MARKET INDICATORS

Total Population, July 1, 1952	2,265,000
Total Families, 1950	590,000
Total Urban Population, 1950	1,139,000
Total Rural Nonfarm Population, 1950	540,000
Total Farm Population, 1950	553,000
Employed in Nonagricultural Establishments, Feb., 1953	519,000
Total Employed 1950	753,000
Employed in Mining, Feb., 1953	46,000
Employed in Manufacturing, Feb., 1953	82,000
Employed in Construction, Feb., 1953	28,000
Employed in Agriculture, 1950	154,000
Retail Sales, 1952	\$ 2,105,954,000
Bank Assets, Jan. 1, 1953	\$ 2,162,285,000
Bank Deposits, Jan. 1, 1953	\$ 2,000,324,000
Major Income Sources, 1951: Agriculture 12.0%; Government 21.2%; Manufacturing Payrolls 9.4%; Trade and Service 25.6%; Other 31.8%	
Total Income Payments, 1951	\$ 2,677,000,000
Per Capita Income, 1951	\$ 1,182
Median Family Income, 1950	\$ 2,347
Total Internal Revenue Collections, 1952	\$ 678,935,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 60.47
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 69,291,000
Cash Receipts of Farms, 1952	\$ 704,311,000
Government Payments to Farmers, 1952	\$ 8,849,000
Value of Mineral Production, 1950	\$ 527,095,000
New Public Construction in 1952	\$ 159,500,000
Motor Vehicle Registration, 1952	891,000
Number of Telephones, 1952	628,000
Number of Electrical Connections, 1952	697,000
Number of Gas Utilities Connections, 1952	482,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

It Takes...

WHIZ-TV

TO HIT THE BULLSEYE MARKET

IN SOUTHEASTERN OHIO!

(✓) Check Ohio's NINTH Largest Trading Area For Results

- (✓) Population 552,416
- (✓) 1953 Eff. Buying Income \$803,036,000
- (✓) 1953 Retail Sales \$479,717,000
- (✓) 1953 E. B. I. Surplus \$323,319,000
- (✓) 1953 Food Sales \$146,147,000
- (✓) 1953 Drug Sales \$ 13,034,000
- (✓) Television programing from NBC-CBS-ABC-Dumont Networks.
- (✓) Complete film department service.
- (✓) Complete services for art work and set design.



Established May 23, 1953

National Representative - John E. Pearson, Inc.

First in Southeastern Ohio

LAWTON

KSWO-TV

LICENSEE: Oklahoma Quality Broadcasting Co. Address: P. O. Box 1385. Phone: 7777.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 9.63 kw, Aural 4.8 kw. Operating Pow.: Visual 9.63 kw, Aural 4.8 kw. Transmitter: Address, 4 Miles East Lawton, State Highway 7. Make, RCA. Model TT2AH. Antenna: Make RCA. Type TF6AH, 6-Bay. Height, Above average terrain 540 ft. Above ground 525 ft.

OPERATION: Began March 8, 1953. Hours, 3:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM, KSWO.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney, Lyon, Wilner & Bergson.

SERVICES: One studio, (20 x 40 ft., plus announcer's booth). One RCA field type camera chain. One RCA film camera. Two RCA 16mm film projectors. One 2 x 2" Selectroslide slide projector. Telop 4 x 5" opaque projector. Microrecord film processing unit. News Service, UP. Libraries, Standard & United Telecriptions.

PRINCIPAL STOCKHOLDERS: R. H. Drewry 50%, T. R. Warkentin 15 1/2%, J. R. Montgomery 15 1/2%, R. P. Scott 15 1/2% and G. G. Downing 3 1/2%. Partnership owns 90% KRHD Duncan, Okla.; is applicant for Channel 2, Midland, Tex.; owns KSWO Lawton, Okla.

CLASSIFICATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$20, Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

EXECUTIVES:

R. H. Drewry, Prin. Part.
Paul N. Goode, Gen. Mgr. & Film Buy.

L. W. Ozier Jr., Com. Mgr.
Henry Mattison, Prog. Dir.
William Buford, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	124,200	341,400	512,100
Families in Area	35,800	97,000	147,900
No. of Sets (June 1)	12,337	9,778	29,335
Retail Sales	\$136,324,000	\$363,565,000	\$529,335,000
Income per Family	\$4,125	\$4,194	\$3,980
Income per Capita	\$1,189	\$1,162	\$1,150

MIAMI

KMIV (TV)

(Target Date, not set)

LICENSEE: Miami TV Co. Address: Box 420, Wichita Falls.

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow.: Visual 1.75 kw, Aural 0.87 kw. Transmitter: Address, Miami Hotel. Make, GE. Antenna: Make GE. Height, Above average terrain 230 ft. Above ground 247 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum, Dallas.

PRINCIPAL STOCKHOLDERS: Gen. Part. George L. Coleman (75%), 24% owner of Monterey Radio-TV Corp. (KMBY Monterey, Calif.) and Kenyon Brown (25%) with interests in Little Rock Telecasters Inc. (Grantee for uhf Ch. 17 at Little Rock, Ark.) owner of KWFT Wichita Falls, Tex., grantee for vhf Ch. 6 there and KBYE Oklahoma City.

OKLAHOMA CITY

KLPR-TV

(Target Date, Sept., 1953)

LICENSEE: KLPR Television Inc. Address: 128 1/2 W. Commerce.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 49 kw. Transmitter: Address, SE 69th St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 580 ft. Above ground 551 ft.

OPERATION: Target date Sept., 1953.

AFFILIATION: Networks, ABC, DuMont. Station, AM, KLPR.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney William Howard Payne. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Pres. Byrne Ross (500/2570) sole owner of KLPR Oklahoma City; Vice Pres. R. Lewis Barton (250/2570) owner of Barton Theatres, Oklahoma City; Sec.-Treas. Lester E. Johnson (5/2570) vice pres. Oklahoma Natl. Bank, Okla. City; M. E. Nesbitt (50/2570) plumbing contractor; R. N. Salmon (25/2570) dry cleaner; Hugh Bumpas (5/2570) Baptist minister; Herman Merson (10/2570) attorney; Fred M. Farha (150/2570) commercial mgr. KLPR and Monty Wells (150/2570) account executive of KLPR.

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

Covering Oklahoma's

3rd Market

LAWTON, OKLAHOMA

Only KSWO-TV can give you complete coverage of Oklahoma's 3rd market where over 512,100 people spend \$529,335,000 annually in retail sales. The average income per family in KSWO's TV grade A coverage is \$4,125.

Results? One weekly 30 minute program on the air for only 7 weeks has produced a 25,894 mail response. Our national representatives can give you the full details of this success story and others.

Nationally represented by Everett-McKinney, Inc.

Southwestern representative: Clyde Melville Co. (Dallas).

KSWO-TV

CHANNEL 7

Affiliated with KSWO (AM).

9,630 watts

540 feet above average terrain

OKLAHOMA CITY (Continued)

KTVQ (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Republic Television & Radio Co. Address: Northwest Station. Phone: Jackson 5-6928.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 137 kw. Operating Pow.: Visual 275 kw, Aural 137 kw. Transmitter: Address, First National Bank Bldg., Oklahoma City. Make GE. Antenna: Make GE. Type High Gain Helical. Height above ground 600 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuM.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney Frank Fletcher. Consulting Engineer Vandivere, Cohen & Wearn.

SERVICES: One studio (60 x 90 ft.). Two GE camera chains. Two GE synchronous film projectors.

PRINCIPAL STOCKHOLDERS: Pres. John Esau (14%), former vice president and general manager of KTUL Tulsa, KFPW Ft. Smith, KATV (TV) Pine Bluff, Ark.; Vice Pres. Frank E. Brown (14%), oil; Vice Pres. Philip D. Jackson (15%), general manager KWCO Chickasha, Okla.; Secy. A. C. Saunders (14%), attorney; Treas. Frank A. Smith (14%), oil; R. P. Green (14%), oil; Clarence E. Wilson (15%), KPUT Puyallup, Wash.

EXECUTIVES:

John Esau, Pres. Bill Sedler, Prog. Dir.
Harry Abbott, Sta. Mgr. Harold Coomes, Ch. Eng.
Ben Holmes, Com. Mgr. Wayne Taylor, Film Buy.

KWTV (TV)

(Target Date, Late 1953)

LICENSEE: Oklahoma Television Corp. Address: 2701 First National Bank Bldg. Tel.: Victor 3-6441

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Lincoln Blvd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,530 ft. Above ground 1,585 ft.

OPERATION: Target date late 1953.

AFFILIATION: Sales, Avery-Knodel Network, CBS.

REPRESENTATIVES: Washington Attorney Frank U. Fletcher. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Merged applicants include: Bd. Chmn. John T. Griffin, head of Griffin family grocery interests in Okla. and Ark., and 57% owner of KOMA Inc.; Pres. Roy J. Turner (10%), ex-governor of Oklahoma and partner in oil firm; Exec. Vice Pres. Edgar T. Bell (holds 263 shares Class B nonvoting stock); Vice Pres. Luther T. Delaney (15%) RCA distributor and furniture manufacturer; Vice Pres. F. E. Harper (10%), associate of Mr. Turner in the oil business; Sec. Henry S. Griffin (15%) president and principal stockholder in Video Independent Theatres; Vice Pres. James C. Leake, 2% owner of KOMA and Director Marjorie Griffin Leake, 40% owner of KOMA.

WKY-TV

LICENSEE: WKY Radiophone Company. Address: P. O. Box 8668, Britton Station. Phone: Trinity 8-2161.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 16.85 kw, Aural 9.05 kw. Transmitter: Address, 500 East Britton Road. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-5-A superturnstile. Height, Above ground 962 ft.

OPERATION: Began June 6, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC & DuM. Station, AM, WKY.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Pierson & Ball, Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (38 x 58 ft. seating 200). Seven interchangeable studio field camera chains. Rear screen projector. Two RCA 16mm film cameras. Four RCA film projectors. Four slide projectors. Houston film processing unit. Mobile unit with three cameras, microwave relay equipment. One Auricon, one Bolex and two Cine Special motion picture cameras. News Services, UP, Movietone.

PRINCIPAL STOCKHOLDER: Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

EXECUTIVES:

E. K. Gaylord, Pres. & Gen. Mgr. Kieth Mathers, Film Buy.
P. A. Sugg, Sta. Mgr. & Exec. Hoyt Andres, Asst. Sta. Mgr.
Vice Pres. Eugene B. Dodson, Night Oprs.
Robert Olson, Prog. Dir. Mgr.
H. J. Lovell, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

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

TULSA

KCEB (TV)

(Target Date, Oct.-Nov., 1953)

LICENSEE: Elfred Beck. Address: (Temporary) 1606 National Bank of (Permanent, Oct. 15) Lookout Mountain, Tulsa, Okla. Phone: 4-4044.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 85.1 kw. Operating Pow.: Visual 10 kw, Aural 6 kw. Transmitter: Address, Lookout Mountain. Make RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-4BLS. Height, Above average terrain 628 ft. Above ground 500 ft.

OPERATION: Target date Oct.-Nov., 1953. Hours: 8:00 a.m.-12:30 a.m.

REPRESENTATIVES: Sales, The Bolling Co. Inc. Washington Attorney W. Mott and Morgan. Consulting Engineer George C. Davis.

SERVICES: Two live studios (60 x 40 ft. & 30 x 40 ft. One film; Out door garden setting; Wooded surroundings for location staging.) Three RCA camera chains. Locally fabricated rear screen projector. One RCA TK-20D 16mm camera. Two RCA TK-16D film projectors. One RCA automatic scanner. One Gray telop opaque projector. One RCA equipped (Microwave Relay Transmitter) mobile unit. News Service, UP. Libraries, Thesaurus, Gen

PRINCIPAL STOCKHOLDERS: Elfred Beck, sole owner, is owner of Albec Co. and has real estate and cattle holdings.

EXECUTIVES:

Elfred Beck, Own. N. Ray Kelly, Gen. Mgr. & Vice Pres.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot \$69, Film \$69. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population			542,100
Families in area			165,470
Area in Square Miles			6,850
Income Per Family	\$5,358	Total Retail Sl. Tulsa County	\$332,401,000
Income Per Capita	\$1,771		

KOTV (TV)

LICENSEE: Wrather-Alvarez, Inc. Address: 302 So. Frankfort. Phone 2-9233.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 16.55 kw, Aural 8.5 kw. Transmitter: Address, National Bank of Tulsa Bldg. 4th & Boston. Make RCA. Antenna: Make RCA. Type TF3A. Height, Above average terrain 490 ft. Above ground 440 ft.

OPERATION: Began November, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Networks, NBC, CBS, ABC.

REPRESENTATIVES: Sales, Edward Patry & Co., Inc. Washington Attorney W. Mott & Morgan. Consulting Engineer George Davis.

SERVICES: Two studios (112 x 60 x 22 ft. & 45 x 37 ft.) Four RCA TK 1 camera chains. Bodde 9 x 12 rear screen projector. Two RCA TK 2 film cameras. Two RCA TP 16D film projectors. 3/4 x 4 1/4" opaque projector. RCA mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Helen Alvarez (50%); Jack D. Wrather (25%); Mrs. Mazie Wrather (25%). (For other holdings, see group ownership.)

EXECUTIVES:

Jack Wrather, Jr., Pres. Don Thompson, Prog. Dir. & Film Buy.
Helen Alvarez, Gen. Mgr. & co-owner George Jacobs, Ch. Eng.
John Hill, Com. Mgr. Robert Freeland, Asst. Sta. M.
Leo Howard, Sl. Mgr.

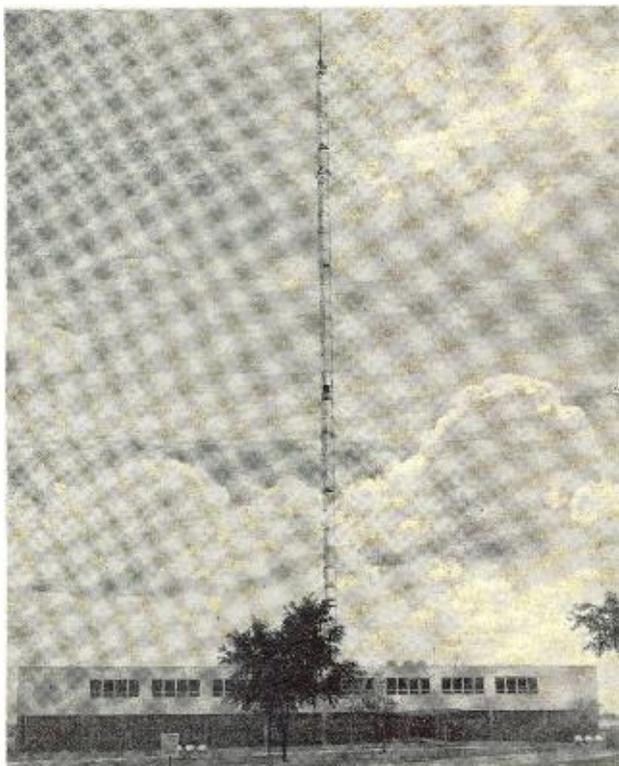
RATE INFORMATION: Class A one hour Live \$750, Film \$600. Minute spot Live \$170, Film \$120. Frequency discounts 5% for 52 times up to 13% for 312 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	271,000	94,500	816,000
Families in Area	86,450	33,400	243,400
No. of Sets (June 1)	55,600	16,250	151,100
Retail Sales	\$332,401,000	\$75,907,000	\$671,100,000
Income per Family	\$3,325	\$2,669	\$3,200
Income per Capita	\$1,005	\$788	\$997

WKY-TV

the station
of firsts in
Oklahoma!



first

TV station in Oklahoma!

WKY-TV ushered television into Oklahoma
June 6, 1949.

first

in size of audience!

WKY-TV now reaches more than 216,300
TV homes (June 1, 1953).

first

in program quality!

WKY-TV brings Oklahomans the tops
in network shows from NBC, CBS, ABC and
DUMONT via cable and film plus outstanding
local shows and a parade of sports and
special events. WKY-TV telecasts daily from
early morning until past midnight for a
total of more than 115 hours each week.

now . . .

100 KW Video

60 KW Audio

Affiliated with THE OKLAHOMA PUBLISHING CO.

The Daily Oklahoman • Oklahoma City Times • The Farmer-Stockman • WKY Radio • Represented by THE KATZ AGENCY

OKLAHOMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adair	14,918	5,098	1,494	275		
Alfalfa	10,699	10,330	2,590	574	730	22%
Atoka	14,269	6,756	1,997	63	370	10%
Beaver	7,411	6,045	1,400	70		
Beckham	21,677	26,598	6,281	790		
Blaine	15,049	14,214	3,234	500	1,630	37%
Bryan	28,999	21,115	5,118	492	820	10%
Caddo	34,913	28,338	7,099	964	3,130	31%
Canadian	25,644	22,829	5,344	836	2,810	37%
Carter	36,455	35,541	8,554	1,431		
Cherokee	18,989	8,161	2,648	301		
Choctaw	20,407	11,398	4,039	322		
Cimarron	4,589	6,912	1,274	72		
Cleveland	41,443	30,336	8,796	1,548	6,440	57%
Coal	8,056	2,852	982	48	210	11%
Comanche	55,165	65,122	13,495	1,740	2,030	12%
Cotton	10,180	7,852	1,663	210	290	10%
Craig	18,263	10,217	2,212	319	1,490	31%
Creek	43,143	30,251	7,991	1,020	4,990	34%
Custer	20,747	25,747	5,950	391	640	10%
Delaware	14,734	3,387	1,134	118		
Dewey	8,789	6,161	1,556	277	250	10%
Ellis	7,326	5,762	1,451	169		
Garfield	52,820	68,649	11,323	2,544	6,840	40%
Garvin	29,500	29,272	6,774	930	870	10%
Grady	34,872	30,193	6,857	1,067	2,840	27%
Grant	10,461	8,030	1,930	355	680	22%
Greer	11,749	9,587	2,326	326		
Harmon	8,079	8,752	1,833	294		
Harper	5,977	7,106	1,396	274		
Haskell	13,313	5,335	1,054	85		
Hughes	20,664	13,782	3,924	477	870	15%
Jackson	20,082	23,154	4,954	694		
Jefferson	11,122	7,969	2,117	285	310	10%
Johnston	10,608	12,629	1,419	168	280	10%
Kay	48,892	55,589	12,338	2,339	4,990	31%
Kingsfisher	12,860	16,674	3,103	563	1,480	37%
Kiowa	18,926	20,530	4,110	871	870	17%
Latimer	9,690	3,285	1,008	104		
LeFlore	35,276	16,105	4,725	428		
Lincoln	22,102	18,285	5,013	507	2,150	33%
Logan	22,170	16,777	4,165	561	2,240	33%
Love	11,686	10,584	1,274	293	139	10%
McCain	14,681	9,085	2,762	385	410	10%
McCurtain	31,588	15,326	5,741	464		
McIntosh	17,829	8,248	2,254	272	680	15%
Major	10,279	8,342	1,684	180	700	22%
Marshall	8,177	4,416	1,277	181	230	10%
Mayes	19,743	10,668	2,785	291	1,740	31%
Murray	10,775	7,948	1,274	293	560	17%
Muskogee	55,873	50,440	11,304	2,200		
Noble	12,156	11,722	2,715	279	1,520	40%
Nowata	12,734	7,170	1,738	188	1,210	31%
Okfuskee	16,948	8,355	2,153	245	860	19%
Oklahoma	325,352	411,220	78,916	14,948	63,730	42%
Okmulgee	44,561	32,740	8,647	998	2,510	19%
Osage	33,071	17,856	4,971	681	4,260	43%
Ottawa	32,218	27,950	7,685	896		
Pawnee	19,616	8,561	2,456	349	1,760	43%
Payne	46,430	37,845	9,764	1,193	5,930	43%
Pittsburg	41,031	34,111	8,960	1,224		
Pontotoc	30,875	30,592	6,205	891	1,550	17%
Pottawatomie	43,517	40,467	8,630	1,672	3,120	24%
Pushmataha	12,001	5,302	1,932	186		
Roger Mills	7,395	3,172	780	73	210	10%
Rogers	19,832	11,817	3,218	393	1,800	31%
Seminole	40,672	31,446	7,195	1,254	2,940	27%
Sequoyah	19,773	5,873	1,680	207		
Stephens	34,071	42,927	10,966	1,358	1,190	11%
Texas	14,235	25,589	5,081	993		
Tillman	17,598	20,423	4,705	724	570	11%
Tulsa	251,686	332,401	69,818	10,650	44,250	52%
Wagoner	13,741	8,245	2,353	352		
Washington	32,880	36,821	9,021	1,479	2,920	27%
Washita	17,657	12,476	2,571	433	870	17%
Woods	14,526	18,536	2,996	614		
Woodward	14,383	15,135	3,417	580		

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

OREGON

OREGON MARKET INDICATORS

Total Population, July 1, 1952	1,594,000
Total Families, 1950	411,690
Total Urban Population, 1950	819,318
Total Rural Nonfarm Population, 1950	473,788
Total Farm Population, 1950	228,235
Employed in Nonagricultural Establishments, Feb., 1953	430,400
Total Employed, 1950	576,510
Employed in Mining, Feb., 1953	1,100
Employed in Manufacturing, Feb., 1953	127,500
Employed in Construction, Feb., 1953	20,100
Employed in Agriculture, 1950	69,823
Retail Sales, 1952	\$ 2,003,176,000
Bank Assets, Jan. 1, 1953	\$ 1,764,864,000
Bank Deposits, Jan. 1, 1953	\$ 1,631,637,000
Major Income Sources, 1951: Agriculture 8.0%; Government 14.1%; Manufacturing Payrolls, 22.5%; Trade and Service 27.4%; Other 28.0%.	
Total Income Payments, 1951	\$ 2,572,000,000
Per Capita Income, 1951	\$ 1,652

Median Family Income, 1950	\$ 3,3
Total Internal Revenue Collections, 1952	\$ 485,797,200
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 80.
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 54,790,000
Cash Receipts of Farms, 1952	\$ 473,755,000
Government Payments to Farmers, 1952	\$ 2,994,000
Value of Mineral Production, 1950	\$ 21,542,000
Total New Construction in 1952	\$ 361,500,000
New Private Construction in 1952	\$ 211,900,000
New Public Construction in 1952	\$ 149,600,000
Motor Vehicle Registration, 1952	711,900
Number of Telephones, 1952	490,200
Number of Electrical Connections, 1952	533,700
Number of Gas Utilities Connections, 1952	98,200

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

OREGON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Baker	16,175	16,793	3,679	482		
Benton	31,570	29,602	6,737	582		
Clackamas	86,716	65,688	17,682	1,885	*12,680	42%
Clatsop	30,776	38,861	11,182	810		
Columbia	22,967	18,894	6,903	445		
Coos	42,265	57,585	14,955	1,253		
Crook	8,991	8,995	2,646	278		
Curry	6,048	6,020	1,948	169		
Deschutes	21,812	37,463	7,900	806		
Douglas	54,549	72,522	21,426	1,769		
Gilliam	2,817	3,851	524	87		
Grant	8,329	8,296	1,271	204		
Harney	6,113	8,179	1,701	73		
Hood River	12,740	14,391	4,008	297		
Jackson	58,510	83,633	20,027	1,958		
Jefferson	5,536	6,669	1,259	107		
Josephine	26,542	39,541	9,735	1,087		
Klamath	42,150	59,521	12,879	1,557		
Lake	6,649	10,041	2,045	423		
Lane	125,776	151,007	36,271	3,262		
Lincoln	21,308	24,927	7,765	421		
Linn	54,317	79,209	19,135	1,457		
Malheur	23,223	32,383	4,666	795		
Marion	101,401	124,090	25,427	2,948		
Morrow	4,783	5,606	1,267	75		
Multnomah	471,537	757,945	165,509	15,709	*70,600	42%
Polk	26,317	18,846	5,444	33		
Sherman	2,271	2,505	482	33		
Tillamook	18,606	22,470	6,469	678		
Umatilla	41,703	52,072	11,560	1,542		
Union	17,962	20,201	4,373	721		
Wallowa	7,264	7,182	1,768	269		
Wasco	15,552	24,718	4,718	589		
Washington	61,269	54,197	15,981	1,247	*8,950	42%
Wheeler	2,813	1,659	273	31		
Yamhill	33,484	37,503	8,988	846		

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adair	4,000			LeFlore	9,800		
Alfalfa	3,300	27	900	Lincoln	6,500	37	2,400
Atoka	3,700			Logan	6,800	37	2,530
Beaver	2,100			Love	1,900	14	270
Beckham	7,000			McCain	4,100	32	1,300
Blaine	4,400	46	2,040	McCurtain	8,300		
Bryan	8,200			McIntosh	4,500	16	700
Caddo	10,100	38	3,880	Major	3,200	27	800
Canadian	7,600	46	3,500	Marshall	2,800		
Carter	11,200	15	1,650	Mayes	4,710	36	2,000
Cherokee	4,900			Murray	3,300	24	700
Choctaw	5,400			Muskogee	19,700	22	4,310
Cimarron	1,400			Noble	3,800	50	1,900
Cleveland	11,300	58	6,550	Nowata	3,900	36	1,400
Coal	1,900			Okfuskee	4,500	28	1,250
Comanche	16,900	24	4,050	Oklahoma	111,800	69	77,400
Cotton	2,900	13	390	Okmulgee	13,200	28	3,600
Craig	4,800	36	1,750	Osage	5,900	45	4,420
Creek	12,900	40	5,180	Ottawa	9,900	14	1,300
Custer	6,400	16	1,050	Pawnee	4,100	44	1,800
Delaware	4,100	14	570	Payne	13,800	45	6,220
Dewey	2,500	16	410	Pittsburg	11,500	11	1,200
Ellis	2,300			Pontotoc	9,100	23	2,100
Garfield	17,100	50	8,500	Pottawatomie	13,000	37	4,770
Garvin	4,500	32	2,810	Pushmataha	3,200		
Grady	10,500	34	3,560	Roger Mills	2,100	16	300
Grant	3,100	27	850	Rogers	5,800	36	2,100
Greer	3,400			Seminole	10,900	48	5,100
Harmon	2,300			Sequoyah	5,000		
Harper	1,800			Stephens	10,800	22	2,360
Haskell	3,300			Texas	4,500		
Hughes	6,200	16	900	Tillman	5,200	13	600
Jefferson	3,100	13	410	Tulsa	85,100	64	54,620
Johnston	2,800			Wagoner	4,500	22	900
Kay	16,100	36	5,830	Washington	10,800	36	3,800
Kingsfisher	4,000	46	1,850	Washita	5,100	20	1,000
Kiowa	5,700	19	1,110	Woods	4,600		
Latimer	2,500			Woodward	4,100		
Totals	681,800		251,860				

COVER THIS

1/3 BILLION DOLLAR* MARKET

with the

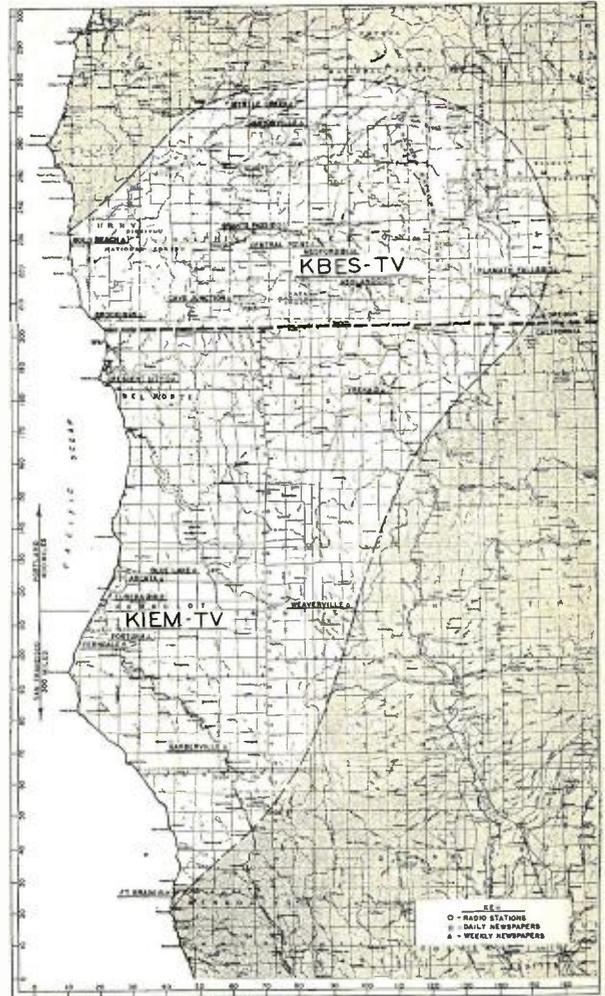
Smullin TV Stations

KIEM-TV and KBES-TV

Eureka, Cal.
CHANNEL 3
3069 feet
above sea level

Medford, Ore.
CHANNEL 5
2169 feet
above sea level

Let Blair-TV tell you how one billing reaches this rich Northwestern California and Southern Oregon market.



Market and Sales Data Area within 40 DBU or 100 UV/M
(based on FCC Engineering Standards)

POPULATION: 260,548 – FAMILIES: 84,164 – *RETAIL SALES: \$322,125,000

HOW YOU CAN USE YOUR SALES AND ADVERTISING DOLLAR TO SELL YOUR PRODUCT IN THE "SMULLIN TV STATIONS" AREA

- ★ One half page, one time only, in the 22 weekly newspapers published within the "Smullin TV Stations" area \$926.20
 - ★ One half page, one time only, in the 6 daily newspapers published within the "Smullin TV Stations" area \$480.40
 - ★ One class B half hour program on the 13 radio stations operating within the "Smullin TV Stations" area \$268.30
- ONE CLASS B HALF HOUR PROGRAM ON "SMULLIN TV STATIONS" \$130.00

Smullin TV Stations

Write, Wire or Phone
Wm. B. Smullin, General Manager
Box 1021, Eureka, California
Phone Hillside 3-1621 TWX 16

Affiliated with CBS-TV
Represented by Blair-TV

Announcing

PORTLAND'S

first **VHF**

TELEVISION STATION

KOIN-TV

channel 6 • portland, ore.

Now under construction and scheduled to begin operation, with 56,000 watts ERP, on OCTOBER 15, 1953, to bring better television service to over 125,000 television families in the Oregon-Washington market with retail sales of \$1,484,528,000.

C. Howard Lane

C. HOWARD LANE
Managing Director

FOR AVAILABILITIES

EVERY-KNODEL, Inc.

NATIONAL SALES REPRESENTATIVES:
NEW YORK • CHICAGO • HOLLYWOOD • ATLANTA

channel



PORTLAND, OREGON

MOUNT HOOD RADIO and TELEVISION BROADCASTING CORP.

PORTLAND (Continued)

KPTV (TV)

LICENSEE: Empire Coil Co. Inc. Address: 735 S. W. 20th Place. Phone: Capitol 9921

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 17.6 (STA) kw, Aural 8.8 (STA) kw. Operating Pow.: Visual 1 (STA) kw, Aural 5 (STA) kw. Transmitter: Address, 3405 S. W. Council Crest Drive. Make, RCA. Model TTU-1A. Antenna: Make RCA. Type TFU 21 BL. Height, Above average terrain 1,023 ft. Above ground 230 ft.

OPERATION: Began Sept. 20, 1952. Hours, 9:00 a.m.-12:00 p.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Adler Communications Laboratories.

SERVICES: Two studios (55 x 60 ft. with 45 viewer seats & 22 x 38 ft.). Two RCA TK-11A and two RCA TK-31A camera chains. Two RCA TK-21B film cameras. Two RCA TP-16D - 16mm film projectors. Two Spindler & Sauppe slide projectors. RCA type TJ-50B mobile unit. News Service, INS. Library, Sesac.

PRINCIPAL STOCKHOLDERS: Herbert Mayer, 45.2%; Frances Mayer, 45.2%; Own Empire Coil Co. Inc., New Rochelle, New York; WXEL Cleveland; KCTY Kansas City; CP for KDEN Denver; CP for Channel 26, Indianapolis. (See Group Ownership).

EXECUTIVES:

Herbert Mayer, Pres. William McAlister, Ch. Opr. Eng.
 Russell K. Olsen, Gen. Mgr. & Merry Ann Douglass, Traffic Mgr.
 Ch. Eng. Charles D. Richardson, Off. Mgr.
 Charles White, Com. Mgr. Janet Webster, Pub. Rel. Dir.
 Eugene Ragle, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$450, Film \$350. Minute spot Live \$102, Film \$75. Frequency discounts from 2% for 13 times to 20% for 260 times.

SALEM

KPIC (TV)

(Target Date, Oct. 1953)

LICENSEE: Lawrence A. Harvey. Address: 19200 South Western Ave., Torrance, California. Phone: Nevada 6-2111

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 164.1 kw, Aural 88.7 kw. Transmitter: Address, 5.25 miles SE of Silverton, Oregon. Make, RCA. Model, TTU-10A. Antenna: Make RCA. Type TFU-21 DAL. Height, Above average terrain 678 ft. Above ground 332 ft.

OPERATION: Target date Oct. 1953.

REPRESENTATIVES: Attorney Joseph Brenner, Beverly Hills, Calif. Consulting Engineer Harry Lubcke, Los Angeles.

SERVICES: Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Telop opaque projector. Two Gray scanners.

PRINCIPAL STOCKHOLDER: Lawrence A. Harvey, licensee, sole owner; holder of construction permit for KBAY-TV, Channel 20, San Francisco, California; applicant for television station construction permit at Los Angeles, California. (See Group Ownership).

EXECUTIVES:

Lawrence A. Harvey, Pres. Harold W. Jury, Dir. of TV Ops.
 Joseph Brenner, Vice Pres.

PENNSYLVANIA

PENNSYLVANIA MARKET INDICATORS

Total Population, July 1, 1952	10,667,000
Total Families, 1950	2,639,925
Total Urban Population, 1950	7,403,036
Total Rural Nonfarm Population, 1950	2,389,769
Total Farm Population, 1950	705,207
Employed in Nonagricultural Establishments, Feb., 1953	3,694,000
Total Employed, 1950	3,931,169
Employed in Mining, Feb., 1953	155,300
Employed in Manufacturing, Feb., 1953	1,524,900
Employed in Construction, Feb., 1953	136,000
Employed in Agriculture, 1950	162,877
Retail Sales, 1952	\$11,169,820,000
Bank Assets, Jan. 1, 1953	\$14,273,617,000
Bank Deposits, Jan. 1, 1953	\$12,853,496,000
Major Income Sources, 1951: Agriculture 2.0%; Government 12.8%; Manufacturing Payrolls 31.2%; Trade and Service 24.3%; Other 29.7%.	
Total Income Payments, 1951	\$17,552,000,000
Per Capita Income, 1951	\$ 1,663

Median Family Income, 1950	\$ 3,192
Total Internal Revenue Collections, 1952	\$ 5,377,162.9
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 7.17
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 136,640.0
Cash Receipts of Farms, 1952	\$ 847,871.00
Government Payments to Farmers, 1952	\$ 6,531.0
Value of Mineral Production, 1950	\$ 1,186,217.00
Total New Construction in 1952	\$ 1,802,700.0
New Private Construction in 1952	\$ 1,336,000.00
New Public Construction in 1952	\$ 466,700.00
Motor Vehicle Registration, 1952	3,266.0
Number of Telephones, 1952	3,486.0
Number of Electrical Connections, 1952	3,307.8
Number of Gas Utilities Connections, 1952	1,984.00

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(C) Tele Per Cent	(A)
Adams	44,197	46,588	10,302	899	3,500	2	
Allegheny	1,515,237	1,854,243	522,525	50,329	371,710	85.70	
Armstrong	80,842	68,811	18,671	1,719	14,760	6	
Beaver	175,192	178,558	56,836	4,792	40,266	8.1	
Bedford	40,775	29,765	7,485	356	3,440	3	
Berks	255,740	275,142	64,617	5,336	53,610	7	
Blair	139,514	130,712	41,362	2,179	17,730	4	
Bradford	51,722	45,066	11,134	887	5,020	3	
Bucks	144,620	142,846	40,978	2,854	42,130	93.00	
Butler	97,320	92,963	23,567	1,985	18,010	6	
Cambria	209,541	178,228	50,430	3,011	46,200	84.00	
Cameron	7,023	7,725	2,416	67			
Carbon	57,558	45,905	16,287	860	9,220	58.70	
Centre	65,922	55,453	14,676	1,487	*2,690	1	
Chester	159,141	155,175	40,190	4,368	41,850	96.00	
Clarion	38,344	37,604	9,792	734	4,940	4	
Clearfield	85,957	77,185	22,669	1,416	8,970	3	
Clinton	36,532	32,377	9,533	596			
Columbia	53,450	52,481	14,247	983	*3,660	2	
Crawford	78,948	89,025	21,649	1,731	3,530	15.00	
Cumberland	94,457	94,847	24,716	2,508	6,890	2	
Dauphin	197,784	244,170	54,598	7,810	21,980	37.00	
Delaware	414,234	374,711	114,088	13,660	116,470	9	
Elk	34,503	24,190	8,917	790			
Erie	219,388	283,570	73,888	5,710	62,230	9	
Fayette	189,899	171,529	45,687	3,478	33,860	60.00	
Forest	4,944	2,718	1,009	29			
Franklin	75,927	80,599	18,593	1,640	7,380	3	
Fulton	10,387	5,471	1,171	89	5,780	47.00	
Greene	45,394	29,162	9,221	571			
Huntingdon	40,872	29,042	8,234	343	*1,790	16.00	
Indiana	77,106	67,572	16,682	1,345	11,290	5	
Jefferson	49,147	42,029	12,648	840	6,440	46.00	
Juniata	15,243	13,084	2,329	85			
Lackawanna	257,396	232,817	68,035	5,040	24,310	34.00	
Lancaster	234,717	263,381	550,286	5,110	51,450	7	
Lawrence	105,120	106,604	30,496	2,301	18,850	6	
Lebanon	81,683	83,962	19,824	1,564	16,580	65.00	
Lehigh	198,207	235,744	51,480	4,071	42,120	7	
Luzerne	392,241	361,526	43,227	7,001	*24,400	23.00	
Lycoming	101,249	105,931	30,341	2,539			
McKean	56,607	57,417	16,317	1,513			
Mercer	111,954	126,651	32,811	3,174	16,690	5	
Mifflin	43,691	40,256	11,420	1,054			
Monroe	33,773	40,981	9,863	873	5,860	5	
Montgomery	353,068	372,966	112,062	10,635	87,350	8	
Montour	16,001	8,714	2,515	313			
Northampton	185,243	214,535	66,235	5,163	37,490	7	
Northumberland	117,115	107,630	30,957	2,803			
Perry	24,782	19,246	5,138	284			
Philadelphia	2,071,605	2,510,301	584,150	64,187	517,140	85.00	
Pike	8,425	7,346	2,327	74	840	2	
Potter	16,810	15,596	4,077	199	490	10.00	
Schuylkill	200,577	159,083	47,750	3,288	28,990	5	
Snyder	22,912	15,825	3,675	226			
Somerset	81,813	67,831	17,964	1,075	11,270	5	
Sullivan	6,745	5,011	1,783	39			
Susquehanna	31,970	24,055	7,683	245	3,650	4	
Tioga	35,474	31,385	7,290	495	1,050	1	
Union	23,150	15,061	3,892	360			
Venango	65,328	58,119	16,763	1,207	7,360	4	
Warren	42,698	52,611	11,291	816	1,440	12.00	
Washington	209,628	195,960	57,899	4,899	42,550	7	
Wayne	28,478	27,186	6,733	420	2,240	28.00	
Westmoreland	313,179	314,861	94,610	6,845	66,730	7	
Wyoming	16,766	16,353	4,096	161	1,970	4	
York	202,737	216,431	55,272	3,653	45,040	7	

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.



KPTV PORTLAND, OREGON

**the nation's
FIRST UHF
station!**



KPTV
PORTLAND, OREGON
Channel 27

Only ten brief months have elapsed since the great Northwest hailed a new pioneer...KPTV in Portland, Oregon, first UHF commercial television station in America, and Portland's first TV outlet. Today the Portland area boasts more than 100,000 television sets and ownership figures are steadily soaring, past the 40 percent saturation mark. Let KPTV's busy beaver build new sales for you in this major one-station market.

KPTV is a basic NBC television network affiliate.

Represented by **NBC Spot Sales**

Owned and operated by the **Empire Coil Company**

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	12,500	31	3,860	Lackawanna	71,500	43	30,730
Allegheny	437,300	92	401,030	Lancaster	87,700	76	51,450
Armstrong	22,700	69	15,690	Lawrence	30,400	63	19,150
Beaver	49,700	89	44,390	Lebanon	25,500	64	16,350
Bedford	11,100	42	4,660	Lehigh	57,700	74	42,620
Berks	75,500	73	55,000	Luzerne	106,100	29	30,670
Blair	40,300	62	24,980	Lycoming	30,800	15	4,750
Bradford	15,200	44	6,700	McKean	16,900	33	5,610
Bucks	45,300	84	38,020	Mercer	32,100	61	19,430
Butler	27,700	70	19,350	Mifflin	12,500	24	3,010
Cambria	55,000	90	49,530	Monroe	10,100	65	6,540
Cameron	1,900	30	570	Montgomery	100,400	92	91,900
Carbon	15,900	65	10,290	Montour	3,600	19	690
Centre	16,800	34	5,710	Northampton	52,800	81	42,770
Chester	42,700	98	41,850	Northumberland	33,200	22	7,210
Clarion	10,500	60	6,310	Perry	7,100	10	740
Clearfield	23,600	55	12,900	Philadelphia	608,400	94	572,140
Clinton	10,500	30	3,140	Pike	3,000	39	1,160
Columbia	15,900	19	3,050	Potter	4,900	26	1,280
Crawford	23,500	40	9,400	Schuylkill	54,700	64	35,120
Cumberland	28,700	30	8,710	Snyder	6,200	13	800
Dauphin	59,400	47	27,910	Somerset	22,100	60	13,320
Delaware	123,900	93	115,450	Sullivan	1,800	19	350
Elk	9,400	24	2,260	Susquehanna	8,900	47	4,140
Erie	65,500	97	63,340	Tioga	10,500	26	2,750
Fayette	51,300	68	34,860	Union	5,800	13	750
Forest	1,400	24	330	Venango	18,400	51	9,450
Franklin	21,700	42	9,110	Warren	12,000	19	2,230
Fulton	2,800	25	700	Washington	59,100	74	43,510
Greene	12,300	44	5,450	Wayne	8,000	39	3,100
Huntingdon	11,200	25	2,790	Westmoreland	87,800	79	69,140
Indiana	20,900	58	12,040	Wyoming	4,800	46	2,230
Jefferson	14,000	68	9,520	York	61,700	79	48,550
Juniata	4,300	10	450	Totals	3,016,900		2,232,990

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

ALLENTOWN

(Target Date, not set)

LICENSEE: Penn-Allen Broadcasting Co. Address: Masonic Temple Bldg.
 FACILITIES: Chan. 67. Authorized Eff. Rad. Pow.: Visual 101.6 kw, Aural 57.5
 Transmitter: Address, North of Allentown. Make, DuM. Antenna: Make
 RCA. Height, Above average terrain 264 ft. Above ground 341 ft.
 OPERATION: Target date not set.
 AFFILIATION: Station. FM, WFMZ (FM)
 REPRESENTATIVES: Washington Attorney Bernard Koteen. Consulting Engineer
 Commercial Radio Equipment Co.
 PRINCIPAL STOCKHOLDERS: Pres. Raymond F. Kohn (6.2%); Vice Pres. F.-J.
 J. Kohn (5.6%); Treas. Horace W. Gross (7.2%).

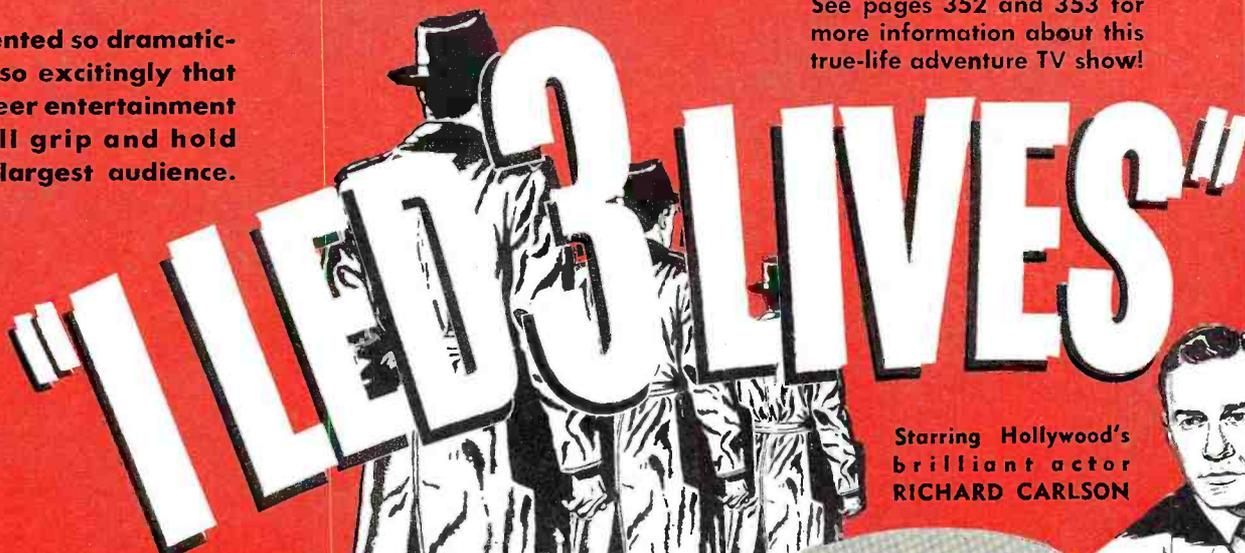
ALTOONA

WFBG-TV
 LICENSEE: Gable Broadcasting Co. Address: Gable Arcade. Phone: 6467
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 37
 Operating Pow.: Visual 316 kw, Aural 37 kw. Transmitter: Address, W-
 sonock Mountain. Make, GE. Model TT 5 D. Antenna: Make C-
 Type 12-Bay Superturnstile. Height, Above average terrain 990 ft. Ab
 ground 163 ft.
 OPERATION: Began March 1, 1953. Hours, 5:30 p.m.-12:00 M.
 AFFILIATIONS: Networks, ABC, NBC, DuM. Station, AM, WFBG.
 REPRESENTATIVES: Sales, H-R Television, Inc. Washington Attorney George
 Sutton. Consulting Engineer Craven, Lohnes & Culver.
 SERVICES: One Studio (30 x 20 ft.). One GPL camera chain. Three Auric
 One Eastman Cine Special film cameras. Two GPL PA 100 film p
 jectors. Two 2 x 2" slides, two 3 x 4" slide projectors. GE type 1
 opaque projector. News Services AP, INS. Library World.
 PRINCIPAL STOCKHOLDERS: President George P. Gable (20%); Vice P.
 W. S. Truby (20%); Secretary-Treasurer E. C. Callaway (20%).
 EXECUTIVES:
 Mr. George P. Gable, Pres. George Burgoon, Ch. Eng.
 Jack Snyder, Mngng. Dir. Howard Wright, Film Buy.
 RATE INFORMATION: Class A one hour Live \$300. Film \$300. Minute spot
 Live \$60, Film \$60. Frequency discounts from 5% for 26 times up
 25% for 260 times. Rate Card No. 2.
 MARKET INFORMATION: No. of Sets in coverage area (June 1) 177,0

TV'S MOST TIMELY AND POWERFUL DRAMA!

presented so dramatic-
 ally, so excitingly that
 as sheer entertainment
 it will grip and hold
 TV's largest audience.

See pages 352 and 353 for
 more information about this
 true-life adventure TV show!



Starring Hollywood's
 brilliant actor
 RICHARD CARLSON



THE PROGRAM YOU
 WILL BE PROUD
 TO SPONSOR!

BETHLEHEM

WLEV-TV

LICENSEE: Associated Broadcasters, Inc. Address: P. O. Box 111. Phone: Hemlock 4-6278

FACILITIES: Chan. 51. Authorized Eff. Rad. Pow.: Visual 2.24 kw, Aural 2.24 kw. Address, Savercool Avenue, Fountain Hill. Make, RCA. Antenna: Make CA. Height, Above average terrain 600 ft. Above ground 235 ft.

OPERATION: Began May 8, 1953. Hours, 3:00 p.m.-12:00 M.

AFFILIATIONS: Network NBC. Stations, AM, WEST. FM, WEST-FM.

REPRESENTATIVES: Sales, Meeker TV, Inc. Washington Attorney George O. Sutton. Consulting Engineer James C. McNary.

SERVICES: News, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Chairman of the Board John F. Steinman (50%); President E. C. Anderson; Vice President Clair R. McCollough; Second Vice President J. Hale Steinman. Principals are officers and/or stockholders of WDEL-AM-FM-TV Wilmington, Del.; WGAL-AM-TV Lancaster, Pa.; WORK York, Pa.; WKBO Harrisburg, Pa., and WRAW Reading, Pa. (See Group Ownership).

EXECUTIVES:

Clair R. McCollough, Sta. Exec. J. Robert Gulick, Nat. Sls. Mgr.
Thomas R. Nunan, Jr., Sta. Mgr. Richard W. Getz, Prog. Dir.
& Film Buy. J. E. Mathiot, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

CHAMBERSBURG

WCHA-TV

(Target Date, Sept. 1953)

LICENSEE: Chambersburg Broadcasting Co. Address: Craft Press Building. Phone: 1111

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 47 kw. Operating Pow.: Visual 21.1 kw, Aural 10.5 kw. Transmitter: Address, Snowy Mountain, Quincy Township, Franklin County, Pa. Make, RCA. Model TTU1B. Antenna: Make RCA. Type TPU248MS. Height, Above average terrain 1310 ft. Above ground 2428 ft.

OPERATION: Target date Sept. 1953. Hours, 6:00 p.m.-11:00 p.m.

AFFILIATIONS: Stations, AM, WCHA. FM, WCHA-FM

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Kear & Kennedy.

SERVICES: Studio. One RCA Iconoscope. Grey Teloprojector side projector. News Service, AP. Libraries, Standard, Thesaurus.

PRINCIPAL STOCKHOLDERS: President C. M. Cassel (8.2%); Vice President John S. Booth (32.6%) general manager WCHA; Secretary-Treasurer M. O. Warrenfeltz (8.2%); T. K. Cassel (25.8%) owner of WATS Sayre, Pa. and 99% owner of WDAD Indiana, Pa.

EXECUTIVES:

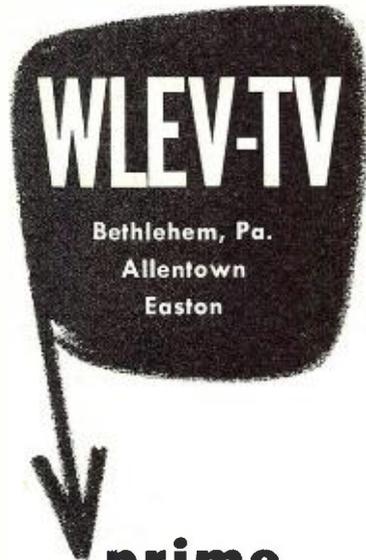
John S. Booth, Ch. Own., Gen. Allen Saunders, Prog. Dir.
Mgr. & Film Buy. James McCurdy, Ch. Eng.
Richard Koba, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$120.00, Film \$120.00. Minute spot Live \$24.00, Film \$24.00. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	199,750	154,130	353,880
Families in area	61,351	44,144	105,495
Area in Square Miles	1,921	1,526	3,447
No. of Sets (June 1)	22,934	26,045	48,979
Retail Sales	\$183,142,000	\$144,979,000	\$328,121,000
Income per family	\$4,580
Income per Capita	\$1,172

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



**prime
profit
market**

WLEV-TV, in the heart of the rich Lehigh Valley, reaches a consistently prosperous industrial and farm market area —

1,047,110

people who spend

\$1,037,542,000

annually in retail sales.

For bigger sales . . . buy WLEV-TV. Top time available now. Write!

A Steinman Station

Represented by

MEEKER TV,

Incorporated

New York
Chicago



Los Angeles
San Francisco

EASTON

WGLV (TV)

LICENSEE: Easton Publishing Co. Address: 48 North 4th St. Phone: 3-8371

FACILITIES: Chan. 57. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 80 kw. Operating Pow.: Visual 5 kw, Aural 4 kw. Transmitter: Address, Gaffney Hill. Make, DuM. Model Series 15,000-5 kw-UHF. Antenna: Make Workshop. Type Highband, Highgain. Height, Above average terrain 1,063 ft. Above ground 481 ft.

OPERATION: Began Aug. 14, 1953.

AFFILIATIONS: Networks, ABC, DuM. Station, FM, WEEX

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Eliot C. Lovett. Consulting Engineer Paul Godley.

SERVICES: Two Studios. Two DuM Image Orthicon camera chains. One DuM Image Orthicon film camera. Two Holmes Model LT film projectors. Flying Spot DuM TA-150C scanner.

PRINCIPAL STOCKHOLDER: Easton Daily Express (100%), operates WEEX (FM).

EXECUTIVES:

J. L. Stackhouse, Pres. Nelson Rounsley, Bus. Mgr.
Richard W. Hubbell, Asst. to Pres. Charles R. Thon, Ch. Eng.
in Chg. of TV and Radio Alice O'Hare, Prog. Co-ord.
William H. Blackton, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	566,197	2,503,503	3,069,700
Families in Area	161,850	686,715	848,565
Area in Square Miles	2,642	4,901	7,543
No. of Sets (June 1)	24,600 (UHF)
Retail Sales	\$722,426,000	\$4,032,920,000	\$4,755,346,000
Income per Family	\$5,725	\$5,622

ERIE

WICU (TV)

LICENSEE: Dispatch, Inc. Address: 3514 State St. Phone: 45-201

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 3514 State St. Make, DuM. Model Oak Series 8000. Antenna: Make RCA. Type 6-Bay Superturnstile. Height, Above average terrain 110 ft. Above ground 319 ft.

OPERATION: Began March 3, 1949. Hours, 7:00 a.m.-12.15 a.m.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, WIKK.

REPRESENTATIVES: Sales, Edward Petry & Co. Consulting Engineer Frank McIntosh.

SERVICES: Three studios (15 x 16 x 16 ft., 30 x 40 x 19 1/2 ft. & 31 x 36 x 19 1/2 ft.). Three DuM TA-129C camera chains. One DuM TA-512A film camera. One Holmes, one RCA TP-16D, & one GPL portable film projectors. Two SVE slide projectors. News Services, AP, NBC. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Erie Dispatch which is owned by Edward Lamb and family. Mr. Lamb owns WTOG-AM & WTRT (FM) Toledo; WIKK and WICU (TV) Erie; WHOO-AM-FM Orlando, and WMAC-TV Massillon, Ohio, and Purchaser of WTVQ (TV) Pittsburgh Pending FCC Approval. He is an applicant for TV in Orlando, Fla., Toledo, O. and Portsmouth, O. (See Group Ownership.)

EXECUTIVES:

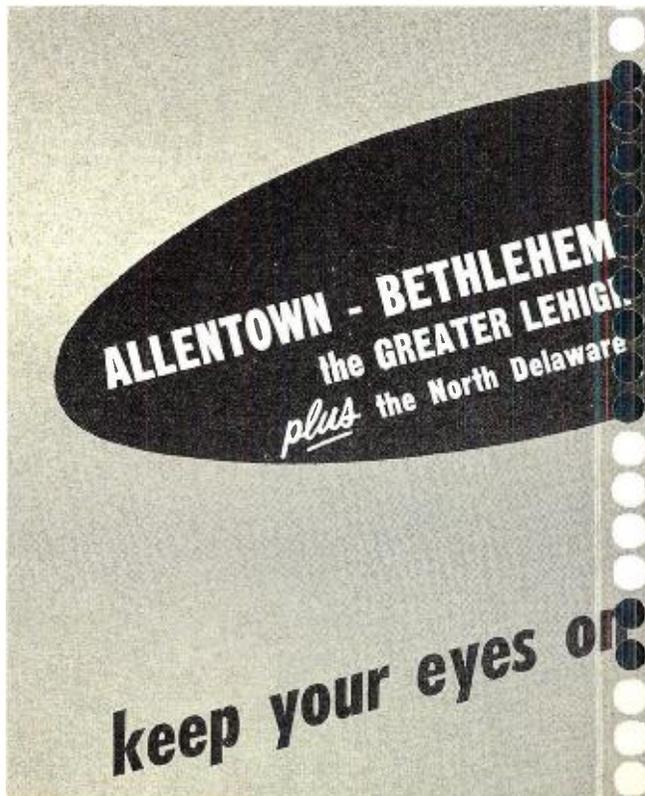
Edward Lamb, Pres. Don Lick, Prog. Dir.
Paul Albracht, Vice Pres. Michael Csop, Ch. Eng.
Ben McLaughlin, Gen. Mgr. & Jack Schumacher, Prom. Dir.
Film Buy. Ken Wiederhold, Merc. Mgr.
Don Boyce, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	396,950	396,950
Families in area	122,070	122,070
No. of Sets (June 1)	186,000
Retail Sales	\$535,606,900
Income per family	\$5,782
Income per Capite	\$1,663

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



when you're talking
GREATER LEHIGH VALLEY
plus the fast growing Delaware Valley
you're talking **BIG**

POPULATION	"A"	566,197
	"A" & "B"	3,069,700
RETAIL SALES	"A"	\$722,426,000
	"A" & "B"	4,750,326,000
AVERAGE INCOME PER FAMILY	"A"	\$5,725
	"B"	5,622
Source: Sales Management 1953 Survey		(U. S. Average — \$5086)

Represented by
HEADLEY-REED TV
New York Chicago San Francisco
Hollywood Atlanta Philadelphia

WGLV (Television) WEEX (AM & FM Radio)

**EASTON MARKET
VALLEY AREA**
Valley Area

WGLV

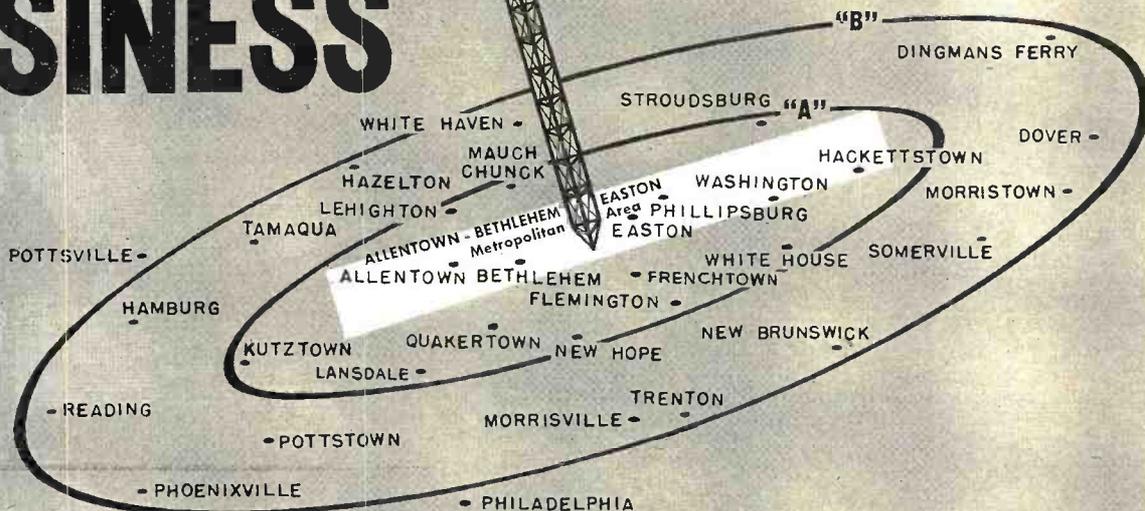
CHANNEL
57

Super power
100,000 WATTS
(ERP)

ELEVATION 1481 FEET

1063 above average terrain

BUSINESS



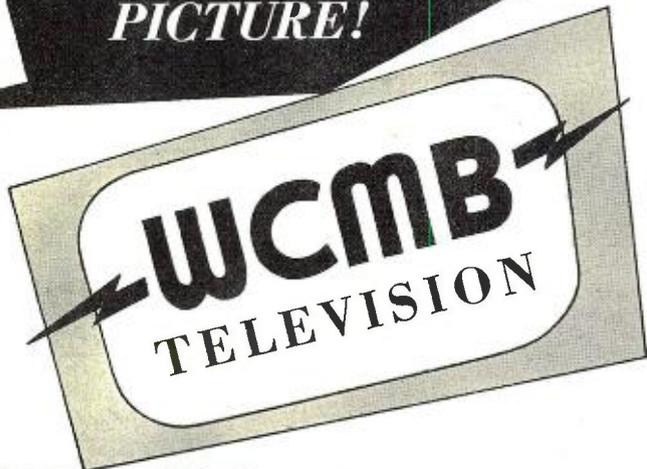
The only TV station that blankets this entire area...
...WGLV (TV)

and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co.—Easton, Pa.

*WEEX (AM) under construction — 1230 kc. unlimited time.

J. I. Stackhouse, President; Richard W. Hubbell, Assistant to the President in charge of Television and Radio

**PUT
YOURSELF
IN THE
HARRISBURG
PICTURE!**



WCMB-TV PROGRAMS

are fresh and interesting, produced with exacting care from a quality talent roster larger than all other Harrisburg stations combined. WCMB-TV follows the successful formula of WCMB-Radio with selected films, network and specialty shows.

WCMB-TV POWER

covers the area that counts. Fixed, dependable coverage of the ENTIRE HARRISBURG MARKETING AREA from a tower high atop Blue Mountain overlooking greater Harrisburg and mile upon mile of central Pennsylvania.

WCMB-TV PRICES

are better than just "in line". Sensibly scaled to make Harrisburg a real BUY on WCMB-TV, they are less than you expect for the companion station to one of the nation's most alert, progressive and successful radio operations.

GET THE FULL STORY FROM



HARRISBURG

Represented by

DONALD COOKE, Inc.

New York • Chicago

HARRISBURG

WCMB-TV

(Target Date, Dec. 15, 1953)

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: 4-3005.
 FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 98.9 kw, Aural 49.5 kw
 Operating Pow.: Visual 5 kw, Aural 2.66 kw. Transmitter: Address, Blue Mountain. Make, DuM. Model 15000. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 839 ft. Above ground 250 ft
 OPERATION: Target date Dec. 15, 1953. Hours, 4 p.m.-12 M.
 AFFILIATION: Station, AM, WCMB.
 REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Frank McIntosh.
 SERVICES: Studio A (1240 sq. ft.), Studio B (468 sq. ft.) announcer's booth and music rehearsal studio. DuM. camera chain. DuM. film camera. DuM. film projector. DuM. slide projector. DuM. scanner. RCA equippe mobile unit. News Service, AP. Library, Thesaurus.
 PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr. & Ed K. Smith, co-owners.
 EXECUTIVES:
 Edgar T. Shepard Jr., Pres. Rudolph O. Marcoux, Com. Mgr.
 Ed. K. Smith, Vice Pres., Gen Mgr. J. Howard Bair, Ch. Eng.
 & Film Buy.

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone: 43211
 FACILITIES: Chan. 55. Authorized Eff. Rad. Pow.: Visual 253, kw. Aural 126.5 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Blue Mountain, five miles north of Harrisburg. Make RCA. Model TTU-10A. Antenna: Make RCA. Type TFU-27BHS. Height Above average terrain 940 ft. Above ground 180 ft.
 OPERATION: Began April 15, 1953.
 AFFILIATIONS: Network, CBS. Stations, AM, WHP. FM, WHP-FM
 REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Dow, Lohne & Albertson. Consulting Engineer George C. Davis.
 SERVICES: Two Studios (43 x 54 ft. & 15 x 19 ft.). Four RCA Camera Chains One TSC Profit-maker Rear Screen Projector. One ICA Film Camera Two RCA Film Projectors. One Gray Slide Projector. News Service UF Libraries MPTV & Consolidated.
 PRINCIPAL STOCKHOLDER: Telegraph Press sole owner.
 EXECUTIVES:

A. K. Redmond, Gen. & Com. Beatrice Potteiger, Sales Ser. Dir.
 Mgr. E. Dan Leibensperger, Ch. Eng
 Dick Redmond, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spo. Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 1.

WTPA (TV)

LICENSEE: Harrisburg Broadcasters Inc. Address: 3235 Hoffman St. Phone 8-717
 FACILITIES: Chan. 71. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 110 kw. Operating Pow.: Visual 17.4 kw, Aural 11 kw. Transmitter: Address, 5.7 mi. N. East Pennsburo in Cumberland Co. Make RCA. Model TTU1-B. Antenna: Make RCA. Height, Above average terrain 989 ft. Above ground 400 ft.
 OPERATION: Began July 6, 1953.
 AFFILIATION: Network, NBC.
 REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney Fisher, Wayland Duvall & Southmayd. Consulting Engineer Craven, Lohnes & Culvet
 SERVICES: Two studios (55 x 35 ft. & 31 x 21 ft.) Three RCA Image Orthicon camera chains. One TSC rear screen projector. One RCA film camera Two RCA film projectors. One Gray Telojector. One Houston 16mm film processing unit. One 25 ft. ACF Land Cruiser mobile unit. News Service UP, INS. Library Capitol.

PRINCIPAL STOCKHOLDERS: Donald E. Newhouse sole owner. He is one third owner of KGW Portland, Ore., and vice president of the Evening Journal Association, Jersey City, N. J., Long Island Daily Press Pub. Co. Jamaica, N. Y. and Newark Morning Ledger Co., Newark, N. J. (Fo. Newhouse Holdings, See Group Ownership.)

EXECUTIVES:
 Donald Newhouse, Pres. Don Wear, Prog. Dir.
 David Bennett, Gen. Mgr. Paul Gross, Ch. Eng.
 Allen Solada, Com. Mgr. Mac McCauley, Prod. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fring Area)
Population	315,640	310,542	626,172
Families in Area	94,533	92,977	187,510
Area in Sq. Miles	1,256	1,451	2,707
No. of Sets (June 1)	20,040	19,711	39,751
Retail Sales	\$339,017,000
Income Per Family	\$5,206
Income Per Capita	\$1,800	\$1,552

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 7 For full list of abbreviations and sources of county and state market data see Foreword.

PENNSYLVANIA

HAZLETON

WAZL-TV

(Target Date, not set)

LICENSEE: Hazleton Broadcasting Company Inc. Address: 708 Hazleton National Bank Building. Phone: 5400-01

ILITIES: Chan. 63. Authorized Eff. Rad. Pow.: Visual 97.8 kw, Aural 48.9 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, R.F.D. Box 775, Hazleton, Pa. Make, RCA. Model TT-U5A. Antenna: Make RCA. Type TFU-24BH. Height, Above average terrain 665 ft. Above ground 408 ft.

PERATION: Target date not set.

AFFILIATIONS: Stations, AM, WAZL. FM, WAZL-FM.

REPRESENTATIVES: Sales, Robert Meeker Assoc. Inc. Washington Attorney George Sutton. Consulting Engineer James C. McNary.

VICES: Two Studios (30 x 30 ft. & 20 x 15 ft.). Two RCA No. TK-31A camera chains. One RCA TK-20D film camera. Two RCA 16mm TP-16D film projectors. MI-26131 slide projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. Victor C. Diehm (25%); Vice Pres. Hilda M. Desiroth (25%); Vice Pres. E. H. Whitney (25%). Some interests own WVDA Boston.

EXECUTIVES:

Victor C. Diehm, Pres. & Gen. Mgr.
Bill Graham, Prog. Dir.
Thomas A. Tito, Com. Mgr.
Elwood C. Tito, Ch. Eng.

ATE INFORMATION: Class A one hour Live \$190, Film \$190. Minute spot Live \$25, Film \$25. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	271,927	298,330	570,257
Families in area	67,981	129,075	197,056
Area in Square Miles	625	1,250	1,875
No. of Sets (June 1)	9,067	18,125	27,192
Retail Sales	\$86,091,000	\$313,881,000	\$399,972,000
Income per family	\$6,576
Income per Capite	\$1,644

JOHNSTOWN

WARD-TV

(Target Date, not set)

LICENSEE: Rivoli Realty Co. Address: 502 First National Bank Building. Phone 9-8166

ILITIES: Chan. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Cover Hill, Johnstown, Pa. Make, DuM. Model 15000. Antenna: Make RCA. Type TFU-27-BH, 18 section slot antenna. Height, Above ground 542 ft.

PERATION: Target date not set.

AFFILIATIONS: Stations, AM, WARD. FM, WARD-FM

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Walter M. Thomas (12.5%); Sec. Margaret E. Gartland (57.5%), owner of 50% of Laurel Theatre and 33% of Roxy Theatre, Johnstown.

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

BROADCASTING • TELECASTING

They love us
in the counties *
WHP-TV

the most
versatile medium
between Philly
and Pittsburgh.

* 23 counties to be precise and they're listed below.

Here are the counties where over a million consumers live — people with more money in their jeans, more per capita income and more buying power than any other major market in Pennsylvania.

Counties	Population	Families
Pennsylvania		
Adams	39,940	11,875
Berks	45,240	13,189
Centre	817	204
Columbia	6,679	1,968
Cumberland	97,900	28,200
Dauphin	202,300	59,300
Franklin	11,592	3,248
Huntingdon	2,760	764
Juniata	15,400	4,400
Lancaster	222,000	62,530
Lebanon	83,500	23,700
Mifflin	39,117	11,151
Montour	7,889	1,791
Northumberland	112,992	32,448
Perry	25,300	7,200
Schuylkill	107,522	29,962
Snyder	23,400	6,300
Union	16,517	4,095
York	208,200	61,300
Maryland		
Baltimore	11,496	3,144
Carroll	8,208	2,106
Frederick	2,131	570
Harford	1,106	290

Total 1/2 MV/M Area 1,292,006 369,735

Whether you're in the counties or the boroughs, you'll love us too. Ask Bolling.

THE
KEY
STATIONS



OF THE
KEYSTONE
STATE

CBS

Nationally Represented by
THE BOLLING COMPANY



HARRISBURG, PA.

growing



growing

growing



WGAL-TV

NBC • CBS • ABC • DuMont
Lancaster, Pa.

market prosperity... loyal
viewing audience...

Write for information—

Sales Representative

MEEKER

New York
Los Angeles

Chicago
San Francisco

WGAL
AM TV FM

Steinman Station
Clair McCollough, President

PENNSYLVANIA

JOHNSTOWN (Continued)

WJAC-TV

LICENSEE: WJAC, Inc. Address: 329 Main St. Phone: 91-965, 58-251

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 70 kw, Aural 35' Operating Pow.: Visual 70 kw, Aural 35 kw. Transmitter: Address, Lat hill Mountain. Make, RCA. Model TT 25 AL. Antenna: Make RCA. Type Superturstyle. Height, Above average terrain 1120 ft. At ground 175 ft.

OPERATION: Began Sept. 15, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WJAC, FM WJAC-FM

REPRESENTATIVES: Sales, The Katz Agency, Inc. Washington Attorney Dr. Lohnes & Albertson. Consulting Engineer James C. McNary.

SERVICES: Two RCA film cameras. Two RCA 16mm film projectors. Two Selectroslide 35mm scanners. News Service, U.P. Library, Standard.

PRINCIPAL STOCKHOLDER: The Johnstown Tribune Publishing Co. sole owner

EXECUTIVES:

Walter W. Krebs, Pres.
Alvin D. Schrott, Gen. Mgr.
John H. Hepburn, Com. Mgr.

Frank P. Cummins, Prog. Dir.
Film Buy.
Theodore Campbell, Ch. Eng.
Nevin L. Straub, Dir. Tech. C.

RATE INFORMATION: Class A one hour Film \$600.00. Minute spot Film \$110. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	861,928	1,871,998	2,981,600
Families in area	234,000	511,900	810,000
Retail Sales	\$647,670,000	\$1,690,612,000	\$2,520,880,000
Income per family	\$4,143	\$5,516	\$4,829
Income per Capita	\$1,125	\$1,508	\$1,316

LANCASTER

WGAL-TV

LICENSEE: WGAL, Inc. Address: 24 South Queen St. Phone: 5246

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 7.2 kw, Aural 3.6 kw. Transmitter: Address, 8 West King Street. Make, RCA. Antenna: Make RCA. Height, Above average terrain 270 ft. Above ground 321 ft.

OPERATION: Began June 1, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Networks NBC, CBS, ABC, DuM. Stations, AM, WGAL, FM WGAL-FM

REPRESENTATIVES: Sales, Meeker TV, Inc. Washington Attorney George Sutton. Consulting Engineer James C. McNary.

SERVICES: News, UP & INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee is owned by J. F. and J. H. Steinman publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, Pa.; WYRK-TV York, WRAW Reading, WEST Easton, WGAL-AM-FM-TV Lancaster, and WLEV-TV Bethlehem, all Pa.

EXECUTIVES:

Clair R. McCollough, Pres.
Harold E. Miller, Sls. Mgr. & Film Buy.

J. Robert Gulick, Nat. Sls. M.
Paul C. Rodenhauer, Prog. Dir.
J. E. Mathiot, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 7.

WWLA-TV

(Target Date, Late 1953)

LICENSEE: Harold C. Burke. Address: Hotel Brunswick

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 18.4 kw, Aural 11.1 kw. Transmitter: Address, Centerville-Rohrstown Road, RFD #1. Make, RC Model TTU-1B. Antenna: Make RCA. Type TFU-21B. Height, Above average terrain 608 ft. Above ground 505 ft.

OPERATION: Target date late 1953.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Bingham Porter, Collins & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One Studio (19 x 27 ft.). One RCA camera chain. One RCA film camera (TK-20D). Two RCA TP-16E film projectors. Gray 3A Telejeu slide projector.

PRINCIPAL STOCKHOLDER: Harold C. Burke sole owner (Mr. Burke, until 1952 was vice president of WBAL-AM-TV Baltimore. Now a television consultant and phonograph record manufacturer and distributor.)

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to Aug. 1, 1953. For full list of abbreviations and sources of county and state market data see Foreword.

POWER



WJAC-TV
Coverage Area
CHANNEL 6
70KW VISUAL—35KW AURAL

**...Your
TV sales
story into
...“the
Big 4”**

Pittsburgh · Altoona · Johnstown · Cumberland

with WJAC-TV

Here's how to saturate the industrial heart of southwestern Pennsylvania without "scattering your shot" among all the various media. Simply buy the TV station that reaches and sells all 4 major markets in this area . . . WJAC-TV. By doing this, you will power your sales story into the living rooms of over a million TV set owners in this rich industrial region.

The population of this fertile industrial center is 3,503,200 and their retail sales for the year 1951 were \$3,377,035,000. Those two figures alone give you an idea of the tremendous profit potential of this market. You can sell this 8th largest TV market of the U. S. by buying southwestern Pennsylvania's preferred TV station . . . WJAC-TV.

Serving millions from atop the Alleghenies **WJAC-TV** JOHNSTOWN, PENNSYLVANIA

REPRESENTED By **KATZ AGENCY, Inc.**

LANCASTER (Continued)

WWLA-TV (Continued)

EXECUTIVES:

Harold C. Burke, Own.

MARKET INFORMATION:

	15 miles	25 miles	35 miles
Population	241,800	520,398	851,063
Households in area	67,240	131,828	215,600
Retail Sales	\$255,334,000	\$548,833,000	\$889,020,000
Income per family	(1) \$6,844	(2) \$6,172	(3) \$5,848

(1) Lancaster County figures per household. (2) Average. (3) Average.

LEBANON

WLBR-TV

(Target Date, Nov., 1953)

LICENSEE: Lebanon Television Corp. Address: 8th & Cumberland St.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 92.8 kw, Aural 50 kw. Transmitter: Address, 2 mi. north of city. Make, DuM. Antenna: Make RCA. Height, Above average terrain 328 ft. Above ground 253 ft.

OPERATION: Target date Nov., 1953.

AFFILIATIONS: Stations, AM, WLBR. FM, WLBR-FM

REPRESENTATIVES: Washington Attorney Miller & Schroeder. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Lebanon Broadcasting Co. (87.5%) licensee WLBR Lebanon; Julian F. Skinnell (5%) WLBR operations manager; Philip J. Reilly (2.5%) WLBR commercial manager; W. Leonard Savage (5%) WLBR chief engineer.

LEWISTOWN

WMRF-TV

(Target Date, not set)

LICENSEE: Lewistown Broadcasting Co. Address: 5 West Market St.

FACILITIES: Chan. 38. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11 kw. Transmitter: Address, Jacks Mountain. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,020 ft. Above ground 92 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WMRF. FM, WLTN (FM)

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. J. S. Woods (25%); W. J. Woods (25%); Marjorie W. Matthews (25%); The Sentinel Co. (25%)

NEW CASTLE

WKST-TV

LICENSEE: WKST, Inc. Address: Cathedral Bldg. Phone: Oliver 4-5501

FACILITIES: Chan. 45. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.55 kw. Operating Pow.: Visual 17.8 kw, Aural 9.55 kw. Transmitter: Address, Old Pittsburgh & Savannah Center Roads. Make, RCA. Model TTU1B. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 555 ft. Above ground 200 ft.

OPERATION: Began April 15, 1953. Hours, 7:00 p.m.-10:00 p.m.

AFFILIATIONS: Network, DuM. Stations, AM, WKST.

REPRESENTATIVES: Sales Meeker-TV, Inc. Washington Attorney Pierson & Bell. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Studio. One RCA film camera. Two Eastman Type 250 film projectors. Gray Model TP3A slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: S. W. Townsend, President and treasurer (41%); Wanda E. Townsend (37%); Marjorie Clipp (14%) and Secretary A. W. Graham (8%).

EXECUTIVES:

S. W. Townsend, Pres.
Art Graham, Sta. Mgr.
A. W. Graham, Com. Mgr.

Harry Reith, Prog. Dir.
Donald Dout, Ch. Eng.
Croy Pitzer, Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: No. of Sets (June 1) Grade A (FCC Contour) (UHF) 40,000.

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

PHILADELPHIA

WCAU-TV

LICENSEE: WCAU Inc. Address: City & Monument Avenues. Phone: Greenwood 7-8300

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 14.1 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 12 S. Twelfth St. Make, RCA. Model TTSA. Antenna: Make RCA. Type TF6A. Height, Above average terrain 670 ft. Above ground 737 ft.

OPERATION: Began March 15, 1948.

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

REPRESENTATIVES: Sales, CBS Spot Sales. Washington Attorney Pierson & Bell.

SERVICES: Four studios (three 60 x 80 ft. and one 30 x 35 ft.). Fourteen RCA camera chains. Two (1 Trans Lux, 1 custom) rear screen projectors. Three RCA film cameras. Three RCA 16mm film projectors. Three Gray slide projectors. One Custom opaque projector. Houston developing machine. One RCA, One custom mobile units. News Services, UP, AP, INS, WU Sports.

PRINCIPAL STOCKHOLDER: Philadelphia Evening Bulletin sole owner.

EXECUTIVES:

Donald W. Thornburgh, Pres. & Gen. Mgr.
Robert M. McGredy, TV Sls. Mgr.
Charles Vanda, Vice Pres. in Chg. of TV

John L. Leitch, Vice Pres. in Chg. of Eng.
Lee Varkey, Film Buy.
Joseph L. Tinney, Exec. Vice Pres.
Robert N. Pryor, Vice Pres. in Chg. of Prom. & Publ. Rel.

RATE INFORMATION: Class A one hour Live \$1,800, Film \$1,800. Minute spot Live \$375, Film \$375. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 8.

MARKET INFORMATION: Population 6,005,100; Families in area 1,713,700; No. of Sets (June 1) 1,370,000; Retail Sales \$6,667,557,000; Income per family \$5,609; Income per Capita \$1,593.

WFIL-TV

LICENSEE: Triangle Publications, Inc. Address: 46th & Market Streets. Phone: EVergreen 2-4700

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Foot of Culp St., Roxborough, Pa. Make, RCA. Model TT25BL. Antenna: Make RCA. Type 5-Bay. Height, Above average terrain 650 ft. Above ground 645 ft.

OPERATION: Began Sept. 13, 1947. Hours, 8:30 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, DuM. Stations, AM, WFIL. FM, WFIL-FM.

REPRESENTATIVES: Sales, The Ketz Agency Inc. Washington Attorney Lyon, Wliner & Bergson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (48 x 65 ft., 28 x 55 ft., & 22 x 30 ft.). Ten RCA camera chains. Trans-Lux rear screen projector. Two RCA film cameras. Three RCA 16mm film projectors. One Grav scanner. One GE opaque projector. Two Houston film processing units. One RCA mobile unit. News Services, UP, Telenevs. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee, Triangle Publications Inc., is publisher of Philadelphia Inquirer and other publications. Walter H. Annenberg and family are principal stockholders. Triangle Publications owns 50% of WHGB Harrisburg, TV applicant.

EXECUTIVES:

Roger W. Clipp, Gen. Mgr.
John D. Scheuer Jr., Exec. Asst. to Gen. Mgr.
George A. Koehler, Exec. Asst. to Gen. Mgr.
Kenneth W. Stowman, Gen. Sls. Mgr.
Jack Steck, Exec. Prog. Dir.
Edmund Rogers, Dir. TV Prod.

Joe Zimmerman, Dir. Adv. & Prom.
Dr. Roy K. Marshall, Educ. Dir.
Charles Harrison, Dir. News & Spec. Events
Henry Rhea, Ch. Opr. Eng.
Louis E. Littlejohn, Ch. Maint. Eng.
Walter Tillman, Dir. of Film
John J. Hyland, Dir. of Pub.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$300, Film \$300. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 10.

MARKET INFORMATION: Population Grade A (FCC Contour) 3,731,270; Grade B (FCC Contour) 1,974,538; Total (Including fringe area) 5,705,808. Number of Sets (June 1) 1,562,505.

WIP-TV

(Target Date, not set)

LICENSEE: Pennsylvania Broadcasting Co. Address: 35 South 9th St.

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 140 kw. Transmitter: Address, Waverly Road, Hillcrest, Pa. Make, GE. Antenna: Make GE. Height, Above average terrain 800 ft. Above ground 632 ft.

First in Philadelphia with
MAXIMUM POWER
 on **LOW-BAND VHF!**



The greatest coverage . . . the best reception . . . of any TV station in the Greater Philadelphia Market!

WFIL-TV now offers 4 to 5 times the power of any other Philadelphia TV station . . . plus the greater reach and penetration of *low band VHF*.

No increase in rates! With *Maximum Power*, WFIL-TV gives you intensive coverage of Philadelphia and the growing Delaware Valley . . . *plus* top-quality, one-station coverage of rich bonus markets like Lancaster, Atlantic City, Trenton, Bethlehem, Allentown, Reading, Wilmington . . . at no extra cost! It's the biggest buy in television today.

GET THE FULL STORY!

Write for WFIL-TV's new presentation showing how **Maximum Power on low band VHF** gives you the biggest buy in television today. Address **WFIL-TV, Philadelphia 39, Pa.**

Better Buy  *a Better Buy than Ever!*
 MAXIMUM POWER on LOW BAND VHF

The Philadelphia Inquirer STATION... ABC and DUMONT NETWORKS... Represented by THE KATZ AGENCY

PHILADELPHIA (Continued)

WIP-TV (Continued)

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WIP.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Gimbel Bros. sole owner, a department store.

WPTZ (TV)

LICENSEE: Westinghouse Radio Stations, Inc. Address: 1600 Architects Building. Phone: Locust 4-5500

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Wyndmoor, Pa. Make, RCA. Model TT-5A, plus Amplifier TT-25 BL. Antenna: Make RCA. Type 6-Bay Turnstile TF-6AL. Height, Above average terrain 749 ft. Above ground 602 ft.

OPERATION: Began Sept. 16, 1941. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network NBC. Stations, AM, KYW. FM, KYW-FM

REPRESENTATIVES: Sales Free & Peters Inc. Washington Attorney John Steen, Westinghouse Radio Stations.

SERVICES: Four Studios (30 x 50 ft., 30 x 50 ft., 22 x 28 ft. & one auditorium seating 160.) Twelve RCA (2 studio, 10 field) camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Three RCA 16mm film projectors. One Philco flying spot scanner. One Philco balopticon opaque projector. Mobile Unit with ten image orthicon cameras; full complement of lenses; Two microwave relay units. News Services, UP, INS. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDER: Westinghouse Radio Stations, Inc. sole owner (See Group Ownership listing).

EXECUTIVES:

E. V. Huggins, Pres.	Stan Lee Broza, Prog. Dir.
J. E. Baudino, Exec. Vice Pres.	Raymond J. Bowley, Ch. Eng.
Rolland V. Tooke, Gen. Mgr.	Edward G. Murray, Film Buy.
A. W. Dannenbaum, Jr., Com. Mgr.	E. Preston Stover, Oprs. Mgr.
	John J. Kelly, Prom. & Publ. Mgr.

RATE INFORMATION: Class A one hour Live \$1500, Film \$1500. Minute spot Live \$300, Film \$300. Frequency discounts from 5% for 26 weeks up to 10% for 52 weeks. Rate Card No. 8, Oct. 1, 1951.

PITTSBURGH

WDTV (TV)

LICENSEE: Allen B. Du Mont Laboratories, Inc. Address: Chamber of Commerce Bldg. Phone: Express 1-1071

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.6 kw, Aural 8.3 kw. Transmitter: Address, 4101 Grizella Street. Make, DuM. Model Oak Series 7000. Antenna: Make Blaw-Knox. Type H-21. Height, Above average terrain 815 ft. Above ground 549 ft.

OPERATION: Began Jan. 11, 1949. Hours, 6:45 a.m.-2:00 a.m.

AFFILIATIONS: Networks, DuM. ABC. CBS, NBC.

REPRESENTATIVES: Sales, DuMont Spot Sales. Washington Attorney Roberts & McInnis, Inc.

SERVICES: Studio, One (60 x 50 ft.). Five DuM T A 124 B-Orth camera chains. Two DuM Iconoscope film cameras. Two DuM 5130C- 16 mm projectors. One DuMont TA 150A scanner. B & L balopticon opaque projector. Mobile unit. News Service, UP. Library, Assoc.

PRINCIPAL STOCKHOLDER: Allen B. Du Mont Laboratories, Inc., licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington, D. C. and WDTV (TV) Pittsburgh. Also manufactures electronics equipment and receivers.

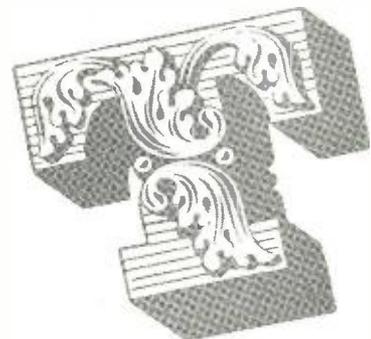
EXECUTIVES:

Harold C. Lund, Gen. Mgr.	Dick Fortune, Pub. Rel. Dir.
George Baren Bregge, Com. Mgr.	Paul P. Palangi, Personnel Mgr.
Byron Dowty, Prog. Dir.	Bill Burns, News Dir.
Raymond C. Rodgers, Ch. Eng.	Ray Scott, Sports Dir.
Richard Dreyfuss, Film Buy.	

RATE INFORMATION: Class A one hour Live \$1200, Film \$1200. Minute spot Live \$190, Film \$190. Frequency discounts from 5% for 26 times up to 20% for 260 or more times. Rate Card No. 8.

MARKET INFORMATION: Population 2,213,200; Families in area 810,000; Area in Square Miles 17,672 Approx.; No. of Sets (June 1) 641,000; Retail Sales \$5,098,764,000; Income per family \$5,800; Income per capita \$1,665.

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



Pittsburgh's
First

Television Station

**CHAMBER OF COMMERCE BLDG.
PITTSBURGH 19, PA.**

Right Sales Twist in PITTSBURGH



Channel 2



Every day, every night, in more than 600,000 Pittsburgh District homes *your* customers are tuning to Channel 2—Du Mont's WDTV!

Why is Pittsburgh's first television station so popular? Because WDTV programs are geared to Pittsburgh people, Pittsburgh habits, Pittsburgh tastes. And why is WDTV the choice of local and national advertisers? Because Pittsburgh *buys*, when you tell them and sell them on Channel 2.

So, to capture the nation's sixth largest metropolitan market, with a retail buying power of 6¼ million people, place your sales message where Pittsburgh sees and hears it! Use WDTV—Channel 2—first and salesmost in Pittsburgh!

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC. HAROLD C. LUND, *General Manager*

PITTSBURGH (Continued)

WENS (TV)

LICENSEE: Telecasting Company of Pittsburgh. Address: 700 Ivory Ave. Phone: Studio: Wellington 1-1200; Sales Office Atlantic 1-4300.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 106 kw. Operating Pow.: Visual 200 kw, Aural 106 kw. Transmitter: Address, 7C Ivory Ave. Make, GE. Model TT-25-A. Antenna: Make GE. Typ. TY-25-A Five Section. Height, Above average terrain 870 ft. Above ground 552 ft.

OPERATION: Began Aug. 22, 1953. Hours, 3:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney McKenn. & Wilkinson. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (64 x 60 ft. & 24 x 20 ft.). Live camera announcer booth (8 x 10 ft.). Three GE camera chains. Two Bell & Howell 70's, Auricon Pro film cameras. Two GE film projectors. Selectroslide scanner 3" x 4" opaque projector. Mobile unit available with 2 cameras. News Services UP, INS. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson (44.5%); Henry Oliver Re (44.5%); A. Donovan Faust (5%); Larry H. Israel (5%); William H. Re (1%); Rea Interests own 35% Mt. Washington TV, Inc. and 35% WPOP Portland, Maine.

EXECUTIVES:

A. Donovan Faust, Mging. Partner	Jay Gould, Film Dir.
Larry H. Israel, Mging. Partner	Thomas Bordenkircher, Prod. Mgr.
Don Menard, Com. Mgr.	Bob Prince, Sports Dir.
David C. Murray, Prog. Dir.	Peter Thornton, Publ. Dir.
Fred M. Eames Jr., Ch. Eng.	Joe Bock, Art Dir.
	Betty Jane Wylie, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70 Film \$70. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,299,898	736,903	2,966,801
Families in Area	632,563	207,556	840,119
Retail Sales	\$2,524,362,000	\$695,962,000	\$3,220,324,000

WKJF-TV

LICENSEE: Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Phone: HUbbard 1-2626

FACILITIES: Chan. 53. Authorized Eff. Rad. Pow.: Visual 19.28 kw, Aural 11.7 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 1715 Grandview Ave. Make, RCA. Model TTU 1-B. Antenna: Make RCA. Type TFU 27 DH. Height, Above average terrain 531 ft. Above ground 426 ft.

OPERATION: Began Aug. 1, 1953. Hours, 12:00 noon-12:00 midnight

AFFILIATIONS: Station, FM, WKJF

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dow, Lohns. & Albertson. Consulting Engineer George Davis.

SERVICES: Two studios (16 x 35 ft. & 35 x 55 ft.). Two RCA TK-11A camera chains. One Television Specialty Co. rear screen projector. One TK-20C RCA film camera. Two TP-16D RCA film projectors. One RCA automatic slide projector. RCA TK-3A flying spot camera scanner RCA special effects amplifier. News Service, UP. Libraries, Worl Lang-Worth.

PRINCIPAL STOCKHOLDER: Agnes J. Reeves Greer sole owner. Also own WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va. and WJF-TV Dover, Ohio. Holds controlling interest in steel and coal firms and W Virginia Newspaper Publishing Co. which publishes newspapers in Morgantown and New Martinsville.

EXECUTIVES:

Agnes J. Reeves Greer, Ch. Own.	Peter E. Pappas, Ch. Eng.
Joseph A. Jenkins, Gen. Mgr.	George P. Turner, Film Buy.
Herbert A. Waters, Com. Mgr.	Harrison W. H. Eagles, Spec.
Carlyle Freeborn, Prog. Dir.	Events Director

RATE INFORMATION: Class A one hour Live \$450, Film \$350. Minute spot Live \$90.00, Film \$70.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION.

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,400,000	1,850,000
Families in area	438,000	759,600
No. of Sets (June 1)	25,000	50,000
Retail Sales	\$1,786,624	\$2,794,114
Income per family	\$6,359	\$4,417
Income per Capita	\$1,822	\$1,225

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

IN AUGUST, A NEW ERA IN
PITTSBURGH TELEVISION

WENS

CHANNEL 16

Locally owned and operated

POWER

200,000 watts—
Strongest power in Pittsburgh

LOCATION

1883 feet above sea level—
Highest site in the market

NETWORK

ABC and CBS programs on a
live-weekly basis

FEATURING

Extensive local and national
Sports coverage

PITTSBURGH— city of industrial miracles
*America's 8th market—
with its "own" TV station*

WENS

CHANNEL 16

Sales Office—
Oliver Building, Pittsburgh

Represented Nationally by
Edward Petry and Company



PITTSBURGH (Continued)

WQED (TV)*

(Target Date, Jan. 1, 1954)
 (*Educational-Noncommercial)

LICENSEE: Metropolitan Pittsburgh Educational TV Station. Address: 200 Ross St.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 24.5 kw. Transmitter: Address, 2805 Berthoud St. Make, RCA. Antenna: Make Andrew. Height, Above average terrain 620 ft. Above ground 574 ft.

OPERATION: Target date Jan. 1, 1954.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer George E. Hagerly.

PRINCIPAL STOCKHOLDERS: Pres. Leland Hazard, vice pres. Pittsburgh Plate Glass Co.; vice presidents Leon Falk Jr., Pittsburgh oil refiner; John T. Ryan Jr. Pittsburgh safety equipment manufacturer; Dr. E. A. Dimmick, superintendent of Pittsburgh public schools and Treas. George D. Lockhart, Pittsburgh attorney.

WTVQ (TV)

(Target Date, Fall, 1953)

LICENSEE: Golden Triangle Television Corp. Address: 5 S. Jefferson St., Dayton, Ohio

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 123 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Chicago St. Make, GE. Model TT25A. Antenna: Make GE. Type TY25A. Height, Above average terrain 480 ft. Above ground 391 ft.

OPERATION: Target date Fall 1953.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Equal partners J. Frank Gallaher, treasurer and 8.1% owner of WONE Dayton (permittee of WIFE (TV) there), 51% owner of The Gallaher Drug Co., and vice president and 50% owner of

Stock Gallaher Co. (Building); Loren M. Berry, vice president and 12.33% owner of WONE, president of L. M. Berry & Co. Ltd., Winnipeg, Canada, president of Buckeye Liquidation Co., Dayton and officer or director in various telephone companies; and Ronald B. Woodyard president and 17.87% owner of WONE. Note: Sale to Edward Lamb pending FCC approval.

EXECUTIVES:

Ronald B. Woodyard, Pres.

Loren M. Berry, Vice Pres.

WEEU-TV

READING

LICENSEE: Hawley Broadcasting Co. Address: 433-35 Penn Street. Phone: 6-7335

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 167 kw, Aural 87.1 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Skyline Drive, Mt. Penn, Reading, Pennsylvania. Make, GE. Model 12 kw UHF. Antenna: Make GE. Type Helical 5-Bay. Height, Above average terrain 1,100 ft. Above ground 408 ft.

OPERATION: Began April 15, 1953. Hours, 3:30 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC & NBC. Stations, AM, WEEU. FM, WEEU-FM.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Cohn & Marks. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One live studio (36 x 75 ft.). One projection studio. Two live-GE, two film-GE, one monoscope & transmitter GE camera chains. Two GE film cameras. Two Syncrolite GE 16mm projectors. Two still projectors. GE opaque projector. News Service, UP. Library AP.

PRINCIPAL STOCKHOLDERS: President Hawley Quier, Executive Vice President Harrison F. Flippin, Secretary William J. Rohn and General Manager Thomas E. Martin. Reading Eagle Co. owns 99% of stock.

EXECUTIVES:

Hawley Quier, Pres.
 Thomas E. Martin, Exec. Vice Pres. & Gen. Mgr.
 K. Richard Creitz, Com. Mgr.
 George Carroll, Prog. Dir.
 Daniel W. Shields, Asst. Prog. Dir.

David J. Miller, Jr., Dir. Tech. Oper.
 Harold E. Schearer, Asst. Dir. Tech. Oper.
 Ewart M. Blain, Dir. TV Sls.
 Roy V. Swinamer, Sr. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$40, Film \$40. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

PITTSBURGH'S PIONEER UHF TELEVISION STATION

WKJF - TV

THE BEST
 ADVERTISING
 BUY IN

Pittsburgh

CHANNEL 53 IN 1953

PITTSBURGH 11, PA. HUBBARD 1-2626

Represented Nationally by **Weed Television**

READING (Continued)

WEEU-TV (Continued)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,239,000	4,143,000	4,143,000
Families in area	339,000	1,153,000	1,153,000
Area in Square Miles	1,225	3,025	3,025
No. of Sets (June 1)	UHF 39,000	80,000	80,000
	VHF 220,000	760,000	760,000
Retail Sales	\$922,000,000	\$3,583,000,000	\$3,583,000,000
Income per family	\$5,500	\$5,000	\$5,000

(Above based on full power operation, effective approximately Sept. 1953.)

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: Berkshire Hotel.

FACILITIES: Chan. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Transmitter: Address, Berks County. Make, GE. Height, Above average terrain 1,780 ft. Above ground 1,036 ft.

OPERATION: Began Feb. 17, 1953.

AFFILIATIONS: Network CBS

REPRESENTATIVES: Sales, H-R TV, Washington Attorney Arnold, Fortas & Porter. Consulting Engineer A. Earl Cullum Jr., Dallas.

SERVICES: Studio. Three studio cameras. Two film cameras. Two Eastman Sincrolite film projectors. One slide projector (3/4 x 4-in.). One slide projector (2 x 2-in.). One mobile unit with two cameras.

PRINCIPAL STOCKHOLDERS: President Humboldt J. Greig (39.4%), Jessie P. Greig (25.6%), Arthur W. Heim (11.5%), Max O'Rell Truitt (8.5%).

EXECUTIVES:

Humboldt Greig, Pres. & Gen. Mgr.	Robert M. Reuschle, Ntl. Sls. Mgr.
Richard G. Fichthorn, Vice Pres.	Frank Elliott, Reg. Sls. Mgr.
Jack Schuler, Opr. Mgr.	Stanford Levy, Prog. Dir.
	Arthur Heim, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SCRANTON

WARM-TV

(Target Date, Fall, 1953)

LICENSEE: Union Broadcasting Co. Address: Bowman Building. Phone: Diamond 4-1148

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 130 kw. Transmitter: Address, Television Hill, Mt. Dewey, Pa. Make, GE. Antenna: Make GE. Height, Above average terrain 1244 ft. Above ground 277 ft.

OPERATION: Target date Fall, 1953.

AFFILIATIONS: Stations, AM, WARM.

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney Loucks, Zies, Young & Jansky, Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Martin F. Memolo (70%); William W. Scranton (28%).

EXECUTIVES:

Martin F. Memolo, Pres.	Joseph H. Salsburg, Prog. Dir.
William W. Scranton, Vice Pres.	Ross J. Parker, Ch. Eng.
William M. Dawson, Gen. Mgr.	

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

WGBI-TV

LICENSEE: Scranton Broadcasters Inc. Address: 1000 Wyoming Ave. Phone: 2-0296

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 215.5 kw, Aural 114.2 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Bald Mount, Ransom Township. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-B. Height, Above average terrain 1,163 ft. Above ground 150 ft.

OPERATION: Began June 7, 1953. Hours 5:00 a.m.-11:15 p.m.

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

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer George C. Davis.

SERVICE: Two studios. Two GE camera chains. One GE film camera. Two GE film projectors. One slide projector. Film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: President and Treasurer M. E. Megargee (12%); Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee (6%). NOTE: Sale of part interest to WQAN interests pending FCC approval.

EXECUTIVES:

Mrs. M. E. Megargee, Pres.	R. E. McDowell, Sta. Mgr.
Mrs. Douglas Holcomb, Vice Pres.	K. R. Cooke, Ch. Eng.
George D. Coleman, Gen. & Com. Mgr.	Frank Monaghan, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$300.00. Minute spot Live \$60.00. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,272,150	131,800	1,403,950
Families in Area	358,900	38,500	397,400
No. of Sets (June 1)	45,000 Approx.
Retail Sales	\$1,152,750,000	\$147,197,000	\$1,299,947,000
Income per family	\$5,042

WTVU (TV)

LICENSEE: Appalachian Corp. Address: 915 First National Bank Building. Phone: Diamond 7-3334

FACILITIES: Chan. 73. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.5 kw. Operating Pow.: Visual 13 kw, Aural 6.5 kw. Transmitter: Address, Television Hill. Make, Fed. Model 20B. Antenna: Make, Workshop. Type Omnidirectional. Height, Above average terrain 1270 ft. Above ground 367 ft.

OPERATION: Began Aug., 17, 1953. Hours, 3:00 p.m.-12:00 M.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Krieger & Jorgensen. Consulting Engineer George P. Adair.

SERVICES: One Studio (1200 sq. ft.). Three Fed. Image Orthicon camera chains. Two General Precision Laboratories film projectors. Two Fed slide projectors. Fed. Flying spot scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Frank J. Collins (50%); Jane C. Collins (50%).

EXECUTIVES:

Frank J. Collins, Pres.	Malcolm J. Wilson, Prog. Dir.
Martin Silver, Gen. Mgr.	Charles F. Halle, Ch. Eng.
John E. Karabin, Com. Mgr.	Jay Russell, Film Buy.

DATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40.00, Film \$40.00. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	300,000	200,000	500,000
Families in area	138,000	92,000	230,000
Area in Square Miles	900,000	600,000	15,000.00
No. of Sets (June 1)	72,000	48,000	120,000
Retail Sales	\$242,544,000

WILKES-BARRE

WBRE-TV

LICENSEE: Louis G. Baltimore. Address 62 S. Franklin Street. Phone: Valley 3-3101.

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 18.0 kw, Aural 10 kw. Operating Pow.: Visual 18.0 kw, Aural 10 kw. Transmitter: Address, Laurel Run Road, Route 933. Make, RCA, Model TTU1B. Antenna: Make RCA. Type TFU-21. Height, Above average terrain 1224 ft. Above ground 420 ft.

OPERATION: Began Jan. 1, 1953. Hours, 7:00 a.m.-12:00 M.

AFFILIATIONS: Network NBC. Stations, AM, WBRE. FM, WBRE-FM.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two Studios (17 x 30 & 14 x 17 ft.). RCA film camera. RCA 16mm projector. Two slide projectors. Micro record film processing unit.

PRINCIPAL STOCKHOLDER: Louis G. Baltimore sole owner.

EXECUTIVES:

Louis G. Baltimore, Pres. Franklin D. Coslett, Prog. Dir. & David M. Baltimore, Gen. Mgr. Film Buy. A. C. Baltimore, Com. Mgr. Charles Sakoshi, Sr., Ch. Eng.

RATE INFORMATION: Class A one hour Film \$300. Minute spot Live \$70, Film \$60. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	859,000	1,355,182
Families in area	244,300	386,141
Area in Square Miles	4,109	8,128
No. of Sets (June 1)	82,000	90,000
Retail Sales	\$781,306,000	\$1,262,639
Income per family	\$6,124	\$5,164
Income per Capita	\$1,699	\$1,467

WILK-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Wyoming Valley Broadcasting Co. Address: 88 North Franklin Street. Phone: Valley 4-4666

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 87 kw. Operating Pow.: Visual 170 kw, Aural 87 kw. Transmitter: Address, Mountaintop, Pa. Make, GE. Model TT25A-12 KW. Antenna: Make GE. Type 4-Bay Helical. Height, Above average terrain 1,010 ft. Above ground 249 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 12 noon-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuM. Stations, AM, WILK.

REPRESENTATIVES: Sales, Avery-Knodel, Inc. Washington Attorney Miller & Schroeder. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (35 x 35 ft.). Two GE camera chains. One GE film camera. Two GE Eastman syncolite film projectors. One Selectroslide junior scanner. One GE opaque & strip projector.

PRINCIPAL STOCKHOLDERS: Mrs. Edna Morgan, Mitchell Jenkins, Leon Schwartz, Roy E. Morgan, Thomas P. Shelburne, Vernon Wise, Gerald Wise, Harold Gray—each 12 1/2%. Vernon and Gerald Wise have interests in WBUT Butler, Pennsylvania and the Butler Eagle. Harold Gray also has interest in WCED and Courier Express, DuBois, Pennsylvania.

EXECUTIVES:

Mitchell Jenkins, Pres. Malcolm Dale, Com. Mgr. Roy E. Morgan, Exec. Vice Pres. Hal Berg, Prog. Dir. Thomas P. Shelburne, Treas., Theodore French, Ch. Eng. Mgring. Dir.-TV & Film Buy.

RATE INFORMATION: Class A one hour Live \$337, Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	861,900	545,000	1,406,900
Families in area	242,700	154,200	396,900
Area in Square Miles	4,124	3,832	7,956
No. of Sets (June 1)	70,791	60,000	130,791
Retail Sales	\$744,059,000	\$500,783,000	\$1,244,842,000

WILLIAMSPORT

WRAC-TV

(Target Date, not set)

LICENSEE: WRAC, Inc. Address: 244 W. 4th St. Phone 2-6116.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 12 kw. Transmitter: Address, N. White Deer Ridge Road. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,281 ft. Above ground 242 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WRAC. FM, WRAC-FM.

REPRESENTATIVES: Sales, Everett McKinney Inc. Washington Attorney Spearman & Roberson. Consulting Engineer Geo. Davis.

PRINCIPAL STOCKHOLDERS: President E. N. Case; Vice Presidents Margaret T. Steele (3.8%) and John E. Person; Treasurer W. Van Person; Secretary-Asst. Treasurer George E. Joy (1.3%). Sun Gazette Co. owns 66.6% of grantee. West Branch Bank and Trust Co. owns 27%.

EXECUTIVES:

George E. Joy, Gen. Mgr. Leon E. Kelly, Prog. Dir. J. Wright Mackey, Com. Mgr. Glenn Sherman, Ch. Eng.

YORK

WNOW-TV

(Target Date, Oct., 1953)

LICENSEE: Broadcast Division, Helm Coal Co. Address: 25 South Duck Street. Phone: 8-2911, 8-2952

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Pleasureville, R. D. #5. Make, DuM. Model 15000. Antenna: Make Workshop. Height, Above average terrain 660 ft. Above ground 384 ft.

OPERATION: Target date Oct., 1953.

AFFILIATIONS: Network DuM. Stations, AM, WNOW. FM, WNOW-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer John H. Mullaney.

SERVICES: One Studio (40 x 40 ft. with kitchen, news, and living room set.) Two DuM studio camera chains. One TV Specialty Co. rear screen projector. One DuM film camera. Two 16mm Holmes film projectors. One DuM 150C monochrome scanner. News Services, AP, NBC.

PRINCIPAL STOCKHOLDERS: Partners: Howard J. Williams (30.4 1/2%), Morgan E. Cousler (43.5%), Lowell W. Williams (26.1%).

EXECUTIVES:

Lowell W. Williams, Gen. Mgr. Sidney Barbet, Buyers Assoc., Inc., John O. Border, Com. Mgr. Film Buy. Glenn Winter, Ch. Eng. Edwin L. Jay, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1 Feb. '53.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	731,000	252,700	2,487,700 Est.
Families in area	209,200	70,900	695,900
Area in Square Miles	2,250 Est.	3,600 Est.	8,100 Est.
No. of Sets (June 1)	VHF-180,000 UHF-120,000	VHF-210,000 UHF-130,000	VHF-280,000 UHF-160,000
Retail Sales	\$809,000,000	\$210,000,000	\$2,680,000,000
Income per family	\$6,385 (1951)	\$6,010	\$5,985
Income per Capita	\$1,690	\$1,623	\$1,592

PENNSYLVANIA

YORK

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co. Address: 53 North Duke St. Phone: 82676, 81308

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, South Queen St. Hill. Make, RCA. Model RCA TTU 1B. Antenna: Make RCA. Type BTM 24. Height, Above average terrain 500 ft. Above ground 437 ft.

OPERATION: Began Dec. 22, 1952. Hours, 12:00 noon-11:30 p.m.

AFFILIATION: Network, ABC. Station, AM, WSBA.

REPRESENTATIVES: Sales, Radio-TV Representatives Inc. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer George C. Davis.

SERVICES: Three studios (40 x 60 ft., 12 x 26 ft. & 8 x 12 ft.). Two TK 11 B's camera chains. One RCA TK 20 C film cameras. RCA 16 D film projector. Two Spindler & Sauppe slide projectors. New Services, AP & WU Sports. Library, Associated, World.

PRINCIPAL STOCKHOLDERS: All stock is owned by estate of Louis J. Appell, deceased and is voted by (Mrs.) Helen P. Appell, Louis J. Appell, Jr. and George N. Appell.

EXECUTIVES:

Louis J. Appell, Jr., Pres. Frederick Shaffer, Prog. Dir.
Walter J. Rothensies, Gen. Mgr. Llewellyn Jones, Ch. Eng.
Philip K. Eberly, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from 2 1/2% for 13 times up to 20% for 312 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	250,000	400,000	800,000
Families in area	70,300	112,500	225,000
No. of Sets (June 1)	30,000	25,000	60,000
Retail Sales	\$200,000	\$300,000	\$700,000
Income per family	\$3,293	\$3,043

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

RHODE ISLAND

RHODE ISLAND MARKET INDICATORS

Total Population, July 1, 1952	817,000
Total Families, 1950	198,630
Total Urban Population, 1950	667,212
Total Rural Nonfarm Population, 1950	114,346
Total Farm Population, 1950	10,338
Employed in Nonagricultural Establishments, Feb., 1953	304,700
Total Employed, 1950	304,512
Employed in Manufacturing, Feb., 1953	149,200
Employed in Construction, Feb., 1953	13,300
Employed in Agriculture, 1950	4,461
Retail Sales, 1952	\$ 832,729,000
Bank Assets, Jan. 1, 1953	\$ 1,224,014,000
Bank Deposits, Jan. 1, 1953	\$ 1,113,301,000
Major Income Sources, 1951: Agriculture .6%; Government 17.1%; Manufacturing Payrolls 34.7%; Trade and Service 23.3%; Other 24.3%.	
Total Income Payments, 1951	\$ 1,341,000,000
Per Capita Income, 1951	\$ 1,691
Median Family Income, 1950	\$ 3,117
Total Internal Revenue Collections, 1952	\$ 303,579,891
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 61.51
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 4,025,000
Cash Receipts of Farms, 1952	\$ 26,465,000
Government Payments to Farmers, 1952	\$ 80,000
Value of Mineral Production, 1950	\$ 1,425,000
Total New Construction in 1952	\$ 115,600,000
New Private Construction in 1952	\$ 70,300,000
New Public Construction in 1952	\$ 45,300,000
Motor Vehicle Registration, 1952	270,983
Number of Telephones, 1952	259,800
Number of Electrical Connections, 1952	270,216
Number of Gas Utilities Connections, 1952	167,200

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

RHODE ISLAND

RHODE ISLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Bristol	29,079	20,876	7,456	812	7,740	91%
Kent	77,763	68,337	21,037	2,028	23,710	96%
Newport	61,539	57,078	21,875	2,173	13,530	81%
Providence	574,973	641,535	168,380	21,196	145,070	84%
Washington	48,542	45,103	14,715	1,608	10,350	75%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Sets & per cent figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Televi- sion	Televi- sion Homes	County	Total Homes	Per Cent Televi- sion	Televi- sion Homes
Bristol	8,500	85	7,230	Providence	172,700	88	152,560
Kent	24,700	86	21,120	Washington	13,800	66	9,120
Newport	16,700	78	13,010	Totals	236,400		203,040

PROVIDENCE

WJAR-TV

LICENSEE: The Outlet Co. Address: 176 Weybosset St. Phone: Gaspee 1-8255

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 225 kw, Aural 113 kw. Transmitter: Address, Pine St., Rehoboth, Mass. Make, RCA. Model TT20AH. Antenna: Make RCA. Type TF12AH. Height, Above average terrain 608 ft. Above ground 494 ft.

OPERATION: Began July 12, 1949. Hours, 6:45 a.m.-2:30 a.m.

AFFILIATIONS: Networks NBC, CBS, ABC, DuM. Stations, AM, WJAR,

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (46 x 37-ft.). Four RCA camera chains. Two RCA Iconoscope film cameras. One RCA TP16B. One RCA TP6A film projectors. Two Selectrosilide Iseve Strip scanners. Gray Telop opaque projector. Micro-film processing unit. RCA mobile unit. News Services, INS, AP. Libraries, Sesac, World.

PRINCIPAL STOCKHOLDER: Outlet Co. sole owner (a department store).

EXECUTIVES:

George O. Griffith, Vice Pres. Thomas C. Prior, Ch. Eng.
Norman Gittleson, TV Oprs. Mgr. Dody Sinclair, Dir. Pub. Rel.,
Seymour Horowitz, Prog. Dir. Merc. & Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$850. Film \$850. Minute spot Live \$135. Film \$135. Frequency discounts from 5% for 26 times up to 20% for 204 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	2,707,900	4,623,300
Families in area	783,700	1,327,200
Area in square miles	5,200
No. of Sets (June 1)	653,385	1,043,320
Retail Sales	\$3,131,501,000	\$5,028,006,000
Income per family	\$5,372	\$5,250
Income per Capita	\$1,550	\$1,515

WNET (TV)

(Target Date, not set)

LICENSEE: Ch. 16 of Rhode Island Inc. Address: Industrial Trust Building.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 115 kw. Transmitter: Address, Pine St. Make, DuM. Antenna: Make RCA. Height, Above average terrain 520 ft. Above ground 453 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Abraham Belilove, Providence. Consulting Engineer J. Gordon Keyworth, Williamstown, Mass.

PRINCIPAL STOCKHOLDERS: Pres. George Gerber (2/7) retail jeweler; Vice Pres. Samuel Hamin (2/7) jewelry manufacturer; Vice Pres. John Dunne (1/7) automobile distributor and Alfred DeMaris (1/7) bus transportation.

SOUTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1952	2,130,000
Total Families, 1950	477,780
Total Urban Population, 1950	777,921
Total Rural Nonfarm Population, 1950	638,495
Total Farm Population, 1950	700,611
Employed in Nonagricultural Establishments, Feb., 1953	523,300
Total Employed, 1950	455,378
Employed in Mining, Feb., 1953	1,300
Employed in Manufacturing, Feb., 1953	221,800
Employed in Construction, Feb., 1953	54,300
Employed in Agriculture, 1950	197,055
Retail Sales, 1952	\$ 1,493,035,000
Bank Assets, Jan. 1, 1953	\$ 900,073,000
Bank Deposits, Jan. 1, 1953	\$ 841,183,000
Major Income Sources, 1951: Agriculture 14.8%; Government 20.0%; Manufacturing Payrolls 25.8%; Trade and Service 21.1%; Other 18.3%	
Total Income Payments, 1951	\$ 2,131,000,000
Capita Income, 1951	\$ 1,003
Median Family Income, 1950	\$ 1,921
Total Internal Revenue Collections, 1952	\$ 284,886,401
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 49.69
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 23,430,000
Cash Receipts of Farms, 1952	\$ 380,359,000
Government Payments to Farmers, 1952	\$ 3,497,000
Value of Mineral Production, 1950	\$ 11,394,000
New Public Construction in 1952	\$ 736,500,000
Motor Vehicle Registrations, 1952	686,270
Number of Telephones, 1952	300,500
Number of Electrical Connections, 1952	1,781,499
Number of Gas Utilities Connections, 1952	44,700

Includes North Carolina.
Sources see foreword. Retail Sales, copyright 1953 Sales Management. Their reproduction unlicensed.

SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Abbeville	22,456	11,852	3,668	414		
Albany	53,137	31,907	10,206	692	2,430	13%
Allendale	11,773	5,170	1,809	168		
Anderson	90,664	66,981	16,507	1,851	4,740	20%
Bamberg	17,533	9,243	2,056	240		
Barnwell	17,266	7,837	2,058	259		
Beaufort	26,993	13,025	3,702	284		
Berkeley	30,251	8,889	3,186	130		
Calhoun	14,753	4,539	1,392	141		
Charleston	164,856	144,172	38,686	4,510		
Cherokee	34,992	18,320	5,283	461	4,340	51%
Chester	32,577	20,703	6,791	541	3,840	48%
Chesterfield	36,236	20,133	4,453	616	2,930	25%
Clarendon	32,215	10,681	2,705	307		
Colleton	28,242	14,939	2,896	615		
Darlington	50,016	32,652	8,876	784	1,320	11%
Dillon	30,930	16,415	4,370	433		
Dorchester	22,601	11,209	3,595	397		
Edgefield	16,591	7,315	2,181	247	1,140	30%
Florence	21,780	8,849	2,255	252	2,350	48%
Georgetown	79,710	65,075	15,423	1,488	3,060	16%
Greenwood	31,762	19,512	5,996	635		
Hampton	168,152	169,577	36,971	4,995	12,770	27%
Horry	41,628	38,958	9,457	1,349		
Jasper	18,027	8,077	2,006	260		
Kershaw	59,820	37,632	6,132	1,358		
Lexington	10,995	5,714	647	106		
Marion	32,287	17,368	5,269	474	1,430	19%
Marlboro	37,071	26,720	7,146	731	4,320	48%
McCormick	46,974	26,446	7,525	752	2,350	48%
Mecklenburg	23,173	7,238	2,258	280	910	19%
Monroe	44,279	25,148	8,171	686	2,950	25%
Murphy	16,591	7,315	2,181	247		
Nettleton	33,110	20,661	4,807	736		
North	31,766	16,763	4,682	437	1,850	25%
Oconee	31,771	22,722	6,242	739	2,520	30%
Oxford	39,050	20,843	5,195	464		
Pickens	68,726	38,095	9,578	1,118		
Richland	40,058	21,513	7,018	727		
Saluda	142,565	162,756	31,397	5,190	8,080	20%
Spartanburg	15,924	5,637	1,210	140	1,140	30%
Union	150,349	132,379	31,058	3,125	16,150	41%
York	57,634	36,845	9,456	1,057	1,810	13%
Zimmerman	31,334	17,450	5,463	632	3,830	51%
Williamsburg	43,807	19,682	5,075	416		
York	71,596	60,409	16,385	1,513	6,820	37%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

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

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Abbeville	5,600	11	590	Greenwood	11,000	11	1,170
Albany	18,700			Hampton	4,400		
Allendale	3,400			Horry	13,600		
Anderson	23,700	19	4,480	Jasper	2,600		
Bamberg	8,100			Kershaw	7,500		
Barnwell	5,800			Lancaster	9,000	21	1,580
Beaufort	6,400			Laurens	11,600	45	4,070
Berkeley	6,700			Lexington	4,800	21	2,460
Calhoun	3,400			Lee	11,800	21	1,010
Charleston	45,900			Lexington	11,800	19	2,230
Cherokee	8,500	40	3,390	McCormick	2,100	10	220
Chester	8,100	45	3,620	Marion	7,700	11	860
Chesterfield	8,100	21	1,730	Marion	7,400	21	1,590
Clarendon	6,500			Newberry	8,400	25	2,070
Colleton	7,100			Oconee	9,400	11	1,010
Darlington	12,000	11	1,270	Orangeburg	16,000		
Dillon	6,600	11	730	Pickens	10,200	11	1,080
Dorchester	5,800			Richland	40,400	20	8,000
Edgefield	3,800	24	930	Saluda	3,800	24	890
Fairfield	4,900	45	2,210	Spartanburg	38,400	43	17,110
Florence	19,100			Sumter	13,900	23	3,140
Georgetown	7,600			Union	7,500	40	3,000
Greenville	47,300	28	13,480	Williamsburg	9,100		
				York	17,900	37	6,710
				Totals	538,300		90,670

CAMDEN

WACA-TV

(Target Date, Jan. 1954)

LICENSEE: Camden Broadcasting Corp. Address: Camden, S. C. Phone: 80
 FACILITIES: Chan. 14. Authorized Eff. Rad. Pow.: Visual 92 kw, Aural 52 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Make, DuM. Model 5000. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 556 1/2 ft. Above ground 565 ft.
 OPERATION: Target date, Jan. 1954
 AFFILIATION: Station, AM, WACA.
 REPRESENTATIVES: Washington Attorney A. L. Stein. Consulting Engineer William E. Bennis Jr.

SERVICES: Two Studios (30 x 30 & 24 x 34 ft.). Two DuM camera chains. Two Audicon film cameras. Two DuM film projectors. One DuM slide projector. Multi-Scanner (DuM). News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Haygood S. Bowden (30.9%); Vice Pres. Thomas J. Richards (2%); Vice Pres. and Gen. Mgr. of WACA; Sec. Harold W. Funderburk (8%); Woodrow R. Bowden (15%); Talmage Bowen; C. V. Shannon IV; C. G. Korngay.

EXECUTIVES:

H. S. Bowden, Pres. Charles Ballard, Com. Mgr.
 Tom Richards, Gen. Mgr. Joe Toher, Ch. Eng.
 & Film Buy.

RATE INFORMATION: Class A one hour Live \$167.00, Film \$167.00. Minute spot Live \$27.00, Film \$24.00. Frequency discounts up to 35% for 266 times. Rate Card No. 1.

MARKET INFORMATION: Population 512,000; Families in area 130,000; Area in Square Miles 8,203; No. of Sets (June 1) Approx. 14,000; Retail Sales \$319,352,000.00.

CHARLESTON

WCSC-TV

LICENSEE: WCSC, Inc. Address: Francis Marion Hotel. Phone: 2-7611, 3-8371
 FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 31.4 kw, Aural 15.7 kw. Transmitter: Address, 485 East Bay, Make, DuM. Model 9000. Antenna: Make Truscon. Type F-30. Height, Above average terrain 515 ft. Above ground 525 ft.
 OPERATION: Began June 17, 1953. Hours, 4:15 p.m.-11:00 p.m.
 AFFILIATIONS: Networks CBS, NBC, ABC, DuM. Stations, AM, WCSC. FM, WCSC-FM.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Dow, Lohnes, Albertson. Consulting Engineer Craven, Lohnes, Culver.

SERVICES: One studio (50 x 31 ft.). Three DuM camera chains. Two Holmes film projectors. News Services, UP, Movietone. Library, World.

PRINCIPAL STOCKHOLDER: John M. Rivers (63.74%).

EXECUTIVES:

John M. Rivers, Pres. Wilbur R. Albee, Ch. Eng.
 & Gen. Mgr. Charles Hall, Prod. Mgr.
 Roland Weeks, Com. Mgr. Annie Lee Small, Copy Ch.
 Russell Long, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 975,400 (serves 22 counties); Retail Sales \$590,532,000; Effective Buying Income \$906,205,000; Radio Homes 231,460.

COLUMBIA

WCOS-TV

LICENSEE: Radio Columbia. Address: Cornell Arms Building. Phone: 22177
 FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 78.4 kw, Aural 39.2 kw. Operating Pow.: Visual 15.7 kw, Aural 7.85 kw. Transmitter: Address, Two Notch Road & Wisteria Dr. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU21BLS. Height, Above average terrain 650 ft. Above ground 525 ft.
 OPERATION: Began May 1, 1953. Hours, 6:00 p.m.-11:00 p.m.
 AFFILIATIONS: Networks ABC, NBC, DuM. Stations, AM, WCOS. FM, WCOS-FM
 REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Pierson & Ball. Consulting Engineer George C. Davis.
 SERVICES: One Studio (25 x 40 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors.
 PRINCIPAL STOCKHOLDERS: Charles W. Pittman (72%); H. W. Pittman (28%).
 EXECUTIVES:
 Charles W. Pittman, Pres. & Gen. Mgr. Law Epps, Nat. Sls. Mgr.
 Stewart Spencer, Dir. of TV & Film Buy. J. Wayne Poucher, Loc. Sls. Mgr.
 Arthur A. Haynes, Prog. Dir. Robert D. Lambert, Ch. Eng.
 RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40.00, Film \$40.00. Frequency discounts from 2 1/2% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	300,000	60,000	400,000
Families in area	103,000	17,000	135,000
Area in Square Miles	7,850
No. of Sets (June 1)	24,000
Retail Sales	\$300,000,000

WIS-TV

(Target Date, Oct., 1953)

LICENSEE: WIS-TV Corp. Address: 1111 Bull St. Phone: 3-6431
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 160 kw. Transmitter: Address, Gervais & Bull Sts. Make, RCA. Model TT10AH. Antenna: Make RCA. Type TF-12AH. Height: Above average terrain 643 ft. Above ground 582 ft.
 OPERATION: Target date Oct. 1953.
 AFFILIATIONS: Network, NBC. Stations, AM, WIS. FM, WIS-FM.
 REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Dow, Lohnes & Alberson. Consulting Engineer Craven, Lohnes & Culver.
 SERVICES: Studio now in use (20 x 37 ft.), second studio to be constructed (50 x 50 ft.). Two RCA studio camera chains. One RCA TK-20D film camera. Two RCA TP-16-E TV projectors. One Gray dual-disc slide projector. News Service, AP. Library, Thesaurus.
 PRINCIPAL STOCKHOLDERS: The Broadcasting Co. of the South (80.9%), licensee WIS-AM-FM Columbia, S. C., WSPA-AM-FM Spartanburg, S. C. and WIST-AM-FM Charlotte, N. C., applicant for vhf Ch. 9 in Charlotte, N. C. and vhf Ch. 7 in Spartanburg, S. C. President G. Richard Shaffo, The Broadcasting Co. of the South, general manager WIS Columbia, S. C.; Group including A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary and E. Greenville Seibels II withdrawing under grant from WMSC Columbia own 14.5%.
 EXECUTIVES:
 G. Richard Shaffo, Pres. Herbert G. Eidson Jr., Ch. Eng.
 Charles A. Batson, Mng. Dir. E. Greenville Seibels II, Prom. & Pub. Dir.
 Thomas F. Daisley, Sls. Mgr.
 RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Film \$70. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	100 Microvolt Contour
Population	388,300	567,800	944,000
Families in Area	71,600	138,600	231,940
Area in Square Miles	3,220	8,500	14,350
No. of Sets (June 1)	14,760	25,100	47,340
Retail Sales	\$227,362,000	\$371,327,000	\$680,075,000
Income per Family	\$4,610	\$4,052	\$4,461
Income per Capita	\$851	\$987	\$1,096

WNOK-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Palmetto Radio Corp. Address: 1811 Main St. (P. O. Box 5307). Phone: 2-7737
 FACILITIES: Chan. 67. Authorized Eff. Rad. Pow.: Visual 786 kw, Aural 393 kw. Operating Pow.: Visual 78.6 kw, Aural 39.3 kw. Transmitter: Address, Cushman Road. Make, DuM. Model Series 15,000. Antenna: Make Workshop. Height, Above average terrain 624 ft. Above ground 500 ft.
 OPERATION: Target date Sept. 1, 1953.

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

AFFILIATIONS: Networks CBS, DuM. Station, AM, WNOK.
 REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Covington & Burling. Consulting Engineer Kear & Kennedy.
 SERVICES: Two Studios (23 x 40 & 23 x 25 ft.). Two DuM camera chains. Holmes film projectors. DuM scanner. 16mm movie & 35mm still film processing unit. News Service, AP. Library, Snader.
 PRINCIPAL STOCKHOLDERS: President Samuel Litman (20%); Vice President J. W. Lindau III (20%); Treasurer W. Croft Jennings (20%); Secretary Carlisle Robert (20%).
 EXECUTIVES:
 H. Moody McElveen, Jr., Gen. Mgr. David M. Campbell, Prog. Dir. & Film Buy.
 W. C. Bochman, Com. Mgr. Donald E. Willoughby, Ch. Eng.
 RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	205,000	333,000	587.4C
Families in area	51,000	81,000	146.850
No. of Sets (June 1)	11,000	7,000	27,000
Retail Sales	\$360,542,000
Income per family	\$3.43
Income per Capita	\$88.

GREENVILLE

WGVL (TV)

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471
 FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.51 kw. Operating Pow.: Visual 1 kw, Aural 1 kw. Transmitter: Address, Paris Mountain, Greenville, S.C. Make, RCA. Model TTU1B. Antenna: Make RCA. Type TFU 21 DLS. Height, Above average terrain 1133 ft. Above ground 131 ft.
 OPERATION: Began Aug. 1, 1953.
 AFFILIATIONS: Networks ABC, NBC, DuM.
 REPRESENTATIVES: Sales, H-R Television. Washington Attorney Fisher, Wayland Duvall & Southmayd. Consulting Engineer Frank McIntosh.
 SERVICES: One small studio. One TK 31 A RCA camera chain. Two RC TK 20D film cameras. Two TP16D film projectors. TP2D automatic slide projector. Projectal 300 opaque projector. News Service, AP.
 PRINCIPAL STOCKHOLDERS: Robt. M. Caine (15%) real estate, mort. loa and gen. insurance; Edger M. Norris (10%) investment firm; Calvin F. Teague (10%) real estate and apt. operation; V. M. Manning (10%) stocks and bonds broker-dealer; Hugh K. Aiken (10%) paint manuf. Keith Hane Smith, J. I. Converse, C. M. Manning, W. W. Pate, M. B. Crigler, E. E. Scott, R. Boykin Curry, Jr., B. R. Maybank, Jr., W. W. Walker (each 5%). All are Greenville residents except Mrs. Curry, who is of Greenwood, S. C.
 EXECUTIVES:
 Edgar M. Norris, Pres. Emil A. Sellars, Ch. Eng.
 Ben K. McKinnon, Gen. Mgr. L. Herbert Porter, Prom. Mgr.
 Ben Greer, Prog. Dir. & Film Buy. John Wrightson, Bus. Mgr.
 RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts. Rate Card No. 1A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	292,700	560,150	932,900
Families in area	78,000	147,000	236,800
Area in Square Miles	1,520	4,415	7,850
No. of Sets (June 1)	20,000	35,000
Retail Sales	\$263,267,000	\$454,340,000	\$707,968,000
Income per family	\$5,289	\$4,834	\$4.75
Income per Capita	\$1,409	\$1,269	\$1.92

(Target Date, not set)

LICENSEE: Carolina TV Inc. Address: Box 120.
 FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,211 ft. Above ground 604 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Washington Attorney Miller & Schroeder. Consulting Engineer Page, Creutz, Garrison & Welschmitt.
 PRINCIPAL STOCKHOLDERS: Pres. Alister G. Furman Jr. (10%), 24% owned WESC Greenville; Vice Pres. Clement F. Haynsworth Jr. (4.5%); Sec. Treas. Roy F. McCall (4%); Chmn. of Bd. Charles E. Daniel (10%).

SOUTH CAROLINA

GREENWOOD

WCRC-TV

(Target Date, not set)

LICENSEE: Grenco Inc. Address: P. O. Box 868

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 50 kw. Transmitter: Address, William St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 440 ft. Above ground 374 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WCRC.

REPRESENTATIVES: Consulting Engineer Palmer A. Greer, Fairforest, S. C.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Douglas Featherstone (86.96%); Sec. C. A. Mays (13.04%).

SPARTANBURG

WCSV-TV

(Target Date, Jan. 1954)

LICENSEE: Sterling Telecasting Co. Address: 124 1/2 East Main St. Phone: 9919

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 105.42 kw, Aural 63,227 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, Lyman, S. C. Make, RCA. Model TTU-5A. Antenna Make RCA. Type TFU-24BL. Height, Above average terrain 597 ft. Above ground 558 ft.

OPERATION: Target date Jan. 1954.

REPRESENTATIVES: Washington Attorney Wilkinson, Boyden, Cragun & Barker. Consulting Engineer O. K. Garland, Johnson City, Tenn.

PRINCIPAL STOCKHOLDERS: Pres. Sterling W. Wright (17.37%); Robert M. Carlisle (2.61%); Fred W. Symmes (17.37%), holds interests in WBCU Union City and WMRC Greenville; Edward S. Tennent (17%); J. Vivian Maxwell (8.5%); Marshall C. Stone (8.5%).

EXECUTIVES:

Sterling W. Wright, Pres. & Gen. Mgr.

Robert M. Carlisle, Sec. & Treas.

SOUTH DAKOTA

SOUTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1952.....	664,000
Total Families, 1950.....	160,625
Total Urban Population, 1950.....	216,710
Total Rural Nonfarm Population, 1950.....	182,485
Total Farm Population, 1950.....	253,545
Employed in Nonagricultural Establishments, Feb., 1953.....	117,000
Total Employed, 1950.....	242,268
Employed in Mining, Feb., 1953.....	2,200
Employed in Manufacturing, Feb., 1953.....	10,900
Employed in Construction, Feb., 1953.....	4,500
Employed in Agriculture, 1950.....	98,025
Retail Sales, 1952.....	\$ 707,945,000
Bank Assets, Jan. 1, 1953.....	\$ 592,801,000
Bank Deposits, Jan. 1, 1953.....	\$ 553,548,000
Major Income Sources, 1951: Agriculture 43.3%; Government 14.7%; Manufacturing Payrolls 3.7%; Trade and Service 21.8%; Other 16.5%.	
Total Income Payments, 1951.....	\$ 989,000,000
Per Capita Income, 1951.....	\$ 1,529
Median Family Income, 1950.....	\$ 2,771
Total Internal Revenue Collections, 1952.....	\$ 79,634,840
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 61.01
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 85,916,000
Cash Receipts of Farms, 1952.....	\$ 553,730,000
Government Payments to Farmers, 1952.....	\$ 2,981,000
Value of Mineral Production, 1950.....	\$ 32,716,000
New Public Construction in 1952.....	\$ 78,200,000
Motor Vehicle Registration, 1952.....	299,909
Number of Telephones, 1952.....	163,000
Number of Electrical Connections, 1952.....	199,950
Number of Gas Utilities Connections, 1952.....	40,800

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

Wrap Up

a

BILLION-DOLLAR MARKET

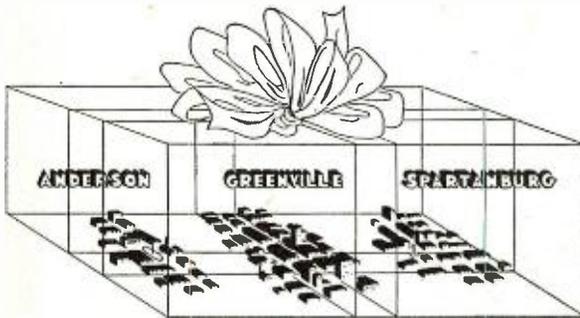
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WGVL

Channel 23 . . . Greenville, S. C.

ABC • NBC • DUMONT

The only TV Station in the prosperous
PIEDMONT AREA of South Carolina.



MARKET DATA

50-mile Radius of Greenville

Population.....	940,000
Effective Buying Income.....	\$1,111,000,000
Retail Sales.....	\$ 707,968,000

GREENVILLE: First Market in South Carolina

The Greenville, S. C. Metropolitan Area . . . ranks 103rd in Population and 76th in Manufacturing Employees among America's 168 "Standard Metropolitan Areas".

Population (U.S. Census, 1950).....	168,152
Employment (S. C. Emp. Sec Comm., 1951).....	45,056
Retail Sales (Sales Management, 1952).....	\$167,610,000
Covered Wages (S. C. Emp. Sec. Comm., 1951).....	\$121,840,536
Autos & Trucks (S. C. Highway Dept., 1951).....	52,400
Building Permits (Fed. Res. Bank, 1951).....	\$ 9,772,985
Manufacturing Plants.....	203
Value of Manufactured Products (S. C. Labor Dept., 1951).....	\$326,952,524

Note: Greenville leads all South Carolina markets in all of the above.



CHANNEL 23 GREENVILLE, S. C.

National Representative: H-R Television
Southeastern Representative: James S. Ayers

SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Aurora	5,020	3,399	491	125		
Beadle	21,082	26,721	5,273	574		
Bennett	3,396	2,839	551	45		
Bon Homme	9,446	10,178	1,886	286		
Brookings	17,851	17,626	3,925	395		
Brown	32,617	54,658	8,776	1,181		
Brule	6,076	8,330	2,084	275		
Buffalo	1,615	166	115			
Butte	8,161	11,283	2,085	291		
Campbell	4,046	2,045	594	23		
Charles Mix	15,558	15,083	3,299	424		
Clark	8,369	7,281	1,182	186		
Clay	10,993	7,809	1,529	279	*290	9%
Codington	18,944	28,496	3,967	480		
Corson	6,168	3,307	755	37		
Custer	5,517	3,665	980	34		
Davison	16,522	30,436	3,760	676		
Day	12,234	12,989	2,173	282		
Deuel	7,689	4,466	1,081	59		
Dewey	4,916	3,451	875	135		
Douglas	5,636	3,630	772	140		
Edmunds	7,275	6,662	776	79		
Fall River	10,439	8,876	2,147	492		
Faulk	4,752	4,726	795	44		
Grant	10,233	7,819	1,721	176		
Gregory	8,556	6,725	1,336	174		
Haakon	3,167	4,400	818	183		
Hamlin	7,058	6,113	877	46		
Hand	7,149	8,163	1,275	355		
Hanson	4,896	1,895	508	32		
Harding	2,289	1,404	398	25		
Hughes	8,111	11,660	2,430	303		
Hutchinson	11,423	11,795	1,770	252		
Hyde	2,811	3,476	611	43		
Jackson	1,768	2,600	430	53		
Jerauld	4,476	3,765	887	129		
Jones	2,281	2,768	308	21		
Kingsbury	9,962	10,949	2,020	207		
Lake	11,792	11,735	1,942	203		
Lawrence	16,648	13,003	3,406	586		
Lincoln	12,767	12,829	2,511	275	*340	9%
Lyman	4,572	3,147	692	39		
McCook	8,828	7,422	983	165		
McPherson	7,071	6,607	967	47		
Marshall	7,835	7,142	1,315	127		
Meade	11,516	7,555	2,197	151		
Mellette	6,043	1,811	338	22		
Miner	6,268	5,871	993	225		
Minnehaha	70,910	95,261	16,725	2,804		
Moody	9,252	6,610	1,066	130		
Pennington	34,053	49,588	7,142	1,532		
Perkins	6,776	11,305	1,638	62		
Potter	4,688	7,564	1,326	207		
Roberts	19,029	11,185	1,770	214		
Sanborn	5,142	4,340	1,025	45		
Shannon	5,669	518	235	18		
Spink	12,204	12,329	2,231	299		
Stanley	2,055	893	260			
Sully	2,713	2,944	580	23		
Todd	4,758	646	272			
Tripp	9,139	12,195	1,926	180		
Turner	12,100	11,470	2,502	331		
Union	10,792	9,331	1,488	416	*300	9%
Walworth	7,648	11,471	1,941	298		
Washabaugh	1,551	156	46			
Yankton	16,804	20,431	3,328	332		
Zieback	2,606	1,552	420	23		

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes	Television Homes	County	Total Homes	Per Cent Television Homes	Television Homes
Armstrong				Hyde	800		
Aurora	1,400			Jackson	500		
Beadle	6,500			Jerauld	1,300		
Bennett	800			Jones	800		
Bon Homme	2,800			Kingsbury	2,900		
Brookings	5,200			Lake	3,300		
Brown	9,900			Lawrence	5,100		
Brule	1,800			Lincoln	3,800	11	400
Buffalo	400			Lyman	1,200		
Butte	2,500			McCook	2,500		
Campbell	1,000			McPherson	1,800		
Charles Mix	4,400			Marshall	2,100		
Clark	2,500			Meade	2,900		
Clay	3,200	11	340	Mellette	900		
Codington	5,700			Miner	1,800		
Corson	1,500			Minnehaha	22,400	13	2,970
Custer	1,600			Moody	2,600		
Davison	5,100			Pennington	11,300		
Day	3,400			Perkins	1,900		
Deuel	2,000			Potter	1,400		
Dewey	1,300			Roberts	3,900		
Douglas	1,300			Sanborn	1,500		
Edmunds	1,800			Shannon	1,200		
Fall River	2,900			Spink	3,400		
Faulk	1,500			Stanley	500		
Grant	2,800			Sully	800		
Gregory	2,500			Todd	1,100		
Haakon	800			Tripp	2,400		
Hamlin	2,100			Turner	3,700		
Hand	1,800			Union	3,300	11	350
Hanson	1,300			Walworth	2,200		
Harding	800			Washabaugh	300		
Hughes	2,300			Yankton	4,300		
Hutchinson	3,300			Zieback	700		
				Totals	189,000		4,450

SIoux FALLS

KELO-TV

LICENSEE: Midcontinent Broadcasting Co. Address: 8th & Phillips Avenue. Phone: 4-5841

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 189.6 kw. Operating Pow.: Visual 55.0 kw, Aural 33.0 kw. Transmitter: Address RFD #1, Sioux Falls, S. D. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 528 ft. Above ground 574 ft.

OPERATION: Began May 19, 1953. Hours, 9:30 a.m.-12:00 p.m.

AFFILIATIONS: Network, NBC. Stations, AM, KELO.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohn & Albertson. Consulting Engineer A. D. Ring & Associates.

SERVICES: Four studios (33 x 45 ft., 15 x 25 ft., 10 x 12 ft. & 12 x 15 ft.). One RCA TK-20D camera chain. One RCA TK-20D film camera. Two RCA TP-16D film projectors. Selectro Slide Jr. slide projector. News Service UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: President Joseph L. Floyd (33 1/3%); Vice President N. L. Bentson (33 1/3%); Secretary and Treasurer Edmond R. Rut (33 1/3%).

EXECUTIVES:

Joseph L. Floyd, Pres. Murray Stewart, Prog. Dir.
Evans A. Nord, Gen. Mgr. Lester C. Froke, Ch. Eng.
Marion Stoneking, Local Sls. Mgr. Dave Dedrick, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spots, Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	402,487	342,000	744,487
Families in area	125,000	80,000	205,000
Area in Square Miles	1,912	6,503	8,415
Retail Sales	\$455,649,500	\$390,000,000	\$845,649,500

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to August 1, 1953. For full list of abbreviations and sources of county and state market data see foreword.

TENNESSEE

TENNESSEE MARKET INDICATORS

Total Population, July 1, 1952	3,257,000
Total Families, 1950	808,000
Total Urban Population, 1950	1,452,000
Total Rural Nonfarm Population, 1950	822,000
Total Farm Population, 1950	1,016,000
Employed in Nonagricultural Establishments, Feb., 1953	813,000
Total Employed, 1950	1,135,000
Employed in Mining, Feb., 1953	9,000
Employed in Manufacturing, Feb. 1953	286,000
Employed in Construction, Feb., 1953	46,000
Employed in Agriculture, 1950	247,000
Retail Sales, 1952	\$ 2,619,095,000
Bank Assets, Jan. 1, 1953	\$ 2,488,063,000
Bank Deposits, Jan. 1, 1953	\$ 2,298,929,000
Major Income Sources, 1951: Agriculture 10.5%; Government 18.1%; Manufacturing Payrolls 21.4%; Trade and Service 25.3%; Other 24.7%	
Total Income Payments, 1951	\$ 3,530,000,000
Per Capita Income, 1951	\$ 1,064
Median Family Income, 1950	\$ 1,300
Total Internal Revenue Collections, 1952	\$ 513,246,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 7.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 80,637,000
Cash Receipts of Farms, 1952	\$ 523,271,000
Government Payments to Farmers, 1952	\$ 6,766,000
Value of Mineral Production, 1950	\$ 89,694,000
Total New Construction in 1952	\$ 661,400,000
New Private Construction in 1952	\$ 366,000,000
New Public Construction in 1952	\$ 295,400,000
Motor Vehicle Registration, 1952	935,000
Number of Telephones, 1952	710,000
Number of Electrical Connections, 1952	912,000
Number of Gas Utilities Connections, 1952	201,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

TENNESSEE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Anderson	59,407	36,060	13,720	2,058	1,720	10%
Bedford	23,627	16,460	4,103	410	2,240	33%
Benton	11,495	4,271	1,164	113		
Bledsoe	8,561	2,926	835	75	290	16%
Blount	54,601	37,289	10,609	1,267		
Bradley	32,338	23,619	5,949	534		
Campbell	34,369	18,849	6,323	451		
Cannon	9,174	3,551	725	39	760	33%
Carroll	26,553	15,696	4,756	392		
Carter	42,432	26,639	7,088	780		
Cheatham	9,167	4,011	1,030	66	700	32%
Chester	11,149	5,727	1,672	190	410	14%
Clairborne	24,788	8,014	1,238	104		
Clay	8,701	1,881	348	30	670	32%
Cocke	22,991	11,417	3,287	136		
Coffee	23,049	17,167	4,291	361	2,340	33%
Crockett	16,624	9,058	2,766	283	1,010	23%
Cumberland	18,877	11,027	3,078	101		
Davidson	321,758	356,597	77,684	10,258	63,920	68%
DeCATUR	9,442	4,708	998	111		
De Kalb	11,680	3,460	811	63	1,090	39%
Dickson	18,805	9,981	2,821	444	1,700	32%
Dyer	33,473	30,170	7,418	631	2,160	23%
Fayette	27,535	9,728	2,736	180	2,200	36%
Fentress	14,917	4,724	836	71		
Franklin	25,431	14,527	3,263	411		
Gibson	43,132	35,153	7,927	1,163	2,840	20%
Giles	26,961	15,788	3,353	417	780	11%
Grainger	13,086	2,269	480	34		
Greene	41,048	24,959	5,466	578		
Grundy	12,558	4,054	1,376	41	480	16%
Hamblen	23,976	23,904	5,471	525		
Hamilton	208,255	231,175	53,325	6,845		
Hancock	9,416	4,147	216	64		
Hardeman	23,311	8,631	2,774	210	1,770	34%
Hardin	16,908	8,241	1,866	94	600	14%
Hawkins	30,494	9,894	2,551	230		
Haywood	26,212	14,028	4,567	344	2,110	34%
Henderson	17,173	9,329	2,106	262		
Henry	23,828	15,095	3,838	489	980	14%
Hickman	13,353	5,278	920	78	1,120	34%
Houston	6,318	1,315	441	61	470	36%
Jumpshires	11,030	5,772	1,611	198	1,080	36%
Jackson	12,348	1,984	338	67	900	32%
Jefferson	19,667	9,117	2,647	321		
Johnson	12,278	4,239	1,049	114		
Knox	223,007	229,999	49,638	6,513		
Lake	11,655	7,887	2,947	249	360	12%
Lauderdale	25,047	15,550	4,035	527	2,240	34%
Lawrence	28,818	16,167	3,504	289	800	11%
Lewis	6,078	4,041	1,076	70	510	34%
Lincoln	25,624	14,586	3,548	408		
Loudon	23,162	15,026	4,758	521	1,100	18%
McMinn	32,024	19,312	5,010	538		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
McNairy	20,390	10,315	2,361	179	740	14%
Macon	13,599	2,497	685	35	1,440	39%
Madison	60,128	50,748	11,132	1,128	4,640	27%
Marion	20,520	10,168	2,806	313	2,800	16%
Marshall	17,768	13,053	3,233	382	3,800	49%
Mauzy	40,366	31,123	7,189	804	3,800	34%
Meigs	6,080	1,312	526	39	210	16%
Monroe	24,513	12,804	3,446	419	1,040	18%
Montgomery	44,186	29,495	7,506	853	4,070	36%
Moore	3,948	1,112	389	35		
Morgan	15,727	4,143	1,381	37		
Obion	29,056	20,503	4,824	520	1,030	12%
Overton	17,566	5,746	1,174	206		
Perry	6,462	1,703	440			
Pickett	5,093	984	219	28		
Polk	14,074	6,479	1,197	145		
Putnam	29,869	16,440	3,698	453	2,560	32%
Rhea	16,041	7,732	2,197	340	660	16%
Roane	31,665	20,061	5,651	731	1,490	18%
Robertson	27,024	14,242	4,138	571	2,340	32%
Rutherford	40,696	29,707	7,532	739	5,940	54%
Scott	17,382	6,082	994			
Sequatchie	5,685	2,270	566	36	210	16%
Sevier	23,375	13,745	4,159	402		
Shelby	482,393	601,491	114,461	16,887	93,800	65%
Smith	14,098	5,609	942	134	1,480	39%
Stewart	9,175	2,676	542	71	760	36%
Sullivan	95,063	61,708	16,386	2,325	2,690	10%
Sumner	33,533	15,089	4,721	460	4,510	49%
Tipton	29,782	18,475	4,373	497	2,700	36%
Trousdale	5,520	2,671	581	65	620	39%
Union	15,886	8,527	1,876	89	430	11%
Van Buren	3,985	822	371	35	130	16%
Warren	22,271	15,950	4,204	401	1,010	16%
Washington	59,971	53,647	9,663	1,440	1,710	11%
Wayne	13,864	5,848	1,812	137		
Weakley	27,962	13,448	3,675	532	1,150	14%
White	16,204	8,496	2,273	320	1,340	32%
Williamson	24,307	11,916	3,216	309	3,040	49%
Wilson	26,318	18,255	3,904	494	3,680	49%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953. Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Anderson	17,200			Bledsoe	1,800		
Bedford	6,800	38	2,550	Blount	14,600		
Benton	3,200	13	410	Bradley	8,700	15	1,340

You get a pretty picture from Memphis



“Channel 5” land

served by

WMCT, Memphis

- 217,586 TV Homes
- \$1,435,280,000 spendable income*
*In counties served by WMCT, based on 1953 Sales Management figures.
- \$1.83 cost per thousand homes reached*
*Based on 1 minute Class “C” rate, noon to 5 P.M. Monday through Friday.

National Representatives The Branham Co.
Affiliated with NBC
Owned and operated by THE COMMERCIAL APPEAL.
Also affiliated with CBS, ABC and Dumont

NBC TV HOME ESTIMATES (Continued)

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Campbell	8,200			Lincoln	6,800	10	710
Cannon	2,300	37	860	Loudon	6,100		
Carroll	7,600	13	960	McMinn	8,500	15	1,310
Carter	10,900			McNairy	5,300	12	680
Cheatham	2,200	34	750	Macon	3,700	36	1,350
Chester	2,300	12	360	Madison	17,200	30	5,130
Claiborne	5,700			Marion	5,000		
Clay	2,100	25	520	Marshall	5,100	43	2,190
Cocke	5,500			Mauzy	11,400	26	3,000
Coffee	7,100	37	2,660	Meigs	1,300		
Crockett	4,400	28	1,250	Monroe	5,800		
Cumberland	4,800			Montgomery	11,300	39	4,370
Davidson	94,000	66	61,940	Moore	1,200	10	120
Decatur	2,500	12	290	Morgan	3,300		
DeKalb	2,800	36	1,020	Obion	8,600	15	1,330
Dickson	5,300	34	1,800	Overton	4,200		
Dyer	9,400	28	2,670	Perry	1,600	11	180
Fayette	6,100	30	1,840	Pickett	1,100		
Fentress	3,300			Polk	3,300	15	510
Franklin	6,300	10	660	Putnam	8,000	25	1,980
Gibson	14,200	24	3,370	Rhea	4,100		
Giles	7,100	11	780	Roane	8,300		
Grainger	3,000			Robertson	7,300	34	2,470
Greene	10,700			Rutherford	11,000	51	5,570
Grundy	3,000			Scott	4,000		
Hamblen	6,600			Sequatchie	1,300		
Hamilton	60,900	19	11,670	Sevier	5,700		
Hancock	2,100			Shelby	144,300	65	94,210
Hardeman	5,200	32	1,660	Smith	3,800	37	1,390
Hardin	4,300	12	530	Stewart	2,100	39	820
Hawkins	7,400			Sullivan	26,800		
Haywood	6,200	32	1,980	Sunmer	9,200	44	4,030
Henderson	4,500	12	520	Tipton	7,500	30	2,260
Henry	7,000			Trousdale	1,600	38	600
Hickman	3,300	26	870	Unicoi	3,900	14	550
Houston	1,300	38	500	Union	2,000		
Humphreys	3,000	39	1,160	Van Buren	800		
Jackson	2,800	25	690	Warren	6,300		
Jefferson	5,100			Washington	15,500	14	2,190
Johnson	2,800			Wayne	3,400	11	390
Knox	63,400			Weakley	8,200		
Lake	3,000	16	470	White	4,200	25	1,030
Lauderdale	6,600	32	2,100	Williamson	6,200	43	2,670
Lawrence	7,300	11	810	Wilson	7,500	44	3,280
Lewis	1,500	27	400	Totals	901,600		253,690

CHATTANOOGA

WOUC (TV)

(Target Date, not set)

LICENSEE: Chattanooga TV Inc. Address: 1024 James Bldg.
 FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, White Oak Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 460 ft. Above ground 442 ft.
 OPERATION: Target date not set.
 AFFILIATION: Station, AM, WMFS.
 REPRESENTATIVES: Sales, John Pearson Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer W. J. Holey, Atlanta.
 PRINCIPAL STOCKHOLDERS: Pres. J. Glen Stone (16.7%); Vice Pres. J. E. Summers (16.6%); Sec. C. W. Hoffman (16.7%); WMFS Inc. (50%).

WTVT (TV)

(Target Date, not set)

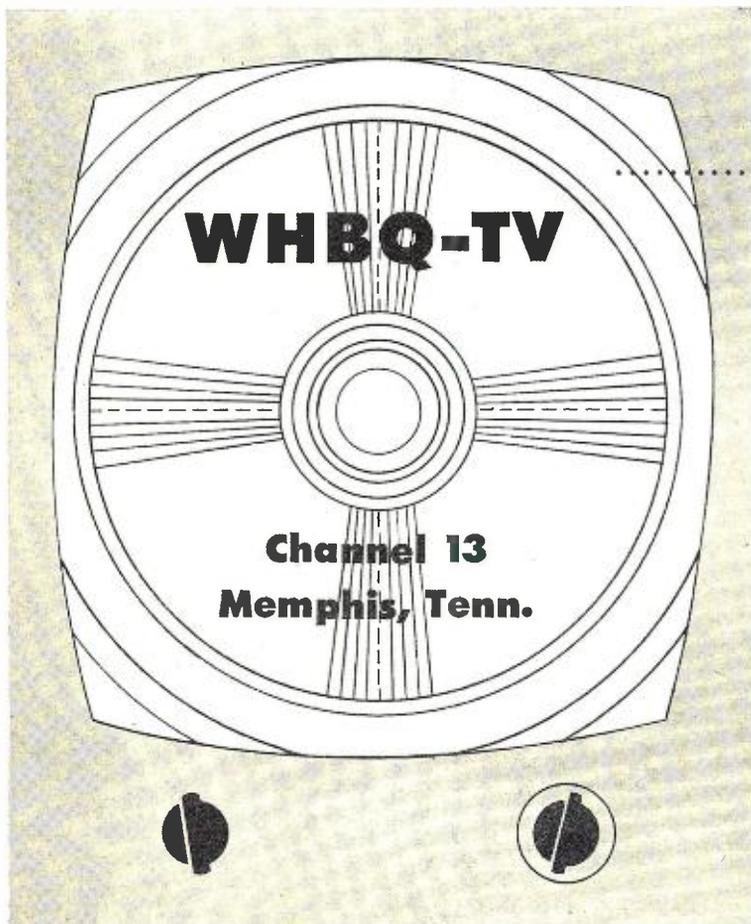
LICENSEE: Tom Potter. Address: 1032 Life of America Bldg., Dallas, Tex.
 FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 232.174 kw, Aural 135.454 kw. Transmitter: Address, Lookout Mountain. Make, GE. Antenna: Make GE. Height, Above average terrain 1,520 ft. Above ground 392 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer John H. Mullaney.
 PRINCIPAL STOCKHOLDER: Tom Potter sole owner. Independent oil producer and grantee of new uhf TV station in Austin, Tex. and applicant for stations in Baton Rouge, La. and Beaumont, Tex. [See Group Owner.]

JOHNSON CITY

WJHL-TV

(Target Date, Sept., 1953)

LICENSEE: WJHL Inc. Address: 145 West Main Street. Phone: 2780
 FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 108 kw, Aural 54 kw.



get set . . . GO!

Soon . . . long before this yearbook is out of date . . . Memphis—capital city of the Mid-South Empire . . . Memphis, center of the nation's eleventh wholesale market . . . Memphis—serving four million people with purchasing power in excess of two and one half billion dollars will have a new and powerful sales force ready to work for you. Soon WHBQ—a Columbia TV affiliate—will be on the air.

It's not too early—nor too late—to get information on rates and availabilities.

WHBQ-TV

CHANNEL 13

A New Columbia Affiliate

Offices: Hotel Chisca • Memphis, Tenn.
 Represented nationally by John Blair & Company

JOHNSON CITY (Continued)

WJHL-TV (Continued)

Operating Pow.: Visual 58.78 kw, Aural 29.39 kw. Transmitter: Address, Tannery Knob. Make, GE. Model TT-6E. Antenna: Make GE. Type TY-28-H. Height, Above average terrain 720 ft. Above ground 629 1/2 ft.

OPERATION: Target date Sept. 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Stations, AM, WJHL. FM, WJHL-FM.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney McKenna & Wilkinson.

SERVICES: One studio (40 x 50 ft. & One Announcer's Booth). Two GE PE-8-B camera chains. One GE model PE-5-AB film camera. Two GPL, PA-100A film projectors. Gray Telejector scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: President W. H. Lancaster Sr. (19.38%), general manager WJHL; First Vice President W. H. Lancaster Jr. (4%), commercial manager WJHL; 2d Vice President (Mrs.) Harriet B. Campbell; Secretary-Treasurer T. F. Dooley (0.4%); (Mrs.) Evelyn Lancaster (22.2%); (Mrs.) Edna Dooley (8.35%); and estate of S. H. Campbell Sr. (31.44%).

EXECUTIVES:

W. H. Lancaster Sr., Pres. O. K. Garland, Ch. Eng.
W. H. Lancaster Jr. Gen. Mgr. Walter Heeb, Film Buy.
William Shell, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40.00. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION: Population 804,500; Families in area 198,350; No. of Sets 12,768 (Feb. 28); Retail Sales \$469,296,000.00.

KNOXVILLE

(Target Date, not set)

LICENSEE: Television Services of Knoxville. Address: c/o Krieger & Jorgensen, Wyatt Bldg., Washington, D. C.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: Address, Sharp Ridge. Make, DuM. Antenna: Make RCA. Height, Above average terrain 480 ft. Above ground 147 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Krieger & Jorgensen. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: W. R. Tulley (80%) oil producer; Harold H. Thoms (10%); J. Horton Doughton (10%). Two latter are broadcasters. (See Group Ownership.)

MEMPHIS

(Target Date, Sept. 15, 1953)

LICENSEE: Harding College. Address: Hotel Chisca. Phone: 8-6868

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Raleigh-LaGrange Road. Make, RCA. Model TT-50AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 1,050 ft. Above ground 1,050 ft.

OPERATION: Target Date Sept. 15, 1953. Hours, 9:00 a.m.-12:00 M.

AFFILIATIONS: Network CBS. Stations, AM, WHBQ.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Krieger & Jorgensen. Consulting Engineer Frank H. McIntosh.

SERVICES: Three Studios (1,500 sq. ft. & two 150 sq. ft.). Two RCA TK-11A camera chains. One TK-20D RCA film camera. Two RCA TP-16B slide projectors. Super Projectall #300 opaque projector. One Houston film processing unit.

PRINCIPAL STOCKHOLDER: Harding College sole owner.

EXECUTIVES:

John H. Cleghorn, Gen. Mgr. Welton M. Roy, Ch. Eng.
William H. Grumbles, Oprs. Mgr. Wilson Northcross, Prod. Dir.
Gorden A. Lawhead, Prog. Dir.

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

WMCT (TV)

LICENSEE: Memphis Publishing Co. Address: Goodwyn Institute Building. Phone: 8-7464

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, Thomas Road. Make, RCA. Model TT-25 AL. Antenna: Make RCA. Type TF6AM. Height, Above average terrain 940 ft. Above ground 1050 ft.

OPERATION: Began Dec. 11, 1948. Hours, 7:00 a.m.-12:00 M.

AFFILIATIONS: Network NBC, CBS, ABC & DuM. Stations, AM, WMC, FM, WMCF (FM).

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer George C. Davis.

SERVICES: Three studios (27 x 30, 14 x 16 & Auditorium Stage Seating Cap. 1050). Four RCA TK30 camera chains. One Beede rear screen projector. One Auricon Pro, One Auricon Super 1200, One Eastman Cine, Two Special, 2 Bell & Howell 70 DE film cameras. Two RCA TP16 C film projectors. One RCA slide projector. One opaque projector. Houston film processing unit. RCA mobile unit. News Services, AP, UP. Library, United.

PRINCIPAL STOCKHOLDER: Licensee is owned by Scripps-Howard Newspapers. Subsidiary Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville; Memphis Publishing Co., Scripps-Howard subsidiary owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial-Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

EXECUTIVES:

Enoch Brown, Pres. E. C. Frase, Jr. Ch. Eng.
H. W. Slavick, Gen. Mgr. Wilson Mount, Film Buy.
Earl Moreland, Com. Mgr. Jay Scott, Prod. Mgr.
Wilson Mount, Prog. Dir. Walter E. Frase, Publ. & Prom.

RATE INFORMATION: Class A one hour Live \$760, Film \$700. Minute spot Live \$155, Film \$140. Rate Card No. 10.

MARKET INFORMATION: Population 1,698,600; Families in area 455,000; Area in Square Miles 1,130.5; No. of Sets (June 1) 209,756; Retail Sales \$1,304,586.000.

WTKS (TV)

LICENSEE: Television Services of Knoxville. Address: c/o Krieger & Jorgensen, Wyatt Bldg., Washington, D. C.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: Address, Sharp Ridge. Make, DuM. Antenna: Make RCA. Height, Above average terrain 480 ft. Above ground 147 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Krieger & Jorgensen. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: W. R. Tulley (80%) oil producer; Harold H. Thoms (10%); J. Horton Doughton (10%). Two latter are broadcasters. (See Group Ownership.)

WHBQ-TV

LICENSEE: Harding College. Address: Hotel Chisca. Phone: 8-6868

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Raleigh-LaGrange Road. Make, RCA. Model TT-50AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 1,050 ft. Above ground 1,050 ft.

OPERATION: Target Date Sept. 15, 1953. Hours, 9:00 a.m.-12:00 M.

AFFILIATIONS: Network CBS. Stations, AM, WHBQ.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Krieger & Jorgensen. Consulting Engineer Frank H. McIntosh.

SERVICES: Three Studios (1,500 sq. ft. & two 150 sq. ft.). Two RCA TK-11A camera chains. One TK-20D RCA film camera. Two RCA TP-16B slide projectors. Super Projectall #300 opaque projector. One Houston film processing unit.

PRINCIPAL STOCKHOLDER: Harding College sole owner.

EXECUTIVES:

John H. Cleghorn, Gen. Mgr. Welton M. Roy, Ch. Eng.
William H. Grumbles, Oprs. Mgr. Wilson Northcross, Prod. Dir.
Gorden A. Lawhead, Prog. Dir.



starring RICHARD CARLSON in



AUTHORITATIVE!
POWERFUL!
COMPELLING!

See pages 352 and 353 for more information about this true-life adventure TV show!



NASHVILLE

WSIX-TV

(Target Date, Nov. 1, 1953)

LICENSEE: WSIX Broadcasting Co. Address: Louis R. Draughon, Nashville Trust Building.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, 8 mi. S. of Nashville. Make, GE. Antenna: Make, GE. Height, Above average terrain 866 ft. Above ground 440 ft.

OPERATION: Target date Nov. 1, 1953.

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

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney Stephen Tuhy Jr. & Dempsey & Koplovitz. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Louis R. Draughon individually and as executor of estate of Jack M. Draughon. Mr. Draughon and estate each own 50% interest in WSIX as well as Draughon Bros. Oil Co. and other interests. Option to buy 25% interest held by WMAK, former applicant.

WSM-TV

LICENSEE: WSM Inc. Address: 301 Seventh Avenue, North. Phone: 6-7181.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 23.8 kw, Aural 11.9 kw. Operating Pow.: Visual 23.8 kw, Aural 11.9 kw. Transmitter: Address, Fourteenth Ave., South & Compton St. Make, Fed. Model FTL 17-A. Antenna: Make GE. Type TY-17A. Height, Above average terrain 680 ft. Above ground 578 ft.

OPERATION: Began Sept. 30, 1950. Hours, 10 a.m.-12 M.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WSM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: One studio (33 x 40 ft. & one announcer's booth 7 x 9 ft.). Four RCA camera chains. One 7 kw composite rear screen projector. One GE 4-PE5-A1 film camera. Two GE PF2B film projectors. Projectall type 209 slide projectors. Projectall opaque projector. Completely equipped mobile unit with 2 cameras and microwave relay. News Services, UP, AP, INS, Movietone film. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: 100 per cent owned by National Life and Accident Insurance Company.

EXECUTIVES:

E. W. Craig, Chrm. of Board
John H. DeWitt Jr., Pres.
Irving Waugh, Exec. Asst. to Pres. & Com. Mgr.
Shelton Weaver, Oprs. Mgr.

Aaron Shelton, Ch. Eng.
Brad Crandall, Prod. Mgr.
William R. McDaniel, Dir. of Pub. Rels.

RATE INFORMATION: Class A one hour Film \$425. Minute spot Film \$75. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	854,100	137,100	991,200
Families in area	214,100	36,200	250,300
No. of Sets (June 1)	107,280	10,170	117,450
Retail Sales	\$673,386,000	\$66,853,000	\$740,239,000
Income per family	\$4,089	\$2,181	\$3,814
Income per Capita	\$1,026	\$501	\$962

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

TEXAS

TEXAS MARKET INDICATORS

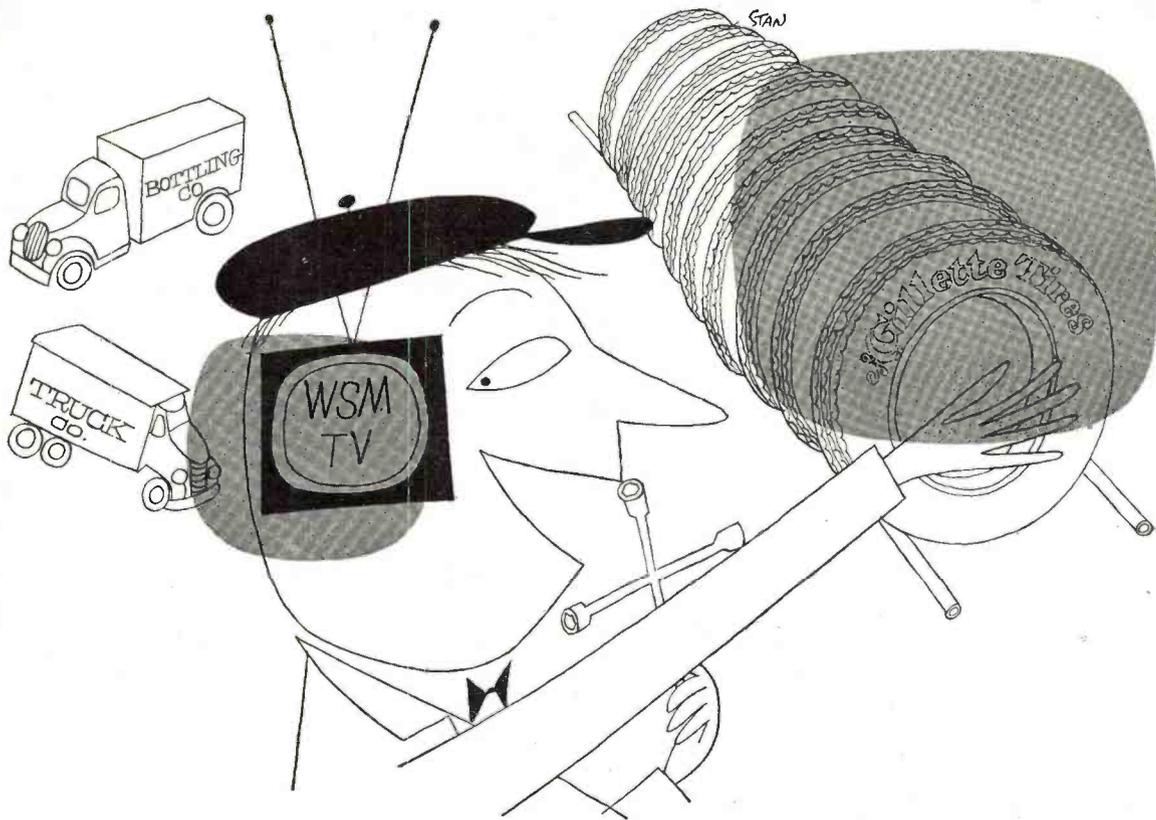
Total Population, July 1, 1952	8,189,000
Total Families, 1950	1,978,950
Total Urban Population, 1950	4,838,060
Total Rural Nonfarm Population, 1950	1,580,867
Total Farm Population, 1950	1,292,267
Employed in Nonagricultural Establishments, Feb., 1953	2,240,500
Total Employed, 1950	2,758,443
Employed in Mining, Feb., 1953	125,900
Employed in Manufacturing, Feb., 1953	436,400
Employed in Construction, Feb., 1953	167,500
Employed in Agriculture, 1950	442,341
Retail Sales, 1952	\$ 8,925,203,000
Bank Assets, Jan. 1, 1953	\$ 9,203,902,000
Bank Deposits, Jan. 1, 1953	\$ 8,576,540,000
Major Income Sources, 1951: Agriculture 13.4%; Government 16.7%; Manufacturing Payrolls 12.2% Trade and Service 25.7% Other 32.0%.	
Total Income Payments, 1951	\$ 11,285,000,000
Per Capita Income, 1951	\$ 1,412
Median Family Income, 1950	\$ 2,680
Total Internal Revenue Collections, 1952	\$ 2,269,747,215

Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 68.
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 229,588,000
Cash Receipts of Farms, 1952	\$ 2,121,173,000
Government Payments to Farmers, 1952	\$ 20,034,000
Value of Mineral Production, 1950	\$ 2,673,950,000
Total New Construction in 1952	\$ 2,136,300,000
New Private Construction in 1952	\$ 1,565,100,000
New Public Construction in 1952	\$ 571,200,000
Motor Vehicle Registration, 1952	3,155,300
Number of Telephones, 1952	2,200,800
Number of Electrical Connections, 1952	2,355,100
Number of Gas Utilities Connections, 1952	1,588,700

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

TEXAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	TV Sets 1953	Televi- Per C.
Anderson	31,875	23,237	7,400	703	1,100	12%
Andrews	5,002	5,244	1,907	154		
Angelina	36,032	35,770	8,989	1,136		
Aransas	4,252	3,478	1,297	237	180	15%
Archer	6,816	3,538	1,278	143	*180	9%
Armstrong	2,215	1,407	289	28	*40	5%
Atascosa	20,048	13,064	3,189	331	1,960	40%
Austin	14,663	14,713	3,368	288		17%
Blanco	7,592	9,776	2,483	335		
Bandera	4,410	4,524	1,611	190	650	50%
Bastrop	19,622	13,046	4,349	874	*1,900	34%
Baylor	6,875	8,030	1,697	73		
Bee	18,174	16,612	3,920	575	830	17%
Bell	73,824	64,842	16,324	2,233		
Bexar	500,460	529,236	122,177	16,820	69,970	51%
Blanco	3,780	3,802	1,334	50	290	22%
Borden	1,106	37	9		*70	
Bosque	11,836	9,753	2,386	451	610	17%
Bowie	61,966	52,348	14,552	1,832		
Brazoria	46,549	57,341	16,965	1,747	4,120	28%
Brazos	38,390	39,371	9,281	1,283	1,210	11%
Brewster	7,309	7,170	1,830	297		
Briscoe	3,528	3,252	854	70		
Brooks	9,195	11,252	2,170	260		
Brown	28,607	27,665	6,800	1,271		
Burleson	13,000	8,284	2,774	222	400	11%
Burnet	10,356	6,836	1,412	238	*340	
Caldwell	19,350	18,232	3,783	411	*1,770	34%
Calhoun	9,222	9,007	2,514	211	420	15%
Callahan	9,087	5,103	1,957	254		
Cameron	125,470	123,878	28,390	3,306	3,410	10%
Caro	4,740	4,636	1,336	61		
Carson	6,852	6,791	1,420	282	*100	5%
Cass	26,732	18,818	3,447	549		
Castro	5,417	5,282	1,135	61		
Chambers	7,871	6,322	1,773	65	900	41%
Cherokee	38,694	28,088	8,516	960		
Childress	12,236	16,223	4,442	355		
Ciudad	9,898	6,409	1,750	218	*270	9%
Cochran	5,928	7,862	2,031	165	*580	34%
Coke	4,045	3,125	943	83		
Coleman	15,503	15,020	3,345	528		
Collin	41,692	32,408	9,672	891	4,160	33%
Collingsworth	9,139	9,705	2,283	310	740	14%
Colorado	17,576	24,926	5,266	556		
Comal	16,357	21,445	4,480	413	1,100	22%
Comanche	15,516	14,205	3,208	653		
Concho	5,078	4,474	930	86	160	10%
Cooke	22,146	24,132	5,467	830	910	14%
Coryell	16,284	9,782	3,067	278		
Cottle	6,099	6,747	1,791	206		
Crane	3,965	3,940	894	73		
Crockett	3,981	4,812	1,164	178		
Crosby	9,582	10,551	2,950	249		
Culberson	1,825	1,904	509	87	*920	34%
Dallam	7,640	13,337	3,012	519		
Dallas	614,799	970,415	184,627	31,914	135,850	65%
Dawson	19,113	27,066	6,017	799	*1,870	34%
Deaf Smith	9,111	14,902	3,577	399	*150	5%
Delta	8,964	6,390	1,917	75		
Denton	41,365	40,285	9,588	1,458	5,590	47%
De Witt	22,973	27,441	6,680	706	740	11%
Dickens	7,177	7,582	1,659	198		
Dimmit	10,654	5,986	1,755	162	510	22%
Donley	6,216	6,233	1,556	222		
Duval	15,643	7,832	2,919	370	770	22%
Eastland	23,942	29,153	7,997	878		
Ector	42,102	65,735	16,442	2,038		
Edwards	2,908	1,542	613	59		
Ellis	45,545	40,060	12,397	1,218	2,950	22%
El Paso	194,968	220,628	49,562	7,885	*15,600	29%
Erath	18,434	18,057	3,325	503	1,000	17%
Falls	26,724	23,800	5,784	605	800	11%
Fannin	31,253	19,469	6,355	784	940	10%
Fayette	24,176	23,002	4,697	683	980	14%
Fisher	11,023	7,931	2,269	310		
Floyd	10,535	12,001	2,674	367	*1,090	34%
Foard	4,218	4,056	833	66		
Fort Bend	31,056	31,657	6,190	470	1,330	17%
Franklin	6,257	3,665	704	67		
Freestone	15,696	9,597	2,739	336		
Frio	10,357	7,705	2,267	191	1,040	40%
Gaines	8,909	12,477	2,553	373		
Galveston	113,066	150,341	35,190	5,854	7,990	22%
Garza	6,281	6,151	1,523	153	*610	34%
Gillespie	10,520	12,349	2,672	227	300	10%
Glasscock	1,089	377	53	31		
Goliad	6,219	4,431	1,131	63	230	15%
Gonzales	21,164	34,175	6,072	391	610	11%
Gray	24,728	37,215	8,686	1,780	*390	5%
Grayson	70,467	70,856	18,878	2,238	2,210	10%
Gregg	61,258	96,052	17,036	2,369		
Crimes	15,135	10,988	3,420	308		
Guadalupe	25,392	23,464	6,283	483	1,960	28%
Hale	28,211	53,688	10,110	1,940	*3,030	34%
Hall	10,930	13,339	3,390	641		
Hamilton	10,680	10,561	3,985	309	560	17%



“... Good Increases in Business ...”

In January, Ragland Potter and Company of Nashville, having used television through the Walter Speight Advertising Agency for other products, decided to see what WSM-TV could do for their wholesale Gillette Tire Department. Here in the words of a Ragland Potter official is what happened:

“After our first program a Bottling Plant in Kentucky made immediate inquiry preparatory to placing an order for Gillette Tires on all their trucks (they placed it!). The bus line of a progressive Middle Tennessee town has made arrangements to equip all busses with Gillette Tires as a direct result of our television advertising. Also as a result of a TV commercial, a logger gave an order for tires for eight trucks. In addition to these, our dealers have reported good increases in business.”

“Our dealers and salesmen are keyed up over our TV advertising. And judging from consumer demand, we expect to improve our position in the Tire Field as a direct result of TV advertising. . . .”

This is no isolated instance. Irving Waugh or any Petry man can cite similar success stories in every field. How about building one for your product?

Nashville WSM-TV Channel 4

TEXAS MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Hansford	4,202	6,359	1,003	327		
Hardeman	10,212	9,131	2,317	297		
Hardin	19,535	13,554	3,890	371		
Harris	806,701	1,138,535	277,101	34,930	137,750	51%
Harrison	47,745	35,853	9,588	868		
Hartley	1,313	1,305	306	28		*30 5%
Haskell	13,736	10,329	2,424	442		
Hays	17,940	13,701	4,185	519	1,010	22%
Hemphill	4,123	4,716	1,084	63		
Henderson	23,405	17,539	3,846	439	770	12%
Hidalgo	160,446	132,466	32,614	4,000	4,570	11%
Hill	31,282	25,497	6,463	746	3,850	41%
Hockley	20,407	29,130	7,920	1,003	*2,140	34%
Hood	5,287	4,888	1,058	42	620	39%
Hopkins	25,490	14,718	3,228	552		
Houston	22,825	14,590	3,701	385		
Howard	26,722	35,731	7,562	1,035		
Hudspeth	4,298	2,344	608	97	*320	29%
Hunt	42,731	38,209	9,965	1,155	4,260	33%
Hutchinson	31,580	39,951	11,180	1,771	*520	5%
Irion	1,590	1,086	307	65		
Jack	7,755	6,560	1,607	320		14%
Jackson	12,508	2,965	378	590		16%
Jasper	20,049	20,858	5,169	639		
Jeff Davis	2,090	879	310	65		
Jefferson	195,083	258,117	59,446	8,187		
Jim Hogg	5,389	3,503	907	144	280	20%
Jim Wells	27,991	30,055	7,165	1,043		
Johnson	31,390	27,815	7,472	836	4,100	41%
Jones	22,147	25,740	6,337	688		
Karnes	17,139	16,690	3,838	379	1,150	28%
Kaufman	31,170	25,174	6,184	650	2,510	31%
Kendall	5,423	5,942	1,501	222	850	50%
Kenedy	632	82	83			
Kerr	2,249	1,180	412	58		
Kerr	14,022	18,977	3,980	482	440	10%
Kimble	4,619	3,922	1,083	128	130	10%
King	870	211	72			
Kinney	2,668	1,394	285	58		
Kleberg	21,991	22,565	6,974	528		
Knox	19,082	8,752	2,408	379		
Lamar	43,033	38,070	9,197	1,381	1,280	10%
Lamb	20,015	25,498	6,839	965	*1,970	34%
Lampasas	9,929	10,422	1,838	286		
La Salle	7,485	5,416	712	37	420	22%
Lavaca	22,159	12,369	4,728	236	680	11%
Lee	10,144	8,912	2,022	188	*950	34%
Leon	12,024	5,497	1,897	230		
Liberty	26,729	30,612	8,368	816	3,200	41%
Limestone	25,251	15,832	4,353	658	760	11%
Lipscomb	3,658	6,504	1,351	288		
Live Oak	9,054	6,885	1,639	194	460	22%
Llano	5,377	6,241	1,482	210		
Loving	227	147	49			
Lubbock	101,048	178,066	27,633	6,647	*11,560	34%
Lynn	11,030	9,131	2,126	329	*1,020	34%
McCulloch	11,701	12,218	2,783	336	340	10%
McLennan	130,244	152,325	34,224	4,161		
McMullen	1,187	289	1,07	54	110	22%
Madison	1,986	6,975	1,598	198		
Marion	10,172	5,335	1,596	196		
Martin	5,541	2,707	734	62		
Mason	4,945	3,896	899	184	170	10%
Matagorda	21,559	26,934	6,653	894	1,010	16%
Maverick	12,292	14,712	4,282	581		
Medina	17,013	12,209	2,471	334	2,300	50%
Menard	4,959	4,959	885	87	120	10%
Midland	25,785	38,056	7,969	1,787		
Milam	23,585	21,186	5,873	738		
Mills	5,999	4,326	866	98		
Mitchell	14,357	12,847	3,422	327		
Montague	17,070	16,983	3,795	525	730	14%
Montgomery	24,504	19,974	5,184	537	3,140	43%
Moore	13,349	18,021	5,736	541	*260	5%
Morris	9,433	5,629	2,033	259		
Morley	3,963	4,554	1,238	188		
Nacogdoches	30,326	22,518	6,794	877		
Navarro	39,916	34,141	10,050	974	2,320	20%
Newton	10,832	3,978	1,753	115		
Nolan	19,808	25,911	5,594	1,235		
Nueces	165,471	205,096	46,406	6,810		
Ochiltree	6,024	13,608	3,346	621		
Oldham	1,672	1,595	155	33	*20	5%
Orange	40,877	43,220	15,320	1,303		
Palo Pinto	17,154	16,741	4,140	551	2,300	39%
Panola	19,250	14,845	3,199	440		
Parker	21,528	20,202	4,206	382	2,810	39%
Parmer	5,787	5,590	1,291	146		
Pecos	9,939	10,932	2,521	392		
Polk	16,194	11,178	3,477	358	1,100	25%
Potter	73,366	160,743	27,469	5,541	*1,240	5%
Presidio	7,354	6,664	1,525	240		
Rains	4,266	1,723	442	68		
Randall	13,774	11,910	2,186	383	*250	5%
Reagan	3,127	5,940	1,523	281		
Real	2,479	1,336	487	67		
Red River	21,851	12,032	3,775	457		
Reeves	11,745	16,456	4,536	388		
Refugio	10,113	8,448	2,557	403	420	15%
Roberts	1,421	1,421	49			
Robertson	19,908	14,782	4,579	534		
Rockwall	6,156	4,529	1,554	127	560	33%
Runnels	16,771	15,237	3,871	438		
Rusk	42,348	30,323	7,398	904		
Sabine	8,568	3,266	1,127	67		
San Augustine	8,837	5,263	1,749	243		
San Jacinto	7,172	1,917	796	67	450	25%
San Patricio	35,842	26,313	7,269	893	1,580	17%
San Saba	8,666	8,706	2,079	226		
Schleicher	2,852	2,968	712	68		
Scurry	22,779	35,645	5,275	794		
Shackelford	5,001	4,926	1,050	198		
Shelby	23,479	14,083	3,762	514		
Sherman	2,443	6,111	827	84		
Smith	74,701	80,793	16,161	2,807		
Somervell	2,542	1,938	549	69	140	17%
Starr	13,948	6,745	2,835	330	600	20%
Stephens	10,597	13,961	3,428	420		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Sterling	1,282	1,362	158	53		
Stonewall	3,679	2,029	628	69		
Sutton	3,746	4,376	1,100	176		
Swisher	8,249	11,490	2,248	502	*1,200	5%
Tarrant	381,253	574,468	108,641	17,608	70,000	57%
Taylor	63,370	92,104	16,631	2,637		
Terrell	3,189	2,869	635	63		
Terry	13,107	19,552	4,008	647	*1,290	34%
Throckmorton	3,518	3,012	825	135		
Titus	13,022	14,520	3,362	382		
Tom Green	58,929	78,063	15,831	2,371		
Travis	160,980	182,914	38,800	7,294	*15,710	34%
Trinity	10,040	9,010	2,593	189	730	25%
Tyler	11,292	9,184	1,925	239		
Upshur	20,822	12,824	3,311	377		
Upton	5,307	5,242	1,307	268		
Val Verde	16,015	15,589	4,196	626		
Van Zandt	22,593	13,909	3,439	469	2,020	31%
Victoria	31,241	37,497	8,554	635	1,410	15%
Walker	20,163	14,626	4,031	494	1,230	25%
Waller	11,961	10,291	1,939	283	1,330	43%
Ward	13,346	14,943	3,702	511		
Washington	20,542	16,714	3,957	438		
Webb	56,141	53,919	12,712	1,809	2,660	20%
Wharton	36,077	37,843	8,856	849	1,600	16%
Wheeler	10,317	12,692	2,943	470		
Wichita	98,493	131,178	25,230	4,315	*2,550	9%
Wilbarger	20,552	24,492	5,479	740		
Willacy	20,920	23,232	7,370	520	560	10%
Williamson	38,853	35,765	8,755	955	*3,770	34%
Wilson	14,672	9,024	1,250	355	1,010	28%
Winkler	10,064	11,613	3,436	494		
Wise	16,141	12,356	3,744	290	2,300	47%
Wood	21,308	19,715	4,168	576		
Yoakum	4,339	2,839	926	98		
Young	16,810	19,883	3,944	562		
Zapata	4,405	1,365	649	48	200	20%
Zavala	11,201	7,805	1,495	249		

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953 Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Anderson	9,200	10	950	Eastland	7,700		
Andrews	2,200	12	270	Ector	16,200		
Angelina	10,900			Edwards	800		
Aransas	1,200	17	200	Ellis	13,400	25	3,350
Archer	2,000	11	210	El Paso	53,800	42	22,796
Armstrong	700	10	70	Erath	5,900	20	1,180
Atascosa	1,920	39	750	Falls	9,400		
Austin	4,500	26	1,180	Fannin	1,800		
Bailey	2,100	19	400	Fayette	7,000	21	1,470
Bandera	1,300	49	640	Fisher	3,000		
Bastrop	5,600	14	780	Floyd	3,200	27	864
Baylor	2,200	10	230	Foard	1,200		
Bee	4,900	13	630	Fort Bend	7,800	26	2,028
Bell	21,600	60	13,000	Franklin	1,800		
Brazos	137,200	60	81,700	Freestone	4,300	16	688
Blanco	1,300	32	420	Frio	2,600	39	1,014
Borden	200	10	20	Gaines	2,400	13	312
Bosque	3,600	20	730	Galveston	36,300	36	13,167
Bowie	19,400	42	8,148	Garza	1,800	11	198
Brazoria	14,700	62	9,114	Gillespie	3,300		
Brewster	11,000	11	1,230	Glasscock	1,500	17	255
Briscoe	1,900	10	190	Gonzales	5,500	18	990
Brooks	2,600	10	260	Gray	7,800	10	780
Brown	9,300			Grayson	22,100	29	6,409
Burleson	3,600	14	500	Gregg	18,800		
Burnet	3,100			Grimes	4,200	25	1,050
Calwell	5,900	14	720	Guadalupe	5,200	36	1,872
Calhoun	2,800	16	460	Hale	8,900	27	2,403
Callahan	2,700			Hall	3,000	11	330
Cameron	34,100						

"S E T H A M A I L L O A K E T B Y P L A N ?

Man, you need a Canberra jet!"



A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.¹ Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.² What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.³ Up road, boys with Erector sets.⁴ Turned nw, over vast oil refinery.⁵ Another town, with kids fooling around space ships.⁶ Guide pointed out three carbon black plants with huge smokestacks, one not working.⁷ South, over scattered dozen lonesome structures.⁸ Thin cloud across horizon; closed in on zinc smelter,⁹ smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down

wind of. Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC-TV antenna, all 833 ft. of it.¹⁰ Panhandle big place, all buildings new. People great—speak to stranger on street."

¹Palo Duro Canyon, recreation spot. ²Raw natural gas becomes plastic bases here. ³Cabot Carbon's; pump units for oil wells also made here. ⁴The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). ⁵Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. ⁶Town of Borger, with butadiene plant; looks like something from another world. ⁷Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. ⁸Natural gas pumping stations, on pipelines supplying 27 states. ⁹The American Zinc Smelter, located near Dumas because of low gas rate. ¹⁰Whence, powered with 100,000 watts, our Channel 4 signal reaches a potential audience of 398,700 in 30 Texas and New Mexico counties. Availabilities are available.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company

NBC TV HOME ESTIMATES (Continued)

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Comble	1,300			Refugio	2,800	16	460
Kimble	200			Roberts	300	10	30
King	600			Robertson	5,300	11	560
Kinney	6,200			Rockwall	1,700	36	620
Kleberg	2,800			Runnels	4,900		
Knox	12,800			Rusk	11,700		
Lamar	5,800	19	1,120	Sabine	2,100		
Lamb	3,100			San Augustine	2,200		
Lampasas	1,900	19	360	San Jacinto	1,800	32	570
LaSalle	6,200	18	1,100	San Patricio	9,300		
Lavaca	2,800	14	390	San Saba	2,500		
Lee	3,300	16	520	Schleicher	800		
Leon	7,800	46	3,590	Shelby	8,000	10	830
Liberty	6,900			Shackelford	1,400		
Limestone	1,100	10	110	Shelby	6,600		
Lipscomb	2,100	19	390	Sherman	600	18	110
Live Oak	1,900			Smith	22,200	14	3,190
Llano	100			Somervell	800	21	170
Loving	34,000	42	14,120	Starr	3,000		
Lubbock	3,000	10	310	Starr	3,400		
Lynn	3,400			Stephens	1,000		
McCulloch	40,000	13	5,390	Sterling	1,000		
McLennan	500	20	100	Stonewall	1,000		
McMullen	2,200	25	560	Sutton	1,000		
Madison	2,600			Swisher	2,400	11	260
Marion	1,400	12	170	Tarrant	122,800	60	73,170
Martin	1,700			Taylor	20,200		
Mason	6,300	30	1,880	Terrell	1,000		
Mavagorda	2,800			Terry	3,800	12	470
Maverick	4,600	49	2,260	Throckmorton	1,000		
Menard	1,200			Titus	5,100		
Midland	9,900			Tom Green	19,000		
Millam	6,500	11	690	Travis	46,200	35	16,370
Mills	1,800			Trinity	2,900	32	930
Mitchell	4,200	10	440	Tyler	3,100	17	530
Montague	5,200	26	1,340	Upton	1,700		
Montgomery	7,300	45	3,310	Uvalde	4,600		
Moore	5,100	15	780	Val Verde	4,200		
Morris	2,700			Van Zandt	6,500	31	2,020
Motley	1,200			Victoria	9,400	17	1,560
Nacogdoches	8,300			Walker	4,900	32	1,570
Navarro	11,800	23	2,720	Waller	3,100	45	1,410
Newnan	2,700	17	460	Ward	4,100		
Nolan	6,100			Washington	5,900	25	1,490
Nueces	50,300			Webb	13,300		
Ochiltree	2,000	11	210	Wharton	10,000	30	2,970
Oldham	400	10	40	Wheeler	2,800	10	280
Orange	13,700	16	2,190	Wichita	28,500	22	6,260
Palo Pinto	5,900	37	2,200	Wilbarger	6,000	11	630
Panola	4,900			Willacy	5,600	13	710
Parker	7,200	37	2,680	Williamson	11,100	26	2,850
Parmer	1,800	11	200	Wilson	3,600	36	1,300
Pecos	2,700			Winkler	3,400		
Polk	4,400	32	1,400	Wise	4,900	46	2,260
Presidio	1,700			Wood	6,100	15	920
Rains	1,100	15	170	Yoakum	1,000	12	130
Randall	5,000	27	1,350	Young	5,200		
Reagan	900			Zapata	1,000		
Real	700			Zavala	2,500		
Red River	6,100			Potter	24,800	27	6,690
Reeves	3,500			Totals	2,328,100		717,930

ABILENE

KRBC-TV

(Target Date, Aug. 30, 1953)

LICENSEE: Reporter Broadcasting Co. Address: 11th Floor, Windsor Hotel. Phone: 4-6255

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 25.8 kw, Aural 12.9 kw. Operating Pow.: Visual 25.8 kw, Aural 12.9 kw. Transmitter: Address, Cedar Gap Mountain. Make, GE. Antenna: Make GE. Type TY14F. Height, Above average terrain 772 ft. Above ground 437 ft.

OPERATION: Target date Aug. 30, 1953. Hours, 6:00 p.m.-10:00 p.m.

AFFILIATIONS: Station, AM, KRBC.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney Dempsey & Koplavitz. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (Temporary 12 x 24 ft.). One GE PE-5-A camera chain. Two Gen. Precision 16mm PA-100-A film projectors. PF-3-C (1) opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Eva May Hanks (64%), George S. Anderson (16%), Howard Barrett (8%), Max Bentley (8%), Ben M. Davis (2%), Athalene Gulley (2%). Miss Hanks is a principal stockholder in Abilene Reporter-News, Big Spring Herald (KBST), Paris News, Corpus Christi Caller-Times and Denison Herald, all Texas.

EXECUTIVES:

Eva May Hanks, Pres. John Renshaw, Prog. Dir. & Film Howard Barrett, Gen. Mgr. Buy. Troy Mellon, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$18, Film \$18. Frequency discounts from 2 1/2% for 13 times up to 20% for 365 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area) Population 216,681; Families in area 63,722; Retail Sales \$272,405,000.

KFDA-TV

AMARILLO

LICENSEE: Amarillo Broadcasting Co. Address: P. O. Box 1400. Phone 4-5343

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

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 30 kw. Operating Pow.: Visual 5 kw, Aural 2.7 kw. Transmitter: Address, 2 miles north of city limits at intersection. Make, GE, Model TT-6E. Antenna: Make GE. Type TY-28-H, 12 Bay Superturntable. Height, Above average terrain 550 ft. Above ground 465 ft.

OPERATION: Began April 4, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks CBS, ABC, Stations, AM, KFDA.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Eugene Burk Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (40 x 50 ft. & 15 x 18 ft.). Two GE camera chain. One GE film camera. Two Eastman 16mm film projectors. FTL-93-B, du flying spot scanner. News Services, AP, UP. Library, Official.

PRINCIPAL STOCKHOLDERS: Co-owners are President Wendell Mayes (25% chief owner of KBWD Brownwood and KNOW Austin, Tex.; Vice Preside C. C. Woodson (25%), oil, gas and publishing interests; Secretary-Treasurer Charles B. Jordan (25%), vice president-assistant general manager of Texas State Network and vice-president of KABC San Antonio, WACO Waco, KRIO McAllen and KFJZ Ft. Worth; Director Gene L. Cag (25%), president-general manager and 34% owner Texas State Network, president-general manager of KFJZ, KABC, WACO and KRIO, 25% owner of KSTB Big Spring and director of KFDA and Waco TV Corp. Mr. Woodson is owner of Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Light, all Texas, and Miami, Okla. News-Herald.

EXECUTIVES:

Wendell Mays, Pres. Bill Spiller, Ch. Eng. John Hopkins, Gen. Mgr. Kindred Raley, Film Buy. Ross Lamb, Com. Mgr. Don Daniels, TV Supvr. Kindred Raley, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40.00, Film \$40.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

KGNC-TV

LICENSEE: Plains Radio Broadcasting Co. Address: Box 751. Phone: 3-4242

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 4.5 miles North Amarillo city limits. Make, RCA. Model TT 10 AL. Antenna: Make RCA. Type TF 12 AMD. Height, Above average terrain 767 ft. Above ground 833 ft.

OPERATION: Began March 11, 1953. Hours, 3:45 p.m.-12:00 m.

AFFILIATIONS: Networks NBC-TV & DuM. Stations, AM, KGNC.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (36 x 55 & 12 x 16 ft.). RCA camera chain. Two RCA TK 20 B film cameras. Two RCA type TT 16 D film projectors. Gr. Telop opaque projector. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Globe-News Publishing Co. (81%); Globe-News Employees Pool (19%). [See Newspaper Ownership.]

EXECUTIVES:

B. E. Walker, Pres. William H. Torrey, Ch. Eng. Tom Kritser, Gen. Mgr. Bill Clarke, Loc. Sls. Mgr. Bud Thompson, Com. Mgr. Max Ewing, Prod. Mgr. Kelly Maddox, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	228,900	169,800	398,700
Families in area	61,970	46,850	108,820
Area in Square Miles	3,272	12,972	
No. of Sets (June 1)	26,217
Retail Sales	\$329,392,000	\$224,571,000	\$553,963,000
Income per family	\$5,946	\$5,339	\$5,647
Income per Capita	\$1,724	\$1,488	\$1,661

KTBC-TV

AUSTIN

LICENSEE: Texas Broadcasting Corp. Address: 6th & Brazos Sts., Driskill Hotel. Phone: 2-2424

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Moul Larson. Make, RCA. Model TT-10AH. Antenna: Make RCA. Type TF-12AH. Height, Above terrain 740 ft. Above ground 578 ft.

OPERATION: Began Nov. 27, 1952. Hours, 1:00 p.m.-12:00 p.m.

AFFILIATIONS: Networks CBS, NBC, ABC, DuM. Stations, AM, KTBC.

REPRESENTATIVES: Sales, The O. L. Taylor Co. Washington Attorney Cohn & Marks. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios (26 x 30 & 15 x 20 ft.). Two RCA field camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA scanner News Service, UP. Library, Sterling.

PRINCIPAL STOCKHOLDER: Claudia T. Johnson (99.5%).

AUSTIN (Continued)

KTBC-TV (Continued)

EXECUTIVES:

Claudia T. Johnson, Pres.
J. C. Kellam, Gen. Mgr. &
Film Buy.
O. P. Bobbit, Sls. Mgr.

Richard Pryor, Prog. Dir.
Ben Hearn, Ch. Eng.
Paul Bolton, News Ed.
Harry Voelker, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$315, Film \$250. Minute spot Live \$70, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	256,762	336,447	506,960
Families in area	69,395	91,227	145,124
Area in Square Miles	3,730	8,469	*15,400
No. of Sets (June 1)	27,500	34,649	38,791
Retail Sales	\$289,000,000	\$378,783,000	\$506,960,000
Income per family	\$4,505	\$4,491	\$4,405
Income per Capita	\$1,220	\$1,210	\$1,215

* 0.1 m/vm contour

BEAUMONT

KBMT (TV)

(Target Date, Summer, 1953)

LICENSEE: Television Broadcasters. Address: P. O. Box 1592

FACILITIES: Chan. 31. Authorized Eff. Rad. Pow.: Visual 31 kw, Aural 14 kw. Transmitter: Address, 2 miles west on Washington Blvd. Make, DuM. Antenna: Make RCA. Height, Above average terrain 820 ft. Above ground 844 ft.

OPERATION: Target date Summer, 1953.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: J. A. Newborn Jr. (10%), president of Beaumont Savings and Loan Assn. and TV. grantee at Tyler, Tex.; N. D. Williams (30%), president Beech Creek Lumber Co., Warren, Tex.; Randolph C. Reed (30%), president Reed Co. and Gulf-York Inc., wholesale appliances; Jack S. Josey (30%), independent oil producer.

BROWNSVILLE

XELD-TV (MATAMOROS, MEX.)

LICENSEE: Television de Matamoros, S. A. Address: 1014 E. Washington St., Brownsville. Phone: Brownsville 2-6953

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 2.8 kw, Aural 1.4 kw. Transmitter: Address, Matamoros, Mex. Make, RCA. Antenna: Make RCA. Height, Above average terrain 700 ft. Above ground 650 ft.

OPERATION: Began Sept. 1951. Hours, 3 p.m.-10:30 p.m.

AFFILIATIONS: Network ABC, CBS, NBC, DuM.

REPRESENTATIVES: Sales Adam Young Jr.

PRINCIPAL STOCKHOLDERS: Romulo O'Ferrill Sr., publisher of Mexico City Novedades and owner XEX and XHTV (TV) Mexico City, Emilio Azcarraga owns Radio Programas de Mexico, S.A., XEW-TV and XEQ-TV Mexico City.

EXECUTIVES:

Romulo O'Ferrill Jr., Pres.
Monte Kleban, Gen. Mgr.
Bert Metcalf, Prog. Dir.

L. W. Smith, Com. Mgr.
George B. Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$35, Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

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

DALLAS

KDTX (TV)

(Target Date, not set)

LICENSEE: UHF Television Co. Address: Magnolia Building

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 115 kw. Transmitter: Address, Cliff Towers Hotel. Make, GE. Antenna: Make GE. Height, Above average terrain 510 ft. Above ground 577 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. (See Group Ownership for other holdings).

KLIF-TV

(Target Date, not set)

LICENSEE: Trinity Broadcasting Corp. Address: 2104 Jackson St. Phone: Randolph 7121

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 2104 Jackson St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 491 ft. Above ground 539 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KLIF.

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

SERVICES: News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Barton R. McLendon (50%), 20% owner of Tri-State Theatres, Dallas; Vice Pres. Gordon B. McLendon (49%) 20% owner of Tri-State Theatres. Applicant is also licensee of KELP El Paso and KLBS Houston.

EXECUTIVES:

B. R. McLendon, Pres.

Gordon McLendon, Gen. Mgr.

BROADCASTING-TELECASTING

RUNS MORE*

**TELEVISION STATION ADVERTISING
THAN ANY OTHER JOURNAL
SERVING THE FIELD**

** more Texas stations*

advertise with BROADCASTING • TELECASTING
THAN ANY OTHER PUBLICATION

DALLAS (Continued)

KRLD-TV

LICENSEE: KRLD Radio Corporation. Address: Herald Square. Phone Randolph 6811

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Cam & Griffin Sts. Make, GE. Model TT6-C with TF3-A Amplifier. Antenna: Make GE. Type TY-13-F 6-Bay. Height, Above average terrain 463 ft. Above ground 568 ft.

OPERATION: Began Dec. 3, 1949. Hours, 7:30 a.m.-12:00 p.m.

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

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Eliot Lovet. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (22 x 45 ft. each). 5-TA-124 DuM camera chains. Two GE PE-2-B-modified film cameras. Two GE film projectors. Gray Telop opaque projector. GE mobile unit. News Services, AP, UP, INS. Library, Official.

PRINCIPAL STOCKHOLDER: Times Herald Printing Co. sole owner, publisher of the Dallas Times Herald.

EXECUTIVES:

Clyde W. Rembert, Pres.	B. B. Honeycutt, Ch. Eng.
Roy M. Flynn, Gen. Mgr.	Nicholas Mueller, Film Buy.
W. A. Roberts, Com. Mgr.	A. J. Putman, Prom. & Publ. Mg
Ves Box, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spc Live \$150, Film \$150. Frequency discounts from 2.5% for 13 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Fringe Area)
Population	1,296,940	1,625,840	2,095,900
Families in area	451,000	560,400	616,500
Area in Square Miles	750	3,249	10,000
No. of Sets (June 1)	200,000	250,000	272,000
Retail Sales	\$1,712,433,000	\$1,997,292,000	\$2,433,657,000
Income per family	\$5,021	\$4,200	\$4,955
Income per Capita	\$1,547	\$1,250	\$1,390

WFAA-TV

LICENSEE: A. H. Belo Corp. Address: Young & Houston Streets. Phone: River side 3315

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 27.1 kw, Aural 13.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 3000 Harry Hines Blvd. Make, DuM. Model 5000 Oak. Antenna: Make RCA. Type TF6A. Height, Above average terrain 350 ft. Above ground 373 ft.

OPERATION: Began September 17, 1949. Hours, 10:15 a.m.-12:00 M.

AFFILIATIONS: Networks NBC, ABC, & DuM. Stations, AM, WFAA 820 & WFAA 570.

REPRESENTATIVES: Sales, Edward Petry Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios: (25 x 35 ft.). Five DuM studio field camera chains. Two DuM Icoscope film cameras. Two Holmes, film projectors. Gray Telop opaque projector. DuM Telecruiser mobile unit. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDER: Licensee is publisher of the Dallas Morning News

EXECUTIVES:

E. M. (Ted) Dealey, Pres.	Jay Watson, Prog. Dir.
Martin B. Campbell, Supvr.	Wm. C. Ellis, Ch. Eng.
Ralph W. Nimmons, Sta. Mgr.	George Krutielek, Supvr. TV
Terry H. Lee, Asst. Mgr., Sls.	Howard Anderson, Film Buy.

RATE INFORMATION: Class A one hour Live \$650. Minute spot Live \$130. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,386,000	1,669,600
Families in area	416,000	503,300
Area in Square Miles	9,600	19,400
No. of Sets (June 1)	279,573	312,759
Retail Sales	\$1,792,677,000	\$2,039,189,000
Income per family	\$5,542	\$5,145
Income per Capita	\$1,667	\$1,551

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

KRLD-TV

Channel 4, Dallas

Exclusive Outlet for CBS Television Network Programs in Dallas and Fort Worth.

MAXIMUM POWER

VIDEO 100,000 Watts
AUDIO 50,000 Watts

North Texas's Most Powerful Television Station!

In a survey of 750 North Texas Television Sales and Service dealers, the question was asked:

"WHAT TELEVISION STATION DELIVERS THE BEST PICTURE AND AUDIO SIGNAL IN YOUR AREA?"

94.7% MORE said KRLD-TV than the second television station.

53.8% MORE said KRLD-TV than the second and third stations COMBINED.

SURVEY FALL, 1952

The *BIGGEST* buy
in the *BIGGEST* market
in the *BIGGEST* state

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

KRLD-TV

Channel 4, Dallas

THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE



THE SUIT WITH THE EXTRA PANTS

... a fitting analogy

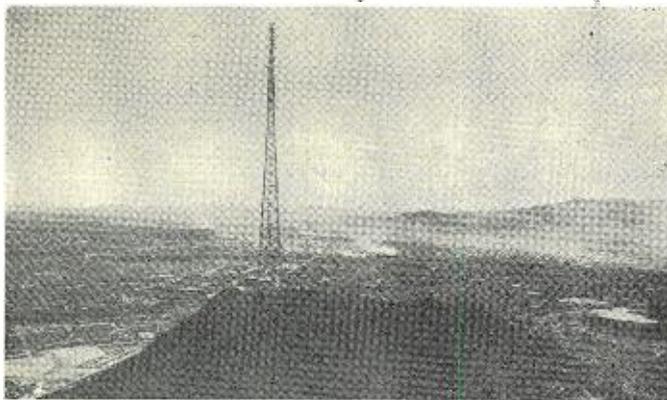
Buy the DALLAS suit . . . get the extra Fort Worth pants in the bargain! That's the way WFAA-TV sells the DALLAS-plus-Fort Worth market, the biggest market in the biggest state. The fabric is woven of 1,339,300 Texans, the pockets lined with two billion dollars. It's worn in the homes of 402,400 families that average 31% more than the national average on purchases of automotive, general merchandise, food, furniture-household-radio, and drug items. It's hand-tailored to fit your budget and cover your needs. We suggest that you buy the DALLAS suit with the Fort Worth pants — our Mr. Petry (& Company) will be most willing to help you. Just ask for this distinguished label:

*... displayed
on 295,000
TV screens*



RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

the City?



EL PASO, TEXAS

heart of America's largest trading area

Vital, prosperous, growing El Paso is the distribution center in a trade territory doing more than half a billion in retail sales annually. It is 400 miles or more from any city of equal or larger size.

Because of its geographical location it cannot be reached by any other TV city.

Although television has been in El Paso only 7 months, there are more than 27,000 sets in use.

the Station?



KROD-TV CHANNEL 4

really covers the El Paso market

You sell more on Channel 4 because more people watch KROD-TV. KROD-TV with 56,300 watts and an antenna 1,783 feet above the city is vastly superior in area and local coverage. KROD-TV has unrivalled studio and staff facilities, more and better local programs, unequalled film shows, the best of CBS, DuMont and ABC Network programs, aggressive merchandising, effective promotion and a newspaper affiliation.

RODERICK BROADCASTING CORP.

D. D. Roderick Val Lawrence Dick Watts
Chairman of Board Pres. & Gen. Mgr. Gen. Sales Mgr.

Now Nationally Represented by the BRANHAM COMPANY

TEXAS

EL PASO

KEPO-TV

(Target Date, Fall 1953)

LICENSEE: KEPO Inc. Address: 2419 North Piedras St. Phone: 5-2731.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 60 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, El Paso, Texas (On Mountain Crest, 0.4 miles North of Scenic Point). Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,050 ft. Above ground 420 ft.

OPERATION: Target date Fall 1953.

AFFILIATIONS: Network, ABC. Stations, AM, KEPO.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Miller C. Robertson (25%); Vice Pres. W. A. Porter Jr. (25%); Sec.-Treas. W. B. Pratt (25%); Vice Pres. Ralph I. Richardson (25%). Messrs. Porter, Richardson and Pratt are associated with coal mining and construction interests in Minneapolis.

EXECUTIVES:

Miller C. Robertson, Pres. & Gen. Mgr. Arthur B. Davis, Prog. Dir.
Willard L. Kline, Sta. Mgr. & Sls. Dir. E. L. Gemoets, Chief Eng.

KROD-TV

LICENSEE: Roderick Broadcasting Corp. Address: Wyoming at Walnut. Phone: 2-6551.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 56.3 kw, Aural 28.2 kw. Operating Pow.: Visual 56.3 kw, Aural 28.2 kw. Transmitter: Address, Mt. Franklin. Make, RCA. Model TT10 AL. Antenna: Make RCA. Type TF 6 AM. Height, Above average terrain 1,052 ft. Above ground 285 ft.

OPERATION: Began Dec. 14, 1952. Hours, 2:30 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuM, ABC. Stations, AM, KROD.

REPRESENTATIVES: Sales, Branham Co. Washington Attorney Segel, Smith & Hennessey.

SERVICES: Two studios (48 x 52 ft. & 24 x 36 ft.). Three RCA studio camera chains. Two RCA Iconoscope film cameras. Two RCA 16mm film projectors. Gray Telop opaque projector. News Service, AP. Libraries, Capitol; Sesac.

PRINCIPAL STOCKHOLDERS: Dorrance D. Roderick Sr. (78%) Pres. El Paso Times Inc.; Val Lawrence (10%) Vice Pres. El Paso Times Inc. majority stockholder KAVE Carlsbad, N. M.

EXECUTIVES:

Dorrance D. Roderick, Chairman Bernie Bracker, Prog. Dir.
Val Lawrence, Pres. & Gen. Mgr. Ed Talbott, Ch. Eng.
Dick Watts, Com. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$312.50 Film \$250. Minute spot Live \$62.50. Film \$50. Frequency discounts from 5% for 52 times up to 10% for 156 times. Rate Card No. 1.

EL PASO (Continued)

KTSM-TV

LICENSEE: Tri State Broadcasting Co. Address: 801 N. Oregon St. Phone: 2-5423

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 29 kw. Transmitter: Address, 401 S. Santa Fe St. Make, RCA. Antenna: Make Stainless. Type 500. Height above ground 500 ft.

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

AFFILIATIONS: Network NBC

REPRESENTATIVES: Sales, Geo. P. Hollingbery. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Geo. P. Adair.

SERVICES: Two studios (25 x 40 ft. & 15 x 25 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. Gray Telop opaque projector. Composite film processing unit. News Service, NBC. Libraries, Thesaurus, World.

PRINCIPAL STOCKHOLDERS: Karl O. Wyler (85%); F. L. Koons (10%); and W. C. Bailey (5%).

EXECUTIVES:

Karl O. Wyler, Pres., Gen. Mgr.	K. J. Walton, Ch. Eng.
Roy T. Chapman, Com. Mgr.	Karl O. Wyler Jr., Prom. Dir.
Jack Chapman, Prog. Dir. & Film Buy.	Jack Rye, Prod. Sup.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 1 time up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
*Population	265,454	298,900
Families in area	64,457	12,743	77,200
No. of Sets (June 1)	25,000
Retail Sales	\$280,103,000

*Figures do not include Juarez, Mexico, 130,000 population plus 100,000 military personnel.

FORT WORTH

KTCO (TV)

(Target Date, not set)

LICENSEE: Tarrant Television Co. Address: 1101 W. Seventh St.

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 150 kw. Transmitter: Address, Fair Bldg. Make, GE. Antenna: Make RCA. Height, Above average terrain 320 ft. Above ground 394 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: K. K. Kellam (30%), Ford distributor; A. H. Lightfoot (40%), automobile financing and automobile dealer.

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

The American Research Bureau asked 637 leading television agencies and advertisers the following:

Q.

As an advertising medium, which of these publications should a television station use to best reach you?

A.

BROADCASTING TELECASTING

overwhelmingly the first choice among leading TV agencies and advertisers*

Nearly 50% (289) responded as follows:

BROADCASTING • TELECASTING 108

Publication "B".....	65
Publication "C".....	36
Publication "D".....	24
All others.....	56

* For complete brochure describing this study in detail write your nearest B•T office.

FT. WORTH (Continued)

“we chose H-R because everybody says you are the comers...”



This was the statement made by the top executive of a new, powerful TV station, serving a most important market, when he recently signed a contract with us for representation. And this executive didn't depend on guesses. He researched among scores of his friends in the advertising business, seeking a representative organization best qualified to **SELL**. (Ed. note: To advertising men everywhere, please accept our sincere thanks for your kind words. We'll wear our shoe-soles paper thin to justify your confidence.) The mature, sales-seasoned, owner-partners of H-R are out on the street every day, calling on agencies and clients. And we're backed by a staff of crackerjack salesmen, each with a background of experience which enables him to present our station stories with intelligence, clarity and forceful enthusiasm. Please remember—H-R is the organization which Always Sends A Man to Do A Man's Work.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President



NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO

WBAP-TV

LICENSEE: Carter Publications, Inc. Address: 400 West Seventh St., Fort Worth, Texas. Phone: Fort Worth—Lockwood 1981; Dallas—Tremont 975.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 16.4 kw, Aural 8.2 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address. 390 Barnett St. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF-3B. Height, Above average terrain 490 ft. Above ground 502 ft.

OPERATION: Began Sept. 29, 1948. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, WBAP-820; WBAP-576. FM, WBAP-FM

REPRESENTATIVES: Sales, Free & Peters, Inc. Washington Attorney Segal, Smit & Hennessey. Consulting Engineer A. D. Ring & Associates.

SERVICES: Studio 1, 45 x 82 x 28 ft., (seats 250), 1, 20 x 33 x 20 ft., Announcer's booth 15 x 15 x 10 ft., Two outdoor studios. Four RCA TK-30A & Twc RCA-TK-10A camera chains. One Bodie Model P3AB rear screen projector. Two RCA TK 20A film cameras. Two TP16D film projectors. Transparent 2 x 2—Selectroslide, Jr. Gray Telop opaque projector. One Houston 22, and one Houston 11-B film processing units. One RCA—TJ50/mobile unit. News Service, AP. Libraries, Associated, World.

PRINCIPAL STOCKHOLDER: Licensee is publisher of Ft. Worth Star Telegram.

EXECUTIVES:

Amon Carter, Chmn.	Tommy Thompson, Prod. Dir.
Amon Carter, Jr., Pres.	James A. Byron, News Ed.
Harold Hough, Dir.	Roberta Wygant, Cont. Ch.
George Cranston, Mgr.	Clare Tuohy, Traffic Ch.
Roy Bacus, Com. Mgr.	Marshall Atwell, Art Dir.
Jack Rogers, Reg. Sls. Mgr.	Merl Hartung, Film Lab. Ch.
Howard Fisher, Dir. of Publ. Prom. & Merc.	John Quigley, Com. Film Dir.
Robert Gould, Prog. Dir.	Margaret McDonald, Home Ec.
Lynn Trammel, Film Prog. Mgr.	R. C. Stinson, Eng. Dir.

RATE INFORMATION: Class A one hour Live \$650. Minute of 20 second spo. Live \$130. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8-TV.

MARKET INFORMATION: Population 1,309,670; Families in area 394,800; No. of Sets (June 1) 252,814; Retail Sales \$1,720,369,000; Income per family \$3,743.94; Income per Capita \$1,127.44. Sixteen counties within 100 uv/m circle.

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

*You are cordially invited into
 thousands* of Fort Worth-Dallas homes
 more hours per week when you buy
WBAP-TV
 first and still foremost in the great
 Fort Worth-Dallas market.*

AFFILIATED WITH
 ABC-NBC

RSVP
 FREE & PETERS

*255,614 TV Sets in the Fort Worth-Dallas
 area, as of July 1

- Top coverage in the foremost market in the South
- First in the Southwest — established 1948
- Outstanding local and network programming
- Finest facilities in the Southwest
- Award-winning news service staff
- Complete film laboratory, Daily News Reels
- Top Hooper ratings
- \$1½ Billion Dollar Market
- Proven response area of 30 wealthy counties

WBAP-TV



STAR-TELEGRAM STATION NBC-ABC FORT WORTH, TEXAS

AMON CARTER
 Chairman

AMON CARTER, JR.
 President

HAROLD HOUGH
 Director

GEORGE CRANSTON
 Manager

ROY BACUS
 Commercial Manager

GALVESTON

KGUL-TV

LICENSEE: Gulf Television Company. Address: 2002 45th St. Phone: 3-1607

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 125 kw. Operating Pow. Visual 235 kw, Aural 125 kw. Transmitter: Address, Near Arcadia, Texas. Make, GE. Model TT-23-A (20 kw). Antenna: Make GE. Type 12 Section TY-28-H. Height, Above average terrain 550 ft. Above ground 574 ft.

OPERATION: Began March 22, 1953. Hours, 11:30 a.m.-12:00 M.

AFFILIATIONS: Networks CBS, ABC, Du., NBC.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer Vandivere, Cohert & Wearn.

SERVICES: One Multi-purpose studio 30 x 30 ft. (Planned: Auxiliary studio located in Houston). Two GE Orthecons, type PC 7-A (Model 4DC-7A1) camera chains. One GE & one RCA film cameras. Two 16mm Eastman (Model 250) film projectors. Two Spindler & Sauppe Selectroslide, Jr. slide projectors. News Services, AP.

PRINCIPAL STOCKHOLDERS: Paul E. Taft (55%), Houston business executive; Francis Kirk Johnson (15%), oil producer and executive; James M. Stewart (15%) actor and investor; R. Lee Kempner.

EXECUTIVES:

Paul E. Taft, Pres. & Gen. Mgr.	M. B. Johnson, Film Buy.
Raymond E. Jones, Com. Mgr.	W. D. Evans, Jr., Prom. Dir.
Henry B. Williamson, Prog. Dir.	John L. Eisele, Merc. Mgr.
William R. Sloat, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population 1,218,400; Families in area 355,200; Area in Square Miles 5,800; No. of Sets (June 1) 235,000; Retail Sales \$1,479,585,000; Effective Buying Income per family \$6,137.

KTVR (TV)

(Target Date, Early Fall, 1953)

LICENSEE: Rudman Television Co. Address: Mercantile Bank Bldg.

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, Hitchcock, Tex. Make, GE. Antenna: Make GE. Height, Above average terrain 470 ft. Above ground 480 ft.

OPERATION: Target date early Fall, 1953.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: M. B. Rudman, independent oil operator, sole owner. For Mr. Rudman's other holdings, see Group Ownership.

HARLINGEN

KGBS-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Harbenito Bestg. Co. Address: P. O. Box 711. Phone: 2200

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.0 kw. Operating Pow.: Visual 13 kw, Aural 6.0 kw. Transmitter: Address, U.S. Highway 83. Make, GE. Model TT 10A. Antenna: Make GE. Height, Above average terrain 410 ft. Above ground 410 ft.

OPERATION: Target date Oct. 1, 1953.

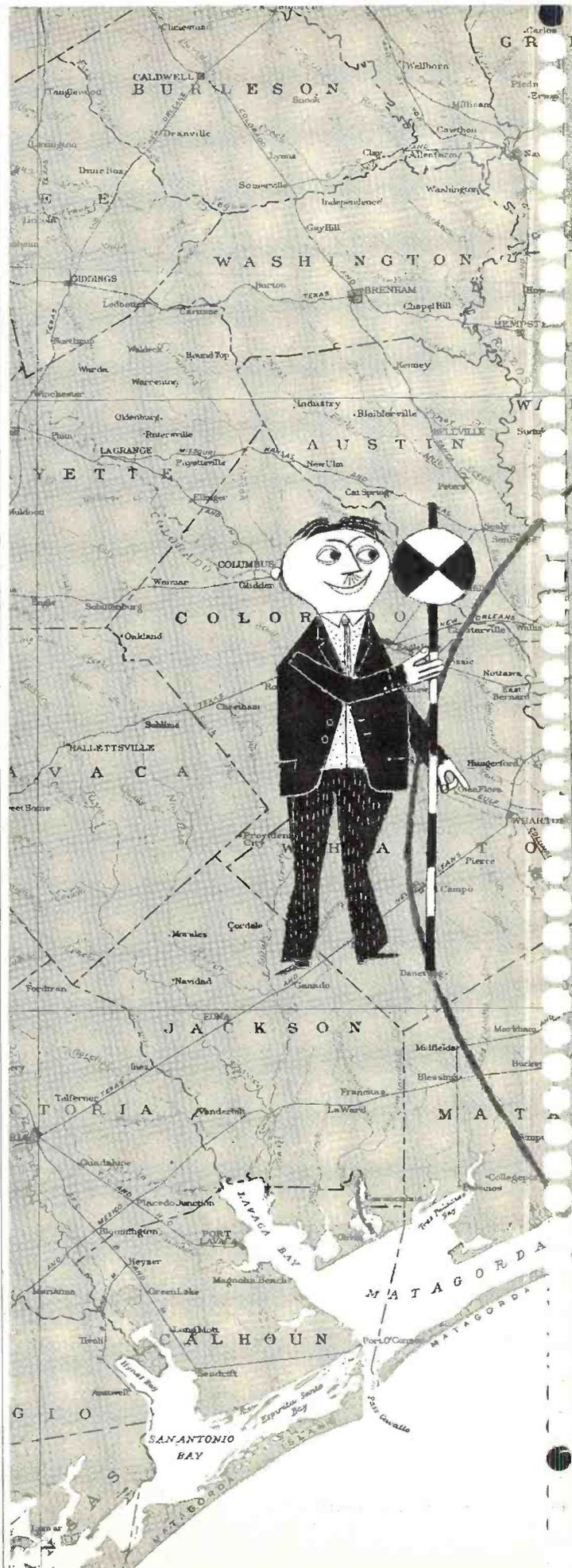
AFFILIATIONS: Network, CBS. Station, AM, KGBS.

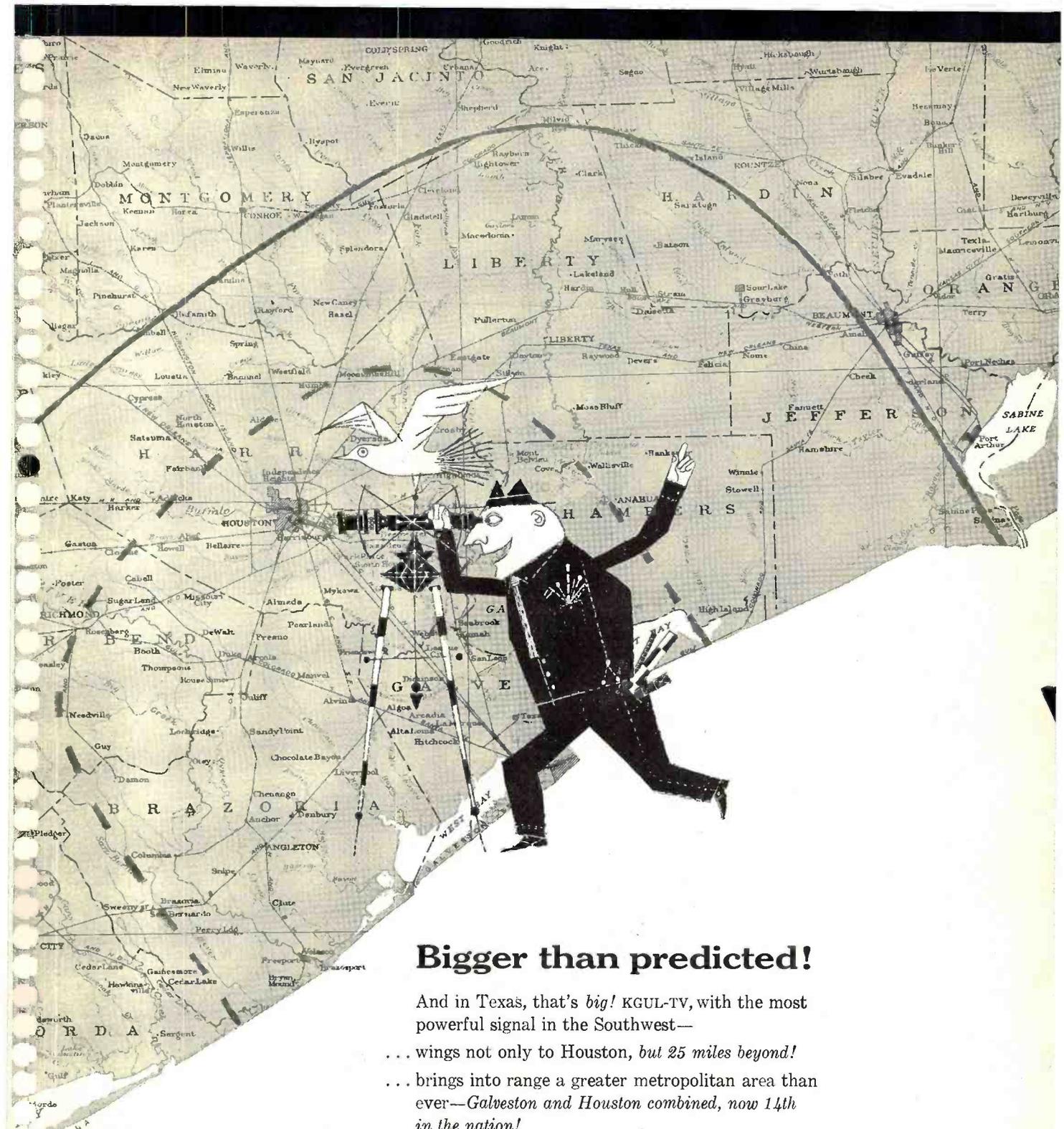
REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney Cohn & Marks. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios. Two GE camera chains.

PRINCIPAL STOCKHOLDERS: President McHenry Tichenor (50%); Vice President J. C. Looney (40%); Secretary-Treasurer Troy McDaniel (10%).

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





Bigger than predicted!

And in Texas, that's *big!* KGUL-TV, with the most powerful signal in the Southwest—

- ... wings not only to Houston, *but 25 miles beyond!*
- ... brings into range a greater metropolitan area than ever—*Galveston and Houston combined, now 14th in the nation!*
- ... one of the top dozen richest areas in the U. S. in family income, with an average of \$6,342 a year!
- ... spans more people than ever, *now 1,218,400, and more total income, now \$2,179,947,000!* Sources on request.

Any way you measure, KGUL-TV covers one of the biggest and wealthiest markets in all television.

Your CBS Television Spot Sales representative will be pleased to show you how you're really on the map when you are on...

KGUL-TV



Channel 11
in Galveston-Houston
Basic CBS Television Network
Represented by CBS
Television Spot Sales

HARLINGEN (Continued)

KGBS-TV (Continued)

EXECUTIVES:

McHenry Tichenor, Pres. Al Beck, Ch. Eng.
Troy McDaniel, Gen. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Live \$26. Film \$20. Rate Card No. 1.

MARKET INFORMATION: Population 330,000; Families in area 83,000; No. of Sets (June 1) 22,000; Retail Sales \$225,000,000; Income per family \$3,494.

HOUSTON

KNUZ-TV

(Target Date, Sept. 15, 1953)

LICENSEE: KNUZ Television Co. Address: Texas Television Center, P. O. Box 2631. Phone: Keystone 2581

FACILITIES: Chan. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: Make, DuM. Antenna: Make DuM. Height, Above average terrain 749 ft. Above ground 700 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 2:55 p.m.-11:00 p.m.

AFFILIATIONS: Station, AM, KNUZ.

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

SERVICES: Three studios (40 x 80 ft., 40 x 50 ft., & 30 x 40 ft.). Four DuM. camera chains. One rear screen projector. DuM. film projector. DuM. 2 x 2 in. slide projector. DuM. scanner. DuM. opaque projector. Custom built mobile unit. News Service, UP. Library, United.

PRINCIPAL STOCKHOLDERS: Max H. Jacobs (40%) 26% of KNUZ Radio; Irvin Shlenker (40%); Douglas Hicks (5%) 26% KNUZ Radio; David H. Morris (5%); Leon Green (5%) 24% of KNUZ Radio; Beiky Swenson (5%) 24% of KNUZ Radio.

EXECUTIVES:

Max H. Jacobs, Pres. Roger Van Duzer, Prog. Dir. & Film Buy.
David H. Morris, Vice Pres. & Gen. Mgr. O. C. Crossland, Ch. Eng.
Jack Heely, Com. Mgr. Bill Crawford, News Dir.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,024,428	71,746	1,096,174
No. of Sets (May 11)	9,996
Retail Sales	\$1,299,856,125	\$69,442,833	\$1,369,298,958

KPRC-TV

LICENSEE: The Houston Post Co. Address: 3014 Post Oak Road, P. O. Box 1234. Phone: Madison 9271

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3014 Post Oak. Make, GE. Model TT6A-TF-3-A Amplifier. Antenna: Make GE. Type 4T412C1. Height, Above average terrain 630 ft. Above ground 686 ft.

AFFILIATIONS: Networks NBC, ABC, DuM, CBS. Stations, AM, KPRC. FM, KPRC-FM

OPERATION: Began Jan. 1, 1949. Hours, 7:00 a.m.-12.30 a.m.

REPRESENTATIVES: Sales, Edw. Petry & Co. Washington Attorney Miller & Schroeder. Consulting Engineer Frank H. McIntosh.

SERVICES: Three studios (Patio outside, 40 x 70 ft., 40 x 50 ft. & 40 x 70 ft.). Four (3 DuM & 1 GE) camera chains. Two Bodde rear screen projectors. Two GE Iconoscope film cameras. Two GE Bell & Howell 16mm film projectors. Four 2 x 2" Spindler & Sauppe slide projectors. Linn Coach fully equipped mobile unit. News Services AP, UP. Library Thesaurus.

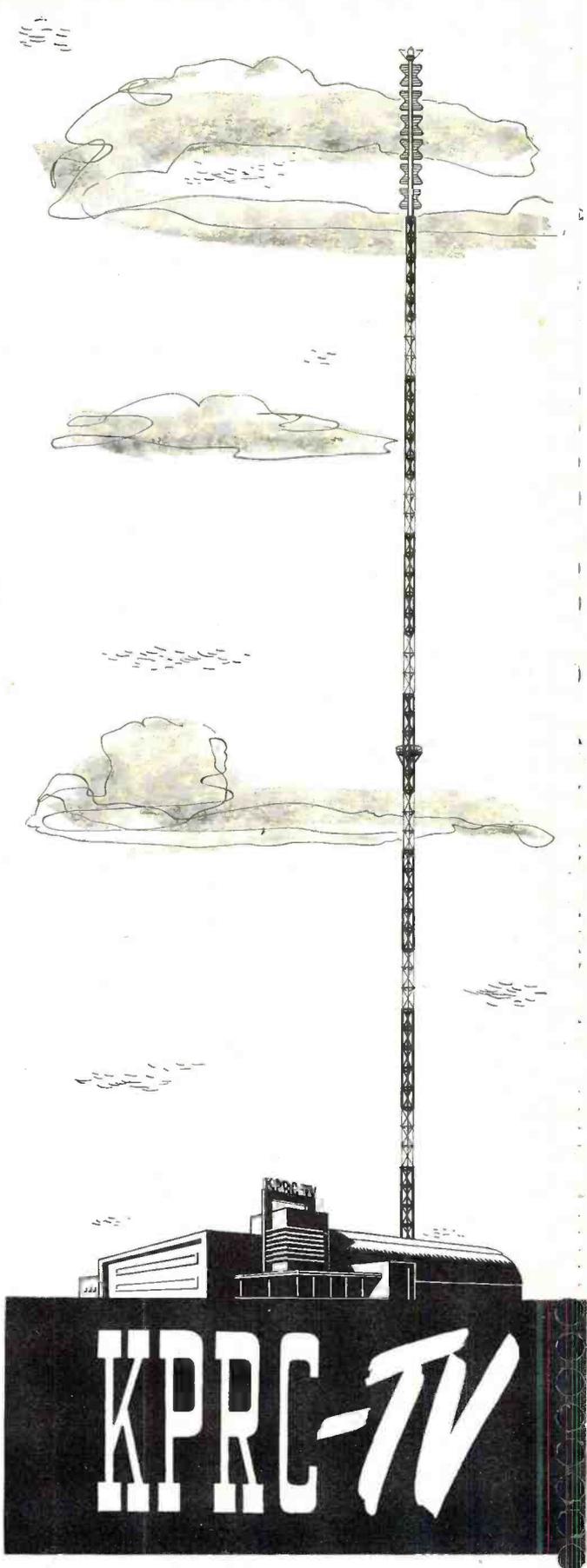
PRINCIPAL STOCKHOLDERS: W. P. Hobby; W. P. Hobby Jr.; Jessica Queta Hobby; publishes the Houston Post.

EXECUTIVES:

W. P. Hobby, Pres. Marthalu Brooks, Film Buy.
Jack W. Harris, Vice Pres. & Gen. Mgr. Pat Flaherty, News Dir.
Jack McGrew, Asst. Mgr. Marsh Callaway, Prom. Mgr.
Bert Mitchell, Prog. Dir. Kurt Harris, Merc. Mgr.
Paul Huhndorff, Ch. Eng. Bruno Leonardt, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$750, Film \$700. Minute spot Live \$165, Film \$140. Frequency discounts from 2 1/2% for 26 times up to 15% for 260 times. Rate Card No. 6.

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KPRC-TV

Now

MAXIMUM POWER

100,000 WATTS

A GREATER BUY THAN EVER!

Now you'll have greater coverage than ever before in the BIG Texas Gulf Coast Market. Up goes the power, down goes your cost-per-thousand.

KPRC-TV's new, 750 foot tower with 6 Bay Antenna completes our TV Center ... topping the South's finest telecasting facilities with a tower that handles the maximum allowed power ... 100,000 Watts on Channel 2. KPRC-TV's clear, dominating picture now reaches a larger, richer audience!

FIRST in every time period every day, KPRC-TV continues now, more than ever, to influence the viewing and buying habits of this tremendous Texas market.

CHANNEL 2 HOUSTON

JACK HARRIS

Vice President and General Manager

Nationally represented by
EDWARD PETRY & CO.

HOUSTON (Continued)

KPRC-TV (Continued)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,123,100	1,273,400	2,199,700
Families in area	329,200	371,200	638,500
Area in Square Miles	2,826	12,241	49,616
No. of Sets (June 1)	212,000	224,221	260,000
Retail Sales	\$1,377,874,000	\$1,524,472,000	\$2,335,644,000
Income per family	\$5,762	\$3,471	\$4,133
Income per Capita	\$1,613	\$941	\$1,141

HOUSTON

KTVP (TV)

(Target Date, not set)

LICENSEE: UHF Television Co. Address: Magnolia Building

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw. Transmitter: Address, 4600 Calhoun Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. (See Group Ownership for other holdings.)

KUHT (TV)*

(*Non-Commercial Educational)

LICENSEE: University of Houston—Houston Public Schools. Address: 3801 Cullen Blvd. Phone: Charter 0141

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 15 kw, Aural 7.5 kw. Operating Pow.: Visual 7.5 kw, Aural 3.75 kw. Transmitter: Address, 3801 Cullen Blvd. Make, Fed. Model FTL-19-B. Antenna: Make Red. Type 23A-2. Height, Above average terrain 347 ft. Above ground 297 ft.

OPERATION: Began May 25, 1953. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATIONS: Station, FM, KUHF

SERVICES: Studio. One FTL—56A dual camera chain. One Century rear screen projector. One FTL-56-A-F film camera. One Holmes LT film projector. FTL-93A scanner. One Polyeflex 2 x 2" scanner. DuM film scanner to be delivered Oct., 1953. News Service, AP.

PRINCIPAL STOCKHOLDERS: University of Houston and Houston Public Schools.

EXECUTIVES:

John C. Schwarzwalder, Gen. Mgr.
 William T. Davis, Ch. Eng.
 John Meany, Film Buy.
 Patrick Welch, Asst. Mgr.

George Arms, Prod. Dir.
 Paul Owen, Prod. Dir.
 George Collins, Art Dir.
 Richard Uray, News Dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	803,420	133,240	936,660
Area in Square Miles	1,529	3,783	5,312
No. of Sets (June 1)	250,000

KXYZ-TV

(Target Date, not set)

LICENSEE: Shamrock Broadcasting Co. Address: 5th Floor Gulf Bldg. Phone: Capitol 6151

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Cullen Blvd. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-D. Height, Above average terrain 670 ft. Above ground 698 ft.

OPERATION: Target date not set.

AFFILIATION: Stations, AM, KXYZ. FM, KXYZ-FM

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Glen H. McCarthy (86.66%); Exec. Vice Pres. Fred J. Nahas.

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LONGVIEW

KTVE (TV)

(Target Date Sept. 20, 1953)

LICENSEE: East Texas Television Co. Address: P. O. Box 1232. Phone: 4524

FACILITIES: Chan. 32. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Operating Pow. Visual 1 kw, Aural .6 kw. Transmitter: Address, Kilgore Highway, Longview, Texas. Make, GE. Model TT-20A. Antenna: Make GE. Type Helical. Height, Above average terrain 650 ft. Above ground 400 ft.

OPERATION: Target date Sept. 20, 1953. Hours, 4:00 p.m.-12:00 midnight.

REPRESENTATIVES: Sales: Forjoe-TV. Washington Attorney Ross K. Prescott (Dallas). Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

SERVICES: Two studios (18 x 35 ft. & 12 x 20 ft.). Two GE camera chains. One GE film camera. Two Holmes film projectors. Two Federal fly spot scanners. One mobile unit. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: James Henry, sole owner.

EXECUTIVES:

A. James Henry, Pres. & Gen. Mgr.
 Wm. M. Morrow, Jr., Com. Mgr. & Film Buy.
 Jay Hawks, Proa. Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150 + cost. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	172,173	404,762	594,000
Families in area	46,600	113,100	166,200
Area in Square Miles	225	1,225	3,000
No. of Sets (June 1)	7,439	11,071	14,400
Retail Sales	\$177,030,000	\$370,221,000	\$482,200,000
Income per family	\$4,500	\$4,398	\$3,100
Income per Capita	\$1,378	\$1,286	\$1,000

LUBBOCK

KCBD-TV

LICENSEE: Bryant Radio & Television Inc. Address: 5600 Ave. A, Box 15. Phone: 5-6348

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 5 Avenue A, Lubbock, Texas. Make, RCA. Model TT-10AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 751 ft. Above ground 786 ft.

OPERATION: Began May 10, 1953. Hours, 2:45 p.m.-11:30 p.m.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, KCBD.

REPRESENTATIVES: Sales, John E. Pearson. Washington Attorney Welch, M. & Morgan. Consulting Engineer Weldon & Carr.

SERVICES: Two studios (35 x 60 ft. & 17 x 26 ft.). Two RCA TK11A studio camera chains. Two RCA TK20D film cameras. Two RCA TPI6D projectors. One RCA Selectroslide projector. Gray Telop opaque projector. News Service, UP. Libraries, United, Official.

PRINCIPAL STOCKHOLDER: Caprock Broadcasting Co. (KCBD) (55%).

EXECUTIVES:

Joe H. Bryant, Pres. & Gen. Mgr.
 Robert L. Snyder, Asst. Mgr.
 George L. Tarter, Com. Mgr.

Don Wood, Prog. Dir.
 Frank Lee, Ch. Eng.
 Hulen Penney, Film Buy.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$26.50, Film \$20.00. Frequency discounts up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	209,614	268,224	343,000
Families in area	62,618	83,220	108,900
Area in Square Miles	4,075	8,830	19,000
No. of Sets (June 1)	28,760
Retail Sales	\$298,964,000	\$374,638,000	\$402,493,000
Income per family	\$6,007	\$5,428	\$5,000
Income per Capita	\$1,670	\$1,538	\$1,000

TEXAS

LUBBOCK (Continued)

KDUB-TV

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave. Phone: Lubbock 5-9388

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 35 kw, Aural 17.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 7400 College Avenue. Make, DuM. Model 8000. Antenna: Make RCA. Type 6-Bay Super Turnstile. Height, Above average terrain 832 ft. Above ground 852 ft.

OPERATION: Began Nov. 13, 1952. Hours, 2:30 p.m.-12:00 M.

AFFILIATIONS: Networks CBS, DuM.

REPRESENTATIVES: Sales, Avery-Knode, Inc. Washington Attorney Eliot C. Lovett. Consulting Engineer Frank McIntosh.

SERVICES: Two studios (30 x 60 ft. & 30 x 24 ft.). Three image orth. camera chains. Two Holmes rear screen projectors. Two DuM film cameras. Two Holmes film projectors. Monochrome DuM scanner. Belop opaque projector. Custom-made film processing unit. Mobile unit. News Service, INS. Library, APS.

PRINCIPAL STOCKHOLDERS: W. D. Rogers, Jr. (31.6%); Vernice Ford (20.3%); W. W. Conley (9.2%); Roger L. Kuykendall (17.4%); Flora Cameron Kampmann (8.3%); Charles W. Balthrope (4.0%); A. L. Lott (9.2%).

EXECUTIVES:

W. D. Rogers, Jr., Pres. & Gen. Mgr.
Mike Shapiro, Com. Mgr. & Asst. Mgr.
E. R. Norris, Prog. Dir. & Film Buy.
T. W. Kirksey, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$20. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	218,272	128,849	347,121
Families in area	105,188
Area in Square Miles	20,928
No. of Sets (June 1)	29,000
Retail Sales	\$442,235,000
Income per family	\$6,007
Income per Capita	\$1,670

KFYO-TV

(Target Date, Late 1953)

LICENSEE: Plains Radio Broadcasting Co. Address: 914 Ave. J. Phone: 5-5567

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter Address, 74th St. & College Ave.

OPERATION: Target date late 1953.

AFFILIATIONS: Networks, CBS, DuM. Station, AM, KFYO.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum, Jr. (Dallas).

PRINCIPAL STOCKHOLDERS: Globe News Publishing Co. (81%); Employees of Globe News pool (19%). Same interests publish Lubbock Avalanche and Journal and Amarillo News and Globe-Times (KGNC-AM-TV).

EXECUTIVES:

B. E. Walker, Pres.
Gordon Thompson, Gen. Mgr.
W. S. Bledsoe, Ch. Eng.

LUFKIN

KTRE-TV

(Target Date, Early 1954)

LICENSEE: Forest Capital Broadcasting Co. Address: P. O. Box 701. Phone: 3-7771

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 11.3 kw, Aural 5.65 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, Clawson, Tex. Make, RCA. Antenna: Make RCA. Type TF-6A1 6-bay. Height, Above average terrain 666 ft. Above ground 500 ft.

OPERATION: Target date early 1954.

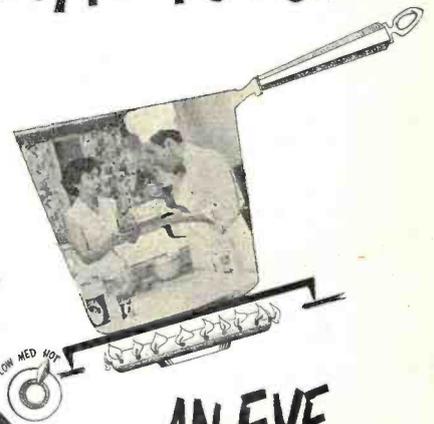
AFFILIATION: Station, AM, KTRE.

BROADCASTING • TELECASTING

K "DUB" TV

LUBBOCK, TEXAS

the station with the
LOCAL TOUCH



**AND AN EYE FOR
THE AUDIENCE**

The top CBS and DuMont shows plus a DOZEN, live, neighborly ones featuring local talent and personalities assures your product success at KDUB-TV.

Here are 396,829 potential customers with the third highest income per capita in the U. S. of A! They're channeled 13 . . . ask your Avery-Knode man.

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural



W. D. "Dub" ROGERS
president

MIKE SHAPIRO
asst. mgr., director of sales

AFFILIATES: CBS DUMONT PARAMOUNT

LUFKIN (Continued)

KTRE-TV (Continued)

REPRESENTATIVE: Sales, O. L. Taylor Co. Washington Attorney Cohn & Marks. Consulting Engineer Earl Cullum Jr. (Dallas).

PRINCIPAL STOCKHOLDERS: Pres. R. W. Wortham Jr. (32%) officer Southland Paper Mills; Vice Pres. E. L. Kurth Sr. (16%) executive of paper mill, lumber company and Lufkin Amusement Co.; Henry B. Clay (9.5%) general manager of KWKH Shreveport, La.; William E. Antony (9.3%) chief engineer KWKH and partner in Bcstg. Engineering Service (consulting engineers) of Shreveport; Mrs. Ola Thompson (10%); L. A. Mailhes (4.6%) general manager of Shreveport Times.

EXECUTIVES:

R. W. Wortham Jr., Pres. Royce Christenson, Prog. Dir.
Richman Lewin, Gen. Mgr. Fred C. Hill, Ch. Eng.
Murphy Martin, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$37.50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	54,223	115,326	312,000
Families in area	10,843	20,232	62,403
Area in Square Miles (est.)	1,225	4,935	12,633
No. of Sets (June 1)	2,500	4,000	7,000

MARSHALL

(Target Date, not set)

LICENSEE: Marshall TV Corp. Address: 270 Park Ave., New York 17, N. Y.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 18.6 kw. Aural 9.3 kw. Transmitter: Address, 1.9 mi. west Harrison, Tex., city limits. Make, RCA.

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

Antenna: Make RCA. Height, Above average terrain 470 ft. Above ground 493 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Pres. Albin May, executive of Ladenburg Thalmen Co., N. Y. investment house which has 10% interest; Treas. Joseph Lov (18%); George Becker (22%). Latter two are N. Y. Attorneys.

MIDLAND

KMID (TV)

(Target Date, Nov. 1, 1953)

LICENSEE: Midessa Television Company. Address: Box 1385, Lawton, Okla.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.7 kw. Operating Pow.: Visual 10.5 kw, Aural 5.7 kw. Transmitter: Address 3 3/4 mi. East Midland. Make, RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 550 ft.

OPERATION: Target date Nov. 1, 1953.

REPRESENTATIVES: Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer William Buford.

SERVICES: Two studios (30 x 50 ft. & 15 x 20 ft.). Two Image Orthicon camera chains.

PRINCIPAL STOCKHOLDERS: R. H. Drewry (50%); T. R. Warkentin (15 1/2%); J. R. Montgomery (15 1/2%); R. P. Scott (15 1/2%) and G. G. Downing (3 1/2%). Same partnership owns KSWO AM-TV Lawton, Okla. and 90% of KRHD Duncan, Okla.

EXECUTIVES:

R. H. Drewry, Principal Partner

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	94,400	141,900	165,800
Families in area	27,500	40,900	47,300
Retail Sales	\$106,498,000	\$157,032,000	\$190,038,000
Income per family	\$7,000	\$7,032	\$6,899

KTXL-TV SAN ANGELO, TEXAS CHANNEL 8

THE BUSINESS CAPITAL OF WEST TEXAS IS A ONE STATION MARKET

- Coverage area has a buying power of \$244,869,000.00.
- Retail sales, \$196,194,000.00.
- Approximately 66,660 families are included in the viewers' circle of KTXL-TV.
- San Angelo, Texas is the largest inland wool market in the world . . .
- It's "Round-up-time" for buyers in this fabulous western market.
- Practically unlimited buying power.

SALES REPRESENTATIVE: THE O. L. TAYLOR COMPANY

Station Facilities Include: DuMont Transmitter 5 Kw OAK, 443 foot tower with RCA 6 bay antenna by, J. J. Phillips and Son, Manufacturing Co., San Antonio, Texas.

KTXL-TV

Offers the best in equipment, programs and experienced personnel

WESTEX TELEVISION COMPANY-P.O. BOX 1065, SAN ANGELO, TEXAS

TEXAS

SAN ANGELO

KTXL-TV

LICENSEE: Westex Television Co. Address: 1015 E. 28th St. Phone: 7677.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 1015 E. 28th St. Make, DuM. Model 8000. Antenna: Make RCA. Type Super-turnstile. Height, Above average terrain 420 ft. Above ground 443 ft.

OPERATION: Began July 6, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, KTXL.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Craven, Lohnes, & Culver.

SERVICES: Two studios (20 x 16 ft. each). One DuM Image Orth. camera chain. Two Holmes Model LT film projectors. DuM. monochrome scanner.

PRINCIPAL STOCKHOLDERS: Armistead Rust (49%), president KTXL, mayor San Angelo, B. P. Bludworth (50%), holds business interests in outdoor advertising firms, Mrs. A. D. Rust (1%).

EXECUTIVES:

Armistead D. Rust, Pres. & Gen. Mgr.	Bob Benson, Ch. Eng.
Walton Foster, Com. Mgr.	Pearl Morgan, Prom. Mgr.
Martha G. Stephens, Prog. Dir. & Film Buy.	Walt Collier, Prod. Co-Dir.
	Ray O'Neal, Prod. Co-Dir.

LATE INFORMATION: Class A one hour Live \$237.50, Film \$200. Minute spot Live \$30. plus 10%, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population 244,140; Families in area approx. 66,660; Area in Square Miles 90 mile radius; No. of Sets (June 1) Approx. 4,000; Retail Sales \$244,869,000.

SAN ANTONIO

KEYL (TV)

LICENSEE: San Antonio Television Co. Address: Transit Tower Bldg. Phone: Garfield 8151

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Transit Tower. Make DuM. GE amplifier Model DuM. 1000, GE F3A. Antenna: Make GE. Type TY-13F. Height, Above average terrain 445 ft. Above ground 555 ft.

OPERATION: Began Feb. 15, 1950. Hours, 8 a.m.-11 p.m.

AFFILIATIONS: Networks CBS, ABC, DuM. Station, AM, KABC.

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

SERVICES: Two studios (30 x 25 ft. and 11 x 15 ft. Seating 25). Five interchangeable cameras for studio or field use. Two DuM. film cameras. Two Holmes 16 mm film projectors. Two Golde projectors for 2 x 2 in. slides. One opaque projector for 3 x 4 in. cards. Mobile unit with two cameras, standard complement of lenses. RCA microwave relay equipment. News Service, UP. Library, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Storer Broadcasting Co. (For other holdings see Group Ownership.)

EXECUTIVES:

George B. Storer, Pres.	Hugh B. Higgins, Loc. Sls. Mgr.
George B. Storer Jr., Gen. Mgr.	William B. Robb Jr., Prog. Dir.
William E. Kelley, Ntl. Sls. Mgr.	William J. Jackson, Ch. Eng.

LATE INFORMATION: Class A one hour Film \$500. Minute spot Film \$90. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 5.

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

BROADCASTING • TELECASTING

**a representative firm
is no stronger than
the men who sell . . .
. . . on the street!**

There can be little argument with that statement
it's just plain, everyday horse sense.

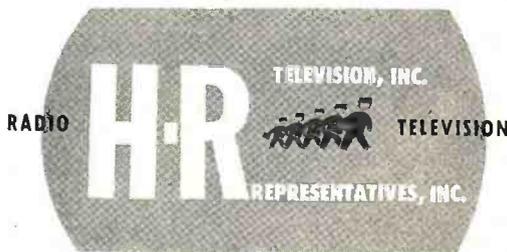
Every owner of H-R Representatives was a competent
and highly successful sales executive in previous
advertising businesses before joining hands three
years ago to form one of the fastest
growing representative organizations
in the radio industry.

And one of the big reasons for this
phenomenal growth is the service H-R renders to
its family stations. Every owner is out on the
street every day, calling on advertisers and agencies.

THERE IS NO DESK-BOUND BRASS AT H-R.

That's why the statement can be made . . . man
for man there is no finer quality representation
—actively on the street—
than is offered by H-R Representatives.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President



NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO

SAN ANTONIO (Continued)

WOAI-TV

LICENSEE: Southland Industries, Inc. Address: P. O. Box 2641, 1031 Navarro St. Phone: Garfield 4221

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, 1031 Navarro St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TP-5A, 5-Bay. Height, Above average terrain 480 ft. Above ground 572 ft.

OPERATION: Began December 11., 1949. Hours, 12:45 p.m.-11:30 p.m.

AFFILIATIONS: Network NBC. Stations, AM, WOAI.

REPRESENTATIVES: Sales, Edward Petry & Co., Inc. Washington Attorney Hogan & Hartson. Consulting Engineer A. D. Ring & Associates.

SERVICES: Two studios (48 x 47 ft. & 22 x 24 ft.). Three RCA studio and three RCA field camera chains. Two RCA TK 20 film cameras. Two Holmes 16mm film projectors. Two 35mm slide projectors. One Projectall for 3 x 4" cards, opaque projector. Three cameras, Raytheon microwave relay equipment, mobile unit. News Services, AP, UP, INS. Library, World.

PRINCIPAL STOCKHOLDER: Hugh A. L. Halff is executor of estate of the late G. A. C. Halff, principal stockholder.

EXECUTIVES:

Hugh A. L. Halff, Pres.	Charles L. Jeffers, Ch. Eng.
Arden X. Pengborn, Gen. Mgr.	Edward D. Hyman, Film Buy.
Edward V. Cheviot, Com. Mgr.	Morton E. Grossman, Prom. Mgr.
W. Perry Dickey, Prog. Dir.	

RATE INFORMATION: Class A one hour Film \$600. Minute spot Film \$110. Frequency discounts from 10% for 52 times up to 20% for 312 times. Rate Card No. 10.

MARKET INFORMATION: Population, 1,373,000; Families in area, 302,200; Area in Square Miles, 22,750; No. of Sets (June 1), 145,000; Retail Sales, \$1,119,511,000; Income per family, \$3,533; Income per Capita, \$915.

KALA (TV)

(Target Date, not set)

LICENSEE: Alamo Television Co. Address: Kirby Building, Dallas

FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, 513 North San Saba St. Make, GE. Antenna: Make GE. Height, Above average terrain 420 ft. Above ground 491 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDER: W. W. Lechner sole owner. Mr. Lechner owns oil properties and ranches in Texas.

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

SHERMAN

KSHM (TV)

(Target Date, Late Summer, 1953)

LICENSEE: Sherman Television Co. Address: Life of America Bldg., Dallas, Tex.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, E. Mulberry & North Walnut Sts. Make, GE. Antenna: Make GE. Height, Above average terrain 310 ft. Above ground 338 ft.

OPERATION: Target date late Summer, 1953.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: Partners John A. Prather (31.25%); Hugh E. Prather (12.5%); S. Foster Yancey (25%); Robert S. Burgher (6.25%); William R. Moore (12.5%).

TEMPLE

KCEN-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Bell Publishing Co. Address: 119 West Ave. A. Phone: 3-2161

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 14 miles North of Temple on Waco highway. Make, RCA. Model TT-10 AL. Antenna: Make RCA. Type TF-12AM. Height, Above average terrain 830 ft. Above ground 833 ft.

OPERATION: Target date Nov. 1, 1953. Hours 3 p.m.-11 p.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Fisher, Wayland, Duvall and Southmayd. Consulting Engineer A. Ear Cullum, Jr., Dallas, Tex.

SERVICES: Studio to be constructed. Stand by studio (23 x 29 ft.) of transmitter bldg. Two RCA studio cameras. One RCA film camera. Two RCA 16mm film projectors. Gray dual disc slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee, Bell Pub. Co., publishes Temple Daily Telegram. Frank W. Mayborn is President and 95% owner, and C. A. Schulz is Secy.-Treas. and 5% owner of Bell Pub. Co. Mr. Mayborn is also President and 85% owner of KTEM and KTEM-FM, Temple, Tex. President and 75% owner of WMAK, Nashville, Tenn.; President and 50% owner of Sherman (Tex.) Democrat. Mr. Schultz is also Secy.-Treas. and 5% owner of KTEM and KTEM-FM, Temple, Tex.

EXECUTIVES:

Frank W. Mayborn, Pres.	Harry Stone, Gen. Mgr.
Burton Bishop, Asst. to Pres.	W. O. Crusinberry, Ch. Eng.

TEXARKANA

KCMC-TV

LICENSEE: KCMC, Inc. Address: 315 Pine St. Phone: 3-6151, 3-7023

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.5 kw. Transmitter: Address, Summerhill Road. Make, GE. Model TP-10-A. Antenna: Make GE. Type 400 5-Bay. Height, Above average terrain 406 ft. Above ground 400 ft.

OPERATION: Began Aug. 16, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, ABC, DuM. Stations, AM, KCMC. FM, KCMC-FM

REPRESENTATIVES: Sales, The O. L. Taylor Co. Washington Attorney Eugene Burke. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (35 x 40 ft.). One GE camera chain. One GE film camera. Two Eastman 16mm film projectors. One Deluxe slide projector. One Telop opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. C. E. Palmer (37%); Vice Pres. W. E. Hussman (45%); Vice Pres. Mrs. C. E. Palmer (5%); and Sec.-Treas. J. Q. Mahaffey (5%). Identified with ownership of Texarkana Gazette and News.

EXECUTIVES:

C. E. Palmer, Pres. W. E. Hussman, Vice Pres.
Frank O. Myers, Gen. Mgr. Harvey Robertson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 489,200; Radio homes 136,633; Retail Sales \$364,237,000; Grade A and Grade B coverage in Northeast Texas, Northwest Louisiana, Southeast Oklahoma and Southwest Arkansas.

TYLER

KETX-TV

(Target Date, Aug. 30, 1953)

LICENSEE: Jacob A. Newborn, Jr. Address: P. O. Box 686, 918 North Englewood. Phone: 2-0801

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 141 kw. Operating Pow.: Visual 270 kw, Aural 141 kw. Transmitter: Address, Star Mountain. Make, GE, Model TT 25-A. Antenna: Make GE. Type TY-25-B. Height, Above average terrain 1,000 ft. Above ground 708 ft.

OPERATION: Target date Aug. 30, 1953.

AFFILIATIONS: Networks, ABC, CBS, DuM, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.

SERVICES: One studio (20 x 22 ft.). Three GE and Dage camera chains. Two GE Icon (PE-5-A) film cameras. Two Eastman 16mm Mod. 250 film projectors. Two Selectro slide projectors. One GE PF-4-A opaque projector. News Services, NBC, UP.

PRINCIPAL STOCKHOLDERS: Jacob A. Newborn, Jr., sole owner, also owns 25% of KBMT-TV Beaumont, Tex. (See Group Ownership.)

EXECUTIVES:

Jacob A. Newborn, Jr., Pres. William Schocke, Ch. Eng.
Austin Williams, Prog. Dir. John Summerfield, Film Buy.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$60, Film \$50. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population, 594,200; Families in area, 166,230; Retail Sales, \$582,200,000; Income per family, \$5,844; Income per Capita, \$1,913.

VICTORIA

KNAL-TV

(Target Date, not set)

LICENSEE: KNAL Television Co. Address: Victoria Bank & Trust Bldg.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 13.5 kw. Transmitter: Address, 2402 Port Lavaca Dr. Make, RCA. Antenna: Make RCA. Height, Above average terrain 333 ft. Above ground 350 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KNAL.

REPRESENTATIVES: Sales, Best & Co. Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDER: Albert B. Alkek is sole owner. He is 51% owner of KNAL and owner of majority interest in Sinclair-Alkek Oil Co.

WACO

KANG-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Central Texas Television Co. Address: 609 Medical Arts Bldg. Phone: 31525

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 3 Transmitter: Address, Medical Arts Bldg. Make, DuM. Antenna: Make RCA. Height, Above average terrain 350 ft. Above ground 398

OPERATION: Target date Sept. 15, 1953.

AFFILIATIONS: Network, ABC. Stations, AM, KCLW Hamilton.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Attorney Ross K. Prescott, Dallas. Consulting Engineer Weldon & Carr.

SERVICES: Two studios. DuM camera chain. DuM film camera. DuM f projector. DuM scanner. DuM opaque projector.

PRINCIPAL STOCKHOLDERS: Clyde Weatherby, sole owner; also owns KCLW Hamilton, Tex.

EXECUTIVES:

Clyde Weatherby, Pres. J. H. Smith, Ch. Eng.
Bob Walker, Gen. Mgr.

WESLACO

KRGV-TV

(Target Date, Oct. 1, 1953)

LICENSEE: KRGV-TV Inc. Address: P. O. Box 626. Phone 375.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Transmitter: Address, Kansas City Dr. Make, GE. Antenna: Make C Type TY-27-F 6-Bay. Height, Above average terrain 752 ft. Above ground 791 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Network, NBC. Station KRGV.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohr & Albertson. Consulting Engineer A. Earl Cullum Jr., Dallas.

PRINCIPAL STOCKHOLDERS: O. L. Taylor (100%) also owns KANS Wichita Kans.

EXECUTIVES:

O. L. Taylor, Pres. Louis Hartwig, Ch. Eng.
Byron W. Ogle, Gen. Mgr. Millman Rochester, Film Buy.

WICHITA FALLS

KFDX-TV

LICENSEE: Wichtex Radio & Television Co. Address: City Nat'l. Bldg. P. O. Box 2331. Phone: 2-7814

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 60 kw, Aural 30 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Seymour Hi-Way. Make, RCA. Antenna: Make RCA. Type 6-Bay Superturndisc. Height, Above average terrain 504 ft. Above ground 564 ft.

OPERATION: Began April 12, 1953. Hours, 3:30 p.m.-10:30 p.m.

AFFILIATIONS: Networks, NBC, ABC, Stations, AM, KFDX.

REPRESENTATIVES: Sales, The O. L. Taylor Co. Attorney Abe Herman, Worth. Consulting Engineer George C. Davis.

SERVICES: Two studios (35 x 40 ft. & 14 x 16 ft.). Two RCA image orthic camera chains. Two RCA film cameras. Two RCA film projectors. Selectronic 2 x 2 in. scanner. Gray Teletopian opaque projector. News Service Library, World.

PRINCIPAL STOCKHOLDERS: Pres. Darrold A. Cannan (53.9%); Vice Pres. W. P. Hood (3.33%); Vice Pres. Howard H. Fry (6%); Sec.-Treas. M. Kuhfuss (2.33%); Darrold A. Cannan Jr. (1.2%); John Adams (3.67%); Mott Johnson (3.33%) and John White (1.67%).

EXECUTIVES:

Darrold A. Cannan, Pres. Mott M. Johnson, Com. Mgr.
Howard H. Fry, Gen. Mgr. & Hank Davis, Prog. Dir.
Film Buy. John Adams, Ch. Eng.

formula

*for buying time in a billion dollar
TEXARKANA-SHREVEPORT market...*

*first...look at this market
covered by KCMC-TV...*



OKLAHOMA
ARKANSAS
KCMC-TV TEXARKANA
SHREVEPORT
TEXAS
LOUISIANA

POPULATION 489,200 RETAIL SALES \$364,237,000

CBS - ABC - DUMONT
CHANNEL 6

The O.L. TAYLOR Co.
New York Chicago
Dallas Los Angeles

then look at these figures...

next look at KCMC-TV...

finally, call...

kcmc-tv *serving the Texarkana-Shreveport market*

FIRST

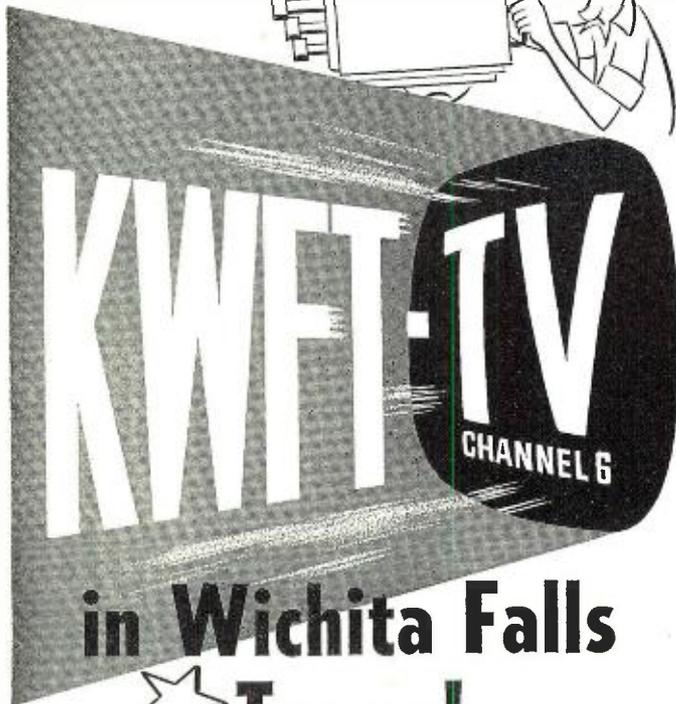
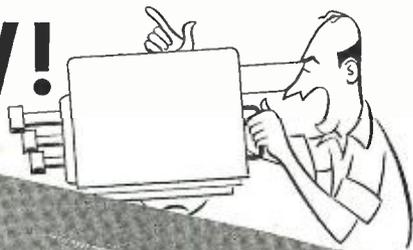
IN RADIO!



NOW

FIRST

IN TV!



**in Wichita Falls
★ Texas!**

**CBS AND DuMONT
TELEVISION NETWORKS**

Wichita Falls Television, Inc.

TEXAS

WICHITA FALLS (Continued)

KFDX-TV (Continued)

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	126,925	286,720	396,800
Families in area	34,190	81,235	113,370
Area in Square Miles	1,385	8,825
No. of Sets (June 1)	16,100	37,500
Retail Sales	\$141,031,000	\$314,804,000
Income per family	\$5,477
Income per Capita	\$1,446

KWFT-TV

LICENSEE: Wichita Falls Television Inc. Address: P. O. Box 420, Phone 3-4181
 FACILITIES: Chan. 6: Authorized Eff. Rad. Pow.: Visual 22.3 kw, Aural 13.5 kw, Operating Power, Visual 22.3 kw, Aural 13.5. Transmitter Address, 2.5 mi. west of Wichita Falls, Make, GE Model TT10A. Antenna: Make GE, Type 5-Bay, Height, Above average terrain 495 ft, Above ground 465 ft.
 OPERATION: Began March 1, 1953. Hours 4:30 p.m.-10:30 p.m.
 AFFILIATIONS: Networks CBS, DuM. Station, AM, KWFT. FM, KWFT-FM.
 REPRESENTATIVES: Sales, Blair TV. Washington Attorney Dow. Lohnes Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas.)
 SERVICES: Studio. Two GE Image Orthicon camera chains. Two GE Iconoscop film cameras. One Spindler slide projector, One Sauppe projectorslid News Service, U.P. Library, Snader.
 PRINCIPAL STOCKHOLDERS: Kenyon Brown (50%); E. H. Rowley (12% John H. Rowley (25%); Agnes D. Rowley (12 1/2%). For other holdings, see Group Ownership.

EXECUTIVES:

Kenyon Brown, Pres. & Gen. Mgr. Blaine Cornwell, Prog. Dir.
 Sid Grayson, Com. Mgr. Herbert T. Wiley, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200 Film \$200. Minute spot Live \$40 Film \$40. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,011,000	4,083,000	7,096,000
Families in Area	898,000	1,222,000	3,120,000
Retail Sales	\$391,332,000	\$334,766,000	\$726,098,000
Income per Family	\$3,898	\$3,686	\$3,777
Income per Capita	\$1,158	\$1,083	\$1,111

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UTAH

UTAH MARKET INDICATORS

Total Population, July 1, 1952	737,100
Total Families, 1950	169,970
Total Urban Population, 1950	449,000
Total Rural Nonfarm Population, 1950	158,300
Total Farm Population, 1950	80,000
Employed in Nonagricultural Establishments, Feb., 1953	210,800
Total Employed, 1950	228,000
Employed in Mining, Feb., 1953	13,900
Employed in Manufacturing, Feb., 1953	29,000
Employed in Construction, Feb., 1953	10,100
Employed in Agriculture, 1950	28,000
Retail Sales, 1952	\$ 752,707,000
Bank Assets, Jan. 1, 1953	\$ 745,379,000
Bank Deposits, Jan. 1, 1953	\$ 695,827,000
Major Income Sources, 1951: Agriculture 9.2% Government 22.2%; Manufacturing Payrolls 10.5%; Trade and Service 24.6%; Other 33.5%	
Total Income Payments, 1951	\$ 1,008,000,000
Per Capita Income, 1951	\$ 1,367
Median Family Income, 1950	\$ 3,200
Total Internal Revenue Collections, 1952	\$ 152,688,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 72.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 20,545,000
Cash Receipts of Farms, 1952	\$ 178,469,000
Government Payments to Farmers, 1952	\$ 2,043,000
Value of Mineral Production, 1950	\$ 229,956,000
Total New Construction in 1952	\$ 136,500,000
New Private Construction in 1952	\$ 92,700,000
New Public Construction in 1952	\$ 43,800,000
Motor Vehicle Registration, 1952	273,300
Number of Telephones, 1952	225,000
Number of Electrical Connections, 1952	212,500
Number of Gas Utilities Connections, 1952	87,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

UTAH MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS)	
					TV Sets 1953	Television Per Cent
Beaver	4,855	3,931	742	161		
Box Elder	19,734	22,850	3,915	408		
Cache	33,535	35,910	6,262	1,049		
Carbon	24,901	27,323	5,636	532		
Daggett	364	101	48			
DeWisi	30,867	27,187	9,021	673	2,880	30%
Duchesne	8,134	8,027	1,528	81		
Emery	6,304	2,565	390	64		
Garfield	4,151	2,425	276	36		
Grand	1,903	1,019	390	23		
Iron	9,642	15,321	2,484	437		
Juab	5,981	6,118	1,482	166		
Kane	2,299	1,760	140	58		
Millard	9,387	9,901	1,046	255		
Morgan	2,519	2,590	266	68		
Piute	1,911	598	96			
Rich	1,673	966	307			
Salt Lake	274,895	329,406	70,194	10,746	59,780	71%
San Juan	5,315	1,676	322			
Sanpete	13,891	10,790	1,853	379		
Sevier	12,072	14,995	2,083	283		
Summit	6,745	4,655	1,189	140		
Tooele	14,636	13,967	3,906	586	688	13%
Uintah	10,300	10,288	1,140	305		
Utah	81,912	80,730	18,428	2,156	8,780	39%
Wasatch	5,574	6,052	790	69		
Washington	9,836	8,549	1,471	186		
Wayne	2,205	1,137	148	31		
Wheeler	83,319	101,870	22,313	3,081		

ote: For sources see foreword. Food, drug, and retail sales, copyright 1953. Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Box Elder	5,300	28	1,460	Rich	500	18	90
Cache	9,200	16	1,440	Salt Lake	84,200	78	65,260
Carbon	7,000			San Juan	1,100		
Daggett	100			Sanpete	3,800		
Davis	9,600	40	3,880	Sevier	3,300		
Duchesne	2,000			Summit	1,800		
Emery	1,500			Tooele	5,200	27	1,390
Garfield	900			Uintah	2,600		
Grand	500			Utah	22,500	50	11,170
Iron	2,600			Wasatch	1,400		
Juab	1,600			Washington	2,600		
Kane	600			Wayne	400		
Millard	2,400			Weber	26,100	42	11,030
Morgan	600	15	90	Totals	201,100		95,810

SALT LAKE CITY

KDYL-TV

LICENSEE: Intermountain Broadcasting & TV Corp. Address: 143 South Main St. Phone: 5-2991.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 20 kw. Operating Pow.: Visual 27.15 kw, Aural 14.5 kw. Transmitter: Address, Mt. Vision, Utah. Make, RCA. Model TT5A. Antenna: Make RCA. Type 6 AM. Height, Above average terrain 3,083 ft. Above ground 189 ft.

OPERATION: Began April 1, 1948. Hours, 9:30 a.m.-12 M

AFFILIATIONS: Network, NBC. Stations, AM, KDYL. FM, KDYL-FM

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Pierson & Ball.

SERVICES: Two studios (625 sq. ft. & 2100 sq. ft.). Seven RCA Camera Chains. Two RCA Iconoscope film cameras. Two RCA 16 square Film Projectors. One Selectroslide Slide Projector. Opaque Projector. RCA TK30A Mobile Unit. News Service. UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Time Inc. (80%); G. Bennett Larson (20%). Time Inc. Also owns 50% of KOB AM-TV Albuquerque, New Mexico.

EXECUTIVES:

G. Bennett Larson, Pres., Gen. Mgr. & Film Buy.
John Baldwin, Vice Pres.
Douglas R. Clawson, Com. Mgr.
Dan Rainger, Prog. Dir.
Allen Gunderson, Ch. Eng.

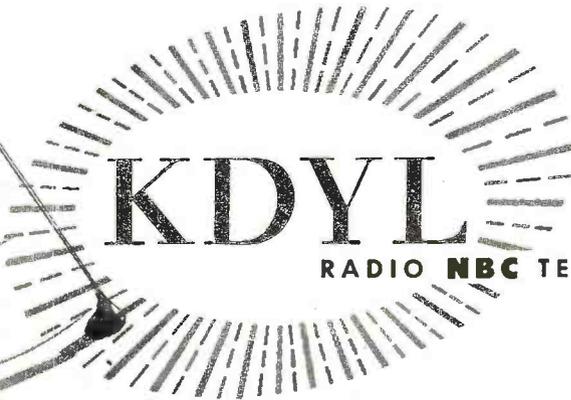
Driving into Four States

UTAH, IDAHO, NEVADA, WYOMING



Whether it's radio or television in this great market you can count on KDYL to swing your sales for you with programs that are right down the fairway and a hit with everyone.

Play KDYL and you are on the right course.



CHANNEL
4

SALT LAKE CITY, UTAH

REPRESENTATIVES: JOHN BLAIR & CO. AND BLAIR-TV, INC.

SALT LAKE CITY (Continued)

KDYL-TV (Continued)

RATE INFORMATION: Class A one hour Live \$697.50 Film \$575.00. Minute spot Live \$130 Film \$100. Frequency discounts from 10% for 13 times up to 30% for 312 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	542,900	192,200	735,100
Families in area	150,200	52,700	202,000
Areas in Square Miles	5,500	27,500	33,000
No. of Sets (June 1)	101,200	26,000	127,200
Retail Sales	\$564,674,000	\$198,926,000	\$736,600,000
Income per Family	\$4,959	\$4,098	\$4,528
Income per Capita	\$1,327	\$1,129	\$1,228

KSL-TV

LICENSEE: Radio Service Corp. of Utah. Address: 145 Motor Avenue. Phone: 5-4641.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5 kw. Operating Pow.: Visual 19 kw, Aural 9.5 kw. Transmitter: Address, Coon Peak, Oquirrh Mountains. Make, GE. Model TT-10-A. Antenna: Make GE. Type TY-27-A. Height, Above average terrain 4,045 ft. Above ground 9,234 ft.

OPERATION: Began June 1, 1949. Hours, 10:00 a.m.-12:00 M

AFFILIATIONS: Networks, CBS, ABC, DuM. Stations, AM, KSL. FM, KSL-FM

REPRESENTATIVES: Sales, CBS-TV Spot Sales. Washington Attorney Wilkinson, Boyden & Cragun. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One auditorium studio (seating capacity 200 people, 50 x 70 ft.), One Studio (50 x 80 ft.). Four DuM. camera chains. Two Bodde 5,000 rear screen projectors. Two DuM. Iconoscope film cameras. Three Holmes 16mm film projectors. One composite dual slide projector. One GE dual slide projector, One GE dual (4/4 x 3/4") opaque projector. One mobile unit. News Service, U.P. Library, World.

PRINCIPAL STOCKHOLDERS: Corporation of the President of the Church of Jesus Christ of Latter-Day Saints; Spencer P. Felt; Raddatz Corporation; Utah Woolen Mills, William R. Wallace; Richard L. Evans; Ivor Sharp, Gordon C. Holt; Earl J. Glade. For other holdings see Group Ownership.

EXECUTIVES:

Ivor Sharp, Exec. Vice Pres.	A. Richard Robertson, Prom. & Publ. Dir.
D. Lennox Murdoch, Gen. Mgr.	Scott R. Clawson, Prod. Mgr.
Edward B. Kimball, Com. Mgr.	Scott R. Clawson, Prod. Mgr.
Wayne F. Richards, Prog. Dir.	A. Stanton Mason, Exec. Accountant
Vincent E. Clayton, Ch. Eng.	
Richard V. Thiriot, Film Buy.	

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$100, Film \$100. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	648,800	79,700	728,500
Families in area	179,300	11,507	190,807
Area in Square Miles	57,600	44,188	101,788
No. of Sets (Estimated, June 1)	116,000	1,905	117,905
Retail Sales	\$676,607,000	\$92,482,000	\$769,089,000
Income per family	\$4,514	\$4,302	\$4,408
Income per Capita	\$1,117	\$1,143	\$1,130

KUTV (TV)

(Target Date, Oct. 15, 1953)

LICENSEE: Utah Broadcasting & Television Corp. Address: 179 Motor Ave. Phone: 22-5681

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 29.50 kw, Aural 14.70 kw. Operating Pow.: Visual 10.00 kw, Aural 5.00 kw. Transmitter: Address, Pix-Peak Oquirrh Mountains. Make, RCA. Model 10 kw. Antenna: Make RCA. Type 3-Bay. Height, Above average terrain 4,046 ft. Above ground 150 ft.

OPERATION: Target date Oct. 15, 1953.

AFFILIATIONS: Network, ABC. Stations, AM, KUTA. FM, KUTF.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Haley, Doty & Schellenberg Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

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

SERVICES: Three studios: [65 x 65 ft., 30 x 50 ft., & 14 x 16 ft.]. Three RCA camera chains. One Holmes rear screen projector. Two RCA film cameras. Two RCA, two Holmes film projectors. RCA flying spot, Kodak scanners. Gray belop opaque projector. One mobile unit. News Service, U.P. Library, Standard.

PRINCIPAL STOCKHOLDERS: Frank Carman (25%); Grant R. Wrathall (25%); TV Corp. of Utah (50%). Latter is 100% owned by Salt Lake Tribune. Carman and Wrathall have multiple AM, FM and TV interests including co-partnership of KUTA Salt Lake City which is distinct from TV grantee. (see Group Ownership).

EXECUTIVES:

Frank C. Carman, Pres. & Gen. Mgr.	S. John Schile, Com. Mgr.
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RATE INFORMATION: Class A one hour Live \$585.00, Film \$450.00. Minute spot Live \$97.50, Film \$75.00. Frequency discounts from 5% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: Population 628,000; Families in area 174,820; No. of Sets (June 1) 124,700; Retail Sales \$637,580,000; Income per Family, \$5,100.00; Income per Capita \$1,540.00.

VERMONT

VERMONT MARKET INDICATORS

Total Population, July 1, 1952	372,0
Total Families, 1950	90,100
Total Urban Population, 1950	137,6
Total Rural Nonfarm Population, 1950	159,000
Total Farm Population, 1950	81,1
Employed in Nonagricultural Establishments, Feb., 1953	100,200
Total Employed, 1950	137,2
Employed in Mining, Feb., 1953	1,200
Employed in Manufacturing, Feb., 1953	40,3
Employed in Construction, Feb., 1953	2,700
Employed in Agriculture, 1950	25,0
Retail Sales, 1952	\$ 396,984,000
Bank Assets, Jan. 1, 1953	\$ 417,968,000
Bank Deposits, Jan. 1, 1953	\$ 376,449,000
Major Income Sources, 1951: Agriculture 9.2%; Government 14.1%; Manufacturing Payrolls 25.2%; Trade and Service 24.0%; Other 27.5%	
Total Income Payments, 1951	\$ 493,000,000
Per Capita Income, 1951	\$ 1,330
Median Family Income, 1950	\$ 2,500
Total Internal Revenue Collections, 1952	\$ 72,011,600
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 61.70
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 17,342,000
Cash Receipts of Farms, 1952	\$ 117,179,000
Government Payments to Farmers, 1952	\$ 949,000
Value of Mineral Production, 1950	\$ 18,563,000
New Public Construction in 1952	\$ 12,000,000
Motor Vehicle Registration, 1952	125,870
Number of Telephones, 1952	98,000
Number of Electrical Connections, 1952	130,080
Number of Gas Utilities Connections, 1952	20,900

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

VERMONT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Televi- sion Per C.
Addison	19,442	16,205	4,733	365		
Bennington	24,115	25,946	7,796	543	2,990	41%
Caledonia	24,049	26,906	6,353	508		
Chittenden	62,570	74,105	19,632	1,543	1,690	10%
Essex	6,257	3,364	1,754	81		
Franklin	29,894	31,292	9,589	655		
Grand Isle	3,406	2,134	893			
Lamoille	11,388	9,541	3,096	294		
Orange	17,027	14,144	2,963	372		
Orleans	21,190	20,456	4,182	398		
Rutland	45,905	54,828	14,484	1,008	5,410	41%
Washington	42,870	43,556	12,693	820		
Windham	28,740	32,170	9,104	703		
Windsor	40,885	42,337	11,571	892		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953 Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Addison	5,100	16	830	Lamoille	3,000	14	420
Bennington	7,300	42	3,080	Orange	4,700		
Caledonia	7,000			Orleans	5,700		
Chittenden	16,900	15	2,480	Rutland	13,200	42	5,540
Essex	1,800			Washington	11,900	16	1,900
Franklin	8,200	14	1,130	Windham	8,400		
Grand Isle	800	14	110	Windsor	12,100		
				Total	106,100		15.5%

VIRGINIA MARKET INDICATORS

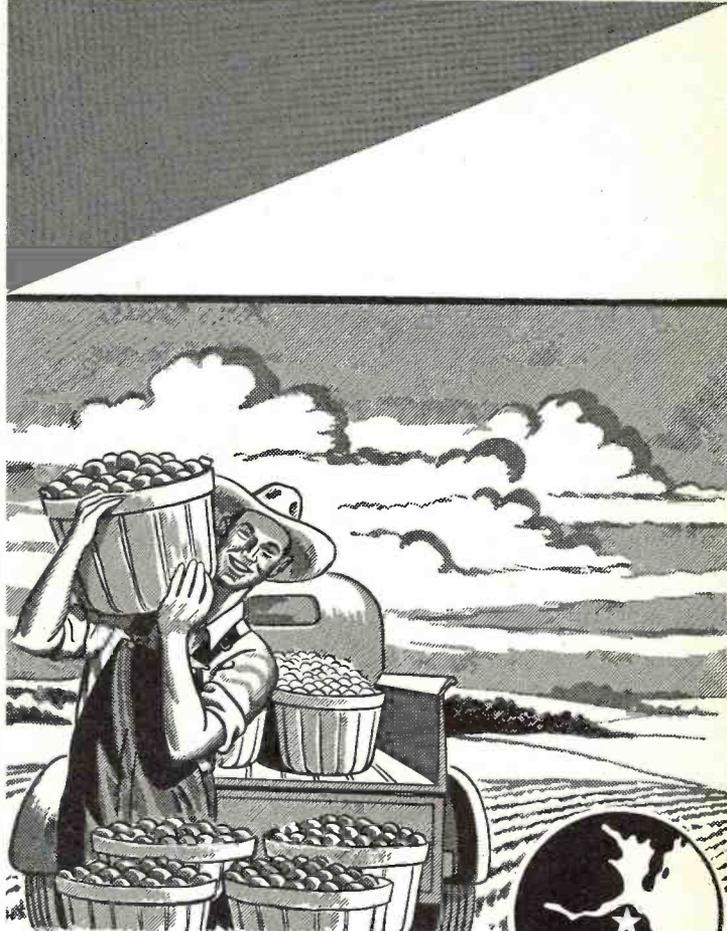
Total Population, July 1, 1952	3,498,000
Total Families, 1950	785,060
Total Urban Population, 1950	1,560,115
Total Rural Nonfarm Population, 1950	1,026,604
Total Farm Population, 1950	731,961
Employed in Nonagricultural Establishments, Feb., 1953	870,900
Total Employed, 1950	1,150,164
Employed in Mining, Feb., 1953	20,600
Employed in Manufacturing, Feb., 1953	252,900
Employed in Construction, Feb., 1953	48,000
Employed in Agriculture, 1950	167,459
Retail Sales, 1952	\$ 2,868,538,000
Bank Assets, Jan. 1, 1953	\$ 2,577,793,000
Bank Deposits, Jan. 1, 1953	\$ 2,370,796,000
Major Income Sources, 1951: Agriculture 8.7%; Government 26.3%; Manufacturing Payrolls 16.7%; Trade and Service 23.2%; Other 25.1%.	
Total Income Payments, 1951	\$ 4,099,000,000
Per Capita Income, 1951	\$ 1,295
Median Family Income, 1950	\$ 2,602
Total Internal Revenue Collections, 1952	\$ 1,136,159,206
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 54.79
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 64,202,000
Cash Receipts of Farms, 1952	\$ 501,560,000
Government Payments to Farmers, 1952	\$ 4,963,000
Value of Mineral Production, 1950	\$ 137,806,000
Total New Construction in 1952	\$ 709,700,000
New Private Construction in 1952	\$ 438,000,000
New Public Construction in 1952	\$ 271,700,000
Motor Vehicle Registration, 1952	1,034,011
Number of Telephones, 1952	798,200
Number of Electrical Connections, 1952	901,552
Number of Gas Utilities Connections, 1952	249,900

For sources see forward. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Accomack	33,832	27,847	7,777	543	2,700	27%
Albemarle	24,662	54,789	11,731	1,776	2,450	18%
Alleghany	23,139	26,180	5,951	934	*2,200	29%
Amelia	7,908	3,107	348	66	410	24%
Amherst	20,332	4,642	2,641	66	*1,250	29%
Appomattox	8,764	3,925	648	61	*550	29%
Arlington	135,449	256,372	80,484	14,182	56,100	85%
Augusta	34,154	55,255	13,068	1,838	4,100	24%
Bath	6,296	3,181	987	64	190	12%
Bedford	29,027	12,489	3,375	72	*2,080	29%
Bland	6,436	1,999	363	45	*410	29%
Botetourt	15,766	4,948	2,128	133	*1,130	29%
Brunswick	20,136	11,343	1,899	160	1,030	24%
Buchanan	35,748	15,181	2,525	69		
Buckingham	12,288	4,470	900	40	780	29%
Campbell	28,877	84,380	16,937	3,253	*6,000	29%
Caroline	12,471	6,203	2,174	69	1,110	41%
Carroll	26,695	7,068	1,708	32	1,910	29%
Charles City	4,676	699	108	10	360	40%
Charlotte	14,057	4,603	923	82	*510	16%
Chesterfield	40,400	11,017	4,128	213	6,970	54%
Clarke	7,074	4,058	1,309	192	790	44%
Craig	3,452	1,255	253	29	*260	29%
Culpeper	13,242	13,582	2,344	311	1,580	48%
Danvers	7,252	1,454	291	68	490	29%
Dickenson	23,393	8,155	1,632	106		
Dinwiddie	18,839	50,611	12,178	1,862	7,020	52%
Elizabeth City	55,028				9,520	55%
Essex	6,530	5,364	1,413	70	620	41%
Fairfax	98,557	44,023	15,257	1,366	25,370	86%
Fauquier	21,248	18,173	4,040	407	2,590	48%
Floyd	11,351	4,649	783	76	*780	29%
Frivanna	7,121	2,663	1,200	71	550	29%
Franklin	24,560	11,731	2,023	301	*1,620	29%
Fredricks	17,537	40,735	8,172	1,226	4,000	44%
Giles	6,965	18,472	2,494	603	*3,390	29%
Goochland	10,343	7,175	1,448	74	1,200	40%
Greene	8,934	2,256	1,109	110	410	24%
Grayson	21,379	16,150	2,297	315	*1,600	29%
Greene	4,745	1,174	525	110	200	18%
Greensville	16,319	12,888	2,869	438	910	24%
Halifax	41,442	22,113	4,853	733	*1,520	16%
Harrison	23,985	9,458	2,927	110	2,300	41%
Henrico	57,340	387,807	82,289	13,810	61,340	73%
Henry	31,219	41,435	9,601	857	2,360	19%
Hughland	4,069	983	329	110	110	12%
Isle of Wight	14,906	9,402	2,281	191	1,260	35%
James City	6,317	12,394	2,904	41	1,080	40%
King and Queen	6,299	1,874	1,083	110	570	41%
King George	6,710	2,168	1,019	110	970	54%
King William	7,589	7,474	2,357	31	780	41%
Lancaster	8,640	7,485	1,724	167	830	36%
Lee	36,106	12,462	2,259	329		
Loudoun	21,147	16,481	4,748	496	2,550	49%
Louisiana	12,826	6,363	1,808	129	740	24%
Lunenburg	14,116	8,929	1,825	225	840	24%
Lynchburg	8,273	2,351	949	32	640	32%
Mathews	7,148	4,332	970	71	760	40%
Mechlenburg	33,487	24,950	5,218	484	1,900	24%
Middlesex	6,715	4,731	822	110	760	40%
Montgomery	29,780	35,278	8,361	1,149	*2,930	29%
Norfolk	25,238	31,988	7,081	1,159	3,430	35%

BROADCASTING • TELECASTING



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The great strides that have been, and are being made, in the development of more productive farms means that agriculture is playing an even bigger part in this market's economy.

Get your share of the increased retail sales in Norfolk, Portsmouth, Hampton, Newport News and Warwick — America's 26th market.

WTAR: NBC Affiliate
WTAR-TV: All Networks NORFOLK, VA.



VIRGINIA MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales				(CBS)		Television Per Cent
		1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953	(CBS) 1953		
Nelson	14,042	4,088	1,379	36	*930	29%		
New Kent	3,995	2,066	934		410	41%		
Norfolk	99,937	434,563	108,604	14,634	105,010	86%		
Northampton	17,300	12,213	4,020	266	1,270	27%		
Northumberland	10,012	4,351	954	67	364	36%		
Nottoway	15,479	14,451	3,123	582	1,280	29%		
Orange	12,755	11,324	2,031	379	580	18%		
Page	15,152	9,178	1,879	276	1,250	32%		
Patrick	15,642	4,897	1,186	37	*1,040	29%		
Pittsylvania	66,096	85,368	19,715	2,514	6,300	25%		
Powhatan	5,556	2,563	443		290	24%		
Prince Edward	15,398	12,519	2,163	450	1,100	29%		
Prince George	19,679	16,391	5,151	548	2,680	40%		
Prince William	22,612	17,372	4,280	580	2,550	49%		
Princess Anne	42,277	29,058	9,947	994	8,570	72%		
Pulaski	27,758	18,472	4,954	627	*2,120	29%		
Rappahannock	6,112	1,397	175		720	48%		
Richmond	6,189	4,344	768	31	810	54%		
Roanoke	41,486	157,964	36,992	4,452	*10,960	29%		
Rockbridge	23,359	19,390	5,096	1,320	2,030	29%		
Rockingham	35,079	44,128	5,063	1,012				
Russell	26,818	12,721	1,231	122				
Scott	27,640	7,195	1,297	174				
Shenandoah	21,169	15,961	3,677	343	1,820	32%		
Smyth	30,187	18,941	3,598	622				
Southampton	26,522	15,591	4,205	487	2,170	35%		
Spotsylvania	11,920	32,523	6,691	954	3,350	54%		
Stafford	11,902	3,543	1,920	40	1,670	54%		
Surry	6,220	2,101	430	65	600	40%		
Sussex	12,765	8,802	1,622	201	1,120	40%		
Tazewell	47,512	35,559	8,294	984				
Warren	14,801	15,256	4,140	516	1,850	44%		
Warwick	39,875							
Washington	37,536	46,256	9,462	1,465	15,130	61%		
Westmoreland	10,148	7,950	1,392	229	1,460	54%		
Wise	56,336	45,696	10,192	1,075				
Wythe	23,327	20,004	3,865	443	*1,650	29%		
York	11,750	3,563	1,368	72	1,280	40%		

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television		County	Total Homes	Per Cent Television	
		vision	Homes			vision	Homes
Acomarc	10,000	22	2,160	Loudoun	5,200	57	2,960
Albemarle	13,500	20	2,660	Louisa	3,100	25	770
Alleghany	7,600	19	1,450	Lunenburg	3,500	22	770
Amelia	1,700	25	420	Madison	2,000	30	590
Amherst	4,900	10	450	Mathews	1,900	42	790
Appomattox	1,900	11	200	Mecklenburg	7,900	22	1,730
Arlington	66,000	87	57,120	Middlesex	1,900	42	790
Augusta	17,100	27	4,550	Montgomery	10,100	29	2,940
Bath	1,600	11	170	Nansemond	9,800	38	3,680
Bedford	7,200	13	910	Nelson	3,200	10	330
Bland	1,400	15	210	New Kent	1,000	41	410
Botetourt	3,900	19	740	Norfolk	122,100	81	98,930
Brunswick	4,300	22	940	Northampton	4,700	21	1,010
Buchanan	7,300			Northumberland	2,600	42	1,090
Buckingham	2,700	31	850	Nottoway	4,400	32	1,390
Campbell	20,700	47	9,740	Orange	3,200	20	630
Caroline	2,700	41	1,100	Page	3,900	29	1,150
Carroll	6,600	11	720	Patrick	3,600	11	390
Charles City	900	41	370	Pittsylvania	25,200	30	7,640
Charlotte	3,200	18	560	Powhatan	1,200	25	300
Chesterfield	12,900	44	5,620	Prince Edward	3,800	31	1,190
Clarke	1,800	48	870	Prince George	6,700	41	2,720
Craig	900	20	180	Princess Anne	11,900	60	7,180
Culpeper	3,300	42	1,400	Prince Wm.	5,200	57	2,970
Cumberland	1,700	32	540	Pulaski	7,300	29	2,110
Dickenson	4,900			Rappahannock	1,500	43	640
Dinwiddie	13,500	62	8,360	Richmond	1,500	64	960
Essex	1,500	41	610	Roanoke	37,900	41	15,620
Fairfax	29,500	76	22,310	Rockbridge	7,000	11	760
Fauquier	5,400	43	2,310	Rockingham	12,200	16	1,980
Floyd	2,700	11	290	Russell	6,000		
Fluvanna	1,900	32	600	Scott	6,500	29	1,670
Franklin	5,600	13	720	Shenandoah	5,700	29	1,670
Frederick	9,100	48	4,380	Smyth	6,900		
Giles	4,800	29	400	Southampton	3,000	37	2,320
Gloucester	3,000	42	1,250	Spotsylvania	6,200	64	3,960
Goochland	1,700	25	420	Stafford	3,100	64	1,980
Grayson	5,500	15	810	Surry	1,500	42	630
Greene	1,100	20	220	Sussex	2,800	40	1,130
Greensville	3,800	22	830	Tazewell	11,200		
Halifax	9,500	17	1,660	Warren	4,200	48	2,020
Hanover	5,600	41	2,280	Washington	42,100	61	25,520
Henrico	84,100	76	63,860	Westmoreland	2,700	63	1,710
Henry	12,400	34	4,240	Wise	13,300		
Highland	900	11	100	Wythe	5,700	15	850
Isle of Wight	3,600	38	1,350	York	3,200	42	1,330
James City	2,700	42	1,130	Totals	489,100		424,090
King-Queen	1,400	41	570				
King George	1,800	64	1,150				
King William	1,900	41	780				
Lancaster	2,300	42	970				
Lee	8,000						

* Includes former counties of Warwick and Elizabeth City, now combined by Sales Management under "Newport News" County.

CHARLOTTESVILLE

(Target Date, Sept. 1, 1953)

LICENSEE: Barham & Barham. Address: Box 631, Charlottesville.
 FACILITIES: Chan. 64. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 66 kw.
 OPERATION: Target Date Sept. 1, 1953.

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

AFFILIATIONS: Station, AM, WCHV.
 REPRESENTATIVES: Sales, Walker Representation Co. Consulting Engineer A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Charles Barham (50%) and Emma Lou Barham (50%).

DANVILLE

WBTM-TV

(Target Date, Oct. 1953)

LICENSEE: Piedmont Broadcasting Corp. Address: Hotel Danville. Phone: 2350.
 FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Operating Pow.: Visual 22.5 kw, Aural 12 kw. Transmitter: Address, Danville, Va. (Located 10 miles north on Route 29). Make, RCA. Model TTU-10A. Antenna: Make RCA. Height, Above average terrain 647 ft. Above ground 273 ft.

OPERATION: Target date Oct., 1953.
 AFFILIATIONS: Stations, AM, WBTM, FM, WBTM-FM
 REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John H. Midlen. Consulting Engineer George C. Davis.

SERVICES: One studio (39 x 42 x 18 ft.). One RCA TK-11A camera chain. One RCA TK-20C film camera. Two RCA TP 16D film projector. One RCA TP 3A dual disk for 2 x 2 transparencies. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: President L. N. Dibrell, Vice Pres. and Gen. Mgr. Edward C. Gardner and Vice Pres. James W. Ray.

EXECUTIVES:
 L. N. Dibrell, Pres. Milton N. Adams, Prog. Dir.
 Edward G. Gardner, Vice Pres. & Lyle C. Motley, Ch. Eng.
 Gen. Mgr. Charles Slate, Farm Service Dir.
 John Holland, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Summaries are based on geographical percentages of coverage within the individual contours for all counties with 20% or more of such coverage.)

	Grade A	Grade B	500 M/V	100 M/V
Population (Est. 1952)	198,260	429,298	766,545	1,363,794
Households (Est. 1952)	48,421	106,046	192,201	344,398
Consumer Spendable Income (1-1-52 Est.)	\$195,500,000	\$424,014,000	\$837,813,000	\$1,555,701,000
Retail Sales (Est. 1951)	\$130,322,000	\$287,997,000	\$582,530,000	\$1,056,962,000

HAMPTON

WVEC-TV (NORFOLK)

(Target Date, Sept. 19, 1953)

LICENSEE: Peninsula Broadcasting Corp. Address: Commonwealth Blvd. Phone: 6332

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Commonwealth Blvd. Make, GE. Model TT-25-A. Antenna: Make GE. Type 5-Bay Helical. Height, Above average terrain 510 ft. Above ground 500 ft.

OPERATION: Target date Sept. 19, 1953. Hours, 7:00 a.m.-12 midnight.
 AFFILIATIONS: Network, NBC. Station, AM, WVEC.
 REPRESENTATIVES: Sales, William G. Rambeau, Co., Inc. Washington Attorney, Cohn & Marks. Consulting Engineer Lynne C. Smeby.

SERVICES: One studio (20 x 30 ft.). Two GPL remote controlled camera chains. One GE PE-5-A film camera. Two GPL 16mm film projectors. One Gray Telobject slide projector. One GE PF-4-A opaque projector. News Service, AP, INS. Libraries, World, Standard.

PRINCIPAL STOCKHOLDERS: Thomas P. Chisman (20%); J. W. W. Chisman (20%); James E. Swafford (20%); Harrol A. Brauer, Jr. (10%).

EXECUTIVES:
 Thomas P. Chisman, Pres., Gen. L. W. Kiewer, Oprs. Mgr. & Mgr. & Film Buy. Prog. Dir.
 Harrol A. Brauer, Jr., Vice Pres. William C. King, Jr., Ch. Eng. & Dir. of Sls.

RATE INFORMATION: Class A one hour Live \$345, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

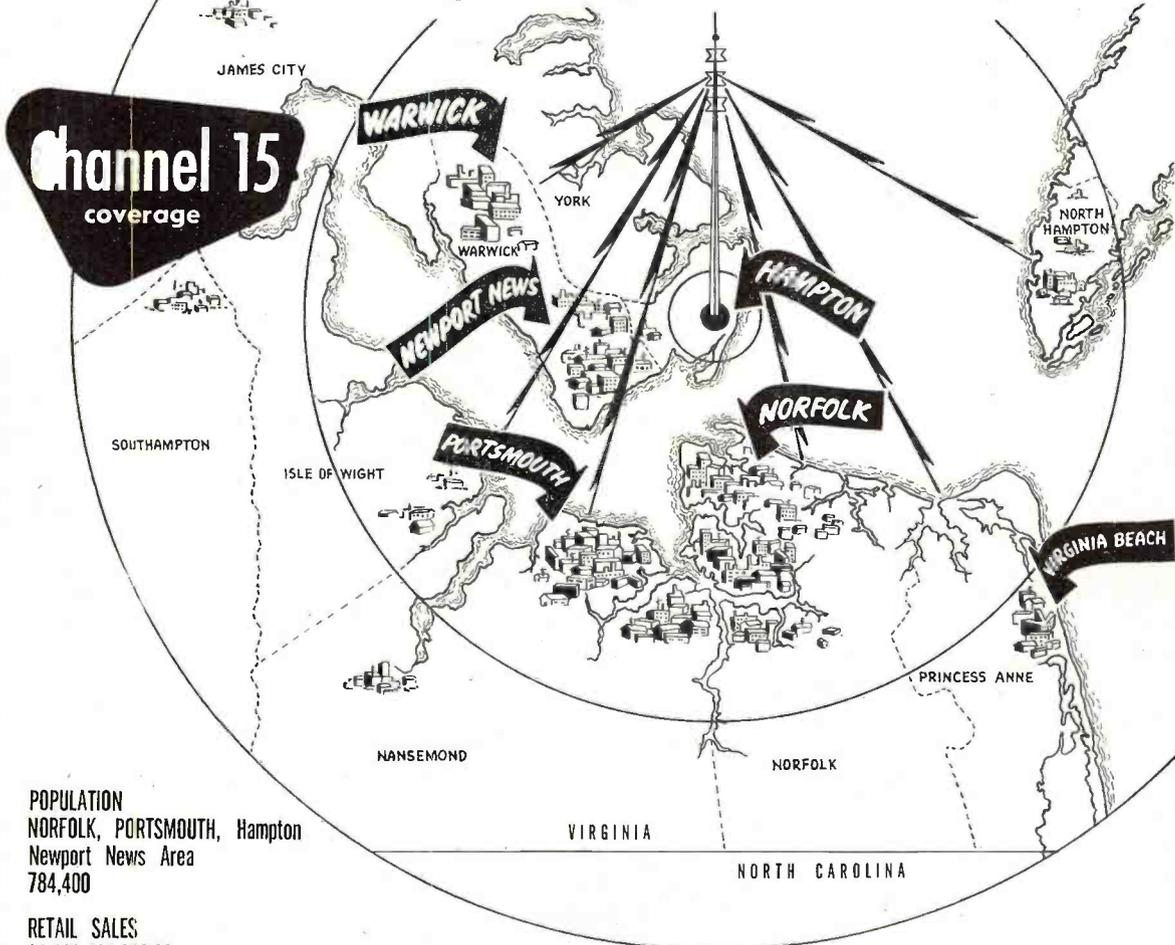
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	720,000	823,700	1,050,000
Families in area	232,600	265,600	338,400
Area in Square Miles	1,661	3,846	6,936
No. of Sets (June 1)	4,000		
Retail Sales	\$1,046,000,000	\$1,128,000,000	\$1,213,000,000
Income per Family	\$5,760	\$4,605	\$3,204
Income per Capita	\$1,860	\$1,495	\$1,075

WVEC-TV

channel 15
nbc affiliate
virginia's "power" station

200,000 watts
500 foot tower

serving over $\frac{3}{4}$ million people in Norfolk... Portsmouth...
Hampton... Newport News... Greater Metropolitan Area



POPULATION
NORFOLK, PORTSMOUTH, Hampton
Newport News Area
784,400

RETAIL SALES
\$1,128,464,000.00

Source: Consumer Markets '52-'53

WVEC-TV blankets this rich metropolitan market
with a primary NBC signal. A market so fabulous
many sales campaigns are first tested here.

For lowest rates — best availabilities call NOW

WVEC-TV

represented by RAMBEAU



television —

HARRISONBURG

WSVA-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Shenandoah Valley Broadcasting Corp. Address: Rawley Pike. Phone: 4-4431

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 8.3 kw, Aural 4.15 kw. Operating Pow.: Visual 8.3 kw, Aural 4.15 kw. Transmitter: Address, Big Mountain, Endless Caverns, New Market, Virginia. Make, GE. Model TT-10-A. Antenna: Make GE. Type TY-12-C. Height, Above average terrain 2,130 ft. Above ground 3,304 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATIONS: Networks, NBC, CBS. Stations, AM, WSVA. FM, WSVA-FM

REPRESENTATIVES: Sales, Devney & Co. Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (20 x 30 ft.). One Image Orthicon camera chain. One GE type PE-5-C film camera. Two GE 16mm Synchro-Lite PF-5A film projectors. One GE type PF-4-A & double unit slide projector. Selectro-slide opaque projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Frederick L. Allman (99.35%); Mary P. Allman (0.65%). Mr. Allman also has controlling interest in WSIR Winter Haven, Fla., and Minority interests in WJMA Orange and WREL Lexington, Both Va.

EXECUTIVES:

Frederick L. Allman, Pres. & Ch. Own.	Warren L. Braun, Ch. Eng.
Robert B. Harrington, Com. Mgr.	Richard H. Johnson, Film Buy.
Richard H. Johnson, Prog. Dir.	Harold A. Wright, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$19.50, Film \$15.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	319,004	338,613	657,617
Families in area	82,226	84,073	166,299
Area in Square Miles	11,024	16,833	27,857
No. of Sets (June 1)	24,668	25,222	49,890
Retail Sales	\$367,928,000	\$187,704,000	\$555,632,000
Income per family	\$4,190	\$3,882
Income per Capita	\$1,132	\$1,010

LYNCHBURG

WLVA-TV

LICENSEE: Lynchburg Broadcasting Corp. Address. 925 Church St. Phone: Lynchburg 2-1242

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

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Tobacc Row Mountain, Amherst County. Make, DuM. Antenna: Make RCA Height, Above average terrain 2,090 ft. Above ground 117 ft.

OPERATION: Began February 8, 1953. Hours, 10:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, WLVA. FM, WLVA-FM

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney George O. Sutton. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (15 x 26 ft.). DuM camera chain. DuM film camera Two Holmes film projectors. DuM scanner. News Service, AP. Libraries Lang-Worth, Unity, Official.

PRINCIPAL STOCKHOLDERS: Edward A. Allen (27.77%); Philip P. Allen (27.77%).

EXECUTIVES:

Edward A. Allen, Pres.	Warren Uttal, Prog. Dir. & Film Buy.
Philip P. Allen, Gen. Mgr.	
Joseph F. Wright, Com. Mgr.	John Orth, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$275, Film \$250. Minute spot Live \$55, Film \$50. Frequency discounts from 15% for 52 times up to 25% for 260 times. Rate Card No. 1 Dec., 1952.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in area	84,830	211,350	296,180
Area in Square Miles	50 mile radius	70 mile radius
No. of Sets (June 1)	70,000	85,000

MARION

WMEV-TV

(Target Date, not set)

LICENSEE: Mountain Empire Broadcasting Corp. Address: Park Blvd. Phone: 3-9001

FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 112.6 kw, Aural 56.3 kw. Transmitter: Address, Rt. 16. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,600 ft. Above ground 284 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WMEV.

REPRESENTATIVES: Sales, Donald Cooke, Inc. Washington Attorney Loucl Zias, Young & Jansky. Consulting Engineering O. K. Garland.

PRINCIPAL STOCKHOLDERS: C. C. Lincoln, Jr. (8.33%) cattle breeder retired furniture manufacturer; John D. Lincoln, president of Linco Industries, furniture manufacturer; Leon D. BeVillie (8.33%) secretary-treasurer of Lincoln Industries; Robert C. Wolfenden (20.56%) Vice Pres & Gen. Mgr. of WMEV.

MARION (Continued)

WMEV-TV (Continued)

EXECUTIVES:

Robert C. Wolfenden, Vice Pres., F. M. White Jr., Ch. Eng.
 Gen. & Com. Mgr. Bob Wolfenden, Film Buy.
 Mrs. Robert C. Wolfenden, Prog.
 Dir.

RATE INFORMATION: Class A one hour Live \$145, Film \$130. Minute spot Live \$20, Film \$20. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	340,000	400,000	740,000
Families in Area	85,230	86,600	181,830
No. of Sets (June 1)	5,000	3,000	8,000
Retail Sales	\$224,322,100	\$228,358,000	\$452,680,100

NEWPORT NEWS

WACH (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Eastern Broadcasting Corp. Address: 114 24th Street. Phone: 3-1631

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 21.6 kw, Aural 11.8 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 114 24th Street. Make, FTL. Antenna: Make FTL. Type Slotted Line. Height, Above average terrain 350 ft. Above ground 315 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 12 N-12 M.

AFFILIATIONS: Station, AM, WHYU.

REPRESENTATIVES: Sales, Avery-Knodel, Inc. Washington Attorney Eugene L. Burke. Consulting Engineer George P. Adair.

SERVICES: Two studios (15 x 25 ft. & 30 x 50 ft.). One FTL camera chain.

PRINCIPAL STOCKHOLDERS: President John Doley (23%); Vice President Stuart A. Smith (16%); Assistant Secretary Ralph T. Baker (2%); Assistant Treasurer Margaret S. Doley (23%); C. Arthur Smith (27%); Charles K. Hutchins Sr. (4.5%); and L. C. Purday (4.5%).

EXECUTIVES:

John Doley, Pres. Thomas O. Bradshaw Jr., Film Buy.
 Frederic F. Clair, Gen. Mgr. Percy C. Magoun, Ch. Eng.
 Etoyse Patterson, Com. Mgr. Gertrude B. Hockaday, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$430, Film \$430. Minute spot Live \$60, Film \$60. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	667,000	863,000	1,260,000
No. of Sets (June 1)	173,000; Total UHF converted CA. 2,000		

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

BROADCASTING • TELECASTING

NORFOLK

WTAR-TV

LICENSEE: WTAR Radio Corp. Address: 720 Boush St. Phone: 56711

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Operating Pow.: Visual 4.96 kw, Aural 2.35 kw. Transmitter: Address, 720 Boush St. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 365 ft. Above ground 399.5 ft.

OPERATION: Began April 2, 1950. Hours, 7:00 a.m.-12:10 a.m.

AFFILIATIONS: Networks, CBS, ABC, DuM. Stations, AM, WTAR. FM, WTAR-FM

REPRESENTATIVES: Sales, Edward Petry & Co. Inc. Washington Attorney Eliot Lovett, Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (60 x 30 ft. & Auditorium with stage about 20 x 30 ft.). Two TK-10A RCA camera chains. One Master Vu-Graph rear screen projector. Two RCA TK 20A film cameras. Two RCA TP 16C film projectors. One Kodak, one super Projectall slide projectors. Houston model 22 film processing unit. RCA with 2 TK 30A camera chains & microwave link mobile unit. Mobile unit used with auditorium as auxiliary studio. News Service, Telenews. Library, Standard.

PRINCIPAL STOCKHOLDER: Wholly owned by Norfolk Newspapers, Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch)

EXECUTIVES:

Campbell Arnoux, Pres. & Gen. Richard L. Lindell, Ch. Eng.
 Mgr. Patrick C. Arnoux, Film Buy.
 John C. Pepper, Oprs. Mgrs. Joel F. Carlson, Pub. Rels. Dir.
 Robert M. Lambé, Jr., Com. Mgr. Robert M. Davis, Prom. Mgr.
 Harold Solderger, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$760, Film \$700. Minute spot Live \$161, Film \$140. Frequency discounts from 5% for 52 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	548,250	775,880
Families in area	15,229	21,552
Area in Square Miles	694	3,715
No. of Sets (June 1)	173,729
Income per family	\$5,423
Income per Capita	\$1,509

1953 TELECASTING Yearbook-Marketbook • Page 273

VIRGINIA

NORFOLK (Continued)

WTOV-TV

(Target Date, not set)

LICENSEE: Commonwealth Broadcasting Corp. Address: 21st & Manteo. Phone: 45677

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 19.6 kw, Aural 11.7 kw. Transmitter: Address, Spratley St., Portsmouth. Make, RCA. Antenna: Make RCA. Height, Above average terrain 410 ft. Above ground 410 ft.

OPERATION: Target date not set. Hours, 12 N-12 M.

AFFILIATIONS: Stations, AM, WLOW. Network, ABC.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20 x 40 ft. & 15 x 30 ft.), RCA camera chain. RCA film camera. RCA film projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: E. L. Scoot (33 1/3%); Robert Wasdon (33 1/3%); Jack Siegel (33 1/3%).

EXECUTIVES:

Robert Wasdon, Exec. Vice Pres. & Film Buy. Joseph Matthews, Sta. Mgr.
William Carpenter, Gen. Mgr. Robert Drepper, Prod. Mgr.
Jack Siegel, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$200 Film \$200. Minute spot Live \$100 Film \$80. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A	Grade B & A	Total
Population	530,000	645,000	700,000
Families in area	204,000		
Retail Sales	\$308,729,000	\$350,500,000	
Income per family	\$5,086		

WVEC-TV (HAMPTON)

(Target Date, Sept. 19, 1953)

LICENSEE: Peninsula Broadcasting Corp. Address: Norfolk Office: Selden Arcade

EXECUTIVES:

Thomas P. Chisman, Pres. & Gen. Mgr. Harrol A. Brauer Jr., Vice Pres. & Dir. of Sls.

(For Full Listing, see Hampton.)

RICHMOND

WTVR (TV)

LICENSEE: Havens & Martin Inc. Address: 330 1/2 W. Broad St., P. O. Box 5229. Phone: 5-8611

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Staples Mill Road, just off Broad St. Make, DuM. Antenna: Make RCA. Type Superturnstile. Height, Above average terrain 844 ft. Above ground 1049 ft.

OPERATION: Began April 22, 1948. Hours, 7:30 a.m.-12:00 M

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WMBG. FM, WCOD

REPRESENTATIVES: Sales, Blair TV Inc. Washington Attorney John H. Midlen. Consulting Engineer James C. McNary.

SERVICES: Two studios: (52 x 52 x 22 ft. & 29 x 17 1/2 x 12 ft.). Three DuM studio camera chains. Speed Graphic for stills & two 16mm & two 35mm motion picture cameras. Two 16mm, DuM film projectors. Four 2 x 2 inch slide projectors & one 35mm strip film projector. Baloptican opaque projector. Film processing unit (for 16mm & 35mm film.). News Services, UP & Movietone.

PRINCIPAL STOCKHOLDERS: Wilbur M. Havens, owner

EXECUTIVES:

Wilbur M. Havens, Pres., Gen. Mgr. & Com. Mgr. John V. Shand, Dir. Studio Opr.
G. Conrad Rianhard, Jr., Dir. of Film Opr. & Film Buy. James W. Kyle, Ch. Eng.
Walter A. Bowry, Jr., Asst. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$100, Film \$100. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: 197,700 Families are within the coverage area.

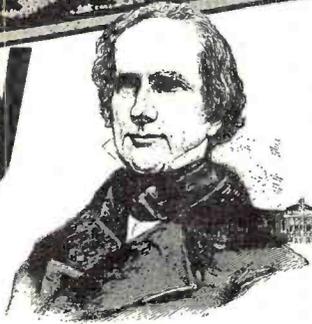
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

W VR

Gall

Now readying completion—
WTVR giant television tower
 —located in the heart of the
 City of Richmond—to be
 operated with—**MAXIMUM
 POWER at MAXIMUM
 HEIGHT—1,049 feet** above
 sea level, 100,000 watts of
 video power.

erty



of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set forth our way of life, who lengthened and broadened this country by their vision.



America's coastal frontiers are now attained. Today, the pioneer is, largely, industrial. From Virginia, the state of pioneers, Havens and Martin, Inc. established the South's first television station . . . W T V R.

To W T V R there is always a new frontier. . . next for W T V R will be Maximum Power at Maximum Height—1,049 foot antenna at 100,000 watts . . . beyond the next hill always a bigger hill . . . be it programming excellence, public service or mass moving of merchandise at lowest cost.

W T V R talks business with 170,907 set owners (7-1-53) —your business—if you call Blair-TV, Inc.

WMBG AM WCOD FM



WTVR TV

Haven & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WMBG represented nationally by the Bolling Company WTVR represented nationally by BLAIR TV, Inc.

FIRST STATIONS OF VIRGINIA

ROANOKE

WLSL-TV

LICENSEE: Shenandoah Life Stations Inc. Address: 301 First Street S.W. Phone: 9227

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 296 kw, Aural 148 kw. Operating Pow.: Visual 25.2 kw, Aural 12.6 kw. Transmitter: Address: Poor Mountain, Roanoke County. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 1950 ft. Above ground 175 ft.

OPERATION: Began Dec. 11, 1952. Hours, 7 a.m.-11 p.m.

AFFILIATIONS: Networks, NBC, CBS. Stations, AM, WLSL. FM, WLSL-FM.

REPRESENTATIVES: Sales, Avery-Knodel, Inc. Washington Attorney Eliot C. Lovett. Consulting Engineer George C. Davis.

SERVICES: One studio (20 x 30 ft.). Three RCA TK-11A camera chains. One RCA TK-20C film camera. Two RCA 16mm film projectors. One 2 x 2" automatic slide projector. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDER: Shenandoah Life Insurance Co., sole owner.

EXECUTIVES:

Paul Buford, Pres. George Chernauff, Prog. Dir.
James H. Moore, Exec. Vice Pres. J. Philip Briggs, Ch. Eng.
Horace Fitzpatrick, Asst. Mgr. & Film Buy. Fred L. Corstaphney, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	915,300	941,400	1,856,700
Families in area	215,800	266,800	482,600
Area in Square Miles	11,580	18,480	30,060
No. of Sets (June 1)	52,000	35,000	87,000
Retail Sales	\$663,899,000	\$576,389,000	\$1,240,288,000
Income per family	\$3,860	\$3,540	
Income per capita	\$955	\$822	
Effective Buying Income	\$957,279,000	\$884,356,000	\$1,841,635,000

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

WASHINGTON MARKET INDICATORS

Total Population, July 1, 1952.....	2,467,6
Total Families, 1950.....	625,1
Total Urban Population, 1950.....	1,503,100
Total Rural Nonfarm Population, 1950.....	602,6
Total Farm Population, 1950.....	273,7
Employed in Nonagricultural Establishments, Feb., 1953.....	707,5
Total Employed, 1950.....	840,0
Employed in Mining, Feb., 1953.....	2,8
Employed in Manufacturing, Feb., 1953.....	186,8
Employed in Construction, Feb., 1953.....	40,000
Employed in Agriculture, 1950.....	78,7
Retail Sales, 1952.....	\$ 2,755,132,000
Bank Assets, Jan. 1, 1953.....	\$ 2,620,196,0
Bank Deposits, Jan. 1, 1953.....	\$ 2,434,877,000
Major Income Sources, 1951; Agriculture 6.6%; Government 20.8%; Manufacturing Payrolls 18.5%; Trade and Service 26.5%; Other 27.6'	
Total Income Payments, 1951.....	\$ 4,257,000,000
Per Capita Income, 1951.....	\$ 1,7
Median Family Income, 1950.....	\$ 3,400
Total Internal Revenue Collections, 1952 ¹	\$ 838,209,7
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 79
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 91,232,6
Cash Receipts of Farms, 1952.....	\$ 597,360,0
Government Payments to Farmers, 1952.....	\$ 3,836,000
Value of Mineral Production, 1950.....	\$ 49,055,0
Total New Construction in 1952.....	\$ 745,500,000
New Private Construction in 1952.....	\$ 377,100,0
New Public Construction in 1952.....	\$ 370,400,000
Motor Vehicle Registration, 1952.....	988,8
Number of Telephones, 1952.....	823,7
Number of Electrical Connections, 1952.....	800,300
Number of Gas Utilities Connections, 1952.....	73,5

¹ Including Alaska. For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

people are RICHER in Roanoke

People in the rich Roanoke area have a per family income 20% above the national average ... 34% above the Virginia state average.

During the year, here's how this buying power lifted sales:

- \$793,206,000 spent in retail stores
- \$180,541,000 spent for food
- \$151,766,000 spent in automobiles
- \$ 23,667,000 spent in drugs

Yes, People in Roanoke have dollars to spend, and the best way to get your share is with the complete radio and television coverage of the Shenandoah Stations ... WLSL-AM-FM and now TV.

All figures from Sales Management Survey of Buying Power, 1953

WLSL • AM • FM and now TV
ROANOKE, VIRGINIA NBC • 610 K.C. NBC • CBS • CHANNEL 10
OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR **AVE Y- NODEL** MAN TODAY

WASHINGTON MARKET DATA BY COUNTIES

county	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	6,584	11,749	1,727	229	*640	
Benton	10,878	5,486	2,009	87		29%
Chelan	51,370	62,146	17,424	3,374		
Clallam	39,301	68,556	16,647	2,332		
Columbia	26,396	34,815	10,137	793	3,650	42%
Franklin	85,307	78,948	22,117	2,013	*12,680	42%
Grant	4,860	4,743	1,074	71		
Grays Harbor	53,369	63,831	14,727	1,658		
Island	10,817	6,421	1,537	44		
Jefferson	4,096	1,254	466	32		
Klickitat	13,563	27,772	6,226	968		
Lincoln	3,204	3,887	432	116		
Mason	24,346	19,312	5,760	594		
Okanogan	53,644	68,841	17,595	1,567		
Pacific	11,079	7,764	2,487	210	2,610	67%
Pend Oreille	11,618	8,945	3,183	121	1,510	42%
San Juan	732,992	914,238	209,810	26,308	146,320	57%
Skagit	75,724	81,385	25,225	2,930	17,960	67%
Stevens	22,235	28,875	6,847	591		
Thurston	12,049	10,382	2,798	258		
Wahkiakum	43,755	51,547	11,998	1,207		
Walla Walla	10,970	15,912	2,686	360	*960	29%
Whatcom	15,022	14,064	4,094	189	2,140	42%
Whitman	29,131	22,068	6,176	794		
Yakima	16,558	16,796	5,251	368		
Yakima	7,413	4,566	1,501	214	*670	29%
Yakima	275,876	273,392	68,093	7,422	49,620	56%
Yakima	3,245	2,422	697	40	320	27%
Yakima	43,273	60,373	15,339	1,196	3,670	27%
Yakima	4,788	1,935	945	85		
Yakima	111,580	116,886	31,053	360	18,240	48%
Yakima	221,561	279,221	56,772	8,242	*21,690	29%
Yakima	18,580	13,976	3,439	359	*1,600	29%
Yakima	44,884	48,748	12,488	1,159	6,430	42%
Yakima	3,835	1,753	709	32		
Yakima	40,135	52,611	10,289	1,533		
Yakima	66,733	77,134	16,533	1,733		
Yakima	32,469	35,394	8,012	1,259	*2,730	29%
Yakima	135,723	156,986	36,899	4,293		

Jew television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	Kittitas	Clickitat	Lewis	Lincoln	Mason	Okanogan	Pacific	Pend Oreille	Pierce	San Juan	Skagit	Skamania	Snohomish	Spokane	Stevens	Thurston	Wahkiakum	Walla Walla	Whatcom	Whitman	Yakima	Totals	
Adams	2,200																									
Asotin	3,700	11	390																							
Benton	20,500																									
Chelan	13,000																									
Clallam	8,700	48	4,140																							
Clark	30,200	17	5,170																							
Columbia	1,600	11	170																							
Cowlitz	17,309																									
Douglas	3,400																									
Ferry	1,100	14	150																							
Franklin	5,100																									
Garfield	900	11	100																							
Grant	7,900																									
Grays Harbor	17,400	10	1,770																							
Island	3,900	74	2,870																							
Jefferson	3,600	48	1,720																							
King	256,700	60	153,820																							
Kitsap	26,800	74	19,760																							
Kittitas																										
Clickitat																										
Lewis																										
Lincoln																										
Mason																										
Okanogan																										
Pacific																										
Pend Oreille																										
Pierce																										
San Juan																										
Skagit																										
Skamania																										
Snohomish																										
Spokane																										
Stevens																										
Thurston																										
Wahkiakum																										
Walla Walla																										
Whatcom																										
Whitman																										
Yakima																										
Totals																										

BELLINGHAM

KVOS-TV

LICENSEE: KVOS Inc. Address: 1321 Commercial St. Phone: 790
 FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 33.4 kw, Aural 16 kw.
 Transmitter: Address, 2704 Yew Road. Antenna: Height, Above sea level 1,042 ft. Above ground 305 ft.
 OPERATION: Began June 1, 1953.
 AFFILIATIONS: Stations, AM, KVOS.
 REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer Wm. Foss Inc.
 SERVICES: One studio. One Bolex. Two Auricons. One Speed Graphic film camera. One RCA & one Holmes film projectors. One TDC DUO slide projector. One flying spot scanner. Vue-Lyte & Multiscopes opaque projectors. Micro record for news spots. Film processing unit. Mobile unit for film. News Service, UP. Libraries, MPTV, Consolidated.
 PRINCIPAL STOCKHOLDER: Pres. Rogan Jones (90%).
 EXECUTIVES:
 Rogan Jones, Pres.
 John K. Clarke, Gen. Mgr.
 Jerry C. Worthen, Film Buy.
 Dave Mintz, Prog. Dir.
 Ernest Harper, Ch. Eng.
 Fred Elsethagen, Com. Mgr.

Northwest's Newest

Channel 13

- ERP—95,000 watts
- ANTENNA—951 feet above sea level—highest tower in the Pacific Northwest—and HEIGHT is the most important factor in TV Coverage!
- Trained, experienced TV personnel serving 1,453,000 people 267,000 TV Sets 11 Counties of 16,101 Square Miles
- \$1,639,492,000 in retail sales

Buy

All this, including Seattle at low Tacoma rates!



GETS 'EM

WHERE THEY LIVE

KMO-TV

TACOMA, Washington

Lucky CHANNEL 13

Represented Nationally by The Branham Company

BELLINGHAM (Continued)

KVOS-TV (Continued)

RATE INFORMATION: Class A one hour Live \$90. Film \$90. Minute spot Live \$18. Film \$18. Frequency discounts from 2 1/2% for 13 times up to 17 1/2% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	152,300	901,400	1,053,700
Families in area	49,300	281,600	330,900
No. of Sets (June 1)	10,000	15,000	25,000
Retail Sales	\$182,508,000	\$1,070,805,000	\$1,253,313,000
Income per family	\$1,424	\$1,435	
Income per Capita	\$4,324	\$4,607	

SEATTLE

KING-TV

LICENSEE: KING Broadcasting Co. Address: 320 Aurora. Phone: Mutual 3555

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 35 kw, Aural 18 kw. Transmitter: Address, 301 Galer St. Make, GE. Model 4TF3A-1. Antenna: Make GE. Type MOD-4-TY-27-D4. Height, Above average terrain 822 ft. Above ground 570 ft.

OPERATION: Began November 25, 1948. Hours, 10:00 a.m.-12:00 M.

AFFILIATIONS: Network, ABC. Stations, AM, KING. FM, KING-FM.

REPRESENTATIVES: Sales, Blair TV, Inc. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Three studios: (52 x 52 ft., 52 x 55 ft., & 25 x 25 ft.). Six camera chains (2, RCA TK31; 4, RCA TK 30). Two RCA TK20A film cameras. Two Eastman model 250; two RCA TP16A film projectors. Four Selectroslide slide projectors. GE balopticon opaque projector. One composite scanner. One Dodge van truck with RCA field equipment. News Services, UP; UP Wirephoto; Telenews. Library, Snader.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt, principal stockholder. Has majority interest in Portland TV application.

EXECUTIVES:

Mrs. A. Scott Bullitt, Pres.
 Otto P. Brandt, Vice Pres. & Gen. Mgr.
 A. P. Hunter, Com. Mgr.
 Lee Schulman, Prog. Dir. & Film Buy.
 James L. Middlebrooks, Dir. of Eng.

Robt. A. Ferguson, Ch. Eng.
 Robt. E. Priebe, Asst. to Gen. Mgr.
 Elizabeth Wright Evans, Educ. Dir.
 Gloria Chandler, Dir. Publ. Service
 Charles Herring, News Dir.
 Mel Anderson, Prom. Publ. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$180.00, Film \$150.00. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,131,800	187,300	1,500,300
Families in area	353,160	59,850	480,830
Area in Square Miles	4,424	5,598	19,203
No. of Sets (June 1)	231,500	27,550	266,900
Retail Sales	\$1,270,989,000	\$190,570,000	\$1,717,464,000
Income per family	\$5,127	\$3,798	\$4,265
Income per Capita	\$15,119	\$12,121	\$13,334

KOMO-TV

(Target Date, Dec. 11, 1953)

LICENSEE: Fisher's Blend Stations Inc. Address: 100 4th Ave. N. Phone: Seneca 6000

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw; Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Warren Ave. & Galer St. Make, RCA. Model TT-25-BL. Antenna: Make RCA. Type TF6-BM. Height, Above average terrain 810 ft. Above ground 509 ft.

OPERATION: Target date Dec. 11, 1953.

AFFILIATIONS: Network, NBC. Stations, AM, KOMO. FM, KOMO-FM

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Three studios (1502 sq. ft., 1566 sq. ft., & 1359 sq. ft.). Four RCA studio camera chains. Two RCA film cameras. Two Eastman 16mm Model 250 film projectors. Two automatic Selectroslide slide projectors. One GE balop PF4C opaque projector. One RCA field equipment mobile unit.

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

PRINCIPAL STOCKHOLDER: Fisher Flouring Mills sole owner of licensee.

EXECUTIVES:

O. W. Fisher, Pres. F. J. Brott, Dir. Eng.
 W. W. Warren, Gen. Mgr. S. O. Bennett, Ch. TV Eng.
 Ray Baker, Com. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,187,181	1,423,577	1,653,291
Families in area	395,727	474,525	551,097
Area in Square Miles	3,613	13,427	
No. of Sets (June 29)			266,900
Est. Retail Sales			\$900,000,000
Est. Income per family			\$6,678.00
Est. Income per Capita			\$2,226.00

SPOKANE

KHQ-TV

LICENSEE: KHQ Inc. Address: Radio Central Bldg. Phone: Madison 5131.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, S. 410 1/2 Regal, Spokane, Wash. Make, GE. Model TF-3-A. Antenna: Make GF Type 5-Bay. Height, Above average terrain 941 ft. Above ground 826 ft.

OPERATION: Began Dec. 20, 1952. Hours, 3:00 p.m.-12:00 M.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, KHQ.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer George C. Davis.

SERVICES: Two Studios: (24 x 30 ft.). Four RCA camera chains. One RCA rear screen projector. Two RCA film cameras. Two RCA film projector. Two Selectroslide slide projectors. One Telop opaque projector. Film processing unit. Mobile unit. News Services, AP, NBC daily film. Library, Associated.

PRINCIPAL STOCKHOLDER: Licensee owned by Spokane Chronicle Co., which is owned by W. H. Cowles and family, publishers of Spokane Spokesman-Review and Chronicle.

EXECUTIVES:

R. O. Dunning, Pres. & Gen. Mgr. A. G. Sparling, Ch. Eng.
 Robert H. Wesson, Com. Mgr. Pat Cullen, News Dir.
 William A. Neilson, Prog. Dir. & Birney Blair, Prom. Mgr.
 Film Buy. M. O. Fritsch, Asst. Secy. & Treas

RATE INFORMATION: Class A one hour Live \$370, Film \$250. Minute spot Live \$65.00, Film \$50.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

KXLY-TV

LICENSEE: Symons Broadcasting Co. Address: 315 West Sprague Ave. Phone Madison 4291.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 47.9 kw, Aural 28.8 kw. Transmitter: Address, Mt. Spokane. Make, RCA. Model TT 25A. Antenna Make RCA. Type 3D. Height, Above average terrain 6,018 ft. Above ground 150 ft.

OPERATION: Began February 22, 1953. Hours, 2:00 p.m.-12:00 M.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, KXLY

REPRESENTATIVES: Sales, Walker Co. (East), Pacific Northwest Brdctrs (West). Washington Attorney Wheeler & Wheeler. Consulting Engineer Geo. Adair.

SERVICES: One studio (45 x 45 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA scanners. Multiscope opaque projector. Mobile unit, home made with RCA equip. News Service, UP

PRINCIPAL STOCKHOLDERS: Licensee half-owned by Symons Broadcasting Co licensee of KXLY, and Harry L. (Bing) Crosby Jr. Symons Broadcasting Co. is owned by E. B. Craney and John L. and Lulu M. Wheeler. M. Craney has major or controlling interests in KXLF Butte, Mont.; KX, Portland, Ore.; KXLY Spokane, Wash.; KXLJ Helena, Mont.; KXLQ Bozeman, Mont.; KXLL Missoula, Mont., and KXLK Great Falls, Mont. M. Crosby has a 24% interest in KMBY Monterey, Calif. See Group Ownership.

EXECUTIVES:

E. B. Craney, Pres. Richard P. Kepler, Prog. Dir.
 Norman Hawkins, Sta. Mgr. Jack Provis, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$375, Film \$300. Minute spot Live \$75, Film \$60. Volume discounts.

MARKET INFORMATION: Total families 343,950; radio homes 335,420; Total Retail sales \$1,080,833; General Merchandise Sales \$125,964; Food Store Sales \$242,316; Apparel Store Sales \$47,490; Home Furnishing Sales \$45,184; Building & Hardware Sales \$129,548; Eat & Drink Sales \$91,700; Drug Store Sales \$34,165; All other Sales \$365,466; Total Farms \$2,151; Total Value Farm Products \$555,073. (All \$ figures in thousands)

KXLY-TV

4

- MOST

**in the
RICH
SPOKANE
MARKET**



**4 MOST
HEIGHT**

6018 Ft. atop Mt. Spokane. Highest in the northwest.

**4 MOST
Sq. Miles**

Daily reports from viewers up to 300 miles away.

**4 MOST
Top Shows**

CBS.
Dumont.
Studio (4 hrs daily)

**4 MOST
Families**

343,950 families in KXLY-TV's wealthy area.

**4 MOST
Hrs. on Air**

Most hours of daily programming. . . .
Live! Film! Network!

KXLY-TV

Channel 4 Spokane, Washington

PACIFIC NORTHWEST BROADCASTERS

SEATTLE, WASHINGTON
Jones Building
MUTual 3377

SAN FRANCISCO 5, CALIF.
116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF.
6381 Hollywood Blvd.
Hollywood 9 5408



MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
Geneva 9631

THE WALKER COMPANY

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-6830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

WASHINGTON

TACOMA

KMO-TV

LICENSEE: KMO Inc. Address 914 Broadway, P. O. Box 1651. Phone: Fulton 1581

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 57 kw. Operating Pow.: Visual 95.5 kw, Aural 57 kw. Transmitter: Address, No. 34th & Highland. Make, RCA. Model TT10 AH. Antenna: Make RCA. Type TF 12 AH. Height, Above average terrain 784 ft. Above ground 533 ft.

OPERATION: Began Aug. 2, 1953. Hours, 4:00 p.m.-12:00 M.

AFFILIATIONS: Network NBC. Stations, AM, KMO.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (30 x 40 ft.). Two RCA TK 31A camera chains. One RCA TK 20A film camera. Two Eastman 250 D-16mm film projectors. Two 35mm Selectoslide slide projectors. News Services, NBC, UP. Libraries, Snader-Telescriptions (film); Standard & Thesaurus, (music).

PRINCIPAL STOCKHOLDERS: Carl E. Haymond (owns majority stock in KIT Inc., Yakima, Washington) and Carl D. Haymond (owns minority stock in KIT Inc., Yakima, Washington).

EXECUTIVES:

Carl E. Haymond, Pres. & Film Buy.
 John L. Boor, Ch. Eng.
 Gordon H. Tuell, Exec. Prod.
 Jerry Geehan, Gen. Mgr.
 Earl M. Willhite, Com. Mgr.
 Tess M. Williams, Film Dir.

RATE INFORMATION: Class A one hour Live \$425.00, Film \$425.00. Minute spot Live \$85.00, Film \$85.00. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 1.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,166,500	185,500	1,463,100
Families in area	364,490	59,180	458,571
Area in Square Miles	4,927	5,720	16,101
No. of Sets (June 1)	236,000	30,900	266,900
Retail Sales	\$1,324,622,000	\$191,244,000	\$1,639,492,000
Income per family	\$5,197	\$4,599	\$4,820

KTNT-TV

LICENSEE: Tribune Publishing Co. Address: South 11th & Grant Sts. Phone Fulton 2561

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 62 kw. Operating Pow.: Visual 125 kw, Aural 62 kw. Transmitter: Address, South 11th & Grant Sts. Make, GE. Model TT6E plus TF4A. Antenna: Make GE Type TY 28F. Height, Above average terrain 450 ft. Above ground 291 ft

OPERATION: Began March 1, 1953. Hours, 10:00 a.m.-12:00 M.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, KTNT.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dow, Lohner & Albertson. Consulting Engineer Alvin H. Barnard.

SERVICES: Two Studios: (20 x 20 ft. & 45 x 50 ft.). DuM TA124E 2 camera field chains. GE film cameras. Two Eastman Model 250 film projectors. One Selectoslide & one GE belop slide projectors. GE belop opaqr projector. News Services, UP & AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: President Frank S. Baker (62.6%); Alton F. Baker (12.46%) president and 63/2% owner Eugene (Ore.) Register-Guard and KERG Eugene; Elbert H. Baker Jr. (12.46%) president of Locke Machine Co., Cleveland, O.; Louis B. Hastings (12.46%). Licensee publishes Tacoma News-Tribune.

EXECUTIVES:

Frank S. Baker, Pres.
 Len Higgins, Gen. Mgr.
 Larry Carino, Com. Mgr.
 Burke Ormsby, Prog. Dir. & Film Buy.
 Max Rice, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$725, Film \$625. Minute spot Live \$150, Film \$135. Frequency discounts from 2 1/2% for 13 times up to 12 1/2% for 260 times. Rate Card No. 1.



KING COUNTY (SEATTLE) ACCOUNTS FOR SLIGHTLY MORE THAN HALF THE FABULOUS PUGET SOUND MARKET

The population of Seattle-King County represents but 57% of the prosperous area so capably served by KTNT-TV. The Seattle-King County population is important to advertisers, but just as important are the other 550,300 able-to-buy folks in the fabulous Puget Sound area. Over 60% of the families own TV sets, and they are tuning to KTNT-TV. And set sales continue to boom! Going beyond the area's present 266,900 sets.

You can sell this vibrant, prosperous, growing market with one television station, KTNT-TV. Send today for the complete KTNT-TV story.

KTNT-TV

CHANNEL 11 - 125,000 WATTS SOON



Affiliated with CBS and DuMont Television Networks. Transmitter strategically located at Tacoma, in Middle Puget Sound for greater penetration of the entire area. Sales Representatives: Weed Television, Nationally Art Moore & Son, Pacific Northwest

KTNT-TV Coverage Area

Families	418,100
Population	1,318,700
Retail sales	\$1,316,645,000
Net Effective Buying Income per family	\$5,285
TV sets in Area (June 1)	266,900

POPULATION OF THE KTNT-TV AREA	
King County (Seattle)	768,400
Pierce County (Tacoma)	293,700
Other Counties	256,600
TOTAL	1,318,700

YAKIMA

KIMA-TV

LICENSEE: Cascade Broadcasting Co. Address: Box 702. Phone: 6104

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.3 kw. Operating Pow.: Visual 1.05 kw, Aural 0.53 kw. Transmitter: Address, Ahtenum Ridge, near Union Gap, Washington. Make, GE. Model TT20A. Antenna: Make GE. Type TY 25C. Height, Above average terrain 960 ft. Above ground 120 ft.

OPERATION: Began June 30, 1953. Hours, 4:00 p.m.-10:30 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, KIMA.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Prince, Taylor, Crampton & Goodson. Consulting Engineer Frank H. McIntosh.

SERVICES: Three Studios (30 x 50 ft., 20 x 30 ft., & 20 x 25 ft.). One DuM dual camera chain. One GE film camera. Two GE syncro-lite film projectors. One Selectroslide slide projector. Custom made to carry all live chain, mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: A. W. Talbot (72.5%); Thomas C. Bostic (15%); Ralph Sundquist (5%); R. W. Trenerry (2.5%); R. Lee Black (2.5%); F. E. Mitchell (0.5%); J. B. Watkinson (0.5%); J. D. Rolfe (0.5%).

EXECUTIVES:

A. W. Talbot, Pres. Jim Nolan, Prog. Dir. & Film Buy.
Tom Bostic, Gen. Mgr. J. Barry Watkinson, Ch. Eng.
Herchel Cary, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	100,000	140,000	160,000
Families in area	35,000	45,000	53,000
No. of Sets (June 1)	1,400
Retail Sales	\$165,000,000
Income per family	\$4,656
Income per Capita	\$1,424

KIT-TV

(Target Date, Aug., 1953)

LICENSEE: KIT, Inc. Address: 414 1/2 E. Yakima Avenue, P. O. Box 1222. Phone: 8115

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, Ahtenum Ridge. Make, RCA. Model TTU 1 B. Antenna: Make RCA. Type 21 BLS. Height, Above average terrain 960 ft. Above ground 140 ft.

OPERATION: Target date Aug., 1953.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, KIT.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One Studio: (40 x 40 ft.). Two RCA camera chains. One RCA film camera. Two RCA TPI6D film projectors. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Carl E. Haymond (93.67%) Owns majority of stock in KMO, Inc.; Carl D. Haymond (1.25%). Balance of stock unissued.

EXECUTIVES:

Carl E. Haymond, Pres. H. B. Murphy, Ch. Eng.
James A. Murphy, Gen. & Com. Mgr.

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

WEST VIRGINIA MARKET INDICATORS

Total Population, July 1, 1952	1,951,000
Total Families, 1950	479,265
Total Urban Population, 1950	694,487
Total Rural Nonfarm Population, 1950	900,143
Total Farm Population, 1950	410,922
Employed in Nonagricultural Establishments, Feb., 1953	503,000
Total Employed, 1950	628,157
Employed in Mining, Feb., 1953	107,600
Employed in Manufacturing, Feb., 1953	134,700
Employed in Construction, Feb., 1953	12,800
Employed in Agriculture, 1950	61,440
Retail Sales, 1952	\$ 1,473,530,000
Bank Assets, Jan. 1, 1953	\$ 1,138,677,000
Bank Deposits, Jan. 1, 1953	\$ 1,036,460,000
Major Income Sources, 1951: Agriculture 4.1%; Government 13.3%; Manufacturing Payrolls 20.2%; Trade and Service 21.0%; Other 41.4%.	
Total Income Payments, 1951	\$ 2,343,000,000
Per Capita Income, 1951	\$ 1,174
Median Family Income, 1950	\$ 2,584
Total Internal Revenue Collections, 1952	\$ 323,331,893
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 69.60
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 18,208,000
Cash Receipts of Farms, 1952	\$ 134,264,000
Government Payments to Farmers, 1952	\$ 1,844,000
Value of Mineral Production, 1950	\$ 829,624,000
New Public Construction in 1952	\$ 60,000,000
Motor Vehicle Registration, 1952	497,313
Number of Telephones, 1952	383,000
Number of Electrical Connections, 1952	562,853
Number of Gas Utilities Connections, 1952	305,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Barbour	19,745	7,146	2,713	182	600	12%
Berkeley	30,359	23,589	6,609	797	4,080	48%
Boone	33,173	21,194	6,373	415	1,930	25%
Braxton	18,082	6,606	1,809	211		
Brooke	26,904	15,489	5,537	368	3,460	48%
Cabell	108,035	121,238	25,976	3,734	27,050	81%
Calhoun	10,259	1,938	590	57	390	17%
Clay	14,961	4,047	503	34		
Doddridge	9,026	3,410	1,066	32		
Fayette	82,443	62,312	13,701	1,159	2,180	11%
Gilmer	9,746	2,516	1,107	60		
Grant	8,756	7,852	1,308	777		
Greenbrier	39,295	29,653	7,716	799	*2,810	29%
Hampshire	12,577	5,374	1,247	68		
Hancock	34,386	21,059	7,834	747	4,370	48%
Hardy	10,032	5,292	755	76		
Harrison	85,296	83,604	21,101	1,916		
Jackson	15,299	7,915	1,952	142	660	17%
Jefferson	17,184	12,566	3,244	422	2,160	48%
Kanawha	239,629	238,105	59,659	5,791	29,170	44%
Lewis	21,074	10,739	2,879	327		
Lincoln	22,466	7,121	2,541	71	2,110	43%
Logan	77,391	62,158	12,204	1,104	4,830	27%
Marion	98,887	69,329	15,923	1,326		
Marshall	71,521	58,025	16,436	1,406	3,430	17%
Marshall	38,893	16,361	7,366	464	1,940	20%
Mason	23,537	10,849	3,199	94	2,620	43%
Mercer	75,013	60,280	13,493	1,889		
Mineral	22,333	9,831	3,161	291		
Mingo	47,409	43,796	10,133	1,040	2,440	22%
Monongalia	60,797	51,674	14,815	1,415	5,020	31%
Monroe	13,123	4,825	1,389	151	*900	29%
Morgan	8,276	3,241	1,334			
Nicholas	27,696	15,879	5,429	205		
Ohio	71,672	93,457	20,771	2,124	3,970	19%
Pendleton	9,313	2,759	321	70		
Pleasants	6,369	3,481	1,043	59		
Pocahontas	12,480	4,279	1,041	58	360	12%
Preston	31,399	16,369	4,538	476	1,720	22%
Putnam	21,021	4,755	1,207	57	2,240	43%
Raleigh	96,273	69,415	14,550	973		
Randolph	30,558	17,093	4,408	456	880	12%
Ritchie	12,535	4,750	1,346	132		
Roane	18,408	6,722	1,699	61	710	17%
Summers	19,183	9,820	3,213	253	1,080	22%
Taylor	18,422	9,021	3,160	363		
Tucker	10,600	5,389	1,872	119		
Tyler	10,535	3,960	1,491	126		
Upshur	19,242	10,071	2,938	424	600	12%
Wayne	38,686	8,563	3,027	307	4,540	54%
Webster	17,888	8,254	1,823	134		
Wetzel	20,154	11,439	3,476	271		
Wirt	5,119	1,021	178	27	240	17%
Wood	66,540	57,882	14,302	1,689	1,960	10%
Wyoming	37,540	19,957	5,532	351	2,200	25%

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

WEST VIRGINIA

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Barbour	5,000			Mineral	6,000		
Berkeley	8,500	53	4,480	Mingo	11,100	33	3,700
Boone	7,700	32	2,460	Monongalia	16,200	30	4,940
Braxton	4,200			Monroe	3,100	10	320
Brooke	7,200	52	3,770	Morgan	2,300		
Cabell	33,400	90	30,190	Nicholas	6,600		
Calhoun	2,300	27	620	Ohio	20,900	38	7,980
Clay	3,400			Pendleton	2,100		
Doddridge	2,200			Pleasants	1,700		
Fayette	19,800	23	4,580	Pocahontas	3,000		
Gilmer	2,300			Preston	7,800		1,490
Grant	2,200			Putnam	5,200	44	2,300
Greenbrier	9,700	10	1,000	Raleigh	23,500	21	4,990
Hampshire	3,100			Randolph	7,300		
Hancock	9,100	52	4,770	Ritchie	3,200		
Hardy	2,400			Roane	4,200	27	1,130
Harrison	25,600			Summers	4,800	10	490
Jackson	3,900	27	1,050	Taylor	4,900	19	940
Jefferson	4,500	53	2,370	Tucker	2,600		
Kanawha	66,300	60	39,530	Tyler	2,900		
Lewis	5,100			Upshur	5,000		
Lincoln	4,900	44	2,170	Wayne	8,400	47	3,950
Logan	17,900	48	8,590	Webster	4,100		
McDowell	22,200	12	2,770	Wetzel	5,200		
Marion	20,200	23	4,740	Wirt	1,400	26	360
Marshall	9,700	24	2,350	Wood	19,600	20	3,930
Mason	6,100	44	2,700	Wyoming	8,800	32	2,820
Mercer	18,900	18	3,390	Totals	517,800		160,870

BECKLEY

(Target Date, not set)

LICENSEE: Appalachian TV Corp. Address: 270 Park Ave., New York, N. Y.

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 9.77 kw. Transmitter: Address, Fitzpatrick Road. Make, RCA. Antenna: Make RCA. Height, Above average terrain 680 ft. Above ground 400 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: President Albin May, executive of Ladenburg Thalmann Co. which holds 10% interest; Treasurer Joseph Low (18%) N. Y. attorney; George Becker (22%) N. Y. attorney. Corporation has uhf grant in Marshall Tex., filed for uhf stations in Goldsboro, N. C., Clarksburg, W. Va. and Merced, Calif. Mr. Becker holds minority interests in other applications.

CHARLESTON

(Target Date, Sept. 1, 1953)

LICENSEE: Joe L. Smith, Jr., Inc. Address: 804 1/2 Kanawha Boulevard. Phone: 39-971

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Operating Pow.: Visual 22.5 kw, Aural 12.0 kw. Transmitter: Address, Bownmont, South Charleston. Make, RCA. Model TTU 1B. Antenna: Make RCA. Type TFU-24DM. Height, Above average terrain 390 ft. Above ground 337 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATIONS: Network, ABC. Stations, AM, WKNA. FM, WKNA-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Pierson & Ball. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One Studio (20 x 30 ft.). One RCA image orthicon camera chain. RCA film camera. Two RCA 16mm film projectors. Gray 2 x 2" automatic slide projector. News Service, UP.

PRINCIPAL STOCKHOLDER: Joe L. Smith (100%); same interests own & operate WJLS, WJLS-FM, Beckley, W. Va.

EXECUTIVES:

Joe L. Smith Jr., Pres. & Gen. Mgr.	Virginia N. Cooper, Secy. & Bus. Mgr.
George J. Gray, Asst. Gen. Mgr. & Sta. Mgr.	Don O. Hays, Prog. Dir. A. J. Ginkel, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$42.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	329,225	246,192	575,417
Families in area	87,550	63,060	150,610
Area in Square Miles	1,395	2,405	3,800
No. of VHF Sets (June 1)	46,529	30,631	77,160
Retail Sales	\$249,743,000	\$155,346,000	\$405,089,000
Income per family	\$3,968	\$4,113	\$4,113
Income per Capita	\$1,005	\$993	\$993

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

WSAZ-TV (HUNTINGTON)

LICENSEE: WSAZ Inc. Address: Charleston Regional Office: Capital City Building. (For Full Listing see Huntington, W. Va.)

FAIRMONT

WJPB-TV

(Target Date, Feb., 1954)

LICENSEE: Fairmont Broadcasting Co. Address: Radio-TV Centre Bldg., Gastor Ave. Phone: 5000

FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 10.33 kw. Transmitter: Address, Radio Park. Make, RCA. Model 1 kw. Antenna: Make RCA. Type beamed. Height, Above average terrain 251 ft. Above ground 241 ft.

OPERATION: Target date, Feb., 1954. Hours: 2:00 p.m.-10:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WVVW FM, WJPB.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney D. R. Davies. Consulting Engineer A. D. Ring & Associates.

SERVICES: Two Studios (24 x 20 ft. & 16 x 14 ft.). One RCA camera chain. One Eastman Rear Screen Projector. One Eastman. One Dage Film cameras. Two Eastman Film Projectors. One Philco Scanner. One Eastman Film Processing unit. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: J. Patrick Beacom, 100% owner Fairmont Broadcasting Co. Mr. Beacom owns WETZ New Martinsville, W. Va., and WBUT-AM-FM Butler, Pa. Mr. Beacom is president and publisher of the Mannington Times, West Va. small weekly newspaper.

EXECUTIVES:

J. Patrick Beacom, Pres.	Numa Fabre Jr., Prog. Dir.
Robert M. Drummond, Gen. Mgr. & Film Buy.	G. L. Smith, Ch. Eng.
R. E. Redcliff, Com. Mgr.	Emily Peed, Womens Dir.
T. J. Kelly, TV Dir.	J. F. Watkins, Prom. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	105,000	241,000	300,000
Families in area	22,000	43,610	61,500
Area in Square Miles	601	1,010	18,101
No. of Sets (June 1)	12,000	16,450	26,000
Retail Sales	\$101,201,000	\$198,350,000	\$241,101,000
Income per family	\$3,107.00	\$3,100.00
Income per Capita	\$1,207.00	\$1,200.00

HUNTINGTON

WSAZ-TV (CHARLESTON)

LICENSEE: WSAZ Inc. Address: WSAZ Bldg., 201 Ninth St. Phone: 3-9441

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 84 kw, Aural 42 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Eighth St. Hill. Make, RCA. Model RCA TT25AL. Antenna: Make RCA. Type RCA TF3A Superturnstile. Height, Above average terrain 600 ft. Above ground 350 ft.

OPERATION: Began Nov. 15, 1949. Hours: 6:45 a.m.-12:45 a.m.

AFFILIATIONS: Network NBC, CBS, ABC, DuM. Stations, AM, WSAZ.

REPRESENTATIVES: Sales, The Katz Agency, Inc. Washington Attorney Cohn & Marks, Cafritz Bldg.

SERVICES: Two studios (41 x 52 ft. & 25 x 34 ft.). Three complete RCA TV camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two automatic slide projectors. One station-designed custom built opaque projector. Complete still and silent film facilities for processing. Ford F-5. custom-built mobile unit. Two RCA field cameras. Microwave gear. Ford station-wagon. Complete newsreel unit. News Service, AP, NBC Film. Library, Langworth.

PRINCIPAL STOCKHOLDER: Huntington Publishing Co. (89%) publishes the Huntington Herald-Dispatch. Advertiser. Mrs. Eugene Katz (11%) (The Katz Agency Inc.)

EXECUTIVES:

Col. J. H. Long, Pres.	J. P. Clay, Stu. Eng. Supvr.
L. H. Rogers, Vice Pres. & Gen. Mgr.	E. Conaty, Nat'l. Sis. Dir.
C. T. Garten, Asst. Gen. Mgr.	H. Stohl, Prod. Mgr.
J. H. Ferguson, Prog. Dir.	W. Murray, Charleston Req. Mgr.
L. E. Kilpatrick, Vice Pres. & Tech. Dir.	C. W. Dinkins, Prom. & Merc. Dir.
N. R. Brooke, Film Dir.	W. T. Romeine, Adm. Asst. to Mgr.
	R. E. White, Loc. Sis. Mgr.

RATE INFORMATION: Class A one hour Live \$750, Film \$500. Minute spot Live \$150, Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

the *geographical* center of the U. S. is here...



the *population* center of the U. S. is here...



but... the industrial center of the U. S. is here...

Don't be off-center. Let WSAZ-TV carry your advertising message to the TV families in these 114 counties of five states... and help you tap a bigger share of the *four billion dollars* they have available for spending!



No other television station commands this high-income heart of industrial America!



Huntington, West Virginia

CHANNEL 3
84,000 WATTS ERP
NBC - CBS - DUMONT - ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency

WEST VIRGINIA

HUNTINGTON (Continued)

WSAZ-TV (Continued)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	302,000	1,024,000	3,306,200
Families in area	70,200	238,000	839,000
Area in Square Miles	2,310	10,430	111,100
No. of Sets (June 1)	49,480	119,140	200,430
Retail Sales	\$231,865,000	\$707,139,000	\$2,198,961,000
Income per family	\$4,050	\$4,050	\$4,050
Income per Capita	\$1,030	\$1,030	\$1,030

PARKERSBURG

WTAP (TV)

(Target Date, Sept. 21, 1953)

LICENSEE: West Virginia Enterprises, Inc. Address: P. O. Box 1732. Phone: 77371

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 18.9 kw, Aural 9.45 kw. Operating Pow.: Visual 1 kw, Aural 0.5 kw. Transmitter: Address, Dole's Knob, Constitution, Ohio. Make, RCA. Model TTU-1B. Antenna: Make Workshop Associates. Type WA-25-15-NFI. Height, Above average terrain 1353 ft. Above ground 453 ft.

OPERATION: Target date Sept. 21, 1953.

REPRESENTATIVES: Consulting Engineer Vandivere, Cohen & Wearn.

SERVICES: News Service, UP.

PRINCIPAL STOCKHOLDERS: Frank A. Baer et al (42.5%); Howard L. Chernoff (42.5%); Theodore A. Eiland (10%); Lydia Busek (5%). Baers and Chernoff each hold 32.5% interest WTBO, Cumberland, Maryland.

EXECUTIVES:

Theodore A. Eiland, Pres. & Gen. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$25. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	110,000	23,110	133,110
Families in area	32,229	6,739	38,968
Area in Square Miles	App. 18	App. 30	App. 30
No. of Sets (June 1)	App. 6500	App. 1500	App. 8000
Retail Sales	\$86,015,000	\$13,255,600	\$99,271,000

WHEELING

WLTV (TV)

(Target Date, Oct. 1953)

LICENSEE: Polan Industries. Address: 521 8th St., Huntington, W. Va.

FACILITIES: Chan. 51. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 13.5 kw. Transmitter: Address, Palo Alto St. Make, DuM. Antenna: Make RCA. Height, Above average terrain 170 ft.

OPERATION: Target date Oct., 1953. Hours, 3 p.m.-12 M.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer A. D. Ring & Co.

PRINCIPAL STOCKHOLDERS: Albert S. Polan (20%); E. G. Polan (20%); Lincoln M. Polan (20%); Dr. Charles M. Polan (20%); Lake Polan Jr. (20%). For other holdings, see Group Ownership.

WTRF-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Tri-City Broadcasting Co. Address: 1329 Market Street. Phone: Bellaire 1515

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, RD #1 Bridgeport, Ohio. Make, RCA. Model TT 50 AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 584 ft. Above ground 359 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Network, NBC. Stations, AM, WTRF. FM, WTRF-FM

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney Barnes & Neilson. Consulting Engineer Jack Moffet.

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

SERVICES: One studio: (35 x 50 ft.). Two RCA type TK 31A camera chains. One RCA, Series 400 rear screen projector. One RCA TK-20D film camera. Two RCA TP-6A film projectors. Dual disc (RCA) slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Thomas M. Bloch, Betty Bloch Harris, A. V. Dix, Gordon C. Dix, Robert W. Ferguson, News Publishing Co. News Publishing Co. owns 34% of WTRF-TV and owns 100% of WBLK Clarksburg and WPAR Parkersburg. They own Wheeling News-Register & Intelligencer. A. V. Dix and G. C. Dix own Martins Ferry and Bellaire Times-Leader and own interest in WWST Wooster, Ohio. They own together 30% of WTRF-TV.

EXECUTIVES:

Thomas M. Bloch, Pres. Frank Curtis, Prog. Dir.
Robert W. Ferguson, Vice Pres. Howard Daubenmeyer, Ch. Eng.
& Gen. Mgr. George Diab, News Dir.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 616,764; Families in area 212,000; Area in Square Miles 3,300; No. of Sets (June 1) 110,000; Retail Sales \$450,000,000.

WISCONSIN

WISCONSIN MARKET INDICATORS

Total Population, July 1, 1952	3,539,0
Total Families, 1950	867,99
Total Urban Population, 1950	1,987,8
Total Rural Nonfarm Population, 1950	721,45
Total Farm Population, 1950	725,2
Employed in Nonagricultural Establishments, Feb., 1953	1,082,70
Total Employed, 1950	1,355,2
Employed in Mining, Feb., 1953	3,50
Employed in Manufacturing, Feb., 1953	478,8
Employed in Construction, Feb., 1953	43,90
Employed in Agriculture, 1950	251,9
Retail Sales, 1952	\$ 3,991,222,00
Bank Assets, Jan. 1, 1953	\$ 3,740,856,0
Bank Deposits, Jan. 1, 1953	\$ 3,499,631,00
Major Income Sources, 1951: Agriculture 11.0%; Government 11.2%; Manufacturing Payrolls 31.3%; Trade and Service 23.8%; Other 22.7%	
Total Income Payments, 1951	\$ 5,610,000,0
Per Capita Income, 1951	\$ 1,6
Median Family Income, 1950	\$ 3,2
Total Internal Revenue Collections, 1952	\$ 1,384,265,0
Average Weekly Earnings Manufacturing Workers, Feb., 1953	75.
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 161,635,0
Cash Receipts of Farms, 1952	\$ 1,142,643,00
Government Payments to Farmers, 1952	\$ 8,060,0
Value of Mineral Production, 1950	\$ 41,693,00
Total New Construction in 1952	\$ 635,200,0
New Private Construction in 1952	\$ 472,600,00
New Public Construction in 1952	\$ 162,600,0
Motor Vehicle Registration, 1952	1,249,26
Number of Telephones, 1952	1,059,2
Number of Electrical Connections, 1952	1,169,40
Number of Gas Utilities Connections, 1952	456,6

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

WISCONSIN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Ct
Adams	4,906	5,309	1,020	39		
Ashland	19,461	22,037	5,746	503		
Barron	34,703	46,010	8,022	1,042	1,940	19%
Bayfield	13,760	7,230	1,845	222		
Brown	98,314	114,251	24,158	2,929	*2,500	9%
Buffalo	14,719	10,114	1,695	242	900	21%
Burnett	10,236	7,521	1,728	156		
Calumet	18,840	21,409	3,548	342	1,380	26%
Chippewa	42,839	45,454	7,735	800		
Clark	32,459	32,328	5,027	597		
Columbia	34,025	44,130	8,139	989	1,460	14%
Crawford	17,652	13,974	3,433	289		
Dane	169,357	206,258	41,873	7,549		
Dodge	57,611	52,923	11,900	997	10,350	62%
Door	20,870	23,118	5,494	543	*580	9%
Douglas	46,715	49,194	14,145	1,264		
Dunn	27,341	26,062	5,059	499	1,460	19%
Eau Claire	54,187	61,911	13,887	1,803		
Florence	3,756	2,413	850	26		
Fond Du Lac	67,825	82,722	16,786	2,324	6,730	34%
Forest	9,437	6,597	1,397	157		
Grant	41,460	46,353	8,479	839	1,330	11%
Green	24,172	38,204	9,132	988		
Green Lake	14,749	20,340	3,927	283	640	14%
Iowa	19,610	15,506	3,477	300		

WISCONSIN MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Jackson	16,073	14,572	2,302	218		
Jefferson	43,069	53,409	11,876	1,018	5,760	44%
Jenewa	18,930	19,053	4,342	387		
Kenosha	78,238	92,131	24,957	2,314	18,640	79%
Kewaunee	17,366	15,645	2,482	252	*420	9%
Lacrosse	67,587	83,213	20,523	1,732		
Lafayette	18,137	18,602	3,806	255		
Ladysmith	21,975	24,961	5,914	368		
Lancaster	22,235	25,242	6,852	662		
Lane	67,150	74,727	18,634	1,097	5,150	26%
Laramie	80,337	86,378	17,004	1,501		
Larocque	35,748	35,510	9,014	619		
Lauritzen	8,839	7,761	1,497	121	380	14%
Lewiston	871,047	1,142,562	271,329	30,138	235,050	89%
Ligon	31,378	24,525	5,474	598		
Lima	26,238	22,793	4,218	258	*660	9%
Lindsay	20,648	25,642	7,242	701		
Litchfield	81,722	96,853	20,379	1,978	*2,120	9%
Lodgepole	23,361	27,217	5,748	543	5,400	76%
Lodi	7,462	7,571	1,748	67	420	21%
Lodgepole	21,448	20,735	5,208	424	3,050	50%
Lodgepole	24,944	27,810	5,325	757	3,700	50%
Lodgepole	34,858	30,858	7,342	806		
Lodgepole	16,344	14,956	2,763	276		
Lodgepole	109,585	144,780	37,432	3,976	23,860	71%
Lodgepole	19,245	22,197	4,715	494		
Lodgepole	92,773	120,932	29,766	2,927		
Lodgepole	15,790	15,687	3,128	317		
Lodgepole	25,905	27,038	4,984	499	3,800	50%
Lodgepole	38,120	43,410	9,282	1,019		
Lodgepole	10,323	9,507	2,063	318		
Lodgepole	35,249	28,687	6,371	483	*860	9%
Lodgepole	80,631	90,350	19,112	1,858	18,530	75%
Lodgepole	18,456	14,150	2,396	217		
Lodgepole	23,730	21,517	3,762	353	1,410	21%
Lodgepole	27,903	22,354	5,939	602		
Lodgepole	9,363	12,152	3,838	67		
Lodgepole	41,584	56,132	12,283	1,455	7,640	57%
Lodgepole	11,665	11,492	3,413	404		
Lodgepole	33,902	42,219	9,024	658	7,680	76%
Lodgepole	85,901	84,706	23,228	2,064	21,660	83%
Lodgepole	35,056	47,110	8,710	906	*940	9%
Lodgepole	13,920	14,186	2,248	183		
Lodgepole	91,103	105,644	27,689	2,451	*2,490	9%
Lodgepole	50,500	57,406	13,418	1,095		

- New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953. Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television		County	Total Homes	Per Cent Television	
		vision	Homes			vision	Homes
Damascus	2,500			Marathon	22,200		
Deshler	5,500			Marquette	10,300		
Dodgeville	10,200	24	2,460	Milwaukee	234,100	11	310
Dodgeville	3,900			Monroe	8,500	94	248,820
Dodgeville	27,800	18	4,980	Oconto	7,300		
Dodgeville	4,300	18	780	Oneida	6,300		
Dodgeville	3,000	13	400	Outagamie	23,500	15	3,500
Dodgeville	5,300	30	1,600	Ozaukee	7,100	75	5,330
Dodgeville	11,500	14	1,580	Pequin	2,000	18	360
Dodgeville	9,100			Pierce	6,100	51	3,090
Dodgeville	10,400	12	1,200	Polk	7,400	51	3,750
Dodgeville	4,900			Portage	9,200		
Dodgeville	49,500	14	6,940	Price	4,700		
Dodgeville	16,700	59	9,920	Racine	33,600	70	23,510
Dodgeville	6,400	12	760	Richland	5,400		
Dodgeville	14,000			Rock	29,000	16	4,510
Dodgeville	7,700	24	1,860	Rusk	2,700	13	620
Dodgeville	16,400	18	2,910	St. Croix	7,600	51	3,860
Dodgeville	1,200			Sauk	11,500		
Dodgeville	19,800	35	7,010	Sawyer	3,000	13	400
Dodgeville	2,300			Shawano	9,600		
Dodgeville	12,100	13	1,620	Sheboygan	24,700	76	18,690
Dodgeville	7,400			Taylor	4,900		
Dodgeville	4,600	12	530	Trempealeau	6,700	18	1,230
Dodgeville	5,600			Vernon	7,900		
Dodgeville	2,500			Vilas	2,900		
Dodgeville	4,800			Walworth	13,400	55	7,310
Dodgeville	13,100	48	6,270	Washburn	3,300	13	430
Dodgeville	5,400			Washington	10,100	75	7,570
Dodgeville	23,600	79	18,530	Waukesha	26,100	76	19,710
Dodgeville	4,700	12	550	Waupaca	10,400		
Dodgeville	20,100			Waushara	6,200		
Dodgeville	5,200			Winnebago	27,700	14	3,800
Dodgeville	6,000			Wood	14,400		
Dodgeville	6,400			Totals	1,016,100		432,650
Dodgeville	19,800	30	5,950				

BELOIT

(Target Date, Sept., 1953)

LICENSEE: Beloit Bcstg. Co. Address: Hotel Hilton
 FACILITIES: Chan. 57. Authorized Eff. Rad. Pow.: Visual 20.82 kw, Aural 12.5 kw. Transmitter: Address, U. S. 51. Make, RCA. Antenna: Make RCA. Height, Above average terrain 230 ft. Above ground 339 ft.
 OPERATION: Target date Sept., 1953.
 AFFILIATIONS: Station, AM, WGEZ.
 REPRESENTATIVES: Sales, George C. Clark Inc. Attorney Edwin C. Conrad, Madison, Wis. Consulting Engineer Page, Cruetz, Garrison & Waldschmitt.
 PRINCIPAL STOCKHOLDER: Sidney H. Bliss, sole owner, is president of Gazette Printing Co. (Janesville Gazette) which is licensee of WCLO-FM Janesville, Wis. and Southern Wisconsin Radio Co. which is licensee of WCLO Janesville.

BROADCASTING • TELECASTING

EAU CLAIRE

WEAU-TV

(Target Date, Fall, 1953)

LICENSEE: Central Broadcasting Co. Address: 1546 So. Hastings Way
 FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 30 kw. Transmitter: Address, 1456 Hastings Way. Make, RCA. Antenna: Make RCA. Height, Above average terrain 840 ft. Above ground 837 ft.
 OPERATION: Target date Fall, 1953.
 AFFILIATIONS: Station, AM, WEAU.
 REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer C. B. Parsons.
 PRINCIPAL STOCKHOLDERS: Pres. W. C. Bridges (18 2/3%); Sec.-Treas. Morgan Murphy (14 1/3%); Elizabeth Murphy (40%); Eau Claire Press Co. (Eau Claire Telegram and Leader) (24 1/3%). For other Murphy-Bridges Holdings, see Group Ownership.
 EXECUTIVES:
 W. C. Bridges, Pres. T. O. Jorbenson, Ch. Eng.
 Harry S. Hyett, Gen. Mgr.

GREEN BAY

WBAY-TV

LICENSEE: St. Norbert College. Address: Bellin Building. Phone: Adams 1
 FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 10 kw. Transmitter: Address, De Pere, Wis. Make, RCA. Model TT2AL. Antenna: Make RCA. Height, Above average terrain 435 ft. Above ground 325 ft.
 OPERATION: March 17, 1953. Hours, 4:30 p.m.-11:30 p.m.
 AFFILIATIONS: Networks, CBS, NBC, ABC, DuMont. Station, AM, WBAY.
 REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

SERVICES: Two studios (one 9,000 sq. ft. plus stage 1,400 sq. ft. and one 1,200 sq. ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm-SOF film projector. Projectfall, scanner, opaque projector and slide projectors. News Services, UP and AP.

PRINCIPAL STOCKHOLDERS: Nonprofit, nonstock religious order.

EXECUTIVES:

Haydn R. Evans, Gen. Mgr. Clair Stone, Prog. Dir.
 Burkett Farquhar, Sta. Mgr. Wallace Stangel, Ch. Eng.
 Robert C. Nelson, Sls. Mgr. Jim Krause, Film Dir.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$44.63. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MADISON

WKOW-TV

LICENSEE: Monona Broadcasting Co. Address: 215 West Washington Ave. Phone: 72261

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 87.00 kw, Aural 47 kw. Operating Pow.: Visual 16.98 kw, Aural 8.49 kw. Transmitter: Address, Gilbert Road. Make, RCA. Antenna: Make RCA. Height, Above average terrain 688 ft. Above ground 597 ft.

OPERATION: Began July, 1953. Hours, 5:00 p.m.-12:00 M.

AFFILIATIONS: Network CBS. Station, AM, WKOW.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Walter F. Keane (Riverside, Ill.).

SERVICES: One studio (32 x 54 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Projectfall scanner. One Projectfall opaque projector. One RCA film processing unit. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Stewart Watson, Pres. (12%); E. B. Rundell, Vice Pres. (8.7%); George W. Icke, Vice Pres. (6%); E. C. Severson, Treas. (11%); B. W. Huiskamp, Secy. (8%); Otto Sanders (6.1%); Theodore J. Pankow (6%); J. Raiman Feldman (5.4%).

EXECUTIVES:

Stewart Watson, Pres. Audrey Bland, Prog. Dir.
 Michael Henry, Gen., Com. Mgr. Vince Vanderheiden, Ch. Eng.
 & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 35% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area	75,000	115,000	200,000
No. of Sets (June 1)	9,000	3,000	12,000
Retail Sales	\$126,056,000	\$424,785,000



TIME BUYER OR ACCOUNT EXEC.

ADV. MGR. OR VEEP . . .



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

That means 6200 copies opened for business every Monday morning. This includes some 600 very select population which has paid subscriptions at home, too, in addition to office copies. This unhurried, easychair readership means a thorough-going concentration on both editorial and advertising.

Our 6200 buyers are a pretty powerful chunk of people. They control the network and national spot dollar—both radio and television. Your representative sees them often; you visit them occasionally.

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

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

And, sir, that means **your** advertising.

National Press Bldg., Washington 4, D. C.



WISCONSIN

MADISON (Continued)

WMTV (TV)

LICENSEE: Bartell Television Corp. Address: W. Beltline Highway. Phone: 3-5381

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 17.1 kw, Aural 8.6 kw. Operating Pow.: Visual 17.1 kw, Aural 8.6 kw. Transmitter: Address, W Beltline Highway. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type Slotted Line. Height, Above average terrain 650 ft. Above ground 555 ft.

OPERATION: Began July 19, 1953. Hours, 4:00 p.m.-12:00 p. m.

AFFILIATIONS: Networks ABC, DuM.

REPRESENTATIVES: Sales, Meecker TV Inc. Washington Attorney Samuel Miller. Consulting Engineer Mullaney & Co.

SERVICES: One studio (40x50 ft.). Two DuM Image Orthicon camera chains. One Trans-Lux rear screen projector. One Cine Special II 16mm film camera. Two DuM film projectors. Two DuM slide projectors. DuM scanner. DuM opaque projector. News Services, UP, Fox-Movietone.

PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, Pres. (33 $\frac{1}{3}$ %); Earl W. Fessler, Vice Pres. (6 $\frac{2}{3}$ %); Lee K. Beznor, secy-treas. (26 $\frac{2}{3}$ %); David Beznor, (33 $\frac{1}{3}$ %). Mr. Fessler is owner of WMFM. Msrs. Lee and David Beznor and Gerald Bartell are principals in AM stations WOKY, Milwaukee; WAPL Appleton, Wis.; and KCHA Charles City, Iowa; WOKY-TV Milwaukee; also are TV applicants for Appleton, Wis.

EXECUTIVES:

Gerald A. Bartell, Pres. & Gen. Mgr. & Film Buy.
Morton J. Wagner, Sls. Mgr.

Alan Beaumont, Sta. Dir.
Earl Fessler, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 33 $\frac{1}{3}$ % for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A {FCC Contour}	Grade B {FCC Contour}	Total {Including Fringe Area}
Population	173,400	391,200	469,500
Families in Area	47,200	115,140	138,150
No. of Sets (June 1)	8,124	5,000	15,000
Retail Sales	\$202,023,000	\$435,676,000	\$522,811,000
Income per Family	\$6,571	\$5,079
Income per Capita	\$1,704	\$1,408

MILWAUKEE

WCAN-TV

{Target Date, Sept. 1, 1953}

LICENSEE: Midwest Broadcasting Co. Address: 723 North Third St. Phone: Broadway 6-2154.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 50 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, Schroeder Hotel. Make, RCA. Model TTU-241B. Antenna: Make RCA. Type TFU-24BLF. Height, Above average terrain 597 ft. Above ground 654 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 10:00 a.m.-12:00 M.

AFFILIATIONS: Station, AM, WCAN.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Philip M. Baker. Consulting Engineer Russell P. May.

SERVICES: One studio (28x42 ft.). Two studio RCA TK-11A camera chains. Two RCA Type TK-20D film cameras. Two RCA TP-16D (16mm) film projectors. Transparency 2"x2" Auto slide projectors. Gray Telop, Jr. 4"x5" opaque projector. News service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Lou Poller (66 $\frac{2}{3}$ %); Cy Blumenthal (33 $\frac{1}{3}$ %). Mr. Poller owns WPWA Chester, Pa.; 51% of WARL Arlington, Va., and is a TV applicant for Philadelphia. Mr. Blumenthal owns 39% of WARL Arlington, Va.

EXECUTIVES:

Lou Poller, Pres., Gen. & Com. Mgr.
Elmer Jaspan, Asst. Gen. Mgr., Prog. Dir. & Film Buy.
Walter Wesley, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26-51 weeks up to 10% for 52 weeks. Rate Card No. 1.

MARKET INFORMATION: Population, 1,196,555; Families in Area, 363,700; Retail Sales, \$1,356,850,000.

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

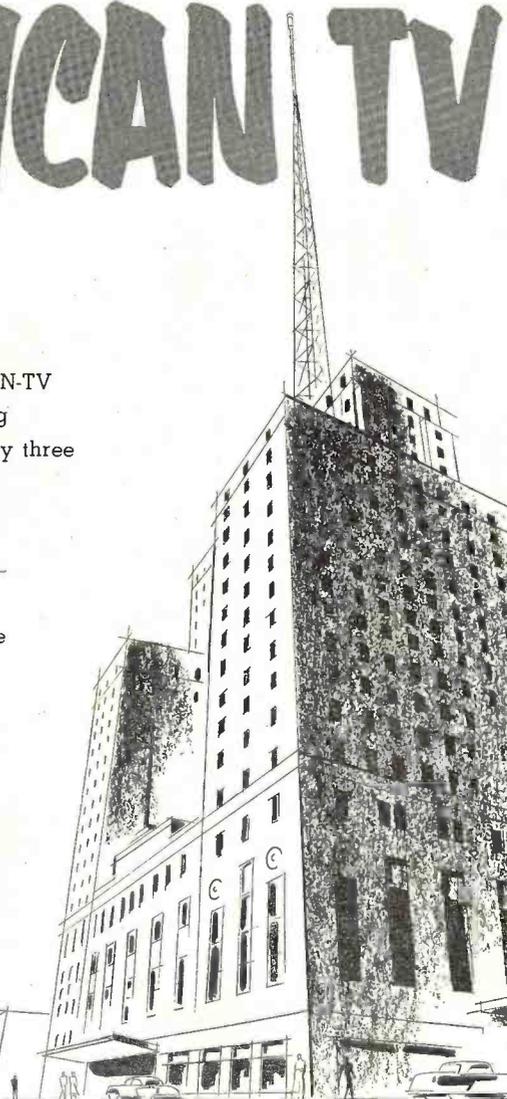
all eyes are on **WCAN TV** (MILWAUKEE)

In the rich and growing eight county market served by WCAN-TV reside one million, two hundred thousand people comprising four hundred thousand families. They own four hundred thirty three thousand television sets.

Milwaukee, the 13th largest market in the country, is a city of home owners. Two hundred fifty thousand homes — 55% of which are owned by their occupants. The average weekly pay check is \$81.69 compared with the U. S. average of \$72.10. Here is a vital and growing market with retail sales totaling one billion three hundred fifty six million eight thousand dollars.

The most effective way to reach this important source of spendable income is with WCAN-TV . . . Milwaukee!

Source: SRDS Consumer Markets 1951-1952
Broadcasting, Weekly
TV Set Summary,
June 9, 1953



A NEW landmark has been added to the Milwaukee skyline. The WCAN-TV tower rises 677 feet above Wisconsin Avenue in downtown Milwaukee, atop Wisconsin's most prominent hotel, The Schroeder.

WCAN-TV

For WCAN-TV is catching the  in Milwaukee

channel **25** Milwaukee
represented nationally by O. L. Taylor and Co.

FOR
MILWAUKEE'S
RICH MARKET

WOKY-TV

CHANNEL



*proudly announces
affiliations with*

ABC

TELEVISION NETWORK

DU MONT

TELEVISION NETWORK

SERVING THE HEART
OF WISCONSIN'S
DAIRY STATE

REPRESENTED BY

H-R TELEVISION, INC.

New York Chicago San Francisco Hollywood

The station to see is 'Waukeev TV
CHANNEL 19

WISCONSIN

MILWAUKEE (Continued)

WOKY-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Bartell Broadcasters Inc. Address: 704 W. Wisconsin Ave. Phone: Broadway 1-8428

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 17.28 kw, Aural 8.64 kw. Transmitter: Address, 2439 W. Hopkins St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1250 ft. Above ground 550 ft.

OPERATION: Target date, Sept. 15, 1953.

AFFILIATIONS: Networks, ABC, DuM. Station, AM, WOKY.

REPRESENTATIVES: Sales, H-R Television. Attorney Lee K. Beynor, Milwaukee, Consulting Engineer Ralph E. Evans, Milwaukee.

PRINCIPAL STOCKHOLDERS: Pres. Gerald A. Bartell (16.667%); Vice Pres. Melvin M. Bartell (0.4%); Sec.-Treas. Lee K. Beznor (41.266%) and David Beznor (41.667%). Messrs. Lee and David Beznor and Gerald Bartell are principals in WMTV (TV) Madison, WAPL Appleton, both Wis., and KCHA Charles City, Iowa, are TV applicants in Appleton.

WTMJ-TV

LICENSEE: The Journal Co. Address: 333 West State St., Zone 1. Phone: Broadway 1-6000

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 720 E. Capitol Drive. Make, RCA. Model TFS-12A. Antenna: Make RCA. Type TF-3A. Height, Above average terrain 910 ft. Above ground 1,035 ft.

OPERATION: Began Dec. 3, 1947. Average Hours, 8 a.m.-12:05 a.m.

AFFILIATIONS: Network NBC, ABC, CBS, DuM. Station, AM, WTMJ.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney Hogan and Hartson.

SERVICES: Six studios (54 x 30 x 26 ft., 42 x 26 x 18 ft., 19 x 27 x 13 ft., 13x11x8 ft., 29x36x25 ft., a stage seating 336, 125x225 ft. outdoor); Eight RCA Image Orthicon camera chains. Trans-Lux rear screen projector. Two RCA TK20C film cameras. RCA TP 16C and Eastman model 250 film projectors. Five slide projectors: Eastman 2x2; Selectroslide 2x2 rotary projector; automatic LaBelle 2x2; Kaleidoscope; Golde 3 1/2x4 1/2. Special Belop unit opaque projector. Mobile unit with two image orthicon cameras. News services, AP, Teleneews. Libraries, Snader, UTP.

PRINCIPAL STOCKHOLDER: The Journal Co. sole owner.

EXECUTIVES:

Walter J. Damm, Vice Pres. & Gen. Mgr.	Jack Krueger, News Ed.
R. C. Winnie, Asst. Gen. Mgr.	Bob Heiss, Sports, Dir.
George Comte, Sta. Mgr.	Bruce Wallace, Mgr. Pub. Ser. & Prom.
George Nicoud, Asst. to Sta. Mgr.	Wendell Palmer, Cont. Mgr.
L. W. Herzog, Research and Dev. Co-Ord.	Maurice Kipen, Mus. Dir.
Neale V. Bakke, Sls. Mgr.	Phillip B. Laeser, Mgr. AM, TV Eng.
James Robertson, Prog. Mgr.	Edwin L. Cordes, TV Ch. Eng.
Colby Lewis, Asst. Prog. Mgr.	Henry Goaden, Fld. Sup.
Hugo Birmingham, Prod. Sup.	Alva Van Alstyne, TV Trans. Sup.
Jim Fitzgerald, Film Ed.	Nick Brauer, Studio, Sup.

RATE INFORMATION: Class A one hour Live \$960, Film \$960. Minute spot Live \$180, Film \$180. Rate Card No. 13.

MARKET INFORMATION: Population (within 100 microvolts) Wis., 1,891,235; Ill. (exclu. Cook Co.) 304,700; Total 2,195,935. Population (25 to 100 microvolts) Wis. 248,545; Ill. (exclu. Cook Co.) 437,010; Mich. 212,670; Total 898,225. Totals: Wisconsin, 2,139,780; Ill. (exclu. Cook Co.) 741,710; Mich. 212,670. Grand total 3,094,160.

NEENAH

WNAM-TV

(Target Date, Oct. 21, 1953)

LICENSEE: Neenah-Menasha Broadcasting Company. Address: Post Office Box 602, Neenah, Wisconsin. Phone: Appleton 2-2871

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.3 kw. Operating Pow.: Visual 15.5 kw, Aural 8.3 kw. Transmitter: Address, Town of Neenah (mailing address: Box 602, Neenah, Wisconsin). Make, RCA. Antenna: Make RCA. Height, Above average terrain 290 ft. Above ground 327 ft.

OPERATION: Target date Oct. 21, 1953.

AFFILIATIONS: Stations, AM, WNAM.

REPRESENTATIVES: Sales, George W. Clark, Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Walter Kean, Riverside, Ill.

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

WISCONSIN

NEENAH (Continued)

WNAM-TV (Continued)

SERVICES: One studio (35x35 ft.).

PRINCIPAL STOCKHOLDERS: Pres. Samuel N. Pickard (80%); Reinhold D. Molzow (4%); Vice Pres. Don C. Wirth (.54%); Dorthea W. Pickard (15.4%).

EXECUTIVES:

Don C. Wirth, Vice Pres., Gen. Mgr. E. W. Fliegel, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	198,000	406,500
Families in area	11,000	114,500
No. of Sets (June 1)	11,000	23,000
Retail Sales	\$223,886,000	\$467,999,000
Income per family	\$5,300	\$5,100
Income per Capita	\$1,547	\$1,502

OSHKOSH

WOSH-TV

LICENSEE: Oshkosh Bcstg. Co. Address: 1235 Bowen St..

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 1.31 kw, Aural 0.7 kw. Transmitter: Address, 1235 Bowen St. Make, GE. Antenna: Make GE. Height, Above average terrain 310 ft. Above ground 344 ft.

OPERATION: Began April 1, 1953.

AFFILIATIONS: Station, AM, WOSH.

REPRESENTATIVES: Sales, Headley-Reed Television. Attorney Frederick A. Collatz, St. Paul. Consulting Engineer Nathan Williams, Oshkosh.

PRINCIPAL STOCKHOLDERS: William F. Johns Jr. (51%); William F. Johns Sr. (17%); Penrose H. Johns (17%) and Frederick Renshaw (15%).

EXECUTIVES:

William F. Johns Jr., Gen. Mgr. Clark Hogan, TV Mgr.

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

WYOMING

WYOMING MARKET INDICATORS

Total Population, July 1, 1952	308,000
Total Families, 1950	72,235
Total Urban Population, 1950	144,618
Total Rural Nonfarm Population, 1950	89,207
Total Farm Population, 1950	56,704
Employed in Nonagricultural Establishments, Feb., 1953	82,100
Total Employed, 1950	107,836
Employed in Mining, Feb., 1953	9,700
Employed in Manufacturing, Feb., 1953	5,700
Employed in Construction, Feb., 1953	5,300
Employed in Agriculture, 1950	22,123
Retail Sales, 1952	\$ 413,239,000
Bank Assets, Jan. 1, 1953	\$ 333,938,000
Bank Deposits, Jan. 1, 1953	\$ 313,799,000
Major Income Sources, 1951: Agriculture 24.0%; Government 17.2%; Manufacturing Payrolls 5.2%; Trade and Service 21.9%; Other 31.7%.	
Total Income Payments, 1951	\$ 508,000,000
Per Capita Income, 1951	\$ 1,722
Median Family Income, 1950	\$ 3,482
Total Internal Revenue Collections, 1952	\$ 67,803,420
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 80.99
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 10,941,000
Cash Receipts of Farms, 1952	\$ 163,866,000
Government Payments to Farmers, 1952	\$ 2,790,000
Value of Mineral Production, 1950	\$ 177,577,000
Motor Vehicle Registration, 1952	156,097
Number of Telephones, 1952	87,900
Number of Electrical Connections, 1952	90,977
Number of Gas Utilities Connections, 1952	47,200

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

WYOMING MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Albany	19,055	22,771	5,425	504		
Big Horn	13,176	13,356	2,861	550		
Campbell	4,839	7,603	1,420	248		
Carbon	15,742	18,549	3,753	590		
Converse	5,933	7,738	1,628	211		
Crook	4,738	4,997	1,093	116		
Fremont	19,580	26,055	5,657	860		

BROADCASTING • TELECASTING

WYOMING

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Goshen	12,634	18,261	3,370	430		
Hot Springs	5,250	8,205	2,155	391		
Johnson	4,707	6,073	1,408	132		
Laramie	47,662	65,215	13,565	1,793		
Lincoln	9,023	9,834	2,299	325		
Natrona	31,437	58,879	9,068	1,379		
Niobrara	4,701	7,003	1,061	153		
Park	15,182	28,960	6,468	834		
Platte	7,925	10,794	2,379	499		
Sheridan	20,185	28,350	6,628	843		
Sublette	2,481	2,413	335	132		
Sweetwater	22,017	30,333	5,938	891		
Teton	2,593	4,831	927	58		
Uinta	7,331	9,954	1,950	237		
Washakie	7,252	12,927	2,575	343		
Weston	6,733	7,445	1,683	350		
Yellowstone						
National Park	353	2,618	46		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Albany	5,900			Niobrara	1,400		
Big Horn	3,700			Park	5,100		
Campbell	1,600			Platte	2,400		
Carbon	5,000			Sheridan	6,400		
Converse	1,800			Sublette	900		
Crook	1,400			Sweetwater	6,500		
Fremont	5,900			Teton	800		
Goshen	3,700			Uinta	1,900		
Hot Springs	1,800			Washakie	2,000		
Johnson	1,400			Weston	2,200		
Laramie	14,600	18	2,670	Yellowstone Pk.	100		
Lincoln	2,500			Totals	90,100		2,670
Natrona	11,100						

CASPER

KSPR-TV

(Target Date, not set)

LICENSEE: Donald Lewis Hathaway. Address: Box 930. Phone: 3-5777

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 1.386 kw, Aural .692 kw. Transmitter: Address, 1st & Lennox St. Make, DuM. Antenna: Make RCA. Height, Above average terrain 10 ft. Above ground 372 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KSPR.

REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George E. Gautney.

SERVICES: One studio (1250 sq. ft.). News Services, UP & UP Telephoto.

PRINCIPAL STOCKHOLDER: Donald Lewis Hathaway.

EXECUTIVES:

Donald Lewis Hathaway, Own. & Gen. Mgr. Marcus R. Nichols, Prog. Dir. & Film Buy.
Frederic W. Hufsmith, Com. Mgr. John Cheatham, Ch. Eng.

CHEYENNE

KFBC-TV

(Target Date, Dec. 25, 1953)

LICENSEE: Frontier Broadcasting Co. Address: Plains Hotel. Phone: 4-4461

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 19 kw, Aural 9.5 kw. Transmitter: Address, Borie, Wyoming. Make, RCA. Antenna: Make RCA. Type 6-Bay Superturndstile. Height, Above average terrain 500 ft. Above ground 350 ft.

OPERATION: Target date Dec. 25, 1953.

AFFILIATIONS: Networks CBS, ABC. Stations, AM, KFBC.

REPRESENTATIVES: Washington Attorney Bernard Koteen.

SERVICES: Two studios (30x40 ft. each). One RCA camera chain. One RCA film camera. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Cheyenne Newspapers (33%), publishes Wyoming State Tribune and Wyoming Eagle; Wm. C. Grove (13%) Gen. Mgr. KFBC-TV, owner of KSID Sidney, Neb.; 25% stockholder, managing director and Vice Pres. KRAL Rawlins, Wyo., 11% stockholder and Vice Pres. KVRB Rock Springs, Wyo.; Tracy S. McCracken (11%) publisher Cheyenne Newspapers Inc., Pres. Laramie Newspapers Inc. and publisher of newspapers in Rock Springs, Big Horn, Rawlins and Pres. KRAL Rawlins; A. E. Stoddard (8%) Pres. Union Pacific Railroad.

EXECUTIVES:

Robert S. McCracken, Pres. Charles P. Cahill, Com. Mgr.
Wm. C. Grove, Treas. & Gen. Mae Sunada, Prog. Dir.
Mgr. Robert C. Pfannenschmid, Ch. Eng

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 450,000; Families in Area 120,000; Area in Sq. Mi. 17,150.

ALASKA

ANCHORAGE

KTVA (TV)

(Target Date, not set)

LICENSEE: Northern TV Inc. Address: 111 F St.

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 3.22 kw, Aural 1.61 kw. Transmitter: Address, Denali St. and E. 4th Ave. Make, DuM. Antenna: Make GE. Height, Above average terrain 168 ft. Above ground 230 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Miller & Schroeder. Consulting Engineer Jack M. Walden, Anchorage.

PRINCIPAL STOCKHOLDERS: Pres. A. G. Hiebert (27.6%), minority stockholder and director of KABI Ketchikan, KFAR Fairbanks, KENI Anchorage and KJNO Juneau; Jack M. Walden (6.7%), chief engineer of KENI and minority stockholder in KENI and KFAR; and 22 minority stockholders.

KFIA (TV)

(Target Date, Dec., 1953)

LICENSEE: Kiggins & Rollins. Address: 841 Turquoise St., San Diego, Calif.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 15.85 kw, Aural 9.5 kw. Transmitter: Address, Westward Hotel. Make, Composite. Antenna: Make RCA. Height, Above average terrain 137 ft. Above ground 150 ft.

OPERATION: Target date Dec. 1953.

REPRESENTATIVES: Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer James G. Duncan, San Diego.

PRINCIPAL STOCKHOLDERS: Equal partners Keith Kiggins, former ABC vice pres. and Richard R. Rollins, realtor and former minority stockholder KIOA Des Moines. Also own KFIF (TV) Fairbanks.

FAIRBANKS

KFIF (TV)

(Target Date, Dec., 1953)

LICENSEE: Kiggins & Rollins. Address: 841 Turquoise, San Diego, Calif.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 15.85 kw, Aural 9.5 kw. Operating Pow.: Visual 5.0 kw, Aural 3.0 kw. Make, Composite. Antenna: Make RCA. Type TF-3C. Height, Above average terrain 109.7 ft. Above ground 168.0 ft.

OPERATION: Target date Dec. 1953.

REPRESENTATIVES: Washington Attorney Andrew G. Haley. Consulting Engineer James G. Duncan.

PRINCIPAL STOCKHOLDERS: Keith Kiggins & Richard R. Rollins, partners, also own KFIA (TV) Anchorage.

EXECUTIVES:

James G. Duncan, Gen., Com. Wilbur R. Williams, Ch. Eng.
Mgr. & Film Buy.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Fringe Area)
Population	30,000	35,000	10,000
Retail Sales	\$30,000,000

HAWAII

HONOLULU

KGMB-TV

LICENSEE: Hawaiian Broadcasting System Ltd. Address: 1534 Kapiolani Boulevard. Phone: 90914

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 34.8 kw, Aural 17.4 kw. Operating Pow.: Visual .5 kw, Aural .25 kw. Transmitter: Address, Mount Tantalus. Make, RCA. Model TT10AH. Antenna: Make GE. Type TY-14C. Height, Above average terrain 1768 ft. Above ground 2107 ft.

OPERATION: Began Dec. 1, 1952. Hours, 2:15 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, ABC, Stations, AM, KGMB.

REPRESENTATIVES: Sales, Free & Peters, Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Vandiver, Cohen & Wearn.

SERVICES: Two studios (26 x 42 ft. & 40 x 92 ft.). Four RCA Image Orthicon; 1 electro zoom lens camera chains. One Bodde 9 x 12 ft. rear screen projector. Two RCA iconoscope film cameras. Two RCA 16mm film projectors. Two automatic and two manual slide projectors. Gray Telop opaque projector. Two RCA field cameras and 2 RCA microwave units available for remotes. News Service, INS. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co., Ltd. (66.77%); Honolulu Star-Bulletin, Ltd. (24.25%); Corp. of the President of the Church of Jesus Christ of Latter Day Saints (8.98%) (See Group Ownership)

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

HAWAII

EXECUTIVES:

J. Howard Worrall, Pres. Robert Costa, Prog. Dir.
C. Richard Evans, Gen. Mgr. Daniel O. Hunter, Ch. Eng.
Wayne Kearn, Asst. Gen. Mgr. Faye Johnson, Prom. Dir.
in Chg. of Sl.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$52, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Population 328,194 (for Oahu only. Additional fringe coverage on some of the other islands). Families in area 82,000; Area Square Miles 604; No. of Sets (June 1) 22,000; Retail Sales \$423,748,500 (for Oahu only); Income per family \$6,215 (\$7,198 for Honolulu CH population 233,888); Income per Capita \$1,569 (\$1,784 per capita for Honolulu City).

KONA (TV)

LICENSEE: Radio Honolulu, Ltd. Address: 1071 Bishop St. Phone: 6-2366

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 35 kw, Aural 2 1/2 kw. Transmitter: Address, Piikoi Street & Ala Moana Blvd. Make, GE. Model Type TT 6E. Antenna: Make GE. Type 6-Bay Superturndstile. Height Above ground 362 ft.

OPERATION: Began Nov. 7, 1952. Hours, 4:00 p.m.-approx. 10:30 p.m.

AFFILIATIONS: Networks, NBC, DuM.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Kirkland Fleming, Green, Martin & Ellis.

SERVICES: One Studio (5,500 sq. ft.). Three GE camera chains. Two GE 16mm film projectors. One Selectoslide 35mm scanner. Belop GE opaque projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Voting stock owned 50% by Island Broadcasting Co. (KPOA) which is owned jointly by John D. Keating and J. Elr. McCaw, and 50% by Advertiser Publishing Co. Ltd. (KGU), publisher of Honolulu Advertiser. Run by board of trustees including Lorin Thurston and Allen J. McGuire, representing KGU; Messrs. Keating and McCaw, representing KPOA, and Paul Anderson, vice president of the Hawaiian Electric Co. Messrs. Keating and McCaw have other radio TV interests (see Group Ownership department).

EXECUTIVES:

John D. Keating, Pres. & Gen. Barbara Thurston, Film Buy.
Mgr. Vic Rowland, Dir. of Pub. Rel.
Craig Maudsley, Prog. Dir.
Frank Fitch, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Estimated TV Receivers on Island, June 1, 20,000.

KABS (TV)

(Target Date, not set)

LICENSEE: American Broadcasting Station Inc. Address: Barr Bldg., Washington, D. C.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 29 kw. Transmitter: Address, Mt. Tantalus. Make, RCA. Antenna: Make RCA Height, Above average terrain 1,741 ft. Above ground 183 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Pres. Helen S. Mark (59.6%), 5% partner. KJBS San Francisco and half owner of Comar Co., Washington (D. C.) radio talent and production agency; Vice Pres. William B. Dolph, owner. William B. Dolph Prod., Washington radio production and talent agency. 15% partner in KJBS San Francisco; and others.

PUERTO RICO

SAN JUAN

WKAQ-TV

(Target Date, Feb., 1954)

LICENSEE: El Mundo Bcstg. Corp. Address: Box 1072. Phone: 2-2000

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.5 kw, Aural 8.4 kw. Transmitter: Address, Cerro Marqueso Mt. Make, GE. Model H28A. Antenna: Make GE. Type TY-12-F. Height, Above average terrain 1,279 ft. Above ground 300 ft.

OPERATION: Target date 1954.

AFFILIATIONS: Station, AM, WKAQ.

REPRESENTATIVES: Sales, Inter-American. Washington Attorney Segal, Smith Hennessey. Consulting Engineer George C. Davis.

SERVICES: Two studios (60 x 53 ft. & 30 x 40 ft.). Three GE camera chains. Two GE film cameras. Two GE film projectors. One GE scanner. GE opaque projector. Mobile Unit with two camera chains.

PRINCIPAL STOCKHOLDER: Mr. Angel Ramos, sole owner.

EXECUTIVES:

Mrs. Angel Ramos, Pres.

RATE INFORMATION: Class A one hour Live \$225 Film \$225. Minute spot Live \$100 Film \$100. Frequency discounts from 5% for 26 times up to 30% for 260 times.

FOREIGN TELEVISION STATIONS

ARGENTINA

(Estimated receivers in use were 2,500 as of March 1952. Total U. S. exports of TV sets to Argentina totaled 9,293 for the eight months of 1952. This does not include Dutch or English sets.)

Buenos Aires—LR3-TV (Began operation Fall 1951). Radio Belgrano y Primera Cadena Argentina de Broadcasting S.A., Alvear Palace Hotel. Ch. 7, 174-180 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 45 kw. 625 lines, 50 fields, FM sound. Transmitter: Federal. Antenna: 8-bay triangular loop, on 150-ft. tower atop 22-story Ministry of Public Works Bldg. U.S. Engineer: W. J. Andrew. LR3-TV has two studios, including 600-seat theatre, each with three cameras, plus film studio and mobile unit. LR3-TV cost about \$750,000 and is American-constructed. As of March, 1952, it was on air 4-7 p.m. and 9-11 p.m. daily.

Buenos Aires—LR1-TV (Under construction). Radio El Mundo. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile. Due to start in 1954.

Buenos Aires—(Proposed). Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound.

Cordoba—(Proposed).

Mendoza—(Proposed).

Rosario—(Proposed)

AUSTRALIA

Australia has been interested in TV for more than five years but the chief problem is to determine whether it shall be government controlled or private enterprise. Experimental telecasts were made in 1950 at Sydney and Melbourne by Amalgamated Wireless (Australasia) Ltd. using Marconi equipment with 625 lines and 25 frames. Frequency band generally proposed for TV is 42-68 mc. Two stations are reported planned for Sydney in 1954-1955.

AUSTRIA

No television is permitted under occupation rules but TV film production is reported underway by U. S. groups and British firms have exhibited TV equipment there.

BELGIUM

There are about 3,000 receivers picking up Lille, France. Belgium plans a bilingual station at Brussels, reportedly this year, to be followed later by a Flemish station at Liege. A total of five outlets is proposed. These would use 625 lines, 25 frames and 7 mc bandwidth in Flemish areas and 819 lines, 25 frames and 14 mc bandwidth in French areas.

The Institute National du Radiocommunicacion (INR), established in 1930, has two low power TV transmitters in operation and has conducted several experimental broadcasts. Five channels have been allocated to TV by royal decree.

Listing includes those stations actually on the air, under construction or reported proposed. Data is compiled from all available sources, including station licensees, U. S. government reports, the United Nations, RCA Frequency Bureau, radio-TV industry and other news reports.

Data on standards refer to line structure, channel width and pictures per second (frames). Power is transmitter power output in kilowatts unless specified as ERP (effective radiated power). Frequency is in megacycles.

According to current reports, in areas abroad where television is new, the number of viewers per set is large because of the "ganging up" habit. Sometimes this number may be 10 to 15 viewers per set. In certain South American areas, large-screen projection sets are put up in public places, it is reported. Community viewing groups are said to be well established in many small villages in France, a project backed by the French League for Education.

BOLIVIA

Television has been planned for several years but delayed because of internal problems. Standards are not set but 525 lines, 30 frames and 6 mc bandwidth of U. S. are expected to be adopted.

BRAZIL

(Estimated sets in use as of September 1952 totaled 45,000, about equally divided between Rio de Janeiro and Sao Paulo.)

Belo Horizonte — (Under construction). Emissoras Associadas. Chief owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Estimated construction cost: \$500,000. (Also see Porto Alegre, Rio de Janeiro and Sao Paulo.)

Porto Alegre — (Proposed). Emissoras Associadas.

Rio de Janeiro—PRE-8-TV (Began operating in late 1951). Radio Tupi, Emissoras Associadas, Avenida Venezuela 43. Chief Owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 21.2 kw visual, 12.7 kw aural. 625 lines, 50 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile on Sugar Loaf Mt., 1,333 ft. (also see Belo Horizonte, Porto Alegre and Sao Paulo.) PRE-8-TV is reported changing to 525 lines and 30 frames this year.

Rio de Janeiro — (Under construction). Ch. 2, 54-60 mc. Owned by city. DuMont equipped. Plans start this year.

Rio de Janeiro — (Under construction). Television Rio. GE equipped. Ch. 13 (210-216 mc).

Rio de Janeiro — (Proposed). Radio Tamoio. Power: 5 kw visual, 2.5 kw aural.

Sao Paulo—PFR-3-TV (Began operating Sept. 18, 1950). Radio Tupi, Emissoras Associadas, State Bank Bldg. Chief Owner:

Dr. Assis Chateaubriand. Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15 kw. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 520 ft., atop State Bank Bldg. (Also see Belo Horizonte, Porto Alegre and Rio de Janeiro.)

Sao Paulo—(Began operation Dec. 24, 1951). Radio Televisao Paulista S.A., Avenida Reboucas 58-62. Telephone: 52-3677. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.72 kw visual, 9.36 kw aural. 525 lines, 60 fields, FM sound. Transmitter: Federal. Studio equipment and mobile unit: DuMont. Antenna: RCA 3-Bay Superturnstile, 500 ft. above average terrain. Construction cost: \$1,500,000. Firm has about 950 local stockholders. Executives include: Luiz Fonseca de Souza Meirelles, president; Mario Montiero Diniz Junqueira, director; Victor Fonseca de Souza Meirelles, treasurer; Alfo Reis d'Avila, commercial director; Sylvio de Barros Vasconcellos, chief engineer.

Sao Paulo—(Under construction). Radio Record. Owner is J. B. Amaral. Ch. 7 (174-180 mc). 525 lines, 30 frames. Transmitter: GE.

Note: TV sets now are being manufactured in Brazil. Total U.S. exports to Brazil in the first 30 weeks of 1952 totaled 5,545 sets. Voice of America television service is reported used in Brazil.

The Brazilian President has signed a decree assigning 292 TV channels within the country. Standards specified are 525 lines, 30 frames, 6 mc bandwidth.

CANADA

Note: Total number of receiving sets estimated in use was 150,000 as of Sept. 30, 1952. New set sales are reported as 20,000 monthly. Total of 94,136 TV sets were sold in first four months of 1953, RTMA of Canada has reported. Radiffusion Ltd., wired TV system, is also operating in Montreal. Proposed viewing tax has been dropped but 15% sales excise tax has been retained. Microwave radio relay link now is operating between CBC-TV stations at Toronto, Ottawa and Montreal. AT&T microwave link between Toronto and Buffalo went into operation Jan. 19, 1953.

Calgary, Alta.—(Application pends for Ch. 2 by Calgary Television Ltd.)

Edmonton, Alta. — (Three applications pend for Ch. 3 by Edmonton Television Ltd., affiliated with CJCA there; William Rea Jr., owner of CKNW New Westminster; and CFRN Edmonton.)

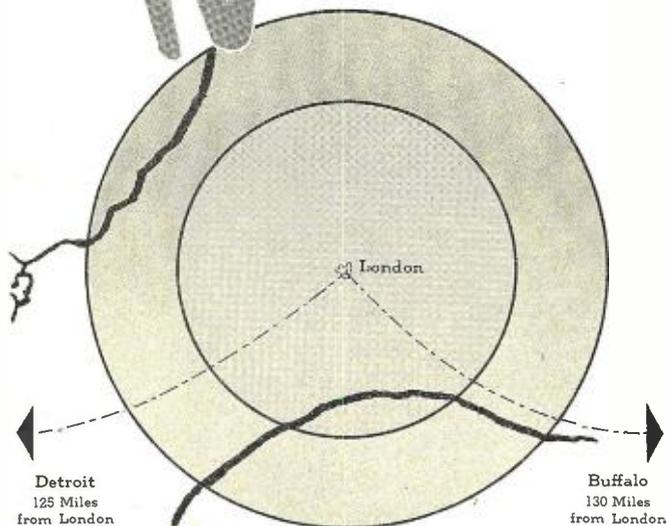
Halifax, N. S.—CBHT (Under construction), Ch. 3, 60-66 mc. Canadian Broadcasting Corp. Scheduled for 1954.

Hamilton, Ont.—CHCH-TV (Under construction). Ch. 11, 198-204 mc. ERP 80.6 visual, 48.36 kw aural. Niagara Television Ltd. (owned by CHML, CKOC and CJSH-FM). Transmitter RCA. Network CBC. Representatives All-Canada Radio Facilities and Weed TV. General Manager Ken Soble. Program director Brian Doherty. Grade A area population 700,000; retail sales \$333,200,000. Total area population 1,346,443; retail sales \$863,519,000. Plans December commencement.

Kitchener, Ont.—Application pending for Ch. 6 by Central Ontario Television Ltd.

a great new

TV market



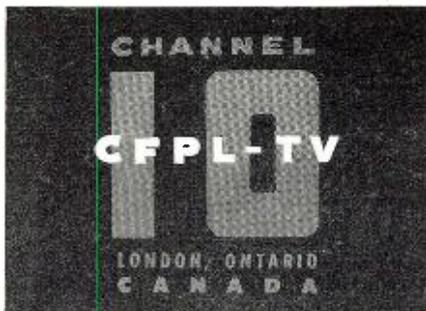
grade A. service area 350,000 population
 grade B. service area 455,000 population
 retail sales - \$324,336,000

Canada's most Powerful
 TV Station

Effective radiated power 117 kw—the only TV station completely covering the wealthy London and Western Ontario market.

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 in U.S.A. by
 Weed & Co.
 in Canada by
 All Canada
 Television

CONSULTING ENGINEER'S
 PROPOSED CONTOURS



London, Ont. — CFPL-TV (Under construction), Ch. 10, 192-198 mc, ERP 117 kw visual and 59.6 kw aural, antenna height above average terrain 576 ft. London Free Press Printing Co. (CFPL), 442 Richmond St. Phone: 4-2115. Transmitter RCA. Estimated commencement date Nov. 29, 1953. Network CBC. Representatives: All-Canada Radio Facilities; Weed TV. President-Managing Director W. J. Blackburn, General Manager Murray T. Brown. Rates: One hour (film) \$200; one-minute spot \$40. Grade A area population 350,000; retail sales \$147,310,000. Total area population 450,000; retail sales \$424,266,000.

Montreal—CBFT (Began operation Sept. 6, 1952). Canadian Broadcasting Corp., Ch. 2, 54-60 mc. Power: 5 kw. ERP: 15.7 kw visual and 8.3 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Studio equipment: Marconi. Antenna: 3-Bay Superturnstile, atop Mt. Royal, 912 ft. above average terrain. Network service: CBC, ABC, CBS, DuMont, NBC. Telephone: University 6-2571. Address: Radio Canada Bldg., 1425 Dorchester St. W. Personnel: Aurele Seguin, director; Florent Forget, program director; Charles Frenette, technical director; Paul Colbert, commercial representative; J. P. LePalleur, film supervisor. Hours of operation: 10 a.m. to 11 p.m. Rates: One hour, \$375; 8-second spot, \$37.50. 10% discount is allowed when all three inter-connected CBC-TV outlets are used.

Montreal—CBMT (Under construction), Ch. 6, 80-88 mc. Canadian Broadcasting Corp., 1425 Dorchester St. Scheduled for 1954.

Ottawa, Ont.—CBOT (Began operation May 27, 1953). Canadian Broadcasting Corp., Ch. 4, 66-72 mc. ERP: 15 kw visual, 7.5 kw aural. Antenna height above average terrain 400 ft. Address 140 Wellington St. Phone: 2-2681. Transmitter and antenna Marconi. Hours of operation 10 a.m. to 11 p.m. Rate is \$150 per hour Class A. 10% discount when all three CBC-TV inter-connected stations are used.

Quebec, Que.—CFCM-TV (Under construction), Ch. 4, 66-72 mc. ERP: 0.923 kw visual and 0.554 kw aural. Antenna height above average terrain: 457 ft. Television de Quebec Ltd. (CHRC and CKCV), 39 St. John St. Phone: 2-8177. Transmitter: Du Mont. Network: CBC. Representatives: Jos. Hardy & Co.; Weed TV. General Manager: Henri Lepage. Chief engineer: E. W. Miller.

Regina, Sask.—CKCK-TV (Under construction), Ch. 2, 54-60 mc. ERP: 20 kw visual, 10.8 kw aural. Antenna height above average terrain 326 ft. Trans-Canada Communications Ltd. (CKCK), Leader Post Bldg. Network CBC. Representatives All-Canada Radio Facilities and Weed TV. President Victor Sifton. General Manager Hal Crittenden.

Rimouski, Que.—CJBR-TV (Under construction), Ch. 3, 60-66 mc. ERP: 32.5 kw visual, 19.5 kw aural. Antenna height above average terrain 1,100 ft. Lower St. Lawrence Radio Inc. (CJBR). Network CBC. Representative H. N. Stovin & Co.

St. John, N.B.—CHSJ-TV (Under construction), Ch. 4, 66-72 mc. ERP: 27.8 kw visual and 13.9 kw aural. Antenna height above average terrain 1,200 ft. Transmitter: GE. New Brunswick Bestg. Co. (CHSJ), 14 Church St. Network: CBC. Representative: All-Canada Radio Facilities. Grade A area population, 100,000; retail sales \$52,288,000. Total area population, 265,000; retail sales \$137,381,000.

Saskatoon, Sask.—(Application for Ch. 8 pending by Star-Phoenix Ltd., publisher daily paper there).

Sudbury, Ont.—CKSO-TV (Under construction), Ch. 5, 76-82 mc. ERP: 2.02 kw visual, 1.21 kw aural. Antenna height above average terrain 309 ft. CKSO Radio Ltd. (CKSO), 21 Elgin St. N. Phone: 7-7505. Transmitter and antenna RCA. Estimated starting date Oct. 15, 1953. Network CBC.

TELEVISION

in *Canada*

NOW...

Summer, 1953

In Canada, network TV is a going concern. With CBC-owned stations now on the air in Toronto, Ottawa and Montreal . . . linked by microwave and connected to U.S. networks via Buffalo . . . CBC television service is available to 38% of Canada's population in an area that already includes 253,000 television homes. By the Fall of 1953, in this area alone, TV homes are expected to reach 350,000.

THIS YEAR...

New stations are abuilding . . . three of them to be on the air by December '53. These include privately-owned stations in Sudbury and London and a new CBC-owned station in Vancouver.

1954...

Further expansion is on the way. Microwaves circuits will be extended in Ontario and Quebec. 1954 will see the opening of CBC-owned stations in Winnipeg and Halifax and new privately-owned stations in Hamilton, Windsor, Saint John, Rimouski, Sydney, Regina and Quebec City. Additional stations in other major markets may also be in operation.

Canadian network television is forging ahead. With coverage increasing . . . with set sales climbing . . . the **POTENTIAL** of Canadian TV is right in step with Canada's great economic growth.

The CBC welcomes the opportunity to work with advertising agencies and their clients in the use of the powerful TV medium and to co-operate with them to the fullest extent in the creation and production of Canadian talent programs . . . both French and English.

COMMERCIAL DIVISION

354 Jarvis St., Toronto 5

Ontario.

1425 Dorchester St. W., Montreal 25

Quebec.

CBC

canadian broadcasting corporation

Representatives All-Canada Radio Facilities and Weed TV. President Geo. M. Miller. General Manager W. J. Woodill. Rates: Class A one hour \$150; one-minute spot \$30. Grade A area population 52,440. Total area population 97,000; retail sales \$170,108,000.

Sydney, N.S. — CJCB-TV (Under construction), Ch. 4, 66-72 mc. ERP: 24 kw visual and 12 kw aural. Antenna height above average terrain 299 ft. Cape Breton Bcstrs. Inc. (CJCB), Radio Bldg., Phone: 5596. Network: CBC. Representative: All-Canada Radio Facilities; Weed TV. Population of Grade A area: 120,306; retail sales \$57,874,000. Total area population: 157,696; retail sales \$143,082,000.

Toronto—CBLT (Began operation Aug. 15, 1952). Canadian Broadcasting Corp. Ch. 9, 186-192 mc. Power: 5 kw. ERP: 25.6 kw visual and 12.7 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Studio equipment: Macaroni. Antenna: GE 6-Bay Superturnstile, 382 ft. above average terrain. Network service: CBC, ABC, CBS, DuMont, NBC. Telephone: Midway 5481. Address: 354 Jarvis St. Personnel: Fergus Mutrie, director; Stuart W. Griffiths, program director; Reginald Horton, technical director; J. Kennedy, commercial representative; O. C. Wilson, film supervisor. Hours of operation: 10 a.m. to 11 p.m. Rates: One hour, \$750; 8-second spot, \$75. 10% discount is allowed when all three CBC-TV inter-connected stations are used.

Vancouver, B.C. — CBUT (Under construction), Ch. 9, 186-192 mc. ERP: 50 kw visual, 25 kw aural, directional. Antenna height above average terrain 2,900 ft. Canadian Broadcasting Corp., 1200 Georgia St. Transmitter and antenna: Marconi. Plans start at end of 1953.

Windsor, Ont.—CKLW-TV (Under construction), Ch. 9, 186-192 mc. ERP: 103 kw visual, 61.8 kw aural. Antenna height above average terrain 619.5 ft. Western Ontario Bcstg. Co. Ltd. (CKLW), Canada Trust Bldg. Phone: 4-1155. Transmitter RCA. Network CBC. Representatives: All-Canada Radio Facilities and Adam Young TV. President-General Manager J. E. Campeau. Grade A area population 240,000; retail sales \$204,937,000. Grade B area population 235,000; retail sales \$389,397,000.

Winnipeg, Man.—CBWT (Under construction), Ch. 4, 66-72 mc. ERP: 55 kw visual, 27 kw aural. Antenna height above average terrain 200 ft. Canadian Broadcasting Corp., 541 Portage Ave. Transmitter and antenna RCA. Plans start at end of 1953.

CEYLON

The Director of Broadcasting has proposed a plan to the Minister of Posts and Telecommunications to provide TV for Ceylon. Station would be located in Colombo and serve that city and an area within a 12-mile radius.

CHILE

Chile has been planning television for more than a year but has not begun construction because of the dollar shortage. Eventually, private company construction of a station is expected at Santiago and then at Concepcion. Standards probably will be U.S. 525 lines, 30 frames, 6 mc bandwidth.

COLOMBIA

Colombia has had a station under construction for more than a year but the project was still stalled as of November 1952, according to recent reports. This has been due to internal problems, it is said, involving conflict between the Mayor of Bogota and private interests. Contract with a British firm to build the station allegedly was cancelled. Previous industry reports showed a city-owned station under construction at Bogota specifying Marconi equip-

ment. Power was given as 5 kw visual and 3 kw aural with 525 lines, 30 frames and 6 mc bandwidth.

CUBA

(Estimated receivers in use: 100,000)

CMQ-TV Network—First South American television network, which began commercial operation May 1, 1952, using kinescopes. Microwave relay linking part of five-station group was put into operation Jan. 2, 1953. CMQ-TV Network is owned by Circuito CMQ S.A. (both radio and TV station and network operator), Radiocentro Bldg., Havana. Telephone: F-9911. Circuito CMQ S.A. is owned by Goar, Luis Augusto and Abel Mestre. Goar Mestre is president and director general; Abel Mestre, chairman of the board; Arturo Chabau, Manuel Cores and Rene Puig, vice presidents.

Key outlet of CMQ-TV Network is CMQ-TV Havana. Other owned affiliates include CMQ-TV stations at Matanzas, Camaguey, Santa Clara and Santiago de Cuba. The network holds permit for a new station at Holguin and has application pending for Santa Cruz del Norte, Pinar del Rio, Colon, Ciego de Avila and Victoria de las Tunas.

The Havana-Matanzas-Santa Clara outlets were connected Jan. 2, 1953, via a new \$480,000 seven-hop Philco microwave relay. This microwave network is to be extended this year another 12 hops, at a cost of \$700,000, to directly link CMQ-TV outlets at Camaguey-Holguin-Santiago. Stations presently not directly linked with CMQ-TV Havana rebroadcast programs by means of kinescope recordings.

Time may be purchased on CMQ-TV Network as a unit only, including all five operating stations. Monthly time rates are as follows: Class AA time (8-10:30 p.m.), one hour weekly \$3,100; Class A (noon-2 p.m. and 6:30-8 p.m.), one hour weekly \$2,760; Class AB (11 a.m.-noon, 5-6:30 p.m. and 10:30 p.m.-midnight), one hour weekly \$1,859. Announcements: One minute, \$350 to \$210; 10-seconds, \$90 to \$58.

* * *

Camaguey — CMQ-TV Network (Began test operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6, 82-88 mc. Power 500 w visual, 250 w aural. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Camaguey—(Construction Permit). RHC Cadena Azul S.A. Ch. 12, 204-210 mc. Principals: Dr. Roberto Smith Valdespares, president; Clarence Moore, general manager. Radio station and network operator, RHC Cadena Azul reportedly has purchased CMUR-TV Havana from Union Radio Television (see below).

Camaguey — (Proposed). Radiotelevision El Mundo S.A. (see CMA-TV Havana).

Ciego de Avila — (Construction Permit). RHC Cadena Azul S.A. Ch. 10, 192-198 mc.

Ciego de Avila—(Proposed). Ch. 3, 60-66 mc. CMQ-TV Network (see CMQ-TV Havana).

Colon — (Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Havana—CMQ-TV (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., Radiocentro Bldg. Telephone: F-9911. Director General: Goar Mestre. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Section Superturnstile, 385 ft. above sea level. Studio equipment: RCA. CMQ-TV has six

studios and 13 studio cameras, plus RCA mobile unit with three cameras and second locally built mobile unit. Rates: All CMQ-TV Network stations sold as a group (see note above).

CMQ-TV is key outlet for CMQ-TV Network, inaugurated on regular commercial basis May 1, 1952, with affiliates rebroadcasting full CMQ-TV schedule in Camaguey, Santa Clara and Santiago (see individual listings and network data above). Fifth outlet at Matanzas rebroadcasts CMQ-TV from off-air pickup. Circuito CMQ S.A.'s current investment in TV is \$2,000,000 and eventually will exceed \$3,000,000 after completion of microwave relay between Havana and Santiago and proposed additional CMQ-TV Network outlets. First part of the relay began operating Jan. 2, 1953. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950). Union Radio Television S.A., Mazon 52. Telephone: U-6056. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 379 ft. above sea level. Also radio station and radio network operator, Union Radio is under same ownership as Radiotelevision El Mundo, permittee of CMA-TV Havana on Ch. 2 (see below). Station director is Angel Cambo. Note: CMUR-TV, according to recent report, has been purchased from Union Radio by RHC Cadena Azul, permittee for new TV stations at Matanzas, Santa Clara, Ciego de Avila, Camaguey and Santiago de Cuba.

Havana—CMA-TV (Began operation Feb. 18, 1953). Radiotelevision El Mundo S.A., Motor Center Bldg., 23d & P Sts., Vedado. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile. Principals include: Amando Barletta, publisher, *El Mundo*, and Cuban distributor for Cadillac, Oldsmobile and Chevrolet; Angel Cambo Ruiz, Ambar Motors Corp.; Miguel Humara and Julian Lastra, Humara & Lastra, Cuban RCA distributor. Affiliated stations, to be connected by microwave relay, are planned for Santiago, Matanzas, Camaguey and Holguin.

Havana—CMBF-TV (Began operation Feb. 2, 1953). Circuito CMQ S.A., Radiocentro Bldg. Telephone: F-9911. Director General: Goar Mestre. Ch. 7, 174-180 mc. Power: 5 kw visual, 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: 6-Bay Superturnstile. CMBF-TV is companion operation to CMQ-TV Havana (see above).

Havana—CMTV (Under construction). Compania Television del Caribe S.A. Ch. 11, 198-204 mc. Power: 5 kw. 525 lines, 60 fields, FM sound. Permittee, headed by M. D. Autran, is owned chiefly by Storer Broadcasting Co. of U. S., headed by George Storer. Target date is August or September 1953.

Holguin—CMQ-TV Network (Construction permit). Circuito CMQ S.A. Ch. 4, 66-72 mc (see CMQ-TV Havana). 525 lines, 60 fields, FM sound.

Holguin—(Proposed). Radiotelevision El Mundo S.A. (see CMA-TV Havana).

Matanzas—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S.A. Ch. 9, 186-192 mc. Power: 1 kw visual, 0.5 kw aural. ERP: 3 kw visual, 1.5 kw aural. 525 lines, 60 fields, FM sound.

Transmitter: DuMont. Antenna: RCA 6-Section Superturnstile, 760 ft. above sea level. Station rebroadcasts off-the-air pickup of CMQ-TV Havana (see above).

Matanzas—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S.A. Reportedly purchaser of CMUR-TV Havana (see above).

DOMINICAN REPUBLIC

(Estimated receivers: 500)

Ciudad Trujillo—HIT-TV (Began operation Aug. 1, 1952). La Voz Dominicana. Power: 5 kw visual, 2.5 kw aural. U. S. standards. Frequency unknown. Transmitter: RCA. Uses Voice of America TV programs. Owner is Gen. J. Arismendi Trujillo, brother of President of the country.

EGYPT

Experimental television broadcasts were aired May 9-14, 1951, by French technicians and a delegation from the French State Television Agency. Excellent results were reported. The Egyptian Committee on Higher Broadcasting, headed by the Minister of National Economy, adopted a resolution that TV should be introduced in Egypt, but no definite plans have been announced.

FINLAND

Interest has been expressed in TV. Two week demonstration was held in Helsinki in November 1950.

FRANCE

(Estimated receivers: 55,000-plus. As of December 1951 there were 5,000 sets around Lille with 40 new sets reported being installed daily. As of October 1952 there were 50,000 sets reported in use around Paris. Community viewing groups are established in 43 small villages, a project backed by the French League for Education.)

Note: All stations are under the government's Adm. de la Radiodiffusion et de la Television. The French government on Nov. 20, 1948, established 819 lines and 14 mc bandwidth as national standard. Until 1959, one of the TV stations operating in the Eiffel Tower will be permitted to use 441 lines and 9 mc bandwidth pending establishment of the higher definition network. Voice of America TV shows are being used in France. Total of 40 stations are planned in 28 cities.

Bordeaux—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Lille—(Operating). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.75 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, AM sound, horizontal polarization. Station began in 1951.

Lyon—(Under construction). Frequency: 212.85 mc video, 201.7 mc audio. Power: 20 kw video, 5 kw audio. Due to start this year.

Lyon—(Under construction). Frequency: 63.5 mc video, 59 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Marseille—(Proposed). Frequency: 54.5 mc video, 50 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Nice—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Paris—(Operating from top of Eiffel Tower). Frequency: 46 mc video, 42 mc audio. Power: 30 kw visual, 6 kw aural. 441 lines, 25 frames, 9 mc band, AM sound. Antenna height above ground: 1,000 ft. Station began in 1951.

Paris—(Operating from top of Eiffel Tower). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.5 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, AM sound. Antenna height above ground: 1,000 ft. Station began in 1951.

Strasbourg—(Under construction). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound. Due to start this year.

Strasbourg—(Under construction). Frequency: 164 mc video, 175.15 mc audio. Power: 20 kw video; 5 kw audio. Due to start this year.

Toulouse—(Proposed). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

FRENCH MOROCCO

Casablanca—(Under construction). Societe Marocaine d'Etudes de Television. 819 lines, 50 frames, 14 mc bandwidth.

Rabat—(Proposed).

Note: In June 1951 the press at Casablanca announced that a dahir had been signed which granted the Societe Marocaine d'Etudes de Television, a private company, an exclusive 50-year concession to build and operate a station in that city. The outlet was under construction in 1952.

GERMANY

(Allied High Command)

Berlin (West)—(Began operation Nov. 1, 1951). Northwest German Radio (NWDR). Frequency: 182.26 mc visual, 187.76 mc aural. Power: 1 kw visual, 0.25 kw aural. ERP: 3.25 kw visual.

Berlin (West)—(Experimental). Allied High Command. Frequency: 196.25 mc visual, 7 mc bandwidth. Power: 1 kw. 625 lines, 50 fields.

Cologne—(Began operation Dec. 21, 1952). Northwest German Radio (NWDR). Frequency: 196.25 mc visual, 201.74 mc aural. Power: 1 kw visual, 0.25 kw aural. ERP: 5.3 kw visual.

Frankfurt—(Began operation June 1, 1953). Hessian Radio. Frequency: 196.25 mc visual, 201.75 mc aural. Power: 10 kw visual, 0.25 kw aural. ERP 92 kw visual.

Frankfurt—(Experimental). Allied High Command. Frequency range 174-216 mc. Power: 1 kw. 625 lines, 50 fields, 7 mc band, FM sound.

Hamburg—(Began operation Dec. 1, 1952). Northwest German Radio (NWDR). Frequency: 182.25 mc visual, 187.75 mc aural. Power: 10 kw visual, 3 kw aural. ERP: 92 kw visual.

Hanover—(Began operation Dec. 21, 1952). Northwest German Radio (NWDR). Frequency: 196.24 mc visual, 201.74 mc aural. Power: 1 kw visual, 0.25 kw aural. ERP: 4.25 kw visual.

Langenburg—(Began operation Sept. 12, 1952). Northwest German Radio (NWDR). Frequency: 182.24 mc visual, 187.74 mc aural. Power: 10 kw visual, 3 kw aural. ERP: 92 kw visual.

Weinblet (Mannheim-Heidelberg)—(Began operation June 1, 1953). Southwest Radio (Südwestfunk). Frequency: 210.25 mc visual, 215.75 mc aural. Power: 1 kw visual, 0.2 kw aural. ERP: 48 kw directional east only.

Note: Total of 27 stations are planned in Germany. On Oct. 16, 1952, the director general of Northwest German Radio (NWDR) laid the cornerstone of the new TV studios in Lokstedt, a suburb of Hamburg. Four in number, the studios were to have been completed in July 1953. Hamburg and Cologne were linked by a TV network with regular programming starting Dec. 25, 1952. Frankfurt and Langenburg since have been linked. Domestic mass production of TV sets is getting underway.

Matanzas—(Proposed). Radiotelevision El Mundo S. A. (see CMA-TV Havana).

Pinar del Rio—CMQ-TV Network (Proposed). Circuito CMQ S. A. (See CMQ-TV Havana). 525 lines, 60 fields, FM sound.

Santa Clara—CMQ-TV Network (Began test operation Jan. 1, 1952). Circuito CMQ S. A. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 16.9 kw visual, 8.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturndstile, 1,020 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector. Rebroadcasts CMQ-TV Havana (see above).

Santa Clara—(Construction permit). Ch. 8, 180-186 mc. RHC Cadena Azul S. A. Reportedly purchaser of CMUR-TV Havana (see above).

Santa Cruz del Norte—(Proposed). Ch. 61, 82-88 mc. CMQ-TV Network (see CMQ-TV Havana).

Santiago de Cuba—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S. A. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15.6 kw visual, 7.8 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturndstile, 1,750 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector to rebroadcast kinescope of CMQ-TV Havana (see above). No provision for local pickups.

Santiago de Cuba—(Under construction). Ch. 7, 174-180 mc. Cadena Oriental de Radio. Telephone: 3487. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: 1,300 ft. above sea level.

Santiago de Cuba—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S. A. Reportedly purchaser of CMUR-TV Havana (see above).

Victoria de las Tunas—(Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Note: Cuban stations use Voice of America TV programs.

CYPRUS

Only report on TV plans of this country was contained in London trade press in 1951 to the effect that the British had ordered TV equipment for installation in Cyprus. No other details available.

CZECHOSLOVAKIA

One experimental station is reported in operation on 140-147 mc with power of 500 w and using 625 lines, 50 fields and FM sound. This station began in May 1948 at Prague. Regular telecasting is reported planned to begin this year, but bulk of electronic production is being exported to U.S.S.R. Completion of construction of a regular TV station was reported in April but no starting date was given.

DENMARK

(Estimated receivers: 500)

Copenhagen—(Experimental. Started Oct. 1, 1951). Danish State Radio. Frequency: 62.5 mc video, 67.5 mc audio. Power: 0.5 kw visual, 0.05 kw aural. 625 lines, 25 frames, double sideband, FM sound. Site: Atop State Bldg. Range is 15 miles. Some programs are being offered.

Skive, Jutland—(Proposed). Danish State Radio.

Note: Growth of TV is reported retarded because of cost of sets and inadequate programming. Experimental station also is using Voice of America TV shows.

GERMANY (East)

(Under Russian Control)

(Estimated receivers in East Berlin: 50)

East Berlin—(Operation began Dec. 21, 1952, in honor of Stalin's birthday). 625 lines, 25 frames. Operates around 99 mc and cannot be received on present German sets since they cover only seven channels.

Note: The single station in Russian-controlled Germany, at East Berlin, is operating one hour a day. Operation is termed technically poor and programming also is said to be poor, consisting mostly of films made in U.S.S.R. The engineers lack camera and transmitter tubes since a major part of electronic production in that area is exported to U.S.S.R. Considerable publicity was given in 1952 to the studio set up in East Berlin. The plan is believed to be an adaptation of an installation made by the French, at German direction, in Paris during the occupation of that city.

It is reported that new stations are planned for this year at Dresden, Erfurt, Leipzig, Salzwedel, Stralsund, Fichtelberg (Erz Mts.) and Brocken Mts.

GREAT BRITAIN

(Estimated receivers: 1,655,446 licensed as of Sept. 30, 1952. Several hundred additional unlicensed sets are believed to be in existence.)

Note: All stations are operated by the government-owned British Broadcasting Corp. and are noncommercial. They are linked by coaxial cable and microwave radio relay. Some commercial private operation is under consideration.

London—(Operation resumed in 1946). Alexandria Palace. Frequency: 45 mc video, 41.5 mc audio. Power: 17 kw visual, 3 kw aural. ERP: 27 kw visual, 5 kw aural. 405 lines, 25 frames, double side band, AM sound. Transmitter: Marconi-EMI. Antenna: Marconi*, 300 ft. It is proposed to move this station to the Crystal Palace. This station began operation in 1936.

Sutton-Coldfield-Birmingham — (Operating). Frequency: 61.75 mc video, 58.25 mc audio. Power: 42 kw visual, 12 kw aural. ERP: 84 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Marconi-audio. Antennas: BBC**-video, Marconi-audio, 750 ft. Began operation in 1951.

Wenvoe (Cardiff) — (Began operation Aug. 15, 1952). Frequency: 66.75 mc video, 63.25 audio. Power: 50 kw visual, 12 kw aural. ERP: 400 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Standard Telephone & Cables-audio. Antenna: BBC**-video, Marconi-audio, 750 ft.

Holme-Moss (Manchester)—(Began operating Oct. 1951). Frequency: 51.75 mc video, 48.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: Marconi. Antenna: BBC**-video, Marconi-audio (stacked dipole 2,500 ft. above sea level), 750 ft.

Kirk O'Shotts (Edinburgh, Scotland)—(Began regular operation on March 14, 1952). Frequency: 56.75 mc video, 53.25 audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Standard Telephone & Cables-audio. Antenna: BBC**-video, Marconi-audio, 750 ft.

Pentop Pike (County Durham)—(Proposed). Would be low power outlet. 405 lines, 25 frames, AM sound. Temporary mobile station started here in May 1953. Permanent outlet due in 1954.

Belfast — (Proposed). Would be low power outlet. 405 lines, 25 frames, AM

sound. Temporary mobile station started here in May 1953. Permanent outlet due in 1954.

Brighton—(Temporary). Booster outlet began here in May 1953.

Aberdeen—(Proposed).

Isle of Wight—(Proposed).

Plymouth—(Proposed).

Channel Islands—(Proposed).

Isle of Man—(Proposed).

Note: BBC estimates 90% of the population of the United Kingdom will be covered by TV service within 18 months under the expansion plan. As of this year, about 78% of the people are in range of TV. Among highlights of 1952 was extension of network relay to Kirk O'Shotts, Scotland, and experimental relay of programs from Paris over the English Channel. There has been discussion in Parliament of possible private commercial TV operation and a White Paper on the subject will be issued by the government this fall.

(*) Separate and similar video and audio antennas, each consisting of eight push-pull dipole elements equally spread around the mast; a similar set of dipoles, placed between radiator elements and the mast, act as reflectors. Power gain is 3 db.

(**) Antenna for video and audio has eight folded vertical dipoles in two identical groups, one above the other, separated by a distance of about one wavelength. Each group is mounted opposite one face of the topmast, the separation between dipoles on opposite faces being about 2/5 wavelength. Power gain is 3 db.

GUATEMALA

Guatemala City — (Proposed). Ch. 6, 82-88 mc. 525 lines, 30 frames, FM sound. W. J. Dorion & Co. ERP 50 kw visual.

Coban—(Proposed). Ch. 2, 54-60 mc. 525 lines, 30 frames, FM sound. Power: 10 kw visual.

Quezaltenango—(Proposed). Ch. 4, 66-72 mc. 525 lines, 30 frames, FM sound. Power: 10 kw visual.

HAITI

Port-au-Prince — (Proposed). Richard Widmaier, director of Radio Haiti's radio station 4VRW, is reported proposing the first TV station there.

INDIA

The Scientific Advisory Committee for Broadcasting in early 1952 recommended the establishment of a TV station but no further action has been reported.

ISRAEL

Serious study is understood being made respecting establishment of a TV station.

ITALY

(Estimated number of receivers totaled 4,000 as of November 1952, many in public places.)

Alessandria (Piedmont) — Experimental station proposed to commence regular program operation in 1954. 625 lines, 25 frames, 7 mc band width.

Como (Lombardy)—Experimental station proposed to commence regular program operation in 1954. 625 lines, 25 frames, 7 mc band width.

Florence-Monte Serra — (Proposed by 1954). 625 lines, 25 frames, 7 mc band width.

Florence-Trespiano—(Proposed by 1954). 625 lines, 25 frames, 7 mc band width.

Gargano-Monte Calvo — (Proposed by 1954). 625 lines, 25 frames, 7 mc band width.

Genoa — (Under construction. Target date: Mid-1953). Power: 5 kw. 625 lines, 25 frames, 7 mc band width. Transmitter

site is on Mount Portofino, about 15 miles from Genoa. Operation is scheduled for mid-1953. Radio relays are proposed to link this outlet with those to north pending installation of coaxial cable network.

Milan—(Proposed this year). Italian National Radio Network (RAI) made experimental TV broadcasts here 1950-1952 in connection with Milan Fair. These are expected to be put on permanent basis.

Monte Penice—(Under construction. Target date: Mid-1953). Power: 5 kw. Transmitter: RCA. 625 lines, 25 frames, 7 mc band width.

Murge-Monte San Paole—(Proposed in 1954).

Palmero-Monte Pellegrine—(Proposed in 1954).

Reggie Calabria-Monte Cendri — (Proposed in 1954).

Rome—(Under construction. Target date mid-1953). 625 lines, 25 frames, 7 mc band width.

Turin—(Operating experimentally). 525 lines, 30 frames, 6 mc band width.

Turin—(Experimental). 625 lines, 25 frames, 7 mc band width. It is believed this station has ceased operation. Regular station is proposed this year on these standards.

Vatican City — HVJ (Plans start this year). Radio Vatican. 819 lines, 25 frames, 185 mc, 14 mc band width.

Venice—(Proposed by 1954). 625 lines, 25 frames, 7 mc band width.

Note: The Ministry of Posts and Telegraphs in January announced that "four modern television stations" would be operating in Italy before the end of June 1953. At the same time the Cabinet ruled to have the state take over the whole Italian broadcasting network of RAI (Radio Audizione Italiana), with advertising time to be cut in half and a special vigilance committee to be set-up to check on programs and advertising. RAI has been privately owned by a large power company. The Cabinet decreed that RAI shall be owned through the state's Institute for Industrial Reconstruction. RAI was granted a monopoly of TV broadcasting for 20 years. The new stations proposed will provide service to some 25 million people. RAI reportedly has good equipment, mostly from the U. S., but is in need of operating and programming know-how. Voice of America TV shows are used on operating outlets.

As of May 1952, there were 25 companies manufacturing TV sets in Italy. U. S. exports to Italy during the first 30 weeks of 1952 totaled 1,018. Italy's import quota from U. S. for last year was 5,000 sets.

JAPAN

(Estimated receivers in use was 3,000 as of November 1952. Some 20,000 sets are expected to be in use by the end of 1953.)

Osaka—(Operating experimentally). Japanese Broadcasting Corp. (NAK) Operates on Friday and Saturday.

Tokyo (Kamada)—(Experimental). Radio Regulatory Commission. Frequency: 107.75-103.25 mc. Power: 0.5 kw. 525 lines, 30 frames.

Tokyo (Ichigaga Heights)—(Under construction). Radio Regulatory Commission. Power: 10 kw.

Tokyo—JOKR-TV. (Under construction). Japan Television Broadcasting Network Co. 525 lines, 30 frames, 6 mc band width. Power: 10 kw. Transmitter: RCA. Licensee is private firm headed by newspaper publisher Matsutaro Shoriki. Plans January 1954 start.

Tokyo — JOAK-TV. (Began operating Feb. 1, 1953). Japanese Broadcasting Corp.

(NHK), government owned organization. 525 lines, 30 frames, 6 mc bandwidth. Power: 5 kw (10 kw proposed). Frequency: 103.25 mc visual, 107.75 mc aural. NHK operates a radio network, has a large staff of technicians and has background of 21 years of research in field. NHK was granted preliminary license on Dec. 27, 1952, by the Radio Regulatory Bureau of the Ministry of Postal Services. Funds totaling \$821,000 were provided by the Diet in December 1952 through supplementary budget for current fiscal year.

Note: Public hearings were held in January 1952, and on Feb. 16, 1952, the Radio Regulatory Commission announced adoption of U. S. technical standards for TV in Japan. U. S. equipment also was favored. Six TV channels have been allocated in the 90-108 mc and 170-188 mc bands. Multiple applications are pending in several cities for stations by private interests, some bids mutually exclusive and requiring comparative consideration by the Radio Regulatory Commission.

At Osaka, for example, initial meeting was held Sept. 2, 1952, by 50 prominent businessmen who formed Television Osaka, a TV applicant there. This firm and two others are competing for the two channels allocated to Osaka.

NHK estimates that its telecasts at Tokyo reach some 3,000 sets. A monthly charge of 55 cents is levied on each set. NHK is understood to be using Voice of America TV shows.

Fourteen companies are reported making TV sets in Japan and are gearing-up for mass production.

MEXICO

(As of May 1953, estimated sets in use totaled 40,000-60,000 with average of 6.5 viewers per set. As of November 1952, set estimate totaled 35,000 in Mexico City area, plus 2,500 in area around Matamoros. No estimate given for Tijuana area.)

(All stations are on U. S. standards.)

Acapulco—(Construction permit). Romulo O'Farrill Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Guadalajara—(Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Guadalajara — (Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Guanajuato—(Construction permit). Emilio Ascarraga. Ch. 3, 60-66 mc (see XEW-TV Mexico City).

Guanajuato—(Construction permit). Romulo O'Farrill Sr. Ch. 12, 204-210 mc (see XHTV Mexico City).

Hermosillo—(Construction permit). Romulo O'Farrill Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Juarez—(Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Laredo—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Matamoros (Brownsville, Tex.)—XELD-TV (Began operating Spring 1952). Owned half by Romulo O'Farrill Sr. interests (see XHTV Mexico City) and half by Emilio Ascarraga interests (see XEW-TV Mexico City). Ch. 7, 174-180 mc. Business address: 111 S. E. Levee St., Brownsville, Tex. Telephone: Brownsville 2-6953. Representative in U. S.: Adam Young Television Inc. For detailed listing, see U.S. directory, page 247.

Merida—(Construction permit). Romulo O'Farrill Sr. Ch. 4, 66-72 mc (see XHTV Mexico City).

Mexicali—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Mexico City—XHTV (Inaugurated Aug. 31, 1950). Television de Mexico S. A. Edificio de la Loteria Nacional, Plaza de la Reforma 2. Telephone: 36-63-41. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile atop 20 story National Lottery Bldg. Chief owner: Romulo O'Farrill Sr., industrialist, part owner of XELD-TV Matamoros, radio station operator, publisher of Mexico City *Novedades* (Spanish) and *News* (English). He also holds construction permits for new TV stations in Paso de Cortes, Tijuana, Mexicali, Monterrey, Reynosa, Torreon, Guadalajara, Tampico, Veracruz, Juarez, Laredo, Nogales, Guanajuato, Hermosillo, Piedras Negras, Acapulco and Merida. U. S. representative: Adam Young Television Inc. Mr. O'Farrill and Emilio Ascarraga propose a merger of their radio-TV interests.

Mexico City—XEW-TV (Began operating in March 1951). Cadena Radiodifusora Mexicana S. A., Avenida Chapultepec 26. Telephone: 18-30-32. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: 400 ft. Chief owner: Emilio Ascarraga, radio broadcaster and theatre operator. Also owns XEQ-TV Paso de Cortes and holds construction permits for new TV stations in Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato. He also is part owner of XELD-TV Matamoros. Mr. Ascarraga and Romulo O'Farrill Sr. propose a merger of their radio-TV interests.

Mexico City—XHGC-TV (Began operating Sept. 1952). Guillermo Gonzales Camarena, Avenida San Juan de Letran 9. Ch. 5, 76-82 mc. Power: 1 kw visual, 0.5 kw aural. Antenna: 270 ft.. Has tested color TV.

Mexico City—(Construction permit). University of Mexico. Noncommercial station. Ch. 11, 198-204 mc.

Monterrey—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Monterrey—(Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Nogales—(Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Paso de Cortes—XEQ-TV Mexico City (Began operating late 1952; rebroadcasts XEW-TV and some XHTV shows). Owned by Emilio Ascarraga. Ch. 9, 186-192 mc (see XEW-TV Mexico City). Site is 13,000 ft., 60 miles south of Mexico City. It is estimated to serve 3 million people in Mexico City area plus another 3 million in 76 other communities.

Piedras Negras—(Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Reynosa—(Construction permit). Romulo O'Farrill Sr. Ch. 9, 186-192 mc (see XHTV Mexico City).

Tampico—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Tampico—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Tijuana (near San Diego, Calif.)—XETV (TV) (Began operation March 1953). Companion operation to radio station XEAC there. Owned 50% by Emilio Ascarraga and 50% by George Rivera of San Diego. Ch. 6, 80-88 mc. Power: 5 kw. Transmitter: Federal. Antenna: RCA 6-Bay. U. S. representative: Weed Television. Programs proposed from San Diego.

Torreon—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Veracruz—(Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Veracruz—(Construction permit). Romulo O'Farrill Sr. Ch. 12, 204-210 mc (see XHTV Mexico City).

MOROCCO

Casablanca—(Under construction). Societe Marocaine d'Etudes de Television. Frequency: 174.1 mc visual, 185.25 mc aural. Power: 2.5 kw visual, 1 kw aural. 819 lines, 25 frames, 14 mc bandwidth, AM sound. To start in 1954.

Rabat—(Proposed). Admin. de la Radio-diffusion et de la Television (Government). Frequency: 174-216 mc band. Power: 2.5 kw visual, 819 lines, 25 frames, 14 mc bandwidth, AM sound.

NETHERLANDS

(Estimated receivers: 7,000)

Eindhoven — (Under construction). 625 lines, 25 frames, 7 mc channel.

Goes—(Proposed). 625 lines, 25 frames, 7 mc channel.

Heerenveen—(Proposed). 625 lines, 25 frames, 7 mc channel.

Hengelo—(Proposed). 625 lines, 25 frames, 7 mc channel.

Kootwijk — (Under construction). 625 lines, 25 frames, 7 mc channel.

Roermond—(Proposed). 625 lines, 25 frames, 7 mc channel.

Utrecht (Lopik)—(Began operation Oct. 2, 1951). Television Foundation of Hilversum and Netherlands Radio Union. 625 lines, 25 frames, 7 mc channel. Frequency: 62.25 mc visual, 67.75 mc aural. Power: 5 kw. ERP: 20 kw visual, 12 kw aural. Transmitter: Philips. This station is near Amsterdam and covers most of the country, according to reports. It is in regular operation but offers limited programs. Voice of America TV shows are used.

Note: For about two years, up to July 1951, experimental telecasting was conducted at Eindhoven by Philips Ltd. Philips provided the transmitter at Lopik as well as the modern studios at Bussum for the TV operation now being conducted by the Television Foundation of Hilversum. Basic network is estimated in two or three years.

NORWAY

TV was inaugurated on an experimental basis in Oslo during the summer of 1951. Standards are reported 625 lines, 25 frames and 7 mc channel. A committee was formed in 1950, composed of officials of the Broadcasting and Telegraph Administrations, to explore the possibilities of TV there. As a result of the findings of this committee, the Ministry of Church and Education submitted a proposition to the Storting (Parliament) for the appropriation of 600,000 kroner (7.5 kroner equal \$1) to underwrite the first year of a two-year trial transmission period (1952-1953). At the end of this time, regular operation will be considered.

PAKISTAN

Government representatives reportedly have conferred with officials of the broadcasting organizations of Great Britain, Ceylon, India, Canada, Australia, New Zealand and South Africa about TV programs and the procurement of film and technical assistance. It is understood Pakistan was represented in London at the International Television Convention, April 20-May 3, 1952.

PHILIPPINE ISLANDS

Manila—DZBC-TV (Under construction. Target date: 1953). Ch. 3, 60-66 mc. Power: 3.5 kw visual. Bolineau Electronics Corp. (Juan Quirino).

POLAND

It has been reported that Poland had an experimental TV station at Warsaw prior to World War II, which was destroyed by the Nazis. For the past few years there has been experimental telecasting at Warsaw using various standards. Poland, however, has subscribed to U.S.S.R. standards of 625 lines, 25 frames, 8 mc channel. A second station is under construction at Lodz.

RUSSIA (U.S.S.R.)

(Estimated receivers: 77,000)

Kharkov—(Experimental). 300 lines. Small station.

Kiev—(Operating). 625 lines, 25 frames, 8 mc channel, FM sound. There are 2,000 TV sets reported in use in this area.

Leningrad—(Operating). 625 lines, 25 frames, 8 mc channel, FM sound. There are 15,000 TV sets reported in use in this area.

Moscow—(Operating). 625 lines, 25 frames, 8 mc channel. There are 60,000 TV sets reported in use in this area. Program service is said to be on 6-day weekly schedule, 8-11 p.m.

Stalingrad—(Proposed). 625 lines, 25 frames, 8 mc channel.

Sverdlovsk—(Proposed). 625 lines, 25 frames, 8 mc channel.

Note: TV stations have been reported operating in Moscow and Leningrad since the end of World War II, possibly using U. S. transmitters. Standard receiver is 7-in. set.

SAAR

An experimental TV station has been under construction at Saarbruchen. Upon its completion, a permanent commercial station is planned, according to the Saar Chamber of Commerce general secretary. German standards of 625 lines, 25 frames and 7 mc channel as well as French standards of 819 lines, 25 frames and 14 mc channel are proposed. The present experimental station is estimated to have a range of 30 to 40 km. The permanent installation, to have an expected coverage radius of 250 km, is to be built on the Schaumberg, highest point in the Saar, 2,160 ft. above sea level. The station will be owned by the Saar government but will be operated on a commercial basis as in the U. S. Construction will be privately financed by a consortium of Saar banks. It is estimated this station will cover some 32 million people in Germany, France, Luxembourg and Belgium and may reach as far as Dusseldorf, Tubingen and Basel.

SPAIN

(Estimated receivers: 125)

Barcelona—(Under construction). 625 lines, 25 frames, 7 mc channel.

Bilbao—(Proposed). 625 lines, 25 frames, 7 mc channel.

Madrid—(Under construction). 625 lines, 25 frames, 7 mc channel.

Madrid—(Experimental). 625 lines, 25 frames, 7 mc channel. Programs are telecast one hour every Thursday evening.

Note: The first TV transmission was made from the Madrid Press Club on Oct. 9, 1952. The stations now under construction are using mostly English and Dutch equipment.

SWEDEN

(Estimated receivers: 100)

Goteborg—(Proposed). 625 lines, 25 frames, 7 mc channel.

Province of Skane—(Proposed). 625 lines, 25 frames, 7 mc channel.

Stockholm—(Experimental, on two channels). Swedish Board of Telegraphs. 625 lines, 25 frames, 7 mc channel. Transmission is from 2-4 p.m. each Wednesday on 65 mc and 182 mc bands.

Note: Sweden's Television Committee, appointed in February 1951, completed its investigation in late fall of 1952 and recommended experimental stations for Stockholm and Uppsala. These stations are to be completed by July 1954 and are to telecast regular programs for two hours a week until January 1, 1955, after which the program schedule would be increased to eight hours per week. These two stations would cover an area containing a population of 1.2 million. The 100 receivers presently said to be in use in Sweden are picking up programs chiefly from Denmark. Sweden expects to have 30,000 sets in use by 1956. Several private companies are said to be ready to make and market TV sets.

SWITZERLAND

Zurich—(Experimental). 625 lines, 25 frames, 7 mc channel. Transmitter: Brown-Bovy.

Zurich—(Under construction). Swiss General Post Office. 625 lines, 25 frames, 7 mc channel. Station had planned to start July 1, 1953.

Note: The Swiss Department of Posts, Telegraphs and Telephones has announced that private reception of telecasts is subject to concessions from the government in the same manner as reception of radio broadcasts. All TV sets must be licensed regardless of the source of the TV signal. The concession is not valid for commercial exploitation. The fees acquired are used to defray the costs of the experimental telecasting at Zurich. All TV sets must be adjusted to receive only Swiss telecasts. Several Swiss companies are reported ready to make sets. Experimental telecasts were made in Lausanne in the spring of 1951 and at Basel in the spring of 1952.

THAILAND

Bangkok—(Proposed). Thailand government plans station on probably European standards. Target date is late 1953.

TRIESTE

Trieste (Italian)—(Proposed). 625 lines, 25 frames, 7 mc, FM sound. Radio Audizioni Italiana. Target date is late 1954.

TURKEY

Istanbul—(Experimental). Technical University of Istanbul. 625 lines, 25 frames, AM sound. Transmitter: Phillips.

URUGUAY

Montevideo—(Proposed). Servicio Oficial de Difusion Radio Electrica. Power: 1 kw. 525 lines, 6 mc channel, 30 frames.

Note: Experimental telecasts were aired in November 1951.

VENEZUELA

Caracas—(Began operating Nov. 24, 1952). National government. Ch. 4, 66-72 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. Noncommercial operation four hours a day. Transmitter: RCA.

Caracas—(Under construction; target date was May 1953). Television Vene-

zolana. Ch. 5, 76-82 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. To be commercial station. Transmitter: Marconi.

Caracas—(Under construction; target date is late 1953). Radio Caracas. Ch. 7, 174-180 mc. Power: 10 kw. 625 lines, 25 frames, 6 mc channel, 50 cycle current. To be commercial station. Transmitter: RCA.

YUGOSLAVIA

Beograd—(Under construction; target date was late 1952). Radiodiffusion Beograd. Frequency: 42.5-47 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

Ljubljana—(Proposed). Radiodiffusion Beograd. Frequency: 51.5-56 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

Zagreb—(Proposed). Radiodiffusion Beograd. Frequency: 60.5-65 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

EXPERIMENTAL TV

FOLLOWING is a list of the experimental television stations authorized by FCC as of August 1, showing permittee or licensee, date of original grant, call letters, location and frequency. Some of these stations are used in color and equipment development and testing, as well as experimental rebroadcasting of regular TV stations for propagation or other study.

Associated Broadcasters Inc.—KG2XAZ, near Easton, Pa. 692-698 mc. First authorized April 28, 1949.

Conestoga Television Assn. Inc.—KG2XDI Lancaster, Pa. 590-610 mc. First authorized Oct. 31, 1951.

Allen B. DuMont Labs.—KE2XDR New York. 700-720 mc. First authorized July 17, 1945.

Federal Telecommunication Labs.—KE2XHZ Nutley, N. J. Vhf Chs. 2 through 13. First authorized Jan. 26, 1948.

General Electric Co.—KE2XHX Syracuse, N. Y. 480-890 mc. First authorized Jan. 19, 1949.

Kansas State College of Agriculture and Applied Science—KA2XBD Manhattan, Kan. 500-510 mc and 880-890 mc. First authorized March 13, 1946.

Philco Corp.—KG2XCV Philadelphia. 6875-6900 mc and 7000-7025 mc. First authorized July 20, 1950.

John Poole d/b as Pacific Video Pioneers—KM2XAZ, mobile, area of Mt. Wilson, Calif. 520-540 mc and 780-800 mc. First authorized Aug. 6, 1948.

Radio Corp. of America—KE2XNY, two transmitters, one at Camden, N. J., and the other near Marlton, N. J. Chs. 2 through 6 with ERP of 100 kw; Chs. 7 through 13 with 316 kw, and Chs. 14 through 83 with 1,000 kw. First authorized June 19, 1953.

Sylvania Electric Products Inc.—KG2XDU Emporium, Pa., rebroadcasts WJAC-TV Johnstown, Pa., on vhf Ch. 7 as well as 509-529 mc and 870-890 mc. First authorized Sept. 19, 1951. Firm also has KG2XEJ and KG2XEK, studio-transmitter links operating in the 2000 mc band in conjunction with KG2XDU. Another test station is operated on Ch. 82 (878-884 mc) under call KG2XEL.

WSM Nashville, Tenn.—KI2XCI Lawrenceburg, Tenn. Vhf Ch. 4. Power 5 kw. First authorized July 16, 1952. Station is test booster to WSM-TV Nashville, also on Ch. 4.

Zenith Radio Corp.—KS2XBR Chicago. 512-528 mc. First authorized Dec. 19, 1944.

PROCESSING PROCEDURE FOR TELEVISION

HERE is the revised processing procedure to expedite TV hearings and grants for major market cities and areas presently having no local operating station or limited service. The change becomes effective Aug. 24, having been published in the *Federal Register* on July 25. The revised city priority lists are to be published shortly after Aug. 24 and will be further revised every two months to reflect changing conditions in operating outlets.

PART 1—PRACTICE AND PROCEDURE

ESTABLISHMENT OF ORDER OF PRIORITY FOR PROCESSING AND DESIGNATION FOR HEARING OF MUTUALLY EXCLUSIVE TELEVISION APPLICATIONS

In the matter of the establishment of an order of priority for the processing and designation for hearing of mutually exclusive television applications (footnote 10, § 1.371 of the rules).

1. The Commission has before it for consideration the establishment of an order of priority for the processing and designation for hearing of mutually exclusive television applications.

2. With the lifting of the television freeze and the recommencement of television application processing last July, the Commission adopted a "temporary processing procedure" to handle the expected flood of new applications. This procedure, in general, established two processing lines: Group A, comprised of applications for stations in cities without operating stations and more than 40 miles from the nearest operating television station, and Group B, comprised of applications for stations in cities with television stations in operation or less than 40 miles from an operating station. Group B was further subdivided into several subgroups with a priority afforded to communities where all the vhf channels were in operation and only uhf channels remained available for application. Within each group and subgroup, cities were arranged by order of population. The procedure provided that Group A and Group B applications would be processed simultaneously in separate processing lines. The Commission prepared and published a list of cities arranged in the order of these priorities comprised on the basis of the stations on the air at the lifting of the television freeze.

3. On August 6, 1952, the Commission issued a Public Notice (Mimeo 73341) with respect to the designation for hearing of post-freeze competing television applications. The Commission stated that "for the time being the order in which the hearings are being scheduled is in accordance with the order of priorities set forth in the temporary processing procedure now being followed by the Commission in connection with the initial consideration of television applications." In designating applications for hearing and in setting hearing dates since that time, the Commission has employed the priorities set out in the temporary processing procedure. In October 1952, the Commission amended the above procedure to provide for the processing of "in the clear" applications with only a sufficient number of conflicting applications to be processed and designated for hearing in order to maintain a flow of hearing cases.

4. The Commission is now current in the processing of "in the clear" television applications. Such applications may now be processed in order of filing, and the Temporary Processing Procedure established for handling such applications no longer appears necessary. However, there remains on file a backlog of mutually exclusive applications. As noted above, the priorities

specified by this Temporary Processing Procedure have been employed in the processing and designation for hearing of such mutually exclusive applications. We are of the view that a revised procedure for the handling of such mutually exclusive applications should now be established in the light of changed circumstances.

5. Since the existing processing procedure has been established on the basis of the service rendered by the 108 television stations on the air prior to the freeze, it no longer accurately represents the service presently being received in many of the cities for which applications have been filed. We believe, in addition, that revised procedures for the processing and designation of applications for hearing should reflect only stations in operation within the cities concerned.

6. Accordingly, the Commission is amending footnote 10, § 1.371 of the rules by revising its procedure for the processing of television applications. "In the clear" applications will continue to be processed in the order of filing. With respect to the processing of mutually exclusive television applications and the designation of such applications for hearing, the Commission will publish lists of cities reflecting revised priorities in accordance with the rule as amended herein. This list will be brought up-to-date and published at bi-monthly intervals.

7. The processing of mutually exclusive applications prior to designation for hearing will be commenced in the order of the priorities as reflected in the above list, with cities taken alternately from the two lines established. Upon completion of such processing, the applications will be designated for hearing. In view of the fact that some applications may require more time for processing than others, the actual date of designation for hearing may differ from the exact order of priorities as reflected by the list of cities.

8. The procedure adopted here provides that the Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

9. In view of the foregoing, § 1.371 of the Commission's rules is amended by deleting the present text of footnote 10 and substituting the following:

Temporary procedure for processing applications for television broadcast stations and for designating for hearing mutually exclusive television applications. Until further order of the Commission the following temporary procedures shall apply with respect to the processing of applications for television broadcast stations and for the designation for hearing of such mutually exclusive applications. The term "operating television station" as used in this footnote means a television broadcast station for which the Commission has issued a license for regular commercial operation, an STA for regular commercial operation, or authority to conduct program tests.

(1) *Non-commercial educational applications and applications for the Territories.* Applications for non-commercial educational television stations and applications for television stations in Puerto Rico, Alaska, Hawaiian Islands and Virgin Islands will be separately processed in the order in which they are accepted for filing.

(2) *Processing of non-competing applications for television broadcast stations.* (a) An application for a new television broadcast station must request a specific channel provided for in the Commission's Table of Assignments for the city in which the applicant proposes to construct his station. Regardless of the number of applications filed for channels in a city or the number

of assignments available in that city, those applications which are mutually exclusive, i. e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6, and one application for each of the remaining channels, the latter three applications will be considered for grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(b) Non-competing applications for television broadcast stations will be processed in the order of filing.

(c) An application by a licensee or the permittee of a television broadcast station which seeks to modify an outstanding license or permit to specify a channel other than that authorized in said license or permit will not be accepted for filing by the Commission, with the exception of applications filed pursuant to Commission Show Cause Orders.

(3) *Temporary procedure for processing and designating for hearing of mutually exclusive applications for television broadcast stations.* (a) Mutually exclusive applications for permits to construct new television broadcast stations will be processed in the following manner: Such applications will be separated into two groups.

Group A. Applications for cities with no operating television stations.

Group B. Applications for cities with one or more operating television stations, subdivided into various subgroups on the basis of the number of such operating stations. Applications for cities with one operating station will be listed first; applications for cities with two operating stations will be listed next; etc.

Based on the foregoing, the Commission will publish a list of cities for which mutually exclusive applications have been filed. Within each group and subgroup, cities will be listed by order of population (1950 Census). Where cities in Group A and Group B are listed in the Table of Assignments in combination, the total population of the cities shall be considered for the purposes of this subparagraph. Where an application requests a station in a city not listed in the Table but said city is within 15 miles of the city so listed, priority will be based on population of the listed city only. The list of cities will be published on the effective date of the rule and will be revised and published thereafter at bi-monthly intervals. The order of processing is as follows:

All applications for the first city listed in Group A.

All applications for the first city listed in Group B.

All applications for the second city listed in Group A.

All applications for the second city listed in Group B, etc.

(b) The Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

(c) Where applications are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in § 3.610 of the Commission's rules, said applications will be processed and designated for hearing at the time the application with the higher priority is processed. If the question concerning transmitter sites is resolved before a decision is rendered in the matter, the

Footnote 10, § 1.371 of the rules.

TRANSFERS & PROPOSED TRANSFERS OF TV STATION OWNERSHIP

application with the lower priority will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a higher priority application, the lower priority application must have been accepted for filing at least one day before the higher priority application has been acted upon by the Commission. If the higher priority application is in hearing status at the time the lower priority application is accepted for filing, the 30-day cut-off date specified in § 1.387 (b) (3) will be applicable.

(d) Applications for new television stations which were designated for hearing prior to April 14, 1952, and on which final action had not been taken by the Commission have been, by order in each docket, removed from hearing status. Said applications and all other applications for construction permits for television broadcast stations which were filed prior to April 14, 1952, shall be amended by the filing of a new and complete FCC Form 301 as revised April 14, 1952. Such applicants and all new applicants shall set forth complete answers to all questions contained therein and shall submit new and complete exhibits, data and other attachments. Applicants may not answer questions or submit exhibits, data and attachments by cross-reference to other applications or documents on file with the Commission except where proposed exhibits, data and attachments are not obtainable without undergoing undue hardships. In such instances, cross-references must be specific and shall include the file number, page and paragraph of the application and amendment referred to, the number of the exhibit, and a description thereof. Applicants shall not cross-reference by using such phrasing as "on file," "previously filed" or similar phraseology. Applications which have not been amended by the filing of a completed FCC Form 301, or which fail to comply with the above requirements by the time they are reached for processing, will be dismissed.

(e) Where a mutually exclusive application on file with the Commission which has not been reached for processing becomes unopposed, or where an amended application or a new application is filed in place of the several competing applications and the applicant formed by such a merger is completely or substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

10. The amendments adopted herein are procedural in nature and Notice of Proposed Rule Making pursuant to the provisions of section 4 of the Administrative Procedure Act is unnecessary. The amendments adopted herein are issued pursuant to authority contained in sections 4 (i), 5 (d) (1), and 303 (r) of the Communications Act of 1934, as amended.

11. It is ordered, That, effective 30 days after publication in the *Federal Register*, footnote 10, § 1.371, of the Commission's rules is amended as set forth in paragraph 9 herein.

(Sec. 4, 48 Stat. 1066, as amended; 47 U. S. C. 154. Interprets or applies sec. 303, 48 Stat. 1082, as amended; 47 U. S. C. 803)

Adopted: July 14, 1953.

Released: July 17, 1953.

FEDERAL COMMUNICATIONS
COMMISSION,

[SEAL] T. J. SLOWIE,
Secretary.

[F. R. Doc. 53-6617; Filed, July 24, 1953; 9:41 a.m.]

ALABAMA

WABT Birmingham (formerly WAFM-TV)—Licensed to Television Corp. of Alabama (Birmingham News Co.). Original owners: The Television Co. (Ed Norton, 75%; Thad Holt, 25%). Sales price: \$2.4 million (with WAPI and WAFM(FM)). FCC approved: June 10, 1953, on condition Birmingham News Co. relinquish WSGN-AM-FM-TV [B•T, June 22, 1953].

WBRC-TV Birmingham—Licensed to Birmingham Broadcasting Co. (subsidiary of Storer Broadcasting Co.). Original owners: Mrs. Eloise S. Hanna. Sales price: \$2.4 million (with WBRC). FCC approved: May 20, 1953, conditioned on relinquishment of WSAI-AM-FM Cincinnati [B•T, June 1, 1953].

WSGN-TV Birmingham—Licensed to Jemison Broadcasting Co. Original owners: Birmingham News Co. Sales price: \$300,000 (with WSGN-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953]. *Note:* This was part of condition imposed by FCC in granting Birmingham News Co. purchase of WAPI, WAFM (FM) and WAFM-TV (now WABT).

ARIZONA

KPHO-TV Phoenix—Licensed to Meredith Engineering Co. Original owners: Phoenix Television Inc. Sales price: \$1.5 million (with KPHO). FCC approved: June 25, 1952 [B•T, June 30, 1952]. *Note:* Station, originally KTLX, first owned by W. L. Pickens, R.L. Wheelock and H. H. Coffield, then ownership broadened to include some KPHO stockholders, finally (in 1949) taken over by John C. Mullins and associates.

ARKANSAS

KRTV Little Rock—Licensed to Little Rock Telecasters. Original owners: Rowley-Brown Broadcasting Co., 50%; Donald W. Reynolds, 50%. Purchase of 100% ownership by Rowley-Brown group by buying Mr. Reynolds' 50% interest for \$52,500 plus assumption of \$35,000 note pending FCC approval [B•T, July 20, 1953].

CALIFORNIA

KECA-TV Los Angeles—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

KHJ-TV Los Angeles—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Earle C. Anthony Inc. Original call letters: KFI-TV. Sales price: \$2.5 million. FCC approved: Aug. 8, 1951 [B•T, Aug. 13, 1951].

KNXT Los Angeles—Licensed to Columbia Broadcasting System Inc. Original owner: Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.). Original call letters: KTSL. Sales price: \$3.6 million. FCC approved: Dec. 27, 1950 [B•T, Jan. 1, 1951]. *Note:* Licensee sold to General Tire & Rubber Co. from estate of Thomas S. Lee in 1950, with other Don Lee properties, for \$12,320,000 [B•T, Jan. 1, 1951].

KFMB-TV San Diego—Licensed to Wrather-Alvarez Broadcasting Co. Original owners: Kennedy Broadcasting Co. (John A. Kennedy). Sales price: \$3

million (with KFMB). FCC approved: March 25, 1953 [B•T, March 30, 1953]. *Note:* Kennedy Broadcasting Co. bought KFMB-AM-TV from Jack Gross Broadcasting Co. for \$925,000 April 25, 1951. Sale of 22% in Wrather-Alvarez Broadcasting Co. to Edward Petry & Co. for \$633,333 received FCC approval July 22, 1953 [B•T, July 27, 1953].

KGO-TV San Francisco—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

COLORADO

KDZA-TV Pueblo—Licensed to Pueblo Radio Co. Inc. Original owner: Zula Sea ton and associates. Sale: Purchase by Eugene P. O'Fallon for \$350,000 (including KDZA) pending FCC approval.

DISTRICT OF COLUMBIA

WTOP-TV Washington—Licensed to WTOP Inc. Original owner: Bamberger Broadcasting Service Inc. Original call letters: WOIC. Sales price: \$1.4 million. FCC approved: July 26, 1950 [B•T, July 31, 1950]. *Note:* WTOP Inc. is 55% owned by *Washington Post* and 45% owned by CBS.

FLORIDA

WMBR-TV Jacksonville—Licensed to Washington Post Co. (55% owner of WTOP AM-FM-TV Washington). Original owner: Florida Broadcasting Co. Sale price: \$2.47 million (with WMBR-AM-FM). FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953].

GEORGIA

WLWA Atlanta—Licensed to Crosley Broadcasting Corp. Original owner: Broadcasting Inc. Original call letters: WLTV. Sales price: \$1.5 million. FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953]. *Note:* This station, originally WSB-TV Atlanta, owned by Atlanta Journal Co. When Atlanta Journal Co. consolidated with *Atlanta Constitution* (holding CP for WCON-TV Atlanta, in 1950, it sold WSB-TV facilities to Broadcasting Inc. group for \$525,000 changed call letters of WCON-TV to WSB-TV [B•T, Aug. 13, 1951].

ILLINOIS

WBBM-TV Chicago—Licensed to Columbia Broadcasting System Inc. Original owner: Balaban & Katz Inc. (subsidiary of United Paramount Theatres Inc.). Original call letters: WBKB. Sales price: \$6 million. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WBKB Chicago—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Original call letters: WENR-TV. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb., 9, 1953 [B•T, Feb. 16, 1953].

MAINE

WABI-TV Bangor—Licensed to Community Telecasting Service. Original owners: Horace Hildreth and Murray Carpenter. Sale: Mr. Carpenter sold his 50% interest in Community Broadcasting Service, which owns 100% of Community

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Telecasting Service, to Mr. Hildreth and associates for \$125,000 [B•T, July 27, 1953]. Sale is pending FCC approval.

MICHIGAN

WXYZ-TV Detroit—Licensed to WXYZ Inc. (American Broadcasting-Paramount Theatres Inc.). Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WOOD-TV Grand Rapids—Licensed to Grandwood Broadcasting Co. (Harry Bitner interests). Original owner: Leonard A. Versluis. Original call letters: WLAV-TV. Sales price: \$1,382,086. FCC approved: Sept. 19, 1951 [B•T, Sept. 24, 1951].

MINNESOTA

WCCO-TV Minneapolis—Licensed to Midwest Radio-Television Inc. (53% owned by Midcontinent Radio-Television Inc. and 47% by CBS. Midcontinent is 50% owned by Northwest Publications Inc.-Ridder newspapers and 50% by Minnesota Tribune Co.) Original owner: Midcontinent Radio-Television Inc. Original call letters: WTCN-TV. Sales price: This was an exchange of properties in which CBS turned over WCCO Minneapolis to new licensee in exchange for 47% interest in new licensee. FCC approved: July 31, 1952 [B•T, Aug. 4, 1952].

MISSOURI

KHQA-TV Hannibal—Licensed to Lee Broadcasting Inc. (WTAD Decatur, Ill.). Original owners: Courier Post Publishing Co. Sales terms: Courier Post Publishing Co. acquires 20% interest in Lee Broadcasting Inc. FCC approved: July 1, 1953 [B•T July 13 1953].

NEBRASKA

KOLN-TV Lincoln—Licensed to Cornhusker Radio & TV Corp. Sale to Fetzer Broadcasting Co. (WKZO-AM-TV Kal-amazoo and WJEF-AM-FM Grand Rapids) for \$650,000 pending FCC approval [B•T, July 20, 1953].

WOW-TV Omaha—Licensed to Meredith WOW Inc. (Meredith Publishing Co.). Original owner: Radio Station WOW Inc. (Francis P. Matthews and associates). Sale price: \$2,525 million (with WOW). FCC approved: Sept. 26, 1951 [B•T, Oct. 1, 1951].

NEW MEXICO

KOB-TV Albuquerque—Licensed to Albuquerque Broadcasting Co. (Time Inc. and Wayne Coy 50% each). Original owner: T. M. Pepperday-Albuquerque Journal. Sales price: \$900,000. FCC approved: May 28, 1952 [B•T, June 2, 1952].

NEW YORK

WABC-TV New York—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WOR-TV New York—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Bamberger Broadcasting Service Inc. (R. H. Macy Co.). Sales price: \$4.5 million (with WOR-AM-FM) plus \$315,000 per year for 25-year lease on studio and transmitter properties, plus 10% interest in

General Teleradio Inc. by R. H. Macy Co. FCC approved: Jan. 17, 1952 [B•T, Jan. 21, 1952].

OHIO

WTVN Columbus—Licensed to WTVN Inc., 90% owned by Radio Cincinnati Inc. (WKRC-AM-FM-TV). Original owners: Picture Waves Inc. (Edward Lamb). Sales price: \$1.5 million. FCC approved: Feb. 25, 1953 [B•T, March 2, 1953].

OKLAHOMA

KOTV Tulsa—Licensed to General Television Inc. (Jack D. Wrather Jr., Mrs. Marie Wrather, each owning 25%, and Maria Helen Alvarez 50%). Original owner: Cameron Television Inc. (George Cameron). Sales price: \$2.5 million. FCC approved: July 30, 1952 [B•T, Aug. 4, 1952].

PENNSYLVANIA

WPTZ Philadelphia—Licensed to Westinghouse Radio Stations Inc. Original owners: Philco Corp. Sales price: \$8.5 million. FCC approved: May 28, 1953 [B•T, June 1, 1953].

WTVQ Pittsburgh—Licensed to Gallagher, Berry & Woodyard. Sale of CP for \$5,000 to Edward Lamb pending FCC approval [B•T, Aug. 3, 1953].

TEXAS

WFAA-TV Dallas—Licensed to A. H. Belo Corp. Original owner: Lacy-Potter Television Broadcasting Co. (Rogers Lacy and Tom Potter). Original call letters: KBTW. Sales price: \$575,000. FCC approved: March 6, 1950 [B•T, March 13, 1950].

KPRC-TV Houston—Licensed to Houston Post Co. Original owner: W. Albert Lee. Original call letters: KLEE-TV. Sales price: \$740,000. FCC approved: May 23, 1950 [B•T, May 29, 1950].

KEYL San Antonio—Licensed to San Antonio Television Co. (owned by Storer Broadcasting Co.) Original owner: W. L. Pickens, R. L. Wheelock and H. H. Coffield. Sales price: \$1.05 million. FCC approved: Oct. 10, 1951 [B•T, Oct. 15, 1951].

UTAH

KDYL-TV Salt Lake City—Licensed to Intermountain Broadcasting & Television Corp. (80% owned by Time Inc. and 20% by G. Bennett Larson). Original owners: S. S. Fox and associates. Sales price: \$2.1 million (with KDYL-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953].

WASHINGTON

KING-TV Seattle — Licensed to King Broadcasting Co. Original owner: Radio Sales Corp. (P. K. Leberman). Original call letters: KRSC-TV. Sales price: \$375,000. FCC approved: July 20, 1949. [B•T, July 25, 1949. *Note:* Hearst Corp. bought 25% interest in King Broadcasting Co. in 1951 which was repurchased by licensee in 1953.

HAWAII

KONA Honolulu—Licensed to Radio Honolulu Ltd. Original owner of 100% common voting stock: Herbert M. Richards. Sales price: \$60,500 plus assumption of \$200,000 stock subscription by Advertiser Publishing Co.-KGU and Island Broadcasting Co.-KPOA on a 50/50 basis. FCC approved: June 3, 1953 conditioned on relinquishment of KPOA [B•T, June 15, 1953].

TELEVISION OWNERSHIP BY STATE

(as of May 1, 1953)

STATE	PERCENT TV	NUMBER TV SETS
Alabama	22%	176,120
Arizona	26	62,820
Arkansas	12	63,510
California	66	2,542,530
Colorado	33	144,890
Connecticut	78	468,440
Delaware	75	73,570
District of Columbia	88	210,060
Florida	21	195,390
Georgia	33	306,930
Idaho	3	4,610
Illinois	63	1,726,370
Indiana	53	664,120
Iowa	37	300,120
Kansas	17	110,270
Kentucky	34	276,860
Louisiana	20	151,880
Maine	11	28,690
Maryland	79	558,450
Massachusetts	78	1,080,710
Michigan	65	1,260,730
Minnesota	38	333,530
Mississippi	9	51,210
Missouri	45	579,990
Montana	LT	250
Nebraska	30	126,250
Nevada	1	470
New Hampshire	45	71,780
New Jersey	88	1,334,350
New Mexico	9	18,100
New York	79	3,641,900
North Carolina	28	287,050
North Dakota	1	1,100
Ohio	75	1,830,590
Oklahoma	29	200,120
Oregon	18	92,230
Pennsylvania	68	2,048,950
Rhode Island	85	200,400
South Carolina	18	98,240
South Dakota	2	3,090
Tennessee	29	262,050
Texas	27	639,040
Utah	37	73,800
Vermont	12	12,430
Virginia	48	430,270
Washington	37	296,850
West Virginia	25	127,320
Wisconsin	41	413,650
Wyoming	LT	160
Total	52%	23,582,240

L.T. means less than 1%.
Source: CBS-Television Research.

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Products: Video, audio switchers, control consoles; distribution, clamp and mixing amplifiers; master and picture monitors; regulated power supplies; associated accessory equipment

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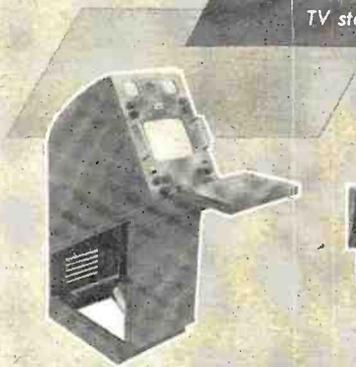
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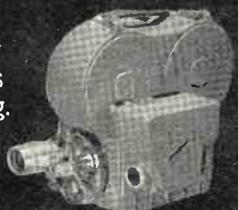
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College Park, Md. (Washington, D. C.), 7338 Baltimore Ave.; Robert Sackman, Mgr.; Tel.: Appleton 7-9276
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*User has the option of buying from 1 to 10 slaves to operate from one master unit.

SPECIFICATIONS

	Series 300	Series 350	Series 400	Model 450	Tape Duplicator
Frequency response (Tape speeds shown are not all available in all models)	15 in/sec. — 30 to 15,000 cps. within ± 2 db 7½ in/sec. — 40 to 15,000 cps. within ± 4 db 40 to 10,000 cps. within ± 2 db 3¾ in/sec. — 50 to 7,500 cps. within ± 4 db				
Signal-to-noise ratio (by NARTB Standards)	Over 60 db	Over 55 db	Over 55 db	Over 50 db	Over 45 db
Flutter and wow	Well under 0.1% rms. at 15 in/sec.	Well under 0.2% rms. at 15 in/sec.	Well under 0.2% rms. at 15 in/sec.	Well under 0.4% rms. at 3¾ in/sec.	Ampex Data Bull. 3-3-1
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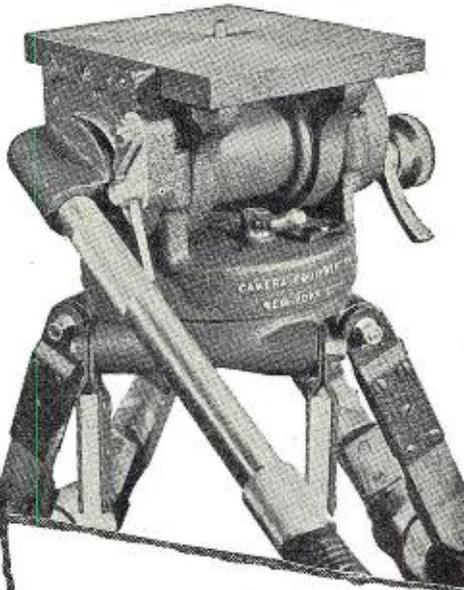
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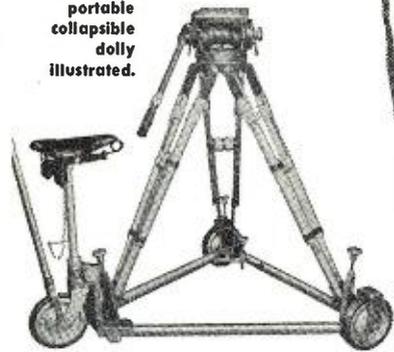
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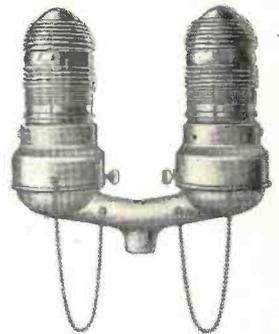
Television
and
Radio Towers

CROUSE-HINDS

Technical Data
Bulletin 376-F
October 1, 1952



Type FCB-12
Fresnel Beacon



Type VAW
Double Marker Lights



Type TSS
Flashing Switch



Photoelectric Control
provides automatic operation
of lighting circuits

**This bulletin makes it EASY for you
to plan your tower lighting**

Crouse-Hinds Bulletin 376-F contains important information on tower lighting and tells you exactly what you need to do the job. There are layout drawings with complete bills of material for lighting towers of all heights. All of the information meets the requirements of FCC and CAA specifications. Send for your copy of this helpful bulletin today.

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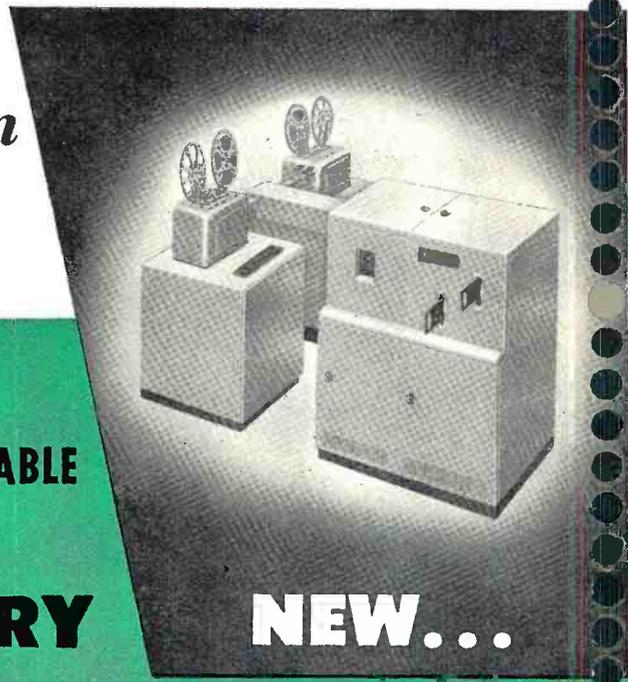
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FOR THE COMPLETE STORY
ON THE FILM-SCANNER
WRITE FOR BROCHURE TR-394

A year ago when the Film-Scanner was first shown, everyone who saw it operating wanted to know, "When?" Deliveries were quoted as being, at the earliest, in 1954. Through a tremendously stepped-up development program, the Film-Scanner is now ready for scheduled production. Some time will elapse before production can possibly catch up to the unprecedented demands for this equipment. Orders are being accepted and deliveries scheduled on a priority basis.

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IN TELEVISION SCANNER PRODUCTION AND DEVELOPMENT**

SMOOTH, SIMPLE OPERATION: 16 mm film pickup can be remotely started, stopped, *reversed*, or operated single frame. Simple switching of video from 16 mm film to opaque pickup.

NO SHADING OPERATOR REQUIRED: Shading controls are not required. Picture inherently free from edge flare and shading—simple, high quality operation.

FILM MOVES CONTINUOUSLY: No noisy, wearing, tearing, intermittent claw mechanisms—extremely quiet, continuous-motion operation.

NEW CATHODE-RAY TUBE: The Heart of the Film-Scanner. The result of years of Du Mont leadership in Cathode-Ray Tube design. The brightest scanner raster yet developed—light intensity many times the output of conventional tubes—extremely long life.

SPECIALLY DESIGNED MULTIPLIER PHOTOTUBE: Extremely high gain accomplished by extra-sensitive

photocathode averaging 60 ua/lumen—multiplication factor: 700,000 to 2,000,000. High degree of stability. Spectral response predominates in visible region.

FILM AND OPAQUE-SLIDE PICKUP: Finest reproduction of 16 mm movie or 4" x 5" glossy or matte finish prints.

SIMULTANEOUS SIGNALS: Simultaneous video from each of two 16 mm film pickup machines or from each of two opaque pickups.

FILM SHRINKAGE COMPENSATOR: Built-in unit reproduces old or new film alike—smooth operation.

GAMMA CORRECTED: Excellent reproduction of the gray scale.

AUTOMATIC SLIDE CHANGER: Provision made for 2" x 2" glass slide automatic changer—a plus feature of the Film-Scanner.

Film-Scanner

1953

1952

1951

1950

1949

1948

1947

HERE is the film pickup system everyone has been talking about since its first public demonstration at the 1952 N.A.R.T.B. Show. Here is the seemingly magic device that has been hailed as one of the greatest advancements in television . . . now as a commercial reality . . . ready for you.

The Film-Scanner offers the television broadcaster entirely new standards of *film, opaque and slide* pickup far superior to any system employing iconoscope or image orthicon tubes. In addition, operating costs of this system are a fraction of the costs of any previous system.

The development of scanner techniques is backed by knowledge gained through years of experience. From the great engineering achievements of the Monochrome and Universal Color Scanners, Du Mont has applied these well learned and proved principles to the ultimate in fine film reproduction equipment—the FILM-SCANNER. Years of experience in scanner techniques combined with the new continuous motion mechanism has resulted in a film pickup system of extreme simplicity. This is the final solution in answering all television film pickup problems of small and large stations alike.

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 Brookline, Mass., 318 Harvard St.; Stanley Harris, Mgr.; Tel.: Longwood 6-6400
 Camden 2, N. J., 539 Market St.; Jack Keefe, Mgr.; Tel.: Woodlawn 4-2215
 Chicago 39, 5359 Fullerton Ave.; Fred Tiegs, Mgr.; Tel.: Berkshire 7-0130
 Cleveland 12, 1817 Marloes Ave.; C. R. Moss, Mgr.; Tel. Potomac 1-2518
 Dallas 1, 505 N. Ervay; J. Earl Smith, Mgr.; Tel.: Randolph 2968
 Denver 7, 5528 E. Colfax Ave.; Clif McLoud, Mgr.; Tel.: Freemont 3067
 Indianapolis 5, 4014 Wash Blvd.; L. M. Devoe, Mgr.; Tel.: Humboldt 1395
 Kansas City 2, Mo., 3760 Broadway; J. P. Kay, Mgr.; Tel.: Logan 7640
 Los Angeles 6, 1102 S. Western Ave.; Carl Stone, Mgr.; Tel.: Republic 2-8105
 Minneapolis, 712 Portland Ave.; Merrill Franklin, Mgr.; Tel.: Geneva 1805
 New York 21, 13 E. 78th St.; James Pickett, Mgr.; Tel.: Trafalgar 9-9520
 Philadelphia 2, 1531 Spruce St.; S. K. MacDonald, Mgr.; Tel.: Kingsley 5-1205
 San Francisco, 530 Gough St.; Les Logan, Mgr.; Tel.: Hemlock 1-5127
 Toronto, Ont., 2293A Yonge St.; P. Heenan, Mgr.; Tel.: Mayfair 9236
 Products: Ceramic capacitors, printed electronic circuits, variable resistors (carbon and wirewound), switches (rotary tone, lever action and slide), special ceramic insulators

Century Lighting, Inc.

New York 25, 521 W. 43rd St., Edward F. Kook, Pres.; Chickering 4-7050
 Los Angeles, 626 N. Robertson Blvd.; Louis Erhardt, Mgr.; Tel.: Bradshaw 2-3276
 Products: Fresnelites, lekolites, boards, scoops, special effects, dimmer switchboards, all electronic switchboard, remote controls, light lifts, connector strips (wireways), stands, microphone boom, feather-lites, (also supplied with mechanical dimmers); accessories

Clebar Watch Agency

New York 17, 521 Fifth Ave.; L. S. Naurison, Sales Mgr.; Murray Hill 2-3890
 Products: Stop watches, timers

Collins Radio Co.

Cedar Rapids, 855 35th St., N. E.; R. H. Hollister, Mgr.; Tel.: 3-0281
 Burbank, Calif., 2700 W. Olive Ave.; Carl W. Service, Mgr.; Tel.: Charleston 0-7117
 Knoxville, Tenn., Dogwood Rd., Fountain City; J. F. Stanbery, Mgr.; Tel.: 6-4378
 New York 36, 11 W. 42nd St.; W. J. Barkley, Mgr.; Tel.: Longacre 4-3930-1-2-3
 Products: Speech equipment; accessories

Commercial Radio-Sound Corp.

New York 16, 652 First Ave.; David A. Hillman, Mgr., TV Antenna Sls.; Tel.: Oregon 9-0400
 Newark, N. J., 1060 Broad St., Leon Jaffe, Tel.: Mitchell 3-4080
 Products: Antenna distribution systems

Communication Products Co., Inc.

Marlboro, N. J., State Highway #79; A. Haselman, V.P.; Tel.: Freehold 8-1880
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Glendora, Calif., 19217 East Foothill Blvd., W. J. Moreland, Pres.; Tel.: Fleetwood 5-1241
 Products: Video utility monitors

Consolidated Tower Service

Ft. Wayne 6, Ind., 1123 Michigan Ave.; Nelson I. Swager, Gen. Mgr.; Tel.: Anthony 70202
 Products: Towers, erection, dismantling, maintenance

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Dallas 17, 4212 S. Buckner Blvd.; W. M. Witty, Gen. Mgr.; Tel.: Evergreen 1137
 Products: Transmitters (VHF and UHF); antenna systems

Crouse-Hinds Co.

Syracuse 1, N. Y.; A. H. Clarke, Comm. V. P. Illumination; Tel.: 74-1011
 Birmingham 3, Watts Bldg.; M. J. Booth, Mgr. Tel.: 7-4232
 Boston 10, 80 Federal St.; G. V. Miller, Mgr. Tel.: Liberty 2-9881
 Chicago 6, 600 W. Jackson Blvd.; W. L. Johnson, Mgr.; Tel.: Franklin 2-5917
 Detroit 2, General Motors Bldg.; G. G. Snyder, Mgr.; Tel.: Trinity 5-4355
 Houston 4, 2801 San Jacinto St.; G. G. Griffin, Mgr.; Tel.: Charter 3464
 Los Angeles 15, 714 W. Olympic Blvd.; H. L. White, Mgr.; Tel.: Prospect 3189
 New York 7, 11 Park Pl.; C. H. Gurney; Tel.: Cortland 7-0750
 Pittsburgh 22, Empire Bldg.; J. J. Bangert, Mgr.; Tel.: Grant 1-6882
 St. Louis 8, 3732 Washington Blvd.; J. A. Webb, Mgr.; Newsted 5555
 Tulsa 3, 17 W. 10th St.; E. N. Jolliff, Mgr.; Tel.: 4-7107
 Washington 5, D. C., 1511 K St., N.W.; H. L. Guiney, Mgr.; Tel.: Republic 7-2033

Products: Tower marking flashing beacon and tower marking lights to indicate aircraft navigation hazards; photoelectric controls for beacons and lights, conduit fittings

Dage Electronics Corp.

Beech Grove, Ind., 69 N. 2nd St.; F. D. Meadows, General Sls. Mgr.; Tel.: Idlewood 1494
 Products: Studio, remote, closed circuit cameras; audio-video mixer for distribution of picture and sound signals at R. F. miscellaneous studio equipment

Daven Co.

Newark 4, 191 Central Ave.; Edward L. Grayson, Sales Mgr.; Tel.: Mitchell 2-6555
 Products: Equalizers; audio, video and r. attenuators; rotary tap and video switches transmission measuring sets; precision wire-wound resistors, attenuation networks, volume level indicators; decade attenuators; video line pads; video relief networks; video distribution networks

DeWald Radio Mfg. Corp.

Long Island City 1, N. Y., 35-15 37th Ave., L. N. Weiss, Mgr.; Tel.: Stillwell 4-9334
 Products: Receivers

Downing Crystal Co.

Baltimore 30, Md., 921 East Fort Ave.; R. M. Elban, Sls. & Office Mgr.; Tel.: Mulberr 5-3686
 Products: Quartz crystals of precision control frequency to meet individual specification. & crystal ovens

M. Ducommun Co.

New York 36, 580 Fifth Ave.; A. G. Stephuk, Mgr.; Tel.: Plaza 7-2540
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Clifton, N. J., 1500 Main Ave.; J. B. Tharp, National Sls. Mgr.; Tel.: Mulberry 4-7400
 Atlanta-Charlotte, N. C., 2101 Arnold Dr.; C. Bell, Mgr.; Tel.: Charlotte 5-6519
 Baltimore, 1351 Pentwood Rd.; F. O'Connell, Mgr.; Tel.: Tuxedo 6689
 Chicago, Chicago Furniture Mart; H. Bloomberg, Mgr.; Tel.: Whitehall 3-1707
 Dallas, 1513 Turtle Creek Blvd.; T. Moseley, Mgr.; Tel.: Prospect 6220
 Los Angeles, 1136 N. Las Palmas; R. Myers, Mgr.; Tel.: Hollywood 7-1185
 New York, Empire State Bldg.; K. Peterson, Mgr.; Tel.: Murray Hill 8-2600

Products: Microwave relay equipment, UH. transmitting antennas, industrial equipment, 500-W VHF transmitters, 5 kw VHF transmitters, 25 kw VHF transmitters, 5 kw VHF transmitters, 1 kw UHF transmitters, 5 kw UHF transmitters, transmitter control equipment, terminal facilities equipment, video switching and mixing equipment, image orthicon camera chains; waveform monitoring, frequency monitoring, film-scanner, picture monitoring and test equipment

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Hollywood 38, 6706 Santa Monica Blvd.; E. Huse, Mgr.; Tel.: Hollywood 9-3101
New York 17, 342 Madison Ave.; E. M. Stifle; Tel.: Murray Hill 7-7080
Products: 35 mm and 16 mm negative, positive and recording films, color film, still and motion picture cameras, projectors, lenses, processing chemicals

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Products: Transmitting type vacuum tubes including tubes for VHF and UHF, STL services. Air cooled and water cooled triodes, tetrodes, pentode and klystrons; vacuum capacitors and vacuum switches; contact finger stock, air system tube sockets; tube connectors

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Peoria 2, Ill., 206 S. Washington St.; Stanley Bernstein, Pres.; Tel.: 3-9846
Products: Erectors, installers, towers, antennas, allied equipment.

Electro Supply Co.

Madison 3, Wis., 405 N. Broom St.; Louis S. Glass, Mgr.; Tel.: 6-0216
Peoria, Ill., 208 S. Washington St.; Stanley Bernstein, Pres.; Tel.: 3-9846
Products: Towers

Electro-Voice, Inc.

Buchanan, Mich., Cecil & Carroll Sts.; Lawrence LeKashman, V. P. Sls.; Tel.: Buchanan 1000
Products: Microphones, directional and non-directional, accessories; microphone stands; UHF converters, VHF boosters and distribution systems

The Elmor Co.

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Emerson Radio & Phonograph Corp.

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Products: Towers

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New York 21, 528 E. 72nd St.; William W. Jablon, Mgr.; Tel.: Trafalgar 9-7000
Products: Training kits

Fairchild Recording Equipment Corp.

Whitestone, N. Y., 154th St. & 7th Ave.; Jay H. Quinn, Mgr. Sls. & Adv.; Tel.: Independence 3-2100
Products: Lip synchronous tape recording equipment

Federal Telecommunication Labs., Inc.

Lodi, N. J., State Hwy. Rt. 17; R. G. Bach, Sls. Coordinator; Tel.: Hubbard 8-8440
Product: VHF, UHF transmitters, antennas; Studio equipment, camera equipment, flying spot scanners, master control equipment monitors, film equipment; microwave relay links, mobile units

Federal Telephone and Radio Corp.

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5

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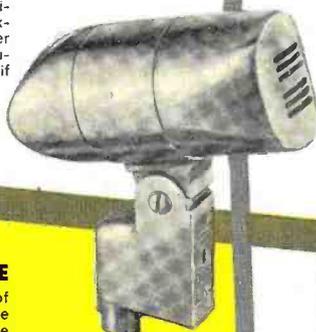
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Because these dynamic microphones utilize the exclusive E-V Acoustalloy diaphragm, they are virtually flat across the entire reproduced range. Furthermore, the frontal cavity in each is used to load acoustically the diaphragm itself for extended high-frequency range.



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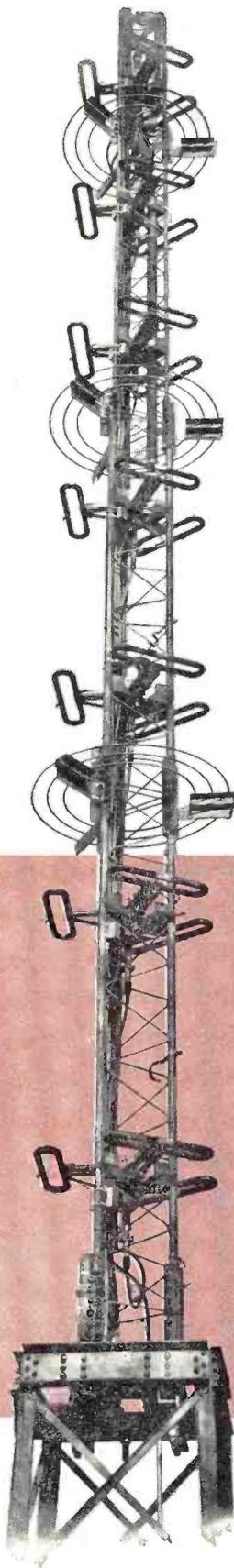
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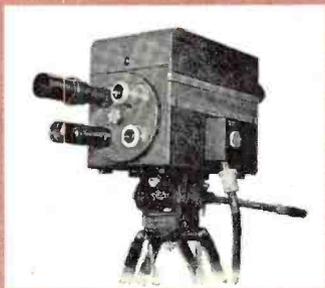


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 Atlanta, 13th & Spring Sts., Howard Decker, Mgr.
 Houston, 2700 Polk Ave.; Joe Woods, Mgr.; Tel.: Atwood 8536
 Los Angeles, 7501 Sunset Blvd., Robert Kuhl, Mgr.
 New York, 51 E. 42nd St.; John Haerle, Mgr.; Tel.: Murray Hill 7-7971
 Washington, D. C., Warner Bldg.; O. J. McReynolds, Mgr.; Tel.: Metropolitan 8-0522

Products: UHF and VHF transmitters; transmitter control, monitoring equipment; projectors; video and audio preset master control; custom built audio consoles, amplifiers, patch panels, racks; antennas, antenna towers

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 New York, 570 Lexington Ave.; C. J. Simon, Mgr.; Tel.: Plaza 1-1311
 Philadelphia, 1405 Locust St.; J. W. I. Cody, Mgr.; Tel.: Pennypacker 5-9000
 St. Louis, 4227 Lindell Blvd.; W. R. Chapin, Mgr.; Tel.: Lucas 8873
 San Francisco, 235 Montgomery St.; C. T. Haist, Jr., Mgr.; Tel.: Douglas 2-3740
 Syracuse, OCS Bank Bldg.; W. G. Broughton, Mgr.; Tel.: 2-3308
 Washington, D. C., 777 14th St., N.W.; J. H. Painter, Mgr.; Tel.: Executive 3-3600

Products: Transmitters-VHF and UHF, for color and monochrome; transmitter monitoring equipment; antennas, VHF and UHF; camera-color and monochrome, channels, studio, film, field, video; studio-switching controls, monitors, projectors, synchronizing equipment, amplifiers, audio and video consoles, audio amplifiers and accessories, cabinet racks, relay links and accessories; mobile trucks; transmitter, video, audio test equipment

General Instrument Corp.

Elizabeth 3, N. J., 829 Newark Ave.; E. A. Freed, Sls. Mgr.; Tel.: Elizabeth 3-4400
 Chicago, 3147 Logan Sq.; B. V. K. French, Mgr.; Tel.: Albany 2-6466
 Chicopee, Mass. (F. W. Sickles Div.), 165 Front St.; B. F. Valliere, Mgr.; Tel.: Springfield 3-6621
 Danielson, Conn. (F. W. Sickles Div.); R. L. Klabin, Mgr.; Tel.: Prescott 4-9614
 Joliet, Ill. (F. W. Sickles Div.), 1301 Herkimer St.; Ed Lyons, Mgr.; Tel.: Joliet 3-39341

Products: UHF, VHF tuners, UHF converters, deflection components for receivers; coils and I. F. transformers for receivers

General Precision Laboratory, Inc.

Pleasantville, N. Y., 63 Bedford Rd.; Blair Foulds, V. P. & Mgr. Commercial Eng.; Tel.: Pleasantville 2-2000
 Los Angeles, 350 S. Central Ave.; E. J. Baughman, Mgr.; Tel.: Madison 9-1403
 Washington, D. C., Washington Bldg.; E. B. Palmquist, Mgr.; Tel.: District 7-8971

Products: Image orthicon chains, film chains, projectors, theatre TV intermediate film (videofilm) and direct (simplex), all video accessories, video recorders, 16mm rapid film processors; remote control system and varifocal lens

General Radio Co.

Cambridge 39, Mass., 275 Mass. Ave.; Myren T. Smith, Mgr.; Tel.: Trowbridge 6-4400
 Chicago 5, 920 S. Mich. Ave.; Kipling Adams, Mgr.; Tel.: Wabash 2-3820
 Los Angeles 28, 1000 N. Seward St.; Frederick Ireland, Mgr.; Tel.: Hollywood 9-6201
 New York 6, 90 West St.; William R. Thurston, Mgr.; Tel.: Worth 2-5837

Products: Station frequency monitors, modulation monitors, distortion and noise meters, test oscillators, signal generators, vacuum tube voltmeters, impedance-measuring equipment, coaxial elements and measuring equipment, lighting control dimmers.

Graphic Systems

New York 36, 55 W. 42nd St.; Hines Hatchett, Mgr.; Tel.: Wisconsin 7-8444

Products: Visual traffic control system; graphic printed forms

Graybar Electric Co., Inc.

New York 17, 420 Lexington Ave.; J. W. Lamarque, Gen. Comm. Sales Mgr.; Tel.: Lexington 2-4000
 Atlanta 1, 333 North Ave., N.W.; E. W. Stone, Mgr.; Tel.: Cypress 1751
 Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Tel.: Kenmore 6-4567
 Chicago 80, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel.: Canal 6-4100
 Cincinnati 14, 115-129 W. McMicken Ave.; W. H. Hansher, Mgr.; Tel.: Main 0600
 Cleveland 14, 1010 Rockwell Ave.; A. C. Schwager, Mgr.; Tel.: Cherry 1-1360
 Dallas 1, 717 Latimer St.; C. C. Ross, Mgr.; Tel.: Randolph 6452
 Detroit 1, 55 W. Canfield Ave.; L. A. Winalis, Mgr.; Tel.: Temple 1-5500
 Houston 3, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel.: Atwood 4571

Jacksonville 1, 12th & Main Sts.; W. C. Winfree, Mgr.; Tel.: Jacksonville 6-7611
 Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel.: Baltimore 1644
 Long Island City 1, 21-15 Bridge Plaza, N.; R. W. Griffiths, Mgr.; Tel.: Exeter 2-2000
 Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Tel.: Angelus 3-7282
 Minneapolis 15, 824 S. Fourth St.; L. S. Sellner, Mgr.; Tel.: Geneva 1621
 New York 17, 420 Lexington Ave.; G. I. Jones, Mgr. Electronics Sls.; Tel.: Lexington 2-4000
 Philadelphia 7, 910 Cherry St.; J. W. Crockett, Mgr.; Tel.: Walnut 2-5405
 Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel.: Allegheny 1-4100
 Richmond 19, 10 S. Sixth St.; E. C. Toms, Mgr.; Tel.: Richmond 7-3491
 St. Louis 3, 2642 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel.: Newstead 4700
 San Francisco 1, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel.: Market 1-5131
 Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel.: Mutual 0123

Products: Video and audio transmitters, antennae, antenna tower, transmission line products, microwave link equipment, frequency and modulation monitors, transmitter and studio testing and measuring equipment, film and camera chain equipment, flying spot scanners, synch. generators, video monitors and switching equipment, speech input equipment, audio and video and distribution amplifiers, power supplies, microphones and accessories, transcription turntables, tape recorders and reproducers, loudspeakers, meters, electron tubes, keys, condensers, jack mountings, rack cabinets, wiring supplies and connectors, cabling, emergency power plant and associated apparatus

Gray Research & Development Co., Inc.

Manchester, Conn., 658 Hilliard St.; Chester B. Hayes, Gen. Sls. Mgr.; Tel.: Mitchell 9-4506
 New York, 521 Fifth Ave.; Richard Otto, Mgr.; Tel.: Murray Hill 7-4590

Products: Opaque and transparency slide projectors, camera turrets, multiplexers, associated studio equipment

F. Sumner Hall, Inc., Audio Equipment Sales Div.

New York 1, 153 West 33rd St.; F. Sumner Hall, Pres.; Tel.: Bryant 9-9276

Products: Jack panels, jacks, patch cords, plugs, replacement cords, microphone call letter plates and accessories, record labels

The Hallicrafters Co.

Chicago 24, 4401 W. Fifth Ave.; Michael D. Kelly, Mgr.; Tel.: Van Buren 6-6300

Products: Receivers

J. M. Hamilton & Co.

Gastonia, N. C., Box 2432; J. M. Hamilton, Mgr.; Tel.: 4-2115
 Washington, D. C., 1736 Columbia Rd., N.W.; Tel.: North 7-6842

Products: Painting, erection, maintenance of towers

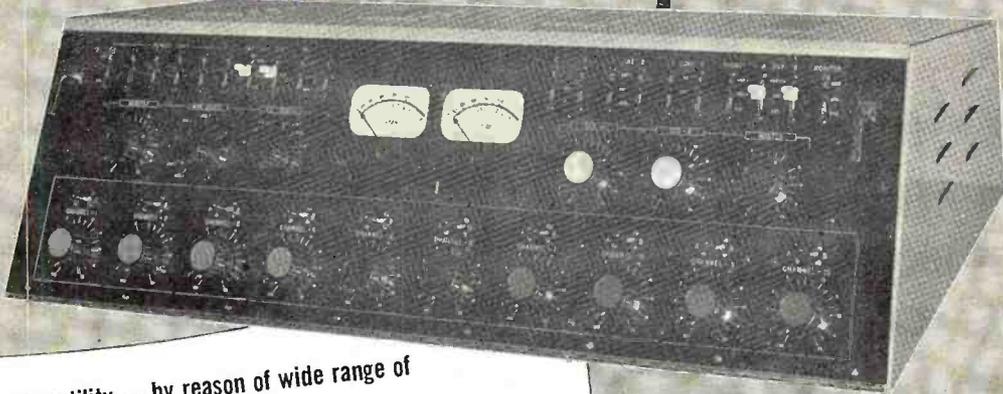
Hammarlund Mfg. Co., Inc.

New York 1, 460 W. 34th St.; Robert B. Moon, Mgr.; Tel.: Longacre 5-1300

Products: Remote supervisory control and data transmission equipment. Variable capacitors including those for VHF and UHF operations

BEST LONG-TERM INVESTMENT IN TV STUDIO SPEECH CONSOLES

the New GATES CC-1 "Program Master"



- Versatility — by reason of wide range of plug-in amplifiers
- Accommodates 14 plug-in units, 10 pre-amplifiers, 2 line amplifiers, 1 monitoring amplifier, 1 power supply
- Buy this GATES Console with the number of amplifiers needed — add later for expansion

Here is a TV speech console that can grow with your station. Meets ALL large studio demands for TV (and AM too) yet is flexible enough for any station requirement.

It features NEW GATES PLUG-IN amplifiers throughout. There's room for 14 — but you buy only what you need and add later as you need them.

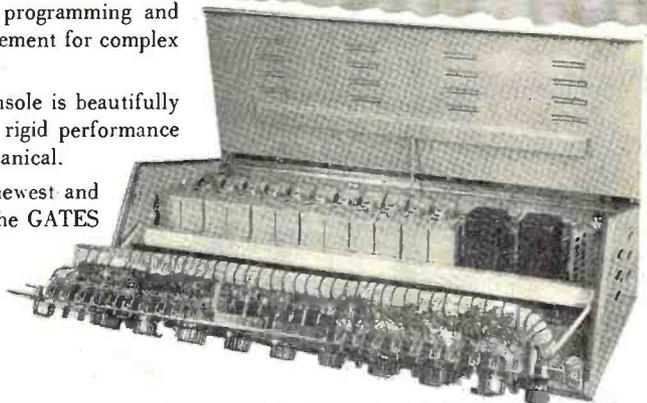
The NEW GATES CC-1 was designed following months of study covering all phases of TV programming and production. It fully meets every requirement for complex or simplified production techniques.

The NEW GATES CC-1 Speech Console is beautifully constructed, providing a new high in rigid performance standards — both electrical and mechanical.

Before you invest, investigate the newest and latest in speech input equipment — the GATES CC-1 "PROGRAM MASTER".

Outstanding Features

- Ten mixing channels
- Provision for ten or lesser number of pre-amplifiers
- Provision for single or duplicate line amplifiers
- Choice of 8 or 16 watt monitoring amplifier
- Complete remote line, cueing, over-ride and auxiliary switching facilities
- Provision for patch panel termination of all major circuits
- Duplicate VU meters
- Group control of any number of mixing positions provided by two SUB and one MASTER gain controls
- Color coded control facilities



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MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

Harvey Radio Co., Inc.

New York 36, 103 W. 43rd St.; H. E. Sampson, Pres.; Tel.: Judson 2-1500

Products: Broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems

Heppner Manufacturing Co.

Round Lake, Ill., Box 1207; Ray Cuny, Sls. Mgr.; Tel.: 62161

Products: Ion traps, centering devices, PM foco mags, loud speakers, ferrite rod antennas, horz. transformers

Hewlett-Packard Co.

Palo Alto, Calif., 395 Page Mill Rd.; W. Noel Eldred, Sls. Mgr.; Tel.: Davenport 5-4451

Products: Frequency monitor, modulation meter; low distortion audio signal generator; noise and distortion analyzer; high frequency vacuum tube voltmeter; test oscillator

Hi-Lo TV Antenna Corp.

Chicago 13, 3540 N. Ravenswood Ave.; Max H. Fink, Sls. Mgr.; Graceland 7-1890

Products: VHF, UHF, receiving antennas

Hoffman Radio Corp.

Los Angeles 7, 3761 S. Hill St.; W. L. Stickel, Mgr.; Tel.: Richmond 7-9661

Products: Receivers

The Houston-Fearless Corp.

Los Angeles 64, 11801 W. Olympic Blvd.; K. B. Elliott, V. P.-Sls.; Tel.: Bradshaw 24331

Products: Film processing machines, printers, dollies, tripods, tripod dollies, pedestals, cranes, friction and tilt heads

Hughey & Phillips, Inc.

Burbank, Calif., 3300 N. San Fernando Blvd.; John H. Ganzenhuber, V. P.; Tel.: Rockwell 9-1104

New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Murray Hill 7-1550

Products: Complete line tower lighting equipment—antenna accessories (tower chokes, grids, etc.). Microwave automatic alarm systems for unattended stations. Photoelectric controls, flasher mechanisms, code beacons, replacement parts for all of above; tower lighting controls

Hunt & Piper Mfg. Co.

Hollywood 38, 7045 Romaine St.; Thomas E. Hunt, Mgr.; Tel.: Hempstead 2326

Products: Lighting equipment; remote control dimmer equipment; mike boom

CBS-Hytron, A Division of Columbia Broadcasting System, Inc.

Danvers, Mass., 100 Endicott St.; John Q. Adams, Vice Pres.; Tel.: Danvers 2360

Chicago, 5637 W. Diversey Ave.; W. A. Brock, Mgr.; Tel.: National 2-1425

Newark, N. J., 32 Green St.; L. H. Niemann, Mgr.; Tel.: Market 3-5832

Products: Transistors, voltage regulators, germanium diodes; picture, receiving, special purpose, transmitting tubes

Insuline Corp. of America

Long Island City 1, N. Y., 3602-35th Ave.; B. L. Cahn, V. P.; Tel.: Astoria 8-3738

Products: Receiving aerials, aerial installation equipment, servicing and testing tools, mechanical components; switches, jacks, plugs, connectors, sockets, dials

IDECO Div., Dresser-Stacey Co.

Columbus 8, 875 Michigan Ave.; J. Roger Hayden, Sls. Mgr.; Tel.: University 2123

Los Angeles 44, 8909 S. Vermont Ave.; K. H. Brust, Mgr.; Pleasant 8-4194

Products: Antenna towers

Jennings Radio Mfg. Corp.

San Jose 8, Calif., 970 McLaughlin Ave.; C. K. Townsend, Sls. Mgr.; Tel.: Cypress 2-4025

Products: High voltage vacuum switches and capacitors—fixed and variable

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie Ave.; Charles A. Hansen, Sls. Mgr.; Portsmouth 7-7600

Boston 61, 148 Needham St.; Tim Coakley, Mgr.; Decatur 2-4800

Dallas 1, 505 N. Ervay St.; Lloyd Lund, Mgr.; Tel.: Randolph 5764

Denver 3, 446 Broadway; Ron Bowen, Mgr.; Tel.: Sherman 2501

Los Angeles 15, 1148 S. Grand Ave.; George Tivy, Mgr.; Richmond 7-7553

New York 10, 220 E. 23rd St.; Adolph Friedman, Mgr.; Tel.: Lexington 2-0375

Products: Loudspeakers and accessories

Johns-Manville Sales Corp.

New York 16, 22 East 40th St.; Paul J. Washburn, Mgr.-Acoustics; Tel.: Lexington 2-7600

Products: Architectural acoustical materials

E. F. Johnson Co.

Waseca, Minn., M. W. Will, Mgr.; Tel.: 990

Products: Coaxial transmission line and fittings

Jontz Mfg. Co.

Mishawaka, Ind., 1101 E. McKinley; C. L. Smale, Sls. Mgr.; Tel.: 5-5178

Products: Tower, masts and rotors

Kaar Engineering Corp.

Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, Mgr.; Tel.: Davenport 3-9001

Products: Mobile communication transmitters, receivers

J. H. Keeney & Co., Inc.

Chicago 32, 2600 W. 50th St.; Paul A. Huebsch, Adv. Mgr. & Gen. Sls. Mgr.; Tel.: Hemlock 4-5500

Products: Receivers

Joseph Kinney Co.

Carnegie, Pa., Rosslyn Rd.; Gilbert I. Clark, Project Eng.; Tel.: Walnut 2-1226-27

Products: Sheet and strip metal including copper and clad steel and silver clad steel and copper clad invar. Rectangular tubing and other fabricated shapes and assemblies made of metal including panels for shielding RI; also rectangular waveguide components

Kline Iron & Metal Co.

Columbia, S. C., 1225-35 Huger St.; B. H. Kline, Gen. Mgr.

Products: Guyed & self-supporting TV, radio & special towers

James B. Lansing Sound, Inc.

Los Angeles 39, 2439 Fletcher Dr.; W. H. Thomas, Pres.; Tel.: Normandie 3-2545

Products: Loudspeakers; divided network loudspeaker systems; high frequency drivers; acoustic lens; sound systems

La Pointe Electronics, Inc.

Rockville, Conn., 155 W. Main St.; Fred A. Hess, Sls. Mgr.; Tel.: 5-3351

Products: UHF, VHF antennas, lightning arrestors, boosters, antenna rotators, towers

Lehigh Structural Steel Co.

New York, 17 Battery Pl.; J. F. Neary, Mgr.; Tel.: Whitehall 4-1424

Washington, D. C., 2539 Pa. Ave., N.W.; Mrs. Alva J. Myers, Mgr.; Tel.: Emerson 3-6900

Products: Supporting towers

Lewis And Kaufman, Ltd.

Los Gatos, Calif., 17320 El Rancho Ave.; Jack Kaufman, Mgr.; Tel.: El Gato 4-3540

Products: Special purpose, electron transmitting tubes; triodes, tetrodes, pentodes; high vacuum rectifiers

John E. Lingo & Son, Inc.

Camden 5, N. J., 2814 Buren Ave.; John E. Lingo, Pres.; Tel.: Woodlawn 4-0487

Products: Transmitting antennas; supporting poles for receiving antennas

Machlett Labs., Inc.

Springdale, Conn., 1063 Hope St.; Henry J. Hoffman, Mgr.; Tel.: Stamford 4-5781

Products: High power transmitting and receiver tubes

Magnecord, Inc.

Chicago 10, 225 W. Ohio St.; C. G. Barker, Mgr.; Tel.: Whitehall 4-1889

Products: Magnetic tape recorders and amplifiers

Majestic Radio and Television

Brooklyn 1, N. Y., 70 Washington St.; Maurice Raphael, Mgr.; Ulster 2-6000

Chicago 10, 743 N. LaSalle St.; R. Jenkins, Mgr.; Whitehall 4-0077

Los Angeles, 2772 W. Olympic Blvd.; B. R. Ross, Mgr.; Tel.: Dunkirk 1783

Products: Receiving equipment; Spectrum analyzers; tape and disc recorders

J. A. Maurer, Inc.

Long Island City 1, N. Y., 37-01 31st St.; L. A. Root, Sls. Mgr.; Tel.: Stillwell 4-4600

Products: 16 mm professional motion picture cameras, sound-on-film and magnetic recording equipment; accessories

Measurements Corp.

Boonton, N. J.; Nelson C. Doland, Jr., Sls. Mgr.; Tel.: Boonton 8-2131

Products: Standard signal, pulse, square wave generators; intermodulation, radio noise and field strength, megacycle meters, vacuum tube voltmeters, crystal calibrators

Metropolitan Telephone Supply Corp.

Brooklyn 1, N. Y., 254 Navy St.; Sheppard Beidler, Pres.; Tel.: Main 4-2982

Products: Manufacturers of telephone and telegraph equipment

Midland Manufacturing Co., Inc.

Kansas City, Kansas, 3155 Fiberglas Rd.; H. G. Humann, Gen. Mgr.; Tel.: Finley 7950

Cincinnati 2, 47 Central Ave.; J. J. O'Brien

Products: Quartz crystals

Milo Radio & Electronics Corp.

New York 7, 200 Greenwich St.; Charles H. Smith, Adv. Mgr.; Tel.: Beekman 3-2980

Products: All types electronic equipment

Minifon Corp. of America

New York 36, 105 W. 43rd St.; Roy Neusch, Mgr.; Tel.: Judson 2-1500

Products: Miniature type battery operated portable wire recorder

Minnesota Mining & Mfg. Co.

St. Paul 6, Minn., 900 Fauquier St.; Paul W. Jansen, Sls. Mgr.; Tel.: Cedar 3071

Atlanta 3, 732 Ashby St., N.W.; G. S. Miles, Mgr.; Tel.: Elgin 4401

Boston (Newton Center 59, Mass.), 1330 Centre St.; E. F. Gregg, Mgr.; Tel.: Decatur 2-9810

Chicago 8, 1500 S. Western Ave.; A. J. Forss, Mgr.; Tel.: Monroe 6-6126

Cincinnati 2, 47 Central Ave.; J. J. O'Brien, Mgr.; Tel.: Parkway 5700-01-02

Cleveland 11, 12430 Elmwood Ave.; A. D. Steele, Mgr.; Tel.: Boulevard 2-5200

Dallas 2, 1221 Dragon St.; Tel.: Riverside 6256, 6258-9

Denver, 1639 Blake St.; Tel.: Alpine 2066

Detroit 13, 8825 Grinnell Ave.; Tel.: WA 5-6700 through 5-6709

Grand Rapids 4, 815 Monroe Ave.; Tel.: Glendale 6-8577-78

High Point 3, N. C., 1501 S. Main St.; Tel.: 3496

Hollywood 36, Calif., 446 N. LaBrea Ave.; M. D. Benson, Mgr.; Tel.: Webster 1-1289

Los Angeles 54, 6411 Randolph St.; Tel.: Underhill 0-1241

Philadelphia 8, 401 N. Broad St., C. M. Jacobson, Mgr.

Pittsburgh 19, Plaza Bldg.; Tel.: Atlantic 1-2075-76-77

New York (Ridgefield, N. J.), 700 Grand Ave.; J. J. McDonald, Mgr.; Tel.: Morsemer 6-6700 (N. Y.) Bryant 9-8080

St. Louis 8, Mo., 3700 Forest Pk. Blvd.; S. P. Van Arsdall, Mgr.; Lucas 5269

St. Paul 1, Minn., 367 Grove St.; J. T. Donahue, Mgr.; Tel.: Cedar 3071

San Francisco 10, 450 Alabama St.; J. T. Evans, Mgr.; Tel.: Underhill 3-4480

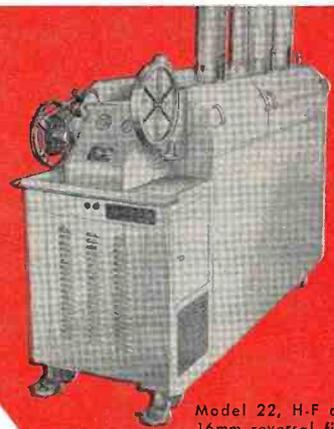
Seattle 4, 1242 Sixth Ave., S.; Tel.: Seneca 4554-55-56-57

Products: Scotch brand magnetic recording tape—film—accessories. Scotch-track brand laminating film for magnetic edge sound on photographic film.

98% of all U.S. TV stations
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Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

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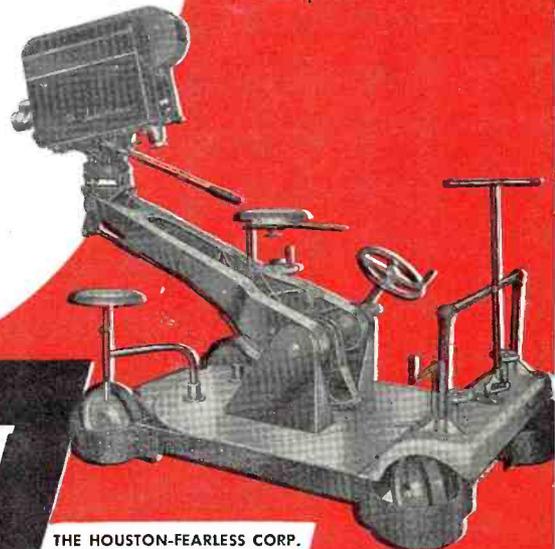
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Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability



Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.

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Television's finest portable camera mount. Houston-Fearless friction head, all-metal tripod and tripod dolly. For studio or field use.

Mitchell Camera Corp.

Glendale 4, Calif., 666 W. Harvard; J. D. McCall, V. P.; Tel.: Chapman 5-1086
 Products: Motion picture cameras and accessories

Mole-Richardson Co.

Hollywood 38, Calif., 937 N. Sycamore Ave.; E. C. Palmer, Secretary-Treasurer; Tel.: Hollywood 4-8305
 Products: Special lighting equipment

Moody Machine Products Co., Inc.

Providence 5, R. I., 42 Dudley St.; J. H. Moody, Sls. Mgr.; Tel.: Gaspee 1-3317
 Products: Precision small tools; Precision and jewelers screw driver sets; wrench and head driver set, machinists scribes

Mycalex Corp. of America

Clifton, N. J. (Gen. offices and plant), 125 Clifton Blvd.; J. H. DuBois, V. P., Eng.; Tel.: Prescott 9-8866
 Chicago 30, 5306 W. Lawrence Ave.; Ringland M. Krueger, Mgr.; Tel.: Pensacola 6-8296
 New York 20 (Exc. Offices), 30 Rockefeller Plaza; Jerome Taisshoff, Pres.; Tel.: Columbus 5-5989
 Products: Glass-bonded mica high frequency, high temperature, low loss insulation, machinable and injection molded grades for tuners, microphones and other components; miniature, sub-miniature, UHF transistor and printed circuit tube sockets; hermetic seals

National Co., Inc.

Malden 48, Mass., 61 Sherman St.; W. P. Ready, Mgr.; Tel.: Malden 2-7950
 Products: Receivers

National Electric Products Corp.

Pittsburgh 22, 140 Stanwick St.; F. P. Yarussi, Sls. Mgr.; Tel.: Grant 1-2852
 Products: Receiving antennas, mounting accessories

National Union Radio Corp.

Hatboro, Pa., Jacksonville Rd.; Kenneth C. Meinken, Jr., Vice President charge equipment sales; Tel.: Hatboro 1791
 Products: Special purpose and electron tubes, cathode ray and receiving; transistors and diodes, electronic research

Otto K. Olesen Co.

Hollywood 28, Calif., 1534 Cahuenga Blvd.; Daniel E. Murphy, V. P., Gen. Mgr.; Tel.: Hollywood 5-5194
 Products: Lighting equipment

ORRradio Industries, Inc.

Opelika, Ala., T-120 Marvyn Rd.; J. Herbert Orr, Mgr.; Tel.: 1123
 Products: Magnetic sound recording tape

Oxford Electric Corp.

Chicago 15, 3911 S. Michigan Ave.; Hugo Sundberg, Mgr.; Tel.: Atlantic 5-6161
 Products: Loud speakers—audio, power transformers

Pacific Transducer Corp.

Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Sls. Mgr.; Tel.: Arizona 9-6129
 Products: Phono pickups and arms, magnetic cartridges, test records and film, microscopes

Packard-Bell Co.

Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Gen. Sls. Mgr.; Tel.: Arizona 7-6721, Bradshaw 2-2171
 Products: Receivers

Pailard Products, Inc.

New York 13, 100 Fifth Ave.; Thomas H. Elwell, Mgr.; Tel.: Canal 6-8420
 Arcadia, Calif., 1643 La Ramada Ave.; Gil Easley, Mgr.; Tel.: Custer 5-2686
 Chicago 25, 5036 N. Springfield; George Schectman, Mgr.; Tel.: Irving 8-3877
 Cleveland 23, 25941 Lake Shore Blvd.; Jack Spratt, Mgr.; Tel.: Redwood 1-7435
 Flushing, N. Y., 53-31 197th St.; Bill Berger, Mgr.; Tel.: Bayside 9-6582
 Rockaway Beach, Mo., P. O. Box 102, Goss Cottages; Jerry Kovanda, Mgr.; Tel.: Rockaway Beach 2391
 Products: Lenses including zoom lens for 16mm cameras

Permofox Corp.

Chicago 39, 4900 W. Grand Ave.; R. S. Fenton, V. P. & Gen. Sls. Mgr.; Tel.: Berkshire 7-3200
 Glendale 5, Calif., 236 S. Verdugo Rd.; John Mutschler, Mgr.; Chatnam 6-5139
 Products: Dynamic headphones, transformers, microphones, high-fidelity speakers and enclosures

Phileo Corp. (Government & Industrial Div.)

Philadelphia 44, 4700 Wissahickon Ave.; James D. McLean, Gen. Sls. Mgr.; Tel.: Tennessee 9-4000
 Beverly Hills, Calif., 260 S. Beverly Dr.; Marshall A. Williams, Mgr.; Tel.: Crestview 5-4486
 Chicago 11, 668 Lake Shore Dr.; Robert A. MacDonald, Mgr.; Tel.: Whitehall 4-5750
 Dallas 1, Southland Life Bldg.; T. E. Rogers, Mgr.; Tel.: Prospect 0447
 Dayton, Talbot Bldg.; E. M. Lisowski, Mgr.; Tel.: Michigan 6578
 San Francisco 4, Russ Bldg.; Lewis J. Boss, Mgr.; Tel.: Sutter 1-6262
 Washington 25, D. C., 744 Jackson Pl., N.W.; J. R. McKenna, Mgr.; Tel.: Executive 3-1500
 Products: Flying spot film scanners, monoscopes, specialized cathode ray tubes, microwave relay equipment

Pioneer Scientific Corp.

Great Neck, L. I., N. Y., 161 Great Neck Rd.; Hunter L. Delatour, Jr., Mgr.; Tel.: Great Neck 2-9500
 Products: Polaroid filters

Polarad Electronics Corp.

Brooklyn 11, 100 Metropolitan Ave., P. H. Odesley, Chief Engr.; Tel.: Stag 2-3464
 Albuquerque, 210 Cagua Dr.; Neil Powell, Mgr.; Tel.: Albuquerque 6-3437
 Boston, 43 Leon St.; W. T. Hannigan, Mgr.; Tel.: Garrison 7-2650
 Chicago 45, 6744 N. Calif. Ave.; James Everett, Mgr.; Tel.: Ambassador 2-3702
 Cleveland, 1791 Oakmount St.; J. R. Danne-miller, Mgr.; Tel.: Evergreen 1-5100
 Kansas City, Mo., 1629 E. 31st St., Gene Shapiro, Tel.: Armor 9539
 Los Angeles, 7614 Melrose Ave., H. A. Kittleson, Mgr.; Tel.: Whiteney 1167
 Products: Monitors, amplifiers, power units, cue system, synchronizing generator, monoscope signal source

Presto Recording Corp.

Paramus, N. J., P. O. Box 500; Thomas B. Aldrich, Sls. Mgr.; Diamond 3-5700
 Buffalo, Ellicott Sq. Bldg.; Robert W. Mitcher, Mgr.; Tel.: Garrison 2-0238
 Chicago (Evanston, Ill.), 720 Main St.; Warren Cozzens, Mgr.; Tel.: Davis 8-4800
 Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel.: Delmar 3723
 Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel.: Main 1565
 Dallas, 505 N. Ervar St.; J. Earl Smith, Mgr.; Tel.: C-2966
 Detroit, 14595 Abington Rd.; R. A. Adams, Mgr.; Tel.: Vermont 8-1344
 Los Angeles, 2331 W. Wash Blvd.; Lee Owens, Mgr.; Tel.: Republic 0203
 New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Murray Hill 7-1550
 Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel.: Main 8762
 Silver Spring, Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel.: Juniper 9-4002
 Products: Disc recording, transcription; tape recording, transcription equipment; amplifiers; equalizers, blank recording discs

Prodelin, Inc.

Kearny, N. J., 307 Bergen Ave.; J. F. Cosgrove, Sls. Mgr.; Tel.: Kearny 2-1090
 Products: VHF, UHF RTMA coaxial line, waveguide, and associated components, duplexers. Studio link microwave antennas and transmission line

Producers Sales Corp.

Burbank, Calif., 2704 W. Olive Ave.; John Kiel, Gen. Mgr.; Tel.: Charleston 6-2158
 Products: Recording cameras, animation and special effects, motion picture equipment

Pro-Tex Reel Band Co.

Cleveland 14, Film Bldg.; Thomas S. Kulka, Proprietor; Tel.: Diamond 15632
 Products: Protective bands for motion picture film reels

QRK Electronic Products

Fresno 4, Calif.; Bert Williamson, Mgr.; Tel.: 7-1423
 Products: Turntables, custom audio equipment

Radex Corp.

Chicago 14, 2076 Elston Ave.; R. R. Cook, Sls. Mgr.; Tel.: Armitage 6-6900
 Products: Blowers; air filters—electrostatic, audio oscillators, impedance, matching bridge

Radio Corp. of America, RCA Victor Div., Engineering Products Dept., Sales Section, Broadcast Marketing Div.

Camden 2, N. J., Front and Cooper Sts.; E. C. Tracy, Mgr.; Tel.: Woodlawn 3-8000
 Atlanta 3, Forsyth Bldg.; Tel.: Walnut 5948

Boston 16, John Hancock Bldg.; Hubbard 2-1700
 Chicago 11, 666 N. Lake Shore Dr.; Tel.: Delaware 7-0700
 Cleveland 15, Keith Bldg.; Tel.: Cherry 1-3450
 Dallas 1, 1907-11 McKinney Ave.; Tel.: Riverside 1371-2-3
 Hollywood 28, Calif., 1560 N. Vine St.; Tel.: Hollywood 9-2154
 Kansas City 6, Mo., Dierks Bldg.; Tel.: Harrison 6480-1-2
 New York 20, 36 W. 49th St.; Tel.: Circle 6-4030
 San Francisco 3, 1355 Market St.; Tel.: Hemlock 1-8300

Products: Audio equipment; video equipment—field relay equipment; mobile unit; studio cameras, film equipment; studio control equipment, monoscope; sync generator; amplifiers; power supplies; studio lighting; accessories. Transmitters; antennas; test and measuring equipment

RCA Victor Co., Ltd.

Montreal 30, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel.: Wellington 7551
 Calgary, Alta., 1210 11th Ave.; H. C. Thompson, Mgr.
 Halifax, Nova Scotia, 99 Brunswick St.; C. C. Bowers, Mgr.
 St. James (Winnipeg), Man., 626 St. James St.; H. Ramsey, Mgr.
 Toronto, Ont., 1140 Yonge St.; K. G. Chisholm, Mgr.
 Vancouver, B. C., Grandview Highway at Rupert St.; R. A. Marsh, Mgr.
 Products: Audio, video terminal equipment; transmitters and antennas

Radio Electronic Supply Co.

Grand Rapids 3, Mich., 505 Jefferson Ave. S. E.; Norman MacPhail, Mgr.; Tel.: Grand Rapids 9-4611
 Products: Closed circuit systems, camera and power tubes, sound recording equipment, modulation and frequency monitors, distortion measuring equipment, associated electronic components

Radio Engineering Labs., Inc.

Long Island City 1, N. Y., 36-40 Thirty-Seventh St., Frank A. Gunther, Mgr.; Tel.: Stillwell 6-2100
 Products: Studio-to-transmitter links and serrasoid modulators

Radio-Music Corp.

Port Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel.: Byram River 6-8620
 Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers

The Radion Corp.

Chicago 14, 1130 W. Wisconsin Ave.; Dan O'Connell, V. P.; Tel.: Mohawk 4-4617
 Products: UHF, VHF receiving antennae; portable field strength meters; lightning arresters

Rangertone, Inc.

Newark 4, N. J., 73 Winthrop St.; R. H. Ranger, Pres.; Tel.: Humboldt 5-2550
 Products: High fidelity magnetic tape recorders, synchronous recorders for motion picture use—magnetic heads, tape-to-film editor

Raytheon Mfg. Co.

Waltham, Mass., 100 River St.; L. A. Rooney, Mgr. Communications Equipment Sls.; Tel.: Waltham 5-5860
 Chicago, 5016 W. Madison St.; G. J. Zipf, Mgr.; Tel.: Esterbrook 9-3277
 Cleveland, 3076 W. 117th St.; H. L. Herndon, Mgr.; Tel.: Western 1-7005
 New Orleans, 4032 Thalia; W. J. Monroe, Mgr.; Tel.: Canal 7611
 New York, 19 Rector St.; D. B. Whittemore, Mgr.; Tel.: Whitehall 3-4980
 San Francisco, 49 California St.; E. J. Rome, Mgr.; Tel.: Sutter 1-0475
 Seattle, 3224 Western Ave.; R. W. Mackay, Mgr.; Tel.: Alder 4895
 Wilmington, Del., 114 West B. St.; J. L. Lovett, Mgr.; Tel.: Terminal 4-8575
 Products: Microwave relay links

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New York 11, 147 W. 22nd St.; Jack Karns, Mgr.; Tel.: Oregon 5-7868-69
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Reeves Soundcraft Corp.

New York 22, 10 East 52nd St.; William Deacy, Asst. to V. P.; Tel.: Plaza 9-2644
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Long Island City 1, N. Y., 38-01 Queens Blvd.; George Silber, Sls. Mgr.; Tel.: Stillwell 4-7062
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Products: Tape duplication equipment

Sonocraft Corp.

New York 36, 115 W. 45th St.; Harold H. Oppenheimer, Mgr.; Tel.: Judson 2-1750

Products: Sound and recording equipment

Sound Apparatus Co.

Stirling, N. J.; A. W. Niemann, Pres.; Tel.: Millington, N. J., 7-0600

Products: Graphic recorders

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Products: Sales, engineering, consultation service, film production equipment. Projectors, RP screens and frames, translucent photographic backgrounds, slide, film library, prompting service, optical effects kit, special effects gimmicks

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North Wales, Pa.; W. L. Guzewicz, Pres.; Tel.: North Wales 874

New York 7, 50 Church St.; Henry Guzewicz, Mgr.; Tel.: Digby 9-4379

Products: Towers, screens

The Stencil-Hoffman Corp.

Hollywood 38, Calif., 921 N. Highland Ave.; William V. Stencil, Pres.; Tel.: Hollywood 4-7461

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Honolulu, T. H., 1545 S. Beretania; T. Y. Takase, Mgr.

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Products: Magnetic film recording and reproducing equipment. Electrical interlock motors

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Newark 5, N. J., 285 Emmet St.; W. H. Zillger, V. P.; Tel.: Bigelow 3-5540-41, 3-4444-45-46

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Chicago 11, 215 W. Superior St.; J. A. Frye, Mgr.; Tel.: Whitehall 4-2111

Products: Receivers

Swager Tower Co.

Angola, Ind., R. R. #2; Alice Swager, Sec.; Tel.: 8192-X

Products: Towers, maintenance

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New York 19, 1740 Broadway; H. P. Gilpin, Gen. Sls. Mgr.; Tel.: Judson 6-2424

Chicago 51, 3450 W. Division St.; L. A. Wheelock, Mgr.; Tel.: Everglade 4-7000

Cincinnati, Terrace Plaza Bldg.; J. T. Mallen, Mgr.; Tel.: Garfield 1550

Los Angeles, 2936 E. 46th St.; F. E. Gilbert, Mgr.; Tel.: Logan 5-8121

Products: Receiving, picture tubes; crystal diodes; transistors; sockets; connectors; plugs; tungsten; parts; chemicals

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Thomaston, Conn., Thomaston-Waterbury Rd.; George R. Houk, Sls. Eng.; Tel.: Atlas 3-4315

Products: Passive relay for use with 7000 Mc/s equipment

Tele King Corp.

New York 1, 601 West 26th St.; A. Wellington, National Sls. Mgr.; Tel.: Watkins 4-4600

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New York 7, 85 Cortlandt St.; Frank Miller, Sec.; Tel.: Worth 4-3311

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Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel.: Madison 5767-9

Chicago 6, 201 N. Wells St.; C. L. Spatholt, Mgr.; Tel.: Franklin 2-4600

Cleveland 15, Hanna Bldg. Annex; L. F. Stormont, Mgr.; Tel.: Superior 1-9010

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East Newark, N. J., 231 Grant Ave.; Harry D. Hirsch, Mgr.; Tel.: Humboldt 5-3600

Products: Receivers, transmitters, test equipment

Joseph Vasconcellos, Inc.

Long Island City 1, N. Y., 27-22 Jackson Ave.; Joseph Vasconcellos, Pres.; Tel.: Stillwell 4-8356

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New York 29, 112-07 Francis Lewis Blvd.; S. Allen, Secy. Treas.; Tel.: Hollis 5-8000

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Channel 61

Vulcan Tower Co.

Birmingham 1, Ala., P. O. Box 2467; William J. Brennan, Partner; Tel.: 54-4441
 Washington, D. C., 3738 Kanawha St. N. W.; Wm. E. Bennis, Jr., Mgr.; Tel.: Emerson 2-8071

Products: Towers for supporting antennas

Wallach & Associates

Cleveland 18, 1532 Hillcrest Rd.; Arthur Wallach, Mgr.; Tel.: Yellowstone 2-2353

Products: Allmetal sectional discabinets for filing, protecting recordings and transcriptions. Allmetal sectional and double door tape recording reel cabinets

The Ward Products Corp. Div. of The Gabriel Co.

Cleveland 3, 1523 E. 45th St.; M. R. Friedberg, Mgr.; Tel.: Express 1-3300

Jersey City, N. J., One Exchange Pl.; Adolph Schwartz, Mgr.; Tel.: Kingswood 4855

Kansas City, Mo., 406 W. 34th St.; R. W. Faris, Mgr.; Tel.: Logan 7495

Pasadena, Calif., 40 S. Los Robles; G. S. Marshall, Mgr.; Tel.: Sycamore 5-2022

Philadelphia, 121 N. Broad St.; Ken Randall, Mgr.; Tel.: Locust 4-2151

Products: Antennas for two way communication including remote units, relays, studio link. Also, home and master system receiving antennas

West Coast Electronics Co.

Los Angeles 16, 5873 West Jefferson Blvd.; John P. Daily, Mgr.; Tel.: Texas 0-7211

Products: Chassis

Westinghouse Electric Corp.

Metuchen, N. J., Route 27 & Vineyard Rd.; J. F. Walsh, Mgr.; Tel.: Metuchen 6-5000
 New York 5, 40 Wall St.; T. B. Kalbfus, Mgr.; Tel.: Whitehall 3-1947

Products: Receivers

Weston Electrical Instrument Corp.

Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgons, Mgr.; Tel.: Bigelow 3-4700
 Chicago 6, 205 W. Wacker Dr.; C. G. Miller, Mgr.; Tel.: Franklin 2-4656
 New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel.: Worth 4-3510
 Washington 11, D. C., 6230 Third St. N. W.; L. F. Parachini, Mgr.; Tel.: Tuckerman 2-2414

Products: Insulation, circuit testers; vacuum tube voltmeters; electronic test equipment; VU and DB meters; panel instruments

Wilcox-Gay Corp.

Charlotte, Mich.; L. M. Sandwick, Mgr.; Tel.: Charlotte 485
 Brooklyn 1, N. Y., 79 Washington St.; M. Raphael, Mgr.; Tel.: Ulster 2-6000
 Chicago 10, 743 N. LaSalle St.; R. Jenkins, Mgr.; Tel.: Whitehall 4-0077
 Los Angeles, 2772 W. Olympic Blvd.; B. R. Ross, Mgr.; Tel.: Dunkirk 1783

Products: Magnetic tape, and Disc; disc. blanks; Cutting and playback needles

Willys Motors, Inc.

Toledo 1, Benore Road; Raymond R. Rausch, Exec. V. P.; Garfield 2861

Products: Transmitters

Wincharger Corp.

Sioux City 2, E. 7th & Division Sts.; V. V. Holmes, Mgr. Antenna Tower Dept.; Tel.: 2-1844

Products: Antenna support towers

Wind Turbine Co.

West Chester, Pa., E. Market St. and Pa. Railroad; Robert W. Weeks, Mgr.; Tel.: West Chester 3110

Products: Supply, installation guyed towers; micro-wave relay towers; ground systems, transmission lines

Workshop Associates Div. The Gabriel Co.

Norwood, Mass., Endicott St.; C. W. Creaser, Sls. Mgr.; Tel.: Norwood 7-3300

Chattanooga, Signal Hill; W. B. Taylor, Mgr.; Tel.: 88-2487

Los Angeles, 6214 W. Manchester; M. B. Gilbert, Mgr.; Tel.: Oregon 8-5767

New York, 60 East 42nd St.; Henry J. Geist, Mgr.; Tel.: Murray Hill 7-1550

Products: UHF, VHF transmitting antennas, transmission line and fittings

Wright Zimmerman, Inc.

New Brighton, Minn.; Joseph D. Zimmerman, Mgr.; Tel.: Nestor 6666

Products: Speakers

Zenith Radio Corp.

Chicago 39, 6001 W. Dickens Ave.; L. C. Truetsell, V. P. Radio-TV; Tel.: Berkshire 7-7500

Products: Receivers

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Antenna Systems

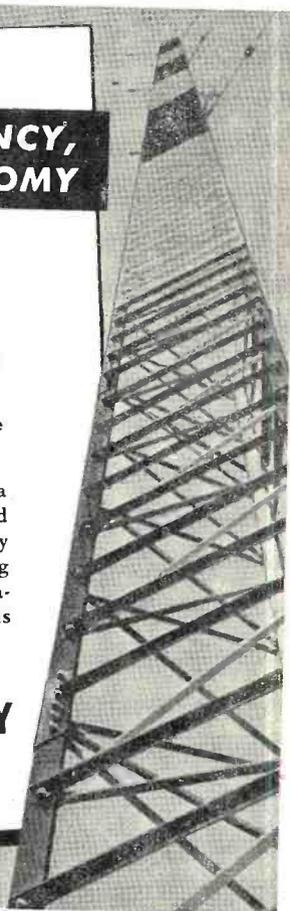


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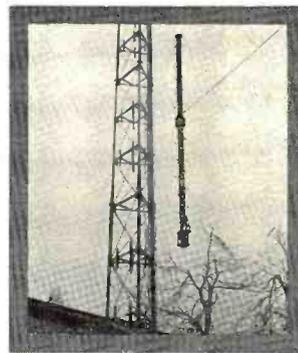
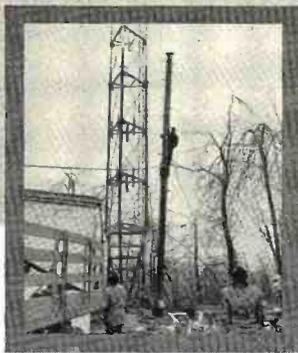
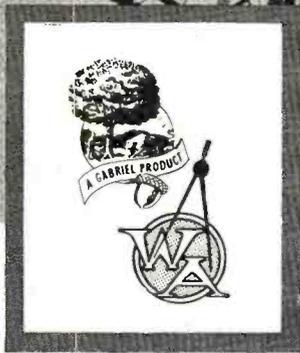


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Endicott Street, Norwood, Massachusetts

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Television, AM, FM and Related Services

Any qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and, in the case of AM and FM, "Standards of Good Engineering Practice."

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construc-

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Reports & Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 332, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the Office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

tion permit. (Under the Communications Act, no license shall be issued for a station prior to the construction of the station unless a permit for such construction has been granted by the Commission.) This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications which, starting July 1, 1952, gives priority to places now without TV service, to communities with uhf assignments only, and to noncommercial educational TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the

minimum separation requirements for TV stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Ever after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 30 days before the start of the scheduled hearing. Broadcast hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exception: and to request oral arguments before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

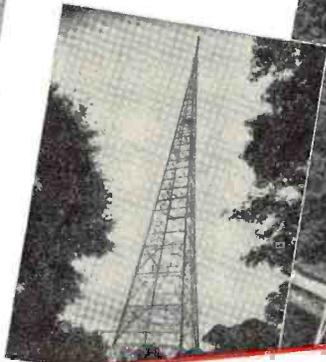
Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a

(Continued on page 332)

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BROADCASTING • TELECASTING

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

Selected Sections as Amended to July 15, 1953.

Compiled With the Co-operation of Pike & Fischer Inc., publishers of
Pike & Fischer Radio Regulation.

Allocation and Assignment of Frequencies

§3.603. Numerical designation of television channels. (a)

Channel No.	Frequency band (Megacycles)	Channel No.	Frequency band (Megacycles)
2	54-60	43	644-650
3	60-66	44	650-656
4	66-72	46	656-662
5	72-78	46	662-668
6	82-88	47	668-674
7	174-180	48	674-680
8	180-186	49	680-686
9	186-192	50	686-692
10	192-198	51	692-698
11	198-204	52	698-704
12	204-210	53	704-710
13	210-216	54	710-716
14	470-476	55	716-722
15	476-482	56	722-728
16	482-488	57	728-734
17	488-494	58	734-740
18	494-500	59	740-746
19	500-506	60	746-752
20	506-512	61	752-758
21	512-518	62	758-764
22	518-524	63	764-770
23	524-530	64	770-776
24	530-536	65	776-782
25	536-542	66	782-788
26	542-548	67	788-794
27	548-554	68	794-800
28	554-560	69	800-806
29	560-566	70	806-812
30	566-572	71	812-818
31	572-578	72	818-824
32	578-584	73	824-830
33	584-590	74	830-836
34	590-596	75	836-842
35	596-602	76	842-848
36	602-608	77	848-854
37	608-614	78	854-860
38	614-620	79	860-866
39	620-626	80	866-872
40	626-632	81	872-878
41	632-638	82	878-884
42	638-644	83	884-890

(b) In the Territory of Hawaii the frequency bands 76-82 mc and 82-88 mc are allocated for non-broadcast use. These frequency bands (Channels 5 and 6) will not be assigned in the Territory of Hawaii for use by television broadcast stations.

Channel Utilization

§3.606. Table of Assignments. (a) The following Table of Assignments contains the channels assigned to the listed communities in the United States, its Territories, and Possessions. Channels designated with an asterisk are assigned for use by non-commercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.¹

¹ Television broadcast stations authorized as of July 10, 1952, are permitted to operate with carrier frequencies not offset in the manner required by this section until April 1, 1953. Offset carrier frequencies of such television stations operating on channels so affected will be listed in all construction permits, licenses, or renewal of licenses upon issuance thereof. Permittees and licensees who wish to so operate prior to the time offset carrier frequencies are specified in their authorizations may request authority for such operation by filing informal request therefor.

(b) Table of Assignments.

ALABAMA		Channel No.
Andalusia	29	
Anniston	70+	
Auburn	56	
Bessemer	54	
Birmingham	6-10-, 13-, 42+, 43	
Brewton	650-656	
Clanton	656-662	
Cullman	662-668	
Decatur	668-674	
Demopolis	23-	
Dothan	18	
Enterprise	9+, 19-	
Enterprise	40+	
Eufaula	44	
Florence	41	
Fort Payne	19	
Gadsden	15+, 21-	
Greenville	49-	
Guntersville	40-	
Huntsville	31	
Jasper	17	
Mobile	5+, 10+, *42, 43	
Montgomery	12, 20, *26+, 32	
Opelika	22-	
Selma	58+	
Sheffield	47-	
Sylacauga	24-	
Talladega	64	
Thomasville	27	
Troy	38-	
Tuscaloosa	45, 51-	
Tuskegee	16-	
University	*7	

ARIZONA		Channel No.
Ajo	14	
Bisbee	15	
Casa Grande	18	
Clifton	25-	
Coolidge	30+	
Douglas	3-	
Eloy	24	
Flagstaff	9, 13	
Globe	34+	
Holbrook	14	
Kingman	8-	
Mesa	12-	
Miami	28+	
Morenci	81	
Nogales	17-	
Phoenix	3+, 5-, *8+, 10-	
Prescott	15	
Safford	21	
Tucson	4-, *6+, 9-, 13-	
Williams	25	
Winslow	16-	
Yuma	11-, 13+	

ARKANSAS		Channel No.
Arkadelphia	34+	
Batesville	30-	
Benton	40	
Blytheville	64+, 74	
Camden	50	
Conway	62	
El Dorado	10-, 25-	
Fayetteville	*13-, 41-	
Forrest City	22+	
Fort Smith	.5-, *16, 22	
Harrison	24	
Helena	54-	

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CALIFORNIA

Channel No.	Channel No.
Tulare	27+
Ukiah	18
Visalia	43, 49
Watsonville	22-
Yreka City	11
Yuba City	52-

COLORADO		Channel No.
Alamosa	19+	
Boulder	*12, 22+	

CALIFORNIA		Channel No.
Alturas	9	
Bakersfield	10-, 29	
Brawley	25+	
Chico	12-	
Corona	52	
Delano	37+	
El Centro	16	
Eureka	3-, 13	
Fresno	12+, *18-, 24, 47, 53	
Hanford	21	
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34	
Madera	30+	
Merced	34-	
Modesto	14+	
Monterey (see Salinas)		
Napa	62	
Oakland (see San Francisco)		
Oxnard	82	
Palm Springs	14	
Petaluma	56	
Port Chicago	15	
Porterville	55	
Red Bluff	16	
Redding	7	
Riverside	40, 46	
Sacramento	3, *6, 10, 40-, 46+	
Salinas-Monterey	8+, 28-	
San Bernardino	18, *24-, 30	
San Buenaventura	38-	
San Diego	8, 10, *15+, 21-, 27, 33, 39	
San Francisco-Oakland	2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-	
San Jose	11+, 48, *54, 60	
San Luis Obispo	6+	
Santa Barbara	3-, 20, 26	
Santa Cruz	16	
Santa Maria	44	
Santa Paula	16+	
Santa Rosa	50	
Stockton	13+, 36, *42	

How to Apply

(Continued from page 330)

broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

Licenses

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.



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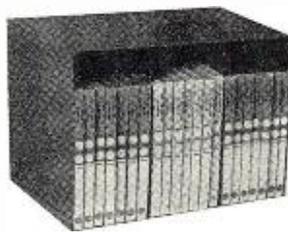
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TOLEDO 1, OHIO

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PONTIAC 1591

Channel No.

Canon City36
 Colorado Springs 11, 13,
 *17, *23
 Craig19
 Delta24
 Denver2, 4, *6, 7,
 9, 20, 26+
 Durango6+15
 Fort Collins44+
 Fort Morgan15+
 Grand Junction20
 Greeley50
 La Junta24
 Lamar18
 Leadville14+
 Longmont32
 Loveland38
 Montrose10+18
 Pueblo 3, 5, 8, 28, 34+
 Salida25
 Sterling25
 Trinidad21
 Walsenburg30

CONNECTICUT

Bridgeport 43-, 49-, *71
 Hartford3+, 18-, *24
 Meriden65-
 New Britain30+
 New Haven5+, 59+
 New London26+, 81
 Norwich57+, *63-
 Stamford-Norwalk27
 Waterbury53

DELAWARE

Dover40
 Wilmington 12, *59, 83+

DISTRICT OF COLUMBIA

Washington 4-, 5, 7+, 9-
 20+, *26+

FLORIDA

Belle Glade25-
 Bradenton28-
 Clearwater32+
 Daytona Beach2-
 De Land44+
 Fort Lauderdale 17-, *32+
 Fort Myers11+
 Fort Pierce19
 Gainesville*5+, 20+
 Jacksonville 4+, *7, 12-,
 30+, 36-
 Key West14+, 20
 Lake City25
 Lakeland16+, 22+
 Lake Wales14
 Leesburg26-
 Marianna17+
 Miami*2, 4, 7-, 10+,
 27+, 33
 Ocala15+
 Orlando6-, 9-, 18-
 Palatka17
 Panama City 7+, *30, 36+
 Pensacola 3-15-, *21, 46-
 Quincy54+
 St. Augustine25+
 St. Petersburg (see Tampa)
 Sanford35+
 Sarasota34+
 Tallahassee *11-, 24, 51
 Tampa-St. Petersburg
 3, 8-, 13-, 38
 West Palm Beach 5, 12,
 *15, 21+

GEORGIA

Albany10, 25
 Americus31
 Athens*8, 60
 Atlanta 2, 5-, 11+, *30,
 36
 Augusta6+, 12+
 Bainbridge35-
 Brunswick28+, 34
 Cairo45+
 Carrollton33
 Cartersville63-
 Cedartown53-
 Columbus4, 28, *34
 Cordele43
 Dalton25+
 Douglas32
 Dublin15
 Elberton24+
 Fitzgerald28
 Fort Valley18+
 Gainesville52
 Tall Grange59+
 Macon*41, 47+
 Marietta57+
 Milledgeville51+
 Moultrie48-
 Newnan61+
 Rome9, 59

Channel No.

Savannah3-, *9-, 11
 Statesboro22
 Swainsboro20-
 Thomasville6, 27
 Tifton14-
 Toccoa35
 Valdosta37+
 Vidalia26
 Warner Robins13
 Waycross16

IDAHO

Blackfoot38
 Boise*4+, 7, 9-
 Caldwell2
 Coeur d'Alene12-
 Emmett26-
 Gooding23
 Idaho Falls3, 8+
 Jerome17
 Kellogg38-
 Lewiston32+
 Moscow*15
 Nampa6, 12+
 Payette14+
 Pocatello6-, 10
 Preston41
 Rexburg27+
 Rupert21
 Sandpoint9+
 Twin Falls11, 13-
 Wallace27-
 Weiser20-

ILLINOIS

Alton48
 Aurora16
 Belleville54+
 Bloomington15-
 Cairo24-
 Carbondale34, *61
 Centralia32+, 59+
 Champaign-Urbana 3+,
 *12-, 21, 27, 33
 Chicago 2-, 5, 7, 9+, *11-
 20, 26, 32, 38, 44
 Danville24
 Decatur17, 23+
 De Kalb*97
 Dixon47+
 Elgin28+
 Freeport23
 Galesburg40-
 Harrisburg22
 Jacksonville29
 Joliet48+
 Kankakee14
 Keokuk30
 La Salle35
 Lincoln53+
 Macomb61+
 Marion40
 Mattoon46-
 Moline (see Danversport, Iowa)
 Mt. Vernon38-
 Olney16-
 Pekin69+
 Peoria 8, 19, *37-, 43+
 Quincy10-, 21+
 Rockford 13+, 39+, *45+
 Rock Island (see Davenport, Iowa)
 Springfield 2+, 20+, *26-
 Streator65-
 Urbana (see Champaign)
 Vandalia28-
 Waukegan22+

INDIANA

Anderson61
 Angola15+
 Bedford68
 Bloomington 4, *30-, 36
 Columbus42-
 Connersville38+
 Elkhart52
 Evansville 7, 50-, *56, 62
 Fort Wayne *27+, 33-69
 Gary50, *66
 Hammond56-
 Indianapolis 6, 8, *11+, *15,
 *20-, 26+, 67-
 Jasper19+
 Kokomo31
 Lafayette*47, 59
 Lebanon18
 Logansport51
 Madison25-
 Marion29+
 Michigan City62+
 Muncie 49, 55+, *71
 Princeton52+
 Richmond32-
 Shelbyville58+
 Terre Bend 34-, *40+, 46
 Tell City31-
 Terre Haute 10, *57+, 63-
 Vincennes44+
 Washington60+

IOWA

Algona37+
 Ames5, 25-

Channel No.

Atlantic45-
 Boone19-
 Burlington32, 38+
 Carroll39
 Cedar Rapids 2, 9-,
 20-, *26+
 Centerville31-
 Charles City18-
 Cherokee14
 Clinton64
 Creston43
 Davenport-Rock Island-
 Moline, Illinois 4+, 6+,
 *30+, 36+, 42-
 Decatur44+
 Des Moines 8-, *11+,
 18-, 17+, 23-
 Dubuque56+, 62-
 Estherville20
 Fairfield54
 Fort Dodge21
 Fort Madison50+
 Grinnell71
 Iowa City*12+, 24-
 Keokuk44
 Knoxville33-
 Marshalltown49
 Mason City3+, 35-
 Muscatine58
 Newton65+
 Oelwein28
 Okaloosa32+
 Ottumwa15+
 Red Oak32+
 Shenandoah20+
 Sioux City 4-, 9, *30, 36-
 Spencer42+
 Storm Lake34+
 Waterloo 7+, 16-, *22-
 Webster City27

KANSAS

Abilene31+
 Arkansas City49
 Atchison60+
 Chanute50
 Coffeyville33-
 Colby22-
 Concordia47-
 Dodge City 6+, 23-
 El Dorado55+
 Emporia39-
 Fort Scott27
 Garden City 9, 11+
 Goodland31
 Great Bend 2, 28
 Hays7-, 20-
 Hutchinson12, 18
 Independence20
 Iola44+
 Junction City29+
 Larned11, 17-
 Leavenworth54-
 Liberal14
 McPherson26-
 Manhattan *8, 23+
 Newton18+
 Olathe52-
 Ottawa46-
 Paros46-
 Pittsburg 7+, 38-
 Pratt36+
 Salina34
 Topeka 13+, 42, *48+
 Wellington24-
 Wichita 3-, 10-, 16-, *22+
 Winfield48+

KENTUCKY

Ashland59-
 Bowling Green 13, 17+
 Campbellsville40+
 Corbin16
 Danville35+
 Elizabethtown28
 Frankfort43-
 Glasgow28+
 Harlan36
 Hazard19-
 Hopkinsville20
 Lexington 27-, 64
 Louisville 3-, 11+, *15,
 21-, 41-, 51-
 Madisonville26
 Mayfield63
 Maysville24+
 Middlesborough57, 63+
 Murray68-
 Owensboro14
 Paducah 6+, 43
 Pikeville14
 Princeton45-
 Richmond60
 Somerset29-
 Winchester37+

LOUISIANA

Abbeville27+
 Alexandria5, 62+
 Bastrop53+
 Baton Rouge 2, 28,
 *34, 40-
 Bogalusa69
 Crowley21+

Channel No.

De Ridder14
 Eunice31
 Franklin46+
 Hammond57
 Houma30+
 Jackson18-
 Jennings48
 Lafayette 10, 38, 67-
 Lake Charles 7-, *19, 25+
 Minden30
 Monroe 8+, 43+
 Morgan City36+
 Natchitoches17+
 New Iberia15+
 New Orleans 4+, 6+, *8,
 20-, 26, 32+, 61-
 Oakdale54+
 Opelousas58
 Austin20
 Ruston20
 Shreveport 3-, 12
 Thibodaux24
 Winnfield22-

MAINE

Auburn23+
 Augusta 10-, 29+
 Bangor 2-, 5-, *16-
 Bar Harbor22-
 Bath65
 Belfast41-
 Biddeford59-
 Calais7, 20-
 Dover-Foxcroft18+
 Fort Kent17+
 Houlton24
 Lewiston 8-, 17
 Millinocket14
 Orono52-
 Portland 6+, 13+,
 *47-, 53+
 Presque Isle 8, 19
 Rockland25-
 Rumford55-
 Van Buren15-
 Waterville35+

MARYLAND

Annapolis14-
 Baltimore 2+, 11-, 13-
 18, *24+, 60-
 Cambridge22+
 Cumberland17+
 Frederick62+
 Hagerstown52
 Salisbury16+

MASSACHUSETTS

Amherst*32
 Barnstable52
 Boston *2+, 4-, 5, 7+,
 44+, 50-, 56
 Brockton62
 Fall River46, 68
 Greenfield42+
 Holyoke (see Springfield)
 Lawrence72
 Lowell32+
 New Bedford 28-, 34+
 North Adams 74-, *80
 Northampton36+
 Pittsfield64+
 Springfield
 Holyoke55, 61
 Worcester14, 20

MICHIGAN

Alma41+
 Alpena9+, 30-
 Ann Arbor 20+, *26-
 Bad Axe46-
 Battle Creek 56-, 64-
 Bay City 5-, 33-, *73+
 Benton Harbor42
 Big Rapids39
 Cadillac 13-, 45
 Calumet13+
 Cheboygan 4+, 36+
 Coldwater24-
 Detroit 2+, 4, 7, 50-,
 *56, 62
 East Lansing60+
 East Tawas25-
 Escanaba3+
 Flint 12-, 16-, *22-, 28
 Gladstone40-
 Grand Rapids17+, 23-
 Hancock10-
 Houghton19
 Iron Mountain 9, 27
 Iron River12-
 Ironwood31-
 Jackson48
 Kalamazoo 8-, 36-
 Lansing 6-, 54
 Ludington18+
 Manistee15-
 Manistiquette14+
 Marquette5+, 17
 Midland19+
 Mount Pleasant47-

Channel No.

Muskegon29-, 35+
 Pontiac44+
 Port Huron34+
 Rogers City24
 Saginaw51-, 57-
 Sault Ste. Marie 8, 10+,
 28-, *34
 Traverse City*7+,
 20-, *26-
 West Branch21

MINNESOTA

Albert Lea57-
 Alexandria36
 Austin6-, 51+
 Bemidji24-
 Brainerd12
 Cloquet44
 Crookston21
 Detroit Lakes18+
 Duluth-Superior18+
 Wisc. 3, 6+, *8-, 32, 38
 Ely16
 Fairmont40+
 Faribault20
 Fergus Falls16-
 Grand Rapids20-
 Hibbing10+
 International Falls11
 Little Falls14
 Mankato15-
 Marshall22+
 Minneapolis-St. Paul 2-,
 4, 5-, 9+, 11-, 17, 23+
 Montevideo14
 New Ulm43-
 Northfield26
 Owatonna45
 Red Wing68
 Rochester 10, 55-
 St. Cloud7, 33
 St. Paul (see Minneapolis)
 Stillwater39-
 Thief River Falls15
 Virginia26+
 Wadena27+
 Willmar31+
 Winona61
 Worthington32

MISSISSIPPI

Biloxi13, *44+, 50-
 Brookhaven37+
 Canton16
 Clarksdale6, 32
 Columbia35+
 Columbus28-
 Corinth29-
 Greenville21-, 27-
 Greenwood24
 Grenada15
 Gulfport56
 Hattiesburg 9-, 17-
 Jackson 3-, 12+, *19+,
 25-, 47-
 Kosciusko52-
 Laurel33-
 Louisville46-
 McComb31-
 Meridian 11, 30-, *36-
 Natchez29
 Pascagoula22+
 Picayune14
 Starkville34-
 State College*2+
 Tupelo38
 University*20+
 Vicksburg41+
 West Point8, 36+
 Yazoo City49

MISSOURI

Cape Girardeau 12, 18+
 Carthage56-
 Caruthersville27-
 Chillicothe14-
 Clinton49-
 Columbia 8+, 16+, 22-
 Farmington52-
 Festus14+
 Fulton24+
 Hannibal7-, 27+
 Jefferson City 13, 38+
 Joplin12+, 30+
 Kansas City 4, 5+, 9+,
 *19+, 25+, 65
 Kennett10-
 Kirksville3-
 Lebanon23
 Marshall40+
 Maryville26
 Mexico45
 Moberly35+
 Monett14
 Nevada18-
 Poplar Bluff15+
 Rolla46
 St. Joseph 2-, 30-, *36
 St. Louis 4-, 5-, *9, 11-,
 30, 36-, 42+
 Sedalia6-, 28-
 Sikeston37

Channel No.

Springfield3+, 10,
 *26+, 32
 West Plains20-

MONTANA

Anaconda2+
 Billings2, 8, *11
 Bozeman*9, 22-
 Butte 4, 6+, *7-, 15+
 Cut Bank20+
 Deer Lodge25+
 Dillon20
 Glasgow16
 Glendive18
 Great Falls 3+, 5+, *23-
 Hamilton17+
 Hardin4+
 Havre 9+, 11+
 Helena 10+, 12
 Kalispell8-
 Laurel14+
 Lewistown13
 Livingston16-
 Miles City 3-, *6, 10
 Missoula *11-, 13-, 21+
 Polson18
 Red Lodge18+
 Shelby14
 Nonak29+
 Whitefish16-
 Wolf Point20-

NEBRASKA

Alliance13-, 21
 Beatrice40
 Broken Bow14-
 Columbus49+
 Fairbury35
 Falls City38
 Fremont52
 Grand Island 11-, 21+
 Hastings5-, 27-
 Kearney13, 19-
 Lexington23-
 Lincoln 10+, 12-, *18+, 24
 McCook8-, 17
 Nebraska City50
 Nelso38+
 North Platte 2-, 4+
 Omaha *8, 6+, 7, *16,
 22, 28-
 Scottsbluff10-, 16-
 York15

NEVADA

Boulder City4+
 Carlin14
 Carson City37
 Elko10-
 Ely3-, 6+
 Fallon29-
 Goldfield5-
 Hawthorne31
 Henderson2-
 Las Vegas 8-, *10+, 13-
 Lovelock18+
 McGill8+
 Reno 4, 8, *21+, 27-
 Tonopah5-
 Winnemucca7+
 Yerington33

NEW HAMPSHIRE

Berlin26
 Clarksville37
 Concord27+
 Durham*11
 Hanover*21+
 Keene45-
 Laconia43
 Littleton24-
 Manchester 9-, 48+
 Nashua54
 Portsmouth19+
 Rochester51

NEW JERSEY

Andover*69
 Asbury Park58
 Atlantic City 46, 62, 64-
 Bridgeton62+
 Camden*80
 Freehold*74
 Hammonton*70
 Montclair*77
 Newark 3-, 39-
 New Brunswick *19-,
 47+
 Paterson37+
 Trenton41+
 Wildwood48-

NEW MEXICO

Alamogordo17
 Albuquerque 4+, *5+,
 7+, 13+

MYCALEX THE WORLD'S MOST NEARLY PERFECT INSULATION

glass-bonded mica

MYCALEX glass-bonded mica is the only CERAMOPLASTIC

Mycalex glass-bonded mica has ceramic rigidity, much of ceramic temperature endurance, plus more dimensional precision and stability than any ceramic. Mycalex glass-bonded mica can be molded and machined like a plastic, but with greater precision, greater dimensional stability, complex insert inclusions, and higher temperature endurance than any plastic. Having the best features of both ceramics and plastics plus some special ones of its own, Mycalex glass-bonded mica is the only Ceramoplastic.

PROPERTIES

- Electrically stable. Does not lose its properties.
- Low electrical loss factor.
- High dielectric strength.
- High arc resistance. Cannot carbonize.
- Can be molded to closer dimensional tolerances than any ceramic or plastic.
- Can be machined, ground or lapped to as close tolerances as any metal.
- Persistent dimensional stability. Free from warpage, cold flow or age distortion.
- Inserts can be molded into molded grades, cemented into machined holes in machined grades.
- Metal parts can be cemented onto all grades. One Mycalex glass-bonded mica part can be cemented to another.
- Has nearly the same coefficient of thermal expansion as the most commonly used insert alloys. Holds inserts tight over wide temperature ranges.
- Unaffected by humidity.
- Impervious to water, oil, organic solvents.
- High temperature endurance.
- High thermal shock endurance.
- Dimensional stability persists despite cycles of high and low temperature.
- Radiation Resistant.

MOLDABLE

(BY MYCALEX CORPORATION OF AMERICA ONLY)

Mycalex 410 Printed Circuit Fuse Piece.



Mycalex 410 Molded Mounting Plate.



Mycalex 410 with Stainless Steel Ring Gear



Mycalex 410 High Voltage Feed-Through Insulator, Molded.



Mycalex 410 Molded Capacitor.



MACHINABLE

(BY ANY WELL EQUIPPED SHOP)

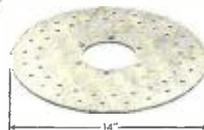
Terminal Insulator Machined From Mycalex 400.



High Frequency Electrode Support Machined From Mycalex 400.



Mycalex 400 Optically Flat Surface 14" Diameter Disc.



Insulator Plate Machined From Mycalex 400.



THERE ARE DIFFERENT GRADES FOR DIFFERENT PURPOSES

410	555	KM Series	400	500	K Series
Operating temperature limit 650° F., natural mica, moldable with or without inserts, low machinability.	Operating temperature limit 900° F., synthetic mica, moldable with or without inserts, low machinability.	Moldable but not readily machinable general capacitor dielectric with dielectric constant indicated by KM number such as 10, 20, 30 or 40.	Operating temperature limit 700° F., natural mica, readily machinable, not moldable, inserts must be cemented in.	Operating temperature limit 1000° F., synthetic mica, readily machinable, not moldable, inserts must be cemented in.	Machinable general capacitor dielectric with dielectric constant indicated by K number such as 10, 15 or 20.

WRITE FOR FREE LITERATURE

MACHINING BOOKLET AND CATALOG
Our Engineers Handbook & Catalog tells the whole story and is yours for the asking. And if you want to machine Mycalex then ask also for the free booklet "From One Machinist To Another."



MYCALEX CORPORATION of AMERICA

World's largest manufacturer of glass-bonded mica products. Owners of "MYCALEX" Patents and Trade-Marks.

EXECUTIVE OFFICES: 30 Rockefeller Plaza, New York 20, N.Y. GENERAL OFFICES AND PLANT: 113A Clifton Boulevard, Clifton, N.J.



FCC RULES

Channel No.	
Artesia	21+
Atrisco-Five Points	18+
Belén	24+
Carlsbad	6-23
Clayton	27
Clovis	12+, 35
Deming	14+
Farlington	17-
Gallup	3, *8-10
Hobbs	46
Hot Springs	19
Las Cruces	22-
Las Vegas	27
Lordsburg	23+
Los Alamos	20-
Lovington	27
Portales	22+
Raton	46, *52
Roswell	*3+, 8, 10
Santa Fe	2+, *9+, 11-
Silver City	*10+, 12
Socorro	15+
Tucumanari	25+

NEW YORK

Albany-Schenectady-Troy	.6, *17+, 23-, 41
Amsterdam	52-
Auburn	37-
Batavia	33-
Binghamton	12-, 40-, *46+
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4-, 7+, 59
Cortland	56+
Dunkirk	46
Elmira	18+, 24
Glens Falls	39+
Gloversville	29-
Hornell	50
Ithaca	*14+, 20-
Jamestown	58+
Kingston	66
Malone	20+, *66
Masena	60
Middletown	60
New York	2-, 4, 5+, 7, 9+, 11+, *25, 31-
Niagara Falls (see Buffalo-Niagara Falls)	24+
Ogdensburg	54
Olean	54
Oneonta	62-
Oswego	31
Patchogue	75
Plattsburg	28+
Poughkeepsie	21-, *83
Rochester	5-, 10+, 15-, *42+, *21, 27+
Rome (see Utica)	47+
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3-, 8, *43+
Troy (see Albany)	25+
Utica-Rome	13, 19, *25+
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13-, *25
Burlington	63
Burnsville	18
Chapel Hill	*4
Charlotte	3-, 9+, 36+, *42+
Durham	11+, *40-, 46+
Elizabeth City	31+
Fayetteville	18-
Gastonia	48
Goldensboro	34
Greensboro	2-, *51-, 57+
Henderson	52-
Hendersonville	27
Hickory	30-
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41-
Lumberton	21+
Mount Airy	55
New Bern	13-
Raleigh	5-, *22-, 28-
Roanoke Rapids	30+
Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64-
Washington	7
Wilmington	6, 29-, *35+
Wilson	56
Winston-Salem	12, 26+, *32-

NORTH DAKOTA

Channel No.	
Bismarck	5, 12-, 18, *24
Bottineau	16+
Carrington	26-
Devils Lake	8+, 14-
Dickinson	2+, 4, *17
Fargo	6, 13-, *34-, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7-, 42
Lisbon	23
Minot	*6, 10-, 13+
New Rockford	20+
Rugby	38-
Valley City	4-, 32-
Wahpeton	45+
Williston	8-, 11-, *34+

OHIO

Akron	49+, *56-, 61+
Ashtabula	15
Athens	62-
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5-, 9, 12, *48-, 54-, 74-
Cleveland	3, 8+, 19, *25+, 65+
Columbus	4-, *34, 40+
Coshocton	20
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	18+
Hamilton	65
Lancaster	28-
Lima	35-, 73
Lorain	31-
Mansfield	36+
Marion	17-
Massillon	28+
Middletown (see Hamilton)	58
Mount Vernon	60
Newark	60
Oxford	*14+
Piqua	44-
Portsmouth	30
Sandusky	42+
Springfield	52-, 76
Stuebenville (see Wheeling, W. Va.)	47+
Tiffin	11-, 13-, *30+
Toledo	67+
Warren	21-, 27, 75
Youngstown	50+
Zanesville	50+

OKLAHOMA

Ada	50+
Altus	36
Alva	30
Anadarko	58-
Ardmore	55-
Bartlesville	62-
Blackwell	51-
Chickasha	64
Claremore	15
Clinton	32-
Duncan	39
Durant	27-
Elk City	12-, 15+
El Reno	56+
Enid	5, 21, *27+
Frederick	44
Guthrie	48
Guymon	20+
Hobart	23+
Holdenville	14-
Hugo	20+
Lawton	7+, *28+, 31+
McAlester	47
Miami City	53+
McKuskie	8-, *45+, 66+
Norman	31-, *37-
Oklahoma City	4-, 9-, *13, 19+, 25-
Okmulgee	26
Pauls Valley	61
Ponca City	40-
Pryor Creek	54
Sapulpa	42-
Seminole	59
Shawnee	53-
Stillwater	29, *69
Tulsa	2+, 6, *11-, 17+, 23
Vinita	28-
Woodward	8+

OREGON

Albany	55+
Ashland	14-
Astoria	80-

Channel No.	
Baker	37+
Bend	15-
Burns	16
Corvallis	*7-, 49-
Eugene	*9+, 13, 20+, 26
Grants Pass	26
Klamath Falls	2-
La Grande	13+
Lebanon	43+
McMinnville	46-
Medford	4+, 5
North Bend	16+
Pendleton	28
Portland	6+, 8-, *10, 12, 21-, 27+
Roseburg	28+
Salem	3+, *18-, 24+
Springfield	37-
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10-, 19+, 25-
Bethlehem	51-
Bradford	70-
Butler	43-
Chambersburg	46+
Du Bois	31+
Easton	57-
Emporium	42-
Erie	12, 35+, *41-, 66+
Harrisburg	27-, 55+, 71+
Hazleton	63
Irwin	44+
Johnstown	6, 56
Lancaster	8-, 21+
Lebanon	15+
Lewistown	38
Lock Haven	32-
Meadville	37
New Castle	45-
Oil City	54
Philadelphia	3, 6-, 10, 17-, 23+, 29, *35-
Pittsburgh	2-, 11, *13-, 16, 47-, 53+
Reading	33+, 61
Scranton	16-, 22-, 73
Sharon	39+
State College	*44
Sunbury	65
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36-
York	43, 49

RHODE ISLAND

Providence	10+, 12+, 16, *22
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SOUTH CAROLINA

Aiken	54-
Anderson	58
Camden	14
Charleston	2+, 5, *13
Clemson	*68
Columbia	10-, *19+, 25-, 67+
Conway	28-
Florence	8-
Georgetown	27
Greenville	4-, 23+, *29
Greenwood	21-
Lake City	55+
Lancaster	31-
Laurens	46-
Marion	43-
Newberry	70
Oakenburg	44
Rock Hill	61-
Spartanburg	7+, 17-
Sumter	47
Union	65-

SOUTH DAKOTA

Aberdeen	9-, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5-, 26
Madison	46
Midell	5+, 20-
Mobridge	27
Pierre	6-, 10+, *22+
Rapid City	7+, 15-
Sioux Falls	11, 13+, 38+, *44
Sturgis	20
Vermillion	*2+, 41
Watertown	3-, 35+
Winner	18-
Yankton	17-

TENNESSEE

Athens	14+
Bristol, Tenn.	5+, 46-
Bristol, Va.	5+, 46-
Chattanooga	3+, 12-, 43+, 49+, *55-

Channel No.	
Clarksville	53
Cleveland	38+
Columbia	39-
Cookeville	24
Covington	15-
Dyersburg	46+
Elizabethton	40
Fayetteville	27+
Gallatin	48+
Harriman	67
Humboldt	23
Jackson	9-, 13+
Johnson City	11-, 34
Kingsport	28
Knoxville	.6, 10+, *20+, 26-
Lawrenceburg	50+
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 9+, *10+, 13+, 42-, 48-
Murfreesboro	18-
Nashville	*2-, 4+, 8+, 30+, 36+
Oak Ridge	32+
Old Hickory	5
Paris	51+
Palmer	44-
Shelbyville	62-
Springfield	42
Tullahoma	68-
Union City	55

TEXAS

Abilene	9+, 33-
Alice	34+
Alpine	12-
Amarillo	*2-, 4, 7, 16
Athens	25+
Austin	7+, 18-, 24, *70
Ballinger	25, 22+
Bay City	33
Beaumont-Port Arthur	4-, 6-, 31+, *37
Beeville	53+
Big Spring	38-
Bonham	43
Borger	33
Brady	15-
Breckenridge	14+
Brenham	52-
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco	4+, 5-

Corpus Christi	6+, 10-, *16+, 22
Corpus Christi	47+
Crockett	56
Crystal City	28+
Dallas	25-
Dalhart	16
Dallas	4+, 8, *13+, 23, 29, 73
Del Rio	16-
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, *20, 26+
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	10+, *20-, *26+
Gainesville	49-
Galveston	11+, 35-, 41-, *47-
Gonzales	5-, 26
Greenville	63-
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebbronville	58
Henderson	42+
Hereford	19
Hillsboro	63
Houston	2-, *3-, 23+, 29-, 39-
Huntsville	15
Jacksonville	36-
Jasper	49+
Kermit	14
Kilgore	59-
Kingsville	40
Lamesa	28
Lampasas	40-
Laredo	8, 13, *15+
Levelland	38-

Channel No.	
Littlefield	32
Longview	32, 38
Lubbock	5-, 11, 13-, *20, 26
Lufkin	9, 46
McAllen	20-
McKinney	65-
Marfa	19+
Marshall	16-
Mercedes	32
Mexia	50
Midland	2+, 18
Mineral Wells	38
Mission	14
Monahans	9-
Mount Pleasant	35
Nacogdoches	40+
New Braunfels	62-
Odessa	7-, 24-
Orange	43-
Pampa	17-
Paris	33+
Pearsall	31
Pecos	16+
Perryton	22
Plainview	29+
Port Arthur (see Beaumont)	42
Quahak	42
Raymondville	42
Rosenberg	17-
San Angelo	3-, 8+, 17+
San Antonio	4, 5, *9-, 12+, 35+, 41+
San Benito	53+
San Marcos	14
Seguin	24+
Seymour	46+
Sherman	30+
Snyder	32+
Stephenville	41
Stulport Springs	12
Sweetwater	58+
Taylor	6, 16, 22+
Temple	53
Terrell	53
Texarkana	6+, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18+
Victoria	19+
Waco	11-, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	31
Wichita Falls	8, 6- *16+, 22-

UTAH

Brigham	36-
Cedar City	5
Logan	12-, 30, *46
Ogden	9+, *18-, 24
Price	6
Provo	11+, 22, *28
Richfield	13+
St. George	18+
Salt Lake City	2-, 4-, 5+, *7-, 20-, 26
Tooele	15
Vernal	3+

VERMONT

Bennington	33
Bristolboro	58
Burlington	*16+, 22+
Montpelier	3, 40
Newport	46
Rutland	49+
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60+
Bristol (see Bristol, Tenn.)	45+
Charlottesville	64
Covington	44+
Danville	25
Emporia	24+
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3-, 34
Lexington	54
Lynchburg	13, 16
Marion	50-
Martinsville	35-
Newport News (see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News	59
Norfolk-Portsmouth-Newport News	3+, 10+
Norfolk-Portsmouth-Newport News	15, *21-, 33
Norton	52+
Petersburg	8, 41

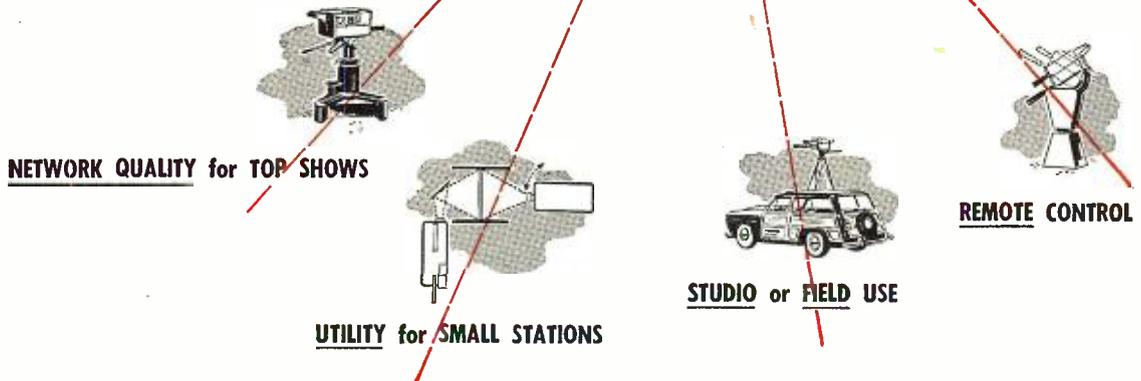
Channel No.	
Portsmouth (see Norfolk-Portsmouth-Newport News)	37-
Pulaski	37-
Richmond	6+, 12-, *23, 29+
Roanoke	7-, 10, 27+, *33-
South Boston	14+
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28-

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12+, 18+, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, 65
Ephrata	43
Everett	22-, 28-
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Pasco)	25
Kennewick-Pasco	41

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Channel No.
Wausau ... 7-16*, *46-
Wisconsin Rapids ... 14-

Channel No.
Fairbanks ... 2+, 4+, 7+,
*9+, 11+, 13+
Juneau ... *3, 8, 10
Ketchikan ... 2, 4, *9
Seward ... 4-, 9-
Sitka ... 13

WYOMING

Buffalo ... 29
Casper ... 2+, 6+
Cheyenne ... 3, 5+
Cody ... 24-
Douglas ... 14
Evanston ... 14-
Gillette ... 31-
Green River ... 15
Greybull ... 40
Lander ... 17-
Laramie ... *8+, 18+
Lovell ... 36+
Lusk ... 19-
Newcastle ... 28+
Powell ... 30+
Rawlins ... 10-
Riverton ... 10-
Rock Springs ... 13
Sheridan ... 9-, 12+
Thermopolis ... 15
Torrington ... 27
Wheatland ... 24+
World ... 34

HAWAIIAN ISLANDS

Hilo, Hawaii ... 2, *4, 7,
9, 11, 13
Honolulu, Oahu ... 2+, 4-,
*7+, 9-, 11+, 13-
Lihue, Kauai ... 3+, *8-,
10+, 12-
Wailuku, Maui ... 3, 8,
*10, 12

PUERTO RICO

Arecibo ... 13+
Caguas ... 11-
Mayaguez ... 3+, 5-
Ponce ... 7+, 9-
San Juan ... 2+, 4-, *6+

VIRGIN ISLANDS

Charlotte Amalie ... 10-,
12+
Christiansted ... 8+

U. S. TERRITORIES AND POSSESSIONS ALASKA

Anchorage ... 2-, *7-, 11-,
13-

souri State boundary lines; thence northerly along the western boundary line of the State of Illinois to a point at the junction of the Illinois, Iowa, and Wisconsin State boundary lines; thence easterly along the northern state boundary line of Illinois to the 90th meridian; thence north along this meridian to the 43.5° parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 45th parallel; thence east along the 45th parallel to the Atlantic Ocean. When any of the above lines pass through a city, the city shall be considered to be located in Zone I. (See Appendix A, Figure 1.)

(ii) Zone II consists of that portion of the United States which is not located in either Zone I or Zone III, and Puerto Rico, Alaska, Hawaiian Islands and the Virgin Islands.

(iii) Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map, (based on standard parallels 29° and 45½°; North American datum), beginning at a point on the east coast of Georgia and the 31st parallel and ending at the United States-Mexican border, consisting of arcs drawn with a 150 miles radius to the north from the following specified points.

North Latitude	West Longitude
a) 29°40'	88°24'
b) 30°07'	84°12'
c) 30°31'	86°30'
d) 30°48'	87°58°30"
e) 30°05'	90°38°30"
f) 30°04°30"	93°19'
g) 29°46'	95°05'
h) 28°43'	96°39°30"
i) 27°52°30"	97°32'

When any of the above arcs pass through a city,

the city shall be considered to be located in Zone II. (2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(b) Minimum assignment and station adjacent channel separations applicable to all Zones:

(1) Channels 2-13	Channels 14-33
60 miles	55 miles

(2) Due to the frequency spacing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to these pairs of channels. (See Section 3.603.)

(c) In addition to the foregoing, the following minimum assignment and station separations between stations on Channels 14-83, inclusive, must be met in either rulemaking proceedings looking toward the amendment of the Table of Assignments or in licensing proceedings. No channel listed in column (1) will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in these columns and parallel with the channel in column (1).⁴

⁴The parenthetical reference beneath the mileage figures in columns 2 to 7, inclusive, indicate, in abbreviated form, the bases for the required mileage separations. For a discussion of these bases, see the "Sixth Report and Order" of the Commission (FCC 52-294). The hyphenated numbers listed in column (3) are both inclusive.

§3.607. Availability of channels.—a) Subject to the provisions of subparagraph (b) herein, applications may be filed to construct television broadcast stations only on the channels assigned in the Table of Assignments and only in the communities listed therein. Applications which fail to comply with this requirement, whether or not accompanied by a petition to amend the Table, will not be accepted for filing.

(b) A channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. In addition, a channel assigned to a community listed in the Table of Assignments and not designated for use by noncommercial educational stations only, is available upon application in any other community within 15 miles thereof which, although listed in the Table, is assigned only a channel designed for use only by noncommercial educational stations. Where channels are assigned to two or more communities listed in combination in the Table of Assignments the provisions of this paragraph shall apply separately to each community so listed. The distance between communities shall be determined by the distance between the respective coordinates thereof as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States."² If said publication does not contain the coordinates of either or both communities, the coordinates of the main post office in either or both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 3.611 of this Subpart.

§3.610. Separations. The following provisions relate to assignment separations and station separations. Petitions to amend the Table of Assignments (other than those also expressly requesting amendment of this subparagraph) will be dismissed and all applications for new television broadcast stations or for changes in the transmitter sites of existing stations will not be accepted for filing if they fail to comply with the requirements specified in the following subparagraphs.³

(a) Minimum co-channel assignment and station separations:

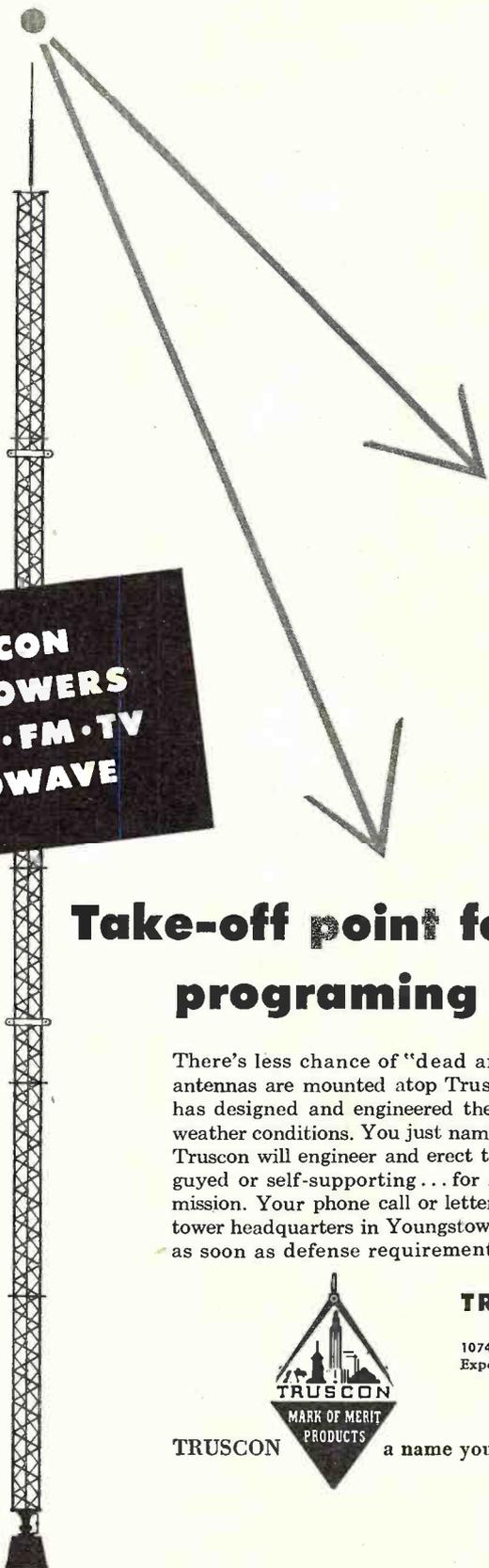
(1) Zone	Channels 2-13	Channels 14-33
I	170 miles	155 miles
II	190 miles	175 miles
III	220 miles	205 miles

(i) Zone I consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29° and 45½°; North American datum): Beginning at the most easterly point on the state boundary line between North Carolina and Virginia; thence in a straight line to a point at the junction of the Ohio, Kentucky and West Virginia State boundary lines; thence westerly along the southern boundary lines of the States of Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky and Mis-

(1) Channel	(2) 20 miles (I.F. beat)	(3) 20 miles (Intermodulation)	(4) 55 miles (Adjacent channel)	(5) 60 miles (Oscillator)	(6) 60 miles (Sound image)	(7) 75 miles (Picture image)
14	22	16-19	15	21	28	29
15	23	17-20	14,16	22	29	30
16	24	14,18-21	15,17	23	30	31
17	25	14-15,19-22	16,18	24	31	32
18	26	14-16,20-23	17,19	25	32	33
19	27	14-17,21-24	18,20	26	33	34
20	28	15-18,22-25	19,21	27	34	35
21	29	16-19,23-26	20,22	28,14	35	36
22	30,14	17-20,24-27	21,23	29,15	36	37
23	31,15	18-21,25-28	22,24	30,16	37	38
24	32,16	19-22,26-29	23,25	31,17	38	39
25	33,17	20-23,27-30	24,26	32,18	39	40
26	34,18	21-24,28-31	25,27	33,19	40	41
27	35,19	22-25,29-32	26,28	34,20	41	42
28	36,20	23-26,30-33	27,29	35,21	42,14	43
29	37,21	24-27,31-34	28,30	36,22	43,15	44,14
30	38,22	25-28,32-35	29,31	37,23	44,16	45,15
31	39,23	26-29,33-36	30,32	38,24	45,17	46,16
32	40,24	27-30,34-37	31,33	39,25	46,18	47,17
33	41,25	28-31,35-38	32,34	40,26	47,19	48,18
34	42,26	29-32,36-39	33,35	41,27	48,20	49,19
35	43,27	30-33,37-40	34,36	42,28	49,21	50,20
36	44,28	31-34,38-41	35,37	43,29	50,22	51,21
37	45,29	32-35,39-42	36,38	44,30	51,23	52,22
38	46,30	33-36,40-43	37,39	45,31	52,24	53,23
39	47,31	34-37,41-44	38,40	46,32	53,25	54,24
40	48,32	35-38,42-45	39,41	47,33	54,26	55,25
41	49,33	36-39,43-46	40,42	48,34	55,27	56,26
42	50,34	37-40,44-47	41,43	49,35	56,28	57,27
43	51,35	38-41,45-48	42,44	50,36	57,29	58,28
44	52,36	39-42,46-49	43,45	51,37	58,30	59,29
45	53,37	40-43,47-50	44,46	52,38	59,31	60,30
46	54,38	41-44,48-51	45,47	53,39	60,32	61,31
47	55,39	42-45,49-52	46,48	54,40	61,33	62,32
48	56,40	43-46,50-53	47,49	55,41	62,34	63,33
49	57,41	44-47,51-54	48,50	56,42	63,35	64,34
50	58,42	45-48,52-55	49,51	57,43	64,36	65,35
51	59,43	46-49,53-56	50,52	58,44	65,37	66,36
52	60,44	47-50,54-57	51,53	59,45	66,38	67,37
53	61,45	48-51,55-58	52,54	60,46	67,39	68,38
54	62,46	49-52,56-59	53,55	61,47	68,40	69,39
55	63,47	50-53,57-60	54,56	62,48	69,41	70,40
56	64,48	51-54,58-61	55,57	63,49	70,42	71,41
57	65,49	52-55,59-62	56,58	64,50	71,43	72,42
58	66,50	53-56,60-63	57,59	65,51	72,44	73,43
59	67,51	54-57,61-64	58,60	66,52	73,45	74,44
60	68,52	55-58,62-65	59,61	67,53	74,46	75,45
61	69,53	56-59,63-66	60,62	68,54	75,47	76,46
62	70,54	57-60,64-67	61,63	69,55	76,48	77,47
63	71,55	58-61,65-68	62,64	70,56	77,49	78,48
64	72,56	59-62,66-69	63,65	71,57	78,50	79,49
65	73,57	60-63,67-70	64,66	72,58	79,51	80,50
66	74,58	61-64,68-71	65,67	73,59	80,52	81,51
67	75,59	62-65,69-72	66,68	74,60	81,53	82,52
68	76,60	63-66,70-73	67,69	75,61	82,54	83,53
69	77,61	64-67,71-74	68,70	76,62	83,55	84,54
70	78,62	65-68,72-75	69,71	77,63	84,55	85,55
71	79,63	66-69,73-76	70,72	78,64	85,56	86,56
72	80,64	67-70,74-77	71,73	79,65	86,57	87,57
73	81,65	68-71,75-78	72,74	80,66	87,58	88,58
74	82,66	69-72,76-79	73,75	81,67	88,59	89,59
75	83,67	70-73,77-80	74,76	82,68	89,60	90,60
76	84,68	71-74,78-81	75,77	83,69	90,61	91,61
77	85,69	72-75,79-82	76,78	84,70	91,62	92,62
78	86,70	73-76,80-83	77,79	85,71	92,63	93,63
79	87,71	74-77,81-84	78,80	86,72	93,64	94,64
80	88,72	75-78,82-85	79,81	87,73	94,65	95,65
81	89,73	76-79,83	80,82	88,74	95,66	96,66
82	90,74	77-80	81,83	89,75	96,67	97,67
83	91,75	78-81	82	90,76	97,68	98,68

²This publication may be purchased from the Government Printing Office, Washington, D. C.

³Licenses and permits of television broadcast stations which were operating on April 14, 1952, pursuant to one or more separations below those set forth in Section 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Section 3.610. Thereafter, the provisions of said Section shall be applicable.



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(d) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

Multiple Ownership

§3.636. *Multiple ownership.*—(a) No person (including all persons under common control)⁵ shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *Provided however*, That the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

(c) Subparagraphs (a) and (b) are not applicable to noncommercial educational stations.

[EDITOR'S NOTE: FCC had pending on July 15, but had not acted upon, a proposal to set seven stations as the maximum for common ownership in AM, Six would remain the maximum in FM; five in TV.]

The proposed rule also would extend to minority interests. In each class (AM, FM, TV) the number of stations controlled by a single person or entity would determine the number of other stations in which the same person (or any stockholder, officer or director, in the case of corporations) might have less than controlling interests. The following table would govern. The numbers in the column "S-C" refer to stations controlled. Directly opposite each number is shown, in the column headed "M-I," the number of other stations in which minority interests would be permitted.]

AM		FM		TV	
S-C	M-I	S-C	M-I	S-C	M-I
7	0	6	0	5	0
6	1 or 2	5	1 or 2	4	1 or 2
5	3 or 4	4	3 or 4	3	3 or 4
4	5 or 6	3	5 or 6	2	5 or 6
3	7 or 8	2	7 or 8	1	7 or 8
2	9 or 10	1	9 or 10	0	9 or 10
1	11 or 12	0	11 or 12		
0	13 or 14				

Studio Location

§3.613. *Main studio location.*—(a) The main studio of a television broadcast station shall be located in the principal community to be served. Where the principal community to be served is a city, town, village or other political subdivision, the main studio shall be located within the corporate boundaries of such city, town, village or other political subdivision. Where the principal community to be served does not have specifically defined political boundaries, applications will be considered on a case-to-case basis in the light of the particular facts involved to determine whether the main studio is located within the principal community to be served.

(b) In cases where an adequate showing is made that there is good cause for locating a main studio outside the principal community to be served and that to do so would not be inconsistent with the operation of the station in the public interest, the Commission will permit the use of a main studio location other than that specified above. The licensee or permittee of a television broadcast station shall not move his main studio outside the principal community in which it is located without first securing a modification of construction permit or license. Such licensee or permittee shall notify the Commission promptly of any change of the location of the main studio within the community. In any case where the main studio is located outside the principal community to be served, the licensee or permittee of a television broadcast station shall not move his main studio without first securing a modification of construction permit or license.

Operating Schedules

§3.651. *Time of operation.* (a) All television broadcast stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: not less than two hours daily in any five broadcast days per week and not less than a total of twelve hours per week during the first eighteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen hours, twenty hours and twenty-four hours per week for each successive six month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of twenty-eight hours per week thereafter. "Operation" includes the period during which a station is operated pursuant to special temporary au-

⁵The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

thority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentation, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after an emergency develops and immediately after the emergency ceases and operation is resumed.

(b) Noncommercial educational television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be taken into account when considering the renewal of non-commercial educational television broadcast licenses.

(c) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.666; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of still pictures or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other; *Provided*, That nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

Examples: (1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e., a "simulcast") is consistent with this paragraph.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this paragraph, except for the specific purposes and periods specified in paragraph (c) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmission are integral parts of the same program having a substantial relationship to each other, within the meaning of paragraph (c) (2). Mood music unrelated to the visual transmission is not consistent with this paragraph.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers, or receiving antennas is not consistent with this paragraph.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this paragraph.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this paragraph.

Operator Requirements

§3.661. *Operator requirements.* One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original licensee (or FCC Form No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

Network Rules

§3.658. *Affiliation agreements.*—(a) *Exclusive affiliation of station.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization⁶ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

(b) *Territorial exclusivity.* No license shall be

⁶The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.

granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its area upon the programs of the network organization.

(c) *Term of Affiliation.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than 2 years; *Provided*, That a contract, arrangement, or understanding for a period up to 2 years may be entered into within 6 months prior to the commencement of such period.

(d) *Option time.* No license shall be granted to a television broadcast station which options⁷ for network programs any time subject to call on less than 56 days' notice, or more time than a total of 3 hours⁸ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.⁹ Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

(e) *Right to reject programs.* No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization which, (a) with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which, (b) with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program, which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

(f) *Network ownership of stations.* No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control¹⁰ of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

(g) *Dual network operation.* No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations; *Provided*, That this section shall not be applicable, if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

(h) *Control by networks of station rates.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

[EDITOR'S NOTE: FCC proposed additional "temporary" rules, "to remain effective while the scarcity of television broadcast stations persists," designed to balance competition among TV networks. FCC suggested this might be done by limiting the number of program hours which stations in one-, two- and three-station markets might accept from any one network, or affirmatively by setting a minimum number of hours to be taken from each network. Following this proposal, the networks in conjunction with AT&T worked out an arrangement to share intercity networking facilities. But, as of July 15, the FCC's Proposal was still pending.]

Common Antenna Site

§3.635. *Use of common antenna site.* No television license or renewal of a television license will be

⁷As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

⁸All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may not shift the specified hours correspondingly as agreed by the station and network organization.

⁹These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

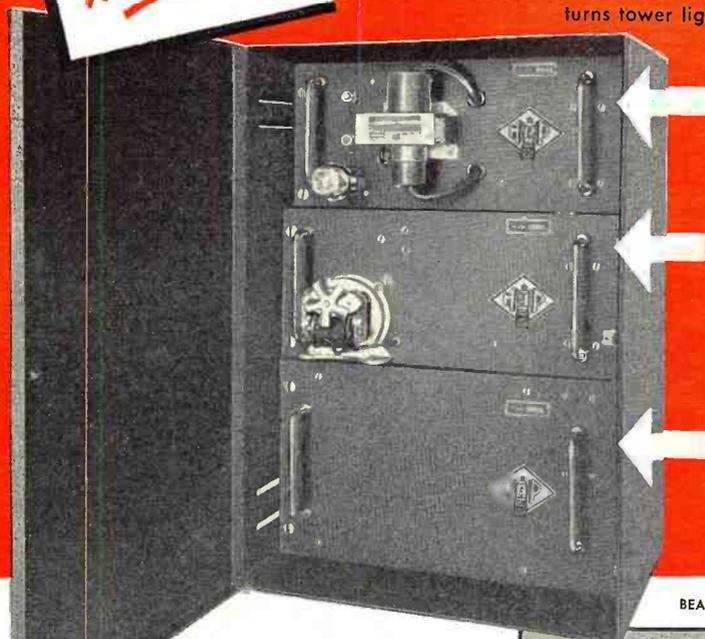
¹⁰The word "control" as used in this section, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

COMPLETE *3 in 1* TOWER LIGHTING CONTROL UNIT!

with Unique New Lamp Failure Indicator Panel
to help you comply with FCC Regulations!

*Another
H&P FIRST!*

Here, for the first time, all components essential to the proper control of tower lights have been housed in one compact unit by Hughey and Phillips engineers.



The H & P PHOTO ELECTRIC CONTROL automatically turns tower lights on and off at predetermined illumination levels as specified by the FCC. This automatic control eliminates the FCC requirement for making daily entries in the station log of exact time lights were turned on and off.

The H & P BEACON FLASHER is automatically controlled by motor-driven, heavy duty mercury tilt switches which maintain the proper flashing rate, and on-and-off intervals, in accordance with FCC requirements.

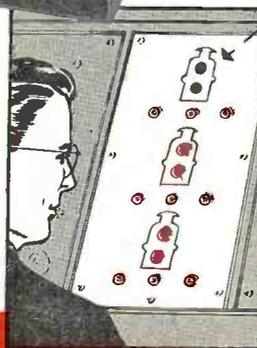
The unique H & P LAMP FAILURE ALARM PANEL provides signal voltages to a remote Lamp Failure Indicator Panel for each lighted lamp. Failure of ANY tower lamp extinguishes the corresponding indicator lamp. This reliable automatic system meets FCC requirements without daily visual observation of tower lights.

This alarm panel also indicates power or control unit failure.

**Here's how
you know
which Tower Light is off!**

The H & P Lighting Control Unit is located at base of the tower. When a lamp fails, the signal is transmitted through the Lamp Failure Alarm Panel and instantly reveals on the remote indicator panel which tower light (or lights) has failed. The operator knows at all times exactly "which" as well as "how many" lamps are out.

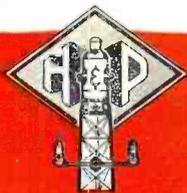
REMOTE INDICATOR PANEL



A COMPLETE LINE OF
TOWER LIGHTING KITS
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H & P kits include every component part—from beacon lights to smallest nut—packaged and delivered ready for installation on ANY tower, 50 to 1,500 feet.

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LEADERSHIP IN TOWER LIGHTING EQUIPMENT

granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

Reports to be Filed¹¹

ALL BROADCAST STATIONS . . .

§1.341. Financial report, broadcast licensees and permittees.—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before Feb. 1 of each year on Form 324A an estimate of the station's total broadcast revenues and total broadcast expenses for the preceding calendar year.

§1.342. Filing of contracts.—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing) together with amendments, supplements, and changes therein and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcription service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number or powers of its officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee or permittee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcription network contracts, and time sales to brokers.

[EDITOR'S NOTE: As of July 15 the Commission had pending a proposal to revise Sec. 1.342 to clarify this regulation and to eliminate some of the documents required to be filed under its provisions.]

§1.343. Ownership reports, broadcast licensees and permittees.—(a) The licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year an ownership report (FCC Form 323) giving the following information as of December 31 of the preceding calendar year.

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership, the names of the partners and the interests of each partner.¹²
- (3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting powers of stock issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock; (iv) full information as to family relationship or business association between two or more officials and/or stockholders.

FOR EXAMPLE:

- (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.
- (b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote licensee's or permittee's stock.
- (c) The same information should be furnished

as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

- (4) In the case of all licensees or permittees: (i) a list of all contracts still in effect required to be filed with the Commission by Section 1.342 showing the date of execution and expiration of each contract; (ii) any interest which the licensee may have in any other broadcast station.
- (b) A supplemental ownership report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change occurs in the information required by the ownership report (the application or construction permit in the case of a permittee who has not filed an ownership report) from that previously reported. Such report shall include without limitation:

- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors.
- (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.
- (4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above; provided, however, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.¹³

(c) **Exceptions.** Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

§1.344. Definitions of terms used in Sections 1.341-1.343.—As used in Sections 1.341-1.343:

- (a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.
- (b) "Officer" or "director" shall include the comparable officials in unincorporated associations.
- (c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

§1.320. Application for renewal of license; broadcast and non-broadcast.—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, FM Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used: [EDITOR'S NOTE: The list of forms to be used in filing for license renewals may be obtained by writing the FCC, Washington 25, D. C.]

§1.630. Normal license period. (a) All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3:00 a.m., eastern standard time, in accordance with the following schedule.

- (1) For stations located in Delaware, Pennsylvania, Tennessee, Kentucky, Indiana and Texas, August 1.
- (2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, Ohio, Michigan, Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1.
- (3) For stations located in North Carolina, South Carolina, Illinois, Wisconsin and California, December 1.
- (4) For stations located in Florida, Puerto Rico, Virgin Islands, Iowa, Missouri, Washington, Oregon,

¹² Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

¹³ The 60-day requirement does not apply to Alaska and Hawaii, February 1.

Alaska and Hawaii, February 1.

(5) For stations located in Alabama, Georgia, Minnesota, North Dakota, South Dakota, Montana, Colorado, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, April 1.

(6) For stations located in Arkansas, Louisiana, Mississippi, Kansas, Oklahoma, Nebraska, New Jersey and New York, June 1.

Station Identification

§1.652. Station identification. (a) A licensee of a television broadcast station shall make station identification announcements (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs

§1.654. Sponsored programs, announcement. (a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any television broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts or other material or services have been furnished to such station in connection with the broadcasting of such programs: Provided, however, That only one such announcement need be made in the case of any such program of 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (b) of this section are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . ." or "Smith Stove Co. offers you . . ." or "Ajax Pens brings you . . ." The following are not acceptable: "Write to the Comb Man . . ." or "Send your money to Nylons, Box— . . ." or "This program is sponsored by your Sink Man . . ."]

Recordings

§1.653. Mechanical reproductions. (a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impres-

¹¹ EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §2.026 (c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

¹² Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license or permit. If such change involves less than a controlling interest the application for Commission consent to such change may be made upon FCC Form No. 316 (Short Form).

sion that any program being broadcast by mechanical reproduction consists of live talent.

Political Broadcasts

§8.657. *Broadcast by candidates for public office—*
 (a) *Legally qualified candidate.* A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who:

(1) Has qualified for a place on the ballot, or
 (2) Is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) *General requirements.* No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities: *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.* The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to the regulations in this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.* Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcast

§8.655. *Rebroadcast.* (a) The term "rebroadcast" as used below means reception by radio of the program¹⁵ of a television broadcast station, and the simultaneous or subsequent retransmission of such programs by a broadcast station. The rebroadcasting of a program relayed by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast.

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.¹⁶

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in paragraph (b) of this section without written consent having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.¹⁷

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1.401. *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest prac-

¹⁵ As used in this section, program includes any complete program or part thereof.

¹⁶ The notice and certification of consent shall be given within 3 days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

¹⁷ By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.655 (c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.

ticable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402. *Revocation of station licenses and construction permits and issuance of cease and desist orders.*—(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in Section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in Section 312(b) of the Act, the Commission will issue an order directing the licensee, permittee or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with subsection (a) of this Section will contain a statement of the matters with respect to which the Commission is inquiring and will call upon the licensee or permittee or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty (30) days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period.

(c) In order to avail himself of the opportunity to appear before the Commission at the time and place stated in the show cause order to give evidence upon the matter specified therein, the licensee, permittee or person, in person or by his attorney, shall within 30 days of the receipt of the order, or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written appearance stating that he will appear and present evidence on the matter specified in the order.

(d) The hearing on the matter specified in the order to show cause and the practice and procedure in connection therewith, shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of the evidence and the burden of proof shall be upon the Commission.

(e) If the licensee, permittee or person does not desire to appear before the Commission and give evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written waiver of hearing. Such waiver, which shall include the name of the licensee, permittee or person to whom the show cause order was addressed, the call letters of his station, if any, and the Docket Number of the proceeding, may be accompanied by a statement of reasons why the licensee, permittee or person believes that an order of revocation or a cease and desist order, as the case may be, should not be issued.

(f) If the licensee, permittee or person fails timely to respond to an order to show cause or fails to appear at a hearing, such failure will be deemed a waiver of hearing.

(g) If the licensee, permittee or person waives a hearing in accordance with the provisions of subsection (e) of this Section and fails to submit a statement therewith showing why he believes an order of revocation or a cease and desist order should not be issued, or if he is deemed to waive a hearing in accordance with the provisions of subsection (f) of this Section, the allegations specified in the order to show cause will be deemed to be admitted and a decision will be issued by the Commission invoking the sanction specified in the order to show cause. If a hearing is waived pursuant to subsection (e) of this Section but a written statement as to why an order of revocation or cease and desist order should not be issued is submitted, the Commission will, on the basis of the facts before it as supplemented by such written statement, issue a decision stating its reasons for invoking the sanction specified in the order to show cause or for dismissing the proceeding, as the case may be; *Provided,* That where the written statement contains factual allegations contrary to those upon which the show cause order was based the Commission may call upon the submitting party to furnish additional information under oath, or, if necessary, designate the proceeding for oral hearing. The decisions of the Commission referred to in this subsection shall have the same effect as an initial decision and the procedure to be followed thereafter shall be the same as in the case of an initial decision issued in the course of the regular hearing procedure.¹⁸

(h) Any order of revocation or cease and desist order issued pursuant to this Section shall include a statement of the findings and the grounds and reasons therefor and specify the effective date of the order, and shall be served on said licensee, permittee or person.

§1.403. *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communi-

cations Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureau of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404. *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Chief of the Safety and Special Radio Service Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of an operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Service Bureau or the Chief, Field Engineering and Monitoring Bureau, as the case may be, pursuant to authority delegated by the Commission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the licensee is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C. on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

§8.656. *Lotteries and give-away programs.*¹⁹ (a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a television broadcast station, will not be granted where the applicant proposes to follow or continue to follow policy or practice of broadcasting or permitting "the broadcast of any advertisement or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See 18 U.S.C. sec. 1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

- (1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or
- (2) Such winner or winners are required to be listening to or viewing the program in question on

¹⁹ The Commission on September 21, 1949, adopted an order which read in part as follows:

It is ordered, That, effective immediately, the effective date of Sections 3.192, 3.292 and 3.692 (now Section 3.656) of the Commission's rules is hereby postponed until a date to be fixed by further order, which shall be at least thirty days after a final decision by the Supreme Court of the United States, or thirty days after the time within which an appeal to the Supreme Court may be taken has expired without such an appeal being taken, in pending litigation with respect to these rules.

[EDITOR'S NOTE: A three-judge Federal Court in New York on Feb. 5, 1953, held that Section 3.656 (a) and (b) (1) were legal but that the other provisions of this regulation were unconstitutional. The decision has been appealed to the U. S. Supreme Court.]

(Continued on page 359)

DISTRIBUTORS OF FILM FOR TELEVISION

(For Program Production and Related Services see page 354)

A

ACADEMY FILM PRODUCTIONS Inc.

122 W. Chestnut St., Chicago 10; Tel.: Michigan 2-0128; Bernard Howard, pres. and production dir.

Services: Packaging and distributing own shows.

ACUS PICTURES Corp.

165 W. 46th St., New York 36; Tel.: Plaza 7-2265;

Patrick E. Shanahan, pres.

Services: Feature film rental.

New York 19—60 W. 46th St.; Tel.: Circle 6-4347;

Jerry Hymes, mgr.

JOHN ADASKIN PRODUCTIONS

67 Yonge St., Toronto, Ont., Canada; Tel.: Empire 4-9296.

John Adaskin, own.

Service: Film library.

AFFILIATED PROGRAM SERVICE Inc.

535 Fifth Ave., New York 17; Tel.: Murray Hill 7-1881;

Paul F. Adler, pres.

Services: Film distribution, emphasis on sports.

THE HELEN AINSWORTH CORP.

197 N. Canon Dr., Beverly Hills, Calif; Tel.: Crestview 6-2062; Helen Ainsworth, pres.

Services: Sell and service TV package programs and feature films.

Detroit—2310 Cass Ave.; Tel.: Woodward 1-0646;

Albert Dezel, mgr.

Chicago—831 S. Wabash Ave.; Tel.: Harrison 7-3628;

Albert Dezel, mgr.

Cleveland—308 Film Bldg.; Tel.: Main 1-9376;

Bernard Rubin, mgr.

New York—20 E. 53rd St.; Tel.: Plaza 3-1862;

Lee Wallace, mgr.

Atlanta—163 Walton St., N. W.; Tel.: Main 9845;

W. M. Richardson, mgr.

Dallas—Harwood & Jackson Sts.; Tel.: Prospect 2408;

O. K. Bourgeois, mgr.

Charlotte—300 W. 3rd St.; Tel.: 5-5512;

R. F. Finson, mgr.

San Francisco—821 Market St.; Tel.: Exbrook 2-5203;

Sam Elkins.

Washington, D. C.—1013 New Jersey Ave., N. W.;

Tel.: Executive 3-4613; Fred Sandy.

Toronto—130 Carlton St.; Tel.: Kingsdale 3163;

I. H. Allen, mgr.

ALEXANDER FILM CO.

Alexander Film Bldg., Colorado Springs 1; Tel.:

Melrose 3-1771; J. Don Alexander, pres.

Services: Producers and distributors of commercials.

Chicago 11—435 N. Michigan Ave.; Tel.: Michigan 2-5636;

C. C. Alexander, mgr.

Dallas 1—308 S. Harwood St.; Tel.: Riverside 4558;

J. A. McInaney, mgr.

New York 36—500 Fifth Ave.; Tel.: Pennsylvania 6-3028;

Les E. Wysong, mgr.

San Francisco 2—125 Hyde St.; Tel.: Graystone 4-2213;

A. Lyle Bramson, mgr.

Hollywood 46—8484 Harold Way; Tel.: Hollywood 9-7396;

C. J. Dexter.

M & A ALEXANDER PRODUCTIONS Inc.

6040 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-3044;

Arthur Alexander, pres.

Service: Distributor of films.

ALLEN & ALLEN PRODUCTIONS

3947 West 59th Place, Los Angeles 43; Tel.: Axminster 3-3314;

George E. Allen, directing mgr.

Service: Films.

ALLIED ARTISTS

4376 Sunset Drive, Hollywood 27; Tel.: Normandy 2-9181;

Samuel (Steve) Broidy, pres.

AMERICAN BROADCASTING CO.

(Division of AB-PT)

7 W. 86th St., New York; Tel.: Susquehanna 7-5000;

Robert E. Kintner, pres.

Chicago 6—20 N. Wacker Dr.; Tel.: Andover 3-0880.

Detroit—1700 Mutual Bldg.; Tel.: Woodward 3-8321;

James G. Riddell, pres.

Hollywood—ABC-TV Center; Tel.: Normandy 3-3311;

Robert E. Kintner, pres.

San Francisco—155 Montgomery St.; Tel.: Exbrook 2-6544;

Robert E. Kintner, pres.

AMERICAN FILM CO.

1329 Vine St., Philadelphia 7; Tel.: Walnut 2-1800;

Ben Harris, mgr.

Service: Film service.

AMERICAN & FOREIGN PRODUCTIONS Inc.

170 Ave. of Americas, New York 20; Tel.: Columbus 5-5885;

Leonard Key, pres.

Hollywood 28—843 Cahuenga; Tel.: Hollywood 9-5981.

TOBY ANGUISH MOTION PICTURE PRODUCTIONS

8470 Melrose Ave., Hollywood 46; Tel.: Webster 3-8301;

Toby Anguish, own.

Services: Distributes own film series and others.

ANIMATED VIDEO FILMS Inc.

1001 N. Vermont Ave., Los Angeles 27; Ace Gamer.

ANIMATION HOUSE Inc.

347 Madison Ave., New York 17; Tel.: Murray Hill 5-5055;

Irving Bunnelle.

EVAN J. ANTON PRODUCTIONS Ltd.

20 E. 42d St., New York 17; Evan J. Anton.

ARROW PRODUCTIONS

132 W. 43d St., New York 36; Tel.: Longacre 3-4180;

Arthur Sachson, vice pres.-gen. sls. mgr.

Services: Sales distributor of half-hour and feature films.

Hollywood 46—7324 Santa Monica Blvd.; Tel.: Hollywood 4-3118;

Leon Fromkess, pres.

ART REELS Co.

510 Cathedral Pkwy., New York 25; Tel.: Monument 6-2271;

Stephen L. Sharff, pres.

Service: Dramatic documentary films for TV.

ASSOCIATED ENTERPRISES

735 N. Vine St., Hollywood 38; Tel.: Hollywood 4-0249;

R. B. Struble, pres.

ASSOCIATION FILMS Inc.

347 Madison Ave., New York 17; Tel.: Murray Hill 5-8573;

J. R. Bingham, pres.

Services: Distributors of free and rental films.

Ridgefield, N. J.—Broad at Elm St.; Tel.: Morsemer 6-8200;

Ralph Del Coro, mgr.

Chicago 3—79 E. Adams St.; Tel.: Harrison 7-4393;

M. G. Weiland, mgr.

San Francisco 2—351 Turk St.; Tel.: Prospect 5-2800;

W. O. Siler, mgr.

Dallas 1—Live Oak St.; Tel.: Randolph 3144;

Carl Stahl, mgr.

ASSOCIATED PROGRAM SERVICE

(A division of Muzak Corp.)

237 W. 54th St., New York 19; Tel.: Plaza 7-7700;

Edward Hochhauser, Jr. vice pres. & gen. mgr.

Services: Distribute Encyclopaedia Britannica films, film leases, package film leases, annual film library leases, film clips, slides, lousps, TV Production Music Transcription library.

ATHENA FILMS

165 W. 46th St., New York 19; Tel.: Plaza 7-2320;

William Alexander.

ATLANTIC TELEVISION Corp.

130 W. 46th St., New York 36; Tel.: Judson 2-1287;

Jacques Kopfstein, exec. vice pres.

Services: Distributors of motion pictures for television.

Chicago 16—2326 S. Michigan Ave.; Tel.: Victory 2-5454;

Ben Barry, mgr.

Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 2-4448;

Tom Corradine, mgr.

Personalized

TV FILM PACKAGES

for

BANKS • BAKERIES
BREWERIES • CLEANERS
DAIRIES

Now, local and sectional advertisers can sponsor TV film commercials that are on a quality par with the best national campaigns! For the exclusive, six-months use of a 17-film Package Series, in single or multiple TV markets, the sponsor pays only a low franchise rate. This rate includes cost of complete personalization of the series with tailor-made voice copy throughout and specially produced scenes featuring the sponsor's product in use. Availability is on a first come, first served basis.

Thirteen 20-second and four 60-second films are included in the series. Cartoon animation is used liberally along with convincing live action scenes. Packages are immediately available for the businesses listed above. . . . Other lines of business may be furnished film series through Alexander's interim package plan.

—Write or Wire for Full Particulars—



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ATLAS TELEVISION Corp.
15 W. 44th St., New York 36; Tel.: Murray Hill
7-5535; Henry Brown, pres.
Services: Distribute, produce film.

AUDIO-VISUAL ENGINEERING Co.
218 E. Huron St., Chicago 11; Tel.: Mohawk
4-4435; Alfred M. Zernlo.
Services: Distribute film and package TV pro-
grams.

AVEC PRODUCTIONS
218 E. Huron St., Chicago 11; Tel.: Mohawk
4-4435; William J. Dee.
Services: Distributes film.

B

GEORGE BAGNALL & Assoc.
109 N. La Cienga Blvd.; Beverly Hills, Calif.;
Tel.: Crestview 1-5133; George Bagnall, pres.;
J. J. O'Loughlin, vice pres.; Fred C. Lind-
quist, sec'y.
Services: Distributes features, one-hour and
quarter-hour films.

TOM BAILEY PRODUCTIONS Inc.
722 N. 4th St., Tucson, Ariz.; Tel.: 4-2421; Tom
Bailey, pres.
Services: Distributes full length features.

WILLIAM J. (BILL) BAILEY
2500 Q St., N. W., Washington 7, D. C.; Tel.:
Dupont 7-0953, 7-3400; William J. Bailey.
Services: TV film distributors.

BARRY, ENRIGHT & FRIENDLY Inc.
667 Madison Ave., New York 21; Tel.: Templeton
2-8600; Jack Barry, pres.
Services: Package producer & sales agent.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17; Tel.: Murray Hill
2-8877; Charles J. Basch Jr., partner.
Services: Distributes film and package TV pro-
grams.

ZACH BAYM FILMS
13 E. 37th St., New York 16; Tel.: Murray Hill
9-4175; Zach Baym, mgr.
Services: Distributor of films for TV.

BEACON TELEVISION FEATURES Inc.
420 Boylston St., Boston 16; Tel.: Commonwealth
6-6881; J. Leonard Sanderson, pres.
Services: Package TV programs and film distri-
bution.

BELL PICTURES CORP.
630 Ninth Ave., New York 19; Tel.: Circle 6-1383;
Frances Frank.

BENGAL PICTURES
3102 Quincy St., Albuquerque, N. M.; Tel.: 2-2333;
Phil E. Cantonwine, prod.
Service: Sponsored pictures, historical travel-
ogues, TV spots.
Los Angeles—1140 Crenshaw Blvd.; Tel.: Webster
7126; Ira Dowd.

BERMAN AND BETTENBENDER
410 S. Michigan Ave., Chicago 5; Tel.: Wabash
2-7488; Bernard S. Berman, partner.
Services: TV advertising, production and film
distribution.

BRANDON FILMS Inc.
200 W. 57th St., New York 19; Tel.: Circle 6-4868;
Thomas J. Brandon, pres.
Service: Supply motion pictures for TV.

BRAY STUDIOS Inc.
729 Seventh Ave., New York 19; Tel.: Circle
5-4582; J. R. Bray, pres.; Paul A. Bray, vice
pres.
Services: Features and short subjects.

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20; Tel.: Circle
6-5100; Lester Schoenfeld, distribution mgr.
Service: Distributes documentary films for TV
on Great Britain and Commonwealth.
Chicago 11—720 N. Michigan Ave.; Tel.: White-
hall 3-1480; Miss Jean Little, film off.
Los Angeles 13—448 S. Hill St.; Tel.: Madison
6-4411; Basil Bleck, film off.
Washington 4—903 Nat'l Press Bldg.; Tel.: Execu-
tive 3-8525; Janet Locke, film off.
San Francisco 4—310 Sansome St.; Tel.: Sutter
4231.
Houston—3103 Fannin St.; Tel.: Jackson 4231.

WILLIAM F. BROIDY PRODUCTIONS Inc.
5545 Sunset Blvd., Hollywood 28; Tel.: Hollywood
3-6844; Wm. F. Broidy, pres.
Services: Distributes own television productions.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Blvd., Hollywood 28; Tel.: Hollywood
9-8367; Al Buffington, pres.
Service: Production and packaging of television
programs, scripts, film production.

C

S. W. CALDWELL Ltd.
150 Simcoe St., Toronto, Canada; Tel.: Empire
6-9451; Spencer W. Caldwell, pres.
Services: Distribute telecriptions and feature
films.

CAPITAL FILM SERVICE
224 Abbott Rd., East Lansing, Mich.; Tel.: Edge-
wood 2-3455; J. R. Hunter, owner.

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INC.

NOW . . . IN OUR

3rd Year
of Television Film
Production of:—



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Wild Bill Hickok



Co-Starring

Guy Andy

Madison • Devine

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FACILITIES
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Short-term Rental,
Production Assign-
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Announcements
Invited on Satisfac-
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INC.

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It's
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- Audience tested.
- Sponsor tested.
- Rating tested.

38 FLIP THE FROG
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13 WILLIE WHOPPER
in Sound

13 MOLLY MOO COW
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ALSO the famous group of...
300 AESOP'S FABLES
(silent)

Communicate with us for our latest list of

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- Westerns
- Serials
- Comedies

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CAPITOL RECORDS DISTRIBUTING Corp.
5515 Melrose Ave., Hollywood 38; Tel.: Hollywood 3-7114; Walter S. Heebner, vice pres. & gen. mgr.
Services: Distribute independently produced TV films, music for films, studio recording.
New York 19—1730 Broadway; Tel.: Plaza 7-7470.
William H. Fowler, acting gen. mgr.

CARAVEL FILMS Inc.
730 Fifth Ave., New York 19; Tel.: Circle 7-6110; David I. Pincus, pres.

CAVALCADE TELEVISION PROGRAMS Inc.
7904 Santa Monica Blvd., Hollywood 46; Tel.: Hollywood 9-5458; Harvey Pergament, pres.
Services: General distributor of motion picture films.
New York 25—875 W. End Ave.; Tel.: Academy 2-4781; Alvin Pergament, mgr.

CBS TELEVISION FILM SALES
485 Madison Ave., New York 22; Tel.: Plaza 1-2345; Merle S. Jones, vice pres. in chg.; Fred J. Mahlstedt, opns. dir.; Wilbur S. Edwards, gen. sls. mgr.
Services: Distributes filmed TV shows.
Chicago—410 N. Michigan; Tel.: Whitehall 4-6000; William Perkinson.

Los Angeles—1315 N. Vine St.; Tel.: Hollywood 9-1212; Thomas Moore.
Atlanta—31 3d St., N. E.; Tel.: Elgin 0727; MacKenzie Ward.
San Francisco—Palace Hotel; Tel.: Yukon 2-7000; Glen Ticer.
Dallas—1000 Fidelity Union Life Bldg.; Tel.: Sterling 4996; Carter Ringlep.

LEW CHATHAM ASSOCIATES
Chatham Building, Claremore, Okla.; Tel.: 1122; L. A. Chatham, gen. mgr.
Services: Distribute films.

CHINA FILM ENTERPRISES OF AMERICA Inc.
165 W. 46th St., New York 19; Tel.: Columbus 5-4082; Hsing-ching Weng, pres.
Service: Film rentals and film production, 16-mm, black and white or color, also 35-mm productions on special order.

CINEFFECTS Inc.
115 W. 45th St., New York 36; Tel.: Circle 6-0951; Nathan Sobel, pres.

CINEMA SERVICE Corp.
106 West End Ave., New York 23; Tel.: Trafalgar 3-1411; Joseph Seiden.
Services: Studios for filming by outside producers, rents films for television.

CINEQUE COLORFILM LAB. Inc.
424 E. 89th St., New York 28; Tel.: Sacramento 2-5337; Sam Marcus, pres.
Services: Distribute slides and film-strips.

CINETEL Corp.
119 W. 57th St., New York 19; Tel.: Judson 2-4813; Edwin T. Woodruff, pres.
Service: Features, westerns and short subjects for television.
London, England—117 Regent St.; W. T. Richardson, pres.

CLYDE DE MEXICO, S. A.
Quebrada 83, Acapulco, Mexico; Tel.: 1441; W. P. Clyde Jr., gerente; Max P. Palacios, subgerente
New York—64 E. 90th St.; Tel.: Lenigh 4-8315; Alastair Kyle.

GEORGE W. COLBURN LAB. Inc.
164 N. Wacker Dr., Chicago 6; Tel.: State 2-7316; John B. Colburn, exec. vice pres.
Services: Distribute complete 16mm recordings, studios & printing service.

COLSON & Co. Inc.
3846 Meredith Dr., Dallas; Tel.: Sterling 3878; Harrison D. Colson, pres.
Services: Distribute film and package TV programs.

COMMONWEALTH FILM & TELEVISION Inc.
723 Seventh Ave., New York 19; Tel.: Circle 5-6456; Mort Sackett, pres.
Services: Distribute motion picture theatrical features, westerns, cartoons, etc.

CONSOLIDATED TELEVISION SALES
Sunset at Van Ness, Hollywood 28; Tel.: Hollywood 9-6369; Peter M. Robeck, gen. mgr.
Services: Distributor of television film.
New York 17—25 Vanderbilt Ave.; Tel.: Murray Hill 6-7543; Halsey V. Barrett, eastern sales mgr.

Chicago 11—520 N. Michigan Ave.; Tel.: Michigan 2-5231; Richard Gedney, midwest sls. mgr.
Atlanta 9—800 Peachtree, N. W.; Tel.: Emerson 4561; Richard P. Buch, southern sales mgr.
Houston 6—P. O. Box 6445; Tel.: Lincoln 6230; Wade Barnes, mgr.

CORNELL FILM CO.
1501 Broadway, New York 36; Tel.: Wisconsin 7-6650; J. Milton Salzburg, pres.
Services: Distribute films for television.

CORONET INSTRUCTIONAL FILMS
65 E. South Water Street, Chicago 1; Tel.: Dearborn 2-7676; Ellsworth C. Dent, dir.
Services: Distribute prints of educational films.

JERRY COURNEYA PRODUCTIONS Inc.
633 N. Almont Dr., W. Hollywood 46; Tel.: Crestview 4-5821; Jerry Courneya, pres.
Services: Distribute own films and film series.

CRAFTON BROTHERS Inc.
3210 W. Lawrence Ave., Chicago; Tel.: Juniper 8-0396; David M. Crafton.

CREST FILMS
Box 1006, Beverly Hills, Calif.; Tel.: Chapman 5-4087; Jack Parker, vice pres. & gen. mgr.
Hollywood 28—Box 793; Tel.: Chapman 5-4087; Ross Van Nibrooc, mgr.

BING CROSBY ENTERPRISES Inc.
9028 Sunset Blvd., Los Angeles 46; Tel.: Crest-

view 1-1171; Charles B. Brown, vice pres.
Services: Distribute film.
New York—600 Fifth Ave.; Tel.: Plaza 7-2277; E. N. Crosby, pres.

CRYSTAL PICTURES Inc.
1564 Broadway, New York 36; Tel.: Plaza 7-5130; Melvin M. Hirsh.

D

DELBRIDGE & GORRELL
301 Fox Theatre Bldg., Detroit 26; Tel.: Woodward 3-6990; Bill O'Halloran.

DEMBY PRODUCTIONS Inc.
34 E. 51st St., New York 22; Tel.: Plaza 9-2495; Emanuel Demby, pres.
Services: Distribute own film and package TV programs.

DEPHOURE STUDIOS
782 Commonwealth Ave., Boston; Tel.: Beacon 2-5722; Joseph DePhoure.

LOUIS DE ROCHEMONT Assoc.
35 West 45th St., New York; Tel.: Judson 2-1440; Louis de Rochemont.

LARRY DESOTO & Assoc.
177 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-1136; Larry DeSoto, pres.
Services: TV film packaging, distribution, TV film consultants.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-7035; Harry S. Dube, pres.
Services: Distribute film and package TV programs.

JEAN DUBOIS CO.
927 21st St., Denver 2; Tel.: East 8122; Jean M. F. Dubois, own. and gen. mgr.
Service: Commercial, feature and newsreel motion pictures.
2214 Dahlia St., Denver; Tel.: East 8122.

DUDLEY TELEVISION Corp.
9908 Santa Monica Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-7258; Don McNamara, exec. vice pres.
Services: Distribute film and package TV programs.
New York 22—501 Madison Ave.; Tel.: Eldorado 5-1076; Carl Dudley, pres.

DU MONT TELEVISION NETWORK
515 Madison Ave., New York 22; Tel.: Murray Hill 8-2800; Merriman H. Holtz Jr., film syndication dept. supvr.
Services: Film programs, sale & distribution.

E

EDUCATIONAL FILMS Corp. of America
1501 Broadway, New York 18; Tel.: Pennsylvania 6-1780; Earl W. Hammons.

ESPANA MEXICO ARGENTINA, S. A. de C. V.
Calle de Barcelona No. 15, Mexico 6, D. F. 6; Tel.: 10-48-60 and 36-58-14; General Juan F. Azcarate, dir.
Services: Distributors of films.
Monterrey, L.—Edificio Chapa; Tel.: 29643; Ramón Pedrosa Langarica, publicidad siglo.

EXPLORERS PICTURES Inc.
1501 Broadway, New York; Tel. Longacre 4-5592; Jules Weill, pres.
Services: Films for television.
Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom J. Corradine & Assoc.

F

JERRY FAIRBANKS PRODUCTIONS Inc.
6052 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-1101; Jerry Fairbanks, exec. prod. and pres.
Service: All types of filmed programs and commercials for television.

FAIR DEAL MOTION PICTURE SERVICE
2040 Chatterton Ave., New York; Tel.: Talmadge 9-6728. Louis Colson.
Services: Cartoons, serials, newsreels and features.

FAMILY THEATRE Inc.
Hollywood 46—7201 Sunset Blvd.; Tel.: Hollywood 2-1317; Rev. Patrick Peyton, C. S. C., exec. prod.
Services: Distribute films.
Albany 3—432 Western Ave.; Tel.: 2-4111; Rev. Joseph Quinn, C. S. C., mgr.

FILM NETWORK Inc.
853 7th Ave., New York; Tel.: Judson 2-3026; West Hooker & David Christianson, owners.

FILM STUDIOS OF CHICAGO
135 S. LaSalle St., Chicago 3; Tel.: Central 6-8147; H. A. Spanuth, managing dir.
Service: Motion picture films and package shows furnished.

FILM VISION CORP.
247 W. 46th St., New York 19; Tel.: Circle 6-3734; Armand Schneck.
Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom J. Corradine & Assoc.

FILMS FOR INDUSTRY Inc.
135 W. 52d St., New York 19; Tel.: Plaza 3-2800; Joseph McCaffery.

FILMS FOR TELEVISION Inc.
Harbor Ave., Marblehead, Mass.; Tel.: Marblehead 2020; Charles W. Phelan, pres.
Services: Distribute own films for television.

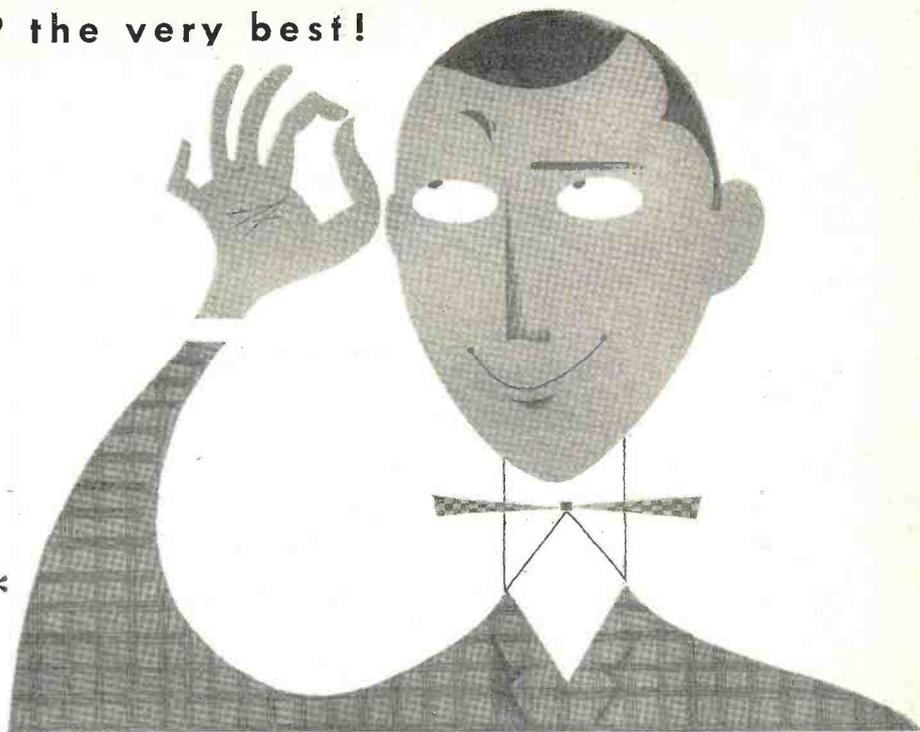
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save money

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dependable

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5. Up-to-the-minute know-how.
6. Finest quality mastering — processing — pressing.
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That Capitol Quality
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151 West 46th Street • New York, New York

Walt Heebner

† The Capitol New York Studios are being completely re-engineered and redecorated — ready to serve you in late 1953.

* A special money-saving recording technique that gives TV sound proper phonograph record balance for life-like reproduction on home instruments.

sponsors
 ... "Love that film"
 when it's
PEERLESS-TREATED
 Treated to prevent
 hair, smudges,
 smears, screeches
 To make a sponsor
 happy, specify
 "Peerless Treatment."



To
 the Producer
 who is a
Perfectionist...



What you're shooting for, in the long run, is frequent showings of your film and sustained audience interest. But, if your prints are untreated, they are bound to develop defects and thus irritate the audience. To avoid this, the producer who is a perfectionist includes Peerless-treatment in his budget. The cost is negligible—the results gratifying.

Famous
 last words
 we hope you,
Mr. Distributor,
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FRIEDA FISHBAIN
 11 W. 42nd St., New York 36; Tel.: Longacre 5-1379; Frieda Fishbain, own.
 Services: Distribute scripts.

FIVE STAR PRODUCTIONS Inc.
 6530 Sunset Blvd., Hollywood 28; Tel.: Hollywood 3-4807; Harry W. McMahan, exec. prod.
 Services: TV commercials.

GEORGE F. FOLEY Inc.
 625 Madison Ave., New York 22; Tel.: Plaza 1-1860; George F. Foley, pres.; J. C. Holahan, vice pres.; William J. Papp, sls. mgr.
 Services: Distribute film and package TV programs.

FOREIGN SERVICE FILM Corp.
 3515 Sunset Blvd., Los Angeles 26; Tel.: Normandy 2-6128; Eugene B. Gold, vice pres. in chg. of TV.
 Service: Foreign product principally Gaucho series in Mexico for TV.

FOUNDATION FILMS Corp.
 Citizens Bank Building, Pasadena 1; Tel.: Sycamore 2-6476; Richard D. Pearsall, pres. & gen. mgr.
 Services: Distribute film and package TV programs.

FRANKLIN TELEVISION PRODUCTIONS Inc.
 6710 Melrose Ave., Hollywood 34; Tel.: WY. 1491; John Jay Franklin, prod.
 Services: Distribute film and package TV programs.

ALLEN A. FUNT PRODUCTIONS
 100 Central Park S., New York 19; Tel.: Judson 6-5227; Allen A. Funt, pres.
 Services: Distribute film.

GALLAGHER FILMS Inc.
 111 S. Washington St., Green Bay, Wis.; Tel.: Adams 2554; James C. Gallagher, pres.
 Services: Distributes films.
 Milwaukee 3-839 N. 7th St.; Tel.: Broadway 1-2354.

GATEWAY PRODUCTIONS Inc.
 1859 Powell St., San Francisco; Tel.: Sutter 1-8464; Alvin J. Gordon J. Gordon Jr., pres.
GENERAL ARTISTS Corp.
 1270 Sixth Ave., New York 20; Tel.: Circle 7-7543; Thomas G. Rockwell.
GENERAL FILM Corp.
 141 E. 44th St., New York; Tel.: Murray Hill 7-5181; Harry A. Kapit, pres.
GENERAL TELEVISION ENTERPRISES Inc.
 6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 5-4146; Gordon Levoy, pres.

JACK GOETZ
 1790 Broadway, New York; Jack Goetz.
NAT C. GOLDSTONE AGENCY
 9121 Sunset Blvd., Los Angeles 46; Tel.: Crestview 6-1071; Milton Rosner & Jack Stewart.
 Services: Distribute film.

HARRY S. GOODMAN PRODUCTIONS
 19 E. 53rd St., New York 22; Tel.: Plaza 5-6131; Harry S. Goodman, pres.
 Services: Distribute film.

GOVERNOR TELEVISION ATTRACTIONS Inc.
 151 W. 46th St., New York 36; Tel.: Judson 6-4221; Arthur Kerman, pres.
 Service: Distribute film for television.

JOHN GUEDEL PRODUCTIONS
 8321 Beverly Blvd., Los Angeles 48; Tel.: York 6291; John Guedel, vice pres.
 Services: Distribute film.

Pacific Palisades, Calif.—1055 Galloway; Tel.: Exbrook 4-4587; Dick Pettit, vice pres.
Sherman Oaks, Calif.—1548 Sutton St.; Tel.: State 9-2676; Martin Hill, vice pres.

GUERIN ENTERPRISES Inc.
 427 N. Euclid Ave., St. Louis 8; Fort B. Guerin Jr.
GUILD FILMS CO. Inc.
 510 Madison Ave., New York 22; Tel.: Murray Hill 8-5365; Reub Kaufman, pres.
 Services: Production and distribution of TV film shows; Robert Blair, rep.
 Hollywood 28—5748 Sunset Blvd.; Tel.: Hollywood 9-5456; Will Lane, admin. asst.; Haan J. Tyler.
 Chicago 4—20 E. Jackson Blvd.; Tel.: Wabash 2-4146; Bob DeVinny, acct. exec.
 Portland 12, Ore.—611 N. Tillamook St.; Tel.: Murdock 4255; Merriman Holtz, acct. exec.
 Kansas City, Mo.—7609 Sni-A-Bar Terrace; Tel.: Armour 4310; Victor Peck acct. exec.

MITCHELL J. HAMILBURG AGENCY
 8776 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-4171; Mitchell J. Hamilburg, exec. in chg.

JAM HANDY ORGANIZATION
 2821 E. Grand Blvd., Detroit 11; Tel.: TR. 5-2450; Vincent L. Herman, vice pres. in chg. of TV.
 Service: Produce TV commercials.
 New York 19—1031-33 G. M. Bldg., 1775 Broadway; Tel.: Judson 2-4060; Herman Goetz.
 Chicago—230 N. Michigan Ave.; Tel.: State 2-6757; Henry Watts.
 Dayton 2—310 Talbot Realty Bldg.; Tel.: Adams 6289; Merritt Simpson, vice pres.
 Hollywood 28—5748 Sunset Blvd.; Tel.: Hempstead 5809; Thomas Curtis.
 Pittsburgh 22—930 Penn Ave.; Tel.: Express 1840; M. Campbell.

HARRISCOPE Inc.
 355 N. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-4632; Burt I. Harris, pres.
 Services: Film distribution.

MARK HAWLEY ASSOC.
 133 E. 54th St., New York 22; Tel. Plaza 1-0540; Mark Hawley, pres.
 Services: Film brokerage.

HAWLEY-LORD Inc.
 316 W. 57th St., New York 19; Tel.: Judson 6-3750; André Lord.

LESLIE HELHENA
 932 N. LaErea Ave., Hollywood 38; Tel.: Hollywood 7-3174; Leslie Helhena.
 Services: Distributes films.

HILE-DAMROTH Inc.
 320 Broadway, New York 7; Tel.: Worth 4-2478; James L. Hile, vice pres.; Charles B. Allings Jr., pres.
 Services: Creates TV commercials.

HOLLYWOOD FILM CO.
 5446 Carlton Way, Hollywood 27; Tel.: Hillside 7191; Ben and Harry Tietelbaum.
 Services: Editing equipment and supplies for TV.

HOLLYWOOD FILM ENTERPRISES
 6060 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-2181; Edward F. Finney, sls. mgr.
 Services: Distributes motion pictures to TV.

HOLLYWOOD TELEVISION SERVICE Inc.
 4020 Carpenter Ave., N. Hollywood; Tel.: Sunset 3-8807; Morton W. Scott, vice pres.
 Services: Distributes motion pictures for TV.

HOOR GLASS PRODUCTIONS
 810 N. Highland Ave., Hollywood 38; Tel.: Crestview 1-9111; Wanda Tuchock, pres.
 Services: Distributes own film.

RICHARD W. HUBBELL AND ASSOCIATES
 441 E. 20th St., New York 10; Tel.: Oregon 7-8863; Richard Hubbell, chmn.
 Services: Distributes film.

IDEAL PICTURES Corp.
 58 E. South Water St., Chicago 1; Tel.: Financial 6-5245; Paul R. Foght, pres. & gen. mgr.; Carl J. Ross, asst. gen. mgr.
 Services: Distribution and rental of films.

IMMS INC. (INTERNATIONAL MOVIE PRODUCERS SERVICE)
 515 Madison Ave., New York 22; Tel.: Eldorado 5-6220; Ben Gradus.

INSTITUTE OF VISUAL TRAINING
 40 E. 49th St., New York 17; Tel.: Eldorado 5-1444; Herbert R. Dietz, gen. mgr.
 Services: Distributes free-loan sponsored films.

INTERNATIONAL FILM BUREAU Inc.
 57 E. Jackson, Chicago 4; Tel.: Wabash 2-1648; Wesley Greene, pres.; Margery Weiss, secy. and sls. mgr.
 Service: Sound films for TV, short subjects.

INTERNATIONAL FILM FOUNDATION Inc.
 345 W. 46th St., New York 17; Tel.: Circle 6-9438.

INTERNATIONAL GEOGRAPHIC PICTURES
 1776 Broadway, New York 19; Tel.: Circle 6-4486; J. Allen Juller.

INTERNATIONAL NEWS SERVICE
 235 E. 45th St., New York; Tel.: Murray Hill 7-8800; Robert H. Reid.
 Services: In association with Telenevs Productions Inc., distributes daily news film service, weekly news review, weekly sports, reel, International News Facsimile TV wire circuit sending both spot news and photos, Super-Projector projector.

Atlanta—101 Glenn Bldg.; Tel.: Walnut 4244; John R. Henry.
Boston—5 Winthrop Sq.; Tel.: Liberty 2-5090; Herbert Caryl.
Chicago—415 Hearst Bldg.; Tel.: Andover 3-1234; Gene Roguski.
Dallas—1217 Texas Bank Bldg.; Tel.: Riverside 4421; Ray Baumgardner.
San Francisco—304 Howard St.; Tel.: Sutter 1-2487; John D. Hanley.
Washington—602 Times-Herald Bldg.; Tel.: National 8-1733. William K. Hutchinson.

INTERNATIONAL 16mm Corp.
 165 W. 46th St., New York 36; Tel.: Plaza 7-2265; Patrick E. Shanahan, pres.
 Service: Rent films, short subjects, classical music, played by symphonic orchestras.

INTERNATIONAL RADIO & TELEVISION FEATURES
 322 E. 55th St., New York; Tel.: Plaza 5-5781; Jack Lloyd.

INTERSTATE TELEVISION Corp.
 4376 Sunset Blvd., Hollywood 27; Tel.: NO. 2-9181; G. Ralph Branton, pres.
 Services: Package shows, western and feature pictures.

JAMIESON TV PRODUCTIONS
 3825 Bryan St., Dallas 4; Tel.: Tenison 8158; Hugh V. Jamieson Sr., partner.
 Services: Distributor of own show.

KAGRAN Corp.
 4 W. 58th St., New York 19; Tel.: Murray Hill 8-0885; Martin Stone, pres.
 Services: Distributor of films.

KLING STUDIOS Inc.
 601 N. Fairbanks Ct., Chicago 11; Tel.: Delaware 7-0400; Fred Niles, vice pres. in chg. of motion picture division.
 Services: TV film production, distribution.
 Hollywood—6650 Sunset Blvd.; Tel.: 2-1147; Lee Evlens, vice pres.
 New York—40 E. 51st St.; Tel.: Plaza 9-4770; Seymour Thompson Assoc.
 Detroit—1928 Guardian Bldg.; Tel.: Woodward 1-2500; Stan Jack.

KNOWLEDGE BUILDERS
 625 Madison Ave., New York 22; Tel.: Eldora 5-2848; John R. McCrory, dir.

HERBERT S. LAUFMAN & CO.
 646 N. Michigan Ave., Chicago 11; Tel.: Whitehall 4-2370; Herbert S. Laufman, pres.
 Services: Distributes film.

SOL LESSER PRODUCTIONS
 411 N. La Clara Ave., Los Angeles.

LEWIS & CLARK Inc.
 1020 N. Rush St., Chicago 11; Tel.: Whitehall 3-1412; Herschell Gordon Lewis, pres.
 Services: Distributes film.

LEWIS & MARTIN FILMS Inc.
218 S. Wabash Ave., Chicago 4; Tel.: Webster 9-6434; H. G. Lewis, vice pres.
Services: Package TV shows, commercials, scripts.

LIBRA FILM PRODUCERS-DISTRIBUTORS
6525 Sunset Blvd., HAC Building, Hollywood 28; Tel.: Hollywood 3-1161; Charles M. McCoy, vice pres.
Services: Distributor of films.

LIBRARY FILMS Inc.
25 W. 45th St., New York 36; Tel.: Plaza 7-3450; Paul N. Robins, pres.; Joan Raphael, mgr., Customers Service dept.
Services: Distributes films.

LION TELEVISION PICTURES Corp.
1501 Broadway, New York 36; Tel.: Pennsylvania 6-1780; E. W. Hammons.
Service: Distributor of film.

M

MAJOR TELEVISION PRODUCTIONS Inc.
1270 Ave. of the Americas, New York 20; Tel.: Plaza 7-6990; Irving Lesser, pres.
Culic City, Calif., 9336 W. Washington Blvd.; Tel.: Texas 0-2931.
Services: Distributors of motion pictures and films.

MALLARD TELEVISION Inc.
120 Wall St., New York 5; Tel.: Digby 4-3182.
Service: Supply TV stations with rented TV films.

MARATHON TV NEWSREEL Inc.
125 E. 50th St., New York 22; Tel.: Murray Hill 8-0985; Konstantin Kaiser, exec. dir. & pres.
Services: Distributors of short subjects, stock footage library.

MARCH OF TIME TELEVISION
(Division of Time Inc.)
369 Lexington Ave., New York 17; Tel.: Judson 6-1212; Charles Murphy, dir. of TV.

MAYFAIR PICTURES Inc.
725 Seventh Ave., New York 19; Tel.: Circle 8-4353; Leo Seligman, pres.
Service: Distribution of motion picture films.

MASTER MOTION PICTURE CO.
48 Piedmont St., Boston 16; Tel.: Hancock 6-3592; Maurice Master, pres. and treas.
Service: Television commercials and distributor of television programs.

MCA TV Ltd.
598 Madison Ave., New York; Tel.: Plaza 9-7500; David Sutton, vice pres.; Kirk Torney, eastern sls. mgr.
Services: Distributor of films.

Beverly Hills—9370 Santa Monica; Tel.: Crestview 6-2001; Bob Greenberg, western sls. mgr.
Chicago—430 N. Michigan; Tel.: Delaware 7-1100; Raoul Kent, midwest sls. mgr.

San Francisco—105 Montgomery St.; Tel.: Exchange 2-9222; Maury Baker, mgr.
Cleveland—Union Commerce Bldg.; Tel.: Cherry 1-6010; De Arv Barton, mgr.

Dallas—2102 N. Akard St.; Tel.: Prospect 7536; Pat Dunavan, mgr.
Detroit—1612 Book Tower; Tel.: Woodward 2-2604; Verle Bogue, mgr.

Atlanta—611 Henry Brady Bldg.; Henry Curth, mgr.
Boston—45 Newbury St.; Tel.: Copley 7-5830; Dave Abbott.

McCONKEY ARTISTS
Roosevelt Hotel, Hollywood, Calif.; Tel.: Hollywood 3-7141; Howard Grasman, pres.
Service: Distributor of films.

Chicago 2-Congress Hotel; Tel.: Harrison 7-9660; Dick Shelton, pres.
Cleveland—Hippodrome Bldg.; Tel.: Cherry 1-4778; Cliff Myers, mgr.

Kansas City 6—12th & Walnut St. Bldg.; Tel.: Victor 3346; Paul Davis, mgr.
New York 19—1790 Broadway; Tel.: Columbus 8-7720; Loyd LaBrie, mgr.

Tampa—Thomas Jefferson Hotel; Tel.: 3-3680X; Bob Florio, mgr.
THE RALPH McFEELY CO.
Hartman Theater Bldg.; Columbus 15, Ohio; Tel.: Adams 4116; Ralph S. McFeely.
Services: Distributors of film.

ALEXANDER McQUEEN AND ASSOCIATES
5222 N. Lakewood Ave., Chicago 40, Ill.; Tel.: Ravenswood 8-9010; Alexander McQueen, own.
Service: Distributors of films.

CHARLES MICHELSON Inc.
15 W. 47th St., New York 36; Tel.: Plaza 7-0695; Charles Michelson, pres.
Service: Distributors of films.

Hollywood 28—6533 Hollywood Blvd.; Tel.: Hollywood 9-4560; Bob Reichenbach, mgr.
London, England—3 Abbey Rd., N. W.; Tel.: Cunningham 1161; W. S. Barrell, mgr.

GLENN E. MILLER & ASSOC. Inc.
1585 Crossroads of the World, Hollywood 28; Tel.: Hollywood 4-7586; Glenn E. Miller, pres.

MODE-ART PICTURES Inc.
1022 Forbes St., Pittsburgh 19; Tel.: Express 1-1846; James L. Baker, pres.
Services: Distributors of films.

MODERN TALKING PICTURE SERVICE Inc.
45 Rockefeller Plaza, New York 20; Tel.: Judson 6-3830; J. R. Ritenour, gen. mgr.
Service: Distributors feature, spot TV films.

Chicago 11—140 E. Ontario St.; Tel.: Delaware 7-3572; Peter Markovich, mgr.
Los Angeles 17—Store No. 152, Tishman Bldg., 3450 Wilshire Blvd.; Tel.: Madison 9-2121, & Dunkirk 4-2511; J. J. Lipsky.

New York 19—48 W. 48th St., Room 300; Tel.: Circle 6-0292; A. D. Leslie.
MOGULL'S FILM CO.
112-114 West 48th St., New York 19; Tel.: Plaza 7-1414; Charles Mogull, pres.
Service: Rights of copyrighted features and shorts.

MORTON TELEVISION PRODUCTIONS Inc.
64 E. Lake St., Chicago 1; Tel.: Central 6-4144; Morton Jacobson, pres.
Services: Distributor of own shows.

MOTION PICTURES FOR TELEVISION Inc.
655 Madison Ave., New York 21; Tel.: Templeton 8-2000; Sy Weintraub, vice pres.
Service: Distribution of filmed programs.

Boston—216 Tremont St.; Tel.: Hancock 6-0897; Frederick W. Yardley, mgr.
Chicago—530 N. Wabash Ave.; Tel.: Whitehall 3-0788; John J. Cole, mgr.

Dallas—3905 Travis St.; Tel.: Logan 2628; A. K. Rowswell Jr., mgr.
Los Angeles—46 Sunset Blvd.; Tel.: Crestview 1-6101; David L. Wolper, mgr.
Detroit—2211 Woodward Ave.; Tel.: Woodward 1-2560; Arthur A. Kalman.

N

NBC TV FILM DIVISION
30 Rockefeller Plaza, New York 20; Tel.: Circle 7-8300; Robert W. Sarnoff, vice pres. in chg.
Services: Film distributor.

New York 20—Eastern Division, 30 Rockefeller Plaza; Tel.: Circle 7-8300; Leonard Warager, sls. mgr.
Chicago 54—Central Division, Merchandise Mart; Tel.: Superior 7-8300; H. W. Keever, sls. mgr.

Hollywood 28—Western Division, Sunset & Vine; Tel.: Hollywood 9-6161; Clifford Ogden, sls. mgr.
NATIONWIDE TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Irving Shapiro, pres.

Service: Distributors of motion pictures.
NEFF PRODUCTIONS
783 Hareourt Rd., Grosse Pointe, Mich.; Mort Neff, own.

Service: Outdoor and wildlife film packages.
TED NEMETH STUDIOS
729 7th Ave., New York 19; Tel.: Circle 5-5147; Ted Nemeth, prod.

Services: Distributors of musical shorts and films.
NETHERLANDS INFORMATION SERVICE
10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-6216; Jerome L. Heldring, dir.
Service: Distributor of films.

O

OFFICIAL FILMS Inc.
25 W. 45th St., New York 36; Tel.: Plaza 7-0100; Harold Hackett, pres.
Services: Distributor of films.

OLIO VIDEO TELEVISION PRODUCTIONS Inc.
106 West End Ave., New York 23; Tel.: Susquehanna 7-4521; Harvey Cort, pres.
Services: Distributors of features and westerns and of own films.

OUTLOOK PRODUCTIONS Inc.
25 Broad St., New York 4; Tel.: Hanover 2-5688; Carl W. Hinkle, pres.
Services: Distribute TV films.

P

PACKAGED PROGRAMS Inc.
634 Penn Ave., Pittsburgh 22; Tel.: Grant 1-4756; M. E. Fierst, gen. mgr.
Services: Distributors of film.

PARAMOUNT TELEVISION PRODUCTIONS Inc.
1501 Broadway, New York 36; Tel.: Bryant 9-8700; Paul Raiburn, pres.

Services: Distribution of film.
Hollywood 38—5451 Marathon St.; Tel.: Hollywood 9-3181; Klaus Landsberg, vice pres.

JACK PARKER PRODUCTIONS
Box 1006, Beverly Hills, Calif.; Tel.: Chapman 5-4087; Jack Parker, vice pres.
Services: Distributor of films, produces scripts.

Hollywood 28—Box 702; Tel.: Chapman 5-4087; Jack Parker, mgr.
Los Angeles 5—2610 W. 8th St.; Tel.: Dunkirk 8-3639; H. D. Tawney, mgr.

PEERLESS TELEVISION PRODUCTIONS Inc.
1041 N. Formosa Ave., Hollywood 46; Tel.: Granite 5111; Maurie Gresham, gen. sls. mgr.
PICTORIAL FILMS Inc.
1501 Broadway, New York 36; Tel.: Pennsylvania 6-3756; J. Milton Salzburg, pres.

Service: Distributor of films.
POLARIS PICTURES Inc.
5859 W. 3rd St., Los Angeles 36; Tel.: York 8058; Juan C. Hutchinson, pres.

Winchester, Va.—227 W. Boscawen St.; Tel.: 7140; Hugh Peters, mgr.
POST PICTURES Corp.
115 W. 45th St., New York 36; Tel.: Judson 2-4870; Alan I. Post, TV sls. mgr.

Services: Distributors of features and short subjects.
GEORGE LOGAN PRICE Inc.
20823 Pacific Coast Hwy., Malibu, Calif.; Tel.: Globe 6-2135; G. L. Price, pres.

Service: Distributor of films.
PRINCESS PICTURES Inc.
11 W. 42d St., New York 36; Tel.: Longacre 5-1535; Eurt Balaban, pres.

Service: Distributes film.
PRODUCERS REPRESENTATIVES
1270 Ave. of the Americas, New York 20; Tel.: Plaza 7-6990; Irving M. Lesser.

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Post Pictures Corp.
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New York, N. Y.

PSI-TV
(Subsidiary of Prockter Television Enterprises Inc.) 221 W. 57th St., New York 19; Tel.: Judson 6-6800; Andrew Jaeger, vice pres. for sales.
Services: Produces, distributes live and film shows for TV.
Chicago—360 N. Michigan Ave.; Tel.: Central 6-0653; Al Morey, Midwest sls. mgr.
Beverly Hills, Calif.—139 S. Beverly Dr.; Tel.: Crestview 4-5204; Berne Tabakin, West Coast rep.
London W 1—57 Green St.; Tel.: Mayfair 3985; John Nasht, European rep.

R

REGAL TELEVISION PICTURES Corp.
151 W. 46th St., New York 36; Tel.: Judson 2-1887; Moe Kernan, pres.
Services: Sales and distribution to television stations.

REGAL TELEVISION FEATURES
64 E. Lake St., Chicago 1; Tel.: State 2-0460; Capico Kapps, pres.
Services: Distributors and representatives.

REYNOLDS PRODUCTIONS
321 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Chestview 1-6155; Stuart Reynolds, pres.
Services: Distributor of TV film programs.

MARION RIDDICK PRODUCTIONS
815 Stuart St., Houston 6; Tel.: Linden 9653; Wm. M. Riddick, own.
Service: Film programs, shorts, serials for children.

HAL ROACH STUDIOS Inc.
8822 Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2761; Hal E. Roach, pres.
Service: Film producers of spots, shows and industrial films.
New York 19—729 Seventh Ave.; Tel.: Circle 5-4135; Herbert R. Gelbspan, eastern representative.

ROBBINS BROS.
67 W. 44th St., New York 36; Tel.: Murray Hill 7-2033; Fred Robbins, pres.
Services: Distributors of films.

ROCKHILL PRODUCTIONS Inc.
18 E. 50th St., New York 22; Tel.: Plaza 9-7979.

S

SACK TELEVISION ENTERPRISES
358 W. 44th St., New York; Tel.: Judson 6-2258; Julius Sack, sls. mgr.
Services: Distribution of films.
Dallas—Film Exchange Bldg.; Tel.: Sterling 3069.

SARRA Inc.
16 E. Ontario St., Chicago; Tel.: Whitehall 4-5154; Joe Betzer, film planning dir.
New York 22—200 E. 58th St.; Tel.: Murray Hill 8-0085; Jack Henderson

WALTER SCHWIMMER PRODUCTIONS Inc.
75 E. Wacker Dr., Chicago 1; Tel.: Franklin 2-4392; Walter Schwimmer, pres.
Services: Distributor and packager of film.
New York 17—16 E. 41st St.; Tel.: Lexington 2-1791; Jack Arden, mgr.

SCREENCRAFT PICTURES Inc.
341 W. 44th St., New York 36; Tel.: Circle 6-8546; Peter M. Piech, TV sls. mgr.

SCREEN GEMS Inc.
233 W. 49th St., New York 19; Tel.: Circle 5-5044; Ralph Cohn, vice pres.
Services: Distributors of musical films.
Hollywood—1334 N. Beachwood; Tel.: Hudson 2-3111; Irving Starr, prod.

SIMMEL-MESERVEY TELEVISION PRODUCTIONS Inc.
854 S. Robertson Blvd., Los Angeles 35; Tel.: Crestview 4-6156; Louis C. Simmel, pres.
Service: Production and distribution of films.

SNADER RELEASES Inc.
177 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-4451; Louis D. Snader, pres.
Service: Distributes film.

SNADER PRODUCTIONS (ALSO SNADER TELESCRIPTIONS)
177 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-4451; Louis D. Snader, pres.
Services: Distribution of all types motion picture film.

SOUNDAC PRODUCTIONS Inc.
704 Elmwood Ave., Buffalo 22; Tel.: Summer 6262; Robert D. Buchanan, pres.
Services: Produce and distribute film commercials.

SOVEREIGN PRODUCTIONS
7324 Santa Monica Blvd., Hollywood; Tel.: Hollywood 9-3974; Stuart Reynolds, pres.
Services: Distribute films.

SPECIALTY TELEVISION FILMS Inc.
1501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill, pres.
Services: Distribute feature films.
Hollywood—5745 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom J. Corradine & Assoc.

SQUARE DEAL PICTURES Corp.
Pines Bridge Rd., Ossining, N. Y.; Tel.: Ossining 2-2617; Donn Marvin, vice pres.
Services: Distribution of own pictures.

STANDARD TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Irvin Shapiro, pres.
Services: Distributor of films for TV.

STATION DISTRIBUTORS Inc.
101 W. 55th St., New York 19; Tel.: Columbus 5-1352; Walter Stuart, pres.
Service: National, regional and local syndication of individual films and package film series.
Beverly Hills, Calif.—321 S. Beverly Drive; Stuart Reynolds, associate.

STATION FILMS Inc.
30 Rockefeller Plaza, New York 20; Tel.: Circle 7-1279; Robert H. Salk, pres.
Services: Film buying service for TV stations.

STERLING TELEVISION CO. Inc.
313 W. 57th St., New York 19; Tel.: Judson 6-3750; Saul J. Turell, pres.
Services: Distributes TV film.
Hollywood 28—6715 Hollywood Blvd.; Tel.: Hollywood 4-6111; Lee Orgel, mgr.

BILL STURM STUDIOS Inc.
734 Broadway, New York 3; Tel.: Oregon 7-7270; Albert D. Hecht, gen. and sls. mgr.
Services: Distribute film.

SYNDICATED FILMS
1022 Forbes St., Pittsburgh 19, Pa.; Tel.: Express 1-1355; J. John Kemmer, mgr.
Services: Sales and distribution of TV shows.

T

THE TEEVEE CO.
211 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-1076; Marc Frederic, gen. mgr.
Services: Distribute own shows.
New York—445 Park Ave.; Tel.: Plaza 9-8000; Saul Reiss, mgr.

TELECAST FILMS Inc.
112 W. 48th St., New York 36; Tel.: Judson 6-5480; Gordon W. Hedwig, pres.
Services: Distribution of films.

TELECOMICS Inc.
247 Park Ave., New York 17; Tel.: Eldorado 5-2544; Stephen Slesinger.

TELENEWS PRODUCTIONS Inc.
630 Ninth Ave., New York 36; Tel.: Judson 6-2450; Charles N. Burris, gen. mgr.
Services: Distributes film.

TELE-PICTURES Inc.
145 N. Robertson Blvd., Beverly Hills, Calif.; Tel.: Crestview 5-4535; Robert L. Lippert Sr., pres.; Robert L. Lippert Jr., vice pres.
Services: Distributes own films.
New York—1650 Broadway; Tel.: Circle 6-3590; Joseph Smith, vice pres. & gen. sls. mgr.
San Francisco—1069 Market St.; Tel.: Market 1-8834; John Leo, mgr.
Cincinnati—1632 Central Pkway; Tel.: Garfield 4172; Harris Dudelson, mgr.

TELESCENE FILM PRODUCTIONS CO. Inc.
237 First Ave., New York 3; Tel.: Algonquin 4-8470; Robert D. Tobias, prod.
Services: Distributes films.

TELEVISION EXPLOITATION Inc.
1450 Broadway, New York; Tel.: Wisconsin 7-2055; Milton Gettinger.

TELEVISION FILMS OF AMERICA
Box 1006, Beverly Hills, Calif.; Tel.: Chapman 5-4087; Jack Parker, exec. prod.
Services: Distributors of films.
Chicago 11—710 Lake Shore Dr.; A. F. Parker Jr., mgr.

Hollywood 28—Box 2222; Tel.: Hollywood 5-5509; Ross Van Nibroc, mgr.
Los Angeles 5—2610 W. 8th St.; Tel.: Dunkirk 8-3630; Howard D. Tawney, mgr.
San Francisco 8—540 Stockton St.; Tel.: Sutter 1-6780; Kaye Hyde, mgr.

TELEVISION INTERNATIONAL CO.
25 W. 45th St., New York 39; Tel.: Plaza 7-3450; Paul N. Robins, gen. mgr.
Services: Distributors of film.

TELEVISION SCREEN PRODUCTIONS Inc.
17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., pres.
Services: Distribution of films.

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2; Tel.: Kingsley 6-4140; W. Wallace Orr, prod.
Services: Distributors of film.

"TEXAS RASSLIN" SPORTATORIUM
Cadiz and Industrial Blvd., Dallas; Tel.: Sterling 2173; Ed McLemore, pres.; Maurice Beck, exec. sls.
Services: Distribution of wrestling films.

TRANSFILM Inc.
35 W. 45th St., New York 36; Tel.: Judson 2-1400; William Miesegaes, pres.; Walter Lowendahl, exec. vice pres.
Services: Distributors of film.
Amsterdam, Holland—Duivendrechtsekade; Tel.: 83-87; Joop Geesink.
Scranton, Pa.—645 N. Webster Ave.; Malcolm H. Oettinger.
Santa Fe, N. M.—Box 1174; Robert Wistrand.
Little Compton, R. I.—Sherer Sales Co. Inc.; Osborn Sherer.

TV FILMS Inc.
155 W. 46th St., New York 36; Tel.: Judson 2-3607; Robert V. Pollock, pres.
Services: Distributors of film.

TV UNLIMITED Inc.
341 Madison Ave., New York 17; Tel.: Murray Hill 3-3881; Herbert Rosen, pres.
Services: Distributors of films.

TWENTIETH CENTURY-FOX TELEVISION PRODUCTIONS Inc.
444 W. 56th St., New York; Tel.: Columbus 5-3320; Lem Jones, TV dir.
Services: TV film distribution, library footage.

U

UNITED ARTISTS CORP.
1041 N. Formosa, Hollywood 38; Arthur Krem, pres.

UNITED ARTISTS TELEVISION Corp.
729 Seventh Ave., New York 19; Tel.: Circle 5-6000; John H. Mitchell, dir. of TV.
Service: Distribution of programs for TV.
Chicago—1301 S. Wabash Ave.; Tel.: Harrison 7-6310; Pat O'Brian, Midwest branch mgr.
Cleveland 14—1745 E. 23rd St.; Tel.: Prospect 1-2985; William Ellis, salesman.
Dallas 1—2020 Jackson St.; Tel.: Riverside 1363.

UNITED PRESS MOVIE TONE NEWS
220 E. 42d St., New York 17; Tel.: Murray Hill 2-0400; W. C. Payette, mgr.
Services: Motion picture news coverage prepared jointly by 20th Century-Fox and United Press.
Los Angeles 15, Calif.—Daily News Bldg., 1257 So. Los Angeles St.; Tel.: Richmond 6565; Joseph M. Quinn, bus. rep.
San Francisco 3, Calif.—Room 600, Daily News Bldg., 814 Mission St.; Tel.: Yukon 6-6100; F. J. Green, bus. rep.

Denver 2, Colo.—650 15th St., Suite 500; Tel.: Alpine 1428; Samuel H. Pew, bus. rep.
Atlanta 3, Ga.—526 Western Union Bldg.; Tel.: Walnut 5577; Stanley Whitaker, div. mgr.
Chicago 6, Ill.—Daily News Bldg.; Tel.: Randolph 6-4172; S. Edmund Steeves, div. mgr.
Boston 2, Mass.—United Press Bldg., 262 Washington St.; Tel.: Capitol 7-4000; Bert Masterson, div. mgr.
Minneapolis 15, Minn.—Star and Tribune Bldg.; Tel.: Lincoln 7547; Edward L. Brant, bus. rep.
Kansas City 6, Mo.—220 West 11th St.; Tel.: Grand 2070; Samuel D. Hales, bus. rep.

Albany 7, N. Y.—48-50 State St., Room 604-610; Albany 5-7311; Robert T. Sheeran, bus. rep.
Portland 7, Oreg.—Journal Plaza; Tel.: Beacon 7997; Henry E. Minard, bus. rep.
Pittsburgh 22, Pa.—307 House Bldg., 4 Smithfield St.; Tel.: Court 1-4033; Gerald J. Rock, div. mgr.
Dallas 2, Tex.—318 Norman Bldg., Ross and Lamar sts.; Tel.: Riverside 4085; Fred A. McCabe, jr., div. mgr.

Salt Lake City 1, Utah—411 Tribune Bldg.; Tel.: Salt Lake City 5-3502; Murray M. Moler, bu. mgr.
Seattle 9, Wash.—100 Fourth Avenue, North; Tel. Main 2505; David F. Belnap, bus. rep.
Montreal, Quebec—231 St. James St., West; Tel.: Plateau 9947; Philip R. Curran, genl. mgr.
Mexico City, Mexico, D. F.—El Universal Bldg., Avenida Bucareli 8; Tel. 358237; Robert Prescott, mgr. for Mexico.
Paris (IX), France—2 Rue des Italiens; Tel.: Taitbout 6855; Jean de Gandt, mgr. for France.
London E. C. 4, England—30 Bouverie St.; Tel.: Central 2282; George H. Pipal, genl. European bus. mgr.

UNITED PRODUCTIONS OF AMERICA
4440 Lakeside Dr., Burbank, Calif.; Tel.: Charles-ton 0-7171; Stephen Bosustow, pres.
Services: Producers of animated commercial advertising spots and animated TV program pictures.
New York 19—670 Fifth Ave.; Tel.: Plaza 3-1672; Charles D. McCormick, studio mgr.

UNITED TELEFILM CO.
106 W. 39th St., New York 18; Tel.: Longacre 5-3137; Jesse L. Stern, own.
Services: Distribute feature films and shorts.
Washington 1, D. C.—1001 N. J. Ave., N. W.; Tel.: Republic 7-0776; B. Mills, mgr.

UNITED TELEVISION PROGRAMS Inc.
360 N. Michigan Ave., Chicago 1; Tel.: Central 6-0041; Milton Blink, exec. vice pres.
Services: Distribution of television films.
Hollywood—650 N. Bronson; Tel.: Hollywood 5-2195; Jerry King, pres.
New York City—444 Madison Ave.; Tel.: Plaza 3-4620; Ben Frye, vice pres. for sls.

UNITED WORLD FILMS Inc.
1445 Park Ave., New York; Tel.: Plaza 9-8000; Norman E. Gluck, vice pres.
Service: Production of spot commercials, rent film shows.
Chicago—605 W. Washington Blvd.; Tel.: State 2-3940; Mr. Manfrelli.
Los Angeles—7356 Melrose Ave.; Tel.: Webster 8-6125; Frank Harrington, mgr.
Atlanta—287 Techwood Dr., N. W.; Tel.: Cypress 6201; L. Berch, Mgr.
Dallas—2227 Bryan St.; Tel.: Sterling 4277; Alan Roberts.

Miami, Fla.—1311 NE Bayshore Dr.; Tel.: 3-2464, Al Myles
Portland, Ore.—5023 NE Sandy Blvd.; Tel.: Garfield 9732; L. J. McGinley.

UNITY TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Arche A. Mayers, pres.; Sydney A. Mayers, vice pres.; Len Firestone, nat'l. sls. mgr.; Constance Lazar, western div. mgr.
Services: Distributors of motion pictures for television.

JACK LA RUF
 OSA MASNEN
 JEAN PARKER
 BARTON MCCLANE
 CHARLES BICKFORD
 GAIL PATRICK
 CHARLES WINNIE
 SIDNEY BLACKMER
 J. CARROL NAISH
 DORIS DOWLING
 PAUL KELLY
 WILLIAM GARGAN
 MILLARY BROOKE
 JEROME COWAN
 KENT TAYLOR
 MARY BETH HUGHES
 BUSTER CRABBE
 VIRGINIA FIELD
 VICTOR JORY
 LON CHANEY, JR.
 VIRGINIA GREY
 ARLEEN WHELAN
 PHYLLIS BROOKS
 ERIC PORTMAN
 BELA LUGOSI



LYNN BARI
 BORIS KARLOFF
 WILLIAM EYTHE
 BURGESS MEREDITH
 CESAR ROMERO
 ROBERT CUMMINGS
 JEFF CHANDLER
 RANDOLPH SCOTT
 ALAN LADD
 PATRICIA ROC
 RALPH RICHARDSON
 MICHAEL WILDING
 RICHARD BURTON
 MARGARET LOCKWOOD
 ROBERT YOUNG
 MARILYN MONROE
 STEWART GRANGER
 JAMES MASON
 ANN SHERIDAN
 RAY MILLAND
 PAULETTE GODDARD
 JOHN WAYNE
 VIVIEN LEIGH
 GARY COOPER



HOLLYWOOD STARS HERE...NOW...TODAY...

in TV's Greatest Film Programs!

the "plus 80"

20 Charlie Chan Mysteries

THE MAJOR SERIES NEW TO TV STARRING
 RAY MILLAND, ARLENE WHELAN, CESAR ROMERO,
 ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE THE ACTION . . . THE DRAMA OF
 THE GREAT AMERICAN SCENE . . . STARRING GARY
 COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

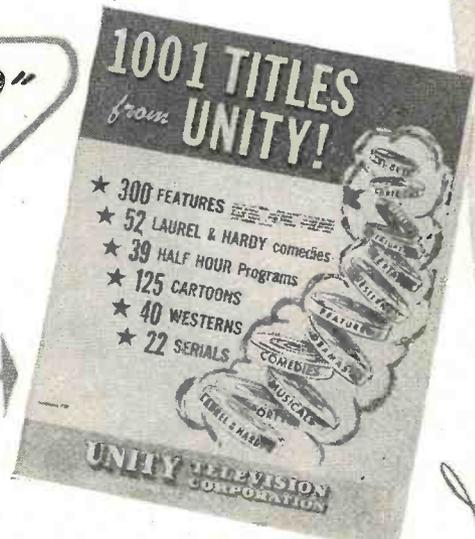
MASTERPIECES RANGING FROM DUMAS TO OSCAR
 WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA
 AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN
 LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING
 PERSONALITIES AS MARILYN MONROE,
 JEFF CHANDLER AND JAMES MASON.

"plus 80"

plus 1001
 TITLES



UNITY TELEVISION CORPORATION

1501 BROADWAY, NEW YORK 36, N. Y. • LOngrave 4-8234

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 GENE TIERNEY
 CARY GRANT
 MARLENE DIETRICH
 ALAN LADD
 LINDA DARNELL
 VICTOR MATURE
 IDA LUPINO
 STEWART GRANGER
 JOAN BENNETT
 DICK POWELL
 JEAN SIMMONS
 FREDERIC MARCH
 LILLI PALMER
 ROBERT DONAT
 MERLE OBERON
 MICHAEL WILDING
 CONSTANCE BENNETT
 BRIAN AHERNE
 JOAN BLONDELL
 BURGESS MEREDITH
 BETTY GRABLE
 DENNIS O'KEEFE
 VIRGINIA BRUCE
 VALERIE HOBSON
 PATRICIA ROC
 RICHARD GREENE



SIR CEDRIC HARDWICKE
 BETTY FIELD
 EDW. G. ROBINSON
 BRIAN DONLEVY
 MICHAEL RENNIE
 SABU ROLAND YOUNG
 VICTOR MCGLAGLEN
 BRUCE CABOT
 LEO CARRILLO
 EDMUND GWENIN
 ADOLPHE MENJOU
 GEORGE BRENT
 BILLIE BURKE
 STAN LAUREL
 OLIVER HARDY
 MARGOT GRAMAME
 WALTER BRENNAN
 PAUL LUKAS
 WILLIAM SOVD
 CHARLEY CHASE
 WILLIAM BENDIX
 JOE E. BROWN

ZIV's NEW SHOW IS
TV DYNAMITE!

FROM
THE

SECRET FILE

STARRING HOLLYWOOD'S BRILLIANT ACTOR

RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!

1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

"I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**

EACH HALF-HOUR A TRUE-LIFE ADVENTURE!

YOUR OPPORTUNITY

TO HAVE THE MOST
TIMELY AND IMPORTANT
TV PROGRAM IN
YOUR CITY!



ES OF A
COUNTERSPY
FOR THE

F.B.I.!

**TREASON ON
OUR DOOR STEP . . .
THIS MAN SLAMMED
THE DOOR!**

Not just a script writer's fantasy—but the authentic story of the
Commies' attempt to overthrow our government! You'll thrill to
the actual on-the-scene photography . . . the factual from-the-
records dialogue.

Taken from the secret files of a counterspy for the FBI. Authen-
tic sets and scripts personally supervised by Herbert Philbrick,
the man who, for 9 agonizing years lived in constant danger
as a supposed Communist who reported daily to the FBI!

**NEVER BEFORE HAS SUCH A DRAMATIC
DOCUMENT APPEARED ON TV!**

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

VITER PRODUCTION SERVICE
 3 E. 57th St., New York 22; Tel.: Plaza 3-4840.

VOGUE-WRIGHT STUDIOS
 469 E. Ohio St., Chicago 11; Tel.: Mohawk 4-5600;
 George T. Becker, vice pres.

Services: Distributors of films.

Hollywood 46—1041 N. Formosa; Tel.: Hollywood
 7-5111; Charles W. Sheely, mgr.

New York—225 Fourth Ave.; Tel.: Algonquin
 4-3400; Robert Shea, vice pres. & mgr.

ZIV TELEVISION PROGRAMS INC.
 488 Madison Ave., New York; Tel.: Murray Hill
 8-4700; John L. Sinn, pres.

Service: Sales and distribution of films.

Cincinnati—1529 Madison Rd.; Tel.: Plaza 1323;
 Frederic W. Ziv, chmn. of the board.

Hollywood—5255 Clinton St.; Tel.: Hempstead
 5121; Maurice Unger, West Coast mgr.

VITAPIX Corp.
 509 Madison Ave., New York 22; Tel.: Plaza
 8-3013; Robert Wormhoudt, exec. vice pres.

JACK WAGNER & ASSOC.
 48 N. White Rd., San Jose 27, Calif.; Tel.: Clay-
 burn 8-2317.

Services: Distributors of features, shorts and
 serials.

LOUIS WEISS & CO.
 655 N. Fairfax Ave., Los Angeles 36; Tel.: Web-
 ster 8-5287; Adrian Weiss, exec. in charge of
 sales.

Services: Distributors of films.

Oklahoma City—2301 Classen Blvd.; W. G. Max-
 well.

New Orleans—815 Poydras St.; Tel.: RA. 9143;
 F. D. Didier.

Memphis—686 Shrine Bldg.; Tel.: 8-4870; N.
 Bernstein.

Baltimore—242 Rodgers Forge Rd.; Tel.: Valley
 5-0469; Harry Wright.

Atlanta—71 Walton St., N. W.; Tel.: Alwood
 7589; O. D. Karter, T. E. Hoynes.

Chicago—2326 S. Michigan Ave.; Tel.: Victory
 2-5454; Mrs. Ben Barry.

Cleveland—1515 Euclid Ave.; Tel.: Superior
 2-5454; Robert F. Blair.

Sao Francisco—821 Market St.; Tel.: Exbrook
 2-5203; Jim Diamond, Sally Elkins.

Nashville—416 A. Broad St.; Tel.: 5-7480; Robert
 B. Davis.

Portland, Ore.—1220 SW. Stark St.; Clayton S.
 Sheldon.

Seattle—103 Chamber of Commerce; Tel.: Mutual
 3855; Frank Anderson, Noel Schram.

Spokane—Peyton Bldg.; Tel.: Riverside 4298;
 W. J. Abrams, Verne Fisher.

Detroit—6432 Cass Ave.; Tel.: Trinity 1-4600;
 John E. Kenealy.

New York—330 W. 42d St.; Tel.: Oxford 5-1670;
 Martin Ross.

ZAHLER PRODUCTIONS Inc.
 418 S. Robertson Blvd.; Los Angeles 48; Tel.:
 Crestview 5-4373; Gordon R. Zahler, pres.

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(For Film Distributors see Listing, page 344)

A

ACADEMY FILMS
 P. O. Box 3088, Hollywood 38; Tel.: Hollywood
 5-3219; James A. Larsen, pres.

Services: TV film production, processing, rent
 educational shorts.

ACADEMY FILM PRODUCTIONS INC.
 123 W. Chestnut St., Chicago 10; Tel.: Michigan
 2-0128; Bernard Howard, pres. & prod. dir.

Services: TV program production, package TV
 programs, scripts, talent, TV film production,
 processing, syndication.

JOHN ADASKIN PRODUCTIONS
 314-15 67 Yonge St., Toronto, Ontario, Canada;
 Tel.: Empire 4-9296; John Adaskin.

Services: TV program production, packaging, TV
 film syndication.

AFFILIATED ARTISTS REPRESENTATIVES
 20 E. 53d St., New York 22; Tel.: Plaza 3-1862;
 Lee Wallace, partner.

Services: TV program production, package TV
 programs, talent, TV film production.

Hollywood—8776 Sunset Blvd.; Tel.: Crestview
 4-4652; Louis Artigue.

AFFILIATED PROGRAM SERVICE INC.
 535 5th Ave., New York 17; Tel.: Murray Hill
 7-1881; Paul F. Adler, pres.

Services: Package TV programs, syndicate film.

TED ALLAN STUDIOS
 6230 Yucca, Hollywood 28; Tel.: Hollywood 3-3973;
 Ted Allan, owner-gen. mgr.

Services: TV program production, rent facilities
 and equipment, outside producers.

ALTON ALEXANDER PRODUCTIONS
 825 W. 187th St., New York 33; Tel.: Lorraine
 8-3100; Lottie Ritter, mgr.

Services: TV scripts, package programs, produc-
 tion, TV film production.

ALEXANDER FILM CO.
 Alexander Film Bldg., Colorado Springs 1; Tel.:
 Melrose 3-1771; J. Don Alexander, pres.; Earl
 D. Austin, TV dir.

Services: TV film production.

Chicago 11—435 N. Michigan Ave.; Tel.: Michigan
 2-5536; C. C. Alexander.

Dallas 1—308 S. Harwood; Tel.: Riverside 4558;
 J. A. McInaney.

New York 36—500 5th Ave.; Tel.: Pennsylvania
 6-3028; Les E. Wyson.

San Francisco 2—125 Hyde St.; Tel.: Graystone
 4-2213; Lyle A. Bramson.

Hollywood 46—8484 Harold Way; Tel.: Hollywood
 9-7936; C. J. Dexter.

M & A ALEXANDER PRODUCTIONS
 6040 Sunset Blvd., Hollywood 28; Tel.: Hollywood
 4-3414; Arthur Alexander, pres.

Services: TV program production, TV film pro-
 duction, syndicate film.

ALL-SCOPE PICTURES INC.
 7525 Beverly Blvd., Hollywood 36; Tel.: Wyoming
 1128; Gordon S. Mitchell, pres.

Services: TV program production, packaging.

AMERICAN FILM PRODUCERS
 1600 Broadway, New York 19; Tel.: Plaza 7-5915;
 Robert Gross, exec. prod.

Services: TV film production.

AMERICAN & FOREIGN PRODUCTIONS INC.
 1270 Ave. of Americas, New York 20; Tel.:
 Columbus 5-5885; Leonard Key, pres.

Services: TV program production, packaging, TV
 film production, syndication.

AMERICAN JEWISH BROADCASTING CO.
 150 Broadway, New York 38; Tel.: Worth 2-3322;
 Herman Younglieb, mgr.

Services: Jewish programs.

**AMERICAN NATIONAL VIDEO PRODUCTIONS
 INC.**
 17 N. Wabash Ave., Chicago 2; Tel.: Financial
 6-2255; Thomas J. O'Brien Jr., pres.

Services: TV program production, scripts, pack-
 age TV programs.

CLYDE ANDERSON MOTION PICTURES
 334 "A" St., Salt Lake City 3; Tel.: 3-5337; L.
 Clyde Anderson, own.-mgr.

Services: TV film production, film processing
 talent, scripts.

**TOBY ANGUISH MOTION PICTURE
 PRODUCTIONS**
 8470 Melrose Ave., Hollywood 46; Tel.: Webster
 3-8301; Toby Anguish, own. and mgr.

Services: TV program production, scripts, pack-
 age TV programs, talent, TV film production,
 film processing, syndicate film.

ANIMATED ARTS
 4001 Nichols Ave., S. W. Washington 20, D. C. ;
 Tel.: Johnson 2-9424; C. Wes Doly, prod.

Services: TV slides and films, live and animated.

ANIMATION SERVICE CO.
 (also see Victor Kayfetz Productions Inc.)
 130 E. 56th St., New York 22; Tel.: Murray Hill
 8-1707; Victor Kayfetz.

Services: Animation and titles for others pro-
 ducing TV spots and film.

APEX FILM Corp.
 1040 N. Las Palmas Ave.; Hollywood 38; Tel.:
 Hollywood 3-5106; Jack Chertok, pres.

Services: Film productions and animated films.

ARIZONA RECORDING PRODUCTIONS
 (See Peerless Television Productions Inc.)
 834 N. 7th Ave., Phoenix; Tel.: 2-2016; Raymond
 A. Boley, own.-mgr.

Services: TV program production, scripts, talent.

J. ARMSTRONG & CO.
 19 E. 44th St., New York 17; Tel.: Murray Hill
 7-0669; Joseph Armstrong, own.

Services: Produces syndicated commercials.

ARROW PRODUCTIONS INC.
 (See Peerless Television Productions Inc.)
 132 W. 43d St., New York 36; Tel.: Longacre
 3-4180; Arthur Sachson, vice pres., gen. sls. mgr.

Services: TV film production, syndication.

Hollywood 46—7324 Santa Monica Blvd.; Tel.:
 Hollywood 4-3118; Leon Fromkess, pres.

ARTISTS RECORDING STUDIOS
 15 W. 10th St., Kansas City 6; Tel.: Harrison
 6109; Bill L. Godden, own.

Services: TV sound production.

ASIA TELEVISION SERVICE
 6087 Sunset Blvd., Hollywood 28; Tel.: Holly-
 wood 2-6511; Douglas F. Jenkins, bus. mgr.

Services: TV news and news feature service
 from Asia, TV program production, packaging,
 TV film production, syndication.

Tokyo, Japan—105 I Chome, Okusawa Setagaya-ku;
 Larry Tighe, Tokyo branch mgr.

ASSOCIATED ANIMATORS PRODUCTIONS
 9128 Sunset Blvd., Hollywood 46; Tel.: Crest-
 view 1-2141; Roy Mack & Lou Levine, partners.

Services: Production of animated cartoon TV
 and industrial films.

ASSOCIATED BROADCASTING CO.
 1139 Bay St., Toronto, Ontario, Canada; Tel.:
 Princess 1111; Gordon Allen, dir. Broadcast and
 TV Div.

Services: Timebuying commercials.

ASSOCIATED ENTERPRISES
 735 N. Vine St., Hollywood 38; Tel.: Hollywood
 4-0249; R. B. Struble, pres.

Services: TV program production, package TV
 talent, TV film production, syndicate film.

THE ASSOCIATED PRESS
 50 Rockefeller Plaza, New York 20; Tel.: Plaza
 7-1111; Frank J. Starzel, gen. mgr.

Services: World-wide news service delivered by
 24-hour teletype circuit, 100 branch offices
 located throughout the U. S. and abroad.

ASSOCIATED PROGRAM SERVICE
 (Div. of Muzak Corp.)
 237 W. 54th St., New York 19; Tel.: Plaza 7-7700;
 Edward Hochhauser Jr., vice pres. and gen.
 mgr.

Services: Syndicate film.

ATLAS FILM CORP.
 1111 South Blvd., Oak Park, Ill.; Tel.: Austin
 7-8620; L. P. Mominie, vice pres. and gen. mgr.

Services: TV program production, scripts, TV
 film production, film processing.

Chicago 1—228 N. LaSalle St.; Tel.: Andover
 3-5672; Norman C. Lindquist, vice pres. and
 TV dir.

ATLAS TELEVISION CORP.
 15 W. 44th St., New York 36; Tel.: Murray Hill
 7-5535; Henry Brown, pres.

Services: TV program production, package TV
 programs, TV film production, syndicate film.

AUDIO-MASTER CORP.
 341 Madison Ave., New York 17; Tel.: Murray
 Hill 3-3881; Herbert Rosen, pres.

Services: TV film production, syndication, TV
 program production, packaging, mood and
 bridge music for dubbing.

AUDIO PICTURES LTD.
 310 Lakeshore Rd., Toronto 14, Ontario, Canada;
 Tel.: Clifford 1-5211; Murray Briskin, asst. to
 pres.

Services: TV film production, processing.

AUDIO PRODUCTIONS INC.
 630 9th Ave., New York 36; Tel.: Columbus 5-6771;
 Frank K. Speidell.

AUDIO-VISUAL ENGINEERING CO.
 218 E. Huron St., Chicago 11; Tel.: Mohawk
 4-4435; Alfred M. Zemlo.

Services: TV program production, scripts, pack-
 aging, TV film production, film processing,
 syndicate film.

A-V TAPE LIBRARIES INC.
 730 5th Ave., New York 19; Tel.: Plaza 7-3091;
 Joseph F. Hards, vice pres.

AVEC PRODUCTIONS
 218 E. Huron St., Chicago 11; Tel.: Mohawk
 4-4435; William J. Dee, prod. dir.

Services: TV film production, film processing,
 syndicate film, TV production, scripts, pack-
 aging.

B

TOM BAILEY PRODUCTIONS INC.
 722 N. 4th Ave., Tucson; Tel.: 2-1907; Tom
 Bailey, pres.-exec. prod.; William Freytag, vice
 pres.

Services: TV film production.

**THOMAS J. BARBRE MOTION PICTURE
 PRODUCTIONS**
 1215 E. Virginia Ave., Denver 9; Tel.: Race 4605;
 Thomas J. Barbre, pres.

Services: TV film production, syndication, TV
 program production, packaging.

BARRINGTON FILMS Inc.
 Care Hal Roach Studios, Culver City, Calif.

BARRY, ENRIGHT & FRIENDLY INC.
 667 Madison Ave., New York 21; Tel.: Templeton
 2-8600; Jack Barry, pres.

Services: TV program production, package TV
 programs, TV film production, talent.

BASCH RADIO & TELEVISION PRODUCTIONS
 17 E. 45th St., New York 17; Tel.: Murray Hill
 2-5877; Charles J. Basch Jr., partner.

Services: TV program production, scripts, pack-
 age TV programs, TV film production, syndi-
 cate film.

BEACON TELEVISION FEATURES INC.
 420 Boylston St., Boston 16; Tel.: Commonwealth
 6-6881; J. Leonard Sanderson, pres.

Services: TV program production, package TV
 programs, TV film production, syndicate film,
 consultants.

**IRENE BEASLEY RADIO PRODUCTION
 SERVICE**
 501 Madison Ave., New York 22; Tel.: Plaza
 3-8940; Irene Beasley, own.

Services: TV program production, package TV
 programs.

V. S. BECKER PRODUCTIONS
 562 5th Ave., New York 36; Tel.: Judson 2-1040;
 Viola S. Becker and Thomas W. Bieder.

Services: TV program production, scripts, pack-
 age TV programs, talent, TV film production,
 syndication.

BENGAL PICTURES
 3102 Quincy St., N. E., Albuquerque, N. M.; Tel.:
 2-2333; Phil E. Cantonwine, prod.

Services: TV film production, TV program pack-
 aging, talent.

Los Angeles—1140 Crenshaw Blvd.; Tel.: Web-
 ster 7126; Ira Dowd.

GEORGE E. BENTEL AGENCY
 5617 Hollywood Blvd., Hollywood 28; Tel.: Gran-
 ite 8608; Carl Coolidge, dir.

Services: Package TV scripts.

TV PROGRAMS

JULIAN BERCOVICI

42 W. 10th St., New York 14; Tel.: Watkins 9-3774; Julian Bercovici.
Services: TV program production, package TV programs.

BERMAN & BETTENBENDER

410 S. Michigan Ave., Chicago 5; Tel.: Wabash 2-7488; Bernard S. Berman, partner.
Services: TV program production, scripts, package TV programs, talent TV film production, syndicate film.

GUY BIDDICK

1151 S. Broadway, Los Angeles 15; Tel.: Richmond 6184; Guy Biddick, own.
Services: TV film production.

FRITZ BLOCKI PRODUCTIONS

152 N. Cursen Ave., Hollywood 46; Tel.: Hudson 2-8971; Fritz Blocki.
Services: TV program production, package TV programs.

FORD BOND RADIO PRODUCTIONS INC.

810 RCA Bldg., New York 20; Tel.: Circle 7-2236; Ford Bond, pres.

Services: TV scripts, production, package programs and development, advisory service.

BORIES CO.

608 5th Ave., New York; Robert A. Bories, gen. mgr.
Services: TV production, scripts, talent for food merchandising.

BOYD ENTERPRISES

Box 1844, Fort Worth; Harvey Boyd, own.
Services: TV package programs, production (programs and commercials), scripts, talent.

WILLIAM BOYD PRODUCTIONS INC.

8901 Wilshire Blvd., Beverly Hills; Tel.: Crestview 4-5248; Robert Stabler, vice pres.
Services: Program production, packaging.
New York—NBC Film Syndication, 30 Rockefeller Plaza.

BRISCOE & GOLDSMITH INC.

522 5th Ave., New York 18; Tel.: Murray Hill 2-5244; Johnson Briscoe & George Goldsmith.
Services: Agent for TV talent.

BRITISH INFORMATION SERVICE

30 Rockefeller Plaza, New York 20; Tel.: Circle 6-5100; Lester Schoenfeld, distribution mgr.
Services: Film rental and sales, scripts, talent.

BROADCAST PRODUCTIONS INC.

350 Madison, Detroit 26; Tel.: Woodward 5-0909; Lois Michels, pres.
Services: TV scripts, package programs, production, talent.

BROADCASTING & FILM COMMISSION OF NATIONAL COUNCIL OF CHURCHES OF CHRIST IN USA

220 5th Ave., New York 1; Tel.: Oregon 9-2963; Ronald Bridges, exec. dir.
Services: TV religious film and live program production, serving 25 Protestant denominations.

WILLIAM F. BROIDY PRODUCTIONS INC.

5545 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-8844, 2-7421; William F. Broidy, pres.
Services: TV program production, scripts, package TV programs, TV film production, processing, syndicate film.

HOWARD G. BROWN PRODUCTIONS

3325 Santa Monica Blvd., Hollywood 38; Tel.: Hollywood 2-3223, H. G. Brown, own.
Services: TV film production.

BUCKEYE MOTION PICTURE PRODUCERS INC.

P. O. Box 58, Garland, Texas; Tel.: 3-9235; Charles H. Edwards, pres.
Services: TV package programs, production, scripts, talent, TV film production processing, syndication.

Dallas—2008A Jackson; Tel.: Randolph 5973; C. H. Edwards, prod. dir.

AL BUFFINGTON PRODUCTIONS

8711 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-8367; Al Buffington, pres.
Services: TV program production, scripts, package TV programs, TV film production.

BYRON INC.

1226 Wisconsin Ave., Washington 7, D. C.; Tel.: Dupont 7-1800; Byron Roudabush, pres.
Services: TV program production, package TV programs, TV film production, film processing (16 mm work), handle TV scripts.

BYRON PRODUCTIONS CO.

8 E. 52d St., New York 22; Tel.: Plaza 3-6930; Edward A. Byron, pres.
Services: Package TV programs.

C

C & G FILM EFFECTS

1600 Broadway, New York 19; Tel.: Plaza 7-2098; Hugo Casolaro, partner; Milton M. Gottlieb, partners.

Services: Titles, animation, photography, slide films, optical effects, 16mm and 35mm film.

S. W. CALDWELL LTD.

150 Simcoe St., Toronto, Ontario, Canada; Tel.: Empire 6-9451; Spence W. Caldwell, pres.

Services: TV program production, scripts, package TV programs, TV film production.

Toronto—80 Richmond St. W.; Tel.: Empire 6-9451; G. N. Mackenzie, vice pres. in chg. of sls.

Toronto—447 Jarvis St.; Tel.: Empire 6-9451; prod. division.

CAMPBELL-CAHILL STUDIO

75 E. Wacker Dr., Chicago 1; Tel.: Franklin 2-4649; Jerry Campbell.
Services: Television commercials.

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14 E. 53 St., New York 22; Tel.: Plaza 3-3280; Nat Campus, exec. prod.
Services: TV program production, scripts.

CANYON FILMS

834 N. 7th Ave., Phoenix; Tel.: Alpine 8-5292; Ray Boley, prod. dir.; Robert Allen, photography dir.
Services: TV program production, scripts, TV film production, processing.

CAPITAL FILM SERVICE

224 Abbott Rd., East Lansing, Mich.; Tel.: Edge-wood 2-3455; J. R. Hunter, pres.
Services: TV program production, scripts, package TV programs, talent, TV film production, film processing.

CAPITOL RECORDS DISTRIBUTING CORP.

(Studio Recording Services; Sales Div. & Broadcast Sales Div.)
5515 Melrose Ave., Hollywood 38; Tel.: Hollywood 3-7114; Walter S. Heebner, vice pres. and gen. mgr.
Services: Theme and mood music for TV film producers, studio recording, film production.

PHILLIPS CARLIN

RKO Bldg., 1270 6th Ave., New York 20; Tel.: Jud-son 6-5534; Phil Carlin, own.
Services: Consultant and representative for out-of-town advertising agencies.

CASCADE PICTURES OF CALIFORNIA INC.

8822 Washington Blvd., Culver City, Calif.; Tel.: Vermont 8-2185; Bernard J. Carr, pres.
Services: TV program production, scripts, package TV programs, TV film production, film processing, film syndication, talent.

CAVALIER PRODUCTIONS

Box 215, 600 Franklin St., Garden City, N. Y.; Tel.: Garden City 7-7110; Dr. Joseph L. Levit, pres.
Services: Talent, TV film production.
New York 19—1166 Avenue of the Americas; Tel.: Circle 7-8466; Phillip St. Clair, tech. dir.

CENTAUR PRODUCTIONS

125 E. Linden Ave., Burbank, Calif.; Tel.: Rock-wood 9-2194; Wah Chang, Norval Crutcher, Gene Warren, partners.
Services: TV film production.

HU CHAIN ASSOC.

40 E. 40th St., New York 16; Tel.: Murray Hill 5-7220; Hubert W. Chain, own.
Services: TV program production, scripts, TV film production.

BRUCE CHAPMAN CO.

55 W. 42d St., New York 36; Tel.: Wisconsin 7-9244; Bruce Chapman, pres.
Services: TV program production, package TV programs, TV film production.
Paris 2—30 Rue Gramont; Tel.: Richelieu 8004; Dan Morley, mgr.
London W. 1—22 Davies St.; Tel.: Mayfair 1037; Frank Evers, mgr.
Berlin-Schöneberg, Germany—9-10 am Park; Tel.: 71-64-69; Rolfe Brede, mgr.

LEW CHATHAM ASSOC.

Chatham Bldg., Claremore, Okla.; Tel.: 1122; L. A. Chatham, gen. mgr.
Services: TV program production, scripts, talent, TV film production.

JACK CHERTOK PRODUCTIONS INC.

1040 N. Las Palmas Ave. (General Service Studios), Hollywood 38; Tel.: Hollywood 3-5106; Jack Chertok, own.
Services: Film production, animated films, TV spot commercials.

CHICAGO FILM STUDIOS

56 E. Superior St., Chicago 11; Tel.: Whitehall 4-6971; A. G. Dunlap, pres.
Services: TV film production, processing.

CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.

220 E. 42 St., New York 17; Tel.: Murray Hill 2-1234; Mollie Slott, pres.
Services: Newspaper features adaptable to telecasting.

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471 Park Ave., New York 22; Tel.: Plaza 9-6239.
Services: TV program production, package TV programs, talent.

FRANK CHRISTL & ASSOC.

521 N. LaCienega Blvd., Los Angeles 48; Tel.: Crestview 1-6452; Frank Christl, own.
Services: TV program production, package TV programs, TV film production, scripts, talent.

CINEMA (CANADA) PICTURES LTD.

36 Dundas St. East, Toronto 2, Ont.; Tel.: Em-pire 6-9573; Edward C. Buddy, gen. mgr.
Services: TV film production.

CINEQUE COLORFILM LABS INC.

424 E. 89th St., New York 28; Tel.: Sacramento 2-5837; Sam Marcus, pres.
Services: TV film production, processing.

CINESCOPE FILMS

42-45 160th St., Flushing 58, N. Y.; Tel.: Flushing 8-1935; George L. George, pres.
Services: TV film production.

CINE-TELE PRODUCTIONS

6325 Santa Monica Blvd., Hollywood 38; Tel.: Hollywood 5-3376; Harry Lehman, pres.
Services: TV program production, TV film production, film processing.

CINETEX PRODUCTIONS OF SAN ANTONIO, TEXAS

2007 S. Presa St., San Antonio 10; Tel.: Kenwood 1692; Frank E. Sherry Jr., own.
Services: TV film production, program production, scripts.

BOB CLAMPETT ENTERPRISES

704 N. Bronson, Hollywood 38; Tel.: Hollywood 7-0522; D. J. Noe, gen. mgr.
Services: TV program production, package TV programs, talent.

CLOSED-CIRCUIT TELEVISION CO.

40 E. 49th St., New York 17; Tel.: Plaza 1-0750; Harold Azine, pres.
Services: TV program production, scripts, pack-aging.

CLYDE DE MEXICO S.A.

Quebrada 83, Acapulco, Guerrero, Mexico; Tel.: 1441; W. P. Clyde Jr., gerente; Max P. Palicos, subgerente.
Services: Latin American representation U. S. firms; production, adaptation and distribution of TV film.

GEORGE W. COLBURN LAB. INC.

164 N. Wacker Dr., Chicago 6; Tel.: State 2-7316; John E. Colburn, exec. vice pres.
Services: TV film production, film processing, TV program production.

TED COLLINS CORP.

Room 318, 500 5th Ave., New York 36; Tel.: Chick-ering 4-5036; Ted Collins, mgr.
Services: Production, talent.

COLONIAL FILMS

1989 S. George Mason Dr., Arlington 4, Va.; Tel.: Jackson 6-8021; Harold L. Lassiter, own.
Services: Motion picture production.

COLSON & CO. INC.

1122 Jackson, Dallas; Tel.: Sterling 3878; Harrison D. Colson, pres.
Services: TV program production, package TV programs, talent, TV film production.
Dallas—3846 Meredith.

COLUMBIA ARTISTS MANAGEMENT INC.

113 W. 57th St., New York 19; Tel.: Circle 7-6900; Humphrey Dulens, TV dir.
Services: Talent booker.
Chicago—406 Wrigley Bldg., 400 N. Michigan Ave.; Tel.: Delaware 7-6626; Herbert Fox, vice pres.
Los Angeles 13—714 Auditorium Bldg., 427 W. 5th St.; Tel.: Madison 6-2327; Cleone Pottinger, head, TV Dept.

COMMODORE PRODUCTIONS & ARTISTS INC.

971 N. LaCienega Blvd., Hollywood 46; Tel.: Crestview 4-2135; Walter White Jr., pres. and exec. producer; Bill Heath, associate producer.
Services: TV program production, package TV programs, TV film production, syndication.

COMMONWEALTH FILM & TELEVISION INC.

723 7th Ave., New York 19; Tel.: Circle 5-6456; Mort Sackett, pres.
Services: TV program production, package TV programs, TV film production, syndicate film.

FRANK COOPER ASSOC.

521 5th Ave., New York 17; Tel.: Vanderbilt 6-5661; Sy Fischer, mgr.
Services: TV program production, packaging, talent, TV film production.
Hollywood—6277 Selma Ave.; Tel.: Hollywood 4-7258; Frank Cooper, own.

CORNELL FILM CO.

1501 Broadway, New York 36; Tel.: Wisconsin 7-6651; Milton Salzburg, pres.
Services: TV film production, syndication.

CORONET INSTRUCTIONAL FILMS

65 E. South Water St., Chicago 1; Tel.: Dearborn 2-7676; Ellsworth C. Dent, dir.
Services: Prints of educational films.

LOUIS G. COWAN INC.

575 Madison Ave., New York 22; Tel.: Plaza 9-3700; Louis G. Cowan, pres.
Services: TV program production, package TV programs, TV program consultants.
Chicago 3—8 S. Michigan Ave.; Tel.: Randolph 6-2022; John Lewellen, vice pres.

CRAWFORD PICTURES INC.

6764 Lexington Ave., Los Angeles 38; Tel.: Holly-wood 3-6856; Robert Crawford, own.
Services: TV film production.

BING CROSBY ENTERPRISES INC.

9028 Sunset Blvd., Los Angeles 46; Tel.: Crest-view 1-1171; E. M. Crosby, Pres.; Basil F. Grillo, vice pres.

Services: TV program production, package TV programs, TV film production, syndicate film.
New York City—600 5th Ave., Tel.: Plaza 7-2277; E. M. Crosby, pres.; Basil F. Grillo, vice pres.

CROSLY BROADCASTING CORP.

140 W. 9th St., Cincinnati 2; Tel.: Cherry 1822; R. E. Dunville, pres.

Services: TV program production, scripts, pack-aging, talent, TV film production, processing, syndication.
New York 20—630 5th Ave.; Tel.: Circle 6-1616; Bernard Musnik, mgr.

Chicago 1—360 N. Michigan Ave.; Tel.: State 2-6693; Harry Albrecht, mgr.
Dayton 9—4556 S. Dixie Hwy.; Tel.: Walnut 2101; Peter Lasker, sta. mgr.

Columbus 2—3165 Olenyuga River Rd.; Tel.: Jef-ferson 5441; James Leonard, sta. mgr.

Hollywood 28—6381 Hollywood Blvd.; Tel.: Holly-wood 9-5408; Tracy Moore, mkr.

Atlanta 3—15 Forsyth SW; Tel.: Cypress 6676; William F. Robinson.

CROWN PICTURES INTERNATIONAL

961 N. La Cienega Blvd., Hollywood 46; Tel.: Crestview 6-6139, Bradshaw 2-4391; Jack Covel, pres.

Services: Package TV programs, TV film produc-tion, syndicate film.

Miami, Fla.—953 NE 2d Ave.; Mr. Stevens.
New York—505 5th Ave.; Nat Gasman.
San Francisco 3—821 Market St.; Sam Elkins.

Atlanta, Ga.—101 Walton St., NW; Mr. Stevens.
Spokane—Care Adco; W. J. Abrams.
New Orleans—Stevens Pictures, 1307 Tulane Ave.
Dallas—21 S. Pearl Expressway, William B. Butz.

Portland 5, Ore.—1220 SW Stark St.; Clayton S. Sheldon
Birmingham—Stevens, 217 N. 22d St.
Seattle 4—J. Schram, 103 Chamber of Commerce.

SHAMUS CULHANE PRODUCTIONS INC.

207 E. 37th St., New York 16; Tel.: Murray Hill 2-8243; Shamus Culhane, pres.
Services: TV film production (industrial, train-ing, public relations, entertainment).

D

J. HUGH E. DAVIS CO.

1680 Vine St., Hollywood; Tel.: Hollywood 9-7193.

RONALD DAWSON ASSOC.

545 5th Ave., New York 17; Tel.: Murray Hill 7-6865; Ronald Dawson, own.
Services: Scripts, TV program production, pack-age TV programs.

GORDON M. DAY PRODUCTIONS

108 E. 30th St., New York 16; Tel.: Oregon 9-3599; Gordon M. Day.
Services: Handle TV scripts, TV film production.

KAIE DEEI TELEVISION TALENT

1697 Broadway, New York 19; Tel.: Columbus 5-3623; Kaie Deei, exec. dir.
Services: Scripts, package TV programs, talent.

DE FRENES CO.

1909 Buttonwood St., Philadelphia 30; Tel. Ritten-house 6-1686; Joseph De Frenes, pres.-gen. mgr.
Services: TV film production.

DEMBY PRODUCTIONS INC.

34 E. 51st St., New York 22; Tel.: Plaza 9-2495; Emanuel H. Demby, pres.
Services: TV program production, scripts, pack-age TV programs, TV film production, syndi-cate film.

BILL DEMING

162 W. 56th St., New York 19; Tel.: Circle 5-8997; Bill Deming, exec. prod.
Services: Film and TV consultant, scripts, TV program production, packaging, TV film production.

DENHAN PRODUCTIONS INC.

16560 Wyoming Ave., Detroit 21; Tel.: University 1-3422; William F. Deneen, pres.
Services: TV film production (commercials).
Royal Oak (Mich.)—1018 S. Wilson; Tel.: Lincoln 3-9492; Grace Garland.

DEPICO FILMS INC.

254 W. 54th St., New York 19; Tel.: Columbus 5-7620; John Hans, pres.
Services: Produce TV film.

LOUIS DE ROCHEMONT ASSOCIATES INC.

35 W. 45th St., New York 36; Tel.: Judson 2-1440; Louis de Rochemont.
Services: TV film production.

DESILU PRODUCTIONS INC.

Motion Picture Center, Hollywood; Desi Arnaž, Lucille Ball.
Services: TV film production.

LARRY DE SOTO & ASSOC.

177 S. Beverly Dr., Beverly Hills; Tel.: Crestview 5-4451; Larry De Soto, pres.
Services: TV program packaging, TV film production, syndication.

DOUGFAIR CORP.

666 N. Robertson Blvd., Los Angeles 46; Tel.: Crestview 1-8107; H. Alexander MacDonald, pres.
Services: TV film production.

DOUGLAS PRODUCTIONS

1425 S. Racine, Chicago 8; Tel.: Haymarket 1-0409; Arthur R. Jones, planning mgr.; Douglas P. Raymond, prod. mgr.; F. C. Raymond, sls. mgr.
Services: TV program production, package pro-grams, scripts (all film).

D. P. M. PRODUCTIONS INC.

62 W. 45th St., New York 36; Tel.: Murray Hill 2-0040; Dorothy P. Maulsby.

SHERMAN H. DRYER PRODUCTIONS

667 Madison Ave., New York 21; Tel.: Templeton 8-7827; Sherman H. Dryer, pres.
Services: TV program production, package TV programs, TV film production.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20; Tel.: Colum-bus 5-7035; J. Knight, mgr.
Services: TV program production, scripts, pack-age TV programs, TV talent, TV film produc-tion, syndicate film.

JEAN DUBOIS CO.

2214 Dahlia St., Denver 7; Tel.: East 8122; Jean M. F. Dubois, own.-gen. mgr.
Services: TV film production.
Denver 2—927 21st St.; Tel.: Main 5401; L. E. Turner, mgr.

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9908 Santa Monica Blvd., Beverly Hills; Tel.: Crestview 1-7288; Don McNamara, exec. vice pres.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing, syndicate film.
New York 22-501 Madison Ave.; Tel.: Eldorado 5-1076; Carl Dudley, pres.

DUMONT TELEVISION NETWORK

515 Madison Ave., New York 22; Tel.: Murray Hill 8-2600; James L. Caddigan, prog.-prod. dir. Services: TV program production, scripts, package TV programs, talent, syndicate film.

CAL DUNN STUDIOS

104 S. Michigan Ave., Chicago 3; Tel.: State 2-0247; Cal Dunn, own.; Alan Lee, writer-dir. Services: Production of cartoon film commercials, motion pictures.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24; Tel.: Trafalgar 3-6221, 3-1823; Henry Morley, pres.; Nathan Zucker, treas. and board chmn.

Services: Program production (commercial, documentary, industrial, institutional), package TV programs, film production.
White Plains, N. Y.—155 Concord Ave.; Tel.: White Plains 6-9017.

E**RALPH EDWARDS PRODUCTIONS**

1655 N. Cherokee Ave., Hollywood 28; Tel.: Hollywood 3-8121; Ralph Edwards, pres.

Services: Packaged live and filmed TV shows.

ELECTRO-VOX RECORDING STUDIOS

5546 Melrose Ave., Hollywood 38; Tel.: Hollywood 5-2189. Bert E. Gottschalk, own. and mgr. Services: Spot announcements, Sound Check service.

PETER ELGAR PRODUCTIONS INC.

18 E. 53rd St., New York 22; Tel.: Murray Hill 8-5626; Peter F. Elgar, pres. Services: TV film production.

W. M. ELLSWORTH

159 E. Chicago Ave., Chicago; Tel.: Mohawk 4-7050; W. M. Ellsworth, own. Services: TV program production, packaging, talent.

ENCYCLOPAEDIA BRITANNICA FILMS INC.

(See Associated Program Service)
Wilmette, Ill. Services: Production of films for schools.

ENDORSEMENTS INC.

500 5th Ave., New York 36; Tel.: Chickering 4-7257; Jules Alberti, pres. Services: Secures endorsements by celebrities for manufacturers' products.

Hollywood 46-5472 Sunset Blvd.; Tel.: Crestview 6-1272; Bob Kaufmann, vice pres.
Washington 6-1624 I St., N. W.; Tel.: Sterling 3-9077; Edyth Galey, vice pres.

CHESTER ERSKINE PRODUCTIONS Inc.

Care RKO Pathe Studios, Culver City, Calif.
ESPAÑA MEXICO ARGENTINA (EMA), S. A. de C. V.

Calle de Barcelona No. 15, Mexico D. F. 6; Tel.: 10-48-60; 36-58-14; General Juan F. Azcarate, dir. Services: TV film production, syndication, TV program packaging.

Monterrey, N. L., Mex.—Edificio Chapa; Tel.: 29643; Ramón Pedroza Langarica, publicidad sigilo.

DAVID ETTELSON & ASSOC.

858 N. LaSalle St., Chicago 2; Tel.: Whitehall 4-5460; David Ettelson, partner. Services: TV scripts, TV program production, packaging, TV film production.

F**FADIMAN ASSOC. LTD.**

1501 Broadway, New York 18; Tel.: Lackawanna 4-3544; Edwin Fadiman, mgr. Services: TV package shows.

JERRY FAIRBANKS PRODUCTIONS INC.

6052 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-1101; Jerry Fairbanks, pres. Services: TV film production.
Chicago—520 N. Michigan Ave.; Tel.: Whitehall 4-0196; Fenton McHugh.

Atlanta—890 W. Peachtree; Tel.: Emerson 4561; R. Buch.

New Orleans—532 International Trade Mart; Tel.: Magnolia 1364; Joel Bluestone.

FAMILY THEATER INC.

7201 Sunset Blvd., Hollywood 46; Tel.: Hollywood 2-1317; James J. Ambrose, bus. mgr.; Rev. Patrick Peyton, C.S.C., exec. prod. Services: TV program production, TV film production.

Albany 3-432 Western Ave.; Tel.: Albany 24111; Rev. Joseph Quinn, C.S.C.

FAMOUS ARTISTS CORP.

9441 Wilshire Blvd., Beverly Hills; Tel.: Crestview 1-5222; Joe C. Donohue, head of radio-TV dept. Services: Scripts, package TV programs, TV talent.

New York 20-610 5th Ave.; Tel.: Circle 7-6200; Charles Abramson.

FANCHON & MARCO INC.

6838 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 3-3263; Marco Wolff, pres.; Jefferey Lazarus, radio-TV mgr.

Services: Live and film TV programs.

FEARLESS FAGAN PRODUCTIONS

Eagle-Lion Studios, 7324 Santa Monica Blvd., Hollywood; Frank Woods.

Services: TV film production.

FEATURE BUREAU

152 W. 42d St., New York 36; Tel.: Wisconsin 7-9715; Bert Nevins, managing editor.

Services: Scripts service for women commentators.

FEATURE PRODUCTIONS

1440 N. State Pkwy., Chicago 10; Tel.: Michigan 2-6015; Charles L. Acree, managing dir.

Services: TV program production, scripts, TV program packages, TV film production, syndication.

FEDERAL TELEFILMS CORP.

1041 N. Formosa Ave., Hollywood 46; Tel.: Hollywood 7-5111; Harry Joe Brown, Buster Collier.

Services: TV film production.

FEDERATED TELEVISION PRODUCTIONS

(See Hu Chain Assoc.)
40 E. 40th St., New York 16; Tel.: Murray Hill 5-7220; Hubert V. Chain, pres.

Services: TV program production scripts, TV film production.

PAUL J. FENNEL CO.

404 N. La Cienega Blvd., Los Angeles 48; Tel.: Crestview 6-0847; Paul J. Fennell, pres.

Services: TV film production (public relations, training, animated commercials), TV scripts.

New York 16-40 E. 40th St.; Tel. Lexington 2-2384.

HERMAN FIALKOFF AGENCY

1560 Broadway, New York 36; Tel.: Judson 2-4037-8-9; Herman Fialkoff, own.

Services: TV talent, TV film production, package TV programs.

Hollywood—5809 Troost Ave.; Harry A. Gourfain. Rio de Janeiro (Brazil)—Copacabana Hotel; Francisco De Souza.

FILM ASSOCIATES INC.

4600 S. Dixie Ave., Dayton 9; Tel.: Walnut 2164; Edward R. Lang, gen. mgr.; E. Raymond Arn, pres.

Services: TV program production, package TV programs, TV talent, TV film production, film processing.

FILM CITY PRODUCTIONS

Motion Picture Center, Hollywood; Andrew Hickox.

Services: TV film production.

FILM DEVICES INC.

13 E. 37th St., New York 16; Tel.: Murray Hill 9-4175; Leo R. Drafield, pres.

Services: Package TV programs, syndicate TV film.

FILM GRAPHICS INC.

245 W. 55th St., New York City, Tel.: Judson 6-1922; Lee Blair, pres.

Services: Animated material, live action TV commercials, educational film shorts, film productions.

FILM MAKERS INC.

322 E. 24th St., New York 10; Tel.: Murray Hill 6-5358; J. H. Lenauer, pres.

Services: TV film production, TV scripts.

FILM NETWORK INC.

853 7th Ave., New York 19; Tel.: Judson 2-3026; West Hooker, pres.; David A. Christianson, vice pres. and sls. dir.

Services: TV program production, package TV programs, TV talent, TV film production, syndicate film, scripts.

FILM STUDIOS OF CHICAGO

135 S. LaSalle St., Chicago 3; Tel.: Central 6-8147; H. A. Spanuth, managing dir.

Services: TV package programs, production, talent.

FILMACK CORP.

1327 S. Wabash Ave., Chicago 5; Tel.: Harrison 7-3395; Don Mack, TV sls. mgr.; Irving Mack, pres.

Services: TV film production, film processing, scripts.
New York—Filmack Corp., 630 9th Ave.; Tel.: Plaza 7-3809; Jack Saperstein, prod. mgr.

FILMASTERS

2 W. 46th St., New York 19; Tel.: Academy 2-9672; Raymond E. Gamble; Maurice N. Zouary, exec. vice pres.

Services: TV program production, packaging, TV film production.

FILMCRAFT PRODUCTIONS

(Also see L. Clyde Anderson Motion Pictures)
8451 Melrose Ave., Los Angeles 46; Tel.: Webster 3-9281; Isidore Lindenbaum, pres. and exec. prod.

Services: Package TV programs, TV film production.

FILMEFFECTS OF HOLLYWOOD

1153 N. Highland Ave., Hollywood 38; Tel.: Hollywood 9-5808; Charles S. Leeds, gen. mgr.

Services: 16mm or 35mm black and white and color specialized laboratory service; reduction optical dupe negatives, 35mm color prints from 16mm color originals by 3 methods; Ansco direct reversal, Eastman or Ansco color negatives, 3-color negatives, 16mm kodachrome optical printing master with special effects.

FILMFX PRODUCTIONS

10 E. 43d St., New York 17; Tel.: Murray Hill 7-8876; Henry Clay Gipson.

Services: Animated and film productions.

FILMS OF THE AMERICAS Inc.

104 S. Vermont Ave., Los Angeles 4; Tel.: Duncirk 8-3215; Leonard Shane, pres.

Service: Production of syndicated programs, tailor-made packages. Facilities in Mexico City.

FILMS FOR TELEVISION Inc.

Care Goldwyn Studios, Hollywood. **FILMS FOR TELEVISION INC. (FFTV)**

Harbor Ave., Marblehead, Mass.; Tel.: Marblehead 2020; Charles W. Phelan, pres.

Services: TV film production, syndication. **FILMWRIGHT PRODUCTIONS INC.**

3 E. 57th St., New York 22; Tel.: Eldorado 5-6038; Max Glandbard, pres.

Services: TV film production.

FRIEDA FISHBEN

11 W. 42d St., New York 36; Tel.: Longacre 5-1379; Frieda Fishben, own.

Services: TV scripts, TV program packaging. **FIVE STAR PRODUCTIONS INC.**

6530 Sunset Blvd., Hollywood 28; Tel.: Hollywood 3-4907; Harry W. McMahan, pres.

Services: TV commercials. **FLYING A PICTURES INC.**

6920 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-1425; Armand L. Schaefer and Louis Gray, exec. prods.

Services: TV film production. **FLYING A PRODUCTIONS INC.**

6920 Sunset Blvd., Hollywood 28; Tel.: Hollywood 9-1425; Armand L. Schaefer, pres.

Services: Scripts, package TV programs, TV film production, syndicate film.

GEORGE F. FOLEY INC.

625 Madison Ave., New York 22; Tel.: Plaza 1-1860; George F. Foley, pres.

Services: TV program production, package TV programs, scripts, TV talent, TV film production, syndicate film.

FORTUNE PRODUCTION DIVISION INC.

104 S. Vermont Ave., Los Angeles 4; Tel.: Duncirk 8-0501; Leonard Shane, pres.

Services: Produce syndicated TV commercials and shows, tailor-made TV commercials.

FRATNE RECORD DISTRIBUTORS

11829 Lindero, Detroit 6; Tel.: Townsend 7-3077; Dorothy S. Brown.

Services: TV scripts, package TV programs. **FOUNDATION FILMS AND FOUNDATION FILMS FOR TELEVISION CORP.**

Citizens Bank Bldg., Pasadena 1; Tel.: Sycamore 2-6476; Richard D. Pearsall, pres.

Services: Package TV programs, TV program production, scripts, syndicate film.

FRANKLIN TELEVISION PRODUCTIONS

1067 Melrose Ave., Hollywood; Tel.: Wyoming 1491; Homer O'Donnell; John J. Franklin, prod.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing, syndicate film.

Los Angeles—109 N. La Cienega Blvd. **FULTON RECORDING CO.**

80 W. 40th St., New York 18; Tel.: Lackawanna 4-7187; Irma Faught, Betty J. Keilus, co-mgrs.

Services: Sync tape recording for transfer to film. **ALLEN A. FUNT PRODUCTIONS**

100 Central Park South, New York 19; Tel.: Judson 6-5227; Allen A. Funt, pres.

Services: TV program production, package TV programs, TV film production, syndicate film.

G**G & W TELEVISION PRODUCTIONS INC.**

307 E. 44th St., New York 17; Tel.: Murray Hill 5-4258; Robert Whiteman, vice pres.

Services: TV program production, package TV programs, TV film production.

BLANCHE GAINES

(Writers' Representative)
350 W. 57th St., New York 19; Tel.: Plaza 7-0537.

GAINSBOROUGH ASSOC.

207 E. 30th St., New York 16; Tel.: Oregon 9-2720; Mitchell Jablons, pres.

Services: TV program production, package TV programs, talent, scripts, TV film productions.

Hollywood—7200 Santa Monica Blvd.; Tel.: Granite 6930; Charles B. Rogers.

GALE INC.

48 W. 48th St., New York 19; Tel.: Plaza 7-7100; Moe Gale, pres.

Services: TV talent, TV program production, scripts, packaging, TV film production.

WILLIAM J. GANZ CO.

40 E. 49th St., New York City; Tel.: Eldorado 5-1443; William J. Ganz, pres.

Services: TV film production. **AL GARRY PRODUCTIONS**

48 W. 48th St., New York 19; Tel.: Riverside 9-5055; Al Garry, own.

Services: TV package shows. **GBA PRODUCTIONS**

727 Meriden Rd., Waterbury 63, Conn.; Tel.: 3-5272; Joe Gallucci, pres.

Services: Package TV programs. **GENERAL ARTISTS CORP.**

RKO Bldg., New York 20; Tel.: Circle 7-7550; Thomas G. Rockwell, pres.

Services: Package TV programs, TV talent, TV film production, syndicate film.

Chicago—8 S. Michigan Ave.; Tel.: State 2-6288; Pat Lombard, vice pres.

Beverly Hills (Calif.)—9650 Santa Monica Blvd.; Tel.: Crestview 1-8101; Henry Miller, vice pres.

Chicago—1-Fidelity Union Life Bldg.; Tel.: Main 1197; Frank Hanshaw.

Dallas—511 Bryan; Tel.: Riverside 3665; Phil Brown.

Services: TV program production, TV film production, film processing.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 22; Tel.: Eldorado 5-3520; Howard G. Barnes, pres.

Services: TV program production, package TV programs, TV film production.

GENERAL PICTURES PRODUCTIONS INC.

621 6th Ave., Des Moines 9; Tel.: 3-4553; D. H. Bonine, in chg. of laboratory; William H. Schultz, in chg. of prod.

Services: TV program production, TV film production, film processing.

MITCHELL GERTZ AGENCY INC.

240 S. Beverly Dr., Beverly Hills; Tel.: Crestview 4-5491; Mitchell Gertz.

Services: TV program production, scripts, package TV programs, talent, TV film production.

JOHN E. GIBBS & CO. INC.

30 Rockefeller Plaza, New York 20; Tel.: Plaza 7-5959; John Gibbs, pres.

Services: TV package programs, production, talent, scripts.

G-L ENTERPRISES INC.

270 Park Ave., New York 17; Tel.: Plaza 5-9473; Marion Gering, pres.

NAT C. GOLDSTONE AGENCY

9121 Sunset Blvd., Los Angeles 46; Tel.: Crestview 7-1071; Milton Rosner and Jack Stewart.

Services: TV program production, scripts, package TV programs, talent, TV film production.

HARRY S. GOODMAN PRODUCTIONS

19 E. 53d St., New York 22; Tel.: Plaza 5-6131; Harry S. Goodman, pres.

Services: Scripts, TV program production, packaging, TV talent, TV film production, syndicate film.

GOODSON-TODMAN PRODUCTIONS

41 E. 57th St., New York 22; Tel.: Plaza 1-0600; W. S. Todman, Mark Goodson, partners.

Services: TV package programs, production.

MARTIN A. GOSCH PRODUCTIONS

307 E. 44th St., New York City; Tel.: Murray Hill 9-3800; Martin A. Gosch, pres.

Services: TV productions, programs.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36; Tel.: Judson 6-5577; Harry F. Landon, gen. mgr.

Services: Scoring films for TV dubbing, new sound tracks, audio facilities.

GRAY-O'RIELLY STUDIOS

480 Lexington Ave., New York 17; Tel.: Plaza 3-1531; James E. Gray, vice pres.

Services: TV program packaging, TV film production.

GREEN ASSOCIATES

520 N. Michigan Ave., Chicago 11; Tel.: Whitehall 4-0818; Lewis G. Green, mgr.

Services: TV program production, scripts, package TV programs, TV film production.

FRANK X. GREEN

501 Greenlawn Dr., Hyattsville, Md. Tel.: Juniper 5-1504.

Service: TV program production.

BEN GREENE FILM PRODUCTIONS

48 W. 48th St., New York 36; Tel.: Plaza 7-3858; Ben Greene, own.

Services: TV program production, scripts, package TV programs, talent, TV film production.

GROSS-KRASNE Inc.

(See United Television Programs Inc.)

650 N. Bronson Ave., Hollywood 4; Tel.: Hollywood 9-8321; Jack Gross, Phil Krasne.

AL GROSSMAN

1270 6th Ave., RKO Bldg., New York 20; Tel.: Circle 5-8422; Al Grossman, own.

Services: Package TV programs.

JOHN GUEDEL RADIO PRODUCTIONS

8321 Beverly Blvd., Los Angeles 48; Tel.: York 6291; John Guedel, Art Linkletter, partners.

Services: TV program production, package TV programs, talent, TV film production.

GUILD FILMS CO. INC.

510 Madison Ave., New York 22; Tel.: Murray Hill 8-5365; Reub Kaufman, pres.

Services: Sales, production and distribution of TV films and packages.

Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 9-5456; Will Lane, admin. asst.

Chicago 4—20 E. Jackson Blvd.; Tel.: Wabash 2-4146; Robert DeVinny, acct. exec.

Portland 12, Ore.—611 N. Tillamook St.; Tel.: Murdock 4255; Merriman Holtz, acct. exec.

Kansas City, Mo.—7609 San-Bar Terrace; Tel.: Armour 4310; Victor Peck, acct. exec.

H**HERMAN HACK PRODUCTIONS**

535 N. Laurel Ave., Los Angeles 48; Tel.: Walnut 2068; Herman Hack.

Services: TV program production, TV film production.

SYLVIA HAHLO THEATRICAL AGENCY

113 W. 57th St., New York 19; Tel.: Judson 6-2731; Sylvia Hahlo.

Services: TV talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS

4355 N. Paulina St., Chicago 13; Tel.: Graceland 2-6418; Wendell Hall, own.

Services: TV program production, package TV programs, scripts, TV talent.

MITCHELL J. HAMILBURG AGENCY

8776 Sunset Blvd., Hollywood 46; Tel.: Crestview 5-4171; Mitchell J. Hamilburg, own.

Services: TV program production, scripts, package TV programs, talent, TV film production.

LAURENCE HAMMOND PRODUCTIONS INC.

455 E. 51st St., New York 22; Tel.: Plaza 9-2210; Laurence Hammond.

Services: TV program production, scripts, package TV programs, TV film production.

PAUL HANCE PRODUCTIONS INC.

1776 Broadway, New York 19; Tel.: Circle 5-9140; Paul Hance Jr., pres.

Services: TV film production.

JAM HANDY ORGANIZATION

2821 E. Grand Blvd., Detroit 11; Tel.: Tr 5-2450; Vincent L. Herman, vice pres. in chg. of TV.

Services: TV program production.

New York 19—1031-33 G. M. Bldg.; Tel.: Judson 2-4060; William Uskali.

Chicago 1—230 N. Michigan Ave.; Tel.: State 2-6757; Harry C. Watts.

Dayton 2—310 Talbot Realty Bldg.; Tel.: Adams 6289; J. Grann.

Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 3-5809; Tom R. Curtis, mgr.

Pittsburgh 22—930 Penn Ave.; Tel.: Express 1840; M. Campbell.

HANKINSON STUDIO

15 W. 46th St., New York 36; Tel.: Judson 6-0133; Fred L. Hankinson, own.

Services: TV film productions.

MARK HANNA

654 Madison Ave., New York 21; Tel.: Templeton 8-8730; Mark Hanna, own.

Services: TV talent.

HARRIS & STEELE INC.

50 W. 67th St., New York 23; Tel.: Endicott 2-9555; Helen S. Harris, pres. and treas.

Services: Handle TV scripts and TV talent.

HARRISCOPE Inc.

355 N. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-4632; Burt I. Harris, pres.

BEN HARRISON PRODUCTIONS INC.

112 W. 89th St., New York 24; Tel.: Susquehanna 7-1657; Ben Harrison, pres.

Services: TV package programs and commercials (live and animated), TV production.

HARRIS-TUCHMAN PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 4-5133; Ralph G. Tuchman, dir.; Fran Harris, creative sls. dir.

Services: TV film production.

HARTLEY PRODUCTIONS INC.

20 W. 47th St., New York 36; Tel.: Judson 2-3960; Irving Hartley, pres.

Services: TV film production, TV program production, packaging.

HARVEY & HOWE PRODUCTIONS

500 5th Ave., New York 36; Tel.: Wisconsin 7-2000; W. S. Harvey, pres.

Services: TV program production, scripts, TV film production, package TV programs.

Chicago 11—919 N. Michigan Ave.; Tel.: Superior 7-4930; Eleanor Howe, vice pres.

SAM HAYES PRODUCTIONS

6000 Sunset Blvd., Hollywood 28; Tel.: Hollywood 3-1515; Sam Hayes, pres. and gen. mgr.

Services: TV program production, package TV programs, TV film production.

FCC RULES

(Continued from page 343)

a radio or television receiver; or

(8) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the television station on a previous program will be considered as an aid in answering the question correctly; or

(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information*.—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship**FOR ALL STATIONS . . .**

§226 (of Communications Act.)—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language*.—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

§3.634. *Assignment or transfer of control*—(a) *Voluntary*. Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of

control of a corporation holding a television station construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control) or FCC Form No. 316 (Short Form) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) *Pro forma*. Assignment or transfer application shall be filed on FCC Form 316 where:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests.

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an Executive, Administrator or other court appointed officer caused by death or legal disability, except that this form does not cover assignments (or transfers) from the Executor, Administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of less than a controlling interest in a partnership.

[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

(c) *Involuntary*. In the event of death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) Within thirty days after the occurrence of such death or legal disability, application on FCC Form No. 316 shall be filed for consent to involuntary transfer of control of such corporation to a person or entity qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30; Tel.: Grant 1-3696; George Heid, pres.
Services: TV program production, scripts, packaging, talent, TV film production, syndication.

WALTER HERZBRUN AGENCY
8820 Sunset Blvd., Los Angeles 46; Tel.: Crestview 6-4157; Walter Herzbrun, pres.
Services: TV talent, scripts.

PAUL HOEFLE PRODUCTIONS
7934 Santa Monica Blvd., Los Angeles 46; Tel.: Hollywood 9-2001; Paul L. Hoefler.
Services: Produces TV programs and commercials.

HOFFBERG PRODUCTIONS INC.
362 W. 44th St., New York 36; Tel.: Circle 6-9031; Jack H. Hoffberg, pres.
Services: TV program production, TV film production.

HOLLAND-WEGMAN PRODUCTIONS 6
233 North St., Buffalo 1; Tel.: Elmwood 4600; Edward J. Wegman, partner.
Services: TV program production, scripts, packaging, TV film production.

HOLLYWOOD, AMERICA PRODUCTIONS
9059 Sunset Blvd., Beverly Hills 48; Tel.: Crestview 4-6108; Mike Stokely.
Services: TV program production, scripts, packaging, TV talent, TV film production, syndication.

HOLLYWOOD FILM CO.
946 Seward St., Hollywood 38; Tel.: Hollywood 4-7191; Ben and Harry Teitelbaum, partners.
Services: Sale of TV editing supplies and equipment.

HOLLYWOOD 27-5446 Carlton Way; Tel.: Hollywood 9-5554.

HOLLYWOOD TELEVISION PRODUCTIONS
505 5th Ave., New York City; Tel.: Murray Hill 2-0326; Jack McGowan, pres.
Services: TV program production, scripts, packaging, TV programs, TV film production, film processing.

Jersey City-156 Dwight St.; Tel.: Henderson 4-3405; Michael McGowan.

HOLLYWOOD TELEVISION SERVICE INC.
4020 Carpenter St., North Hollywood; Tel.: Sunset 3-8807; Morton W. Scott, vice pres. and gen. mgr.
Services: Package TV programs, TV film production, film processing, syndicate film.

Branch Managers at Republic Pictures Corp. offices in 32 principal cities.

ROBIN HOOD PRODUCTIONS
Thousand Oaks, Calif.; Tel.: Thousand Oaks 2415; Desmond Slatery, exec. prod.
Services: TV program production, TV package programs.

HOOR GLASS PRODUCTIONS
810 N. Highland Ave., Hollywood 38; Tel.: Crestview 1-9111; George de Normand, vice pres.
Services: TV film production, TV program production.

HOUSE OF SELZNICK
1040 N. Las Palmas Ave., Hollywood 38; Tel.: Hollywood 7-3111; Leon D. Selznick, pres.
Services: Package TV programs, TV film production.

MARY HOWARD PRODUCTIONS
37 E. 49th St., New York 17; Tel.: Plaza 8-2910; Mary Howard, own.
Services: Recording.

HOWARD RADIO-TV PRODUCTIONS
(Same as Academy Film Productions Inc.)

SANDY HOWARD PRODUCTIONS
853 7th Ave., New York 1; Tel.: Judson 2-3026; Sandy Howard.

HOWCO PRODUCTIONS INC.
120 S. Poplar St., Box 1805, Charlotte, N. C.; Tel.: 5-6051; J. Francis White, pres.
Services: TV film production.

Hollywood 28-3020 Beachwood Dr.; Ron Ormond, prod.

HARRY O. HOYT PRODUCTIONS
2543 Kelson Ave., Los Angeles 64; Tel.: Brighton 0-4757; Harry O. Hoyt, pres.
Services: TV film production, (commercials).

San Francisco-276 Monadnock Bldg.; Tel.: Exbrook 2-0377; Dean Wright, mgr.

RICHARD W. HUBBELL & ASSOC.
441 E. 20th St., New York 10; Tel.: Oregon 7-6863; Richard Hubbell, chmn.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film, film exporter, consultant.

New York City-120 Broadway; Tel.: Barclay 7-7760; Gilbert Parker.

London-11a Montpelier St., S. W. 7; Tel.: Kensington 6250; Derick Williams.

HUGHES SOUND FILMS
1200 Grant St., Denver 3; Tel.: Spruce 0101; Lafayette M. Hughes Jr., own.
Services: TV program production, TV film production (live and animated commercials).

HULLINGER PRODUCTIONS
5200 Klinge St., N. W., Washington 16, D. C.; Tel.: Woodley 6-9487; Edwin Ware Hullinger, pres.
Services: TV program production, scripts, package TV programs, TV film production, (news-reel assignments.)

HURRELL PRODUCTIONS
333 N. Rodeo Dr., Beverly Hills; Tel.: Crestview 1-8593; George Hurrell, pres., Phyllis Hurrell.
Services: TV film production.

HYPERION FILMS INC.
1564 Broadway, New York 36; Tel.: Judson 2-2928; William Holland, pres.
Services: TV film production.

IDEAL PICTURES CORP.
65 E. South Water St., Chicago 1; Tel.: Financial 6-5245; Carl J. Ross, asst. gen. mgr.
Services: 16mm film library, TV program packaging.

IMPRO PRODUCTIONS INC.
(Hal Roach Studios)
8822 W. Washington Blvd., Culver City, Calif.; Tel.: Texas 0-4525; Herbert L. Strock, pres.
Services: TV program production, package TV programs, TV film production.

Hollywood 28-(Frank Cooper & Assoc.) 6277 Selma Ave.; Tel.: Hollywood 4-7258.

New York-(Frank Cooper & Assoc.) 521 5th Ave., Vanderbilt 6-5661.

INSTITUTE OF VISUAL TRAINING
40 E. 49th St., New York 17; Tel.: Eldorado 5-1443; Herbert R. Dietz, gen. mgr.
Services: TV film production (public service films).

INTERNATIONAL MOTION PICTURE STUDIOS (IMPS)
515 Madison Ave., New York 22; Tel.: Eldorado 5-6620; Ben Gradus, pres.
Services: TV program production, scripts, package TV programs, TV talent, TV film production.

New York 19-Studios: Ben Gradus Studios; 321 W. 56th St.; Tel.: Plaza 7-4823; Harry Wolf.

INTERNATIONAL TELE-FILM PRODUCTIONS INC.
331 Madison Ave., New York 17; Tel.: Murray Hill 7-9116; Arthur Wolkow, vice pres.
Services: TV program production, package TV programs, TV film production.

London W 1-42 S. Audley St.; Tel.: Grosvenor 1202; Paul F. Moss, pres.

CHARLES IRVING PRODUCTIONS
(See Television Production Assoc.)

LOU IRWIN INC. AGENCY
9165 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-7131; Lou Irwin, pres.
Services: TV talent representative, live and film TV packages.

JACK-O-GRAM STUDIOS
152 W. 42d St., New York 38; Tel.: Lackawanna 4-1173; S. Jack Solomon, own.
Services: TV film production.

JAFFE AGENCY INC.
8553 Sunset Blvd.; Los Angeles 46; Tel.: Crestview 6-6121; Sam Jaffe, pres.
Services: TV program, scripts, package TV programs, talent.

New York 22-38 E. 57th St.; Don A. Davis.

JAMIESON FILM CO.
3825 Bryan, Dallas 4; Tel.: Tenison 8159; Hugh V. Jamieson Sr., partner.
Services: TV film production, processing, TV program packaging.

JEWELL RADIO & TELEVISION PRODUCTIONS
185 N. Wabash Ave., Chicago 1; Tel.: Financial 6-4474; James E. Jewell, pres.
Services: TV program production, package TV programs, scripts, TV film production.

ROBERT JOSEPH TELEVISION PRODUCTIONS
4455 Carpenter Ave., North Hollywood; Tel.: Sunset 1-1331; Robert Joseph, pres.
Services: TV program production, scripts, package TV programs, TV film production.

JUDYLYN FILM & TELEVISION PRODUCTIONS
Empire Bldg., 13th & Walnut Sts., Philadelphia 7; Tel.: Kingsley 6-4941; Yevsie S. Petruschansky, mgr.
Services: TV slides, film commercials, TV program production, handle TV talent and TV scripts, package TV programs, process film.

KAGRAN CORP.
4 W. 58th St., New York 19; Tel.: Murray Hill 8-0585; Martin Stone, pres.
Services: Live and film programming, TV program production; TV film production; film syndication.

BERNARD E. KARLEN PRODUCTIONS
276 Park Ave., New York 17; Tel.: Plaza 9-3107; Bernard E. Karlen, pres.
Services: TV program production, package TV programs, TV film production.

BEULAH KARNEY INC.
940 Crescent Blvd., Glen Ellyn, Ill.; Tel.: 2596; Beulah Karney, pres.
Services: TV program production, packaging, TV talent, film production, processing, syndication.

VICTOR KAYFETZ PRODUCTIONS INC.
130 E. 86th St., New York 22; Tel.: Murray Hill 8-1707; Victor Kayfetz, exec. prod.
Services: TV program production, scripts, package TV programs, TV film production.

KEISTER-VAUGHN TELEVISION FILM INDEX
1457 Congress Ave., Indianapolis; Tel.: Wabash 4301; Robert Keister, bus. mgr.; William Vaughn, service dir.
Services: Subscription service to TV stations, advertising agencies and others offering information on available TV program films.

TOM KELLEY PRODUCTIONS
736 N. Seward, Hollywood 38; Tel.: Hollywood 7-6831; Tom Kelley, pres.
Services: TV film production and commercials.

HERBERT KERKOW INC.
480 Lexington Ave., New York 17; Tel.: Plaza 1-1833; Herbert Kerkow, pres.
Services: TV film production.

KEY PRODUCTIONS INC.
18 E. 41st St., New York 17; Tel.: Murray Hill 4-1771; James D. Kantor, pres.
Services: TV scripts, package TV programs, TV film production.

KIER FILM CO.
154 Davis Court, San Antonio 2; Tel.: Travis 0652; H. W. Kier, own.
Services: TV talent, film production, processing, syndication.

KLING STUDIOS INC.
601 N. Fairbanks Ct., Chicago 11; Tel.: Delaware 7-0400; Fred Niles, vice pres., motion picture-TV division.
Services: TV program production, package TV programs, talent, scripts, TV film production, processing, syndication.

Hollywood-6650 Sunset Blvd.; Tel.: Hudson 2-1147; Lee Blevins, vice pres.

New York-Thompson Assoc., 40 E. 51st St.; Tel.: Plaza 9-4770; Seymour Thompson, agency head.

Detroit-1223 Guardian Bldg.; Tel.: Woodward 1-2500; Stanley Jack, srs. repr.

St. Louis-313 Olive St.; William Wright, srs. repr.

San Francisco-Downey Co., 503 Market St.; Richard V. Downey, srs. repr.

KNICKERBOCKER PRODUCTIONS INC.
1600 Broadway, New York 19; Tel.: Circle 6-9850; Howard A. Lesser, pres.
Services: TV film production.

KNOWLEDGE BUILDERS
625 Madison Ave., New York 22; Tel.: Eldorado 5-2848; John R. McCrory, dir.
Services: Produce TV film, syndicate film, distribute TV film.

LALLEY & LOVE INC.
3 E. 57th St., New York 22; Tel.: Eldorado 5-1382; James Love, pres. and srs. dir.
Services: TV program production, scripts, TV talent, TV film production.

L'ANGLAIS PRODUCTIONS
317 Keefer Bldg., Montreal; Tel.: University 6-8751; Paul L'Anglais, pres.
Services: TV scripts, package programs and production, talent.

ALBERT LANG PRODUCTIONS INC.
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-7111; Albert Lang, pres.
Services: TV program production, package TV programs, TV film production.

LANG-WORTH FEATURE PROGRAMS INC.
113 W. 57th St., New York 19; Tel.: Judson 6-5700; C. C. Langlois, pres.
Services: Background and cue music written and produced for film or live TV.

LARCHMONT TV STUDIOS
210 N. Larchmont Blvd., Los Angeles 4; Tel.: Hollywood 9-2895; Jack Miles, pres.
Services: TV studios and facilities for rental.

HERBERT S. LAUFMAN & CO.
646 S. Michigan Ave., Chicago 5; Tel.: Whitehall 4-2370; Herbert S. Laufman.
Services: TV program production, scripts, package TV programs, TV film production.

ROBERT LAWRENCE PRODUCTIONS INC.
418 W. 54th St., New York 19; Tel.: Judson 2-5242; Robert L. Lawrence, pres.
Services: TV film production, TV program production, packaging.

LES LEAR PRODUCTIONS
Hotel Sherman, Chicago; Tel.: Franklin 2-7840; Les Lear, mgr.
Services: TV production, talent.

TOM LEIGHTON PRODUCTIONS INC.
1627 "K" St., N. W., Washington 7; Tel.: Republic 7-5827; Tom Leighton, pres.
Services: Scripts, TV program production; packaging, counsel, TV ideas on commercials, programs.

SOL LESSER PRODUCTIONS
411 N. La Cienega Blvd., Los Angeles.

GENE LESTER PRODUCTIONS
1487 N. Vine St., Hollywood 28; Tel.: Hollywood 4-7287; Gene Lester, own.
Services: TV program production, package TV programs, TV film production.

CAROL LEVENE PRODUCTIONS
210 Post St., San Francisco 8; Tel.: Sutter 1-5022; Carol Levene, proprietor.
Services: Consultant to agencies, TV program production, package TV programs, TV film production.

JULES LEVEY
1270 6th Ave., New York City; Tel.: Circle 7-7956.
Services: Film production, educational film shorts, features, serials.

W. BIGGIE LEVIN
(Television Airshows Inc.)
612 N. Michigan Ave., Chicago 11; Tel.: Superior 7-0506; W. Biggie Levin, pres.
Services: TV production, package programs, talent, scripts.

LEWIS & CLARK INC.
1020 N. Rusk St., Chicago 11; Tel.: Whitehall 3-1412; Herschell G. Lewis, pres.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

EDWARD LEWIS PRODUCTIONS
226 S. Beverly Dr., Beverly Hills; Tel.: Crestview 1-5727.

JACK LEWIS THEATRICAL ENTERPRISES
1564 Broadway, New York 36; Tel.: Plaza 7-0412
Services: Production, talent, scripts.

LESTER LEWIS ASSOC.
11 E. 48th St., New York 17; Tel.: Plaza 3-5083; Lester Lewis, partner.
Services: TV program production, scripts, package TV programs, TV talent, film production.

LEWIS & MARTIN FILMS INC.
218 S. Wabash Ave., Chicago 13; Tel.: Webster 9-6434; Herschell G. Lewis, managing dir.
Services: TV program production, scripts, packaging, talent, TV film production, syndication.
Detroit 27-15370 Strathmoor; S. H. Dicksteen.

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LIBRA FILM PRODUCERS & DISTRIBUTORS

6525 Sunset Blvd., HAC Bldg., Hollywood 28; Tel.: Hollywood 3-1161; Charles M. McCoy, vice pres. for production.

Services: TV program production, scripts, package TV programs, talent, TV film production, film processing, syndicate film.

LIFETONE TRANSCRIPTIONS

No. 3 Gilbert Court, Peoria 5; Tel.: 2-9443; Norris John Buechele, pres.

Services: TV film production, syndication, TV program packaging.

LION PRODUCTIONS

Motion Picture Center, Hollywood; Desi Arnaz, Lucille Ball.

Services: TV film production.

LION TELEVISION PICTURES INC.

1501 Broadway, New York 36; Tel.: Pennsylvania 6-1780; E. W. Hammons.

Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

PHILLIPS H. LORD INC.

501 Madison Ave., New York 22; Tel.: Plaza 5-2211; Phillips H. Lord, pres.

Services: TV package programs.

LOTT VIDEO PRODUCTIONS

1445 5th St., Santa Monica; Tel.: Exbrook 4-9520; D. N. Lott, mgr.

Services: TV program production, scripts, talent, TV film production.

LOUCKS & NORLING STUDIOS INC.

245 W. 55th St., New York 19; Tel.: Circle 7-2366; Will Marcus, vice pres.

Services: TV film production.

JOHN W. LOVETON RADIO & TELEVISION PRODUCTIONS

9100 Sunset Blvd., Hollywood.

M**C. P. MacGREGOR**

729 S. Western Ave., Los Angeles 5; Tel.: Dunkirk 4-4191; George R. Jones, gen. sls. mgr.

Services: TV film library.

ROY MACK & LOU LEVINE AGENCY

9128 Sunset Blvd., Hollywood 46; Tel.: Crestview 1-2141; Roy Mack and Lou Levine, partners.

Services: TV program production, package TV programs, talent.

MAGIC CIRCLE PRODUCTIONS

6801 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 3-4181; Sam R. Seby, prod.

Services: TV program production, scripts, package TV programs.

MAJOR TELEVISION PRODUCTIONS INC.

1270 Avenue of the Americas, New York 20; Tel.: Plaza 7-6590; Irving Lesser, pres.

Services: TV program production, TV film production, syndicate film.

Culver City, Calif.—9336 W. Washington Blvd.; Tel.: Texas 0-2931.

MIKE MALLOY PRODUCTIONS INC.

1600 N. La Brea, Hollywood.

MARATHON TV NEWSREEL INC.

125 E. 50th St., New York 22; Tel.: Murray Hill 8-0985; Konstantin Kaiser, pres., exec. prod.

Services: TV film production (public service short subjects, news service, special events, editorial services, stock footage).

MARK VII Ltd.

2400 W. Alameda, Burbank, Calif.

HARVEY MARLOWE TELEVISION ASSOC. INC.

38 E. 57th St., New York 22; Tel.: Plaza 1-3376; Harvey Marlowe, pres.

Services: Produce and package TV programs and produce, syndicate TV film.

MARSHALL-HESTER PRODUCTIONS INC.

521 5th Ave., New York 17; Tel.: Murray Hill 7-2722; Anthony W. Marshall, pres.

Services: TV program production, scripts, package TV programs, TV film production.

MASTERSON, REDDY & NELSON

745 5th Ave., New York 22; Tel.: Plaza 9-1120; John Masterson, John Reddy, John Nelson, partners.

Services: Package TV programs.

ROBERT MAXWELL ASSOCIATES

Goldwyn Studios, 1041 N. Formosa, Hollywood 28; Tel.: Hollywood 7-5111; Robert Maxwell, gen. partner.

Services: Package TV programs, TV program production, TV film production.

MCA ARTISTS LTD.

598 Madison Ave., New York City; Tel.: Plaza 9-7500; David Werblin, vice pres.

Services: Package TV programs, TV talent.

Beverly Hills (Calif.)—9370 Santa Monica Blvd.; Tel.: Crestview 6-2001.

Chicago—430 N. Michigan Ave.; Tel.: Delaware 7-1100; Raoul Kent.

San Francisco—105 Montgomery St.; Tel.: Exbrook 2-8922.

Cleveland—Union Commerce Bldg.; Tel.: Cherry 1-6010.

Dallas—2102 N. Akard St.; Tel.: Central 1448.

Detroit—1612 Book Tower; Tel.: Woodward 2-2604.

Boston—45 Newbury St.; Tel.: Copley 7-5830.

Minneapolis—Northwestern Bank; Tel.: Lincoln 7863.

MCA TV LTD.

598 Madison Ave., New York 22; Tel.: Plaza 9-7500; David Sutton, vice pres.

Services: TV film production.

Beverly Hills (Calif.)—9370 Santa Monica Blvd.; Tel.: Crestview 6-2001; Bob Greenberg.

Chicago—430 N. Michigan Ave.; Tel.: Delaware 7-1100; Raoul Kent.

San Francisco—105 Montgomery St.; Tel.: Exbrook 2-8922; Maury Baker.

Cleveland—Union Commerce Bldg.; Tel.: Cherry 1-6010; Dr. Arv Barton.

Dallas—2102 N. Akard St.; Tel.: Prospect 7536; Pat Dunavan.

Boston—45 Newbury St.; Tel.: Copley 7-5830; Dave Abbott.

Atlanta—611 Henry Brady Bldg.; Henry Curth.

McCONKEY ARTISTS

7000 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 3-7721; Jay McConkey, pres.

Services: TV program production, package TV programs, TV talent, TV film production, syndicate film.

Kansas City 6—12th & Walnut St. Bldg.; Tel.: Victor 3346; Paul Davis, mgr.

Chicago 2—Congress Hotel; Tel.: Harrison 7-9660; Dick Shelton, pres.

Cleveland—Hippodrome Bldg.; Tel.: Cherry 1-4778; Cliff Myers, mgr.

New York 19—1780 Broadway; Tel.: Columbus 5-7720; Lloyd LaBrie, mgr.

Tampa—Bay Shore Royal Hotel; Tel.: 33680X; Bob Florio, mgr.

McGEARY-SMITH LABS. INC.

1908 Fairview Ave., N. E., Washington 2, D. C.;

Tel.: Lawrence 6-4634; Garland L. Smith, pres.

Services: 16mm printing and processing, 16mm and 35mm sound recording and editorial.

New York—101 Park Ave.; Tel.: Murray Hill 3-3840; William C. Smith.

RALPH McNEELY CO.

Harman Theatre Bldg., Columbus 15; Tel.: Adams 4118; Ralph McNeely, mgr.

Services: Package TV programs, syndicate film.

ALEXANDER McQUEEN & ASSOC.

5222 N. Lakewood Ave., Chicago 40; Tel.: Ravenswood 8-9010; Alexander McQueen, own.

Services: TV program production, TV film production, syndicate film.

MEDALLION PRODUCTIONS

1570 N. Gower St., Hollywood 28; Tel.: Hollywood 2-3313; John A. Ettlinger.

Services: TV program production, scripts, packaging, TV film production, syndication.

Fresno, Calif.—1932 Yale St.; Tel.: Fresno 7-6938; John S. Eiert.

MEDIA PRODUCTIONS INC.

272 Park Ave., New York 17; Tel.: Plaza 3-7672; T. Edward Hambleton, vice pres.

Services: TV film production.

MENTOR FILMS

846 7th Ave., New York 19; Albert F. Shipley, vice pres.-gen. mgr.

Services: TV film production.

MERCURY INTERNATIONAL PICTURES INC.

6611 Santa Monica Blvd., Hollywood 38; Tel.: Hollywood 5-1101; V. E. Ellsworth, pres.

Services: TV program production, package TV programs, TV film production, film processing.

Chicago 11—Tempo Inc., 251 E. Grand Ave.; Tel.: Delaware 7-3934; Walter Wentzel, pres.

METRO ARTIST BUREAU

4 W. 57th St., New York 19; Tel.: Circle 6-8471; T. M. Nelson, dir.

Services: Scripts, package programs, talent.

CHARLES MICHELSON INC.

15 W. 47th St., New York 36; Tel.: Plaza 7-0695; Charles Michelson, pres.

Services: TV program production, packaging, syndicate film, sound effects and mood music libraries.

Hollywood 28—6533 Hollywood Blvd.; Tel.: Hollywood 9-4580; Bob Reichenbach, mgr.

London—3 Abbey Rd., N. W.; Tel.: Cunningham 1161; W. S. Barrell, mgr.

GLENN E. MILLER PRODUCTIONS

1585 Crossroads of World, Hollywood 28; Tel.: Hollywood 4-7586; Glenn E. Miller, own.

Services: TV program production, scripts, packaging, TV film production, syndication.

J. W. MILLER

Bldg., Guilford, Conn.; Tel.: Glendale 8-2748; James W. Miller, pres.

Services: TV program production, package TV programs.

MODE-ART PICTURES INC.

1022 Forbes St., Pittsburgh 19; Tel.: Express 1-1846; James L. Baker, pres.

Services: TV programs production, packaging, TV film production, syndication, talent, scripts.

Hollywood 28—6063 Sunset Blvd.; Tel.: Hollywood 4-3183.

EMIL MOGUL CO. INC.

250 W. 57th St., New York 19; Tel.: Columbus 5-2480; Lester J. Mallets, radio-TV bus. mgr.

Services: TV program production, scripts, TV talent, TV film production, film processing, syndicate film.

MOE & LEE INC.

105 W. 55th St., New York 19; Tel.: Circle 6-0006; John Mole, pres.

Services: Package TV programs.

MONARCH PROGRAM LIBRARY INC.

615 Ketrledge Bldg., 511 16th St.; Denver 2; Tel.: Alpine 4038; Noel L. Jordan, pres.

Services: TV scripts, package programs (and commercials), production, talent.

CARLTON E. MORSE PRODUCTIONS

1500 Vine St., Hollywood 28; Tel.: Hollywood 9-6161; Carlton E. Morse, own.

Services: TV program production, scripts, package TV programs, TV film production.

MORTON TELEVISION PRODUCTIONS INC.

64 E. Lake St., Chicago 1; Tel.: Central 6-4144; Morton Jacobson, pres.

Services: TV film production, syndicate film, TV program production, packaging.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36; Tel.: Judson 6-5577; Herbert M. Moss.

Services: TV program production, package TV programs, TV film production.

MOTION PICTURE ADVERTISING SERVICE CO. INC.

1032 Carondelet St., New Orleans 1; Tel.: Ma. 4545; C. Mabry, pres.

Services: TV script, TV film production, processing, syndication.

Branch Offices: 70 E. 45th St., New York 17, N. Y.;

Tel.: Murray Hill 6-3717; Claude Lee,

Atlanta—193 Walton St., N. W.; Tel.: Alpine 1594, Guy Brown, mgr.

Birmingham—508 American Life Bldg.; Tel. 7-4628; Milton Schwarz, mgr.

MOTION PICTURE PRODUCTIONS INC.

Rockefeller Bldg., Cleveland 13; Tel.: Prospect 1-4900; Donald C. Jones, pres.

Services: TV program production, scripts, TV talent, TV film production, film processing.

MOTION PICTURE SERVICE CO.

125 Hyde St., San Francisco 2; Tel.: Ordway 3-9162; Gerald L. Karski, pres.

Services: TV film production, film processing.

MOTION PICTURE STAGES INC.

3 E. 57th St., New York 22; Tel.: Plaza 3-4840; Charles F. Vetter Jr., pres.

Services: Film production services.

MOTION PICTURES FOR INDUSTRY—HARRY O. HOYT

2543 Kellon Ave., Los Angeles 64; Tel.: Brighton 0-4757; Harry O. Hoyt, pres.

Services: Scripts, package TV programs, TV film production.

San Francisco—Monadnock Bldg.; Tel.: Exbrook 2-0377; Dean S. Wright, mgr.

MOTION PICTURES FOR TELEVISION INC.

655 Madison Ave., New York 21; Tel.: Templeton 8-2000; E. H. Ezzes, v. p. & gen. sls. mgr.

Services: TV film production, syndicate film.

Hollywood—9100 Sunset Blvd., Crestview 1-6101; David L. Wolper.

Chicago—330 N. Wabash Ave.; Tel.: Whitehall 3-0786; John J. Cole.

Boston—216 Tremont St.; Tel.: Hancock 6-0897; Frederick W. Yardley.

Dallas—3905 Travis St.; Tel.: Logan 2628; A. K. Rowsewell Jr.

Detroit—2711 Woodward Ave.; Tel.: Woodward 1-2560; Arthur Kalman.

MRS. AMERICA INC.

152 W. 42d St., New York 36; Tel.: Wisconsin 7-9715; Bert Nevins, managing dir.

Services: Package TV programs.

OWEN MURPHY PRODUCTIONS INC.

723 7th Ave., New York 19; Tel.: Plaza 7-8144; Owen Murphy, pres. and exec. prod.

Services: TV film production.

Pittsburgh 13—153 N. Craig St.; Tel.: Mayflower 1-4793; Walter Earley, rep.

N**NBC TV FILM DIVISION**

30 Rockefeller Plaza, New York 20; Tel.: Circle 7-8300; Robert W. Sarnoff, NBC vice pres. in chg.

Services: TV program production, TV film production, film syndication.

New York 20 Eastern Division, 30 Rockefeller Plaza; Tel.: Circle 7-8300; Leonard Warager sls. mgr.

Chicago—Central Division, Merchandise Mart; Tel.: Superior 7-8300; H. Weller Keever, sls. mgr.

Hollywood—Western Division, Sunset and Vine; Tel.: Hollywood 9-6161; Clifford Ogden, sls. mgr.

NATIONAL CONCERT ARTISTS CORP.

711 5th Ave., New York 22; Tel.: Plaza 9-6000; Stephen Rose, radio-TV dir.

Services: TV package programs, talent.

Also offices in Chicago and Los Angeles.

NATIONAL PRODUCTIONS

1001 Connecticut Ave., N. W., Washington 6; Tel.: Sterling 3-2222; R. J. Friend, film dir.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, TV film processing, film syndication.

NATIONAL RETAIL RADIO SPOTS INC.

6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-1989; Philip B. Singer, president; Barton Fellows, sls. mgr.; Jack Ross, prod.

Services: TV film production, syndicate film, TV talent, TV program production, packaging.

NATIONAL SAFETY COUNCIL

425 N. Michigan Ave., Chicago 11; Tel.: Whitehall 4-4800; Dan Thompson, dir. of radio-TV.

Services: Scripts, TV film production.

NATIONAL SCREEN SERVICE CORP.

1600 Broadway, New York 19; Tel.: Circle 6-5700; Melvin L. Gold, dir. of adv., publ. and TV.

Services: TV film production (commercials).

Hollywood—7028 Santa Monica Blvd.; Tel.: Gladstone 3136; Ben Asia.

NATIONAL VIDEO PRODUCTIONS INC.

1706 Rhode Island Ave., N. W., Washington; Tel.: Sterling 3-4343; F. William Hart, prod. dir.

Services: TV program production, scripts, packaging, TV film production, syndication.

NATIONWIDE PICTURES

2008A Jackson St., Dallas 1; Tel.: Randolph 597; H. K. Carrington, prod.

Services: TV program production, packaging, TV film production, processing (entertainment, industrial, commercial TV spots).

GEORGE R. NELSON INC.

208 State St., Schenectady 5; Tel.: 4-4135; Georg R. Nelson, pres.

Services: TV film production, TV program production, packaging, scripts, talent.

NELSON PRODUCTIONS INC.

341 Madison Ave., New York 17; Tel.: Murray Hill 6-5862; Raymond E. Nelson, pres.

Services: TV program production, scripts, package TV programs, TV film production, consultants to agencies on TV.

TED NELSON ASSOC.

73 E. 5th Ave., New York 19; Tel.: Circle 6-8471; Ted Nelson, dir.

Services: TV program production, scripts, package TV programs, TV talent.

TED NEMETH STUDIOS

729 7th Ave., New York 19; Tel.: Circle 5-5147; Ted Nemeth, prod.-dir.
Services: Package, produce TV programs, TV film production.

NETHERLANDS INFORMATION SERVICE

11 Rockefeller Plaza, New York 20; Tel.: Columbus 5-6216; Jerome L. Heldring, dir.
Services: (See Films of the Nations Inc. under film distributors.)

NEWSREEL SERVICE

5 Centre Market Pl., New York 13; Tel.: Canal 6-3284; Howard V. Smythe, prod. mgr.
Services: Film news coverage, sound or silent multi-camera film production, location or studio.

OLIVER W. NICOLL PRODUCTIONS

(Radio Features of America)
37 W. 46th St., New York 36; Tel.: Luxemburg 2-5130; Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc. dir.
Services: TV program production, TV package programs, scripts, TV talent, TV film production, syndication, TV consultation.

JOHN NORMAN PRODUCTIONS

2704 Sackett, Houston 6; Tel.: Lynchburg 7336; John Norman, gen. mgr.
Services: TV program production, package TV programs, TV talent, TV film production.

NORMANDIE TELEVISION PICTURES Inc.

Care Motion Picture Center, Hollywood.

NORSTONE PRODUCTIONS Inc.

Care Goldwyn Studios, Hollywood.

MEYER B. NORTH

1564 Broadway, New York 36; Tel.: Plaza 7-3445; Meyer B. North, own.
Services: TV talent.

JOHN O'CONNOR

1697 Broadway, New York 19; Tel.: Circle 5-4920; John O'Connor, mgr.
Services: TV production, scripts, talent.

OFFICIAL FILMS INC.

25 W. 45th St., New York 36; Tel.: Plaza 7-0100; H. L. Hackett, pres.
Services: TV program production, package TV programs, TV film production, syndicate film.

LILIAN OKUN INC.

2 W. 67th St., New York 23; Tel.: Trinidad 7-8916; Lilian Okun, pres.
Services: TV program production, scripts, packaging.

OLIO VIDEO TELEVISION PRODUCTIONS INC.

106 West End Ave., New York 23; Tel.: Susquehanna 7-4521; Harvey Cort, pres.
Services: TV program production, scripts, package TV programs, TV film production.

ORSATTI & CO. INC.

300 S. Beverly Dr., Beverly Hills; Tel.: Crestview 6-6241; Irving Salkow, mgr.
Services: TV program production, scripts, package TV programs, talent, TV film production.

FRANK OXARART PRODUCTIONS

6223 Selma, Hollywood 28; Tel.: Hollywood 9-1171; Frank Oxarart, own.
Services: TV program production, scripts, package TV programs, TV film production.

PACKAGED PROGRAMS INC.

634 Penn Ave., Pittsburgh 22; Tel.: Grant 1-4756; M. E. Fierst, gen. mgr.
Services: TV program production, scripts, package TV programs, TV film production, film processing, syndicate film.

JOE PALOOKA PRODUCTIONS

Care Motion Picture Center, Hollywood.

PARAMOUNT TELEVISION PRODUCTIONS INC.

1501 Broadway, New York 36; Tel.: Bryant 9-8700; Paul Raibourn, pres.
Services: TV program production, packaging, TV film production, syndicate film, talent.
Los Angeles 38—KTLA(TV) 5451 Marathon St.; Tel.: Hollywood 9-3181; Klaus Landsberg, vice pres.

JACK PARKER PRODUCTIONS

Box 1006, Beverly Hills, Calif.; Tel.: Chapman 5-4087; Jack Parker, exec. prod.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film.
Hollywood 28—Box 2222; Tel.: Hollywood 5-5509; Ross Van Nibroc, mgr.
Los Angeles 5—2610 W. 8th St.; Tel.: Dunkirk 8-3630; H. W. Tawney, mgr.

LINDSLEY PARSONS PRODUCTIONS INC.

5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-7111; Lindsley Parsons, pres.
Services: TV film production, TV program production.

JACK PARTINGTON TELEVISION PRODUCTIONS

300 W. 53d St., New York 19; Tel.: Plaza 7-0316; Jack A. Partington Jr., pres.
Services: TV film production.

PATHSCOPE PRODUCTIONS

(Pathscope Co. of America Inc.)
580 5th Ave., New York 36; Tel.: Plaza 7-5200; Edward J. Lamm, pres.
Services: Television commercial production, programming.
Long Island—21-29 45th Rd.; Tel.: Stillwell 4-3053; James Pierce, prod. mgr.

PEARSON & LUCE PRODUCTIONS

Bellevue Hotel, 505 Geary St., San Francisco; Tel.: Prospect 6-6335; Lloyd K. Pearson & Ralph W. Luce.
Services: TV program production, packaging, TV film production, scripts.
San Francisco 11—320 Clay St.; Tel.: Prospect 6-6335; Robert Scott.

PEERLESS FILM PROCESSING Corp.

165 W. 46th St., New York 36; Tel.: Plaza 7-3630; Kern Moysie, pres.; R. S. Moysie, vice pres. and treas.; Barbara Holz, asst. secy. and treas.; Raoul J. Mendez, eastern sls. mgr.; Allen DeForest, mgr., N. Y. special services.
Services: Peerless Film treatment to safeguard films; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.
New York 36—130 W. 46th St.; Tel.: Judson 2-0052; Louis J. Mikulka, plant mgr.
Hollywood 38—959 Seward St.; Tel.: Hollywood 7-9223; Victor C. Kruba, vice pres. in charge of western operations; Suzon Steinie Kruba, secy., branch mgr.; Thomas E. Ayers, plant mgr.

PEERLESS TELEVISION PRODUCTIONS INC.

(See Arrow Productions Inc.)
1041 N. Formosa Ave., Hollywood 46; Tel.: Granite 5111; Maurie Gresham, gen. sls. mgr.

PAUL PERRY PRODUCTIONS

7557 Sunset Blvd., Hollywood 46; Tel.: Hollywood 7-4774; Paul Perry, prod.
Services: TV film production.

YEVSIE S. PETRUSHANSKY (TELEVISION & FILM PROGRAMS)

Empire Bldg., 13th & Walnut Sts., Philadelphia 7; Tel.: Kingsley 6-4941; Yevsie S. Petrushansky, prod.-dir.
Services: TV program and motion picture production consultation, produce, package TV programs, TV scripts, TV film production.

PHILBIN-BERGMANN PRODUCTIONS

350 5th Ave., New York 1; Tel.: Longacre 5-3200; Robert Bergmann, managing dir.
Services: TV program production, package TV programs.

PHOTO-ART COMMERCIAL STUDIOS

420 SW Washington, Portland 4, Ore.; Tel.: Broadway 5411; Claude F. Palmer, own. and mgr.
Services: TV film production.

PHOTORAMIC FILMS INC.

1200 18th St., N. W., Room 802, Washington 6; Tel. Executive 3-2794; Edward T. Ingle, vice pres.

PICKWICK PICTURES

1350 N. Highland Ave., Hollywood 28; Tel.: Hollywood 5-6733; Thomas B. Armistead.
Services: TV program production, packaging, TV film production, processing.

PICTORIAL FILMS INC.

1501 Broadway, New York 36; Tel.: Pennsylvania 6-3756; J. Milton Salzburg, pres.
Services: TV film production.

POLISH PROGRAM SERVICE

P. O. Box 485, Passaic, N. J.; John V. Nowak, dir.-mgr.
Services: TV program production, scripts, packaging, TV talent.
Pittston, Pa.—New Rose Bldg.; Tel.: 3680; A. Fiorani.
Albany—80 Braintree St.; Tel.: Albany 3-0323; Ned Trudeau.
New York—260 E. 161st St.; Tel.: Melrose 3-0333; W. Ochrymowicz.
Hamtramck, Mich.—2509 Goodson; Eugene Brominski.

LELAND POWERS SCHOOL INC.

31 Evans Way, Boston 15; Tel.: Aspinwall 7-2900; Haven M. Powers, principal.
Services: Talent supplier.

PREMIER-HARDCASTLE TV PRODUCTIONS

3033 Locust St., St. Louis 3; Tel.: Newstead 3555; Wilson Dalzell, vice pres.
Services: TV film production.

GEORGE LOGAN PRICE INC.

20828 Pacific Coast Highway, Malibu, Calif.; Tel.: Globe 6-2135; G. L. Price, pres.
Services: Scripts, TV program production, packaging.

PRINCESS PICTURES Inc.

11 W. 42d St., New York 36; Tel.: Longacre 5-1535; Burt Balaban, pres.
Services: TV film production, syndication.

PRINCETON FILM CENTER INC.

Carter Rd., Princeton, N. J.; Tel.: 1-3550; Gordon Knox, pres.
Services: TV program production, scripts, packaging, TV film production, syndication.
New York 17—270 Park Ave.; Tel.: Plaza 5-0322.

PROCKTER TELEVISION ENTERPRISES INC.

221 W. 57th St., New York 19; Tel.: Judson 6-6800; Bernard J. Prockter, pres.
Services: TV program production, packaging, TV film production, syndication.

PRODUCTIONS FOR TELEVISION INC.

250 W. 57th St., New York 19; Tel.: Judson 2-5200; Lewis S. Wechsler, radio-TV dir.
Services: TV program production.

R

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36; Tel.: Judson 2-5130; Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc. dir.
Services: TV program production, scripts, packaging, talent, TV film production, syndication, TV consultation.
New York 22—Production Unit, Hotel New Weston, Madison Ave. at 49th St.; Tel.: Plaza 3-4800; John Henry Macdonell, managing dir.; Eileen Ellis, prog. coordinator.

RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22; Tel.: Plaza 3-8940; Irene Beasley, own.
Services: TV package shows.

RADIO-TELEVISION ARTS ACADEMY

3819 Wilshire Blvd., Los Angeles 5; Tel.: Dunkirk 8-1323; Doria Balli, dir.
Services: TV program production, scripts, TV film production.

RADIUS FILMS INC.

301 W. 53d St., New York 19; Tel.: Judson 6-6438; Alexander S. Gordon, pres.
Services: TV film production.

RAM PRODUCTIONS

661 West End Ave., New York 25; Tel.: Monument 2-5111; Ed Lindner, dir.
Services: TV program production, scripts, package TV programs.

RARIG MOTION PICTURE CO.

5514 University Way, Seattle 5; Tel.: Kenwood 0707; Max H. Rarig, pres.
Services: TV program production, packaging, scripts, talent, TV film production.

RAY & BERGER

1471 N. Tamarind Ave., Hollywood 28; Tel.: Hollywood 3-8648; Howard Ray and Jack Berger, partners.
Services: Syndicated prizes for TV quiz and giveaway shows.

REID H. RAY FILM INDUSTRIES INC.

2269 Ford Parkway, St. Paul 1; Tel.: Emerson 1393; Reid H. Ray, pres.
Services: TV program production, TV film production, processing, syndication.
Chicago 4—208 S. LaSalle St.; Tel.: Financial 6-0897; Frank Balkin.
Hollywood—8762 Holloway Dr.; Tel.: Crestview 1-4080; Saul Elkins.

RCA VICTOR DIVISION

(RCA Victor Record Dept.)
630 5th Ave., New York 20; Tel.: Judson 2-5011;
Manny Sacks, vice pres.

RCA Victor Custom Record Sales Div.—James P. Davis, mgr.; Herbert H. Wood, artist and repertoire mgr.; Bennett S. Rosner, adv. and prom. mgr.

Custom Record Sales Section—D. J. Finn, mgr.; A. E. Hindle, Chicago mgr.; Richard C. Bucholz, Hollywood mgr.; Richard E. Elyand, New York mgr. of orders and service; Ralph C. Williams, New York sls. rep. (phonograph records); Marjorie B. Tahaney, New York sls. rep. (slide-film); James R. Cunison, New York sls. rep. (transcriptions); Geoffrey B. Bennett, Chicago sls. rep.

Services: Recording, pressing, transcriptions, slidefilm and promotion records.

RCA Recorded Program Services—A. B. Sambrook, sls. mgr.; William F. Reilly, Central sls. mgr. (Chicago); William C. Gartland, Western sls. mgr. (Hollywood); George Field, Northeastern sls. rep. (New York); Henry A. Gillespie, Southeastern sls. rep. (Atlanta); Ben Selvin, Central sls. rep. (Chicago); Robert Fender, Southwestern sls. rep. (Dallas); Walter R. Seifert, mgr. of sls. service; Donald D. Axt, mgr. of commercial research.

Services: Thesaurus (musical program service), RCA syndicated programs (recorded dramatic, variety, musical shows), TV film libraries and syndicated programs.

New York 20—630 5th Ave.; Tel.: Judson 2-5011.
Chicago 11—445 N. Lake Shore Dr.; Tel.: Whitehall 4-3530.

Hollywood 38—1016 N. Sycamore Ave.; Tel.: Hollywood 4-3711.

Atlanta 3—522 Forsyth Bldg.; Tel.: Walnut 5948.
Dallas—1907-11 McKinney Ave.; Tel.: Riverside 1371.

REAL GEORGE Corp.

Republic Studios, North Hollywood, Calif.

ROLAND REED PRODUCTIONS INC.

275 S. Beverly Dr., Beverly Hills; Tel.: Crestview 6-1101; Roland D. Reed, pres.
Services: Motion picture production for TV, TV series, commercials.

REEVES SOUND STUDIOS INC.

304 E. 44th St., New York 17; Tel.: Oregon 9-3550;
Chester L. Stewart, vice pres.-gen. mgr.
Services: Sound recording.

REGENCY PRODUCTIONS INC.

112 W. 48th St., New York 36; Tel.: Judson 2-0274;
Joseph Schaeffer, pres.
Services: TV program production, scripts, package TV programs, TV film production.

REPUBLIC TELEVISION FEATURES

64 E. Lake St., Chicago 1; Tel.: State 2-0460;
Capico Kapps, pres.
Services: TV program production, scripts, package TV programs, TV talent, TV film production, syndicate film.

REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills; Tel.: Crestview 1-6155; Stuart Reynolds, pres.
Services: TV program production, TV film production.

MARION RIDDICK PRODUCTIONS

815 Stuart, Houston 6; Tel.: Linden 9653; M. Riddick, own.
Services: TV program production, packaging, TV scripts, talent, TV film production, syndication.

RIVIERA PRODUCTIONS

1713 Via El Prado, Redondo Beach, Calif.; Tel.: Frontiers 5-4592; F. W. Zens.
Services: TV film production, TV programs, program packaging.

RKO-PATHE INC.

625 Madison Ave., New York 22; Tel.: Plaza 9-3600; Jay Bonafeld, exec. vice pres.
Services: TV program production, package TV programs, TV film production.

HAL ROACH STUDIOS INC.

8822 W. Washington Blvd., Culver City, Calif.; Tel.: Vermont 8-2185, Texas 0-2761; Hal E. Roach, pres.
Services: TV film production.

ROBBINS BROS.

67 W. 44th St., New York 36; Tel.: Murray Hill 7-2033; Fred Robbins.
Service: Artist booker, scripts.

ROCKET PICTURES INC.

6108 Santa Monica Blvd., Hollywood 38; Tel.: Hollywood 7-7131; J. Richard Westen, pres.
Services: Film commercial spots.

ROCKHILL PRODUCTIONS INC.

18 E. 50th St., New York 22; Tel.: Plaza 9-7979;
Stanley J. Wolf, pres.
Services: TV productions (live and film), recording.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25; Tel.: Riverside 9-3647; Richard H. Roffman, pres.
Services: TV program production, scripts, package TV programs, TV talent, TV film production, prizes for giveaway programs, public relations.

BUCK ROGERS TV PRODUCTIONS Inc.

Hal Roach Studios, Culver City, Calif.

ROLLOW-CLARK & CO.

108 Oak St., Denton, Texas; Bill Rollow.

ROSS-DANZIG PRODUCTIONS

6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-1085; Frank K. Danzig, Bart Ross, partners.

Services: TV program packaging.

JACK ROSS ADV.

6331 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-4919; Jack Ross, pres.

Services: Production of syndicated and custom TV spots.

LESLIE ROUSH PRODUCTIONS INC.

337 W. 52d St., New York 19; Tel.: Columbus 5-6430; John Fox, gen. mgr.

Services: TV program production, package TV programs, TV film production, talent, scripts.

Mineola, Long Island, N. Y.—(Studios and Shops)
130 Herricks Rd.; Tel.: Garden City 7-8130;
Jules K. Sincic, studio mgr. and vice pres.

DANNY ROUZER STUDIO

7022 Melrose Ave., Hollywood 38; Tel.: York 2494; Danny Rouzer, pres.

Services: TV film production, producer services (equipment and personnel).

JACK RUSSELL & ASSOC.

203 N. Wabash Ave., Chicago 1; Tel.: State 2-2818;
Jack Russell, own.

Services: Talent counselor, TV program production, packaging, scripts, TV film syndication.

S

S & S ENTERPRISES

906 E. Columbia St., Seattle 22; Tel.: East 5815;
Curt Roberts, prod. dir.

Services: TV program production, scripts, packaging, TV talent, TV film production.

BARNARD L. SACKETT TV & RADIO PRODUCTIONS

401 Empire Bldg. (13th & Walnut Sts.), Philadelphia 7; Tel.: Kingsley 5-6063; Barnard L. Sackett, gen. mgr.

Services: TV program production, package TV programs, TV talent, TV film production.

SAM SAMUELS

1584 Broadway, New York 36; Tel.: Judson 6-9012.
Services: TV package programs, talent, TV program production.

JAMES L. SAPHIER AGENCY INC.

9537 Brighton Way., Beverly Hills; Tel.: Crestview 1-7231; James L. Saphier, pres.

Services: TV program production, scripts, package TV programs, TV talent.

New York 17—6 E. 45th St., Murray Hill 7-8370;
James A. Schulke, mgr.

SARRA INC.

16 E. Ontario St., Chicago; Tel.: Whitehall 4-5151;
Joe Betzer, dir. of film planning.

New York 22—200 E. 58th St.; Tel.: Murray Hill 8-0085; Jack Henderson, sls. mgr. for TV.

Services: Custom-made television commercials for national advertisers, TV package programs.

ROBERT SCHULTZ ASSOCIATES

14 E. 62nd St., New York 21. Tel.: Templeton 8-5112.

Services: TV packaging; management of creative radio-TV personnel.

WALTER SCHWIMMER PRODUCTIONS INC.

75 E. Wacker Dr., Chicago 1; Tel.: Franklin 2-4927; Walter Schwimmer, pres.

Services: TV program production, package TV programs, TV film production, syndicate film.

New York 17—16 E. 41st St.; Tel.: Lexington 2-1791; Jack Arden, mgr.

SCIENCE PICTURES INC.

5 E. 57th St., New York 22; Tel.: Plaza 9-8532;
Francis C. Thayer.

Services: Industrial and educational film production with animation.

SCREEN GEMS INC.

(TV Subsidiary of Columbia Pictures Corp.)
233 W. 49th St., New York; Tel.: Circle 5-5044;

Ralph Cohn, vice pres. and gen. mgr.

Services: TV program production, package TV programs, TV film production, syndicate film.

Hollywood—1334 N. Beachwood; Tel.: Hudson 2-3111; Irving Briskin, prod. vice pres.

SCREENCRAFT PICTURES INC.

34 W. 44th St., New York 36; Tel.: Circle 6-8546;

Peter M. Piech, TV sls. mgr.

Services: Distributes films.

SELLERS CO.

905 1/2 Main, Dallas; Tel.: Randolph 5978; J. E. Sellers, mgr.

Services: TV production and recording for films.

SELS PRODUCTIONS

1905 N. Lietz Ave., Burbank, Calif.; Tel.: Charleston 0-8368; Len Segall, gen. mgr.

Services: TV program production, scripts, package TV programs, talent, TV film production.

Los Angeles 35—1458 Shenandoah St.; Tel.: Crestview 6-2426; Bob Clamage, mgr.

Chicago—6705 N. Seeley; Tel.: Hollycourt 5-9254;
Dore Lewis, rep.

SESAC INC.

475 5th Ave., New York 17; Tel.: Murray Hill 3-5365; Paul Heinecke, pres.; R. C. Heinecke, exec.

Services: Performance licensing, transcribed library serv. e.

SIMMEL-MESERVEY TV PRODUCTIONS Inc.

854 S. Robertson Blvd., Los Angeles 35; Tel.: Crestview 4-6156; Louis C. Simmel, pres.

Services: TV program packaging, TV film production, syndication.

AL SIMON PRODUCTIONS

General Service Studios, 1040 N. Las Palmas, Hollywood 38; Tel.: Hollywood 7-3111; Al Simon, own.

Services: TV film production.

KURT SIMON PRODUCTIONS

Eagle Lion Studios, Hollywood, Calif.

SIXTEEN SCREEN SERVICE CO.

6710 Melrose Ave., Hollywood 38; Tel.: Wyoming 1491; Leonard Clairmont, H. F. O'Donnell, partners.

Services: TV film production (newsreel, educational shorts).

STEPHEN SLESINGER INC.

247 Park Ave., New York 17; Tel.: Eldorado 5-2544; Stephen Slesinger.

FLETCHER SMITH STUDIOS INC.

321 E. 44th St., New York 17; Tel.: Murray Hill 5-6628; Fletcher Smith, pres.

Services: TV program production, packaging, TV film production.

Washington 5, D. C.—1025 Vermont Ave., N. W.; Tel.: Republic 7-5533; Nathan P. Colwell, branch mgr.

HARRY SMITH RECORDING STUDIOS

48 W. 48th St., New York 36; Tel.: Judson 6-2893; Harry Smith, pres.

Services: Air checks, spot announcements, recording and transcriptions (masters and pressings).

SNADER TELESCRIPTIONS CORP.

(Also Snader Productions Inc.)
177 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-4451; Louis D. Snader, pres.

Services: TV program production, package TV programs, TV film production, syndicate film, TV talent.

JOSEPH I. SONNENREICH

143 W. 103d St., New York 25; Tel.: Monument 3-7138; Joseph I. Sonnenreich, pres.

Services: TV program production, package TV programs, TV talent, TV film production.

SOUND MASTERS INC.

165 W. 46th St., New York 19; Tel.: Plaza 7-6600; Harold E. Wondsel, pres.

Services: TV program production, scripts, TV talent, TV film production.

SOUNDAC PRODUCTIONS INC.

704 Woodward Ave., Buffalo 22; Tel.: Summer 6262; Robert D. Buchanan, pres.

Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

SOVEREIGN PRODUCTIONS

7324 Santa Monica Blvd., Hollywood 46; Tel.: Hollywood 9-3974; Stuart Reynolds, pres.; Gil Ralston, vice pres.

Services: TV program production, scripts, package TV programs, talent, TV film production.

SIGMUND SPAETH

400 E. 58th St., New York 22; Tel.: Plaza 8-0879; Sigmund Spaeth, pres.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, syndicate film.

SPECIAL EFFECTS & EQUIPMENT INC.

418 W. 54th St., New York 19; Tel.: Circle 7-7828; Bob Paulson, vice pres. in chg. of operations.

Services: Production service, Tele-Q-Prompting, M. B. Paul backgrounds.

SPECIALTY TELEVISION FILMS INC.

1501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill, pres.

Services: TV film production, syndicate film.

SPLENDID FILMS INC.

565 5th Ave., New York 17; Tel.: Plaza 8-0114; John S. Stratford, pres.

Services: TV program production, scripts, packaging, film production.

SQUARES DEAL PICTURES CORP.

Pines Bridge Rd., Ossining, N. Y.; Tel.: Ossining 2-2617; Donn Marvin, vice pres.

Services: Scripts, package TV programs, TV talent, TV film production, syndicate film.

WILBER STARK-JERRY LAYTON ASSOC. Inc.
4 W. 58th St., New York 19; Tel.: Plaza 3-1742; Wilbur Stark, pres.; Jerry Layton, vice pres. and treas.

Services: TV program production, package TV programs, TV film production.

WAYNE STEFFNER PRODUCTIONS

6223 Selma Ave., Hollywood 28; Tel.: Hollywood 3-4173; Wayne Steffner, own.

Services: TV program production, scripts, packaging, film production.

STEMPEL-OLENICK AGENCY

717 N. LaCienega Blvd., Hollywood 46; Tel.: Crestview 1-7141; Frank Stempel, partner.

Services: TV talent.

STERLING TELEVISION CO. INC.

316 W. 57th St., New York 19; Tel.: Judson 6-3750; Saul J. Turell, pres.

Services: TV film production, syndicate film.

Hollywood 28—6815 Hollywood Blvd.; Tel.: Granite 2886; Lee Orgel, mgr.

MIKE STOKEY PRODUCTIONS

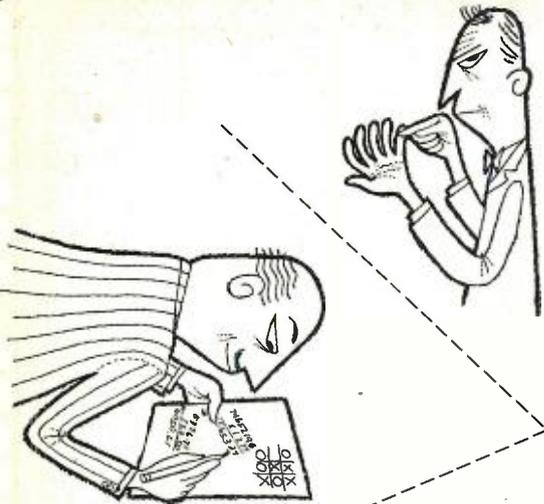
6123 Selma Ave., Hollywood 28; Tel.: Hollywood 2-2341; Mike Stokoy, pres.

Services: TV program production, package TV programs, TV film production.

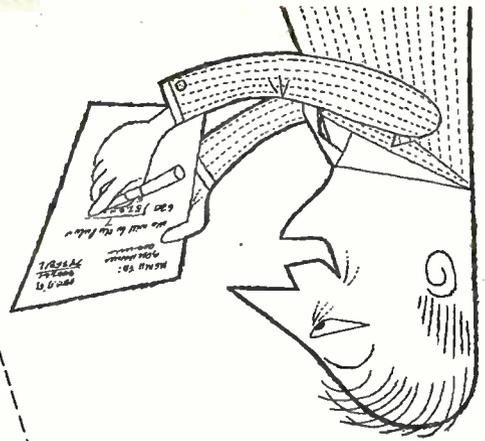
IRV STOLL CO. INC.

2350 Buhl Bldg., Detroit; Tel.: Woodward 3-0485; Irv Stoll, pres.

Services: TV program production, scripts, package TV programs, TV film production, syndicate film.



Any
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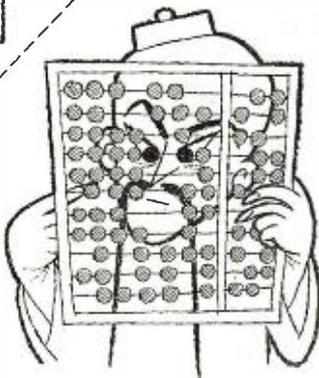
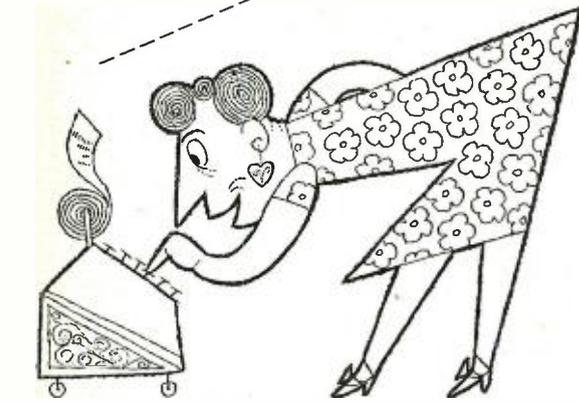
RCA VICTOR Transcriptions serve buyers best!

Transcriptions of every description—Whether you buy for an advertising agency, a recording studio, public service institution or your own business, RCA Victor Custom Record Sales is set up to fill your every need. Just name it: audition discs, spot announcements, full length programs—10" and 12" microgroove; 12" and 16" standard groove.

Complete facilities, strategically located—Recording and re-recording, processing, pressing, shipping and handling are all part of RCA Victor service. Script-writing and complete radio production also available. And you get the benefit of the country's best-equipped studios and plants, the world's top engineers.

Fast service: large order or small—You can count on a delivery cycle timed to your orders. Regardless of size, every transcription order gets full attention and prompt handling every step of the way.

It adds up! Finest quality at a low, competitive price—The best of materials and most advanced methods team up with RCA Victor skill, to bring you a product that leads the industry in sound, uniformity, high-fidelity and appearance. All this is yours at a competitive price! Check with an RCA Victor Custom Record Sales office for electrical transcription service at its *best!*



Custom Record Sales



RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Ave.
Dept. B-80
New York 20, N. Y.
JUdson 2-5011

445 N. Lake Shore Dr.
Dept. B-80
Chicago 11, Ill.
WHitehall 4-3215

1016 N. Sycamore Ave.
Dept. B-80
Hollywood 38, Calif.
Hollywood 4-5171

TMKS. ®

WILBUR STREECH PRODUCTIONS

1637 Broadway, New York 19; Tel.: Judson 2-3816; Wilbur J. Streech, own.
 Services: Production of TV film programs and commercials; animation and special effects.

STRICKLAND FILM CO.

220 Pharr Rd., N. E., Atlanta; Tel.: Cherokee 5317; Robert B. Strickland, own.
 Services: TV program production, package TV programs, TV talent, scripts, TV film production, film processing.

RICHARD STROUT PRODUCTIONS

643 N. Rossmore Ave., Los Angeles 4; Tel.: Hollywood 7-9091; Richard Strout, pres.
 Services: TV program production, scripts, TV talent, TV film production, film processing.

ROBERT STRUBLE & ASSOC.

(Div. of Associated Enterprises)
 735 N. Vine St., Hollywood 38; Tel.: Hollywood 4-0249; Robert B. Struble.

STUDIO & ARTISTS RECORDERS

6087 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-8241; Lewis Finston, mgr.
 Services: Studios and rehearsal hall rentals, tape recording.

BILL STURM STUDIOS INC.

734 Broadway, New York 3; Tel.: Oregon 7-7270; Albert D. Hecht, treas. and sls. mgr.
 Services: TV film production.

SUN DIAL FILMS INC.

341 E. 43d St., New York 17; Tel.: Murray Hill 6-2647; Samuel A. Datlowe, pres.
 Services: TV program production, handle TV scripts, TV film production.

JOHN SUTHERLAND PRODUCTIONS INC.

201 N. Occidental Blvd., Los Angeles 26; Tel.: Dunkirk 8-5121; John Sutherland, pres. and gen. mgr.
 Services: TV film production.
 New York 17—60 E. 42d St.; Tel.: Murray Hill 7-7815; Ross Sutherland, exec. vice pres.

SWANK FILMS INC.

627 Salem Ave., Dayton 6; Tel.: Taylor 4192; Jerrold A. Swank, pres.
 Services: Slides, art work, Balopticon cards, animation.

H. N. SWANSON INC.

8523 Sunset Blvd., West Hollywood 46; Tel.: Crestview 1-5115; H. N. Swanson, pres.
 Services: TV scripts, writers.

T

HAL TATE PRODUCTIONS

192 N. Clark St., Chicago 1; Tel.: Financial 6-5450; Hal Tate, pres.
 Services: TV package programs, production.

TECHNISONIC STUDIOS

1201 S. Brentwood Blvd., St. Louis; Tel.: Parkview 1055; Charles E. Harrison, pres.
 Services: Sound film shorts.

THE TEEVEE CO.

211 S. Beverly Dr., Beverly Hills; Tel.: Crestview 5-1076; Marc Frederic, gen. mgr.
 Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

New York 47—445 Park Ave.; Tel.: Plaza 9-8000.

TELECAST FILMS INC.

112 W. 48th St., New York 36; Tel.: Judson 6-5480; Gordon W. Hedwig, sec.-treas.
 Services: TV film production, syndicate film.

TELEFILM INC.

6039 Hollywood Blvd., Hollywood 28; Tel.: Hollywood 9-7205; J. A. Thomas, pres. and gen. mgr.
 Services: TV film production, TV facilities for independent producers, commercials.

TELEMATED CARTOONS

70 E. 45th St., New York 17; Tel.: Murray Hill 6-8933; Saul S. Taffet, prod.-dir.
 Services: TV film commercials and inserts, animation, live action, 35mm or 16mm facilities, program main title films, special effects films.

TELEMOUNT PICTURES INC.

(Production office) 11561 Ventura Blvd., Studio City, Calif. (business office) P. O. Box 4555, Los Angeles 24; Tel.: Crestview 1-1192; Henry B. Donovan, pres.-prod.; William Cane, assoc.
 Services: Package TV programs, TV film production.

TELENEWS PRODUCTIONS INC.

630 9th St., New York 36; Tel.: Judson 6-2450; Charles N. Burris, gen. mgr.
 Services: TV program production, package TV programs, TV film production, syndicate film.
 Chicago—1325 S. Wabash Ave.; Tel.: Wabash 2-1524; Frank Koza.
 Washington (D. C.)—1905 Fairview Ave., N. E.; Tel.: Lawrence 6-5607; Charles Shutt, mgr.
 Dallas—6055 Ridgcrest Rd.; Tel.: Emerson 3851; Gordon Young.

London E. C. 4, England—72-78 Fleet St.; A. A. Turnwell.
 Frankfurt Main, Germany—International News Service 52, Taunus Strasse; Nicholas Kaufman.
 Tokyo—Mr. Ian Mutsu, Public Information Office, H. Q. FEC APO #500, Care Postmaster, San Francisco.

TELEPAK

201 N. Carmelina Ave., Los Angeles 49; Tel.: Arizona 6-8076; C. Robert Longenecker, pres.
 Services: TV program production, scripts, package TV programs, talent, TV film production.

TELE-PICTURES INC.

(Subsidiary of Lippert Pictures)
 1650 Broadway, New York; Tel.: Circle 6-3590; Joseph Smith, sls. mgr.
 Services: TV film production, program packaging.

Beverly Hills—145 N. Robertson Blvd.; Tel.: Crestview 5-4535; Robert L. Lippert Jr., vice pres.

TELEPIX CORP.

1515 N. Western Ave., Hollywood, Calif.; Tel.:

Hollywood 4-7391; Robert P. Newman, pres.
 Services: TV program production, package TV programs, TV talent, TV film production (commercials).

Chicago—155 E. Ohio St.; Tel.: Delaware 7-7214; Dick Lewis.

Hollywood 28—6233 Hollywood Blvd.; Tel.: Hollywood 4-8351.

Indianapolis—1831 N. Meridian; Tel.: Talbott 1440; Noble Bretzman.

TELESCENE FILM PRODUCTIONS CO.
 237 1st Ave., New York 3; Tel.: Algonquin 4-8470; Robert D. Tobias, prod.

Services: TV film production, syndication.

TELEVISION AIRSHOWS INC.

612 N. Michigan Ave., Chicago 11; Tel.: Superior 7-0506; W. G. T. Hyer, production director.
 Services: TV program production, packaging, scripts, TV talent, TV film production.

TELEVISION EXPLOITATION INC.
 1450 Broadway, New York; Tel.: Wisconsin 7-2055; Milton Getzger.

TELEVISION FILMS OF AMERICA (TFA)
 Box 1006, Beverly Hills; Tel.: Chapman 5-4087; Jack Parker, exec. prod.

Services: TV program production, package TV programs, TV film production, syndicate film.
 Hollywood 28—Box 2222; Tel.: Hollywood 5-5509; Ross Van Nibroc, Mgr.

San Francisco 8—540 Stockton St.; Tel.: Sutter 1-6780; Kaye Hyde, mgr.
 Los Angeles 5—2610 W. 8th St.; Tel.: Dunkirk 8-3630; Howard D. Tawney, mgr.

TELEVISION FILMS & IDEAS
 152 W. 42d St., New York 36; Tel.: Br. 9-7897; J. Franklyn Viola, pres.

Services: TV program production, packaging.

TELEVISION GRAPHICS INC.

245 W. 55th St., New York 19; Tel.: Judson 6-1922; Bernard Rubin, pres.

Services: Production of TV film commercials.

TELEVISION GUILD PRODUCTIONS INC.
 210 N. Larchmont Blvd., Los Angeles 4; Tel.: Hollywood 9-2895; Jack Miles, pres.

Services: TV program production, package TV programs, TV film production, facilities for other producers.

TELEVISION INTERNATIONAL CO.

25 W. 45th St., New York 36; Tel.: Plaza 7-3450; Paul M. Robins, gen. mgr.

TELEVISION PRODUCTION ASSOCIATES
 24 Beekman Pl., New York; Charles Irving, dir.
 Services: TV film production, TV program production, packaging.

TELEVISION & RADIO FEATURES OF AMERICA
 37 W. 46th St., New York 36; Tel.: Judson 2-5130; Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc. dir.

Services: TV program production, scripts, packaging, TV talent, TV film production, syndication, TV consultation.

New York 22—Production Unit, Hotel New Weston, Madison Ave. at 49th St.; Tel.: Plaza 3-4800; John Henry Macdonell, managing dir.; Eileen Ellis, prog. coordinator.

TELEVISION SCREEN PRODUCTIONS INC.
 17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., pres.

Services: TV film production, processing, syndicate film, production of industrial and commercial films.

TEL RA PRODUCTIONS

1518 Walnut St., Philadelphia 2; Tel.: Kingsley 6-4140; W. Wallace Orr, prod.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, process, syndicate film.

MICHAEL TERR INC.

1276 N. Crescent Heights Blvd., Los Angeles 46; Tel.: Hollywood 2-0938; Michael Terr, mgr.

Services: TV program production, TV film production.

"TEXAS RASSLIN" SPORTATORIUM

Cadiz & Industrial Blvd., Dallas; Tel.: Sterling 2173; Ed McLemore, pres.; Maurice Beck, sls. exec.

Services: TV program production.

THE THEATRE GUILD INC.

23 W. 53d St., New York 19; Tel.: Columbus 5-8170; Lawrence Langner, Theresa Helburn Arminia, prod. supvs.; H. William Fitelson, managing dir.

Services: Production of The Theatre Guild on the Air. Branch subscription offices in 16 cities.

TOMLIN FILM PRODUCTIONS INC.

480 Lexington Ave., New York 17; Tel. Plaza 8-3070; Frederick A. Tomlin, pres.
 Services: TV film productions.

TRANS-AMERICA BROADCASTING & TELEVISION ORP.

1 E. 54th St., New York 22; Tel.: Plaza 5-9800; William A. Wasmuth, mgr.

Services: TV package programs.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36; Tel.: Luxemburg 2-3530; M. E. Moore, pres.

Services: TV scripts, seasonal jingles.

TRANSFILM INC.

35 W. 55th St., New York 36; Tel.: Judson 2-1400; William Miesegaes, pres.

Services: TV film production.

TRANSLVIDEO CORP. OF AMERICA

2 W. 46th St., New York 36; Tel.: Judson 2-1280; Theodore A. Parisi, pres.

GEORGE R. TURPIN & ASSOC.
 P. O. Box 802, Fort Worth 1; Tel.: Fortune 7453; George R. Turpin, gen. mgr.

Services: Regional sales campaigns and giveaway shows for television stations.

TV ADS INC.

3839 Wilshire Blvd., Los Angeles 5; Tel.: Dunkirk 8-1323; Doria Balli, pres.

Services: TV commercials production.

TV ART PRODUCTIONS

119 N. 7th St., St. Louis; Tel.: Central 4757.
 Daniel Bishop, pres.

Services: TV program production, scripts, packaging, TV talent.

TV FILMS INC.

516 5th Ave., New York 36; Tel.: Judson 2-3383; Robert V. Pollock, pres.

Services: TV program production, scripts, TV film production, syndicate film.

TV FILMS REGIONAL SALES CO.

516 5th Ave., New York 36; Tel.: Murray Hill 2-3333; Matthew B. McBride, pres.

Services: TV film production.

TV PROGRAMS

10 Washington Pl., New York 3, N. Y.; Tel.: Gramercy 7-0123; E. Roberts, exec. prod.
 Services: TV program production, package TV programs, TV talent.

TV UNLIMITED INC.
 341 Madison Ave., New York 10, N. Y.; Tel.: Murray Hill 3-3881; Herbert Rosen, pres.

Services: TV program production, package TV programs, TV film production, syndicate film.

U

GEORGE ULLMAN AGENCY

8719 Sunset Blvd., Los Angeles 46; Tel.: Crestview 4-5238; George Ullman, pres.; Jack Easton, radio-TV Dept., mgr.

Services: TV scripts, package TV programs, talent, directors.

UNITED FEATURE SYNDICATE INC.

220 E. 42d St., New York 17; Tel.: Murray Hill 2-3020; James Hennessy, bus. mgr.

UNITED FILM SERVICE INC.

2449 Charlotte St., Kansas City 8; Tel.: Baltimore 5100; W. H. Hendren, pres.

Services: Production of TV commercials.
 Chicago—333 N. Michigan Ave.; Tel.: Andover 3-3023; Frank Capen, pres.

San Francisco—821 Market St.; Tel.: Yukon 2-4850; Edward E. Hewitt.

Cleveland—460 Leader Bldg.; Tel.: Sweetbrier 1-5274; R. V. Stambaugh.

Detroit—3275 Penobscot Bldg.; Tel.: Woodward 1-2289; Larry M. Goodwin.

UNITED FILM & RECORDING STUDIOS

301 E. Erie St., Chicago 11; Tel.: Superior 7-9114; William L. Klein, gen. mgr.

Services: TV program production, scripts, package TV programs, talent, TV film production.

UNITED PRESS (Formerly Telectronix Div. of NEA Service Inc.)

461 8th Ave., New York; Tel.: Longacre 3-5160; R. W. Johnson, eastern mgr.

Services: TV package programs, production, news pictures and photos in slides; Movietone News, TV scripts.

Cleveland 13—W. 3d & Lakeside; Tel.: MA. 1-7300; Meade Monroe, vice pres.

San Francisco—News Bldg., 814 Mission St.; Tel.: Garfield 1-4158; Sherman Montrose, western mgr.

Chicago—400 W. Madison; Tel.: Randolph 6-4172; S. E. Steeves, midwest mgr.

UNITED PRESS ASSOCIATIONS

220 E. 42d St., New York 17; Tel.: Murray Hill 2-0400. LeRoy Keller, vice pres.-gen. mgr.

Services: United Press Movietone News, motion picture news coverage comprising sound and silent film with teletype production and 24-hour news wire. Produced jointly by United Press and 20th Century-Fox Movietone News. United Press Newspictures. Mims Thomason, vice pres.-gen. mgr. News photos by leased line up to 18 hours daily, telephone short period service, mail, messenger or courier; 7x3, 8x10, 3x4, telop and balop prints; 35 mm transparencies with timed scripts; sports shows; baseball scoreboard including cartoons; weather maps, slides or film, with scripts.

UNITED SOUND SYSTEMS

5840 Second Blvd., Detroit 2, Mich.; Tel.: Trinity 1-2570; James V. Syracuse, pres.

Services: Sound film recording.
 Owosso, Mich.—1011 E. Main St.; Tel.: Owosso 339; Norman Dufour, mgr.

UNITED TELEFILM CO.

106 W. 39th St., New York 18, N. Y.; Tel.: Longacre 5-3137; Jesse L. Stern, own.

Services: TV film production, syndicate film.
 Washington (D. C.)—1001 New Jersey Ave., N. W.; Tel.: Republic 7-0776; B. Mills.

UNITED TELEVISION PROGRAMS INC.

650 N. Bronson Ave., Hollywood; Tel.: Hollywood 5-2195; Jerry King, pres.

Services: Syndicate film.
 New York City—444 Madison Ave.; Tel.: Plaza 3-4620; Ben Frye, sls. vice pres.

Chicago—360 N. Michigan Ave.; Tel.: Central 7-2957; William Van Praag, own.

Services: TV film production, processing, syndication, TV program production, scripts, packaging, TV talent.

UNUSUAL FEATURES SYNDICATE

333 N. Michigan Ave., Chicago 1, Ill.; Tel.: Ravenswood 0-780; Dean Schaefer, own.

Services: Scripts.

V

THOMAS J. VALENTINO INC.

150 W. 46th St., New York 33; Tel.: Circle 6-4675-76; T. J. Valentino, pres.

Services: Sound effect and mood music record.

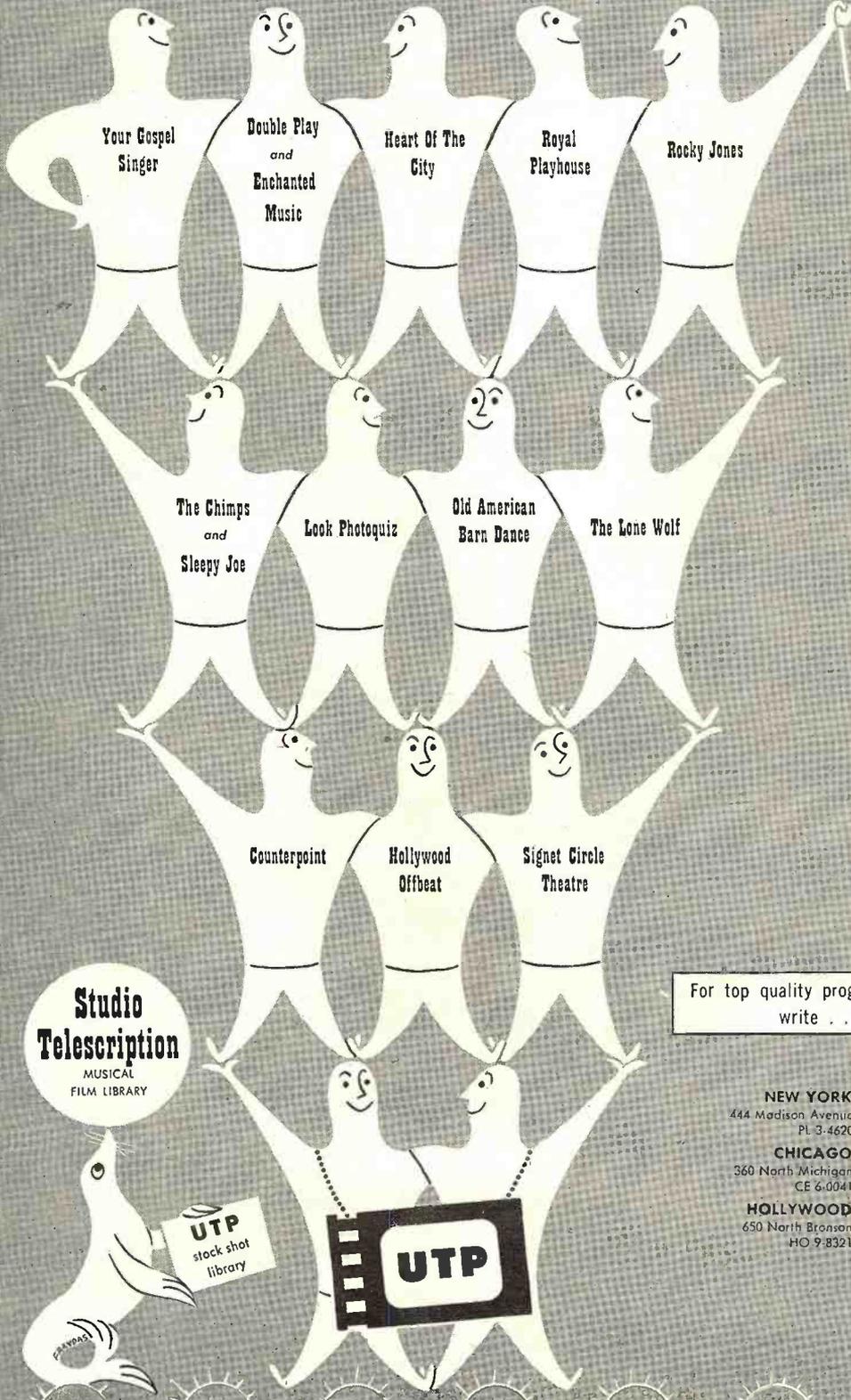
VAN PRAAG PRODUCTIONS
 1600 Broadway, New York 19, N. Y.; Tel.: Plaza 7-2957; William Van Praag, own.

Services: TV film production, processing, syndication, TV program production, scripts, packaging, TV talent.

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We have it! Whether you're looking for mystery . . . comedy . . . musical . . . or drama, UTP can fill the bill with a show that's sure to build a high rating and skyrocket sales for your sponsors. And every UTP show is priced right for the local or regional advertiser!



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- ★ **Double Play**
— 39 ¼hr. personality shows
- ★ **Heart Of The City**
— 78 Big Town ½hrs.
- ★ **Royal Playhouse**
— 52 Fireside Theatre ½hrs.
- ★ **Hollywood Offbeat**
— 13 ½hr. mysteries
- ★ **Enchanted Music**
— 13 ½hr. musicals
- ★ **The Chimps**
— 13 ¼hr. comedies
- ★ **Sleepy Joe**
— 13 Kiddies ½hrs.
- ★ **Look Photoquiz**
— 260 ¼hr. phone quizzes
- ★ **Old American Barn Dance**
— 26 ½hr. musicals

PLUS THESE BRAND NEW ADDITIONS TO THE UTP FAMILY:

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— 26 science-fiction ½hrs.
- ★ **The Lone Wolf**
— 26 ½hr. mysteries
- ★ **Your Gospel Singer**
— 13 ¼hr. shows
- ★ **Signet Circle Theatre**
— 26 ½hr. dramas

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- ★ **UTP Package Program Plug**
— For new stations
- ★ **UTP Stock Shot Library.**

For top quality programs priced to fit your budget, write . . . wire . . . or phone:

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360 North Michigan
CE 6-0041
HOLLYWOOD
650 North Bronson
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TELEVISION
PROGRAMS, inc.**

**Studio
Telescription**
MUSICAL
FILM LIBRARY

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stock shot
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VICTOR RADIO & TELEVISION ENTERPRISES
P. O. Box 485, Passaic 1, N. J.; Tel.: Prescott
7-3019; John V. Nowak.

Services: TV program production, package TV
programs, TV talent.

Hamtramck 12, Mich.—2509 Goodson; Tel.: Trin-
ity 3-4993; Eugene Brominski.

VIDEO DRAMA PRODUCTIONS

505 5th Ave., New York 17; Tel.: Murray Hill
2-0326; Henry E. Marcuse, pres.

Services: TV program production, package pro-
grams, scripts, TV film production.

Paris—19 Rue Bonaparte, G. Calandreau.

VIDEO EVENTS INC.

535 5th Ave., New York 17; Tel.: Murray Hill
7-1688; Julienne Dupuy, pres.

Services: TV package production, program con-
sultant.

VIDEO FILMS

1004 E. Jefferson Ave., Detroit 7, Mich.; Tel.:
Woodward 2-3400; Clifford Hanna, sls. mgr.

Services: TV film production, TV program pro-
duction.

VIDEO PICTURES INC.

41 E. 50th St., New York 21; Tel.: Murray Hill
8-1162; William R. Deering, pres.

Services: TV program production, package TV
programs, scripts, TV film production, process-
ing.

New York 19—Studio, 510 W. 57th St.; Tel.:
Circle 7-2062.

VIDEO PICTURES INC.

1515 N. Western Ave., Hollywood.

VIDEO PRODUCTIONS ASSOCIATES

319 W. 30th St., New York 1; Tel.: Lackawanna
4-8422; Philip Brodsky, Miriam Tulin.

Services: TV package programs, TV production,
scripts, consultant service.

VIDICAM PICTURES CORP.

240 E. 39th St., New York 16, N. Y.; Tel.: Murray
Hill 6-3310; Al Justin, pres.

Services: TV film production.

J. FRANKLYN VIOLA

Room 801, 152 W. 42d St., New York 18, N. Y.;
Tel.: Chickering 4-3254; J. Franklyn Viola,
pres.

Services: TV program production, English and
foreign language shows.

CHICK VINCENT CO.

509 Madison Ave., New York 22, N. Y.; Tel.:
Eldorado 5-0734; Chick Vincent, prod.

Services: TV package programs, TV production.

OWEN VINSON & CO.

803 19th St., P. O. Box 111, Santa Monica, Calif.;
Tel.: Exbrook 5-1305; Owen Vinson, own.

Services: TV program production, scripts, pack-
age TV programs.

VISUAL DRAMA INC.

501 Madison Ave., New York 22; Tel.: Plaza
5-2211; Phillips H. Lord.

Services: TV program packaging.

VISUAL MEDIA INC.

2129 45th Rd., Long Island City; Tel.: Stillwell
4-2941; William M. Nelson, pres.

Services: TV package programs, TV production,
scripts.

VITAPIX CORP.

509 Madison Ave., New York 22; Tel.: Plaza
8-3013; Bob Wormhoudt, exec. vice pres.

Services: TV film syndication.

Los Angeles—5539 Sunset Blvd.; Tel.: Gladstone
7202; Bill Broidy.

VITATONE FILM PRODUCTIONS

5331 Via San Delarro, Los Angeles 22, Calif.; Tel.:
Angelus 0584; Jack Helstowski, own.

Services: TV film production (commercials).

WILL H. VOELLER PRODUCTIONS

8540 Sunset Blvd., Hollywood 46; Tel.: Bradshaw
2-4455; Will H. Voeller, own.

Services: TV program production, scripts, pack-
age TV programs, TV film production.

VOGUE-WRIGHT STUDIOS

469 E. Ohio St., Chicago 11; Tel.: Mohawk 4-5600;
George T. Becker, vice pres.

Services: TV program production, scripts, pack-
age TV programs, TV film production, syndi-
cate film.

New York—225 4th Ave.; Tel.: Algonquin 4-3400;
Robert Shea, vice pres.

Hollywood 46—1041 N. Formosa; Tel.: Hollywood
7-5111; Charles W. Sheely, sls. prom. coordi-
nator.

VONNA PRODUCTIONS INC.

5816 Wilshire Blvd., Los Angeles 36; Tel.: Walnut
2096; Edison Van Ottenfeld, pres.

Services: TV program production, scripts, pack-
age TV programs, TV film production.

New York—Allied Record Mfg. Co., 619 W. 54th
St.; Tel.: Judson 2-3791; Hal Neely.

Washington—1121 Vermont Ave., N. W.; Tel.:
District 7-5126; Wynn Adams.

W

ROGER WADE PRODUCTIONS

15 W. 46th St., New York 19; Tel.: Circle 7-6797;
Roger Wade, own.

Services: TV program production, TV film pro-
duction.

JACK WAGNER & ASSOC.

48 N. White Rd., San Jose 27, Calif.; Tel.: Clay-
burn 8-2317; Jack R. Wagner, owner-mgr.

Services: film syndication.

WASHINGTON PHOTO & SOUND CORP.

1121 Vermont Ave., N. W., Washington 5; Tel.:
Sterling 3-7969; John Convery, gen. mgr.

Services: TV program production, scripts, pack-
age TV programs, TV talent, TV film produc-
tion, film processing.

Atlantic City (N. J.)—803 Atlantic Ave.; Leo
Masucci, gen. mgr.

WASHINGTON SPOTLIGHT INC.

931 Washington Bldg., Washington, D. C.; Tel.:
Sterling 3-0722; Milton Hammer, pres.

Services: TV film production and syndication
(forum and panel shows and interviews).

ADRIAN WEISS PRODUCTIONS

655 N. Fairfax Ave., Los Angeles 36; Tel.: Web-
ster 8-5287; Adrian Weiss, prod.; Louis Weiss,
prod. exec.

Services: TV program production, package TV
programs, TV film production, syndication.

WELGOT TRAILER SERVICE

Film Center Bldg., 630 9th Ave., New York 36;
Tel.: Circle 6-6450; Martin Gottlieb, Charles L.
Welsh.

Services: TV film production, processing.

RUPE WERLING

Hidden Haven, Chalfont, Pa.; Tel.: Lexington
707; Rupe Werling.

Services: Writing TV commercials and scripts to
order only.

WEST COAST SOUND STUDIOS

(Affiliate of Video Pictures Inc.)

510 W. 57th St., New York 19; Tel.: Circle 7-2062;
Martin Henry, vice pres.

Services: Produce TV programs, produce TV film,
handle TV scripts.

WESTERN ADVENTURE PRODUCTIONS INC.

120 South Poplar St., Charlotte; J. F. White Jr.,
pres.

WFAA-TV

300 Harry Hines Blvd., Dallas 4; Tel.: Riverside
3316; Ralph W. Nimmons, sta. mgr.

Services: TV program production.

WILDING PICTURE PRODUCTIONS INC.

1345 Argyle St., Chicago 40; Tel.: Longbeach
1-8410; C. H. Bradford Jr., pres.; Hal W. Fish,
exec. vice pres.; A. Kellock, production vice
pres.; George Schuyler, Chicago sls. vice pres.

Services: TV film commercials.

New York City—385 Madison Ave.; Tel.: Plaza
9-0854; James Ingefeld, vice pres.

Detroit—1000 Dime Bldg.; Tel.: Woodward 3-9311;
Lang S. Thomson, vice pres.

Cleveland—1010 Euclid Ave.; Tel.: Tower 1-6440;
Jack Rheinstrom, vice pres.

Cincinnati—817 Vine St.; Tel.: Garfield 0477;
R. L. McMillan.

Pittsburgh—429 4th Ave.; Tel.: Grant 1-6240;
Ralph Maitland.

St. Louis—4378 Lindell Blvd.; Tel.: Lucas 0986;
James F. Darst.

Los Angeles—5981 Venice Blvd.; Tel.: Webster
0183; John Oser.

WILLARD PICTURES INC.

45 W. 45th St., New York City; Tel.: Luxemburg
2-0430; John M. Squires Jr.

WINK FILMS CORP.

625 Madison Ave., New York 22; Tel.: Plaza
3-0684; Leslie Wink, pres.

Services: TV film production, syndication, TV
program production, packaging.

FRANK WISBAR PRODUCTIONS INC.

7324 Santa Monica Blvd., Hollywood 46; Tel.:
Hollywood 2-2286; Frank Wisbar, prod.-dir.

Services: TV film production.

WLS ARTIST BUREAU

1230 Washington Blvd., Chicago; Tel.: Monroe
6-9700; George Ferguson, Earl Kurtze.

Services: Recording, talent (represents WLS
artists).

WOLF ASSOC. INC.

420 Madison Ave., New York 17; Tel.: Plaza
5-2050; Edward Wolf, pres.

Services: TV program production, package TV
programs.

RAPHAEL G. WOLFF STUDIOS

5631 Hollywood Blvd., Hollywood 28, Calif.; Tel.:
Hollywood 7-6126; Raphael G. Wolff, own.

Services: TV film production.

New York 22—330 Park Ave.; Tel.: Plaza 5-5386;
Dicran Nahigian.

Evanston, Ill.—2103 Orrington Ave.; Tel.: Davi-
8-7236; Carl Wester.

Detroit 35—16852 Meyers Rd.; Tel.: Diamond
1-0654; Harold R. Troy.

WOR ENTERTAINMENT DEPT.

1440 Broadway, New York 18; Tel.: Longacre
4-8000; Nat M. Abramson, mgr.

Services: Club dates and cruises, etc.

WOR RECORDING STUDIOS

1440 Broadway, New York 18; Tel.: Longacre
4-8000; John Hayes, mgr.

Services: Recording of audio portion for TV
spots and programs on disc and tape.

WORKSHOP PRODUCTIONS INC.

418 S. Robertson Blvd., Los Angeles 48; Tel.:
Crestview 5-4373; Paul Garrison, prod. vice
pres.

Services: TV program production, packaging, TV
film production.

WORLD BROADCASTING SYSTEM INC.

488 Madison Ave., New York 22; Tel.: Murray
Hill 8-4700; Robert W. Friedheim, vice pres.;
Pierre Weis, gen. mgr.

Services: Transcription program service library
(background music).

Cincinnati 6—1529 Madison Rd.; Tel.: Plaza 1323;
Leo Gutman, prom. dir.

CARTER WRIGHT ENTERPRISES

6533 Hollywood Blvd., Hollywood 28; Tel.: Holly-
wood 9-0944; Eve Parshalle.

Services: TV program production, package TV
programs, talent.

WRIGHT-SONOVOX INC.

6331 Hollywood Blvd., Hollywood 28; Tel.: Holly-
wood 9-3614; John T. Abbott, gen. mgr.

Services: TV program production, talking and
singing sound.

New York 22—444 Madison Ave.; Tel.: Plaza
1-2700; E. C. Redding.

WYNN WRIGHT ASSOCIATES

17 W. 57th St., New York 19; Tel.: Plaza 3-4417;
Charles Granzow, partner-mgr.

Services: TV package programs.

WRITECRAFTERS

Site 103, 5617 Hollywood Blvd., Hollywood 28,
Calif.; Tel.: Hollywood 7-8608; Carl Coolidge,
dir.

Services: TV scripts, TV program packaging.

Y

EMERSON YORKE STUDIO

245 W. 55th St., New York 19; Tel.: Judson 2-2216;
Emerson Yorke, own.

Services: Filmed shows.

YOUNG AMERICA FILMS INC.

18 E. 41st St., New York 17; Tel.: Lexington
2-4100; James R. Brewster, prod.

Services: Educational film library.

Z

ZAHLER MUSIC LIBRARY

418 S. Robertson Blvd., Los Angeles 48; Tel.:
Crestview 5-4373; Gordon R. Zahler, pres.

Services: Background music for TV filmed series.

ZAHLER PRODUCTIONS INC.

418 S. Robertson Blvd., Los Angeles 48; Tel.:
Crestview 5-4373; Gordon R. Zahler, pres.

Services: TV program production, scripts, pack-
aging, TV film production.

ZIV TELEVISION PROGRAMS INC.

488 Madison Ave., New York City; Tel.: Murray
Hill 8-4700; John L. Sinn, pres.; M. J. Rifkin,
vice pres. in chg. of sls.; Albert Goustin, east-
ern sls. mgr.

Services: TV film production, syndicate film, TV
program production.

Los Angeles 4—5255 Clinton St.; Tel.: Hollywood
3-5121; Walter Kingsley, western sls. mgr.

Cincinnati—1529 Madison Rd.; Tel.: Plaza 1323;
Frederic W. Ziv, board chmn.; Edward J.
Broman, midwest sls. mgr.

ZORRO PRODUCTIONS

2400 W. Alameda Ave., Burbank, Calif.; Tel.:
Charleston 8-5559; William Cottrell, prod.

Services: TV film production.

MAURICE H. ZOULARY TELEVISION PRODUCTIONS

2 W. 46th St., New York 19; Tel.: Judson 2-4426;
Maurice H. Zouary, pres.

Services: TV program production, package TV
programs, TV film production, talent.

TV BROADCAST FINANCIAL DATA—1952

TOTAL broadcast revenues of \$324.2 million were garnered by the U. S. television industry in 1952, up 38% over 1951, the FCC reported in August, 1953, in issuing its annual financial data reports based on final tabulations. These figures replace estimates issued by the Commission in March, 1953 [B•T, March 30].

Total TV industry income in 1952 amounted to \$55.5 million before Federal taxes, the Commission's economic statisticians reported. This is an increase of 33% over 1951 income.

The report also shows:

1. Total broadcast revenues of the TV industry in 1952 were \$324.2 million or 38 percent above 1951. (Total broadcast revenues comprise the sale of time, talent and program material to advertisers.) Broadcast income was reported at \$55.5 million or 33 percent above 1951. All references to broadcast income are before Federal income tax. (Table 1)

2. Network (including 15 owned and operated TV stations) reported 1952 TV revenues of \$180.2 million, expenses of \$170.3 million and income of \$9.9 million. Although the networks' TV revenues of \$180.2 million were almost double the \$95.8 million received from AM operations, proportionately greater TV expenses resulted in a slightly smaller income from TV operations (\$9.9 million) than from AM operations (\$10.2 million). (Table 4)

3. Ninety-three pre-freeze TV stations (excluding 15 network owned and operated stations) reported total broadcast revenues of \$143.4 million, or an average of \$1,541,825 per station in 1952. With average station expenses totalling \$1,049,474, the average station's income in 1952 was \$492,351. (Table 5a)

Fourteen other TV stations (i.e., those authorized in 1952 since the lifting of the freeze and commencing commercial operations prior to the end of 1952) reported aggregate revenues of \$600,000, expenses \$800,000 and a loss of \$200,000. Of these 14 new TV stations, only three were in commercial operation more than two months during 1952. (Table 1)

Table 1
BROADCAST REVENUES, EXPENSES,
AND INCOME OF TELEVISION
NETWORKS AND STATIONS
1949-1952
(\$ Millions)

	1952	1951	1950 ²	1949 ³
Broadcast Revenues				
4 Networks (including 15 owned and operated stations)	\$180.2	\$128.4	\$ 55.5	\$ 19.3
93 television stations	143.4	107.3	50.4	15.0
14 television stations ¹	.6
Industry total	\$324.2	\$235.7	\$105.9	\$ 34.3
Broadcast Expenses				
4 Networks (including 15 owned and operated stations)	\$170.3	\$117.4	\$ 65.5	\$ 31.4
93 television stations	97.6	76.7	49.6	28.2
14 television stations ¹	.8
Industry total	\$268.7	\$194.1	\$115.1	\$ 59.6
Broadcast Income (Before Federal Income Tax)				
4 Networks (including 15 owned and operated stations)	\$ 9.9	\$ 11.0	\$ (10.0)	\$ (12.1)
93 television stations	45.8	30.5	.8	(13.2)
14 television stations ¹	(.2)
Industry total	\$ 55.5	\$ 41.6	\$ (9.2)	\$ (25.3)

(.) Denotes loss.
¹ Authorized during 1952; all in operation less than six months during year.
² 1950 data covers 4 networks including their 14 owned and operated stations and 93 television stations.
³ 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

4. Ninety-four of the nation's 108 pre-freeze TV stations (including network owned and operated stations) reported profitable operation during 1952. Of the 94, 17 reported profits (before Federal income tax) of \$1 million or more. (Table 7a) As in 1951, the majority or nine of the 14 stations reporting losses were located in the two seven-station markets—New York and Los Angeles. (Table 7e) Nine of the losing stations reported total revenues in excess of \$1 million dollars. (Table 7c) None of the 40 TV stations located in one-station markets reported a loss of 1952. (Table 7e)

The final financial reports also disclosed the following additional information:

1. 1952 marked the first year in which TV network time sales surpassed radio network time sales. Television networks reported total network time sales of \$137.7 million in 1952 or approximately 41 percent above 1951. [In 1952, network time sales of the four nationwide radio networks were reported at \$102.1 million or approximately \$12 million below 1951.] TV national "spot" time sales in 1952 rose to \$80.2 million or 34 percent above 1951. TV local times sales of \$65.2 million were 27 percent over 1951. Revenues from TV talent sales and commissions were reported at \$56.2 million or 70 percent above the previous year. Other TV broadcast revenues (primarily sales of program material) were reported at \$31.5 million, or 15 percent above 1951. Networks and their owned and operated stations received \$67.8 million of the industry's total talent and program material revenues of \$87.7 million.

2. The average TV station's total revenues of \$1,541,825 in 1952 were made up, as follows: Network time sales, \$387,252; non-network time

Table 2
BROADCAST FINANCIAL DATA OF TELEVISION
NETWORKS AND STATIONS
1952
(\$ Thousands)

Item (1)	4 Networks and Their 15 Owned and Operated Stations (2)	107 Other Stations (3)	Industry Total (4)
A. Revenues from the sale of time:			
1. Network time sales to:			
a. Nation-wide networks.....	\$ 99,345	\$ 38,609	\$137,954
b. Miscellaneous networks and stations.....	..	34	34
Total.....	99,345	38,643	137,988
2. Deduct—Payments to foreign stations and elimination of miscellaneous duplications.....			
	(2,139)	2,463	324
Revenues from network time sales.....			
	101,484	36,180	137,664
3. Non-network time sales to:			
a. National and regional advertisers and sponsors.....	21,781	58,454	80,235
b. Local advertisers and sponsors.....	16,623	48,548	65,171
Total revenues from non-network time sales.....	38,404	107,002	145,406
Total revenues from time sales.....	139,888	143,182	283,070
4. Deduct—Commission to regularly established agencies, representatives, brokers and others.....			
	27,509 ¹	19,015	46,524
Net revenues from time sales.....	112,379	124,167	236,546
B. Revenues from incidental broadcast activities:			
Talent.....	47,504	8,704	56,208
Sundry broadcast revenues.....	20,321	11,148	31,469
Total revenues from incidental broadcast activities.....	67,825	19,852	87,677
Total broadcast revenues.....	180,204	144,019	324,223
Total broadcast expenses of networks and stations.....	170,301	98,425	268,726
Broadcast income before Federal income tax.....	\$ 9,903	\$ 45,594	\$ 55,497

¹ Of this amount \$20,869,192 is applicable to the total sale of network time.

Table 3
ITEMIZED BROADCAST EXPENSES OF 4 NETWORKS
AND 122 TELEVISION STATIONS
1952

Type of Expense (1)	Networks and Their Owned and Operated Stations (2)	Other Stations (3)	Industry Total (4)
Number of networks.....	4	107	4
Number of stations.....	15	107	122
(\$ Thousands)			
Technical expenses:			
Salaries and wages.....	\$ 20,138	\$ 13,763	\$ 33,901
Repairs of technical equipment.....	2,840	3,796	6,636
Other.....	4,667	1,753	6,420
Total.....	27,645	19,312	46,957
Program expenses:			
Salaries and wages.....	17,677	12,097	29,774
Talent expenses.....	43,223	8,314	51,537
Royalties and license fees relating to program material.....	3,212	5,184	8,396
Transcriptions and recordings.....	2,825	254	3,079
Cost of wire services.....	13,507	893	14,400
Film rentals.....	3,676	10,914	14,590
Film purchases.....	3,051	232	3,283
Other film expense.....	2,242	395	2,637
Other expenses directly related to Programs.....	17,398	5,503	22,901
Total.....	106,811	43,756	150,567
Selling expenses:			
Salaries, wages, and commissions to staff salesmen.....	3,776	4,688	8,464
Other expenses directly related to selling.....	5,354	3,560	8,914
Total.....	9,130	8,248	17,378
Total technical, program and selling expenses.....	143,586	71,316	214,902
General and Administrative expenses:			
Salaries and wages.....	4,229	6,554	10,783
Professional services, exclusive of salaries.....	336	822	1,158
Insurance expenses.....	452	657	1,109
Experimental and developmental expenses.....	49	49	98
Depreciation and amortization of broadcast investments.....	3,676	8,792	12,468
Rent paid for use of broadcast property.....	5,007	2,274	7,281
Taxes (other than Federal income tax).....	1,508	1,861	3,369
Losses on notes, accounts and other amounts receivable.....	143	167	310
Other.....	11,364	5,933	17,297
Total general and administrative expenses.....	26,715	27,109	53,824
Total broadcast expenses.....	\$170,301	\$ 98,425	\$268,726

sales to national and local advertisers (after commissions), \$941,604; and sales and commissions on talent and program material, \$212,969. (Table 5a)

3. In the individual TV markets, New York's seven TV stations had aggregate station revenues of \$26.8 million, expenses of \$20.8 million and income (before Federal income tax) of \$6.0 million. Los Angeles, also with seven TV stations, had aggregate station revenues of \$17.9 million, expenses of \$19.4 million and a loss of \$1.5 million. In three other markets, Chicago, Philadelphia and Detroit, with four, three and three TV stations, respectively, the average station's profit (before Federal income tax) was over one million dollars. (Table 5b)

4. Principal expense items in the average TV station's total expense of \$1,049,474 were, as follows: Salaries and Wages, \$398,583; Film expenses, \$123,160; Depreciation, \$93,488; Talent costs, \$88,989; Other program costs, \$126,694; All other expenses, \$218,560. Expenses of TV stations by licensees operating AM stations in the same community were, on the average, substantially less than for TV-only stations—\$961,959 for 76 TV stations with associated AM operations as against \$1,440,721 for 17 TV stations without associated AM stations (Table 6b). By overall departments, the average station's expenses were divided as follows: Technical, 19.6 percent; program, 44.5 percent; selling, 8.4 percent; general and administrative, 27.5 percent. (Table 6c)

5. The average of 93 TV stations' investment in tangible broadcast property was \$678,602 original cost and \$412,597 depreciated cost. Average income (before Federal income tax) for the same stations in 1952 was \$492,351. Average original cost varied from approximately \$345,000 for stations in markets of under

250,000 population to slightly over \$1,000,000 for stations in markets of 1 million population and over. (Table 8b) The average operating ratio for all 108 TV stations (i.e., ratio of expenses excluding Federal income tax to revenues) was 69 percent and ranged from 58 percent for 16 TV stations with total revenues of \$3 million and over to 93 percent for 3 TV stations with total revenues of less than \$500,000. (Table 6d)

Table 4
NATION-WIDE NETWORKS INCLUDING OWNED AND OPERATED STATIONS
COMPARATIVE DATA FOR AM AND TV OPERATIONS

	1949-1952 (\$ Millions)			
	1952	1951	1950	1949
Broadcast Revenues				
AM	\$ 95.8	\$ 99.0	\$105.0	\$105.3
TV	180.2	128.4	55.5	19.3
Total	\$276.0	\$227.4	\$161.5	\$124.6
Broadcast Expenses				
AM	\$ 85.8	\$ 89.5	\$ 87.3	\$ 86.8
TV	170.3	117.4	65.5	31.4
Total	\$255.9	\$206.9	\$152.8	\$118.2
Broadcast Income (Before Federal Income Tax)				
AM	\$ 10.2 ¹	\$ 9.5	\$ 18.7	\$ 18.5
TV	9.9 ¹	11.0	(10.0)	(12.1)
Total	\$ 20.1	\$ 20.5	\$ 8.7	\$ 6.4

() Denotes loss.
Note: AM data include the operations of 18 network-owned stations in all years. As a result of ownership changes in 1952, however, the operation of two such stations are included only for that part of 1952 during which the stations were network-owned and operated. TV data include the operations of 14 stations in 1949 and 1950; 15 in 1951 and 1952.
¹ As reported by the networks. However, networks engaging in joint radio-TV operations have indicated that certain overhead expenses not readily allocable between radio and TV, have been charged against radio. To the extent that this occurred, the above figures may understate radio income and overstate TV income.

Table 5b
INDIVIDUAL TV MARKET DATA

TV Markets	No. of TV Stations	Sales of Station Time To:			Total Revenues ¹	Total Expenses ²	Income ³
		Net-works	National Adver-tisers ¹	Local Adver-tisers			
		(\$ Thousands)			(\$ Thousands)		
New York	7	\$ 5,981	\$17,442	\$ 4,250	\$ 26,801	\$ 20,801	\$ 6,002
Los Angeles	7	2,281	5,740	6,055	17,918	19,455	(1,536)
Chicago	4	2,929	7,352	4,019	15,132	10,411	5,721
Philadelphia	3	2,683	4,052	3,128	10,215	8,034	4,180
Detroit	3	1,696	3,342	3,992	8,875	5,318	3,557
Cleveland	3	1,983	2,105	1,508	6,040	4,090	1,950
San Francisco	3	1,015	1,784	3,065	5,729	4,009	1,720
Cincinnati	3	1,379	1,595	1,485	4,979	3,910	1,068
Baltimore	3	1,568	1,402	2,347	4,995	3,338	1,657
Washington, D. C.	4	1,391	1,696	1,663	4,582	3,609	873
Columbus, Ohio	3	965	1,303	1,096	3,192	2,803	389
Atlanta	3	727	866	866	2,316	1,931	385
Total 12 TV Markets	46	\$24,477	\$48,680	\$35,455	\$111,675	\$ 85,708	\$25,967
51 Other TV Markets	62	\$26,288	\$34,758	\$26,003	\$ 81,162	\$ 46,682	\$34,480
Total 63 TV Markets	108⁴	\$50,765	\$83,438	\$61,458	\$192,838	\$132,389	\$60,447

Note: Data may not add to totals due to rounding.
¹ Before commissions to agencies, representatives and others.
² Total revenues consist of time sales less commissions plus talent and program material sales.
³ Before Federal income tax.
⁴ Excludes data for 14 stations starting operations in 1952.

Table 6b
PRINCIPAL EXPENSE ITEMS OF 93 TV STATIONS CLASSIFIED BY VOLUME OF REVENUES AND TYPE OF LICENSEE

Broadcast Revenues	Licensee	No. of Stations	Average Per Station						
			Total Expenses	Salaries & Wages	Film	Talent	Other Program Expense	Depreciation	All Other
Less than \$500,000	TV only	1	\$ 582,973	\$206,897	\$131,921	\$ 34,939	\$ 28,019	\$ 66,964	\$112,333
	AM-TV	2	219,698	89,905	33,377	2,805	16,071	27,272	50,468
500,000- 750,000	TV only	2	547,871	184,954	77,107	12,631	33,007	57,391	182,791
	AM-TV	11	436,609	191,305	42,557	10,492	38,213	49,847	103,195
750,000-1,000,000	TV only	1	611,745	198,563	93,300	19,024	49,603	79,699	171,856
	AM-TV	14	613,753	245,515	57,817	33,291	47,274	61,263	168,593
1,000,000-1,250,000	TV only	2	767,713	255,021	38,249	8,957	69,262	109,413	286,811
	AM-TV	13	869,200	286,189	85,303	31,617	64,074	68,777	133,240
1,250,000-1,500,000	TV only	3	1,084,513	397,087	96,319	103,415	158,339	92,571	246,492
	AM-TV	7	1,008,599	401,994	93,289	67,962	101,554	138,334	206,466
1,500,000-2,000,000	TV only	3	1,296,806	490,008	136,783	43,075	106,864	131,803	388,273
	AM-TV	11	1,228,384	480,100	100,011	128,823	131,375	97,664	290,411
2,000,000-2,500,000	TV only	1	1,240,414	566,359	132,783	90,338	128,486	95,715	226,736
	AM-TV	8	1,282,216	479,545	185,216	119,292	147,853	111,349	239,961
2,500,000-3,000,000	TV only	2	3,403,473	1,137,834	386,975	400,574	579,364	306,416	612,310
	AM-TV	3	1,913,879	670,124	323,387	242,751	284,322	156,603	256,734
3,000,000 and over	TV only	2	2,722,632	703,336	552,402	559,673	464,612	112,696	329,813
	AM-TV	7	1,999,389	783,882	238,717	165,064	342,614	121,314	347,798
Total	TV only	17	\$1,440,721	\$482,199	\$183,798	\$149,650	\$193,777	\$122,784	\$308,313
	AM-TV	76	861,959	379,879	109,596	75,376	111,689	86,935	198,484
Total all stations		93	\$1,049,474	\$398,583	\$123,160	\$ 88,989	\$126,694	\$ 93,488	\$218,560

Table 5a
AVERAGE PER STATION BROADCAST REVENUES OF 93¹ TELEVISION STATIONS 1952

Type of Revenue	Average Per Station
A. Revenues from the sale of time:	
1. Network time sales to:	
a. Nation-wide networks	\$ 413,441
b. Miscellaneous networks and stations	291
Total	413,732
2. Deduct—Payments to foreign stations and elimination of miscellaneous duplications	26,480
Revenues from network time sales	387,252
3. Non-network time sales to:	
a. National and regional advertisers and sponsors	626,489
b. Local advertisers and sponsors	518,584
Total revenues from non-network time sales	1,145,073
Total revenues from time sales	1,532,325
4. Deduct—Commissions to regularly established agencies, representatives, brokers and others	203,469
Net revenues from time sales	1,328,856
B. Revenues from incidental broadcast activities:	
Talent	93,543
Sundry broadcast revenues	119,426
Total revenues from incidental broadcast activities	212,969
C. Total Broadcast Revenues	\$1,541,825
D. Total Broadcast Expenses	\$1,049,474
E. Broadcast income before Federal income tax	\$ 492,351

¹ Excludes owned and operated stations of networks and 14 TV stations starting operations in 1952.

Table 6a
AVERAGE PER STATION BROADCAST EXPENSES OF 93 TELEVISION STATIONS¹ 1952

Type of Expense	Average Per Station
Technical Expenses:	
Salaries and wages	\$ 146,956
Repairs of technical equipment	40,382
Other	19,630
Total	205,968
Program Expenses:	
Salaries and wages	129,163
Talent expenses	89,330
Royalties and license fees relating to program material	55,569
Transcriptions and recordings	2,722
Cost of wire services	9,481
Film rentals	117,006
Film purchases	2,374
Other film expense	3,780
Other expenses directly related to programs	58,923
Total	468,348
Selling expenses:	
Salaries, wages and commissions to staff salesmen	49,940
Other expenses directly related to selling	37,741
Total	87,681
Total technical, program and selling expenses	761,977
General and Administrative expenses:	
Salaries and wages	69,348
Professional services, exclusive of salaries	8,517
Insurance expenses	6,994
Experimental and developmental expenses	4,773
Depreciation and amortization of broadcast investments	93,488
Rent paid for use of broadcast property	24,368
Taxes (other than Federal income tax)	19,728
Losses on notes, accounts and other amounts receivable	1,772
Other	62,811
Total general and administrative expenses	287,497
Total broadcast expenses	\$1,049,474

¹ Excludes 15 owned and operated stations of networks.

Table 6c
PER CENT DISTRIBUTION OF BROADCAST EXPENSES OF 4 NETWORKS AND 122 TV STATIONS 1952

Type of Expense	4 Networks and 15 Owned and Operated Stations (1)	107 Other Stations (2)	Total (3)
Technical	16.2%	19.6%	17.5%
Program	62.7	44.5	56.0
Selling	5.4	8.4	6.5
General and administrative	15.7	27.5	20.0
Total	100.0%	100.0%	100.0%

Table 7a
TV STATIONS CLASSIFIED BY INCOME GROUPINGS¹ 1950-1952

Income (Before Federal income tax) of	1952	1951	1950
\$1,000,000 and over	12	4	1
600,000-1,000,000	5	7	3
400,000-600,000	18	12	4
200,000-400,000	16	15	4
100,000-200,000	27	23	10
Less than 100,000	7	16	12
Total Stations	94	92 ²	53 ²
Median Income	\$450,000	\$330,000	\$128,200
Loss of:			
Less than \$100,000	5	3	30
100,000-200,000	3	4	12
200,000-400,000	3	3	6
400,000-600,000	3	2	4
800,000 and over	3	2	1
Total Stations	14	14	53
Median Loss	\$	\$	\$ 88,300

¹ Excludes 14 stations starting operations in 1952.
² Data not available for one station in 1950 and two stations in 1951.
³ Median loss not computed because of small number of stations involved.

Table 7b
CHANGES IN INCOME BETWEEN 1951 AND 1952 OF 105 TV STATIONS IN OPERATION FOR FULL YEAR DURING 1951 AND 1952

Stations Reporting	Number of Stations
Increased loss in 1952	3
Decreased income in 1952	9
Income in 1951 and loss in 1952	4
Decreased loss in 1952	5
Loss in 1951 and income in 1952	5
Increased income in 1952	79
Total	105

Table 6d
TV STATIONS CLASSIFIED BY VOLUME OF REVENUES SHOWING OPERATING RATIO FOR SPECIFIED REVENUE GROUPS 1952

Broadcast Revenues (1)	Total Stations ¹ (2)	Broadcast Revenues (3) (\$ Thousands)	Average Per Station Broadcast Expenses (4) (\$ Thousands)	Operating Ratio (5)
Less than \$500,000	3	\$ 365	\$ 341	.93
500,000-750,000	14	588	475	.81
750,000-1,000,000	15	871	614	.70
1,000,000-1,250,000	15	1,092	682	.62
1,250,000-1,500,000	10	1,413	1,035	.73
1,500,000-2,000,000	16	1,721	1,236	.72
2,000,000-2,500,000	13	2,261	1,644	.73
2,500,000-3,000,000	9	2,753	2,508	.91
3,000,000 and over	16	4,155	2,420	.58
Total	108	\$1,786	\$1,226	.69

¹ Excludes 14 TV stations starting operations in 1952.

Table 7c
NUMBER OF TV STATIONS¹ WITHIN SPECIFIED BROADCAST REVENUE GROUPS SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES AND INCOME² OF ALL STATIONS IN GROUP 1952

Broadcast Revenues (1)	Total (2)	Number of Stations Reporting Income (3)	Number of Stations Reporting Loss (4)	Average Per Station Broadcast Revenues (5) (\$ Thousands)	Average Per Station Broadcast Expenses (6) (\$ Thousands)	Broadcast Income ² (7) (\$ Thousands)
Less than \$500,000	3	2	1	\$ 365	\$ 341	\$ 24
500,000-750,000	14	11	3	588	475	113
750,000-1,000,000	15	14	1	871	614	257
1,000,000-1,250,000	15	15	0	1,092	682	410
1,250,000-1,500,000	10	9	1	1,413	1,035	378
1,500,000-2,000,000	16	15	1	1,721	1,236	485
2,000,000-2,500,000	13	10	3	2,261	1,644	617
2,500,000-3,000,000	9	6	3	2,753	2,508	245
3,000,000 and over	16	15	1	4,155	2,420	1,735
Total	108	94	14	\$1,786	\$1,226	\$ 560

¹ Excludes 14 TV stations starting operations in 1952.
² Before Federal income tax.

Table 7d
NUMBER OF TV STATIONS CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES, AND INCOME³ OF ALL STATIONS IN GROUP 1952

Population of Metropolitan Area (1)	Total (2)	Number of Stations Reporting Income (3)	Number of Stations Reporting Loss (4)	Average Per Station Broadcast Revenues (5) (\$ Thousands)	Average Per Station Broadcast Expenses (6) (\$ Thousands)	Broadcast Income ² (7) (\$ Thousands)
Under 250,000	13 ²	13	—	\$ 757	\$ 438	\$ 319
250,000-500,000	25	24	1	1,085	671	414
500,000-1,000,000	26	24	2	1,337	886	451
1,000,000-2,000,000	14	12	2	1,794	1,131	662
2,000,000 and over	30	21	9	3,200	2,368	832
Total	108 ¹	94	14	\$1,786	\$1,226	\$ 560

¹ Excludes data for 14 stations starting operations in 1952.
² Includes two stations in communities not classified as metropolitan areas.
³ Before Federal income tax.
⁴ 1950 Census of Population.

Table 7e
TV STATIONS¹ CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY SHOWING NUMBER REPORTING INCOME OR LOSS AND AVERAGE REVENUES, EXPENSES AND INCOME² FOR ALL STATIONS IN EACH GROUP 1952

Item (1)	Number of Stations Reporting Income (2)	Number of Stations Reporting Loss (3)	Average Per Station Broadcast Revenues (4) (\$ Thousands)	Average Per Station Broadcast Expenses (5) (\$ Thousands)	Broadcast Income ² (6) (\$ Thousands)
40 One station communities	40	—	\$1,395	\$ 741	\$ 654
11 Two station communities	21	1	1,153	776	377
8 Three station communities	22	2	1,927	1,310	617
2 Four station communities	6	2	2,569	1,752	837
2 Seven station communities	5	9	3,194	2,875	319
Five stations reporting income	4,537	2,822	1,715		
Nine stations reporting loss	2,448	2,905	(457)		
Total	94	14	\$1,786	\$1,226	\$ 560

() Denotes loss.
¹ Excludes data for 14 stations starting operations in 1952.
² Before Federal income tax.

Table 8a
INVESTMENT IN TANGIBLE BROADCAST PROPERTY BY TELEVISION NETWORKS AND STATIONS 1952

Item (1)	Number of Stations (2)	Original Cost (3) (\$ Thousands)	Depreciated Cost (4) (\$ Thousands)
4 Networks and their 15 owned and operated stations	—	\$ 61,019	\$46,430
Other stations with original cost investment of:			
Less than \$200,000	2	115	105
200,000-300,000	11	2,893	1,338
300,000-400,000	12	4,347	2,243
400,000-500,000	11	4,988	3,239
500,000 and over	57	50,757	31,446
Total—Other stations	93	\$ 63,110	\$38,371
Grand Total	—	\$124,129	\$84,801

Table 8b
AVERAGE PER STATION INVESTMENT IN TANGIBLE BROADCAST PROPERTY FOR 93 TV STATIONS, CLASSIFIED BY POPULATION OF TV MARKET¹ 1952

Population of TV Market ¹ (1)	Number of Stations Reporting ² (2)	Original Cost (3) (\$ Thousands)	Depreciated Cost (4) (\$ Thousands)	Average Per Station Broadcast Investment ² (5) (\$ Thousands)
1,000,000 and over	29	\$1,001,893	\$600,331	\$674,393
500,000-1,000,000	26	680,540	427,243	451,412
250,000-500,000	25	477,461	295,839	413,917
100,000-250,000	11	345,237	198,186	348,672
Under 100,000	2	313,454	138,768	155,623
Total	93	\$ 678,602	\$412,597	\$492,351

¹ 1950 Census.
² Excludes owned and operated stations of networks.
³ Before Federal income tax.

TV Financial Data

TV MANUFACTURE BY YEARS

Table 9
AVERAGE NUMBER OF EMPLOYES OF TV STATIONS
CLASSIFIED BY VOLUME OF REVENUES

Broadcast Revenues	No. of Stations	Full Time		Part-Time		All Employees	
		Total	Average	Total	Average	Total	Average
Less than \$1,250,000	46	1,934	42	503	11	2,437	53
More than \$1,250,000	47	4,435	94	540	12	4,975	106
All Stations	93	6,369	68	1,043	11	7,412	80

ALL NETWORKS AND STATIONS						
	Full Time		Part-Time		Total	
	Total	Average	Total	Average	Total	Average
4 networks and 15 owned and operated stations	6,043	42	644	11	6,687	53
93 TV Stations	6,369	68	1,043	12	7,412	80
Total	12,412	68	1,687	11	14,099	79

Year	Total TV Sets Manufactured		Total TV Picture Tubes Manufactured		Total TV Sets in use in U. S.	At Close of
	Number	Retail Value	Number	Retail Value		
1946	10,000	\$ 5,000,000	20,000	\$ 1,000,000		1946
1947	250,000	100,000,000	300,000	15,000,000	8,000	1947
1948	1,000,000	350,000,000	1,500,000	75,000,000	250,000	1948
1949	3,000,000	950,000,000	3,500,000	210,000,000	1,000,000	1949
1950	7,500,000	2,700,000,000	8,000,000	400,000,000	4,000,000	1950
1951	5,600,000	2,100,000,000	6,000,000	300,000,000	10,500,000	1951
1952	6,300,000	1,900,000,000	6,500,000	227,000,000	15,750,000	1952
1953*	3,922,400	1,180,000,000	(*First 6 months)		21,000,000	1953*

Courtesy Dr. O. H. Caldwell, Editor, Tele-Tech & Electronics Industries

GROUP OWNERSHIP OF TELEVISION STATIONS IN THE UNITED STATES

AMERICAN BROADCASTING CO., OWNED AND MANAGED STATIONS—WABC-TV New York, WBKB (formerly WENR-TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, KGO-TV San Francisco. All affiliates of American Broadcasting Co.; represented nationally by Edward Petry & Co. Inc. (for New York, Los Angeles and San Francisco) and Blair-TV Inc. (for Chicago and Detroit).

SHELDON ANDERSON STATIONS—CKOK-TV Tulare-Fresno and KAFY-TV Bakersfield, Calif.

E. ANTHONY & SONS STATIONS—WSTB-TV Boston and WNBH-TV New Bedford, Mass.

GENE AUTRY STATIONS—KOOL-TV Phoenix, Ariz. (85%) and KOPO-TV Tucson, Ariz. (48%).

BARTELL STATIONS—WMTV Madison and WOKY-TV Milwaukee, both Wisconsin.

H. M. BITNER STATIONS—WFBM-TV Indianapolis, WOOD-TV Grand Rapids.

JOHN W. BOLER STATIONS—KCJB-TV Minot and KXJB-TV Valley City, N. D.

J. ROBB BRADY STATIONS—KWIK-TV Pocatello (41.67%), KLIX-TV Twin Falls (50%) and KIFT Idaho Falls (80%), Idaho. James M. Brady, KIFT, voting trustee.

FRANK C. CARMAN, DAVID G. SMITH & GRANT WRATHALL STATIONS—KTVI Boise, KWIK-TV Pocatello, KLIX-TV Twin Falls, KIFI-TV Idaho Falls, all Idaho; KUTV Salt Lake City; KOPR-TV Butte, Mont. Mr. Wrathall also owns 50% of KICU Salinas, Calif.

CBS TELEVISION NETWORK, OWNED AND MANAGED STATIONS—WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles. Owns 45% of WTOP-TV Washington (55% owned by Washington Post) and 47% of WCCO-TV Minneapolis (53% owned by Midwest Radio-TV Inc.). All affiliates of CBS Television Network; all represented nationally by CBS Television Spot Sales.

CHRONICLE PUBLISHING CO. STATIONS—KRON-TV San Francisco and KCBW-TV Salinas, Calif. (25%).

JOSEPH K. CLOSE STATIONS—WKNE-TV Keene, N. H., and WKNY-TV Kingston, N. Y. (51%).

GEORGE L. COLEMAN STATIONS—KMIV Miami, Okla. (75%) and KMBY-TV Monterey, Calif. (24%).

BOARD OF EDUCATION, STATE OF CONNECTICUT—WCTB Bridgeport, WEDH Hartford, WCTN Norwich.

CORPORATION OF THE PRESIDENT, CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS (Mormon Church)—KSL-TV Salt Lake City (60%), KID-TV Idaho Falls, Idaho (25%) and KGMB-TV Honolulu (20%).

JAMES M. COX STATIONS—WHIO-TV Dayton, Ohio; WSB-TV Atlanta, Ga. Headquarters: WSB-TV Atlanta. James M. Cox Jr., president; J. Leonard Reinsch, managing director of radio and television.

LESTER E. COX STATIONS—KCMO-TV Kansas City (49.5%), KYTV (TV) Springfield, Mo. (20%), and KOAM-TV Pittsburg, Kan. (12.5%). Mr. Cox is also a member of the Board of Curators of the U. of Mo. (KOMU-TV).

ED CRANEY STATIONS—KXLF-TV Butte, Mont., and KXLY-TV Spokane, Wash.

HARRY L. (BING) CROSBY STATIONS—KMBY-TV Monterey, Calif. (24%) and KXLY-TV Spokane, Wash. (50%).

CROSLY BROADCASTING CORP. (Subsidiary of Avco Mfg. Co.)—WLWT Cincinnati, WLWD Dayton, WLWC Columbus, all Ohio, and LWLA Atlanta, Ga. Officers: James D. Shouse, chairman; R. E. Dunville, president and general manager.

J. B. DONOVAN, JOHN W. ENGLISH & JAMES R. MCBRIER STATIONS—KHTV Baton Rouge, WNAO-TV Raleigh, N. C.

DOWDY-WHITMIRE-DOUGHTON-THOMS STATIONS (George W. Dowdy, B. T. Whitmire, J. Horton Doughton Harold H. Thoms)—WAYS-TV Charlotte, WCOG-TV Greensboro, N. C. Mr. Thoms also owns 100% of WISE-TV Asheville, N. C. and 10% of WTSK Knoxville, Tenn. Mr. Doughton also owns 10% of WTSK Knoxville, Tenn.

DUMONT TELEVISION NETWORK, OWNED AND MANAGED STATIONS—WABD New York, WTTG Washington, WDTV Pittsburgh. All members of DuMont Television Network; WABD represented by Avery-Knodel Inc., WTTG by Blair-TV Inc., and WDTV by WDTV sales dept.

EMPIRE COIL CO. STATIONS—WXEL Cleveland, KPTV Portland, Ore.; KCTY Kansas City, KDEN Denver and WNES Indianapolis. Herbert Mayer, president (New Rochelle, N. Y.).

JOHN E. FETZER STATIONS—WKZO-TV Kalamazoo, Mich., and KOLN-TV Lincoln, Neb.

FRIENDLY GROUP—WSTV-TV Steubenville, Ohio (granted Aug. 12), and WFPG-TV Atlantic City. John J. Laux, managing director.

GANNETT NEWSPAPER STATIONS—WHEC-TV Rochester, N. Y., and WECT Elmira (49%).

GENERAL TELERADIO INC. (owned by General Tire & Rubber Co.)—WNAC-TV Boston (Yankee Network Division), KHJ-TV Los Angeles (Don Lee Network Division), WOR-TV New York. Thomas F. O'Neil, president, General Teleradio Inc.; Linus Travers, vice president-general manager, Yankee Network Division; Willet H. Brown, vice president-general manager, Don Lee Network Division.

GLOBE NEWS STATIONS—KGNC-TV Amarillo and KFYO-TV Lubbock, both Texas (81% owned by Globe News Publishing Co. and 19% by Globe News Employees Pool).

HOWARD E. STARK

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BIRMINGHAM (ALA.)	WBRC • AM AND TV •	\$2,400,000
ATLANTA (GA.)	WLTV • TELEVISION •	\$1,450,000
GRAND RAPIDS (MICH.)	WLAV • TELEVISION •	\$1,300,000

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GREAT PLAINS TELEVISION PROPERTIES—KETV Little Rock, Ark.; KCTV Sioux City, Ia.; WFTV Duluth, Minn., and WICS Springfield, Ill. Herbert Scheffel, president; Alfred G. Burger, treasurer; C. G. Alexander, general manager.

LAWRENCE A. HARVEY STATIONS—KBAY-TV San Francisco and KPIC Salem, Ore.

HAYMOND STATIONS — KMO-TV Tacoma, Wash.; KIT-TV Yakima, Wash. Carl E. and Carl D. Haymond, owners.

JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBT Charlotte, N. C. owns minority interest in WFMV-TV Greensboro, N. C.

KIGGINS & ROLLINS STATIONS—KFIA Anchorage and KFIP Fairbanks, Alaska. Keith Kiggins and Richard R. Rollins, owners.

JOHN S. KNIGHT STATIONS—WIND-TV Chicago (42%) and WAKR-TV Akron, Ohio (45%).

CHARLES W. LAMAR & T. E. GIBBENS STATIONS—WPFA-TV Pensacola, Fla.; KTAG-TV Lake Charles, La.; WAFB-TV Baton Rouge, La. (minority interest).

EDWARD LAMB ENTERPRISES INC.—WICU Erie, Pa.; WMAC-TV Massillon, Ohio; WTVQ Pittsburgh (purchase pending FCC approval). Edward Lamb, president; Frank Oswald, vice president. Headquarters: 500 Edward Lamb Bldg., Toledo, Ohio. Karl Nelson, regional sales manager; J. Lacey Reynolds, Washington representative, 1177 National Press Bldg.

J. ELROY McCAW STATIONS—KLZ-TV Denver (20.3%), KONA Honolulu (21.25%).

ROBERT R. McCORMICK STATIONS—WGN-TV Chicago and WPIX New York. Frank P. Schreiber, general manager, WGN-TV; Fred M. Thrower, general manager, WPIX.

MEREDITH PUBLISHING CO. STATIONS —WHEN Syracuse, WOW-TV Omaha, KPHO-TV Phoenix. Headquarters: Des Moines, Iowa. Payson Hall, director, radio-TV; Howard Stalnaker, assistant director, radio-TV, Meredith Publishing Co.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEAU-TV Eau Claire, Wis., and KTLV Des Moines, Iowa.

NATIONAL BROADCASTING CO., OWNED AND MANAGED STATIONS—WNET New York, WNBQ Chicago, WNBC Cleveland, WNBW Washington, KNEH Los Angeles. All members of NBC network; all represented nationally by NBC Spot Sales.

JACOB A. NEWBORN, JR. STATIONS—KETX Tyler, Tex.; KBMT Beaumont, Tex. (10%).

NEWHOUSE NEWSPAPER STATIONS: WSYR-TV Syracuse, N. Y., WTPA Harrisburg, Pa., and KOIN-TV Portland, Ore. (holds option to buy 50%).

BOARD OF REGENTS, UNIVERSITY OF STATE OF NEW YORK—WTVZ Albany, WTVF Buffalo, WQTV Binghamton, WIET Ithaca, WGTW New York, WROH Rochester, WHTV Syracuse.

GENE O'FALLON STATIONS—KFEL-TV Denver and KDZA-TV Pueblo (purchase pending FCC approval).

B. J. PALMER STATIONS—WOC-TV Davenport; owns 25% of KMTV Omaha.

POLAN INDUSTRIES—WPTV Ashland, Ky.; WUTV Youngstown, Ohio.; WLTV Wheeling, W. Va., Theodore M. (Ted) Nelson, general manager, TV Division.

JOHN POOLE STATIONS—KPIK Los Angeles, KBIC Sacramento, Calif., and (NEW) Fresno, Calif. (granted Aug. 12).

DONALD W. REYNOLDS STATIONS—KFSA-TV Fort Smith, Ark.; KZTV Reno, Nev.

E. H. ROWLEY & KENYON BROWN STATIONS—KWFT Wichita Falls, Tex., and KRTV Little Rock, Ark. Mr. Brown owns 30% of KMBY-TV Monterey, Calif., and 25% of KMIV Miami, Okla.

M. B. RUDMAN STATIONS—KBSM Bismarck and KNDX Minot, North Dakota; KTVR Galveston, Tex.; KRHT Billings, Mont. (50%).

SCHINE THEATRE STATIONS—WPTR-TV Albany (55%) and WRNY-TV Rochester (50%), both New York.

SCRIPPS-HOWARD RADIO GROUP—Scripps-Howard Radio Inc. is licensee of WCPO-TV Cincinnati, WEWS Cleveland, Memphis Publishing Co. is licensee of WMCT Memphis. Officials: Jack R. Howard, 230 Park Ave., New York, president; Mortimer C. Watters, vice president and general manager, WCPO-TV; James C. Hanrahan, vice president and general manager, WEWS; Henry W. Slavick, general manager, WMCT.

WILLIAM B. SMULLIN STATIONS—KIEM-TV Eureka, Calif., and KBES-TV Medford, Ore. (50%).

STEINMAN STATIONS—WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del.; WLEV-TV Bethlehem, Pa. Clair R. McCollough, president, WGAL-TV and station executive, WDEL-TV and WLEV-TV.

STORER BROADCASTING CO.—WJBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo, WBRC-TV Birmingham and KEYL San Antonio. Headquarters: 1005 Kane Concourse, Bay Harbor Island, Miami Beach 41, Fla. George B. Storer, president; J. Harold Ryan, vice president and treasurer; Lee B. Wailes, executive vice president; Stanton F. Kettler, Southern District vice president; William E. Rine, Northern District vice president; John E. McCoy, secretary; Glenn G. Boudy, director of engineering, New York office: 118 E. 57th St., Tom Harker, vice president and national sales director; Arthur C. Schofield, advertising and sales promotion manager. Chicago office: 230 N. Michigan Ave., Robert C. Wood, Midwest national sales manager.

TAFT STATIONS—WKRC-TV Cincinnati and WTVN Columbus, Ohio. Headquarters: Times-Star Bldg., Cincinnati. Hulbert Taft Jr., executive vice president, WKRC-TV, and president of WTVN; U. A. Latham, station manager, WKRC-TV; Kenneth Church, executive vice president, WTVN.

TIME INC. STATIONS—KOB-TV Albuquerque, N. M. (50%) and KDYL-TV Salt Lake City (80%). Wayne Coy, president of KOB-TV; G. Bennett Larson, president, KDYL-TV.

WASHINGTON POST STATIONS: WTOP-TV Washington, D. C. (owned 45% by CBS) and WMBR-TV Jacksonville, Fla. John S. Hayes, vice president in charge of radio-TV.

WDSU BROADCASTING CORP. — WDSU-TV New Orleans, WAFB-TV Baton Rouge (10%).

WESTINGHOUSE RADIO STATIONS INC. —WBZ-TV Boston and WPTZ Philadelphia. Headquarters: 1625 K St., N.W., Washington, D. C. E. V. Huggins, president; Joseph E. Baudino, executive vice president.

R. L. WHEELLOCK, W. L. PICKENS & H. H. COFFIELD STATIONS (UHF Television Co.)—KDTX Dallas, KTVF Houston, both Texas, and WTLO New Orleans.

WINSTON-SALEM BROADCASTING CO. STATIONS—WTOE-TV Winston-Salem and WCIG-TV Durham (50%).

WRATHER-ALVAREZ STATIONS—KOTV Tulsa and KFMB-TV San Diego. Mr. Wrather also holds a CP for uhf Ch. 44 in Boston, Mass. KOTV is owned 50% by J. D. Wrather Jr. and his mother, Mrs. Mazie Wrather, and 50% by Miss Maria Helen Alvarez. KFMB-TV is owned 39% by Mr. Wrather and his mother, 39% by Miss Alvarez and 22% by Edward Petry & Co. (station representatives).

FACTORY PRODUCTION OF TELEVISION SETS

1947-53 by Months

TABLE MODEL	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
1947	4,790	5,372	5,350	4,831	5,646	7,654	5,554	7,984	23,185	13,512	14,674	17,763	116,315
1948	18,830	28,734	42,363	37,923	41,132	53,318	48,003	58,814	69,235	62,772	82,664	102,571	646,509
1949	95,103	139,830	139,830	126,922	139,651	131,404	61,310	38,603	155,785	213,330	281,811	208,759	1,792,691
1950	222,980	214,690	328,580	269,320	230,540	204,980	127,620	234,680	267,510	259,810	276,610	304,240	2,941,560
1951	232,152	225,219	324,121	230,197	208,503	158,348	66,166	65,458	166,672	206,930	182,121	210,014	2,275,901
1952	206,961	184,662	218,512	180,457	168,019	164,908	98,463	174,117	339,837	311,918	353,556	436,997	2,837,507
TOTAL (1947-52)	780,816	760,860	1,058,756	849,650	793,541	720,612	407,116	677,656	1,022,224	1,068,372	1,191,436	1,279,444	10,610,483
1953	301,783	330,151	388,468	272,190	222,207
CONSOLE AND CONSOLETTA													
1947	615	880	1,266	2,329	1,706	2,433	2,591	2,273	7,589	6,714	4,178	4,465	37,039
1948	8,030	6,250	7,961	5,489	3,300	6,221	4,130	5,573	17,716	27,709	35,870	50,652	179,181
1949	37,590	29,479	66,278	63,508	52,131	58,562	32,150	85,469	105,847	143,932	188,051	126,223	989,220
1950	191,660	227,830	302,550	232,240	225,780	280,700	175,300	426,380	470,960	443,740	391,000	451,920	3,820,060
1951	356,082	396,702	485,979	245,954	176,459	178,365	75,467	73,171	151,775	188,501	211,842	234,562	2,774,859
1952	185,815	209,712	284,184	137,614	136,120	188,360	91,182	202,594	380,544	377,718	392,548	452,503	3,038,984
TOTAL (1947-52)	779,792	870,853	1,148,218	687,134	595,576	714,641	380,820	795,460	1,134,431	1,188,314	1,223,489	1,320,525	10,839,253
1953	400,818	380,828	391,531	284,368	254,766
PHONOGRAPH COMBINATION													
1947	32	1	23	726	1,338	1,397	1,862	2,026	1,945	3,467	5,283	7,117	25,217
1948	6,976	5,386	8,222	8,717	10,841	12,786	11,634	9,056	11,757	15,797	19,649	28,483	149,310
1949	17,838	16,183	20,435	16,488	11,122	10,577	6,212	8,571	17,294	21,337	44,730	28,494	218,069
1950	24,060	37,380	55,470	41,040	29,680	16,820	24,580	59,540	105,330	134,750	71,190	102,340	702,180
1951	62,466	57,398	59,900	23,849	20,038	15,787	7,293	8,076	18,894	16,436	21,369	22,532	334,038
1952	12,157	14,962	7,865	4,807	5,236	7,884	9,276	21,058	35,284	34,481	34,382	32,486	219,878
TOTAL (1947-52)	123,356	131,265	151,921	95,627	78,255	65,251	59,857	108,327	190,504	226,304	196,603	221,442	1,648,712
1953	16,633	19,618	30,113	11,320	4,963
TOTAL TELEVISION SETS													
1946*													6,476*
1947	5,437	6,253	6,639	7,886	8,690	11,484	10,007	12,283	32,719	23,693	24,135	29,345	178,571
1948	33,836	40,370	58,552	52,129	55,403	72,325	63,767	73,443	98,708	106,378	133,193	181,906	975,000
1949	150,358	147,800	226,543	206,918	202,904	200,543	98,672	230,643	278,926	378,635	514,592	383,466	3,000,000
1950	438,700	479,900	686,600	542,600	486,000	502,500	327,500	720,600	843,800	838,300	738,800	858,500	7,463,800
1951	650,700	679,319	870,000	500,000	405,000	352,500	148,926	146,705	337,341	411,867	415,332	467,108	5,384,798
1952	404,933	409,336	510,561	322,878	309,375	361,152	199,292	397,769	755,665	724,117	780,486	921,086	6,096,279
Total (1947-52)	1,683,964	1,762,978	2,358,895	1,632,411	1,467,372	1,500,504	847,793	1,581,443	2,347,159	2,482,990	2,611,528	2,821,411	23,104,924
1953	719,234	730,597	810,112	567,878	481,936

* Total only available for 1946

Kenyon & Eckhardt Surveys TELEVISION STATION MERCHANDISING

FOUR-FIFTHS of the nation's TV stations offer some type of merchandising or promotional service to their advertisers, according to a survey conducted this spring by Kenyon & Eckhardt, first such study ever to be made of this field.

Full results of the survey, including replies to the agency's questionnaires from 138 TV stations tabulated to show all merchandising support each station offers its advertisers, together with information on whether the service is provided free, is charged for or is furnished only to advertisers complying with some other condition imposed by the station, such as the purchase of a minimum amount of station time, are published on this and following pages.

Stations offering any merchandising or promotional service to advertisers normally offer a variety of such services in support of their clients' telecasts, the survey reveals. Of all TV stations offering one or more types of merchandising, 94 per cent reported sending out mailings to the trade, 93 per cent make trade calls, 92 per cent provide on-the-air support, 91 per cent give some other advertising support and 81 per cent provide other kinds of service.

Idea that a survey of station merchandising services would be appropriate at this time, when advertisers and agencies are taking an increasing interest in ways of obtaining the maximum effectiveness of their advertising, whether on the air or in print, was proposed by Hal Davis, Kenyon & Eckhardt vice president and director of promotion.

After publication arrangements had been made with B•T, the questionnaire for TV stations was prepared by the agency's research department, under the supervision of G. Maxwell Ule, vice president and director of research. His staff also tabulated the station's replies and prepared the summary table which accompanies this article.

HOWEVER controversial, the question of merchandising will not be settled by silence. B•T has taken no sides in the merchandising controversy, aside from sticking to the basic position that stations should refrain from using merchandising devices as an indirect means of cutting rates and, if offering any kind of merchandising to one client, should offer similar accommodation to all.

B•T intends to adhere to that position and also to continue to publish newsworthy articles and studies on the subject. On this and subsequent pages appear the reports on a detailed Kenyon & Eckhardt study of merchandising services provided by television stations. Nearly every television station on the air at the time the survey was underway (June, 1953) has provided detailed answers to this survey. Later a similar survey of merchandising service provided by radio stations will appear in *Broadcasting • Telecasting* magazine.

The Editors

Mr. Ule defined the objectives of the survey as three-fold:

1. To acquaint buyers of TV time with the merchandising and promotional services that each station will supply.

2. To acquaint sellers of TV time with what other stations are providing by way of merchandising and promotion.

3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed on May 15, 1953, to all TV stations then on the air or scheduled to begin operations by the first of June, a total of about 175. Follow-up letters and questionnaires went out a month later. In all, Mr. Ule said, the response was "extremely high" with approximately 85 per cent of all TV stations cooperating in the project.

Mr. Ule listed as among the survey's more significant findings the following points:

1. Of all TV stations approached in the survey 80 per cent (138 stations) reported some merchandising or promotional services. The remaining 20 per cent either had no such services or did not return their questionnaires.

2. Of these 138 stations supplying some merchandising and promotion, 93 per cent do some trade calls, which include soliciting and placing of displays and store checks and soliciting tie-in advertising; 94 per cent offer trade mailings, including letters, post cards, broadsides and merchandising bulletins; 9 per cent support client advertising by use of newspaper tune-in ads, lobby windows, billboards and car cards; 92 per cent have some on-the-air support, such as demonstrations, give away prizes, product mentions and tune-in announcements.

3. Of the same 138 stations, 78 per cent will help a client representative in local problems of distribution and 41 per cent have a special merchandising plan whereby certain outlets will give preferred space to client display material.

"It should be noted," Mr. Ule said, "that measurements of merchandising and promotional activities of TV stations, like other television measurements, cannot be considered static. This is especially true for new stations.

"Responses from many of the stations that went on the air in May and June mentioned that they were just getting started in developing an active merchandising department—which would explain why some of their answers were incomplete. There was even some comment from the older stations indicating a possible expansion of services should a move in this direction be suggested from the findings of our study."

The accompanying table presents a detailed summary of the findings for all TV stations reporting. Illustrating the use of this summary table, Mr. Ule explained that:

"In the first column, the entry of 93 per cent for trade calls indicated that 93 per cent of the 138 stations reporting at least one merchandising service will make some calls on the trade. The entry of 84 per cent, immediately after the first entry, shows that 84 per cent of the 138 stations will solicit and/or place displays.

"In the second column, the first entry, 37 per cent, indicates that of all stations which report they solicit and/or place displays, 37 per cent require a minimum purchase of air time.

"In the third column, the first entry, 76 per cent, means that 76 per cent of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word 'local' designates all non-network advertisers, national and regional spot clients as well as purely local advertisers). The remaining 24 per cent are those stations which make the service available to either local advertisers only, network advertisers only or did not specify which type of advertiser is eligible to receive the service.

"In the last column, the first entry, 9 per cent, means that 9 per cent of the stations that report they solicit and/or place displays will charge the advertisers for this service."

TV STATION MERCHANDISING-PROMOTION SUMMARY

	(*) Per Cent Of Stations Responding That Offer Some Services (138)	(*) Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	(*) Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	(*) Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
TRADE CALLS	93%	—	—	—
Solicit and/or Place Displays	84%	37%	76%	9%
Store Checks	67	33	72	13
Solicit Tie-in Advertising	72	37	72	4
TRADE MAILINGS	94%	—	—	—
Letter	88	43	71	22
Post Card	85	44	68	24
Broadside	30	38	74	29
Merchandising Bulletin	64	32	73	15
ADVERTISING SUPPORT	91%	—	—	—
Newspaper Tie-in Ads	85	42	76	9
Lobby Windows	64	40	73	5
Billboards	20	42	59	11
Car Cards	30	36	69	12
ON-THE-AIR SUPPORT	92%	—	—	—
Demonstrations	37	29	84	4
Give Away Prizes	62	29	76	10
Product Mentions	50	29	77	4
Tune-in Announcements	88	25	82	1
Client Participation in Special Program	49	38	62	3
Recorded Personality Interview Plugging Client's Product	31	24	79	2
OTHER SUPPORT	81%	—	—	—
Aid Client Representative in Product Distribution	78	24	77	1
Merchandising Plan Offering Preferred Displays	41	40	54	5

(*) The 100 percent base includes stations that did not respond to the specified question.

	TRADE CALLS		TRADE MAILINGS			ADVERTISING SUPPORT				ON THE AIR SUPPORT				OTHER SUPPORT							
	Solicit and/or Place Displays	Steps Checks	Solicit on-air Advertising	Letter	Postcard	Broadside	Merchandise Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Other	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Special Programs	Recorded Personality Interviews	Aid Client Representative	Merchandising Plan Offered	
City, Station Call Letters, Merchandising or Station Manager																					
Washington, WTTG	*NB#		*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	POOO		*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	POOO
FLORIDA																					
Jacksonville, WJPR-TV		*NS#		*OS#	*OS#		*OS#														*OS#
Glenon Marshall, Jr.																					
Miami, WTVJ	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#				*OOO										
Lee Rutwitch																					
GEORGIA																					
Atlanta, WAGA-TV	*NB#	*NS#		*NB#	*NB#	*NB#	*NB#			*YS#											
Glenon C. Jackson																					
Atlanta, WSB-TV	*OOO			*OOO	*OOO	*OOO	*OOO														
Frank Gaullier																					
Rome-Chatanooga, WKOM-TV	*NB#			*NB#	*NB#	*NB#	*NB#														
Ed McLeay																					
ILLINOIS																					
Chicago, WBBM-TV	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#				*YB#										
Ed McLeay																					
Chicago, WBKH	*YS#			*NS#			*NS#														
John H. Mitchell																					
Chicago, WGN-TV	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#														
Frank P. Scheller																					
Chicago, WNBQ	*OOO	*OOO	*OOO	*OOO	*OOO	*OOO	*OOO														
Harry C. Kopf																					
Pecora, WBER-TV	*NB#			*NB#	*NB#	*NB#	*NB#														
Den Kynaston																					
Rock Island & Davenport (Iowa), WJBF-TV	*NB#			*NB#	*NB#	*NB#	*NB#														
Leslie C. Johnson																					
INDIANA																					
Bloomington, WTTV	*NB#			*NB#	*NB#	*NB#	*NB#														
Robert W. Lamon																					
Indianapolis, WFPM-TV	*YB#		*YB#	*YB#	*YB#	*YB#	*YB#														
Harry M. Blimer, Jr.																					
Lafayette, WFAM-TV	*OOO	*OOO	*OOO	*OOO	*OOO	*OOO	*OOO														
Muncie, WJBC-TV	*YSO	*NOO	*YOO	*NS#	*NS#	*NS#	*NS#														
William F. Craig																					
South Bend, WSBT-TV				*NB#																	
Neal B. Welch																					
IOWA																					
Davenport & Rock Island (Ill.), WOC-TV			*YB#	*YB#	*YB#	*YB#	*YB#														
Ernest C. Sanders																					
Sioux City, KVTY	*NB#		*NB#	*NB#	*NB#	*NB#	*NB#														
Robert R. Tischer																					
KENTUCKY																					
Louisville, WAVE-TV	*YBO	*YBO	*YBO	*YBO	*YBO	*YBO	*YBO														
Nathan Lord																					
LOUISIANA																					
Bayou La Batre, WAFB-TV	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#														
Tom E. Gibbons																					
New Orleans, WDSU-TV				*NB#	*NB#	*NB#	*NB#														
Robert D. Sweeney																					
MAINE																					
Bangor, WABI-TV																					
Baltimore, WBAL-TV	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#														
Leah H. Peard																					
Baltimore, WMAR-TV	*YB#			*YB#	*YB#	*YB#	*YB#														
MASSACHUSETTS																					
Boston, WBZ-TV	*OB#			*OB#	*OB#	*OB#	*OB#														
W. C. Swartley																					

NOTE: *Y=to question heading column, Blank=do to question heading column, P=plan to in near future, V=minimum amount of air-time required, N=no minimum time required, O=not reported, X=network advertiser only, S=special advertiser only, B=both, C=change for advice, 4=to station.

	TRADE CALLS			TRADE MAILINGS				ADVERTISING SUPPORT				ON THE AIR SUPPORT				OTHER SUPPORT				
	Solicit Station Place Displays	Store Checks	Solicit Tie-in Advertising	Letter	Postcard	Broadside	Merchandising Bulletin	Newspaper Tie-in Ads	Lobby Windows	Billboards	Car Cards	Other	Demonstrations	Give Away Prizes	Product Mentions	Tune-in Announcements	Client Participation in Social Program	Recorded Personality Placements in Client's Products	Aid Client Research in Product Distribution	Merchandising Tie-in Displays
Pittsburgh, WDTV Harold C. Lund	*000	*000	*000	*000	*000	*000	*000	*000	*000	*000		*000	*000	*000	*000	*000	*000	*000	*000	*000
Reading, WEEU-TV Thomas E. Martin	*YB#	*YB#	*YB#	*YB#	*YB#			*YB#	*YB#								*NB#			*YB#
Reading, WHUM-TV Robert M. Roushlie	*NB#	*NB#	*NB#					*NB#	*000								*NB#			*YB#
Wilkes-Barre, WBER-TV David M. Baltimore	Some services offered. No details given.																			
York, WBSA-TV Philip K. Eberly	*YB#	*YB#	*YB#	*YB#	*YB#	PYBO	PYBO	*YB#	*YB#			*YB# ¹⁵	*YB#	*YB#	*YB#	*NB#	*NB#			*NB#
RHODE ISLAND Providence, WJAR-TV Norman Giltleson	POOO	POOO	*NB#	*NB#													*NB#			*NB#
SOUTH CAROLINA Columbia, WCOS-TV Charles W. Fitman	*YB#	*YB#	*YB#	*YB#	*YB#												*YB#			*YB#
Charleston, WCSC-TV John M. Rivers	*NB#	*NB#	*NB#	*NB#	*NB#	PNB#	PNB#	*NB#	*NB#			*000 ²⁰	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#
SOUTH DAKOTA Sioux Falls, KELO-TV Evans A. Nord	*NB#	*NB#	*NB#	*NB#	*NB#												*NB#			*NB#
TENNESSEE Nashville, WSM-TV John H. Dewitt, Jr.	*YB#	*YB#	*YB#	*YB#	*YB#												*NB#			*NB#
TEXAS Amarillo, KFDD-TV John D. Hopkins	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#	*NB#								*NB#			*NB#
Amarillo, KGNC-TV Robert M. Watson	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#			*YB# ²²					*YB#			*YB#
Austin, KTBC-TV J. C. Lellam	*YB#	*YB#	*YB#	*YB#	*YB#												*NS#			*NB#
Brownsville (Matamoros), Burr McCall	*NB#	*NB#	*NB#	*NB#	*NB#															*NB#
Dallas-Ft. Worth, WFAA-TV Ralph W. Nimmons	*YB#	*YB#	*YB#	*YB#	*YB#												*YX#			*NB#
El Paso, KRDD-TV Val Lawrence	*NB#	*NB#	*NB#	*NB#	*NB#												*YB#			*NB#
El Paso, KTSM-TV Karl O. Wyler	*YB#	*NB#	*YB#	*YB#	*YB#	PYB#	PYB#	*YB#	*YB#								*NB#			*NB#
Fort Worth-Dallas, WBAP-TV George Cranston	*NB#	*NB#	*NB#	*NB#	*NB#												*NB#			*NB#
Galveston, KGUL-TV Paul E. Tsaf	*NB#	*NB#	*NB#	*NB#	*NB#	PYB#	PYB#	*YB#	*YB#								*NB#			*NB#
Houston, KPRC-TV Jack Harris	*NB#	*NB#	*NB#	*NB#	*NB#												*NB#			*NB#
Lubbock, KQBD-TV Joe H. Bryant	*NB#	*NB#	*NB#	*NB#	*NB#												*NB#			*NB#
Lubbock, KDUB-TV	*YB#	*NB#	*NB#	*YB#	*YB#	*YB#	*YB#	*YB#	*YB#			*YB# ²²	*NB#	*NB#	*NB#	*NB#	*NB#			*NB#
San Angelo, KTXL-TV Armesad D. Rust	*000	*NB#	*NB#	*NB#	*NB#	PNB#	PNB#	*YB#	*YB#								*YB#			*NB#
San Antonio, KEYL George B. Storer, Jr.	*NB#	*NB#	*NB#	*NB#	*NB#												*YB#			*NB#
San Antonio, WOAI-TV Arden X. Fungborn	*YB#	*YB#	*YB#	*YB#	*YB#												*YB#			*YB#

NOTE: *—Yes to question heading column, Blank—no to question heading column, P—plan to in near future, Y—minimum amount of air time required, N—no minimum time required, O—not reported, X—network advertiser only, S—spot advertiser only, B—both, \$—charge for service, #—no charge for service. Where O's appear more than once under a classification station did "not report" to all parts of the question. ¹⁵ Window streamers and counter cards. ¹⁶ Outside bus and cab cards. ¹⁷ Taxi posters. ¹⁸ Station prepared score displays. ¹⁹ Station prepared score displays. ²⁰ Store windows. ²¹ Store windows. ²² Outside bus and cab cards.

TRADE CALLS	TRADE MAILINGS			ADVERTISING SUPPORT				ON THE AIR SUPPORT				OTHER SUPPORT							
	Solicit and/or Trade Shows Displays	Solicit Trade Shows Displays	Solicit Trade Shows Displays	Postcard	Broadside	Merchandise Bulletin	Newsprint Tie-in Ads	Lobby Windows	Billboards	Car Cards	Other	Demonstrations	Give Away Prices	Product Mentions	Tune-in Announcements	Client Promotions Special Program	Recorded Personality Plugging Clients Products	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
City, Station Call Letters, Merchandising or Station Manager																			
Wichita Falls, KFDX-TV Howard H. Fry	*NB\$	*NB\$	*NB\$	*YB\$	*NS\$	*YB\$	*NB\$	*NB\$	*NS\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$
UTAH Salt Lake City, KDYL-TV S. B. Fox	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$	*NS\$
Salt Lake City, KSHI-TV David L. Murrdoch	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$
VIRGINIA Lyonsburg, WLYA-TV Philip C. Allen	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$	*YX\$
Richmond, WTVR	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$	*OO\$
WASHINGTON Bellingham, KYOS-TV John J. Clarke	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$
Seattle, KING-TV Otto Brandt	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$
Spokane, KHQ-TV James B. Blair	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$
Tacoma, KTNT-TV Len Higgins	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$	*NB\$
WEST VIRGINIA Huntington, WSAZ-TV Lawrence H. Rogers	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$	*YB\$

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¹ Point of sale and stock displays. ² Store displays. ³ Window displays. ⁴ Movie trailers. ⁵ Merchandise.

UNIONS AND LABOR GROUPS REPRESENTING TV EMPLOYES

* Organizations Affiliated with Associated Actors & Artists of America.
** Groups Affiliated with International Alliance of Theatrical Stage Employees & Moving Picture Operators.

Name of Organization	Address & Telephone No.	Executives
AMERICAN FEDERATION OF LABOR (AFL) (Headquarters: 901 Massachusetts Ave., N.W., Washington, D. C. Tel.: National 8-3870 Pres.: George Meany; Secy.-Treas.: Wm. F. Schnitzler)		
Actors Equity Assn.* (Headquarters)	45 W. 47th St. New York City 36, N. Y. Tel.: Plaza 7-7660	Ralph Bellamy, Pres. Angus Duncan, Exec. Secy.
West Coast	6336 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	Francis Clarke, West Coast Rep.
Affiliated Property Craftsmen Local 44**	6472 Santa Monica Blvd. Hollywood 38, Calif. Tel.: Hollywood 9-1152	B. C. DuVal, Bus. Agent
American Federation of Musicians (AFM) (Headquarters)	570 Lexington Ave. New York City Tel.: Plaza 6-0600	James C. Petrillo, Pres. C. L. Bagley, V.P. Leo Cluesmann, Secy. Harry J. Steeper, Treas.
Chicago Local 10	175 W. Washington Chicago, Ill. Tel.: State 2-0063	James C. Petrillo, Pres. Edward Bankert, Reg. Secy.
American Federation of Musicians Mutual Protective Assn. Local 47	817 N. Vine St. Hollywood 28, Calif. Tel.: Hollywood 2-2161	John McGroen, Pres. Ward Archer, Radio-TV Rep.
American Federation of Television & Radio Artists (AFTRA)* (Headquarters)	15 W. 44th St. New York 36, N. Y. Tel.: Vanderbilt 6-1810	George Heller, Nat'l Exec. Secy. Alan Bunce, Pres. & Chmn. Vinton J. Hayworth, Co-Chmn.
(Other Offices)	102 Hubbard St. Chicago, Ill. Tel.: Delaware 7-7017 6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 4-5125	Ray Jones, Central Reg. Dir. Claude L. McCue, Western Reg. Dir.
American Guild of Musical Artists (AGMA)* (Headquarters)	247 W. 46th St. New York 36, N. Y. Tel.: Columbus 5-3687 6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 2-2334	John Brownlee, Pres. Hyman Faine, Exec. Secy. Leland Harris, Western Rep.
American Guild of Variety Artists (AGVA)* (Headquarters)	1697 Broadway New York City Tel.: Circle 6-7130	Bob Hope, Pres. Jackie Bright, 1st V.P. Red Buttons, 2d V.P. Jerry Wayne, 3d V.P. Jack Irving, Nat'l Adm. Secy.
(Other Offices)	6758 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 4-9281	Edward Rio, Western Reg. Dir.
Associated Actors & Artists of America	45 W. 47th St. New York City Tel.: Plaza 7-7660	Paul Dullzell, Pres.
Broadcast-Television Recording Engineers Local 45 (IBEW)	1584 Cross-Roads-of-the-World Hollywood 28, Calif. Tel.: Hollywood 5-3129	George A. Mulkey, Internat'l Rep.
Local 202	450 Harrison St. San Francisco 5, Calif. Tel.: Yukon 2-6752	Jack Dunn, Bus. Mgr.
Building Service Employees	1154 N. Western Ave. Hollywood 29, Calif. Tel.: Hollywood 7-3059.	William Sundsby, Bus. Mgr. James T. Watson, Local Pres.
International Union Local 278		
Cinema Lodge 1185, International Assn. of Machinists	1627 N. Cahuenga Blvd. Hollywood, 28, Calif. Tel.: Hollywood 7-8811	James Robertson, Bus. Mgr. Verne Patten, Local Pres.
Chorus Equity Assn.*	701 7th Ave. New York City Tel.: Circle 5-6054	Ralph Bellamy, Pres. Paul Dullzell, Chmn. Exec. Comm. Ben Irving, Exec. Secy.
Film Technicians Local 683**	6721 Melrose Ave. Hollywood, Calif. Tel.: Walnut 1123	Alan A. Jackson, Bus. Rep. David W. Arbuckle, Secy.
Illustrators & Matte Artists of the Motion Picture, Television & Amusement Industries Local 790**	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 3117	Zeal Fairbanks, Bus. Rep.
International Alliance of Theatrical Stage Employees & Moving Picture Operators (IATSE) Headquarters	1270 6th Ave. New York City Tel.: Circle 5-4370	Richard Walsh, Pres. William Raoul, Secy.-Treas.
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 5-3117	Roy M. Brewer, Internat'l Rep.
International Brotherhood of Electrical Workers (IBEW) (Headquarters)	1200 15th St. Washington, D. C. Tel.: Columbia 5-8040	D. W. Tracy, Pres. J. Scott Milne, Secy. Albert Hardy, Internat'l Rep., Bestg. and Rec.
Local 1220	400 N. Michigan Ave. Chicago, Ill.	H. Walter Thompson, Pres.
International Photographers Local 659**	7614 Sunset Blvd. Hollywood 46, Calif. Tel.: Hollywood 4-0125	Herbert Aller, Bus. Agent

UNIONS & LABOR GROUPS

Name of Organization	Address & Telephone No.	Executives	Name of Organization	Address & Telephone No.	Executives
International Sound Technicians Local 695**	7614 Sunset Blvd. Hollywood 46, Calif. Tel.: Hollywood 4-7221	Dolph Thomas, Bus. Rep.	CONGRESS OF INDUSTRIAL ORGANIZATIONS (CIO)		
Makeup Artists & Hair Stylists Local 706**	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 9-6351	Fred B. Phillips, Bus. Rep.	(Headquarters: 718 Jackson Pl., N.W., Washington, D. C. Tel.: Executive 3-5581) Pres.: Walter Reuther		
Motion Picture Costumers Local 705**	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 9-8207	William Edwards, Bus. Rep. Lloyd Ritchie, Secy.-Treas.	American Newspaper Guild	99 University Pl. New York City Tel.: Oregon 7-1661	Harry Martin, Pres. Ralph B. Nowak, Exec. V.P. William Farson, Secy.-Treas. Joseph Beirne, Pres.
Motion Picture Electricians Local 728**	7904 Santa Monica Blvd. Hollywood 46, Calif. Tel.: Hollywood 4-7387	James D. Tante, Bus. Rep. Charles Futoran, Local Pres.	Communications Workers of America (CWA)	1808 Adams Mill Rd. Washington, D. C. Tel.: Hudson 3-9200	John R. McDonnell, Pres. George Maher, Exec. Secy.
Motion Picture Film Editors Local 776**	1462 N. Stanley Ave. Hollywood 46, Calif. Tel.: Hollywood 4-0275	John W. Lehnars, Bus. Rep.	National Assn. of Broadcast Employees & Technicians (NABET) (Headquarters)	80 E. Jackson Blvd. Chicago, Ill. Tel.: Wabash 2-2462	
Motion Picture Laborers and Utility Workers Local 727**	7904 Santa Monica Blvd. Hollywood 46, Calif. Tel.: Hollywood 9-7308	Albert K. Erickson, Bus. Rep. Basil Casabona, Local Pres.	(Other Offices)	48 W. 48th St. New York 36, N. Y. Tel.: Plaza 7-3065	Tyler Byrne, Internat'l Rep. Harold Byers, N. Y. Chapter Chmn. James H. Brown, Legal Counsel & Rep. Lloyd Hawkin, Hollywood Chapter Chmn. Howard Newbower, Rep. Clifford Rothery, S.F., Chapter Chmn. Timothy J. O'Sullivan, Internat'l Rep. Stanley S. Sievers, Chapter Chmn. Charles F. Abel, Secy.
Motion Picture Studio Arts Craftsmen Local 790**	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 5-3117	Zeal Fairbanks, Bus. Rep.		6223 Selma Ave. Hollywood 28, Calif. Tel.: Hollywood 4-9311	
Motion Picture Studio Cinetechnicians Local 789**	1065 N. Fairfax Ave. Hollywood 46, Calif. Tel.: Hollywood 9-6257	Harry Shiffman, Bus. Rep.		451 O'Farrell St. San Francisco 2, Calif. Tel.: Ordway 3-8484	
Motion Picture Studio Grips Local 80**	6472 Santa Monica Blvd. Hollywood 38, Calif. Tel.: Hollywood 4-7588	James L. Noblitt, Bus. Rep.		2615 Covington Road San Diego 4, Calif. Tel.: Hilldale 4-8578	
Motion Picture Studio Set Painters Local 729**	7904 Santa Monica Blvd. Hollywood 46, Calif. Tel.: Hollywood 5-2138	Ralph W. Peckham, Bus. Rep. Frank Mimitello, Local Pres.		7343 S. W. 28th Ave. Portland 19, Ore.	Lloyd C. Smith, Chapter Chmn. Dietrich Meyer, Chapter Chmn.
Motion Picture Studio Projectionists Local 165**	1067 N. Fairfax Ave. Hollywood 46, Calif. Tel.: Hollywood 3-1126	George J. Flaherty, Bus. Rep. Albert R. Pullen, Secy.-Treas.		1132 Victor St. Denver 8, Colo. Tel.: Skyline 6-6134	
Office Employees' International Union Local 174 (OEU)	7288 1/2 Sunset Blvd. Hollywood 46, Calif. Tel.: Hollywood 7-9178	Leroy Patterson, Local Pres. Max Krug, Bus. Rep.	INDEPENDENT NON-AFFILIATED UNIONS		
Radio and Television Directors Guild (RTDG) International Office New York Local	114 E. 52d St. New York 22, N. Y. Tel.: Plaza 9-0949 114 E. 52d St. New York 22, N. Y. Tel.: Plaza 9-0875	Newman H. Burnett, Exec. Dir. Richard Schneider, Pres. Newman H. Burnett, Exec. Secy.	American Communications Assn. (ACA) (Headquarters)	5 Beekman St. New York City Tel.: Cortland 7-1374	Joseph Selly, Pres. William Bender, V.P.
Hollywood and San Francisco	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: Hollywood 7-5866	Bob Robb, Pres. Elizabeth Gould, Exec. Secy.	Authors League of America (ALA) (Headquarters)	6 E. 39th St. New York City Tel.: Murray Hill 9-4950	Rex Stout, Pres. Luise Silcox, Exec. Secy. Evelyn Burke, Asst. Exec. Secy.
Chicago	1413 N. Dearborn Chicago 10 Tel.: Delaware 7-4867	Alan M. Fishburn, Pres.	Distributing Process & Office Workers of America (Dist. 65)	13 Astor Place New York City Tel.: Oregon 3-5120	David Livingston, Pres. Jack Paley, Exec. V.P.
Detroit	1257 Penobscot Bldg. Detroit 26 Tel.: Woodward 5-0061	Ian Harrower, Pres. Boaz Siegel, Exec. Secy.	Independent Make Up Artists and Hair Stylists Guild of America	6003 Carpenter Ave. North Hollywood, Calif. Tel.: Sunset 1-0535	
Washington	6433 Fairfax Rd. Chevy Chase 15, Md. Tel.: Lakewood 7-0123	Heyward L. Siddons, Pres.	National Assn. of Broadcast Unions & Guilds (NABUG) (Headquarters)	37 W. 46th St. New York 36, N. Y. Tel.: Judson 2-5130	Oliver W. Nicoll, Nat'l Chmn.
Cleveland	2700 Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 7-3272	Charles K. Dargan, Pres.	(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 4-5125 341 Menomonee St. Chicago 11, Ill. Tel.: Delaware 7-7017	Claude L. McCue, Chmn. H. Walter Thompson, Chmn.
Scenic and Title Artists Local 816**	2700 Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 7-3272	Clayton Thomason, Bus-ness Rep. Scott McLean, Local Pres.	(Corresponding Offices): Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston; Charlotte, N. C.; Cincinnati; Cleveland; Dallas; Denver, Colo.; Detroit; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia; Pittsburgh; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City; San Francisco; Schenectady, N. Y.; Seattle; Sioux City, Iowa; St. Louis; Syracuse, N. Y.; Utica, N. Y.		
Screen Actors Guild (SAG) (Headquarters)	7046 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-7311	Walter Pidgeon, Pres. John L. Dales Jr., Nat'l Exec. Secy. Mrs. Florence Marston, Eastern Rep.	Publicists Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 3-6826	Walter Compton, Pres. John Bowman, Bus. Mgr.
(Other Offices)	67 W. 44th St. New York 36, N. Y. Tel.: Murray Hill 7-4623 102 E. Hubbard St. Chicago, Ill. Tel.: Delaware 7-7017 1257 Penobscot Bldg. Detroit 26, Mich. Tel.: Woodward 2-2896 760 Market St. San Francisco 2, Calif. Tel.: Exbrook 2-6990	Ray Jones, Rep. Boaz Siegel, Rep.	Radio Writers Guild*** (RWG) (Headquarters)	6 E. 23d St. New York City Tel.: Gramercy 7-9190	Hector Chevigny, Nat'l Pres. Philo Higley, V.P. Eastern Reg. May Bolhower, Exec. Secy.
Screen Cartoonists Local 839**	7904 Santa Monica Blvd. Hollywood 46, Calif. Tel.: Hollywood 2-3211	Don Hillary, Bus. Rep.	(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: Hollywood 5-7128	Ben Starr, V.P., Western Reg. Michael Davidson, Exec. Secy. Russ Bensley, V.P.
Screen Extras Guild (SEG) (Headquarters)	723 N. Western Ave. Los Angeles 29, Calif. Tel.: Hollywood 1-9301	Richard Gordon, Pres. H. O'Neil Shanks, Exec. Secy.	WBWB Chicago	400 N. Michigan Ave. Tel.: Whitehall 4-6000	William Littlejohn, Bus. Agent
Set Designers & Model Makers of the Motion Picture, Television & Amusement Industry Local 847**	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 5-3117	Zeal Fairbanks, Bus. Rep.	Screen Cartoonists Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 4-4197	George Sidney, Pres. Reuben Mamoulian, 1st Vice Pres. Fred Zinnemann, 2d Vice Pres. H. C. Potter, Secy. Lesley Selander, Treas. Joseph C. Youngerman, Exec. Secy. Assistant Directors Council
Studio Carpenters Local 946	5164 Santa Monica Blvd. Hollywood 28, Calif. Tel.: Normandie 1-1101	Ben Simmons, Bus. Rep. Roy V. Lockridge, Local Pres.	Screen Directors Guild of America (Inc.) (SDG)	9123 Sunset Blvd. Hollywood 46, Calif. Tel.: Crestview 5-1125	Emmett Emerson, Pres. Richard Moder, 1st Vice Pres. Ridgeway Callow, 2d Vice Pres. Geo. Marshall III, Secy. Richard Bremerkamp, Treas.
Studio Electricians, Sound Technicians & Air Conditioning Engineers Local 40 (IBEW)	1225 Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 7-5139	Charles L. Thomas, Bus. Mgr.	Screen Story Analysts Guild (Affiliated with Screen Writers Guild)	8782 Sunset Blvd. Hollywood 46, Calif. Tel.: Crestview 5-1162	Kay Lenard, Pres. and Bus. Mgr.
Television Broadcasting Studio Employees Local 815**	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 5-3117	Ray Gosnell, Pres. William O. Brown, Bus. Agt. and Secy.			

COLUMBIA BROADCASTING SYSTEM INC.

485 MADISON AVE., NEW YORK 22, N. Y. Telephone Plaza 1-2345

(For Executives of CBS Television Division, see page 22)

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3400 47th Ave., Long Island City, N. Y.
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COLUMBIA RECORDS INC.

799 Seventh Ave., New York 19, N. Y.
Telephone: Circle 5-7300

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100 Endicott Street
Danvers, Mass.
Telephone: Danvers 2360

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NEWS SERVICES AVAILABLE FOR TELEVISION

ASSOCIATED PRESS, The—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Frank Starzel, general manager; Oliver S. Gramling, assistant general manager; Lloyd Stratton, Secretary; John Aspinwall, radio news editor; Ernest Vaccaro, Washington radio representative.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Seymour Berkson, general manager; Barry Faris, editor; Robert W. Brown, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, manager, INS-INP-TV Dept.; John M. Cooper, radio-TV news director. (Worldwide news, feature scripts, daily and weekly TV newsreels, TV wire facsimile service, Super-Projectall, spot news and feature photos.)

INS-TELEVISION DEPT.—235 E. 45th, New York. Tel.: Murray Hill 7-8800. Robert H. Reid, sales manager, INS-INP-Television Dept. (associated with Telenews Productions Inc.)

TELENEWS PRODUCTIONS INC.—630 Ninth Ave., New York. Tel.: Judson 6-2450. Charles Burris, general manager.

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.: Plaza 7-1111; Frank J. Starzel, president; Oliver S. Gramling, vice president; Lloyd Stratton, secretary.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont., Tel.: Empire 4-2692; Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer.

UNITED PRESS ASSOCIATIONS—220 E. 42d St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Earl J. Johnson, vice president and general news manager; Jack Biscoe, vice president and general business manager; LeRoy Keller, vice president and general sales manager; Mims Thomason, vice president and general newscopies manager; A. F. Harrison, special representative, Washington, D. C. (World news coverage, dispatches

and news photographs; 24-hour wire delivering basic news programs, sports, women's, farming, business, science, public affairs, human interest features; newscopies in all standard forms and sizes, by leased line up to 18 hours daily, telephone short period service, mail, messenger or courier.

UNITED PRESS MOVIE-TONE TELEVISION NEWS—220 E. 42d St., New York 17. Tel.: Murray Hill 2-0400. William C. Payette, television manager. Motion picture news coverage, comprising sound and silent film with teletyped scripts and 24-hour news wire. Produced jointly by United Press and 20th Century-Fox Movie-tone News.

UNITED PRESS NEWSPICTURES—220 E. 42d St., New York 17. Tel.: Murray Hill 2-0400. Mims Thomason, vice president and general manager. News photos by telephoto, mail, messenger or courier; 7x9, 8x10, 3x4, telop and balop prints; 35mm transparencies with timed scripts; sports shows; baseball scoreboard, including cartoons; weather maps, slides or film, with scripts.

RADIO CORPORATION OF AMERICA

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y. Tel.: Columbus 5-5900. For NBC listing see page 29.

BOARD OF DIRECTORS

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OFFICERS

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H. V. Somerville, *Distribution, Technical Products*

Law Department

S. E. Ewing, *General Attorney*

MANUFACTURING PLANTS

Bloomington, Ind., 1300 So. Rogers Street
Cambridge, Ohio
Camden, N. J., Front & Cooper Streets
Canonsburg, Pa., Adams Avenue
Cincinnati, Ohio, 5040 Lester Road
Detroit, Mich., 6545 St. Antoine Street
Harrison, N. J., 415 So. Fifth Street
Hollywood, Calif., 1016 N. Sycamore Avenue
Indianapolis, Ind., 501 N. LaSalle Street
Lancaster, Pa., Box 1140, New Holland Pike
Los Angeles, Calif., 11819 West Olympic Blvd.
Marion, Indiana, 3301 S. Adams Street
Monticello, Ind., Box 242, Hanawalt Road
New York, N. Y., 155 E. 24th Street
Hamilton, Ohio
Moorestown, N. J.

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RCA VICTOR DISTRIBUTING CORP.

666 N. Lake Shore Drive, Chicago 11, Ill.
W. M. Norton, *President*

GOVERNMENT SERVICE DIVISION

Washington, D. C., 1625 K St., N. W.
Dayton, Ohio, 120 W. 2nd St.

RCA EXHIBITION HALL

40 West 49th Street
New York, New York
H. P. O'Brien, *Manager*

RCA COMMUNICATIONS INC.

66 Broad Street, New York City
Telephone: Hanover 2-1811
Board of Directors: John T. Cahill, Ernest B. Gorin, George L. Harrison, Joseph V. Heffernan, Harry C. Ingles, Charles B. Jolliffe, Edward F. McGrady,

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RADIOMARINE CORPORATION OF AMERICA

75 Varick Street, New York City
Telephone: Walker 5-3716

Board of Directors: Ewen C. Anderson, Walter A. Buck, Meade Brunet, John S. Carter, L. W. Teegarden, Vincent deP. Goubeau, George F. Shecklen, W. Walter Watts, Thomas P. Wynkoop. *Officers:* L. W. Teegarden, *Chairman of the Board;* Thomas P. Wynkoop, *President;* George F. Shecklen, *Executive Vice President;* Bruce W. Dold, *Vice President and Controller;* William F. Vogt, *Vice President and Treasurer;* I. F. Byrnes, *Vice President in Charge of Engineering;* A. J. Costigan, *Vice President in Charge of Communications;* H. A. Saul, *Vice President in Charge of Production;* G. P. Aldridge, *Vice President in Charge of Sales and Government Contracts;* Robert C. Proppe, *Secretary;* Charles A. Carney, *Assistant Controller;* Charles F. Valentine, *Assistant Treasurer and Assistant Secretary;* William F. Aufenanger, *Assistant Secretary;* Gerald Gouldrup, *Assistant Secretary (for FCC Licenses).*

RCA INTERNATIONAL DIVISION

30 Rockefeller Plaza, New York City
Telephone: Judson 6-3800

Meade Brunet, *Vice President and Managing Director;* Merchandising & Sales Department, H. C. Edgar, *Director;* Operations Department, A. F. Dollar, *Director;* Law Department, J. J. Benavise, *Counsel;* License Department, Dr. B. E. Shackelford, *Director;* Manufacturing and Engineering Services Department, H. G. Stenshorn, *Director.*

RCA INSTITUTES INC.

350 West 4th Street, New York City
Telephone: Watkins 4-7845

Board of Directors: E. C. Cahill, O. E. Dunlap, Jr., J. V. Heffernan, F. H. Kirkpatrick, R. B. Lewis, G. F. Maedel, T. D. Meola, G. L. Van Deusen, T. P. Wynkoop. *Officers:* T. P. Wynkoop, *Chairman of the Board;* George F. Maedel, *President;* William F. Vogt, *Treasurer;* Charles F. Valentine, *Assistant Treasurer;* John Q. Cannon, *Secretary;* Robert C. Proppe, *Assistant Secretary. Administration:* Paul L. Gerhart, *Director of Training;* Harold Fezer, *Assistant Director of Training;* Joseph Powder, *Assistant Director of Training;* S. L. Odell, *Auditor;* C. E. Tomson, *Registrar.*

22,985,579 Television Sets Sold By Factories During Last Seven Years

FACTORY SALES AND SALES VALUE 1946-1952

YEAR	UNITS	VALUE
1946	6,476	\$ 1,295,200
47	178,571	51,428,448
48	969,800	225,963,400
49	2,970,100	574,209,433
50	7,355,100	1,397,469,000
51	5,311,888	944,028,735
52	6,193,644	1,063,634,484
TOTAL	22,985,579	\$4,258,028,700

Network Affiliations

Number of stations affiliated with the various networks as of Aug. 1, 1953, were:

ABC-TV	143
NBS-TV	128
duMont	133
BC-TV	113

CANADIAN BROADCASTING CORPORATION TV EXECUTIVES

BOARD OF GOVERNORS

A. D. Dunton, Ottawa, Ont., *Chairman;* Rene Morin, Montreal, P.Q., *Vice-Chairman;* Dr. G. D. Steele, Charlottetown, P.E.I.; Dean Adrien Pouliot, Quebec, P.Q.; W. H. Phillips, Ottawa, J. A. Corry, Kingston, Ont.; F. J. Crawford, Toronto, Ontario; Jesse P. Tripp, Oxbow, Sask.; Mrs. M. E. Farr, Victoria, B.C.; R. J. Fry, Winnipeg, Man. G. A. Winter, St. John's Nfld.

Marcel Carter, *Director, Personnel and Administrative Services*
R. C. Fraser, *Director, Press and Information Services*

TELEVISION OFFICERS

E. L. Bushnell, *Co-ordinator of Television*
J. P. Gilmore, *Assistant Co-ordinator of Television*
Hugh Palmer, *Program Organizer, CBC-TV network*

OFFICERS OF THE CORPORATION

Head Office, Ottawa

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E. L. Bushnell, *Assistant General Manager*
Charles Jennings, *Director of Programs*
Marcel Ouimet, *Assistant Director of Programs*
W. G. Richardson, *Director of Engineering*
H. Bramah, *Treasurer*
W. E. Powell, *Commercial Manager*
George Young, *Director, Station Relations and Manager, Broadcast Regulations*

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Florent Forget, *Program Director (Montreal)*
Charles Frenette, *Technical Director (Montreal)*
J. P. LePailleur, *Film Supervisor (French)*
Fergus Mutrie, *Director of Television (Toronto)*
S. W. Griffiths, *Program Director (Toronto)*
R. Horton, *Technical Director (Toronto)*
O. C. Wilson, *Film Supervisor (English)*
C. P. Wright, *Manager, CBOT*
John Dunn, *Chief Producer, CBOT*
Maxted Gilbert, *Chief Operator, CBOT*
Peter Macdonald, *Chief Producer, CBUT*

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

A

ACCURATE ADV. AGENCY
9 W. 60th St., New York 23
Tel.: Circle 7-3880

A. D. ADAMS ADV.
277 Broadway, New York 7
Tel.: Rector 2-6980

TV Dept.: A. D. Adams, owner.

TV Accts.: Dynavox Corp. (S); Spiraling Products Co. (S).

AD ASSOCIATES
5050 Willshire Blvd., Los Angeles.

AD FRIED ADV. AGENCY
518 15th St., Oakland 12, Calif.
Tel.: Higate 4-6380

TV Dept.: Ad Fried, TV director, Phyllis Rose, timebuyer; Elaine Fried, music director; Gerhard Jacobi, art & production director; Wm. Muir, camera direction, photography; Messrs. Fried, Muir, Jacobi, and Mesdames Fried and Rose, producers.

TV Accounts: Davi Miracle Foam; Betty Elizabeth Shampoo; Roto-Rooter of Bay Area; Bell Smoked Fish Co.; Lake Merritt Hotel; Martin Const. Co.; The Quiet Hour; Lo Fare Cab Co.; G & W Refrigeration Co.; Oakland Police & Firemen; Cochran & Celli; Oakland Light Opera Assn.; Political Campaigns.

ADDINGTON-KRUTILEK
3722 Bowser Ave., Dallas, Tex.

ADV. ENGINEERS CORP.
448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039

TV Dept.: Richard R. Bear; Edward R. Halperin.

ADV. INC.
1523-31 Central Nat'l Bank Bldg., Richmond 19, Va.
Tel.: 3-2800

TV Dept.: J. Lynn Miller.

Richmond 19—416 E. Main St.; Tel.: 3-5667; A. F. Watson, production manager.

TV Accounts: Virginia Elec. & Power Co.; Commonwealth Motors.

AITKIN-KYNETT CO.
1400 S. Penn Sq., Philadelphia 2
Tel.: Rittenhouse 6-7810

TV Dept.: Paul B. Phillips, TV director; Edna M. Gretz, timebuyer.

R. H. ALBER CO.
439 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273

DON ALLEN & ASSOC.
409 SW 13th Ave., Portland 5, Ore.
Tel.: Capitol 9445

TV Dept.: Everett A. Mitchell, TV director; H. Richard Seller, account executive.

TV Accounts: White Stag Mfg. Co.; Skyway Luggage Co.; Pontiac Motor Div. (Northwest Dealers); Gen. Elec. Supply Co.

ALLEN & REYNOLDS ADV.
1300 Woodmen of the World Bldg., Omaha 2
Tel.: Atlantic 4445

TV Dept.: Milt Stephan, partner, TV director; Don Amsden, Jack F. Keiner, asst. TV directors.

TV Accounts: Merchants Biscuit Co.; Omaha Pub. Power Dist.; P. F. Petersen Baking Co.; Evans Laundry; Uncle Sam Breakfast Food; Peter Pan Bakery; Fairmont Foods Co.; Sides Conditioned Air Co.; U. S. Nat'l Bank.

ALLIED ADV. AGENCIES INC.
167 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 7-7331

TV Dept.: Stuart Heinemann, TV director; Wilton Hoffman, Bart Ross, Dick Gardner, W. F. Gardner.

TV Accounts: Dr. F. E. Campbell; Pridham Davis; Descanso Gardens; Gold's Furniture-App'l; Harold A. Sparling; United Sporting Goods; Arden Farms.

ALLIED ADV. AGENCY INC.
100 Boylston St., Boston 16
Tel.: Hubbard 2-4100

TV Dept.: Howard Shamban and Marc F. Shamban.

TV Accounts: Beacon Wax (N-S); Morrison Stove Co.

ALTMARI ADV. AGENCY INC.
20 Vesey St., New York 7
Tel.: Digby 9-1510

TV Dept.: Michael Altomari, TV director, time-buyer, account executive.

TV Accounts: Geo. Peabody & Assoc.

AMERICAN TELEVISION INSTITUTE OF TECHNOLOGY
5050 N. Broadway, Chicago 40
Tel.: Uptown 8-6300

ANDERSON & CAIRNS INC.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-5800

TV Dept.: Victor Seydel, TV director, chief timebuyer; Jean Simpson, spot timebuyer; Stewart Brown, executive producer; Fritz Bullwinkle, assistant to director.

TV Accounts: C. H. Masland & Sons (N-S); Brooklyn Paint Co. (S); Nat'l Home Show (S); Rootes Motors (S); Thom McAnn (S); Martinson Coffee (S).

ANTHRACITE ADV. AGENCY
415 Scranton Times Bldg., Scranton 3, Pa.
Tel.: 9328

TV Dept.: William A. White, general manager.

TV Accounts: Parodi Cigar Co.; Fowler & Williams; William Baking; Dean Phipps.

ARBEE AGENCY INC.
Wabash at Brown Ave., Terre Haute, Ind.
Tel.: Crawford 3563

TV Dept.: W. L. Smith, vice president.

JOHN FALKNER ARNDT & CO. INC
16 N. 15th St., Philadelphia 9
Tel.: Kingsley 5-8500

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220

TV Dept.: Arnold Z. Rosoff, timebuyer.

TV Accounts: Jenney Gasoline; MKM Knitting Mills.

ART-COPY ADV. AGENCY
11 Hill St., Newark 2
Tel.: Market 2-7115

TV Dept.: Seymour Steinhardt, TV director, timebuyer, and account executive; Martin Steinhardt, account executive.

ASSOCIATED ADV. AGENCY INC.
612 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Main 2811

TV Dept.: S. Malcolm Levy, president; W. Wilson Lang, vice president in charge of TV; George Service, vice president & account executive.

ATHERTON ADV. AGENCY
455 Melrose Place, Los Angeles 46
Tel.: Webster 3-8488

TV Dept.: Herbert H. Wixson, TV timebuyer & executive.

TV Accounts: Pacific Citrus Products (S).

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795

TV Dept.: John P. Atherton, vice president, TV director.

Toronto—100 Adelaide W.; William McDonald.

TV Accounts: Brylcreem Hair Dressing; Eno Salts.

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600

TV Dept.: Gene E. Fromherz, media director; Richard Fechner, vice president; Daniel Collins, vice president; J. T. Aubrey, board chairman; J. Finlay, president.

TV Accounts: Williamson Candy Co. (S); Wayne Knitting Mills (S); H & H Cleanser Co. (S); Double-Cola Co. (S); Cummins-Chicago.

N. W. AYER & SON INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200

TV Dept.: James E. Hanna, vice president, TV director; Thomas J. McDermott, TV plans; Thomas H. Calhoun, programming & production; John M. Caldwell, copy chief; Dorothy Doran, publicity; Robert A. Mortensen, sports broadcasting; Harry Smith, TV research; G. D. Gudebrod, film production; James A. MacDonald, TV traffic; Elga Gamba, billing; Charles M. Wilds, timebuying; Paul F. Kizenberger, Richard S. Bunbury, William P. Croasdale, Joan Rutman, Elaine Sloat, timebuyers.

Hollywood 28—714 Taft Bldg.; Tel.: Hempstead 4871; Glenhall Taylor, manager.

Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-3456; Roderick Mitchell, director

TV Accounts: Atlantic Refining Co.; Canna Mills; Nat'l Daily Products; Elec. Cos. Ad' Program; B. C. Remedy Co.; Brooklyn Unif. Gas Co.; Chesapeake & Potomac Tel. Co.; Reuben H. Donnelley Corp.; Gordon Bakin Co.; Hills Bros. Coffee; Charles E. Hire III, Bell Tel. Co.; Michigan Bell Tel. Co.; John Morrell & Co.; Pennsylvania Co.; Unite Air Lines; Hawaiian Pineapple Co.; Amer. can Telephone & Telegraph Co.; Hills Bros. Coffee.

AYLIN ADV. AGENCY
522 Waugh Dr., Houston 19
Tel.: Lynchburg 3766

TV Dept.: Mrs. Luaná K. Lewis, TV director; Charles Lewis and Alston Cameron, account executives.

TV Accounts: Arrow Mills Inc. (S); Black Brollier; James Bute Co.; William Camer & Co.; Cox & Blackburn; Henke & Pillel; Houston Beautiful Campaign (S); International Flower Show; Jackson Motors Ltd; Johnston Motor Co.; Jury Service Committee; Rheem Mfg.; San Angelo Plan; Temp Lumber Co.; Weldon Cafeteria.

AYRES & ASSOC. INC.
1325 N. St. Lincoln 8, Neb.
Tel.: 2-6928

St. Joseph, Mo.—309 KFEQ Bldg.

AZRAEL ADV. AGENCY
1000 N. Charles St., Baltimore 1
Tel.: Lexington 9-7575

B

BADGER & BROWNING & HERSEY INC.
(see Badger & Browning & Parcher)
630 5th Ave., New York 20
Tel.: Circle 7-3719

TV Dept.: Jack Wilcher, TV director.

BADGER & BROWNING & PARCHER
75 Federal St., Boston
Tel.: Liberty 2-3364

BAHN ADV. CO.
115 Chauncy St., Boston 11
Tel.: Liberty 2-4206

TV Dept.: Samuel Bahn, owner.

TV Accounts: Manchester Hosiery Mills; Ipswic Hosiery Co.

FREDERICK E. BAKER & ASSOC.
Joseph Vance Bldg., Seattle 1
Tel.: Elliott 0957

LYNN BAKER INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-3505

TV Dept.: Mary Bentley, media director; Mary Burak, Lewis Happ, timebuyers; Edward Hauser, TV director; Donald Cutler, A. J. Hilton, account executives.

TV Accounts: F. W. Woolworth Co. (N); Coas Fisheries; Puss 'n Boots Cat Food (S).

BEN BALDWIN ADV.
943 N. LaCienega St., Hollywood, Calif.
Tel.: Bradshaw 2-7126

BALDWIN, BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2, N. Y.
Tel.: Washington 6854

TV Dept.: Everett L. Thompson, TV director; Joseph H. Radder, Catharine D. Walsh; Malcolm L. Barney, Leon A. McNamara, copy writers & producers.

BALL-DAVIDSON INC.
1030 Speer Blvd., Denver 4
Tel.: Main 1291

TV Dept.: Carl A. Salstrand, president; Billy D. Prescott, vice president & account executive; Craig Ramsey.

TV Accounts: Bowman Biscuit Co.; Morey Mercantile Co.; Tivoli Beer; Hugh M. Woods; Jerry Holland Co.; Howry-Berg.

BARLOW ADV. AGENCY
742 James St., Syracuse, N. Y.

TV Dept.: B. J. Stapleton, account executive TV director; J. R. Coleman, H. H. Goodheart, G. F. Swartz, E. R. Crawford, R. M. McCabe, account executives.

TV Accounts: Dairymen's League; Lincoln Bank; House of Stuart Cosmetics; P & J Macaroni Co.; Will & Baumer Candle; C. A. Durr Pkg. Co.

BARNES ADV. AGENCY INC.
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2393

TV Dept.: Ralph Duke, director; Patricia Klopalek, asst. director; Gilbert Goetz, timebuyer; John Barnes III, Kenneth Goelzer, E. R. Wholian, Norman Morey, Frank Kingsbury, account executives.

TV Accounts; Marshall & Ilsley Bank; Spic & Span Dry Cleaners; Super Seal Awning; Mrs. Karl's Bakeries; Roundy's Inc.; Kingsbury Breweries; Otto L. Kuehn Co.; Coddingbury Mfg. Co.

BARNES-CHASE CO.
530 Broadway, San Diego 1. Calif.
Tel.: Franklin 7771

TV Dept.: Norman Barnes.

Los Angeles 5-3450 Wilshire Blvd.; Tel.: Dункirk 4-1193; Charles Davis, vice president-manager.

TED BATES & CO.
630-5th Ave., New York 20
Tel.: Judson 6-0600

TV Dept.: James C. Douglas, director; John Doherty, manager; Vincent Rowe, new program development; Vincent Rowe, Allan Dingwall, Jay Clark, Ed Brown, John Thompson producers; Thomas McAndrews & Thomas Hanlon, film production; Herb Gunter, Frank Taubes, Tom Gad, commercial writers; Ned Midgley, manager of timebuying; Chris Lynch, MacDonald Dunbar, Al Petcavage, Wynn Kirchner, Bill Kennedy, Malcolm James, timebuyers.

Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 9-2161; H. Austin Peterson, partner in charge of TV; Harry Saz, Frank O'Connor, producers.

TV Accounts: American Home Foods Inc.; Anahist Co.; Brown & Williamson Tobacco Corp.; Cantrell-Cochrane Corp.; Carter Products Inc.; CBS-Columbia Inc.; Colgate-Palmolive-Peet Co.; Continental Baking Co.; Minute Maid Corp.; Morton Packing Co.; Pillsbury Mills Inc.; Standard Brands Inc.

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800

TV Dept.: Arthur Pryor Jr., vice president in charge; Bob Foreman, vice president in charge of TV; James S. Bealle Jr., in charge of new program development; Hugh Rogers, director of television producers; Donald M. Rowe, production manager; Arthur Bellaire, commercial supervisor; Frank Silvernail, manager, timebuying; Tucker M. Scott Jr., chief timebuyer; Walter Cortese, assistant to Mr. Scott; group heads—timebuyers, Eleanor Scanlan, Fred Stouland, Robert Tatum; Gertrude Scanlan, account executive & timebuyer; Helen Bosshard, assistant to Gertrude Scanlan; Timebuyers: Hope Martinez, George Polk, Mary Ellis, Robert Graf, Robert Rowell, Richard McKeever, Kenneth Kunhardt, Mildred Eberhard, Helen Lucassen.

Boston 16-1220 Statler Office Bldg.; Tel.: Hubbard 2-0430; F. W. Hatch vice president.

Buffalo 3, N. Y.—1614 Rand Bldg., Tel.: Cleveland 7915; A. M. Ward vice president.

Chicago 11-919 North Michigan Ave., Tel.: Superior 7-9200; H. H. Haupt, vice president.

Cleveland 13-1050 Terminal Tower, Tel.: Tower 1-7270; H. H. Haring, vice president.

Detroit 25-Penobscot Bldg., Tel.: Woodward 5-0620; R. E. Anderson, vice president.

Hollywood 28-1680 North Vine St., Tel.: Hollywood 9-7337; W. Tiss, vice president.

Minneapolis 19-Northwestern Bank Bldg., Tel.: Lincoln 8401; J. C. Cornelius, executive vice president.

Pittsburgh 19-Grant Bldg., Tel.: Grant 1-8060; L. D. Hansen, vice president.

San Francisco 4-2200 Russ Bldg., Tel.: Sutter 1-2232; J. G. Motheral, vice president.

Syracuse 2, N. Y.—205 Harrison St., Tel.: Syracuse 2-5319; J. H. Kelly, manager.

Los Angeles 48-6363 Wilshire Blvd., Tel.: Webster 1-1234; A. W. Neally, vice president.

TV Accounts: American Tobacco; Armstrong Cork; Bon Ami Co.; California Oil; Carr-Consolidated Biscuit; Chrysler; Consolidated Edison; Curtis Publishing; DeSoto Div. Chrysler; DuPont de Nemours; Ethyl Corp.; Gemex Co.; General Baking; General Electric; General Time Corp.; General Mills; B. F. Goodrich; Hamilton Watch; Hart Schaffner & Marx; Holiday; Lever Brothers; National Cranberry Assn.; Nehi Corp.; New York State Dept. of Commerce; New York Telephone Co.; Old Country Trotting Assn.; Penick & Ford Ltd.; Reader's Digest Assn.; United Fruit; National City Bank of New York; Personal Products; Remington Arms Co.; Saturday Evening Post; F. & M. Schaefer Brewing; Trans World Airlines; U. S. Steel

(Public Relations—Institutional); Vick Chemical; J. R. Wood & Sons; Clary Multiplier Corp.; North American Aviation; Rexall Drugs; American Radiator & Standard Sanitary Corp.; Fort Pitt Brewing; Sea Breeze Labs; GE Lamp Div.; Flo-Ball Pen; Easy Washing Machine; Wildroot; Barcelo Mfg.; Marine Midland Group; Pfeiffer's Products; First Nat'l Bank of Boston; Wm. Underwood Co.; Savings Bank Assn. of Mass.; Burnham & Morrill Co.; Southern New England Telephone Co.; Liberty Mutual Insurance; Polaroid Corp.; R. H. Stearns Co.; Shreve, Crump & Low Co.; Doughboy Industries; Jacob Schmidt Brewing; Northwestern Bell Telephone; George A. Hornel & Co.; Northrup King & Co.; Farmer & Mechanics Saving Bank; Twin Cities DeSoto Dealer; Cream of Wheat; Northern Pacific Railway; Toro Manufacturing; Scott-Atwater Mfg.; Chrysler DeSoto Division; Murine Co.; Consolidated Cosmetics; Libby, McNeill & Libby; Peter Hand Brewery Co.; Westclox Div. of General Time Corp.; Zenith Radio Corp. Hearing Aid Division; Zion Industries; International Minerals & Chemical Corp. Amino Product Division; Manhattan Royal Crown Corp.; Minnesota Mining & Mfg.; Fedders-Quigan Corp.; D. L. Clark Candy Co.; Detroit Michigan Stoves; Tea Garden Products Co.; E. & J. Gallo Winery; M.J.B. Co.; Cling Peach Advisory Board; Northrup King & Co.; Pacific Telephone & Telegraph Co.; Standard Oil Co. of Calif.; Pacific Gas & Electric.

ADRIAN BAUER ADV.
1528 Walnut St., Philadelphia 2, Pa.
Tel.: Kingsley 5-7870

TV Dept.: David Kaigler Jr., vice president in charge of radio-TV.

BAY PATH ADV. INC.
9 Elm St., Southbridge, Mass.
Tel.: Southbridge 4-8161

TV Dept.: Maurice L. LaReau, account executive.

TV Accounts: Universal Blank Co.

BEAN ADV. AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 4248

BEAUMONT, HELLER & SPERLING INC.
6th & Walnut Sts., Reading, Pa.
Tel.: Reading 5-4311

TV Dept.: Doratheia A. Hassler, TV director.
TV Accounts: Willson Sun Glasses (N); Bowers Battery Co. (S); Crystal Rock Bottling Co. (S); Maier's Bakery (S); St. Lawrence Dairy Co. (S).

WALTER F. BENNETT & CO.
Civic Opera Bldg., Chicago 6
Tel.: Franklin 2-1131

TV Dept.: Jane Guenther, media director.
Philadelphia 2-1045 Locust St.; Tel.: Kingsley 5-6799.

HERBERT S. BENJAMIN ASSOC. INC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847

TV Dept.: Lee Herzberg Jr. and Allan R. Brent, account executives.

TV Accounts: Kornmeyer Furniture Co.; United Credit Co.; Fidelity National Bank; Capital Bldg. & Loan; E. J. Gonzales Finance Co.; Levenson Interior Decorator; Bynum & Grace Insurance (all S).

BENNETT, WALTHER & MENADIER INC.
69 Newbury St., Boston 16
Tel.: Kenmore 6-3820-1-2

TV Dept.: Mrs. Elizabeth D. Parsons, timebuyer; Nelson Bennett, account executive.

WALTER F. BENNETT & CO.
20 N. Wacker Dr., Chicago 6
Tel.: Franklin 2-1131

TV Dept.: Walter F. Bennett, principal; Fred Dienert, account executive; Jane Gunther, media director.

Philadelphia 2-1405 Locust St.; Tel.: Kingsley 5-6799; Fred Dienert.

Hollywood 28-6912 Hollywood Blvd.; Tel.: Hollywood 4-8291; W. E. Boice.

TV Account: Billy Graham Evangelistic Assn. (N-S).

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100

TV Dept.: William E. Schneider, business manager of TV; Thomas J. McDermott, TV director & vice president in charge TV show production; Herb Leder, film production director; William Vallee, TV production director; Ann Howard, casting director; Wilfred S. Roberts, Oliver Barbour, Charles Fisher, Carl Eastman, Don Wallace, Ralph Starr Butler Jr., Arthur Richards, Lawrence White, Olga Druce, Maximilian Bryer, Douglas Burch, Elizabeth Shay, Irwin Segelstein, program directors.

Hollywood 28-6253 Hollywood Blvd.; Tel.: Hollywood 4-9151; Al Kaye, vice president in charge of West Coast operations, producer; Kingman T. Moore, supervisor on NBC-TV's Letter to Loretta.

Toronto-91 Yonge St.; Tel.: Empire 3-8222; William H. Fleischman.

TV Accounts: General Foods Corp.; Procter & Gamble Co.; Avco Mfg. Corp. Crosley Division; Best Foods Inc.; Norwich Pharmaceutical Co.; Brewing Corp. of America; Benson & Hedges.

BERMINGHAM, CASTLEMAN & PIERCE
136 E. 38th St., New York 16
Tel.: Lexington 2-7550

TV Dept.: John H. McNeil, TV director; Stephen Siddle, timebuyer; Jan Brower, assistant timebuyer; Barbara Brooks, coordinator of broadcast activities; John Finley, program and talent library.

TV Accounts: Griffin Mfg. Co. (S-N); Conti Shampoo (S); Dif Corp. (S); Pilgrim Laundry (S).

TED BERNSTEIN ASSOC.
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730

TV Dept.: Sylvester J. Bernstein, timebuyer, account executive; Ted Bernstein.

TV Accounts: Eagle Clothes Inc.; Fred Fear & Co.; New York Seven Up Co.

BOB BETTS ADV.
1150 Hancock St., Denver 4
Tel.: Main 6782

TV Dept.: John F. Connors, TV director.

TV Accounts: Frontier Refining Co.; Carlson-Frink Dairy; Colorado Brake Co.; Denver Dairy Council; Maplecrest Turkey Farms Inc.

BEN BEZOFF & CO.
220 Majestic Bldg., Denver 2
Tel.: Alpine 2300

LEE S. BIESPIEL ADV. AGENCY
605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190

TV Dept.: L. S. Biespiel, president.

TV Accounts: Shepler Mfg. Co.; The William Getz Corp.; Gem Mfg. Corp.

RALPH BING ADV. CO.
306 Frederick Bldg., Cleveland 15
Tel.: Superior 1-2773

TV Dept.: Ralph Bing, TV director; Eleanor Palmieri, account executive; Nancy Schattensfeld, assistant account executive; Thomas Friedman, TV research.

TV Accounts: Al Sirat Grotto Circus; B. W. Blauschild Motors; Blauschild's Chrysler-Plymouth Hq.; A. D. Pelumis Inc.; Talco Inc.; Meisal Motors Inc. (all S).

BIOW CO. INC.
640 5th Ave., New York 19
Tel.: Plaza 9-1717

TV Dept.: Terrence Clyne, senior vice president in charge of TV; Roy Winsor, TV director; Roland Gillett, co-director of TV; J. E. Kucera, timebuyer.

Hollywood 28-1606 N. Argle; Tel.: Hollywood 3-2377; Jack Runyon, manager; Ed Feldman, TV producer (Philip Morris).

San Francisco 3-703 Market St.; Tel.: Garfield 1-4854; Norman E. Mork, manager and account executive.

BLAINE-THOMPSON CO. INC.
234 W. 44th St., New York 36
Tel.: Longacre 4-0800

TV Dept.: Franklin Hobbs, director and account executive.

TV Accounts: Warner Bros. Motion Pictures; Joe Lowe Corp.

FRANK L. BLUMBERG ADV.
800 Cathedral St., Baltimore 1
Tel.: Mulberry 5-6672

TV Dept.: Horace J. Elias, TV director.

TV Accounts: Kress Farm Dairy; Park Circle Motor Co.; American TV Service.

BOCCARD, DUNSHEE & JACOBSEN INC.
610 Santa Fe Dr., Denver, Colo.

FRED BOCK ADV. CO.
Second Nat'l Bldg., Akron 8
Tel.: Portage 2-4616.

TV Dept.: John Simpson, TV director; Fred Bock, Pearl Fairall.

TV Accounts: Neo Sales; Pearl Brand Oysters; Carter Products; M & B Fruit Juices.

BILL BONSIAD ADV. AGENCY INC.
1717 E. Colfax Ave., Denver 6
Tel.: Florida 4418

TV Dept.: Jay Tallant.

AGENCIES

BOONE & CUMMINGS ADV.—MERCHG.
3003 Louisiana, Houston, Tex.
Tel.: LY 3677

TV Dept.: Robert Bowerman, TV director; Ruth Johnston, asst. TV director; G. B. Boone Jr. and D. M. Cummings, partner.

TV Accounts: City Nat'l Bank; Super-Value Stores; Frigid-Dough Products; Robert I. Cohen; Food Center; Home Owned Properties; Model Dairy; Walter Pye Inc.; U. S. Nat'l Bank; Jim West Bldg., and Houston Home Builders.

BOTSFORD, CONSTANTINE & GARDNER
115 SW 4th Ave., Portland 4, Ore.
Tel.: Atwater 9541

Seattle—1400 Tower Bldg.; Tel.: Eliot 3523.

San Francisco 5—625 Market St.; Tel.: Exbrook 2-7565.

New York 1—5122 Empire State Bldg.; Tel.: Bryant 9-4845.

LEO P. BOTT JR. ADV.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-9187

TV Dept.: M. Donald Foran, timebuyer; Leo P. Bott Jr., director.

LEO BOULETTE AGENCY
303 N. Main St., Three Rivers, Mich.
Tel.: 3-4155

BOURNE ASSOC. INC.
60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423

TV Dept.: Suzanne C. Lloyd, talent; Victor Arden, musical director.

STANLEY G. BOYNTON RADIO ADV.
159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888

BOZELL & JACOBS INC.
Omaha 2 (home office)—510 Electric Bldg.; Tel.: Jackson 8030.

TV Dept.: Morris E. Jacobs, president; F. C. Miller, executive vice president.

Chicago—205 N. LaSalle St.; Tel.: Central 6-0870.
TV Dept.: Philip Rouda, vice president, TV director; Gertrude Bussakov, timebuyer; Ed. Kash, TV producer.

Branches in New York, Minneapolis, Indianapolis, Seattle, Dallas, Houston, Shreveport, Washington.

Hollywood 28—6711 Sunset Blvd.; Hollywood 5-3083; Archie Jacobs, manager.

TV Accounts: Kool Vent Awnings (S); Pfaff Sewing Machines (N-S); Mason Shoe Co. (S); Phoenix Table Mat Co. (S); Leaf Brands (S); Citizens Committee for Banking (S); Bar 20 Assoc. (S); Wholesale Plant Growers Assn. (S).

ARTHUR BRAITSCHE ADV.
523 Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-4115

TV Dept.: Arthur Braitsch, TV director; John Lorimer, TV timebuyer.

TV Accounts: R. I. Hospital Trust Co.; Roger Williams Savings; Weybosset Markets; Strand Theatre; Hillside Farms Dairy; Mule Battery; Sally's Furs; G. H. Walker & Co.

MICHAEL BRAND ASSOC.
8620 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991

TV Dept.: Michael Brand, TV director & timebuyer.

J. CARSON BRANTLEY ADV. AGENCY
Owen Bldg., Salisbury, N. C.
Tel.: 900

TV Dept.: J. Carson Brantley, TV director.

BREIG ASSOC.
1715 Walnut St., Philadelphia 3
Tel.: Rittenhouse 6-3836

BRENNAN ADV. AGENCY
4083 Westheimer Rd., Houston 6
Tel.: LI 7581

TV Dept.: Hazel Reed, TV director; Jessie O. Wade, production; John E. McGary, account executive.

TV Accounts: Houston Bank & Trust Co.

BRUCE B. BREWER & CO.
900 Walnut St., Kansas City 6, Mo.
Tel.: Harrison 4890

TV Dept.: Jack Kirwan, TV director; Jim Necessary, film buyer; Kent Boyd, John Griffith, Bruce B. Brewer, account executives.

Minneapolis—400 Foshay Tower; Tel.: Atlantic 3314; Charles R. Strote, Loy M. Borton, Wilton A. Krause, Jesse K. Lair, Richard W. Dodderidge, Warren Michaels, account executives.

TV Accounts: Katz Drug Co.; Faultless Starch Co.; Nutrena Mills; Minneapolis Brewing Co.; Lano-Sheen.

BRINDLEY-ROTH INC.
131 Lafayette W., Detroit 26
Tel.: Woodward 1-8295

BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600

TV Dept.: Richard I. Clark, timebuyer; Mary Elizabeth Loeber, assistant timebuyer; John H. Butler, TV production.

New York 1—350 5th Ave.; Tel.: Bryant 9-5600; Darrell McCain, media director.

TV Accounts: East Bay Producers' Milk Council; Calif. Dairy Industry; Comfort Paper Div. of Crown Zellerbach Corp.; Lyons Magnus Inc.; Old Homestead Bakery; Parkmerced Towers; Rainier Brewing Co.; San Francisco Milk Industry; Hershel Calif. Fruit Products Co.; Van Camp Sea Food Co.; Pict-Sweet Foods Inc. New York office Accounts: Wheatena Corp.; Parsons Ammonia Co.

BROADCAST ADV.
170 S. Beverly Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-4840

TV Dept.: Van C. Newkirk, TV director; Betty Lester, timebuyer; John G. Fryer, account executive.

TV Accounts: Calif. Institute of Social Welfare; Bible Institute of L. A.; Crew of Good Ship of Grace; World Vision Inc.

BROADCAST ADV. INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854

TV Dept.: J. E. Murley, director, account executive; J. J. Manning, timebuyer; E. P. Gieringer, program director.

BROADCAST PRODUCTIONS INC. (B-P-I)
350 Madison Ave., Detroit 20
Tel.: Woodward 5-0909

TV Dept.: Lois M. Michels, director; Mary Ellen Russell, timebuyer; Mary Lee Lippincott, Adele Hager, Lucilla Mack, account executives.

BROADCAST SERVICE INC.
4601 Gordon Ave., Madison, Wis.
Tel.: 4-5929

BROOKS ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558

TV Dept.: A. R. Brooks, owner-manager. Robert Hall, timebuyer, copywriter.

BROOKE, SMITH, FRENCH & DORRANCE INC.
6-6836; King Harris; Carol Pauker, TV director.

TV Dept.: Hugh S. Hole, TV director; James P. Danaher, assistant TV director; Herbert Bayle; vice president in charge media; William Kennedy and Harold E. Rumble, assistant timebuyers.

New York 17—52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; Jay Berry.

San Francisco—149 California St.; Tel.: Yukon 6-6836; King Harris. Carol Pauker, TV director.

TV Accounts: Mullins Mfg. Corp.; Ironrite Inc.; Hudson Motor Car Co.; Goebel Brewing Co.; Sparks-Withington (Spartan Radio-TV Div.).

D. P. BROTHER & CO.
3044 W. Grand Blvd., Detroit 2
Tel.: Trinity 2-8250

TV Dept.: Carl Georgi Jr., vice president, timebuyer; William J. Davis, timebuyer; Kenneth G. Manuel, TV director; Melvius G. Furney, asst. TV director.

TV Accounts: Oldsmobile Div.

BURTON BROWNE ADV.
619 N. Michigan Ave., Chicago
Tel.: Superior 7-7700

TV Dept.: Burton Browne, president; James Cody, account executive; Laura Fisher, media director.

TV Accounts: J.F.D. Mfg.; Industrial Development Engineering Assoc. Inc.; Lion Mfg. Co., all S.

FRANKLIN BRUCK ADV. CORP.
1270 6th Ave., New York 20
Tel.: Circle 7-7660

TV Dept.: D. Davidow, TV director; C. J. Gavin, timebuyer; Herbert Gold, M. J. Kleinfeld, account executives.

Los Angeles 4—532 N. Cherokee Ave.; Tel.: Hollywood 7-9376; Howard Blake, general manager.

TV Accounts: Bishop & Co. Inc.; Coty Inc.; hi-V Co.; Walter H. Johnson Candy Co.; Yonkers Trotting Assn.; Roosevelt Raceway; Ruseks-Fifth Ave.

BUCHANAN & CO. INC.
1501 Broadway, New York 36
Tel.: Bryant 9-7900

TV Dept.: Nat Strom, TV director; William Dasheff, executive vice president; John McEvoy, account executive; Joseph Dunn, vice president, account executive.

Los Angeles 48—451 N. LaCienega Blvd.; Tel.: Crestview 5-5231; Charles Coleman, vice president and manager.

San Francisco 4—155 Montgomery St.; Tel.: Yukon 6-2927; Ray Randall, vice president.

TV Accounts: Dictograph Prod. Co. Inc. (N-S); Pepsi Cola Bottling (S); Western Airlines (S); Wilbur Clark Desert Inn (S); Tide-water Associated Oil Co. (S); Eskimo Pie Corp. (S); Acousticon (S); Lionel Train.

BUCHANAN-THOMAS ADV. CO.
412 S. 19th St., Omaha 4
Tel.: Atlantic 2125

TV Dept.: Adam Reinemund, director; Gene Edwards, asst. director.

BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305

TV Dept.: Robert Long, TV manager; John Cole, writer-producer; Mary Jane Carry, asst. mgr.; Martin Fritz, C. W. Fisher, timebuyers.

TV Accounts: Chicago Title & Trust Co.; Edward Hines Lumber Co.; Palmer Mfg. Co.; Michigan Nat'l Bank.

FRANK BULL & CO.
1239 N. Highland St., Hollywood 38, Calif.
Tel.: Hollywood 5-4194

TV Dept.: Frank Bull, owner; Jane Darden, TV timebuyer.

BULLARD AGENCY
219 Court St., Port Huron, Mich.
Tel.: 6755

TV Dept.: Rockwood Bullard.
TV Accounts: Alma Trailer Co.

G. NORMAN BURK INC.
223 4th Ave., Pittsburgh 2
Tel.: Grant 1-6316

TV Dept.: G. Norman Burk, account executive. TV director; Dolores E. McCarthy, timebuyer; Robert L. Forsythe Jr., account executive.

TV Accounts: Houlahan Motor Co.; D. J. Kennedy Co.; Liberty Baking Co.; Meadow Gold Dairies; Pittsburgh Products Co.; Sun Drug Co. Inc.; United Vacuum Cleaner Stores.

LEO BURNETT CO. INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959

TV Dept.: William Weddell, vice president in charge of broadcasting; Lee Bland, creative TV supervisor; David Dole, operations manager of broadcasting; D. O'Kieffe, vice president in charge of TV creative; Roy Bower, media dept. mgr.; Arthur A. Porter, vice president for media; Kenneth B. Fleming, timebuyers supervisor; Bowen Munday Richard Coons, Helen Stanley, John Harper, Robert Maple, Kathleen Meyers, William Pendill, timebuyers.

New York 22—677 5th Ave.; Tel.: Murray Hill 8-9480; W. McIlvain, broadcast manager.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 4-7374; William Coons, manager; W. Williams, West Coast broadcast manager; Gordon Minter, TV creative film; David Hanson, John Christ, Wally Ruggles, TV producers.

Toronto—(Leo Burnett Co. Ltd.) 170 Bay St.; Tel.: Empire 3-7247; George B. McGillivray.

TV Accounts: Pillsbury Mills (N-S); Kellogg Co. (N-S); Bauer & Black (N-S); Brown Shoe Co. (N); Comstock Canning Corp. (S); Converted Rice Inc. (N-S); Crane Co. (S); Dean Milk Co. (S); Durkee Famous Foods (S); Globe Mills (S); Green Giant Co. (N-S); Internat'l Harvester Co. (S); Mars Inc. (N); Pure Oil Co. (N-S); Santa Fe Railway (S); Tea Council Inc. (S); Toni Co (N-S); Hoover Vacuum Co. (N-S).

BYER & BOWMAN ADV. AGENCY
86 S. 6th St., Columbus 15, Ohio
Tel.: Main 3276

TV Dept.: Martha Sullivan, TV director; John Metzger, production manager; Herbert Byer, partner; Sandy Hallock, F. Willis Monroe Jr., Reginald Testament, W. P. Brown, Nicholas Popa, account executives.

TV Accounts: August Wagner Breweries; Ashland Oil & Refining Co.; Ohio Fuel Gas Co.; T. Marzetti Co.; Buckeye Foods; Dollar Federal Savings & Loan; F & R Lazarus & Co.; Columbus Transit Co.; Kahn's Jeweler's; Walkers; Sight Saving Campaign; Ohio Safety Congress.

BYRUM ADV. AGENCY
 924 Broadway, Denver 3
 Tel.: Tabor 7745
 TV Dept.: Russell H. Byrum, owner-manager.
 TV Accounts: Purity Creamery Co.

C

CABAT-GILL ADV. AGENCY
 194 N. Church, Tucson, Ariz.
 Tel.: 2-6382
 TV Dept.: Ernest Cabat, Sue Plummer, time-buyers, account executives.
 TV Accounts: Southern Arizona Bank; Alexander Shoes; Carole Ann Pastry Shop; Catalina Patio Furniture; Harlow Nurseries; Kaye's Tots & Teens; Maslow Sheet Metal; Pioneer Paint & Varnish Co.

HAROLD CABOT & CO. INC.
 136 Federal St., Boston 10
 Tel.: Hancock 6-7600
 TV Dept.: Kay Chille, media director; Courtney Crandall, vice president.
 TV Accounts: Allied Gas Co.; H. P. Hood & Sons; New Engl. Tel. & Tel.; Glenwood Range Co.

CAHN-MILLER INC.
 510 St. Paul Place, Baltimore 2
 Tel.: Saratoga 7-4466
 TV Dept.: Louis C. Pedlar Jr., vice president.
 TV Accounts: Eutaw Savings Bank; Fraternity Federal Savings & Loan Assn.; Hanline Bros.; Jarman Motors; Popular Club Beverage Co.; Modern House.

CALDWELL, LARKIN & CO. INC.
 Merchants Bank Bldg., Indianapolis 4
 Tel.: Market 6501

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH INC.
 247 Park Ave., New York 17
 Tel.: Plaza 5-6900
 TV Dept.: Henry F. Hull, TV director; Roy A. Fowler, film & TV producer.

Chicago 1—333 N. Michigan Ave.; Tel.: Randolph 6-3831; Philip M. White, manager.
 Los Angeles 36—712 S. Curson Ave.; Tel.: York 5145; Harry W. Witt, manager.
 TV Accounts: Stokeley-Van Camp Inc. (N); Prudential Insurance Co. of America (N); Marshall Field & Co.; A. S. Harrison Co. (R); Oakite Products Inc. (R); Marcalus Mfg. Co. (S); Pacific Wines (S).
J. M. CAMP & CO.
 Savings & Loan Bldg., Wheaton, Ill.
 Tel.: 8-4485
 TV Dept.: J. M. Camp, timebuyer.
 TV Accounts: Youth on the March (N-S).

CAMPBELL-EWALD CO.
 General Motors Bldg., Detroit 2
 Tel.: Trinity 2-6200
 TV Dept.: William A. Chalmers, vice president and radio TV director; Joseph J. Hartigan, senior vice president, director of media.

New York 22—1 E. 57th St.; Tel.: Murray Hill 8-3190; R. H. Crooker, timebuyer; Frank W. Townshend, manager; Donald R. Benkhart, TV Dept. business manager, account executive for Chevrolet Dealers Assn.
 Chicago 1—230 N. Michigan Ave.; Tel.: Central 6-1946; Earl W. Clements, vice president.
 Los Angeles 15—714 W. Olympic Blvd.; Tel.: Richmond 6204; R. C. Francis, vice president.
 San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-8736; T. M. Johnston, vice president.
 Atlanta 3—45 Edgewood Ave.; Tel.: Lamar 3858; C. G. Thom, manager.
 Hollywood 28—Room 11, 1549 N. Vine St.; Tel.: Gladstone 4136; W. H. Case, vice president.
 Washington—1735 H St. N. W.; Tel.: Republic 7-7400; W. F. Armstrong, general manager.

CAMPBELL-MITHUN INC.
 1370 Northwestern Bank Bldg., Minneapolis 2
 Tel.: Lincoln 8824
 TV Dept.: Arthur H. Lund, TV director; M. John Cole, timebuyer; Paul Ewing, assistant timebuyer; Ernest P. Andrews, TV producer.
 Chicago—1024 Palmolive Bldg.; Tel.: Delaware 7-7553; Minnie Kaplan, media director; Bob Noel, TV producer.

TV Accounts: American Dairy Assoc.; Atwood Coffee Co.; Campbell Cereal Co.; Gold Seal Co.; Griggs, Cooper & Co.; Theo. Hamm Brewing Co.; Hoberg Paper Mills; Industrial Credit Co.; Land Lakes Creameries; Malt-o-Meal Co.; Northern States Power Co.; Northwestern Nat'l Bank; Pillsbury-Ballard Ovenready (S-N); Zinsmaster Baking Co.; R. M. Hollingshead Co. (all S).

CAPLES CO.
 225 E. Erie St., Chicago 11
 Tel.: Superior 7-6016
 TV Dept.: J. E. Erickson, vice president for creative service; D. J. Powers, vice president.

New York—295 Madison Ave.; Tel.: Murray Hill 4-6800; S. R. Carlin, TV director; H. F. Meyer, vice president.

Omaha 2—1504 Dodge St.; Tel.: Jackson 7795; L. M. Branch, vice president; J. D. Farris, account executive.

Phoenix—1617 E. McDowell St.; Patrick O'Rourke.
 Los Angeles 5—301 S. Kingsley Dr.; Tel.: Dunkirk 7-4255; R. R. Rullman, vice president; Edward R. McNeilly, TV director.
 TV Accounts: Union Pacific Railroad.

MILTON CARLSON CO.
 3450 Wilshire Blvd., Los Angeles, Calif.
 Tel.: Dunkirk 8-9464
 TV Dept.: V. M. Barton, TV director; Ruth Johnson, TV timebuyer; M. V. Carlson, V. M. Barton, TV account executives.
 TV Accounts: Superior Optical Co.; Art Frost; Hi-Spra Sprinkler Corp.; A. E. Peterson Mfg. Co.

CARMONA & ALLEN INC.
 1213 N. Highland St., Hollywood 38
 Tel.: Hollywood 4-7535
 TV Dept.: Bill Allen, president; Al Carmona, secretary-treasurer; Zoe Loew, timebuyer.

CARTER ADV. AGENCY INC.
 912 Baltimore Ave., Kansas City 5, Mo.
 Tel.: Harrison 1356

CAYTON INC.
 9 E. 40th St., New York 16
 Tel.: Lexington 2-1711
 TV Dept.: Allan Black, TV director; Donald Quigley, timebuyer and assistant TV director; William D'Arcy Cayton and Allan Black, account executives.
 TV Accounts: Chesebrough Mfg. Co.; Miracle Adhesive Corp.; Virginia Metal Products Co.; Young America Films.

CECIL & PRESBREY INC.
 247 Park Ave., New York 17
 Tel.: Murray Hill 8-1234
 TV Dept.: J. Frank Gilday, V. P. and director; Harry Parnas, V. P. and media director; Herbert Gruber, chief timebuyer; Charlotte Corbett, Jayne Smathers, timebuyers; Leonard Tarcher, account executive (Benrus Watch Co.).
 Cincinnati—1814 Union Central Bldg.; Tel.: Garfield 5178.
 TV Accounts: Block Drug Co. Inc. (N-S); Electric Auto-Life Co. (N); McCormick & Co. (S); Redtop Brewing Co. (S); Sylvania Elec. Products Inc. (N); Whitehall Pharmaceutical (N); Benrus Watch Co. (N-S); Mennen Co. (S); Nestle Co. Inc. (N-S); Powers Products Co. Inc. (S); Seeman Bros. Inc. (S); Union Dime Savings Bank (S).

W. CRAIG CHAMBERS INC.
 513 2d Ave., Pittsburgh 19
 Tel.: Atlantic 1-4028
 TV Dept.: W. Craig Chambers, president; Harold McCoy, vice president.
 TV Accounts: Austin Co.; La Premiata Spaghetti; A. Mamaux Awning Co.; North Side Pkg. Co.; Peters Pkg.; Rand Drug Co.

CHAPMAN & KORBER ADV.
 5032 Lankershin Blvd., North Hollywood

CHARLES J. CHARNEY ASSOC.
 1819 Broadway, New York 23
 Tel.: Plaza 7-0955-6
 TV Dept.: Alvin George, TV director, account executive; Charles J. Charney, account executive.

JAMES THOMAS CHIRURG CO.
 414 Park Sq. Bldg., Boston 16
 Tel.: Hancock 6-7310
 TV Dept.: Edward B. Pope, media director.
 New York 17—1612 Chanin Bldg.; Tel.: Murray Hill 7-5040.

C. P. CLARK INC.
 Penthouse, James Robertson Hotel, Nashville 3, Tenn.
 Tel.: 6-4179
 TV Dept.: D. G. Goodwin, account executive, timebuyer; Sara Nolan.
 TV Accounts: First Nat'l Bank.

COE ADV. AGENCY
 307 S. Townsend St., Syracuse 5, N. Y.
 Tel.: 4-2197
 TV Dept.: Smith S. Binning, TV director.
 TV Accounts: E. W. Edwards & Son; Haberer Congress; Jean's Beans Co.; E. M. O'Donnell; Rudolph Bros.; Sundure Paint Corp.; Tedesco Inc.; VanDerhoof Roofing; Westinghouse Electric Supply Co.

ARNOLD COHAN CORP.
 460 W. 34th St., New York 1
 Tel.: Wisconsin 7-4700
 TV Dept.: Arnold Cohan, director; Michael Gargiulo, production supervisor; Marvin Haas, copy chief.
 TV Accounts: Bruno-New York Inc.; Rootie Kazootie Inc. (N); New York Times; Star Time Prod. Corp.; Viking Taximeter Distributing Corp.; John Wanamaker (N. Y. & Great Neck) TV & Appliance Dept.

HARRY B. COHEN ADV. CO. INC.
 1 E. 57th St., New York 22
 Tel.: Murray Hill 8-3030
 TV Dept.: Peter Finney, vice president in charge of TV production; Mary Dunlavey, TV media director and chief timebuyer; Bill Murphy and Ted Wallower, timebuyers.

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COHEN & MILLER ADV. INC.
1322 New York Ave., N.W., Washington 5
Tel.: Sterling 3-3333

TV Dept.: Sidney B. Wolfe, TV director; Irving Kipnes, timebuyer; Reuben Cohen, account executive.

HERBERT W. COHON CO.
18 E. 41st St., New York, N. Y.

COMER & REAMES INC.
15 W. 10th St., Kansas City 5
Tel.: Harrison 3964

TV Dept.: C. Alec Pollard, TV director; Ruth Vensch, TV timebuyer; Gardner Reames, R. Eloise Comer, account executives.

TV Accounts: Hill Packing Co.; others.

COMPTON ADV. INC.
630 5th Ave., New York 20
Tel.: Circle 6-2800

TV Dept.: Lewis H. Titterton, vice president in charge of production; Marjorie Irwin, business manager; Henry Clochessy, chief timebuyer.

Chicago 4—Suite 2142, 141 W. Jackson Blvd.; Tel.: Harrison 7-6935; L. O. Holnberg, vice president.

Cincinnati 2—525 Walnut St.; Tel.: Parkway 6961.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-8107; James J. Seaborne, manager.

Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475.

TV Accounts: Procter & Gamble (N-S); Socony Vacuum Oil Co. (S); Standard Brands Inc. (S); Personal Products Corp. (S); Goodyear Tire & Rubber Co. Inc. (N); Southern Biscuit Co. (S); Campbell Soup Co. (N).

THOMAS F. CONROY INC.
1101 Majestic Bldg., San Antonio 5, Tex.
Tel.: Garfield 3456

CO-ORDINATED ADV. CORP.
9 E. 38th St., New York 16

TV Dept.: Arthur A. Peltz, director of TV; Howard Field, associate producer; Michael Schwartz, director; Lester L. Wolff, executive producer.

TV Accounts: Assoc. Food Stores; Manhattan Quality Food Stores; Drug Guild Co-op.

PAUL CORBIN ADV.
350 E. St., Eureka, Calif.

COWAN & DENGLER INC.
527 5th Ave., New York 17
Tel.: Murray Hill 2-0940

TV Dept.: Thomas H. Moore Jr., TV director.

TV Accounts: American Agricultural Co.

JOHN GILBERT CRAIG ADV. INC.
913 Washington St., Wilmington 99, Del.
Tel.: 5-6185

CRAIG & WEBSTER ADV. AGENCY
22 Park Place, Lubbock, Tex.
Tel.: 2-2314

TV Dept.: Rex Webster, TV director.

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Broadway 6-3500

TV Dept.: Roger LeGrand, TV director; Loretta Mahar, timebuyer; Bob Timm, vice president; H. V. Swenson, vice president in charge of marketing; Ken Hegard, John Pritchard, Messrs. Timm and Swenson; account executives.

TV Accounts: Evinrude Motors; First Federal Savings & Loan Assn.; Milwaukee Gas Co.; Plankinton Pkg. Co.; Swift subsidiary; Wisconsin Tel. Co.; Aluminum Goods Mfg. Co.; Altorfer Bros. Co.; Heil Co.; Pflugrad Co.; Wisconsin Plumbing & Heating Co.

CREAMER & CO.
6777 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 7-4137

TV Dept.: Ed Loveton, media director; Charles Hutchings, creative chief.

CROOK ADV. AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1175

SAMUEL CROOK CO. INC.
28 W. 44th St., New York 36
Tel.: Bryant 9-2588

TV Dept.: William Dollison, media director.

CUMMINGS, BRAND & McPHERSON ADV.
Gas-Electric Bldg., Rockford, Ill.
Tel.: 2-0677

CUNNINGHAM & WALSH INC.
260 Madison Ave., New York 16
Tel.: Murray Hill 3-4900

TV Dept.: William Reydel, N. F. McEvoy and Winslow H. Case, vice presidents in charge; John R. Sheehan, TV director; David F. Lewis, assistant TV director.

Hollywood 46—8420 Sunset Blvd.; Tel.: 7-6131; William J. Peterson, manager.

TV Accounts: Liggett & Myers Tobacco Co. (N-S); Universal Int'l (S); Lenthric (S); Narragansett Brewing (R-S); N. Y. Daily News (S); Northwest Airlines Inc. (S); Sunshine Biscuits Inc. (S); Colgate-Palmolive-Peet (S); E. R. Squibb & Sons (N-S); Polaroid (S); Diamond Hosiery (S); McCalls (S).

D

DANCER-FITZGERALD-McDOUGAL
(See D-F-S which follows)
114 Sansome St., San Francisco 4
Tel.: Douglas 2-5107

DANCER-FITZGERALD-SAMPLE INC.
347 Madison Ave., New York 17
Tel.: Oregon 9-0600

TV Dept.: Alvin Kabaker, vice president and TV director; Edwin Duerr, manager of TV production; Walter C. Schier, manager of business affairs.

Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-4700.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 2-3256.

Toronto 1—Dancer-Fitzgerald-Sample (Canada) Ltd.; 6 King St., E.; Tel.: Empire 3-2851.

LEONARD DAVIS ADV. INC.
107 Front St., Worcester 8, Mass.
Tel.: 7-3817

TV Dept.: Leonard Davis, TV director; Marion Davis, timebuyer.

DAWSON ADV.
1150 Evans Ave., Napa, Calif.

ROBERT F. DENNIS ADV. AGENCY INC.
4564 York Blvd., Los Angeles 41
Tel.: Albany 2367

TV Dept.: Robert F. Dennis, TV director.
TV Accounts: Sparkletts Drinking Water Corp.

DEVEREUX & CO. INC.
266 Genesee St., Utica 2, N. Y.
Tel.: 3-8295

DIENER & DORSKIND INC.
147 W. 42d St., New York 36
Tel.: Bryant 9-8300

TV Dept.: Leo Greenland, director; Harry Pollock, William Mann, timebuyers.

DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.
350 5th Ave., New York 1
Tel.: Bryant 9-0445

TV Dept.: Chester MacCracken, TV director; Rodney O. Albright, Russell C. Ambruster, TV production; Donald H. Quinn, timebuyer.

TV Accounts: Borden Co. (N-S); Bristol-Myers Co. (N-S); Welch Grape Juice Co. (N-S); Pioneer Div. of Borden Co.

RALPH L. DOMBROWER CO. INC.
Dombrower Bldg., Richmond 19
Tel.: 3-1113

TV Dept.: Michaux Moody, TV director; Malcolm B. Dombrower.

TV Accounts: Chesterfield Hat Corp.; Etchinson Hat Co.; Lakewood Homes Inc.; Thomas C. Slaughter Co.; Quick Home Sales Co.; Craybar Electric Co.

DONAHUE & COE INC.
1270 Ave. of the Americas, New York 20
Tel.: Columbus 5-4252

TV Dept.: A. Carl Rigrod, motion picture, TV director; Latham Owens, Gabriel Bayz, general TV; Evelyn Lee Jones, TV business manager.

Atlanta—411 Hurt Bldg.; Tel.: Main 5662; Harry L. Morrill, vice president.

TV Accounts: Monarch Wine Co. (N); N. Y. Herald Tribune (S); Irish Linen Guild (S); Scripto Pen & Pencil (S); Metro-Goldwyn-Mayer (S); Loew's Inc. (S); Israel Bonds (S); Burlington Mills (S); Famous Artists School (S); Miles Shoes (S); Carolina Rice (S); Dr. Scholl's Zino Pads (S).

W. B. DONER & CO.
505 Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400

TV Dept.: Charles F. Rosen, director; Wilfred B. Doner, Julian A. Grace, Felix Hower, William Hall, account executives.

Chicago 1—203 N. Wabash Ave.; Tel.: Dearborn 2-4676; S. M. Kostman, director.

Milwaukee 1—2051 West Wisconsin Ave.; Tel.: West 3-9315; D. P. MacRae, director.

TV Accounts: Speedway Petroleum Corp.; Feigenson Bros. Co.; Rose Jewelry Co.; Altes Brewing Co.; Big Bear Markets; DWG Cigar Corp.

DOREMUS & CO.
120 Broadway, New York 5
Tel.: Worth 4-0700

TV Dept.: Edwin R. Rooney Jr., TV director, account executive.

Boston 9—53 State St.; Tel.: Lafayette 3-0770; Ruth Simmonds.

Philadelphia 2—(Doremus-Eshelman Co.) 1522 Locust St.; Tel.: Kingsley 5-2590; Joseph R. Rollins Jr.

Chicago 4—208 S. LaSalle St.; Tel.: Central 6-9132; Charles C. Greene, vice president.

San Francisco 8—425 Bush St.; Tel.: Yukon 2-4080; Ronald Brindley, vice president.

TV Accounts: Kidder, Peabody & Co. (S); Calvin Bullock (S); Lawn Savings & Loan Assn. (S); Bob Waller Buick Co.; Howard H. Miller (Wynns Motor Oil) (S); Sears, Roebuck (S); Smith, Kline & French Labs (N); Sun Ship Building & Drydock Co. (S).

JOHN C. DOWD INC.
(see Dowd, Redfield & Johnstone Inc., affiliated agency)
Park Sq. Bldg., Boston 16
Tel.: Hubbard 2-8050

TV Dept.: Joseph Tully, director.

DOWD, REDFIELD & JOHNSTONE INC.
(see John C. Dowd Inc.)
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275

TV Dept.: Wallace H. Lancton, director; Jean M. Gibbon, assistant; Edmund F. Johnstone, A. B. Crampton, Michael A. Raymond, account executives.

TV Accounts: Rapidol Dist. Corp. (S); Block Drug (S); Albert Ehlers Inc. (S); Cott Beverage Corp. (S); Dormin Inc. (S).

DOYNE ADV. AGENCY
415 Church St., Nashville 3
Tel.: 42-7372

TV Dept.: J. T. Dawson, vice president, timebuyer; Robert F. Lee Jr., timebuyer and production.

TV Accounts: Neuhoff Packing Co. (S); Jersey Farms Milk Service; Colonial Foods Co.; Third Nat'l Bank; Coca Cola Bottling Co.

JAY J. DUGAN AGENCY
1622 Chestnut St., Philadelphia 3
TV Accounts: Foss-Hughes Co. (S).

DUNDES & FRANK INC.
64 W. 48th St., New York 19
Tel.: Plaza 7-0750

TV Dept.: Ben Frank, TV director.

ROY S. DURSTINE INC.
730 5th Ave., New York 17
Tel.: Circle 6-1400

TV Dept.: Maria Carayas, timebuyer; Hubert Wilke, TV producer; John Malone, account executive.

Los Angeles 5—3440 Wilshire Blvd.; Tel.: Dunbar 3-3411; William D. Sloan, manager; David W. White, TV director; Ann F. Johnson, timebuyer.

San Francisco 4—156 Montgomery St.; Tel.: Yukon 6-6917; Robert England, manager.

HUGH DWIGHT ADV.
821 N.W. Flanders St., Portland, Ore.

E

EASTBURN & SIEGEL ADV. CO.
623 Spring St., N.W., Atlanta 3
Tel.: Vernon 4707

TV Dept.: Mel Finkle.

TV Accounts: Monarch Sewing Co.; Stat Vacuum Co.; Kitchen Magic Co.; D'Woskins Inc.; Charm Card Co.; Modern Sanitator Co.; Southern Upholstering Co.; Nu-Way Foods Inc.

ADAM F. EBY ADV.
336 Andrews Bldg., Buffalo 2, N. Y.
Tel.: Madison 2921

TV Dept.: Adam F. Eby, E. Alfred Osborne, TV director.

ELLINGTON & CO. INC.
535 5th Ave., New York 17
Tel.: Murray Hill 7-4300

TV Dept.: Hal James, vice president; A. Burke Crotty, executive producer; Daniel Kane, business manager, timebuyer; Howard Doyle, copy chief; Kay Woelfel, production assistant; Doris Lustgarten, new programs

TV Accounts: Celanese Corp. of America (S); Cities Service Gas & Oil (S); McKesson & Robbins (S); Bayuk Cigars Inc. (N).

EMERY ADV. CORP.
2 N. Ave. E., Baltimore 2
Tel.: Vernon 3731

ROBERT J. ENDERS INC.
 7001 Connecticut Ave., N.W., Washington 6,
 D. C.
 Tel.: Sterling 3-2222
 TV Dept.: Margot Phillips, TV director; Anne
 Merriam, timebuyer; Fred Waller, art direc-
 tor; Bob Friend, film director; William
 Fitzgerald, Hal Rosen, Sylvia Devey, John
 Swallow, Rudy Vallee, Howard A. Enders,
 Robert J. Enders, account executives.
 New York—270 Park Ave.; Tel.: Plaza 5-4952;
 Howard A. Enders, vice president.
 Hollywood—6611 Santa Monica Blvd.; Tel.: Hill-
 side 6118; John Swallow, manager.

ALVIN EPSTEIN ADV.
 1407 G. St., N.W., Washington 5
 Tel.: Sterling 3-8550
 TV Dept.: Toni Pearson, TV director, time-
 buyer; Jean Senter, Juanita Summers, copy-
 writers; Frank Boucher, sales promotion;
 Jackie Ganz, research; Ruth Graze, Jerome
 Horwitz, account executives.
 TV Accounts: Valley Forge Beer; Greber Bros.
 Appl. Distributors; Shaw & Shaw Jewelers;
 Sears, Roebuck & Co.; R. Mars Contract Co.

ERWIN, WASEY & CO. INC.
 420 Lexington Ave., New York 17
 Tel.: Lexington 2-8700
 TV Dept.: Michael Levin, TV director; Keith
 Shaeffer, media business manager; Raymond
 Simms, timebuyer.

Los Angeles 36—5045 Wilshire Blvd.; Tel.: Web-
 ster 1-1211; Robert L. Redd, vice president
 in charge; Charles Lowe, director of TV pro-
 duction.

Chicago 1—230 N. Michigan Ave.; Tel.: Ran-
 dolph 6-4952; L. R. Northrup, vice president
 & general manager; John Gwynn, media di-
 rector.

Minneapolis 2—523 Marquette Ave.; Tel.: At-
 lantic 1233; Mac Martin.

Oklahoma City 2—First Nat'l Bank; Tel.: 7-5429;
 W. Humphrey.

Toronto—1170 Bay St.; Tel.: Randolph 5187;
 Ralph L. Lawson.

Montreal—1121 St. Catherine St.; Tel.: Plateau
 9146; Charles Sheppard.

BENJAMIN ESHLEMAN CO.
 1522 Locust St., Philadelphia 2
 Tel.: Kingsley 5-2590

WILLIAM ESTY CO. INC.
 00 E. 42d St., New York 17
 Tel.: Oxford 7-1600

TV Dept.: Kendall Foster, vice president in
 charge of TV; Samuel H. Northcross, vice
 president, business manager of TV; Edward
 J. Montagne, program chief; Philip H. Reis-
 man Jr., editorial chief; Clarence W. Tho-
 man, production; Jack House, station rela-
 tions.

EVANS & ASSOC. ADV.
 4th floor, Dan Waggoner Bldg., Fort Worth 2,
 Tex.
 Tel.: Edison 9521

EVERLING ASSOC. INC.
 7015 Chestnut St., Philadelphia 7
 Tel.: Market 7-2617

TV Dept.: Alice L. Mooney, account executive,
 timebuyer; Lester J. Harmon, TV produc-
 tion; Frank J. Corkery, account executive.

F

FACTOR-BREYER INC.
 707 S. Hobart Blvd., Los Angeles 5
 Tel.: Dunkirk 8-8111

TV Dept.: Farlan I. Myers, Don Ross, TV
 directors; Ted H. Factor, Donald A. Breyer,
 Mervyn G. Oakner, account executives;
 Bernice Levitas, timebuyer.

TV Accounts: J. N. Ceazan Co.; Farmers Ins.
 Group; Globe Bottling Co.; Maler Brewing
 Co.; Mission-Pak Inc.; Sav-On Drug Stores;
 Union Mortgage Co.; Hartfield Stores Inc.

MIKE FADELL ADV. AGENCY
 325 Northwestern Bank Bldg., Minneapolis 2
 Tel.: Atlantic 3416

FEIGENBAUM & WERMEN ADV. AGENCY
 1922 Spruce St., Philadelphia 3
 Tel.: Locust 4-1536

TV Dept.: Stanley Goldstein, TV director;
 Harry Feigenbaum, David Wermen, part-
 ners, account executives; Leonard Shore,
 account executive.

TV Accounts: Booth Beverages; Yankee Maid
 Meat Products; Kasser Distillers; Arrow
 Store; Renuzit Dry Cleaner; Gaby Suntan
 Lotion; Cumberland Brewing; Reliable Mo-
 tors; Bunting Glider Co.; Fox Weis Furriers;
 Robt. Spruce Sports Wear.

COURTLAND D. FERGUSON INC.
 115 Nat'l Press Bldg., Washington 4
 Tel.: National 8-7713

TV Dept.: Walter J. Kerwin, TV director.

New York 20—45 Rockefeller Plaza; Tel.: Plaza
 7-2411; Phil Jackson, manager.

Richmond 19—Life Ins. Co. of Va. Bldg.; Tel.:
 7-0788; Richard Nall, manager.

TV Accounts: Bergmann's Laundry; Briggs &
 Co.; Griffith Consumers; Gwaltney Co.;
 Hechinger's; Luray Caverns; Mann Co.; Nat'l
 Solvents Co.; Schindler's; Smith's.

LAWRENCE FERTIG & CO.
 149 Madison Ave., New York 16
 Tel.: Murray Hill 9-7100
 TV Dept.: Joseph H. Mintzer; TV director,
 timebuyer.

FIRST UNITED BROADCASTERS
 201 N. Wells St., Chicago 6
 Tel.: Randolph 6-7800
 TV Dept.: Hugh Rager, managing director;
 Maryellen Convery, timebuyer.

M. M. FISHER ASSOC.
 134 N. LaSalle St., Chicago 2
 Tel.: Central 6-1610.

TV Dept.: Jack L. Fisher Sr., owner, account
 executive; Jack L. (Bud) Fisher Jr., account
 executive, timebuyer and TV director.

TV Accounts: Bell Savings & Loan; Cook Co.
 Central Democratic Committee; Monroe
 Theatre; Nat'l Foundation for Infantile
 Paralysis; Tam O'Shanter Country Club;
 United Artists Corp.; Universal-Internat'l
 Picture Corp.; TV Time Foods; Nu-Tvav
 Home Paper Hanger; Lowebo Inc.

FITZGERALD ADV. AGENCY
 Lee Circle Bldg., New Orleans
 Tel.: Tulane 3131

TV Dept.: Aubrey Williams, TV director; M.
 Marie O'Meara, asst. TV director; Doroth-
 Estes, TV coordinator; Alice Gum, traffi-
 Mrs. Dorothy Grace, ratings, market da-
 promotions.

TV Accounts: Blue Plate Foods; Godchau.
 Sugars; H. G. Hill Stores Inc.; Jackson
 Brewing Co.; La. State Rice Milling Co.;
 Maison Blanche; Pan-Am. Southern Corp.;
 Southern Cotton Oil Co.; Southern Shell
 Fish Co.; Wesson Oil & Snowdrift Sales
 Co. (all S).

FLACK ADV. AGENCY INC.
 Hills Bldg., Syracuse 2, N. Y.
 Tel.: 3-3129

RICHARD A. FOLEY ADV. AGENCY INC.
 1528 Walnut St., Philadelphia 2
 Tel.: Kingsley 5-1560

TV Dept.: Frank Knight, TV director; David
 A. Smith, assistant director.

TV Accounts: Abbotts Ice Cream; Abbotts
 Mills; French's Bird Seed; Kilix Dog Candy;
 B & O Railroad; Burks Pork Products; Dela-
 ware Park Race Track; Silvo Silver Polish
 (all S).

FOOD RESEARCH & ADV.
 159 E. Chicago Ave., Chicago 11
 Tel.: Superior 7-6664; Norman E. Kraff, pro-
 prietor.

FOOTE, CONE & BELDING
 247 Park Ave., New York 17
 Tel.: Murray Hill 8-5000

TV Dept.: Roger Pryor, TV vice president;
 Edmund L. Cashman, TV vice president;
 George Wolf, TV production director; Thomas
 M. McDonnell, program development dir-
 ector.

Chicago 11—155 E. Superior St.; Tel.: Superior
 7-4800; J. W. Switzer Jr., vice president &
 acct. exec.; Robert Hussey, vice president,
 media director; Jack Simpson, radio-TV pro-
 duction dept. manager; Harry Dieter, TV
 business manager; Genevieve Lemper, Gwen
 Dargel, Dorothy Fromherz, timebuyers.

Los Angeles 17—900 Wilshire Blvd.; Tel.: Mad-
 ison 9-3611; Gene Fox, vice president in
 charge of TV.

San Francisco 4—235 Montgomery St.; Tel.:
 Sutter 1-2355; Ford Sibley, vice president in
 charge; Llew A. Jones, Robert Leafeldt,
 media directors.

Hollywood 28—6233 Hollywood Blvd.; Tel.: Hol-
 lywood 9-6265; C. Burt Oliver, vice president,
 general manager.

Houston 2—510 Taft (mailing—P.O. Box 4223
 Houston 14); Tel.: Justin 5461; Grace Span-
 ihel, timebuyer.

Portland 4, Ore.—644 Pacific Bldg.; Tel.: Broad-
 way 3732; Leith F. Abbott, manager.

Montreal 2—925 Dominion Sq. Bldg.; Tel.: Uni-
 versity 6-8591.

London W. 1—27 Hill St.; Tel.: Mayfair 9131;
 Brian F. Maccabe, managing director.

TV Accounts: General Foods; Liebmann Brew-
 eries; Internat'l Latex Corp.; Armour & Co.
 (soap); Frigidaire Div. Gen. Motors Corp.;
 Hall Bros.; Internat'l Cellucotton Products;
 Beatrice Foods Co.; Armour & Co. (pkg.);
 Security-First Nat'l Bank; Acme Brewing;
 Bullock's; Hoffman Radio; Hughes Aircraft;
 Purex Corp.; Sunkist Growers; Union Oil.

FORT & CO.
 416 Providence Rd., Charlotte 1, N. C.
 Tel.: 4-7122

TV Dept.: John L. Fort, timebuyer.
 TV Accounts: C. B. Silver & Son (S); Richard-
 son Co. (S).

ALBERT FRANK-GUENTHER LAW INC.
 131 Cedar St., New York 6
 Tel.: Cortlandt 7-5060

TV Dept.: Robert W. Day, vice president.
 Boston 9—10 Post Office Sq.; Tel.: Hancock
 6-5900.

Chicago 2—1 N. LaSalle St.; Tel.: Dearborn
 2-6424; R. W. Dawson, George H. Knott, vice
 presidents.

Philadelphia 2—Packard Bldg.; Tel.: Rittenhouse
 6-3915.

San Francisco 8—246 Bush St.; Tel.: Yukon
 6-4641.

Washington—1510 19th St., N.W.; Tel.: Columbia
 5-4888.

TV Accounts: Kiplinger Washington Agency
 Inc. (N); Noma Elec. Corp. (N); Buitoni
 Foods Corp.

JONES FRANKEL CO.
 180 N. Wabash Ave., Chicago 1
 Tel.: Dearborn 2-5745

TV Dept.: Lewis I. Sanders, TV director; Jones
 B. Frankel, A. G. Gaines, account executives.

FREDERICK-CLINTON CO. INC.
 545 5th Ave., New York 17

TV Dept.: Sydney Rubin, vice president, TV
 director; Sydney Rubin, vice president, TV
 director.

CURT FREIBERGER & CO.
 1439 Court Place, Denver 2
 Tel.: Alpine 2048

TV Dept.: Bob Swysgood, TV director & account
 executive; Curt Freiburger, president, account
 executive; Les Barry, associate TV
 producer-director & account executive; and
 Ann Freiburger, TV film director.

TV Accounts: Associated Grocers of Colorado;
 Beatrice Foods Co.; Brecht Candy Co.; Mc-
 Kesson & Robbins; Colorado Potato Flake
 Co.; American Beauty Macaroni; Central
 Bank & Trust Co.; Burns Realty & Trust;
 Centennial Race Track; Grandview Build-
 ers; Elwood Edwards Auto Sales; Dottie
 Quickie Cookies; Zefer Products Co.; Vincent
 Syrup Co.; Sears, Roebuck Co.; U Drive It.

OKAILEIGH R. FRENCH & ASSOC.
 4235 Lindell Blvd., St. Louis 8

Tel.: Newstead 0037
 TV Dept.: C. S. Pangman, media director.

FRENCH & PRESTON INC.
 1 E. 43d St., New York 17
 Tel.: Murray Hill 7-8550

TV Dept.: Charles R. Tanton, TV director;
 Mildred Gannon, timebuyer; James P. Sel-
 vage, Ted Price, Marjorie Dorrance, account
 executives.

Washington 6—1625 "I" St., N.W.; Tel.: Republic
 7-4041; Samuel Bledsoe, manager.

TV Accounts: Grand Union Co. (S); Francis
 I. duPont & Co. (S); Gen. Pub. Corp. (S);
 Minwax (S); Nat'l Republican Senatorial
 Committee (N-S).

AD FRIED ADV. AGENCY
 (See under "A")

FRIEND-REISS-McGLONE
 221 W. 57th St., New York 19
 Tel.: Plaza 7-8030

TV Dept.: Edward Ratner, TV director.

TV Accounts: Merkin Paints; Grayson-Robin-
 son; Liqui-Moly; Sweet-Orr; S. Klein; La-
 fayette Radio; St. Mary's Coats; Grossett
 & Dunlap.

HARRY M. FROST CO. INC.
 260 Tremont St., Boston 16
 Tel.: Liberty 2-0813

FULLER & SMITH & ROSS INC.
 71 Vanderbilt Ave., New York 17
 Tel.: Murray Hill 6-5600

TV Dept.: Arthur E. Duram, director; Peter Car-
 dozi, copy director; Byron McKinnie, com-
 mercial director; Bernard Rasmussen, time-
 buyer; Lois Winston, publicity; Charles Pel-
 ham, Gil Morris, Fred Duncan, George Lyon,
 Ralph Nicholson, vice president-account ex-
 ecutives; Fred Polangin, account executive.

Cleveland 15—1501 Euclid Ave.; Tel.: Cherry
 1-8700; Burt Schellenbach, vice president;
 John Boland, George Oliva and Ken Moore.

Chicago 3—105 W. Adams St.; Tel.: Andover
 3-5041; E. J. Laveson, vice president; C. W.
 Billingsley, media dept. manager.

TV Accounts: Aluminum Co. of America;
 Aluminum Cooking Utensil Co.; Owens-
 Corning Fiberglas Corp.; Westinghouse Elec-
 tric Corp.; Commercial Solvents Corp. (all
 N); Sherwin, Williams Co.; Westinghouse
 Electric Corp.; Central National Bank; Ster-
 ling Lindner Davis; Burkhardt Brewing Co.
 (all S).

AGENCIES

G

GARDNER ADV. CO.
915 Olive St., St. Louis 1
Tel.: Central 3200

TV Dept.: William D. Fisher, vice president, TV director; May Kohler, production supervisor; Al Chance, production manager; Jay Kacin, asst. to TV director. Media Dept.: Warren Kratyk, media director; Phil Archer, chief timebuyer; Earl Hotze, Grace McMullen, timebuyers; Jo Mueller, TV traffic.

New York 20-9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martini, vice president, TV director; James Marshutz, asst. TV director.

TV Accounts: Pet Milk Co. (N-S); Grove Labs. (S); Ralston Cereals (N-S); Nebraska Consol. Mills (S); Southwestern Bell Tel. Co. (S); First Nat'l Bank (S); Banquet Canning Co. (S); St. Louis Packing Co. (S); Barton Mfg. Co. (S); Monsanto Chemical Co. (S); Wabash R.R. Co. (S); Union Electric Co. of Mo. (S).

SIDNEY GARFIELD & ASSOC.
26 O'Farrell St., San Francisco 5
Tel.: Exbrook 2-3420

TV Dept.: Benson M. Sherman, TV director; Harold M. Walker and Sidney Garfield, account executives; Daphne June King, copy chief; Donna Williams, media assistant.

TV Accounts: Kay Jewelers; Chemicals Inc.; Harrison Products Inc.; Horsetrader Ed; Craftsman's Insurance Agency; Henry J. Kaiser Motor Co.; No. Calif. Kaiser Frazer Dealers; National Mfg. & Sales Co.; R. D. Schwalb Co.; Uneek Distributors.

NEWSOM W. GAY ADV.
Gulf States Bldg., Dallas 1
Tel.: Prospect 7300

GEARE-MARSTON INC.
SW Corner 22d & Locust Sts., Philadelphia 3
Tel.: Locust 4-0530

New York 17-420 Lexington Ave., Tel.: Lexington 2-0880.

GEMMER ASSOC. INC.
208 Strauss Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 1157

TV Dept.: Duane A. Zimmerman, director.

TV Accounts: Bluffton Grocery Co.; Eskay Dairy Co.; Fort Wayne Packard Sales; North American Van Lines; IMO Distributors Inc.; Harges-Mills Candy Shops.

HENRY GERSTENKORN ADV.
668 S. Coronado St., Los Angeles 5
Tel.: Dunkirk 4-4616

TV Dept.: Henry Gerstenkorn, owner.

GEYER ADV. INC.
745 5th Ave., New York 22
Tel.: Plaza 5-5400

TV Dept.: George Duram, vice president, media director; Harry Torp, George Kern, associate media directors; Betty Powell, John Manning, timebuyers; Frederick Long, TV production director.

Dayton 2-931 Third Nat'l Bldg.; Tel.: Fulton 4145; E. G. Frost, manager.

Detroit 32-14250 Plymouth Rd.; Tel.: Webster 3-5520; Walker R. Graham, Ralph L. Wolfe, co-managers.

Hollywood 28-1680 Vine St.; Tel.: Hollywood 7-6114; Wright Nodine, manager; Mary Lawrence, timebuyer.

GIBBONS ADV. AGENCY INC.
802 Daniel Bldg., Tulsa, Okla.
Tel.: 4-2444

TV Dept.: Mercedes (Dee) Freiday, TV director; J. Burr Gibbons, president, account executive; John B. Gibbons, vice president, account executive.

TV Accounts: Tom P. McDermott Inc. (S); State Fed. Savings & Loan Assn. (S); Wortz Biscuit Co. (S); Sand Springs Turkey Farms (S); Nat'l Bank of Tulsa; Prayson Candies Co.; Comet Moving & Storage Co.; Hope Lumber & Supply Co.; Stanley's Funeral Service; H. M. McDaniel Co.; Pedrick Labs.; Southwest Steel Co.

GILLHAM ADV. AGENCY INC.
500 Continental Bank Bldg., Salt Lake City 5
Tel.: 4-5516

TV Dept.: Larch Cody, Trent Christman.

TV Accounts: Cloverleaf Dairy; Colville Ice Cream; Freed Motor; Henager's Business; Fisher Brewing; Purity Biscuit; Royal Baking; Union Pacific; Utah Power & Light; Segal Milk; Walker Bank; Ogden First Nat'l.

BERT S. GITTINGS ADV.
739 N. Broadway, Milwaukee 2
Tel.: Broadway 6-5948

GLASSER-GAILEY INC.
301 S. Harvard Blvd., Los Angeles 5
Tel.: Dunkirk 4-2141

TV Dept.: G. F. (Grace) Glasser, president.

WILLIAM GLAZER ADV. AGENCY
707 United Office Bldg., Cleveland 12
Tel.: Main 1-0816

TV Dept.: Mollie Gayle Rodie, W. J. Gabriel Jr.

TV Accounts: Foodtown Super Markets (S); Blue Water Frozen Fish (S); Harvard Bed Frames (S); Popular Brands Inc. (S).

GLENN ADVERTISING INC.
304 First Life Bldg., Fort Worth 2, Tex.
Tel.: 2-4476

TV Dept.: John H. Stewart, exec. vice president; Arnold C. Shaw, vice president; Robert Rogers, account executive.

Dallas 1-1915 Elm St.; Tel.: Riverside 6686; Ward M. Wilcox, vice president; William Cunningham; Lewis Purnell.

Los Angeles 48-6399 Wilshire Blvd.; Tel.: Webster 3-9369; George D. Winkler.

TV Accounts: Bewley Mills; Serval Drug Co.; Waples-Platter Co.; Gebhardt Chili Powder Co.; Frito Co.; Republic Nat'l Bank; Ft. Worth Leather Co.; Ft. Worth Nat'l Bank.

GLENN-JORDAN-STOETZEL INC.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-8927

TV Dept.: John C. Whittle, media director, timebuyer.

GLEW ADVERTISING AGENCY
211 N. Lafayette Ave., Grand Rapids, Mich.
TV Dept.: Francis K. Glew.

GODOY & CROSS ADV. AGENCY
Prado 51, Havana, Cuba
Tel.: A-1941

GOODKIND, JOICE & MORGAN INC.
919 N. Michigan Ave., Rm. 3510, Chicago 11

TV Dept.: Harlow P. Roberts, executive vice president; Florence A. Neighbors, timebuyer.

TV Accounts: Planters Nut & Chocolate; Goldenrod Ice Cream Co.; Humiston-Keeling Co.; Illinois Canning Co.; Kahn Bros. Co.

KENT GOODMAN ADV.
1350 N. Highland Ave.
Tel.: Hollywood 5-7188

TV Dept.: Kent Goodman, TV director; Larry Goodman, timebuyer; Joe Germain, copywriter.

TV Accounts: Transmission Exch. Co.; Mist-Master Corp.; Internat'l Garbage Disposal; D'Frost-Amatic Freezers; Air-Vent Awning; Silton's Jewelers; Leo Rule Oldsmobile; Modern Realty Assoc.; People's Outfitting Co.; Gene Klein Nash; Tom Ashbrook Dodge & Plymouth.

PHIL GORDON AGENCY
23 E. Jackson Blvd., Chicago
Tel.: Harrison 2-2103

TV Dept.: Phil Abrams, executive vice president & radio-TV director.

TV Accounts: Richter Food Products; Esserman Motors, Flavour Candy Co.; Honey Bee Co.; all S.

GOTHAM ADV. CO.
2 W. 46th St., New York 36
Tel.: Luxemburg 2-2880

TV Dept.: Arthur A. Kron, TV director.

GRANT ADV. INC.
919 N. Michigan, Chicago 11
Tel.: Superior 7-6500

TV Dept.: Donald E. Tomkins, TV director; Jane Baker, assistant; Fred Norman, Tee V. Watson, TV media; account executives H. A. Jones, W. R. Watson, W. H. Alexander, L. R. McIntosh, K. Browning, H. Blackett Jr., J. Dedefaugh, C. Bleyer.

Dallas 1-1313 Gulf States Bldg.; Tel.: Prospect 8121; Thomas R. Murphy.

Detroit 26-Guardian Bldg.; Tel.: Woodward 3-9400; Edward R. Grace, vice president; Jack Minor, Edwin Lewis.

Hollywood-1680 N. Vine; Tel.: Hollywood 9-5371; P. L. Bradley.

Montreal-(Grant Adv. of Canada Ltd.), 1028 Sun Life Bldg.; Tel.: University 6-1763; Alen Morrison.

New York 21-655 Madison Ave.; Tel.: Templeton 8-9393; Hugo Vogel.

Portland, Ore.-American Bank Bldg.; Tel.: Capitol 9609; Ted N. Tracy.

San Francisco-593 Market St.; Tel.: Douglas 2-0369; Jack Early.

West Toronto-(Grant Adv. of Canada Ltd.), 90 Richmond St.

Miami 32-Langford Bldg.; Tel.: Miami 3-0773; John A. Dey; Tel.: Empire 3-3396; Joseph Wren.

Other offices in Bogota, Colombia; Bombay, Calcutta, Madras, New Delhi, India; Buenos Aires, Argentina; Cape Town, Johannesburg, S. Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Karachi, Pakistan; Lima, Peru; London, England; Manila, P. I.; Mexico City, Monterrey, Mexico; Panama City, Panama; Rio de Janeiro, Sao Paulo, Brazil; Santiago, Chile.

TV Accounts: Dodge Div. Chrysler Corp.; J. A. Folger Co.; Wander Co.; Lucky Tiger Hair Tonic; Texas Bank & Trust Co.; Stewart Office Supply; Florists Telegraph Delivery Assn.; Excell Labs; Ed Brown Shoe Co.; Bell Cleaning & Laundry; B. F. Goodrich Dealers; Farmcrest Bakeries; Detroit Bank; Tomson Paper Mills Inc.; American Hair & Felt Co.; Chicago Western Corp.; Oelerich & Berry.

WILL GRANT ADV. AGENCY
3729 W. 3d St., Los Angeles 5
Tel.: Dunkirk 7-3361

TV Dept.: Will Grant, owner.

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-4808

TV Dept.: Edmund H. Rogers, department head; Walter M. Erickson, director; John C. Hirst, copy, account executive.

TV Accounts: Associated Hospital Service of Phila.; Chevrolet Dealers Assn.; Fidelity-Philadelphia Trust Co.; Keystone Automobile Club; Philadelphia Saving Fund Society; Philadelphia Zone Planning Assoc. (Chevrolet Dealers); Chas. Marchand Co.; American Chemical Paint Co.; Bell Tel. Co. of Pa.

GRAY-SCHWARTZ ADV.
228 N. LaSalle St., Chicago
Tel.: Randolph 6-7760

TV Dept.: Marv Gray, owner-acct. exec.

GREGORY & HOUSE INC.
2157 Euclid Ave., Cleveland 15
Tel.: Main 1-7822

TV Dept.: Bromley House, TV director; Mrs. Marion Reeves, timebuyer; Judith Kline, asst. timebuyer; Howard Senior, Miss Honor Gregory, account executives.

Los Angeles-303 S. New Hampshire; Tel.: Dunkirk 8-6187; Clarence Horowitz, manager; Kira Melis, James Hamilton, account executives.

Terre Haute, Ind.-522 Ohio St.; Tel.: Crawford 8048; Myra Janco, manager; Milton Beckman, account executive.

TV Accounts: Acme Store; Household Sales; Pick-N-Fly Food Stores; Spang Baking Co.; A. Siegler & Sons; Peter Shoe Co.; Visconti Builders; Midwest Building Co.

GREY ADV. AGENCY INC.
166 W. 32d St., New York 1
Tel.: Oxford 5-2000

TV Dept.: Alfred L. Hollender, vice president; Helen Wilbur, timebuyer; Joel Spector, production supervisor.

TV Accounts: Ronson Art Metal Works (S); Kirsch Beverages (S); Mennen Co. (S); Doeskin Prod. (N); Schwayder Bros. (N); Ullman Co. (S); Anson Jewelry (N); G. Krueger Brewing Co. (S); Landers, Frary & Clark Co. (S); Mojud Hosiery Co. (S); Union Pharmaceutical Co. (S); Ortra Cosmetics Inc. (N); American Safety Razor Corp. (S); Doughnut Corp. of America (N); Esquire Inc. (S); 5-Day Laboratories (N); Jean R. Graef Inc. (S).

GRIFFITH-McCARTHY INC.
602 Times Bldg., St. Petersburg 1, Fla.
Tel.: 7-4311

TV Dept.: T. M. Griffith, timebuyer; Louis Bonito, Donald P. Griffith, Joseph A. Griffith, Stanley R. Nutting, account executives.

Tampa-602 S. Franklin St.; Tel.: 2-9644; R. E. McCartney, timebuyer & vice president.

TV Accounts: Borden's; Florida Citrus Canners Coop.-Lake Wales; Florida Citrus Exchange (N); Spot; First Fed. Savings & Loan Assn. (N).

GROSS & STRAUSS ADV. CONSULTANTS
516 E. Morrison St., Portland, Ore.
Tel.: Filmore 7323

TV Dept.: R. D. Gross, TV director; D. S. Strauss, Chief account executive; Mrs. Joyce Gilham, production coordinator.

TV Accounts: Hart Mfg. & Sales Co.; Billingsley Pontiac; Hervin Co. (Blue Mt. Dog Food).

JULIAN GROSS ADV. AGENCY INC.
11 Asylum St., Hartford 3, Conn.
Tel.: 7-7179

EDW. A. GROSSFELD & STAFF
1020 N. Rush St., Chicago, Ill.

GRUBB & PETERSEN ADV.
111 N. Market, Champaign, Ill.
Tel.: 6-3766

GUENTHER BROWN & BERNE INC.
1418 Enquirer Bldg., Cincinnati 2
Tel.: Garfield 4244
Dayton—3 E. 2d St., Tel.: Hemlock 7411

GUERIN-JOHNSTONE INC.
123 S. Alvarado St., Los Angeles 57
Tel.: Dunkirk 5-1788
TV Dept.: Paul Guerin, president.

GUILD BASCOM & BONFIGLI INC.
130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040

TV Dept.: Alex H. Anderson, TV director; Rod MacDonald, media director.
TV Accounts: Rosefield Pkg. Co. (N-S); Good Foods Inc. (N-S); Roman Meal Co. (S); Golden State Co. (S); Girard's (S).

LAWRENCE C. GUMBINNER ADV. AGENCY INC.
655 Madison Ave., New York 21
Tel.: Templeton 8-1717
TV Dept.: Paul G. Gumbinner, director, time-buyer; Miss "Dusty" Miller, assistant.
TV Accounts: S. A. Schonnbrunn & Co.; Chap-Stick Co.; Lewal Industries; Alfred Dunhill Inc.; Bercut-Richards Co.; Good Grooming Products Corp.

H

WILLIAM J. HACKENBERG ADV.
206 Main St., Wheeling, W. Va.
Tel.: 6983
TV Dept.: Wm. J. Hackenberg.

HERBERT SUMMERS HALL ADV.
30 N. LaSalle St., Chicago 2
Tel.: State 2-0670

TV Dept.: Herb Hall, TV director; F. W. Hall, account executive.
TV Accounts: Mah Chena Corp.; Hamilton Foods Inc.; NutTrishus Products Corp.; Midwest Food Dist. Co.; Litt Jewelry Co.; Powell's Camera Mart; Chicago Area Photo Retailers Assn.; S. Shore Lincoln-Mercury Corp.

JOHN L. HALPIN ADV.
207 State St., Schenectady 9, N. Y.
Tel.: 2-0492

TV Dept.: John L. Halpin, timebuyer.
TV Accounts: Latham Rug Co.; IUE-CIO Local 301.

THE HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: 7-0183

TV Dept.: M. H. Hammer, director; Vincent Carone, account executive; Herbert Sherman, buyer.

New York 18—1819 Broadway; Tel.: Plaza 7-0955; Melvin Levy.
TV Accounts: Berkline Corp. (N); Comfi-Coil (N); Brandvein Co.; Munsing Wood Products; Dearborn Corp.; Shelton Tack Corp. (all Spot).

HANLY, HICKS & MONTGOMERY INC. (see Wallace-Ferry-Hanly Co. division)
500 5th Ave., New York 18
Tel.: Longacre 5-5000

TV Dept.: H. E. Lehman, media director; H. M. Montgomery, Robert N. Mann, account executives.

HANSEN-TIPTON CO.
436 Waverly St., Palo Alto, Calif.
Tel.: Davenport 5-6911

HANSON & RIDLON ASSOC.
212 Essex St., Boston 11
Tel.: Hancock 6-4924

TV Dept.: G. B. Hanson, TV director; J. A. Ridlon, timebuyer.
TV Accounts: Touraine Paints.

HARRINGTON-RICHARDS
(division of Fletcher D. Richards Inc.)
256 Sutter St., San Francisco 8
TV Dept.: Virginia Miller, TV timebuyer.

R. T. HARRIS ADV. AGENCY INC.
1400 Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815

TV Dept.: Richmond T. Harris, Keith E. Montague, account executives; Robert G. Love, TV director.

TV Accounts: Clover Club Foods; Holsum Bread Co.; Morning Milk; Prudential Federal Savings; Assoc. Grocers; Weber Central Dairy Assn.

HART-CONWAY CO. INC.
45 Exchange St., Rochester 14, N. Y.
Tel.: Locust 3520

TV Dept.: H. L. Hart, H. E. Kennedy, J. P. Street, J. P. Brown, E. W. Phillips, J. M. Nixon, account executives.

TV Accounts: Blue Boy Dairy; Blue Boy Ice Cream; F. Cappellino & Sons; Crescent-Puritan Laundry; Genesee-Monroe Racing Assn.; Hallman Chevrolet Co.; Haxton Foods Inc.; Levis Music Stores; McEvey Motors; Security Trust Co.; Standard Brewing Co.; Rochester Gas & Elec. Corp.; Wegmans Supermarkets chain.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-0055

TV Dept.: John T. Holloway, vice president; Mrs. DeeDee Zitzewitz, Susan A. Sarkesian, timebuyers.

HARVEY-MASSENGALE CO. INC.
Walton Bldg., Atlanta 3
Tel.: Walnut 9117
Durham, N. C.—Snow Bldg.; Tel.: J-8451.

F. H. HAYHURST CO. LTD.
7 King St. W., Toronto
Tel.: Empire 4-9263

TV Dept.: R. D. Amos, director; C. M. Harrison, asst. director; C. J. Bermingham, production assistant; D. P. Loney.

Montreal, Que.—1510 Drummond St.; Tel.: Ha 0131; Louis Desjardins.
Vancouver, B. C.—325 Howe St.; Tel.: Tatlow 6571; R. A. Kearns.

HEINTZ & CO. INC.
323 W. 6th St., Los Angeles 13
Tel.: Michigan 6061

TV Dept.: June Morgan, TV director, time-buyer; Herbert R. Dickow, Robert P. Heintz, account executives.

PAUL LYNN HELLER ADV. INC.
911 13th St., N.W., Washington 5
Tel.: National 8-7638

TV Dept.: Paul Lynn Heller, Gerald M. Feld, Charles H. McCarthy Jr.

HENDERSON ADV. AGENCY
9 W. McEe Ave., Greenville, S. C.
Tel.: 3-8381

TV Dept.: Howard K. McIntyre, account executive; Betty McCowan, timebuyer.

TV Accounts: Texize Chemicals Inc.

HENRI, HURST & McDONALD INC.
121 W. Wacker Dr., Chicago 1
Tel.: Franklin 2-9180

TV Dept.: J. S. Keck, TV director; J. T. Shaw, asst. TV director; Lee Randon, film director; Laura Hall, timebuyer.

TV Accounts: Fred W. Amend Co.; Perma Starch; Skelly Oil Co. & Skelgas Div.; International Shoe Co.; Kitchen Art Foods Inc.; Milnot Co.; Ready-to-Bake Foods Inc.; Thor Corp.; A. O. Smith Corp.

AL HERR ADV. AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040

TV Dept.: Elton Kocian, TV director; Ruth Walter, timebuyer; Al Herr, John Rock, account executives.

C. J. HERRICK ASSOC.
132 W. 43d St., New York 18
Tel.: Lackawanna 4-9310

TV Dept.: Laurel Cutler, TV director; Elaine Samuels, TV timebuyer.

TV Accounts: Wave Crest Gardens; Lake Panamoka.

HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany, N. Y.
Tel.: 5-1586

TV Dept.: Horace L. Hevenor, president, account executive; Edward T. Loveday, vice president, account executive; Hal Greenburg, TV director.

TV Accounts: Fitzgerald Bros. Brewing Co.; Union Farm Inc.; Armory Garage; Martinec Pkg. Co.; political; Saratoga Vichy Spring Co.; Schenectady Savings Bank; Griffith P. Terry; F. Harold Rapp; C. O. Hasselbarth, Inc.; Saratoga Raceway.

HEWITT, OGILVY, BENSON & MATHER INC.
575 Madison Ave., New York
Tel.: Murray Hill 8-6100

TV Dept.: Howard Connell, TV director; Deane Coords, head of TV copy; Walter Bowe, timebuyer; Rex Coston, traffic chief & production assistant; Robert Barker, G. A. Lydecker, vice presidents, account executives.
London, England—Roger Lloyd.

TV Accounts: Chase Nat'l Bank (S); Good Luck Margarine (S); Helena Rubenstein (S); Rinso (S).

HICKS, NAIDITCH & WILE INC.
8584 Sunset Blvd., Hollywood
TV Dept.: Everett V. Wile, president; Lawrence B. Hicks, vice president; Murray Naiditch, art director.

HICKS & GREIST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135

TV Dept.: Peter A. Krug, TV director; John A. Drake, S. R. Huntley, account executives.

Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Peyton Carrol, manager.

TV Accounts: Lewyt Corp. (N-S); Louis L. Libby Foods (S); Waring Prod. Corp. (N-S); Sapolin Paints (S); Dixie Cup Co. (S); Servel Inc. (S).

IVAN HILL INC.
49 E. Superior St., Chicago 11
TV Dept.: Ivan Hill, president; Elinor Fahrenholz, TV director.

TV Accounts: Kitchens of Sara Lee; Thomas J. Webb Co.; Ivo Inc.; Duncan Hines Dressings for Salads.

DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-6586

TV Dept.: David S. Hillman, TV director; Mary C. O'Brien, timebuyer.

HIRSHON-GARFIELD INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-8900

TV Dept.: Sylvan Taplinger, director; Eli Guterman, production supervisor; Eleanor Yotka, timebuyer.

Boston 16—Park Sq. Bldg.; Tel.: Liberty 2-0488; Herbert Stern, director.

Miami 32—210 Roger Bldg.; Tel.: Miami 3-0793; Jules Kase, vice president.

TV Accounts: Kreisler Mfg. Co. (N); Adam-Hat Stores (N); Miles Shoes; Burlington Mills (N); B.V.D. (S); Galey & Lord (S); U.S. Time Corp. (S).

HIXSON & JORGENSEN INC.
2001 Beverly Blvd., Los Angeles 57
Tel.: Dunkirk 8-3121

TV Dept.: H. D. Walsh, president-TV director; Harriett M. Weigand, timebuyer.

TV Accounts: Beaute Vues Corp.; Citizens Nat'l Bank; Day & Night Water Heater; Inglewood Park Cemetery; Kierulff & Co.; Payne Furnace; Santa Fe Vintage Co.; Richfield Oil Corp.; W. J. Voit Rubber Co.; Utter-McKinley; Local Loan; Flying Tiger; Wilson & Co.; Rehigh Mfg. Co.; Popcorn Process; White Rock Bottling Co. (Welch-Ade); Tom Sawyer Peanut Butter.

HOEFER, DIETERICH & BROWN INC.
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575

TV Dept.: Geneva Hawkins, timebuyer; James A. Brown, John H. Hoefler, account executives.

HOFFMAN & YORK INC.
808 N. 3d St., Milwaukee 3
Tel.: Daly 8-6510

TV Dept.: Joel Kursel, vice president, TV program director; Joseph P. Mulvanny, time-buyer; Wilford York, executive vice president, media director.

TV Accounts: Berghoff Brewing Corp.; Gettelman Brewing Corp.; Milwaukee Gas Light Co.; L. J. Mueller Furnace Co.; Sawyer Biscuit Co.; Shaler Co.

WILLIAM F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capital 1252

TV Dept.: W. F. Holland, buyer; E. L. Holland, buyer and production; Bruce Lee Holland, camera.

HOLST & CUMMINGS & MYERS
1370 Kapiolani Blvd., Honolulu 14
Tel.: 95291

TV Dept.: Jim Wahl, vice president, TV director; Mrs. Alexa Cogswell, assistant to TV director.

San Francisco—215 Market St.; Tel.: Yukon 6-5957.

TV Accounts: Hawaiian Airlines; The Hawaiian Electric Co.; The Hawaiian Electric Supply; Hawaiian Tuna Packers; Von Hamm-Young Co.; Ponds; Borden's.

HOME SAVINGS BANK
11 N. Pearl St., Albany, N. Y.
Tel.: 4-4105

TV Dept.: Lester H. Carson, assistant vice president.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004

TV Dept.: John W. Davis, TV director; Gail Myers, asst. TV director.

Seattle 1—455 Skinner Bldg.; Tel.: Main 6435.

TV Accounts: C. & H. Sugar; Clorox Chemical Co.; Italian Swiss Colony Wine; Canso Water Co.; Haas Bros.; Peets Soap; Bell Brook Dairies; Duart Mfg. Co.; Levi Strauss & Co.

HOOT ADV. AGENCY INC.
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714

TV Dept.: H. Kirk Halpern, TV director; Marianna Lautman, timebuyer; Dexter D. Halle, account executive.

TV Accounts: Mogen David Products; 17 Brands; Mermaid Brands; Snow Maid Foods.

HOUCK & CO. OF FLORIDA INC.
1234 Alfred I. duPont Bldg., Miami 32
Tel.: 82-1391

TV Dept.: Robert G. Venn, account executive, TV director; Donald W. Bentley, account executive, copy chief; Marguerite Gordon, timebuyer; Reggie Martin, account executive.

TV Accounts: Chase Federal Savings & Loan; Pepsi Cola.

AGENCIES

CHARLES W. HOYT INC.
551 5th Ave., New York 17
Tel.: Murray Hill 2-2000

TV Dept.: William Philip Smith, TV director; Thomas Lee Jr., John C. Farris, assistants to TV director; Douglas H. Humm, time-buyer.

Hartford 3-15 Lewis St.; Tel.: 5-6066.

TV Accounts: Arnold Bakers Inc. (S); Brock-Hall Dairy Co.; Chas. B. Knox Gelatine Co. Inc.; Michigan Blueberry Growers Assn. (S); Rutland Fire Clay Co.; Stanley Home Products Co. (S); Taylor-Reed Corp. (S); Flako Products Corp. (S); Milton Bradley Co. (S); South African Rocklobster Assn. (S).

HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

TV Dept.: Frank Hubbell, timebuyer; Inez Wallace, producer; V. D. Lidy, director.

TV Accounts: Montana Flour Mills; Louisville Title Ins. Co.

CHRISTY HUMBURG ADV. AGENCY
742a N. Forest, Webster Groves 19, Mo.
Tel.: Republic 8223

TV Dept.: C. C. Humburg, TV executive.

H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Office Bldg., Boston 16
Tel.: Liberty 2-6100

TV Dept.: Ray Girardin, director.

New York 17-370 Lexington Ave.; Tel.: Lexington 2-3020.

HUMPHREY, PRENTKE & ASSOC.
11406 Euclid Ave., Cleveland 6
Tel.: Randolph 1-4582

TV Dept.: Ralph B. Humphrey.

W. H. HUNT & ASSOC.
1044 S. Robertson Blvd., Los Angeles 35
Tel.: Bradshaw 2-8293

TV Dept.: W. Henley Hunt, president; Cynthia Lawrence, media director; William King Driggs, TV producer.

HURLEY ADV. CO.
213 Securities Bldg., Des Moines
Tel.: 4-6289

TV Dept.: John E. Hurley.

TV Accounts: Donald Duck Bread; Duncan Hines Bread; Peanut Corp. of America; Rislone; Hiland Potato Chip Co.; Iowa Fibre Products Co.; Chevrolet Dealers of Iowa; Rislone-Lalys.

HUTCHINS ADV. CO. INC.
42 E. Ave. Rochester 4, N. Y.
Tel.: Hamilton 1160

Philadelphia 40-3701 N. Broad St.; Tel.: Baldwin 3-6200.

New York 19-16-18 W. 46th St.; Tel.: Plaza 7-8526.

Toronto 4-1244 Dufferin St.; Tel.: Kenwood 2737.

IDAHO ADV. AGENCY
906½ Jefferson St., Boise, Idaho

TEVIE JACOBS ADV. AGENCY
306 Morris Plan Bldg., Indianapolis 4
Tel.: Imperial 5511

TV Accounts: Morris Plan; Barrett's Capital Paper Co.; J. C. Hirschman Co.

RAY C. JENKINS ADV. AGENCY INC.
1240 Builders Exchange, Minneapolis 2
Tel.: Main 4421

TV Dept.: E. M. Grundy, vice president.

TV Accounts: LaBelle Moving & Storage; Murray's Inc.; Marquette Nat'l Bank; M. A. Gedney Co.; Midtown Motors Inc.; Western Oil & Fuel; Forman Ford & Co.; Motor Sales Inc.; Unifio Motor Oil.

THE JESSOP ADV. CO. INC.
First Nat'l Tower, Akron 8, Ohio
Tel.: Franklin 2169

TV Dept.: M. K. Jessop, TV director; C. A. Jessop, TV production director; G. J. Cobak, TV timebuyer.

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848

TV Dept.: Duane Jones, president; Lawrence J. Leaman, vice president, treasurer; John F. Quick, secretary.

RALPH H. JONES CO.
3100 Carew Tower, Cincinnati 1
Tel.: Garfield 2300

TV Dept.: Kathryn Hardig, TV director; Ann Smith, assistant TV director; Rita Kennedy and Eula Reggin, timebuyers; Jeanne Friar, film buyer.

New York 36-580 5th Ave.; Tel.: Plaza 7-4600.

JONES & BRAKELEY
150 Nassau St., New York 38
Tel.: Beekman 3-1912

TV Dept.: Marie C. Power, timebuyer.

JONES & JONES ADV. AGENCY
525 Leonhardt Bldg., Oklahoma City 2
Tel.: Regent 6-3226

TV Dept.: Henry C. Jones, TV director, time-buyer.

JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Dunkirk 2-2248

TV Dept.: Walter C. Hughes Jr., media director; Ellen Jensen, timebuyer; Larry Pendleton, R. L. Randall, account executives.

TV Accounts: Bradston Co.; R. L. Chacon Chemical Co.; Baconette Products Co.; Downey Fertilizer Co.

C. B. JUNEAU INC.
8447 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Webster 3-7131

K

KAL, EHRlich & MERRICK ADV. INC.
Star Bldg., Washington 4
Tel.: Executive 3-3700

TV Dept.: Alvin Q. Ehrlich, vice president in charge of TV; David Thomas, TV director; Nella Manes, timebuyer; Philip Berne, Forest Mullett, William Roberts, Joseph Weinstein, account executives.

KAPPS CO. ADV.
64 E. Lake St., Chicago 1
Tel.: State 2-0460

TV Dept.: Capico Kapps, Joseph Kapps, Albert Kapps.

TV Accounts: Public Service Stores; Racine Engineering Co.; Langendorf Mfg. Co.; Ford Hopkins Co.; North Park Motor Sales; Archer Motor Sales; Well Made Mattress Co.; Southeast Radio Stores; Safety Motors Inc.

H. W. KASTOR & SONS ADV. CO.
75 E. Wacker Dr., Chicago 1
Tel.: Central 6-5331

TV Dept.: Walter Kniffin, timebuyer; James H. West, TV director.

KASTOR, FARRELL, CHESLEY & CLIFFORD INC.
400 Madison Ave., New York 16
Tel.: Oregon 9-4440

TV Dept.: Harry B. Walsh, director; Nancy E. Booth, assistant; Jack Peters, Alice Ross, timebuyers.

TV Accounts: Hickok Mfg. Co. (S); Jeris (Ar. Winarick Inc.) (S).

JOSEPH KATZ CO.
10 W. Chase St., Baltimore 1
Tel.: Lexington 1500

TV Dept.: Joseph Katz, president; John T. McHugh, vice president, media; Robert G. Swan, vice president, TV; Charles M. Harrison, vice president-treasurer; Morton L. Salan, TV production.

New York 22-488 Madison Ave.; Tel.: Murray Hill 8-1223; Perry Schofield, vice president; Beth Black, media director; Richard Katz, TV production.

TV Accounts: American Oil Co.; Block Drug Co.; Globe Brewing Co.; Maryland Pharmaceutical Co.; Madera Bonded Wine & Liqueur Co.; Maryland Drydock Co.; Baltimore Contractors, Inc.; Pompeian Olive Oil Corp.; Arthur Murray Dance Studios; Motor Sales Co.

HENRY J. KAUFMAN & ASSOC.
1419 H. St. N.W., Washington 5
Tel.: District 7-7400

TV Dept.: Robert S. Mauer, TV director and timebuyer; Jeffrey A. Abel, Alfred H. Edelson (all associates), Alvin A. Sarra and E. Charles Mueller Jr., account executives.

TV Accounts: CIO (N); Giant Food Stores; Lacy's; H. Gabriel Murphy & Co.; Shanna & Luchs Co.; Peake Motor Co.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corp.; Trew Motor Co.

KAUFMAN-STROUSE ADV.
419 N. Charles St., Baltimore 1
Tel.: Saratoga 2414

TV Dept.: Renée Davis, all media; Myron Subotnik, production.

KEELOR & STITES CO.
3001 Carew Tower, Cincinnati 2
Tel.: Parkway 1310

TV Dept.: Arthur A. Radkey, TV director.

LEE KELLER INC.
Fox Theatre Bldg., Philadelphia

EDWARD S. KELLOGG CO.
603 S. Rampart Blvd., Los Angeles 57
Tel.: Dunkirk 7-5213

TV Dept.: Edward S. Kellogg, president; Wally Seidler, TV director.

KELLY & LAMB ADV. AGENCY
897 Higgs Ave., Columbus 8, Ohio
Tel.: Klondike 3583

TV Dept.: Mrs. Dorrit Williams, TV director; Paul Shern, Gladys Johnson Lamb, John V. Williams, Andrew Lorant, account executives.

KELLY, ZAHNRDT & KELLY INC.
2343 Hampton Ave., St. Louis 10
Tel.: Hilland 2684

TV Dept.: Virgil A. Kelly, director; Walter W. Zahndt, timebuyer, acct. executive; Robert W. Kelly, William H. Thompson, Ray Kelly, Herbert W. Knopp, account executives.

KENYON & ECKHARDT INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700

TV Dept.: Wickcliffe W. Crider, vice president in charge of TV.

Hollywood 28-6253 Hollywood Blvd.; Tel.: Hollywood 3-2101; Robt. D. Wolfe, vice president.

Chicago 3-135 S. LaSalle St., Tel.: Randolph 6-6470.

Detroit 26-Penobscot Bldg.; Tel.: Woodward 5-0300.

Atlanta 5-805 Peachtree St. N.E.; Tel.: Vernon 0194.

San Francisco 4-620 Market St.; Tel.: Yukon 2-3070; Sydney G. Walton, vice president. Toronto 1-80 King St., W.; Tel.: Empire 3-8314.

KETCHUM, MACLEOD & GROVE INC.
411 Seventh Ave., Pittsburgh 19, Pa.

TV Dept.: Lansing P. Lindquist, TV director; Edgar J. Donaldson, John D. Held, assistant TV directors; William B. Kroske, TV time-buyer.

Cleveland 1, Ohio-629 Euclid Ave.

Washington 6, D. C.-1627 K St.

Harrisburg, Pa.-State St. Bldg.

Richmond 19, Va.-Central Nat'l Bank Bldg.

Buffalo 3, N. Y.-Brisbane Bldg.

TV Accounts: Allegheny Airlines; Braun Baking Co.; Calgon Inc.; Pittsburgh Zone Chevrolet Dealers Assn.; Baltimore Chevrolet Dealers; Buffalo Chevrolet Dealers; Harrisburg Chev. Dealers; Maryland Chev. Dealers; Virginia Chevrolet Dealers; The Colonial Trust Co.; Dairymen's Co-op Sales Assoc.; The East Ohio Gas Co.; Hospital Service Assoc.; Mfrs. Light & Heat Co.; Natural Gas Co.; Peoples First Nat'l Bank & Trust Co.; Peoples Natural Gas Co.; Reymier & Bros. Inc.; Rieck Dairy Co.; Ruud Mfg. Co.; The Tappan Stove Co.; Thorofare Markets Inc.; Westinghouse Electric Corp.

KIESEWETTER, BAKER, HAGEDORN & SMITH INC.
9 E. 40th St., New York 16, N. Y.

KILLINGSWORTH CO. INC.
8743 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-5275

TV Dept.: James C. Killingsworth, president; Arnold Isaak, account executive.

ABBOTT KIMBALL CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-9600

TV Dept.: Arthur M. Ehrlich, TV director; Miriam Traeger, associate TV director, time-buyer; Elizabeth Proudfit, research; Alice White, publicity; Lawrence W. Radice, Rita McNamara, S. T. Neidlinger, Jay E. Perine, account executives.

Chicago-333 N. Michigan Ave.; Tel.: Michigan 2-0300.

San Francisco 4-155 Sansome St.; Tel.: Exbrook 5188.

Los Angeles 5-638 Van Ness Ave.; Tel.: Drexel 7305; Robert M. Light, TV director; Robert J. Carrington, assistant.

TV Accounts: Drake America Corp. (S); Firth Carpet Co. (S); Hathaway Mfg. Co. (S); Nat'l. Wool Textile Export Corp. of Great Britain (S); Trifari, Krussman & Fishel Inc. (S).

KIRCHNER, HELTON & COLLETT INC.
1900 Hulman Bldg., Dayton 2, Ohio
Tel.: Fulton 5161

TV Dept.: Ralph W. Kaufman, TV director.

TV Accounts: The Liberal Market; Covert Distributing Co.; Gem City Bldg. & Loan Assn.; Gem City Ice Cream Co.; Soft Water Publicity Co.; Zephyr Ventilated Awning Co.; Frederics-Helton Travel Service; Price Bros. Co.; Metropolitan Clothing Co.

PHILIP KLEIN ADV. AGENCY
1516 Locust St., Philadelphia
Tel.: Pennypacker 5-7696

TV Dept.: Edward Felbin, timebuyer; Herbert Ringold, Morton Koshland, Milton Feldman, account executives.

TV Accounts: Papermate Pens; Buten's Paint Store; George Gorson; Sun Ray Drug Co.

WALTER J. KLEIN CO.
1203 Elizabeth Ave., Charlotte 4, N. C.
Tel.: 5-2246

TV Dept.: Alan Burke, director; account executives: Walter J. Klein, Charles L. Moss, Will S. Johnson, Dave McSwain, Robert Buckler, Flo Burke.

New York 17—17 E. 45th St.; Charles J. Basch, manager.

TV Accounts: Amer. Hardware & Equip.; Baxter Clothes; Belk's Dept. Store; Best Bakery; Carl-Chesterfield Mill Co.; Eckard's Drug Stores; Gastobac Co.; Jones Sausage Co.; Lewis Sporting Goods; M & J Finance Corp.; Met-L-Vent; Myrtle Beach Assoc.; N. C. Butane Gas; Southern Dairies; Suburban Rulane Gas; Tire Distributors Inc.; Westinghouse Elec. Supply Co.; Chapman-Wilhelm Co.

NAT M. KOLKER ADV. AGENCY
Empire Bldg., Philadelphia 7
Tel.: Kingsley 6-1320

M. R. KOPMEYER CO. INC.
Realty Bldg., Louisville 2, Ky.
Tel.: Wa 3357

KOSTKA, BAKEWELL & FOX INC.
1866 California St., Denver 2
Tel.: Alpine 1477

TV Dept.: Jack Hull, TV director & account executive; Jack Purter, assistant director; George Bakewell Jr., Louise Hewlett, Revill J. Fox, account executives.

KRONSTADT AGENCY
711 14th St. N.W., Washington 5
Tel.: Republic 7-0272

TV Dept.: Henry L. Kronstadt; Mary Lou Tardio, TV production director.

TV Accounts: Mazor; L. Frank Co.; Capital Fur.

KUDNER AGENCY
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700

TV Dept.: Myron P. Kirk, vice president, executive director of TV; Frank Harting, assistant TV director; Albert W. Reibling, business manager; John P. Marsich, timebuyer; G. Johnstone, L. Dean, C. Rohrbough, E. Owens, K. Tuttle, A. Corrigan, account executives.

Detroit 2—New Center Bldg.; Tel.: Madison 5315; Martin Rice, Richard Farricker, vice presidents.

San Francisco 5—681 Market St.; Tel.: Garfield 1-5433; J. Hornell.

Washington 5—Albee Bldg.; Tel.: National 8-5506; F. Getty

TV Accounts: Texas Co. (N-S); General Motors (N-S); Schick Inc. (N); U. S. Tobacco (N-S); Buick (N-S); Goodyear Tire (N-S).

KUTTNER & KUTTNER INC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940

TV Dept.: S. S. Korshak, TV director; Stanley Kuttner, timebuyer; Harold E. Kuttner, Chester D. Kuttner, Milton J. Klee, account executives.

New York 19—130 W. 57th St.; Tel.: Judson 6-2358.

TV Account: Community Builders; Klee Bros.

LAHR ADV. AGENCY INC.
915 N. Pennsylvania St., Indianapolis 4
Tel.: Plaza 5328

TV Dept.: Fred W. Lahr, timebuyer and account executive; Patricia Murphy, TV director.

TV Accounts: Bargain Barn; Container Service Co.; East End Dairies; Ford Fence Co.; Maplehurst Jersey Farms; Progress Laundry.

LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Memphis 3
Tel.: 3-1571

TV Dept.: Robert F. Keefe, timebuyer; Mrs. Lucille Simmons, timebuyer.

TV Accounts: Plough Sales Corp.; Childs Razor Blades; Union Planters Nat'l Bank.

LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Kingsley 6-3500

LAMBERT & FEASLEY INC.
60 E. 42nd St., New York 17
Tel.: Murray Hill 7-8980

TV Dept.: Frank W. Mace, vice president, general manager; Joseph Burland, media director; Ray H. Kremer, TV director; William Himman, timebuyer.

RAYMOND I. LANG ADV.
450 Grant Ave., San Francisco 8
Tel.: Yukon 2-5028

TV Dept.: Raymond I. Lang, account executive; Marilyn Johnson, timebuyer.

TV Accounts: Villa Chartier.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579

LANNAN & SANDERS ADV. INC.
Suite 422, Fidelity Bldg., Dallas 2
Tel.: Prospect 1583

TV Dept.: Robert E. Stuart, TV director; W. Don Fryers, TV production manager.

Hollywood 28—1522 N. LaBrea; Tel.: Hollywood 9-1681; G. E. Lannan, co-owner, manager.

TV Accounts: Continental Trailways; Transcontinental Bus System Inc.; Continental Bus System Inc.; Continental Southern Lines Inc.; Continental Central Lines; Continental Western Lines; Continental Dixie Lines; Continental Panhandle Lines; Continental Rocky Mountain Lines; Continental Pacific Lines; Continental Santa Fe Lines.

C. J. LaROCHE & CO. INC.
247 Park Ave., New York 17
Tel.: Plaza 5-7711

TV Dept.: Stuart D. Ludlum, Cecile Maignet,

TV Accounts: Marshand Hair Rinses; Mackintosh; Walt Disney; New England Confectionery Co.

LAVENSON BUREAU OF ADV.
12 S. 12th St., Philadelphia 7
Tel.: Market 7-6767

TV Dept.: Harry A. Egbert, TV director.

TV Accounts: Blumenthal Bros. Chocolate Co.; James Industries; American Metal; Mrs. Schlorer's Inc.

CARL LAWSON ADV. CO.
4722 Broadway, Kansas City 12, Mo.
Tel.: Jefferson 5155

TV Dept.: John Lawson, president; Wayne H. Ross, vice president; R. Michael Swift, George Hicks, all account executives & buyers; Dorothy Mosley, space buyer.

Eureka Springs, Ark.—11 Howell Ave.; Ned Bailey.

TV Accounts: Real Estate Board of Johnson County, Kans.; Kitty Clover Potato Chip Co.

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500

New York 17—521 5th Ave.; Tel.: Vanderbilt 6-4340.

Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511; E. G. Foreman Jr., vice president & manager.

LENNEN & NEWELL INC.
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

TV Dept.: Nicholas E. Keesely, senior vice president in charge of TV; William Smith, chief timebuyer; Francis C. Barton Jr., general manager of TV department; Frank A. Daniel, business manager; Kenneth White, Edward Knauff, Jackson Taylor, senior vice president, account executives.

Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crestview 1-7221; B. R. Potts, vice president, manager; Frank L. Woodruff, TV production supervisor.

TV Accounts: Lustre-Creme; Schlitz; Old Gold Cigarettes; Embassy Cigarettes; Muriel Cigars; Briggs Pipe Tobacco; Lysol; Bromo-Seltzer; Tydol Gasoline; Veedol Motor Oil.

LEVY ADV. AGENCY
850 Broad St., Newark 2, N. J.
Tel.: Mitchell 2-0433

TED LEVY ADV. AGENCY
811 Cooper Bldg., Denver 2
Tel.: Main 7133

TV Dept.: Ted Levy, general manager, film and timebuyer, account executive; Norman Lynd, assistant manager, account executive; Jerre Wyatt, TV and program director, film editor; Gertrude Levy; William Archenthal, account executives.

LEWIN, WILLIAMS & SAYLOR INC.
40 E. 49th St., New York 17
Tel.: Murray Hill 8-6200

TV Dept.: Robert Brenner, TV director; Richard Gulick, L. Newsteder, S. M. Weiss, account executives.

Newark, N. J.—11 Commerce St.; Tel.: Mitchell 3-3200; L. Newsteder, vice president; R. Gulick, acct. executive.

TV Accounts: Odell Hair Trainer; Costa Ice Cream; G. N. Coughlan Co.; Spandy; Jacoby-Bender Watch Co. (all S).

LEY & LIVINGSTON
260 California St., San Francisco 11
Tel.: Yukon 6-4478

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

LILLER, NEAL & BATTLE
810 Walton Bldg., Atlanta 3
Tel.: Cypress 6521

TV Dept.: Sarah Williams, timebuyer; account executives: W. W. Neal, C. K. Liller; partners: Al Sharp, Howard Azelberger; G. L. Watts; Helen Gordon, copywriter.

TV Accounts: Brock Candy Co. (S); Colonial Stores (S); Coastal Chemical Co.; Rock City; Puritan Mills Inc.; H. W. Lay & Co.

LINDSEY & CO.
10 N. 4th St., Richmond 19, Va.
Tel.: 7-3065

LOCKE, JOHNSON & CO., LTD.
Harbour Commission Bldg., Toronto
Tel.: Empire 4-6271

LOHMEYER, ADLEMAN & MONTGOMERY
1608 Walnut St., Philadelphia 3

TV Dept.: Robert Adleman, TV director; Steven Hopkins, producer; Jean Sargeant, producer; Arthur Mehr, TV timebuyer.

New York—36 Central Park S.; Tel.: Murray Hill 8-5023.

TV Accounts: Longchamps (S); Pure Drug & Chemical (S) (N); Coronet Sales (S); Kirschner Bros.; Lincoln Tire (S); Dance Assoc. (S).

W. E. LONG CO.
1883 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606

TV Dept.: Edward C. Fritz Jr., director; Roy Lang, timebuyer.

TV Accounts: Old Homestead Bakery; Fuchs Baking Co.; Phoenix Holsum Bakeries; Carpenter Baking Co.; McGough Baking Co.; New Process Baking Co.; Bethlehem Baking Co.; Mrs. Boehme's Baking Co.; Bohemian Baking Co.; Cotton's Bakeries; Fluhrer Bakeries; Gase Baking Co.; Haller's Eagle Bakery; Lee Baking Co.; Shipley Bakeries; Alfred Nickles Bakery.

LONG-HAYMES ADV.
532 Reynolds Bldg., Winston-Salem 1, N. C.

T. ROBLEY LOUITTIT INC.
58 Weybosset St., Providence 3
Tel.: Jackson 1-5858

LOWE & HALL ADV.
600 News Bldg., Greenville, S. C.
Tel.: 5-7489

EARLE LUDGIN & CO.
121 W. Wacker Dr., Chicago 1
Tel.: Andover 3-1888

TV Dept.: Jane Daly, TV director; Ruth Babick, timebuyer; Montgomery N. McKinney, Vincent R. Bliss; James Hill; George Rink; John Sicks; Rod McKenzie; Lester Lilliston; Dale Miller.

TV Accounts: Bendix Home Appliances (N); Best Foods Inc.; Rit & Shinola Div. (N-S); W. F. McLaughlin Co. (S); Jules Montener Inc. (N).

LYNN-FIELDHOUSE ADV. AGENCY
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: Valley 2-7182

TV Dept.: W. B. Pritchard, TV director and timebuyer; S. C. B. Lynn, L. S. Fieldhouse, partners and account executives.

New York 17—51 E. 42d St.; Tel.: Murray Hill 2-4048.

TV Accounts: Jack's Tasty Snack Corp.; Quinlan Pretzel Co.; Planters Edible Oil Co. (S); Wise Potato Chip Co. (S).

AGENCIES

W. D. LYON CO.
303 2d Ave., S.E., Cedar Rapids, Iowa.
Tel.: 4-2451.

Sioux City—Orpheum Electric Bldg.; Tel.: 5-4428; Don Carlos, account executive.

TV Dept.: R. H. Shubert, TV director; R. P. Ames, timebuyer; H. D. Carlos, account executive.

TV Accounts: Crescent Electric; Frank Pilley & Sons; Johnson Biscuit Co.; Kent Feeds; Missouri Valley Steel.

M

MacFARLAND, AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-9360

TV Dept.: Bill Rega, TV director; Kay Lloyd, assistant; Ira Herbert, timebuyer; A. S. Trude Jr., media director; David W. Stotter, A. B. Dicus and Robert Blackburn, account executives.

TV Accounts: Hallicrafters Co.; Drewrys Ltd.; Stewart-Warner Corp.; Foulds Macaroni & Spaghetti.

MacLAUGHLIN ADV. AGENCY
601 Ellicott Sq., Buffalo 3, N. Y.
Tel.: Mohawk 5703

TV Dept.: F. R. MacLaughlin, TV director; Miss J. Andrea Connaroe, account executive.

TV Accounts: Perry's Ice Cream Co. (S); F. C. Orner Dist. Co. (N) (S).

MacMANUS, JOHN & ADAMS
1400 Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

TV Dept.: Georginia LeFevre, timebuyer; E. W. Froehlich, media & research; Harvey Luce, executive vice president.

New York 22—444 Madison Ave.; Tel.: Plaza 9-3221; Henry Fownes.

TV Accounts: Pontiac Motors Div. (S); Saran Wrap Corp.; Stegmaier Brewing Co.

MacWILKINS, COLE & WEBER
Corbett Bldg., Portland 4, Ore.
Tel.: Broadway 6401

Seattle 1—Republic Bldg.; Tel.: Elliott 7377.

MAHOOL ADV. INC.
914 N. Charles St., Baltimore 1
Tel.: Plaza 3616

TV Dept.: Katherine H. Mahool, Robert D. Myers, Robert S. Nyburg, account executives supervising TV.

TV Accounts: Savings Bank of Baltimore; Oil Heat Assn. of Md.; Metropolitan Savings Bank; Maryland Pharmaceutical Co. (S)

MALCOLM-HOWARD ADV. AGENCY
203 N. Wabash Ave., Chicago 1
Tel.: Andover 3-0022

TV Accounts: Courtesy Motors; Roller Derby; Phoenix Sewing Machine Co.; Ambrosia Brewing Co.; Hudson Auto Dealers Assn.; Fohrman Motors; Mages Stores for Sport Goods; Sun-Times; Marmel Products; Midwest Sales Co.; Royal Lumber Co.; Stiffel Lamp Co.; World Wide Chinchilla Ranch.

W. H. MALE LTD.
1674 Kona St., Honolulu 14, Hawaii
Tel.: 9-1178

TV Dept.: Maurice D. Myers, H. V. Beazlie, Earl J. Goris, account executives.

TV Accounts: Love's Biscuit & Bread Co.; Dairymen's Assn. Ltd.; Honolulu Paper Co. (Sylvania); Honolulu Seed Co. (Ironrite); Motor Supply Ltd.; TV & Radio Industry Assn. of Hawaii; Pacific Chemical & Fertilizer Co.

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16
Tel.: Copley 7-5980

J. GORDON MANCHESTER ADV. INC.
1726 Pennsylvania Ave., Washington 6, D. C.
Tel.: Metropolitan 8-0060

TV Dept.: James Gordon Manchester; George D. McGuinness, account executive.

TV Accounts: Safeway Stores; American Stair Co.; Roberts Bros.; Eisenger Supply Co.; Weaver Bros.; James G. Gill Co.; W. S. Pope & Sons; Paxton Storage Co.; Grande Valley Products.

LLOYD MANSFIELD CO. INC.
110 Pearl St., Buffalo 2, N. Y.
Tel.: Washington 2762

MARFREE ADV. CORP.
305 W. 40th St., New York 18
Tel.: Longacre 4-7190

Chicago—919 N. Michigan Ave.; Tel.: Whitehall 4-2651.

MARSHALK & PRATT CO. INC.
535 5th Ave., New York 17
Tel.: Vanderbilt 6-2022

TV Dept.: Curt A. Peterson, TV director; Eugene Cogan, Cameron Higgins, timebuyers; Robert Haydon Jones, account executive.

TV Accounts: Esso Standard Oil Co.; Standard Oil Co. (N. J.).

HARWOOD MARTIN ADV.
2519 Connecticut Ave., Washington 8
Tel.: Adams 2-1161

TV Dept.: Hariot Stem, TV Director; Jean Ort, timebuyer; Mildred Martin, Margo Phillips, account executives.

TV Accounts: American Wholesalers; Arcade-Sunshine; Beckers; Blair's TV & Appl.; Clemens; Hahn Shoes Stores; Hecht Co.; Master Auto Body; J. Nee Co.; Leo Rocca Inc.; Palace Laundry; Suit Shop; Woodward & Lothrop; Washington Gas Light Co.; Tuerke's Travel Shop.

MASON-RELKIN CO.
20 E. 35th St., New York 16
Tel.: Murray Hill 9-3891

TV Dept.: Roger B. Relkin.

J. M. MATHES INC.
260 Madison Ave., New York 16
Tel.: Lexington 2-7450

TV Dept.: Read Hamilton Wight, Richard S. Jackson, Edna Cathcart.

TV Accounts: Canada Dry Ginger Ale; Luden's Inc.; Canada Dry Bottlers; Northam Warren; Capehart.

MATHISSON & ASSOC. INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090

TV Dept.: Edward G. Ball and Hugo Bauch, account executives; Jack Severson, timebuyer.

New York—1065 International Bldg., Rockefeller Center. Ed Hinkle.

Los Angeles—1127 Wilshire Blvd.; Tel.: Mutual 2482. Charles Smith.

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3
Tel.: Gaspee 1-4456

TV Dept.: Archie M. Finkle, TV director; Joseph M. Finkle, timebuyer.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710

New York 22—12 E. 53d St.; Tel.: Plaza 9-7676.

Chicago 11—664 N. Rush St.; Tel.: Whitehall 4-1676; L. J. Sholty, vice president.

MAYERS CO. INC.
2301 W. 3d St., Los Angeles 57
Tel.: Dunkirk 8-2111

TV Dept.: Don Johnson, TV director; Claire Koren, TV timebuyer and media director; Robert Hoehn, TV production.

TV Accounts: Bandini Fertilizer; Gordon Bread Co.; Hoffman Candy Co.; Sears Roebuck & Co.

CHARLES H. MAYNE CO.
8487-B Melrose Place, Los Angeles 46
Tel.: Webster 3-8261

TV Dept.: Eugene P. Ramsay, owner.

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534

TV Dept.: Jack Lindquist, TV director; Kay Abner, timebuyer; Roderick A. Mays, owner and account executive.

McCARTY CO.
1206 S. Maple Ave., Los Angeles 15
Tel.: Prospect 7011

TV Dept.: Alden Weis, media director; Herb Brown, account executive.

San Francisco 5—116 New Montgomery; Tel.: Sutter 1-8224; William H. Wilde, manager.

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400

TV Dept.: Alfred J. Scalpone, acting head of TV, vice president, coordinator of TV for all offices, domestic & international; Hendrik Booraem, vice president in charge of new programs; Ralph B. Koser, vice president & creative TV director; Dorothy M. McCann, vice president, executive producer; Edward Sutherland, TV production director; Clifford C. Lubkert, TV service manager; Thaddeus S. Kelly, timebuying manager.

Boston 16—200 Berkeley St.; Tel.: Liberty 2-7382; Watson M. Gordon, vice president.

Cincinnati 2—707 Terrace Plaza Bldg.; Tel.: Garfield 4524; G. Lester Williams, vice president.

Cleveland 14—629 Euclid Ave.; Tel.: Cherry 1-3490; Robert Dailey, vice president.

Detroit 26—647 Griswold St.; Tel.: Woodward 2-9792; Paul Holder, vice president.

Chicago 4—318 S. Michigan Ave.; Tel.: Webster 9-3701; Sidney A. Wells, vice president.

San Francisco 4—114 Sansome St.; Tel.: Douglas 2-5560; H. Q. Hawes, vice president, manager, western operations.

Los Angeles 17—612 S. Flower St.; Tel.: Mutual 1181; Burt Cochran, vice president.

Hollywood 28—6331 Hollywood Blvd.; Tel.: Hillside 8268; J. Neil Reagan, vice president.

Portland 4—310 Pub. Service Bldg.; Tel.: Atwater 4305; Willard E. Wilson.

TV Accounts: American Trust Co. (S); Calif. Pkg. Corp. (N-S); Calif. Wine Assn. (S); Chrysler Sales Div. (S); Chrysler Corp. (S); Cinerama Prod. (S); Clark Bros. (S); Cowles Magazines (S); Frank Fehr Brewing Co. (S); Gray Drug Stores (S); Gruen Watch Co. (N); Junket Brand Foods (S); Lehn & Fink Products Corp. (N); Pepsi-Cola Div. Lever Bros. Co. (N-S); Lucky Lager Brewing Co. (S); Milk Foundation (S); Nat'l Biscuit Co. (N-S); Ohio Bell Tel. Co. (S); Pacific Coast Borax Co. (S); Soil-Off Mfg. Co. (S); S.O.S. Co. (N-S); So. Calif. Gas Co. (S); So. Counties Gas Co. (S); Standard Oil Co. (Ohio) (N); Standard Oil Co. (Ind.) (N-S); Leisy Brewing Co. (S); Nat'l City Bank of Cleveland (S); Richman Bros. Co. (S); Westinghouse Elec. Corp. (N); Westinghouse Elec. Supply Co. of St. Louis (S).

McCONNELL, EASTMAN & CO. LTD.
Huron & Erie Bldg., London, Ont.
Tel.: 4-4258

Montreal, Que.—Dominion Square Bldg.
Toronto—147 University Ave.; Tel.: Empire 4-7004.

Vancouver, B. C.—Stock Exchange Bldg.
Winnipeg, Man.—Confederation Life Bldg.

McCORMICK CO.
217 E. 7th Ave., Amarillo, Tex.
Tel.: 6-5333

WALTER McCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533

TV Dept.: John Bainbridge, TV director; Virginia White, timebuyer; Richard A. Berggren, production; Charles B. Ganz, Walter McCreery, Dave Larsen, Robert Svenson, account executives.

TV Accounts: Ice Follies; L. A. County Council; American Legion; Harris & Frank; Arden Farms Co.

CHARLES H. McDOUGALL ADV. COUNSEL
155 Montgomery St., San Francisco, Calif.
Tel.: Yukon 6-6590

McKEE & ALBRIGHT INC.
1909 Walnut St., Philadelphia 3
Tel.: Locust 7-4737

TV Dept.: J. A. McFadden, vice president; E. R. Walmsley, timebuyer.

TV Accounts: Breyers Ice Cream Co.; Phila. & Reading Coal & Iron Co.; Caloric Stove Corp.; Western Md. Dairy.

J. WALTER McLEAN ADV.
601 Chronicle Bldg., Spokane 1, Wash.
Tel.: Temple 2509

TV Dept.: J. Walter McLean, account executive; Lucille Green, Ruth Bartleson.

MELDRUM & FEWSMITH INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 1-3510

TV Dept.: Richard R. Fansler, TV director; Marshall C. Taylor, media director.

Birmingham, Mich.—135 N. Woodward Ave.; Tel.: Midwest 4-9800.

New York 17—342 Madison Ave.; Tel.: Murray Hill 7-1171; Keith R. Frazine, TV manager.

TV Accounts: Dearborn Motors Corp. (S); Apex Elec. Mfg. Co. (S); Glidden Co. (N); Pilsener Brewing Co. (S).

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860

TV Dept.: Stuart L. Novy, TV director; George Rich, associate TV director; Kay Knight, timebuyer.

Beverly Hills, Calif.—328 Beverly Dr.; Tel.: Crestview 5-3168; Jim Ward, West Coast manager; Lyle Westcott.

TV Accounts: E. J. Brach & Sons Inc.; Chicago Transit Authority; Hill Meat Co.; Myzon Inc.; Patricia Stevens Inc.; Perfect Plus Hosiery Mills Inc.; Marie Kruse Nurseries; Wm. Wrigley Jr. Co.; Clark's Super Gas; Wis. & Mich. Steamship Line; Milwaukee Elec. Rwy. & Transport Co.; Demert-Dougherty Inc. (Heat Div.).

C. L. MILLER CO. INC.
521 5th Ave., New York 17
Tel.: Murray Hill 2-1010

Chicago 1—333 N. Michigan Ave.; Tel.: Central 6-1640; I. M. Tuteur.

J. W. MILLER CO.
Miller Bldg., Guilford, Conn.
Tel.: Glendale 3-2748

TV Dept.: Baissemon Cul, TV director; Albert M. Simmons, account executive.

TV Accounts: Shoreliner Publications; Old Sturbridge Workshop.

J. W. MILLER CO.
1056 Brimfield Rd., Sturbridge, Mass.

TV Dept.: James W. Miller, account executive; Y. M. Lataille, TV director.

DAN B. MINER CO.
304 S. Kingsley Dr., Los Angeles 5
Tel.: Dunkirk 8-3301

TV Dept.: Hildred Sanders, vice president, TV; Robert C. Black, Arthur C. Trask, assistant TV directors; Kay Ostrander, timebuyer.

TV Accounts: American Beauty Macaroni Co.; Forest Lawn Memorial Park; Sues, Young & Brown; Thrifty Drug Stores; Kendall Foods; Freeman Certi-Fresh Fish; Interstate Bakeries Corp.; Luer Pkg. Co.; Prepared Prod. Ltd.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: York 7243

TV Dept.: Jane Leider, timebuyer and media director.

EMIL MOGUL CO. INC.
250 W. 57th St., New York 19
Tel.: Columbus 5-2480

TV Dept.: Nat Wildman, vice president and business manager; Lewis S. Wechsler, TV director; Nat Eisenberg, TV production director; Marvin Schaffer, film buyer; Florence Katz, timebuyer; Lynn Diamond, asst. timebuyer.

TV Accounts: Knowmark Mfg. Co. (N-S); Ronzoni Macaroni (R); Gold Medal Candy Corp. (N); Nat'l Shoes (R-S); Rayco Auto Seat Covers (S); Supreme Wine Inc. (S); Speed Products Co. (S).

MOREY, HUMM & JOHNSTONE INC.
350 5th Ave., New York 1
Tel.: Longacre 4-2240

9 Rockefeller Plaza, New York 1; Plaza 7-8060.

TV Dept.: William L. Wernicke, TV director; Kathryn Shanahan, timebuyer; Joe Danis, assistant TV director; June McConnell, assistant timebuyer.

TV Accounts: Sinclair Refining Co. (S); Richfield Oil (S).

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 3-4194

TV Dept.: Raymond R. Morgan, president; Robert C. Temple, executive vice president; James C. Morgan, vice president in charge of TV; Terri Brady, timebuyer; Jack Kerr, Porter F. Anderson, Raymond R. Morgan Jr., account executives.

San Francisco 11-260 California St.; Tel.: Douglas 2-6073; Porter F. Anderson, manager.

TV Accounts: Folger's Coffee Co.; Planters Nut & Chocolate Co.; Victory Pkg. Co.; Nehi Beverage Co.; Los Angeles Soap Co.

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oregon 9-4600

TV Dept.: L. E. Waddington, director, TV production.

MOSS ASSOC.
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377

TV Dept.: Joseph Moss, president; Martin Jacobson, vice president; Betty Matb, buyer. Ely Landau.

TV Accounts: Semca Watch Co. (S)

MOTTL & SITEMAN ADV.
6399 Wilshire Blvd., Los Angeles, Calif.
Tel.: Webster 8-6288

C. WENDEL MUENCH & CO.
57 E. Wacker Dr., Chicago 1
Tel.: Financial 6-3481

TV Dept.: Victor Fabian, media director.

IRVIN MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 7-6828

N

NEAL ADV. ASSOC.
448 S. Hill St., Los Angeles 13
Tel.: Michigan 2149

TV Dept.: Ted Neale Jr., TV director.

TV Accounts: Quality Television Corp.; E. W. Reynolds Co.

NEEDHAM & GROHMANN INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 5-6200

TV Dept.: William R. Seth, vice president in charge of TV; John M. Handley, executive vice president, account executive; Harry C. Ledingham, media director; John M. Keil, account executive.

TV Accounts: Nestle Co. (S); American Steel Wool Co. (S).

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151

TV Dept.: James G. Cominos, vice president, account executive, TV director; Alan Wallace, vice president in charge of programming & production; Christopher Ford, TV producer; Tom Brittingham, negotiator of programs; Arnold Johnson, broadcasting facilities director; Michael Dale, producer; Carl Behr, business manager; Otto R. Stadelman, vice president, media director; Donald DeCarlo, TV spot buyer; account executives Maurice H. Needham, John J. Louis Sr., Melvin Brorby, Marvin O. Clausen, Edmond C. Dollard, W. Raymond Fowler, Paul C. Harper Jr., William D. Horne Jr., James L. Isham, Edwin A. Miessler, Frederick A. Mitchell, Ruth Wood Muench, William H. Ohle, Edward Reed, Robert F. Steinhoff, Noel D. Turner.

Hollywood 28-1680 N. Vine St.; Tel.: Hollywood 2-2391; Frank Pittman, vice president, manager.

New York 19-730 5th Ave.; Tel.: Plaza 7-0333; Richard L. Eastland, manager; Robert Sutter, producer.

Toronto 5-880 Bay St.; Tel.: Randolph 5530 & 8613; John A. Willoughby, vice president, managing director.

TV Accounts: Derby Foods Inc. (N-S); Household Finance Corp. (S); Kraft Foods Co. (N-S); Quaker Oats Co. (N-S); Swift & Co. (N-S); S. C. Johnson & Son Inc. (N-S); Monsanto Chemicals (S).

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230

TV Dept.: William Rogow, president, timebuyer, account executive; Stewart Pierce Brown, vice president, timebuyer, account executive; Yale Shafer, timebuyer.

TV Accounts: Bond Stores; Melville Shoe Corp.

GEORGE R. NELSON INC.
208 State St., Schenectady, N. Y.
Tel.: 4-4135

TV Dept.: Robert S. Stone, director; Sybil Van Patten, timebuyer; Jack and Karl Landt, associate TV producers.

TV Accounts: Golub Corp.; Wm. W. Lee & Co.; Saratoga Assn.; Allen's; Breslaw Bros.; Empire State Wholesalers Inc.; Fox & Murphy; Silver Sales Co.; Frigidaire Sales Corp.; Schaffer Stores Co.

TED NELSON ASSOC.
730 5th Ave., New York 19
Tel.: Circle 6-8470

TV Dept.: Ted Nelson, TV producer; Nat Fields, Jack Fields, Sol Lipset, account executives; Perry Bruskin, Charles Durand, TV directors.

TV Accounts: Authentic Publications; TV & Radio Products Inc.; Barbey Distributors; Ideal Film & Supply Co.; Dist. 65 (CIO); United Sewing Center; Servco Lacquer & Equipment Co.

NEWMAN, LYNDE & ASSOC. INC.
400 Florida Nat'l Bank Bldg., Jacksonville, Fla.
Tel.: 3-4435

KELSO NORMAN ADV.
222 Kearney St., San Francisco 8
Tel.: Douglas 2-3942

R. T. O'CONNELL ADV. CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412

O

OHIO ADV. AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070

OLIAN ADV. CO.
909 Ambassador Bldg., St. Louis 1
Tel.: Central 5380

TV Dept.: Mrs. Alice McDonough, TV, media director and timebuyer; Peggy Leonhard, TV production; Al Maescher Jr., James Spencer, account executives.

TV Accounts: Bluehill Foods; Bardenheier Wines; Meletio Seafood Co.; Sayman Products Co.; Pevely Dairy Co.; General Grocer Co.; Pappys Products Co.; Knapp-Monach Co.

OLIAN & BRONNER
35 E. Wacker Dr., Chicago 1
Tel.: State 2-3381

TV Dept.: Kay Knenelly, timebuyer; Irwin Olian, TV director; Maurice Bronner, Jules Draznin; Jerry Joss; Robert Ross; Robert Singer; Shep Chartoc.

TV Accounts: Special Foods Co. (S); Consolidated Sewing Machine Co. (S); Atlas Brewing Co. (S); Schoenhofen-Edelweiss Co. (S); Sealy Inc. (N); Beltone Hearing Aid Co. (N); Filler Products Co. (S); Hygrade Pretzel Co. (S); King Kone Corp. (S); Like-Nu Upholstering Co. (S); Lobex Products (S); Terry Foods Inc. (S); Union Liquor Co. (Wine) (S); Williamson Candy Co. (S).

OLMSTED & FOLEY
1201 2d Ave S., Minneapolis 3
Tel.: Atlantic 8166

TV Dept.: Warren T. Way, timebuyer; Myrna C. McCauley, Bette M. Jones, associate director-producers.

TV Accounts: First Nat'l Bank; Russell-Miller Milling Co.; Regan Bros. Co.; Hotel Dyckman; Nevins Co.; Northland Milk Co.; N-F-K Motors; Owatonna Canning Co.; Salisbury Co.

O'NEIL, LARSON & MCMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470

TV Dept.: Walter Zivi, TV director; Marshall Edinger, timebuyer; Lois Schultz, assistant timebuyer; Stan Kaatz, production director.

New York 17-290 Madison Ave.; Tel.: Murray Hill 3-8930; Peg Robinson, timebuyer.

Toronto-447 Jarvis St.; Tel.: Princess 4481; Bob Kesten, director.

TV Accounts: State Pharmaceutical Co. (S); Rhodes Pharmaceutical Co. (N-S); Tintz Co. (S); Marlene's Inc.; Wato-Onco (S); Nil-O-Nal (S).

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050

TV Dept.: Louis L. Ergmann, TV director; Eleanor Accles, timebuyer.

Los Angeles 46-9130 Sunset Blvd.; Tel.: Crestview 5-0104.

TV Accounts: Andrew Jergens Co. (N); Bosco Co. (S).

MERRITT OWENS ADV. AGENCY INC.
365 New Brotherhood Bldg., Kansas City 1
Tel.: Drexel 7250

TV Dept.: Merritt Owens, R. Grant Neds, account executives; Earl Allvine, TV director.

TV Accounts: Zephyr Ventilated Awning Co.; Joe M. O'hill Motor Co.; Ed Coursey Creamery Co.; Feld Chevrolet Co.; Home Federal Savings.

P

PACIFIC NATIONAL ADV. AGENCY
2124 4th Ave., Seattle 1, Wash.
Tel.: Elliot 1401

TV Dept.: Trevor Evans, TV director, timebuyer; Gertrude M. Nyman, TV timebuyer. Portland 4, Ore.—Cascade Bldg.; Tel.: Capital 1021.

Spokane, Wash.—Chronicle Bldg.; Tel.: Madison 4371.

TV Accounts: Lang & Co.; Washington Co-op Farmers Assn.; Imperial Candy Co.; Howe & Co.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424

TV Dept.: Patrick A. Perino, media manager; Weymouth Symmes.

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: 6-1259

TV Dept.: John Curtis, TV director; Gene Curtis, Lee Arbutnot, account executives.

TV Accounts: Board of Realtors; Wells Motors; Imp'd. Auto. Courtesy Service.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055

TV Dept.: C. H. Pearson; C. W. Wildrick.

PECK ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 3-0900

TV Dept.: S. S. Schweitzer, TV director; Russell Alben, assistant; Harry Peck, board chairman; Harry Krawit, president; Sidney Alexander, Norman Mack, Herman Stolley, Roy Gordon, John Schuman, Herbert Coughlin, vice presidents.

TV Accounts: Premier Foods; Howard Clothes; I. J. Fox; Chunky Chocolate Corp.; Old Dutch Coffee; Charles of the Ritz; Corday Perfumes.

PERRY-BROWN INC.
2831 Vernon Place, Cincinnati 19
Tel.: Plaza 8200

TV Dept.: Edward J. Doran, TV director.

TV Accounts: Beautiful Home Products (S); political; miscellaneous.

J. R. PERSHALL CO.
105 W. Adams St., Chicago 3
Tel.: Franklin 2-8440

TV Dept.: George B. Bogart, vice president; Grace Rauworth, media dept. manager.

TV Accounts: State Street Council; Packard Dealers of Metropolitan Chicago; Plastering Institute; Packard Dealers of New York; Public Service Co.; Commonwealth Edison Co.; Electric Assn. of Chicago; Chicago Nat'l Bank; Seta of Chicago.

AGENCIES

ALFRED M. PETTLER ADV.
821 Market St., San Francisco, Calif.
Tel.: Garfield 1-7923

PHILLIPS-RAMSEY CO.
604 First Nat'l Bank Bldg., San Diego 1
Tel.: Franklin 2122

TV Dept.: W. L. Phillips, Charles C. Ramsey, partners, account executives; Orva W. Huff, TV director; Robert L. Lewis, media buyer.

PICARD, MARVIN & REDFIELD
48 E. 43d St., New York 17
Tel.: Murray Hill 2-3883

JOSEPH W. PINKUS ADV.
318 Market St., Newark, N. J.
Tel.: Mitchell 2-5475

TV Dept.: Joseph J. Pinkus, timebuyer.

TV Accounts: Perfume Import Co.

PLATT, ZACHARY & SUTTON INC.
7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240

TV Dept.: William S. Walker, vice president; Thomas O'Donnell, secretary, media director; Guy Wallace, vice president.

Boston 16-31 Providence St.; Tel.: Kenmore 6-3103.

POLLYEA ADV.
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707

POSNER-ZABIN ADV.
95 Madison Ave., New York 16
Tel.: Murray Hill 9-2676

TV Dept.: James B. Zabin.

TV Accounts: Bilt-Rite Baby Carriage Co.

R. J. POTTS-CALKINS & HOLDEN
2233 Grand Ave., Kansas City 8, Mo.
Tel.: Grand 5775

TV Dept.: William J. Brewer, TV director.

POTTS-TURNBULL ADV. CO.
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Victor 9400

POWELL-GAYEK ADV. INC.
1106 Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321

TV Dept.: Robert H. Powell, director; Charles Schiappacasse, assistant director.

TV Accounts: Charlie's Nash; Plymouth Dealers; Louis Rose Co.; Packer Pontiac; Southwestern Mfrs.; Atlas Furniture.

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361

PRATER ADV. AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6490

TV Dept.: George L. Prater, president & account executive; Barbara Block, TV director.

TV Accounts: Falls City Brewing Co.

PRESBA, FELLERS & PRESBA INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7683

TV Dept.: W. B. Presba, president, account executive buying television; Marquis M. Smith, vice president, TV director, acct. exec.; Grant Smith, timebuyer; Frank Steel, acct. exec.

TV Accounts: Flex-O-Glass Inc. (N-S); Olson Rug Co. (S); Vaughan Seed Co.; Book House for Children (R); Central Ice Cream Co. (R); North American Mushroom (R).

PROEBSTING, TAYLOR INC.
100 E. Ohio St., Chicago 11
Tel.: Whitehall 4-1051

TV Dept.: K. C. August, account executive; D. E. Easterberg, copy chief; Joan T. Blackman, media buyer.

TV Accounts: Hooker Glass & Paint Mfg. Co.

PROFILE ADV.
73 B St., Manchester, N. H.
Tel.: 4-4991

R

RADIO ADV. CORP. OF AMERICA
128 Mallory Ave., Jersey City 4, N. J.
Tel.: Henderson 4-2332

TV Dept.: Michael A. Fiore, president; Albert A. Fiore, L. A. Van Gelder, account executives.

TV Accounts: Watchung Lake; Korex Diet Gum; Afco Heater Units.

THE RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179

TV Dept.: Mrs. Florence F. Grady, TV director.

TV Accounts: Country Club Soda Co.; Crown Petroleum Corp.; State Line Potato Chip Co.; Hatry Electronic Enterprises.

FRED M. RANDALL CO.
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4662

TV Dept.: Hugh R. Mack Jr., TV director; C. E. Foersier, timebuyer; R. D. Hughes, Hal G. Trump, account executives.

RAY-HIRSCH CO. INC.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515

KNOX REEVES ADV. INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2
Tel.: Bridgeport 7701

TV Dept.: Russell E. Neff, vice president-TV director; William S. Shepherd, TV program director; Coy Bender, TV timebuyer; R. W. Stafford, R. H. Burbank, Paul Phillips; Norman Harris, J. H. Sarles, account executives.

TV Accounts: Gen. Mills Inc. (N-S); Art Instruction Inc. (S); Midland Nat'l Bank (S).

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440

TV Dept.: Frank M. Baker, TV director.

TV Accounts: Chicago, Burlington & Quincy Railroad; Rosewell Inc.; Von Schrader Mfg. Co.

EMIL REINHARDT ADV. AGENCY
1736 Franklin St., Oakland 12, Calif.
Tel.: Templebar 2-2408

TV Dept.: William F. Dailey, TV director; James Resor, timebuyer; Joseph Connor, account executive.

TV Accounts: Walter N. Boysen Co.; Kilpatrick's Bakery; Par-T-Pak; San Francisco Brewery; Spreckels Russell; Tuttle Cheese; all S.

RICH ADV.
317 S. 18th St., Philadelphia, Pa.

FLETCHER D. RICHARDS INC.
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400

TV Dept.: E. A. Elliott, vice president in charge of media; Edwin S. Reynolds, TV director; S. J. Frolick, TV commercials supervisor; William L. Russell, in charge of TV copy; J. M. Kelly, timebuyer; Barbara M. Kiefer, traffic coordinator.

Chicago 1-221 N. LaSalle St.; Tel.: Financial 6-3555.

TV Accounts: Eastern Air Lines (S); Foremost Dairies Inc. (S); U. S. Rubber Co. (N-S); Peter Fox Brewing Co. (S); Avoset Co. (S).

M. EVANS RICHMOND AGENCY
127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674

TV Dept.: Robert Kriger, R. Sanford.

Boston 16-230 Boylston St., Tel.: Commonwelath 6-4491. Robert Sanford.

Hollywood 28-Yucca Vine Bldg., Tel.: Hempstead 3517. Morey K. Reiss.

RICKARD & CO. INC.
11 E. 36th St., New York 16
Tel.: Murray Hill 6-4870

TV Accounts: Oakite Products Inc.

RIEDEL & FREEDER INC.
269 Broadway, Paterson, N. J.
Tel.: Mulberry 4-6800

TV Dept.: Lee Morris, TV director.

RINGER & ASSOC. INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131

TV Dept.: Lee Ringer, president; Carl Chester Wickstrom, vice president; Raymond E. Frochnow.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766

ROBERTSON ADV. AGENCY
721 U. S. Nat'l Bldg., Denver 7
Tel.: Keystone 6269

TV Dept.: Walter H. Kranz, TV director; Marshall G. Robertson, Mary Robertson, timebuyers; John F. Eby, Wendell McWilliams, account executives; Lavern C. Everson, TV art director.

MARSHALL ROBERTSON
509 Railway Exchange Bldg., Denver, Colo.

ROBERTSON, BUCKLEY & GOTSCH
57 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-0654

TV Dept.: Clarence M. Gotsch; Martha Dameron, media director.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293

TV Dept.: Talbot Johns, TV director; Robert C. Neuman, media director; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, account executives.

TV Accounts: Cinch Prod. Inc.; Wilco Co.; Loma Linda Food Co.; Calif. Federal Savings & Loan Assn.; Pasadena Savings & Loan; Western Federal Savings & Loan Co.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760

TV Dept.: Phil Stewart, radio-TV director; N. J. Cavanagh, timebuyer.

IRVING ROCKLIN & ASSOC.
32 W. Randolph St., Chicago 1
Tel.: Lincoln 6-2324

TV Dept.: M. Lovinger, TV director; Betty Zidell, film director; Werner Haas, timebuyer; Stuart Klipp, I. Rocklin, account executives.

TV Accounts: Cole-Finder Inc.; Walton Motors; Bailey's Inc.; Chicago Furniture Mart; Kass Clothiers; Cedar Trees; Linoleum City; Truval Sales; Popel Bros.; Famous Appliances; Johnstone's Restaurant.

IRVING ROSEN ADV.
230 5th Ave., New York 1
Tel.: Oregon 9-1926

TV Dept.: Irving Rosen, buyer; E. Wayne, production.

ROSS ADV. AGENCY
4053 Lindell Blvd., St. Louis 8
Tel.: Lucas 1322

South Nyack, N. Y.—156 Piedmont Ave.; Tel.: 7-2506.

Kansas City 6, Mo.—823 Walnut St.; Tel.: Baltimore 6730.

CHARLES ROSS ADV. AGENCY
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184

CHARLES L. RUMRILL & CO. INC.
339 East Ave., Rochester 4, N. Y.
Tel.: Baker 7-900

TV Dept.: Alan Brown, TV director; Wyatt & Schuebel, TV timebuyers.

TV Accounts: Union Trust Co.; Community Savings Bank; Fanny Farmer (S); Otto Bernz Co. (S).

LOWE RUNKLE CO.
1305 Liberty Bank Bldg., Oklahoma City 2, Okla.
Tel.: Re. 6-3521.

TV Dept.: Maury Ferguson, director; Howard Neumann, account executive, timebuyer; Harold Kranz, account executive, timebuyer.

TV Accounts: Dulaneys; Ralston Purina Co.; Southwestern Bell Tel. Co.; Liberty Nat'l Bank & Trust Co.; Big Red Warehouse; Cain's Coffee Co.; Grady Musgrave & Co.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400

TV Dept.: Tom Slater, vice president, director; Grant Y. Flynn, network timebuyer, business manager; Bernard Lubar, commercial copy director; Pud Lane, TV commercials director; John Cole, production head; Henry Frankel, program-talent development director; media department—Herb Claesen, radio-TV spot buying manager; Ed Fonté, Phil Branch, Orrin Christy, Ray McArdle, timebuyers.

Chicago 1-360 N. Michigan Ave.; Tel.: Financial 6-1833; W. P. Littell, senior vice president, manager; R. W. Metzger, radio & television director.

Cincinnati 2—Carew Tower; Tel.: Main 2413; John L. Magro, vice president, manager.

Detroit 2-7430 Second Boulevard; Tel.: Trinity 4-2200; Tod Reed, vice president, manager.

Dallas 1-1511 Bryan Street; Tel.: Riverside 6453; J. C. Simmons, vice president, manager.

Hollywood—6920 Sunset Boulevard; Tel.: Hollywood 9-3611; William Birch, radio & television director.

Houston 2-712 Main Street; Tel.: Charter 4-1741; Van A. Combs, vice president, manager.

Los Angeles 5-2440 Wilshire Boulevard; Tel.: Dunkirk 8-0571; John H. Weiser, vice president, manager.

St. Louis 1-611 Olive Street; Tel.: Main 0127; Oscar A. Zahner, senior vice president, manager.

St. Paul—2654 University Ave.; Tel.: Prior 7711; James R. Rahders, manager.

San Francisco 4-235 Montgomery Street; Tel.: Exbrook 4616; John L. Harvey, vice president, manager, account executive.

Seattle 1-1218 Third Avenue; Tel.: Elliott 1572; Francis G. Mullins, vice president, manager.

Toronto 1-80 Richmond Street; Tel.: Empire 6-1516; John Brookman, manager.

TV Accounts: Network-Eastco Inc. (N-S); Helen Curtis (N-S); Palm Beach Co.; Thomas J. Lipton Inc. (N-S); Wm. Wrigley Jr. Co.; Spot-Allied Florists Assn. of Ill.; Capitol Frito Inc.; Dr. Pepper Co.; Doyle Pkg.; Eastco Inc.; Erickson Bros.; Galveston-Houston Breweries; Glamorene, Griesedieck Bros. Brewery; Helene Curtis; Hollywood Candy; Nalley's Inc.; New York Frito Co.; Pacific Coast Paper Mills; Pharm-Craft; Red Arrow Labs; Reddi-Whip; So Good Potato Chips; Sugardale Provision Co.; Texas Bank; Thomas Emery's & Sons; Thomas J. Lipton Inc.; Wallerstein Co.; Western Gear Works; Local-Bavarian Brewing; Bymart-Tintair; Dr. Pepper; Eastco; Galveston-Houston Breweries, Glamorene; Griesedieck Bros. Brewery; Jacob Ries Bottling Works;

Janney, Semple, Hill & Co.; Minnesota Hospital Service Assn.; Morris B. Sachs Inc.; Nalley's Inc.; Pharma-Craft Corp.; Reddi-Whip; So Good Potato Chips; Thomas J. Lipton Inc.; Wallerstein Co.; Western Gear. Nat'l Bureau Account—Washington 25—c/o Nat'l Guard Bureau, Room 3-E 181, Pentagon; Tel.: Liberty 5-8700, Ext. 7-4677; Donald J. Wilkins. Also, 1275 Nat'l Press Bldg., Executive 3-6730.

LEWIS EDWIN RYAN
726 Jackson Place, N.W., Washington 6, D. C.
Tel.: Republic 7-7606

TV Dept.: William J. Green, TV director; Bette Murphy, copy chief; William R. Doores, John F. Hardie, Marshall Hunt, account executives.

S

MAXWELL SACKHEIM & CO. INC.
670 5th Ave., New York 19
Tel.: Plaza 8-2086

TV Dept.: Rae B. Elbroch.
TV Accounts: Marleboro-Smith Co.; Henry Holt & Co.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1180

TV Dept.: James J. Freeman, director; William O'Brien, timebuyer.

TV Accounts: Revere Copper & Brass (N); Mock Beef Tea; Handy Shopper; Eppens Smith.

SAUNDERS, SHROUT & ASSOC.
22 W. Monroe St., Chicago 3, Ill.
Tel.: Dearborn 2-7089

WALKER SAUSSY ADV.
823 Perdido St., New Orleans 12, La.
el.: Magnolia 3218

TV Dept.: Walker Saussy, P. J. Stakelum Jr., Charles Bloom II, Dorothea Schlesinger, Joseph C. Shields Jr., all account executives.

TV Accounts: American Brewing Co.; Wm. B. Reilly Co. Inc.; Hibernia Homestead; Gallagher Transfer & Storage; Consolidated Cos.; Henderson Sugar Refinery.

FRANK B. SAWDON INC. ADV.
480 Lexington Ave., New York 17
Tel.: Plaza 5-2516

TV Dept.: Jerry Bess, TV director, vice president; Yale Shafer, TV copy writer; Frank B. Sawdon, president.

Chicago 1—75 E. Wacker Dr.; Tel.: Dearborn 2-0826; Tom Mannos, manager.

TV Accounts: Robert Hall Clothes; Abelson's Inc. (S).

SAXTON AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2142

TV Dept.: H. Ellis Saxton, TV director; Eunice Grobe, timebuyer.

SCHUIDELER, BECK & WERNER
487 Park Ave., New York 22
Tel.: Murray Hill 8-8866

TV Dept.: Walter Ware, TV director; Vera Brennan, timebuyer; Joe Scheiderer, Eugene Hulshizer, Philip Genthner, Philip Brooks, account executives.

TV Accounts: C. F. Mueller Co.; Wm. Gretz Brewing Co.; Sweetheart Soap; Sterling Salt; A-1 Sauce.

SCHOENFELD, HUBER & GREEN LTD.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-0818

TV Dept.: Lewis G. Green, vice president in charge of TV; Miriam Orr, timebuyer; Merritt R. Schoenfeld, president, account executive.

SCHOLTS ADV. SERVICE
1201 W. 4th St., Los Angeles 17
Tel.: Michigan 2396

TV Dept.: Tom Scholts, partner; Cory Simmons, TV director.

SCHWAB & BEATTY INC.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3813

SCHWIMMER & SCOTT INC.
75 E. Wacker Dr., Chicago 1
Tel.: Dearborn 2-1815

V Dept.: Robert Knapp, copy chief, executive director of TV; Evelyn Vanderploeg, timebuyer, TV director; R. J. Scott, president; C. H. Lilienfeld, vice president; Fred Vosse, Barney Samet, Ed Guy, account executives.

TV Accounts: Boyer Internat'l Labs. Inc.; Helzberg Diamond Shops Inc.; Nat'l Tea Co.; Red Dot Foods Inc.; Salerno-Mogowan Biscuit Co.; Schutter Candy Co.; Walgreen Co.; Evans Fur.

SCOTTS AGENCY INC.
11 Pemberton Sq., Boston 8
Tel.: Capitol 7-2425

RUSSEL M. SEEDS CO. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3-2133

TV Dept.: Russell B. Young vice president in charge of TV operations; Richard Mulford, assistant; Merle Myers, timebuyer; Freeman Keyes, president; George Bayard, executive vice president; Harry Maus, vice president; Fred Wilson, James Witherell, Harry Goldsmith, H. B. Hobbs, E. Eger, account executives.

Hollywood—7324 Santa Monica Blvd.; Tel.: Hollywood 9-1103; Lou Place, vice president; Fenton Coe, TV producer, supervisor.

Indianapolis 4—Lemcke Bldg.; Tel.: Market 1365.
TV Accounts: Procter & Gamble (N); Elgin American Div., Illinois Watch Case Co. (N); Reynolds Metals (N); W. A. Schaeffer Pen Co. (N-S); Admiral Corp.; Brown & Williamson Tobacco Co. (S).

ROSCOE W. SEGAR ADV.
2125 N.E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445

H. RICHARD SELLER ADV.
206 S.E. Grand, Portland, Ore. H. Richard Seller, director.

SHAFER BRENNAN, MARGULIS ADV. CO.
4 N. 8th St., St. Louis 1
Tel.: Main 2579

LEONARD SHANE AGENCY
104 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 8-3215

RALPH SHARP ADV. INC.
2300 Guardian Bldg., Detroit 26
Tel.: Woodward 2-8070

JOHN W. SHAW ADV. INC.
716 N. Rush St., Chicago 11
Tel.: Mohawk 4-6323

TV Dept.: John W. Shaw, president, account executive; David E. Guerrant, vice president, account executive; Ann Shaffer, timebuyer.

SHERMAN & MARQUETTE INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Andover 3-6645

TV Dept.: Kenneth R. Willert, TV director, account executive; Phil Tobias Jr., Curtis Winters, Mrs. Stephanie Seeder, account executives.

TV Accounts: Dr. LeGear Poultry & Livestock; American Grease Stick Co.; American Beauty Macaroni; Craft Hosiery; Collins Co.; Krackettes Co.; Linda Sue Candies; Luby's Cafeteria; Owen Sausage Co.; Rudd-Humphreys Co.; Avenue of Better Cars; Automotive Accounts.

Also offices in St. Louis, Dallas, Fort Worth.

SIMON & GWYNN
622 Commerce Title Bldg., Memphis, Tenn.
Tel.: 5-2404

Nashville—930 Stahlman Bldg.; Tel.: 5-8909; Ken Leckie, account executive.

LEONARD M. SIVE & ASSOC. INC.
22 W. 7th St., Cincinnati 2
Tel.: Garfield 3000

SMITH & GANZ
6642 Sunset Blvd., Hollywood 28
Tel.: Hollywood 9-8234

TV Dept.: Charles Ganz, partner; Harold Dryfuss, account executive.

HOWARD R. SMITH CO.
703 Jones Bldg., Tacoma 2, Wash.

TV Dept.: Larry Huseby, TV director; Howard R. Smith, account executive.

SMITH, TAYLOR & JENKINS INC.
223 Fourth Ave., Pittsburgh 22, Pa.

TV Dept.: T. J. MacWilliams, TV director; Ronald P. Taylor, W. C. Sutherland, Robert E. Quaid, account executives.

RAYMOND SPECTOR CO.
445 Park Ave., New York 22
Tel.: Murray Hill 8-4407

TV Dept.: Don Blauhut, head of radio-TV.

CHARLES N. STAHL ADV.
1575 Crossroads of the World, Hollywood, Calif.
Tel.: Hollywood 2-7344

TV Dept.: Charles N. Stahl, John Courcier, TV directors and account executives; John W. Perkins, art director.

TV Accounts: Bill Murphy Buick; Fletcher Jones; Dr. Beauchamp (S); Troy Upholstery.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 17
Tel.: Trinity 8821

TV Dept.: E. C. Bloodworth, TV director; A. W. Gudelman, timebuyer; Nat Jeffras, account executive.

TV Accounts: Certified Grocers; Signal Oil Co.

STERLING ADV AGENCY
535 Fifth Ave., New York
Tel.: Murray Hill 7-3400

TV Dept.: Myron Brown, TV buyer.

STEVENSON & SCOTT LTD.
1260 University St., Montreal, Que.
Tel.: University 6-9361

Toronto—100 Adelaide St., W.; Tel.: Empire 3-1166.

Vancouver, B. C.—402 W. Pender St., Tel.: Pacific 5824.

STOCKTON-WEST-BURKHART INC.
1300 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Dunbar 5600

New York 22—501 Madison Ave.; Tel.: Eldorado 3-1041; Richard Dunn, manager.

STOCKWELL & MARCUSE
1407 Industrial Bank Bldg., Detroit 26

TV Dept.: Philip R. Marcuse, timebuyer; Don Hodgins, account executive.

GLENN JORDAN STOETZEL INC.
307 N. Michigan Ave., Chicago 1

TV Dept.: George McGivern, media director; Ralph Rozema, account executive.

TV Accounts: Christian Reformed Church (S). STORM & KLEIN
331 Madison Ave., New York 17
Tel.: Murray Hill 7-4460

TV Dept.: Arthur Klein, time buyer.

TV Accounts: Tintex (S). STREET & FINNEY
76 Ninth Ave., New York 11
Tel.: Watkins 4-8150

TV Dept.: Helen A. Thomas, timebuyer. BOB STRUBLE & ASSOC.
735 N. Vine St., Hollywood 38
Tel.: Hollywood 4-0249

TV Dept.: R. B. Struble, TV director Len McLean, timebuyer.

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 5th Ave., New York 16
Tel.: Oregon 9-2500

TV Dept.: Philip H. Cohen, vice president in charge of TV; Francis Minehan, vice president in charge of media; Jean Carroll, John McCorkle, Stephen Suren, timebuyers.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 4-2119; J. J. VanNostrand, vice president in charge of TV.

SUTHERLAND-ABBOTT
234 Clarendon St., Boston

TV Dept.: T. R. Covey Jr., Evelyn Victor, assistant director.

TV Accounts: Blue Cross.

T

TACGART & YOUNG
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108

TV Dept.: Douglas Young, owner. TV Accounts: Paul G. Wagner Co.; Parklabrea.

TATHAM-LAIRD INC.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-3700

TV Dept.: George A. Bolas, TV director; Paul Schlesinger, Joseph Perry, Jim Madison, TV account managers.

New York 22—595 Madison Ave.; Tel.: Plaza 3-7057; H. Lawrence Holcomb, William Vance, TV supervisors.

TV Accounts: Toni Co. (N-S); C. A. Swanson & Sons (N); Geo. Wiedemann Brewing Co. (S); General Mills Inc. (N); Simoniz Co. (Hi-Life Polish, Bodyguard Cleaner).

TECH AGENCY INC.
1004 E. Jefferson Ave., Detroit 7
Tel.: Woodward 2-7367

TV Dept.: V. L. Marcinak, timebuyer. TV Accounts: Paul Reed Inc. (S); Michigan Bean Shippers Assn.

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

TV Dept.: Stanley Resor, president; John U. Reber, vice president in charge of TV; James O. Luce, Anne C. Wright, Jayne M. Shannon timebuyers; Virginia Sprague, H. Bart McHugh Jr., talent buyers.

Chicago 11—410 N. Michigan Ave.; Tel.: Superior 7-0303; George C. Reeves, vice president, manager; Peter Cavallo, TV director; Ed Fitzgerald, timebuyer.

Detroit 28—535 Griswold St.; Tel.: Woodward 2-8890; Norman H. Strouse, manager, vice president.

Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Cornwell Jackson, vice president; Thomas Cooper, vice president; William R. Wilgus, TV director; Robert Thurmond, timebuyer.

San Francisco 4—320 California St.; Tel.: Garfield 1-3510; Henry T. Stanton, senior vice president; Fred Fidler, Pacific Coast vice president; Frances Austin, timebuyer; John Hasty, TV producer, copy writer.

AGENCIES

TV Accounts: All N—Florida Citrus Comm. (also S); Ford Div. of Ford Motor Co.; Kraft Foods Co. (also S); Lever Bros. Co. (also S); RCA; Scott Paper Co. (also S); All S-P: Ballantine & Sons; Bowman Dairy; Ford Dealers; Parker Pens; Safeway Stores; Shell Oil Co.; Swift & Co.; Ward Baking Co.; Atlantis Sales Corp.; Champion Spark Plug Co.; Fridan Calculating Machine Co.; Mentholatum Co.; Pacific Mills; Pan American World Airways; Penick & Ford Ltd.; Pond's Extract Co.; Standard Brands; Yellow Cab Co.; W. F. Young.

TOWN CRIER AGENCY INC.
305 Wickham Bldg., Council Bluffs, Iowa
TV Dept.: N. H. Filbert, TV director.
TV Accounts: Roberts Dairy; Playland Park; Bevington & Johnson.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404
TV Dept.: Philip A. Baeker, TV director; Frank S. Kent, William Irwin Tracy, Hudson Budd, account executives.

TV Accounts: H. C. Brill Co. Inc.; J. Colonna Bros.; Grinstead Bros. Inc.

TRACY-LOCKE CO. INC.
2501 Cedar Springs Rd., Dallas
Tel.: Sterling 4741
TV Dept.: Philip L. McHugh, TV director; Tena Cummings, assistant.
Houston 2—711 Main St.; Tel: Charter 5467.

TV Accounts: Adleta Co.; Mrs. Baird's Bread; Borden Co. (Southern Div.) (S); Duncan Coffee Co.; Imperial Sugar Co.; Hagar Slacks; King Candy Co.; Burrus Mills (S); Carbisulphol; Comet Rice Mills (S); Ireland Chili Co. (S); Reserve Life Insurance.

TURNER ADV. AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426
TV Dept.: John K. Turner, J. Gordon Turner, Lee Boyd, A. F. Marthens, account executives.

TV Accounts: O-Cedar Corp.

U

C. J. ULRICH & ASSOC.
3253 Irving Park Rd., Chicago 18
Tel.: Juniper 8-6545
TV Dept.: C. J. Ulrich, timebuyer account executive.

V

VansANT, DUGDALE & CO.
15 E. Fayette St., Baltimore 2
Tel.: Lexington 9-5400
TV Dept.: Robert V. Walsh, TV director; Rita G. Eastman, William H. Shriver Jr., TV programming & production; Marilyn Bauer, timebuying; E. E. Cooke Jr., R. E. Daiger, D. J. Loden, H. G. Erck, C. M. Buchanan, Nicholas VanSant, G. W. Werner, Wilbur VanSant, account executives.

TV Accounts: Black & Decker Mfg. Co. (S); Charles D. Bridell Inc. (S); The Crosse & Blackwell Co. (S); Fram Corp. (N); Gibbs & Co. (S); Globe Brewing Co. (N-S); International Bedding Co. (S); Laco Products Inc. (S); Pittsburgh Plate Glass Co. (S); T. J. Kurdle Co. (S); Sherwood Bros. Inc. (S).

CARLO VINTI ADV.
431 5th Ave., New York 16
Tel.: Murray Hill 9-8476
TV Dept.: Carlo Vinti, owner; Joseph Vinti, account executive; Beatrice Messina, secretary.
Chicago—A. Lupi, representative.
San Francisco—R. Gelsi, representative.

TV Accounts: Gallo Wines; Nat'l Candles; Progresso Brand Quality Foods; Fontana Hollywood Corp.; French Italian Wine Co.; Perillo Travel Bureau; Stella D'Oro Biscuit Co.; Stock Products Inc.; DeNobili Cigar Co.

W. L. VOMACK INC.
420 Madison Ave., New York 17
Tel.: Eldorado 5-4874
Brooklyn 23—339 Kings Highway; Tel.: Esplanade 5-6600.

W

GEOFFREY WADE ADV.
20 N. Wacker Dr., Chicago 6
Tel.: State 2-7369
TV Dept.: Paul McCluer, general manager; Louis J. Nelson, media director; Booth Luck, TV operations director; D. S. Williams, timebuyer.

Hollywood 28—6223 Selma Ave.; Tel.: Hollywood 4-7457; R. E. Dwyer, manager; Forrest F. Owen Jr., TV director; Snowden Hunt Jr., media director; Frank Rhylick, copy chief.
TV Accounts: Miles Labs. (N-S); Murphy Prod. Co. (S); De Mets Inc. (S).

LOUIS E. WADE INC.
Paramount Bldg., Fort Wayne 2, Ind.
Tel.: A-6282
TV Dept.: Richard M. Katt, TV director.

WADSWORTH & WALKER INC.
517 Gerona Ave., Coral Gables 46, Fla. (Mail: PO Box 466, Coconut Grove, Miami 33, Fla.)
Tel.: 67-3666
TV Dept.: Ralph K. Wadsworth, president.
New York 17—369 Lexington Ave.; Tel.: Murray Hill 5-6100.

HUGO WAGENSEIL & ASSOC.
Talbot Bldg., Dayton 2, Ohio
Tel.: Hemlock 5542
TV Dept.: John Leonard, TV production director.

WALKER & DOWNING GENERAL ADVERTISING
532 Oliver Bldg., Pittsburgh 22
Tel.: Grant 1-1900
TV Dept.: Robert Stevens, TV director; Frank Orr, Bill Burge, assistants.

TV Accounts: Allegheny Ludlum Steel Corp. (S); Duquesne Brewing Co. (S); Colonial Biscuit Co.; Sterling Oil Div. of Quaker State Oil Refining Corp. (S); Pittsburgh Consolidation Coal Co.; Galen Labs. (S); Kaufmann's Dept. Store; Fan Tan Chewing Gum Corp. (S); Niagara Mfg. & Distributing Co. (S).

WALLACE-FERRY-HANLY CO.
(see Hanly, Hicks & Montgomery Inc.)
400 W. Madison St., Chicago 6
Tel.: Franklin 2-6440
TV Dept.: J. T. Ainley, director; L. T. Wallace, account executive.

WALSH ADV. CO. LTD.
Guaranty Trust Bldg., Windsor, Ont.
Tel.: 2-7224
Toronto—2414 Bank of Nova Scotia Bldg.; Tel.: Empire 3-3053.
Montreal, Que.—1620 University Tower Bldg.; Tel.: Belair 8431.

WILLIAM WARREN, JACKSON & DELANEY
45 W. 45th St., New York 19
Tel.: Judson 6-0350
TV Dept.: Stevens P. Jackson, director of TV; William Solow, assistant TV director; Edward O'Brien, TV program director.
TV Accounts: Sachs Quality Stores; Vim Stores; Flag Pet Food; Relaxator; Colony Motors; Monarch Buick; Ritz Furs; Sofa Bros.; Art Activities; Price Stores; Strauss Stores; Wing & Fin (all spot).

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800

TV Dept.: William P. Warwick, TV director; Joe Gratz, Robert Steen, assistants.
Los Angeles 57—2405 W. 8th St.; Tel.: Dunkirk 3-1141; Cecil Underwood, TV director; Joy Mallicoat, timebuyer; Miles Middough, Asst. TV director.

TV Accounts: Hoffman Beverage Co. (R-S); Larus & Bro. Co. (N); Los Angeles Brewing Co. (R-S); Pabst Sales Co. (N-S).

WATTS, PAYNE ADV. INC.
900 S. Main, Tulsa 3, Okla.
Tel.: 3-8108

TV Dept.: Don S. Mitchell, TV director; Don Dyer, Benton Ferguson, Les Hauger, Ril Keefe, account executives.
Dallas—Fidelity Bldg.; Tel.: Riverside 5201; Burke Gilliam, manager & vice president; Marie Callahan, account executive.

TV Accounts: Oklahoma Tire & Supply Co.; First Nat'l Bank & Trust Co.; Midwest Chevrolet; Vent-Aire; Temperature Control; Okla. Natural Gas Co.

WAXELBAUM ADV. CO.
10 E. 43d St., New York 17
Tel.: Murray Hill 2-7398

LUTHER WEAVER & ASSOC.
405 Oppenheim Bldg., Saint Paul 1, Minn.
Tel.: Garfield 4715

TV Dept.: Luther Weaver, owner, TV director; Don Gardner, account executive.

ARMAND S. WEILL CO. INC.
170 Franklin St., Buffalo 2, N. Y.
Tel.: Washington 6250
Toronto 2—225 Mutual St.; Tel.: Empire 3-5112.

MILTON WEINBERG ADV. CO.
3508 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 3-4134

TV Dept.: Joel W. Stearns, TV director; Selma Solmann, timebuyer.

TV Accounts: Jim Clinton; May Co.; Owl Drug Co.; 4711 Ltd.; Hollywood Turf Club; Grayson's.

WILLIAM H. WEINTRAUB & CO. INC.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3900
TV Dept.: Harry Trenner, vice president in charge of TV; Gladys York, timebuyer.
New York—49 E. 53d St.; Tel.: Plaza 9-8488.
TV Accounts: Blatz Brewing Co.

WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3-2100

TV Dept.: Marvin L. Mann, vice president, TV director; Jack Bard, media analyst; Bill Stenson, timebuyer; Irving D. Auspitz, creative director; Don Paul Nathanson, vice president, account supervisor; Eugene W. Cooper, vice president, account executive; Byron Bonheim, account executive.

New York 17—400 Madison Ave.; Tel.: Plaza 3-4070; Bruce M. Dodge, TV production director; Frank P. Higgins, assistant.

TV Accounts: Toni Co. Div. of Gillette Co. (N-S); Mogen David Wine Corp (N-S); Terre Haute Brewing Co. (S); Wyler Soups (S); College Inn Foods (S).

WELSH-HOLLANDER ADV.
350 S. Alvarado St., Los Angeles 57
Tel.: Dunkirk 9-1171

TV Dept.: Henry Welsh, A. M. Hollander, account executives.

WERTHEIM ADV. ASSOC.
11 W. 42d St., New York 36
Tel.: Wisconsin 7-5978

TV Accounts: Specializes in educational, religious and institutional accounts.

WESLEY ASSOC.
247 Park Ave., New York 22
Tel.: Eldorado 5-2680

TV Dept.: J. D. Knap Jr., media director; C. O's. Sloane Jr., account executive.

TV Accounts: Shulton Inc. (S); Sutton Cosmetics Inc.; John Hudson Moore.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214

TV Dept.: George Anthony, media department manager; Hazel S. Beaver, assistant.

San Francisco 3—785 Market St.; Tel.: Garfield 1-1716; Harold H. Marquis, vice president.

Portland 5, Ore.—833 American Bank Bldg.; Tel.: Broadway 7373; Richard K. Stanton, vice president.

Seattle 4—1473 Dexter Horton Bldg.; Tel.: Mutual 1066; Wells R. Wiley, vice president.
Long Beach 12, Calif.—602 Pacific Ave.; Tel.: 7-5171; Jack Horner, manager.

Los Angeles 5—(Fashion Arts Div.), 2404 W. 7th St.; Tel.: Dunkirk 7-4348; Charles B. Smith, manager.

TV Accounts: General Petroleum Corp. (S); Wilbur-Ellis Co. (S).

WESTERN ADV. AGENCY INC.
668 S. Coronado St., Los Angeles 5
Tel.: Dunkirk 7-7367

TV Dept.: Ed Lytle, TV director; Gene Clark, TV timebuyer; Ray Banks, account executive.

TV Accounts: Pierpoint Landing at Long Beach; Ontra Cafeterias.

WESTHEIMER & BLOCK
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080

TV Dept.: Rita Forrester, timebuyer.
New York 22—Wyatt & Schuebel, 40 E. 51st St.; Tel.: Eldorado 5-7785; Reggie Schuebel, timebuyer.

TV Accounts: Centivire Brewing Corp.; Eckrich Packing Co.; Bonnee Frozen Products; Peters-Weatherbird Shoe Co. (Div. of Internatl Shoe Co.); Lutheran TV Productions; Sears, Roebuck & Co. (all S).

WARD WHELOCK CO.
Lincoln-Liberty Bldg., Philadelphia 4
Tel.: Rittenhouse 6-7500

TV Dept.: Russ Johnston, vice president; Robert C. Alexander, manager; Norman V. Osborn, timebuyer.

New York 22—444 Madison Ave.; Tel.: Plaza 3-7120; Ransom P. Dunnell.

Hollywood 28—California Bank Bldg.; Tel.: Hillside 4-9221; Carroll Carroll.

TV Accounts: Campbell Soup Co. (N); Adam Scheidt (S).

WHITE ADV. AGENCY
19 W. 10th St., Tulsa 14.
Tel.: 2-5394

TV Dept.: Herb A. Lightman, TV director (Hollywood); Pete White, John Howley, Bruce Hall, Marguerite Cunningham, Stephen Olesiuk (Okla. City).

Oklahoma City—415 Commerce Exchange Bldg.; Tel.: Regent 6-8282; Stephen Olesiuk, manager.

Hollywood 28—1966 Outpost Circle; Tel.: Hollywood 9-0295; Herb A. Lightman, director.

TV Accounts: Oral Roberts; Doenges Motors; LeFevre Chemical; Gabels Sausage; Associated Grocers; Flying Chicken; Bell Clothes; Knox Gasoline.

THOMAS C. WILSON ADV. AGENCY
33 E. Truckee River Lane (P.O. Box 1011), Reno, Nev.

Tel.: 2-7011
TV Dept.: Effie Mitchell, buyer; Melville Mathewson, production.

WINIUS-BRANDON CO.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380

TV Dept.: Vernon L. Morelock, vice president, TV director; Rosalie A. Pietuch, assistant TV director; Wm. S. Sanborn, vice president & account executive.

WOODARD & VOSS INC.
24 James St., Albany 7, N. Y.
Tel.: 3-1248

WOLFE-JICKLING-CONKEY INC.
327 John R. St., Detroit 26
Tel.: Woodward 1-1865

WORTMAN, BARTON & SPOHN INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-5920

TV Dept.: Elbert B. M. Wortman, account executive; Hortense Essler, timebuyer.
TV Accounts: Nat'l Paper Prod. Co. (S).

Y

YAMBERT-PROCHNOW INC.
220 N. Canon Dr., Beverly Hills, Calif.
Tel.: Crestview 5-5531

TV Dept.: Ralph Yambert, president; Vaughn Shedd, vice president; Narine Freeman, TV director.

TV Accounts: Superior Macaroni Co.; Lorraine Burton Foods; Magnetic Springs Water; S. M. Food Prod. Co.; Mayfair Mkts.; Kilbury Mfg. Co.; Valley Mall Creameries; Gustinets.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000

TV Dept.: Nat Wolf, vice president, director of TV, and in charge of production; Joseph A. Moran, vice president & associate director of TV; David Levy, vice president in charge of TV talent & new programs; Rodney Erickson, manager of TV operations.

Chicago 1—333 N. Michigan Ave.; Tel.: Financial 6-0750; William Wilson, radio-TV manager; Marion Reuter, timebuyer.

Detroit 26—645 Griswold St.; Tel.: Woodward 1-0067.

San Francisco 4—235 Montgomery St.; Tel.: Douglas 2-6977; E. A. Merrill, vice president; James R. McManus, timebuyer; Winton R. Smith, media director.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-2734; Walter Bunker, vice president in charge of TV.

Los Angeles [to open October, 1953]—Standard Federal & Savings Bldg.; Jack W. Smock, vice president in charge; George K. Allison, media director; Julie Herell, timebuyer.

Montreal, Que.—660 St. Catherine St., W.; Tel.: University 8941.

Toronto 1—44 King St., W.; Tel.: Empire 3-5035.

Mexico, D.F.—Avenida Juarez No. 117; Tel.: Erikson 10-49-00.

London, Eng.—Roxburgh House, 285 Regent St., W.I.; Tel.: Regent 0211.

TV Accounts: General Foods (N-S); Thos. J. Lipton Inc. (N-S); Gulf Oil Co. (N-S); Duffy-Mott Co. Inc. (R-S); Singer Sewing Machine Co. (R-S); Bristol-Myers Co. (N-S) and others.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave., W., Detroit 21
Tel.: Woodward 1-9151

TV Dept.: A. H. Ritter, TV director; C. D. Vortman, timebuyer; John Buzby, John McManus, Richard Long.

TV Accounts: Bohn Aluminum & Brass Corp. (N); Stroh Brewery Co. (S); Farmers & Mfgs. Beet Sugar Assn. (S).

**NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS:
1953 OFFICERS AND COMMITTEES**

West Coast Office: Suite 915, Two Ten Post, San Francisco 8, Calif. Phone: Garfield 1-5084
Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone Decatur 2-9300

OFFICERS

President HAROLD E. FELLOWS
Chairman of Board & General Counsel JUSTIN MILLER
Secretary-Treasurer C. E. ARNEY JR.

DEPARTMENT EXECUTIVES

Robert K. Richards
Administrative Vice President

Employee-Employer Relations Dept.
Richard P. Doherty, *Vice President*
Charles H. Tower, *Assistant to Vice President*
Robert J. Gormley, *Labor Economist*

Engineering Dept.
A. Prose Walker, *Manager*

Government Relations Dept.
Ralph W. Hardy, *Vice President*

Legal Dept.
Justin Miller, *General Counsel*
Vincent T. Wasilewski, *Chief Attorney*
Abiah A. Church, *Attorney*

Promotion & FM Dept.
John H. Smith Jr., *Manager*

Publications Dept.
Fran Riley, *Editor*

Publicity Dept.
Oscar Elder, *Manager*

Research Dept.
Richard M. Allerton, *Manager*
Louise K. Aldrich, *Librarian*

Station Relations Dept.
William K. Treynor, *Manager*
Jack L. Barton, *Assistant Manager and West Coast Representative*
Gregory Reeser, *Field Representative*

Television
Thad H. Brown, *Vice President and Counsel to TV Board*
Howard H. Bell, *Assistant to Vice President*
Bette Doolittle, *Administrative Assistant*

Television Code Affairs
Edward H. Bronson, *Director*

Auditor
William L. Walker

PRESIDENTS

Eugene F. McDonald Jr. (WJAZ) 1923-1925
Frank W. Elliott (WHO) 1925-1926
Earle C. Anthony (KFI) 1926-1928
William S. Hedges (WMAQ) 1928-1930
Walter J. Damm (WTMJ) 1930-1931
*Harry Shaw (WMT) 1931-1932
Alfred J. McCosker (WOR) 1932-1934
J. Truman Ward (WLAC) 1934-1935
Leo J. Fitzpatrick (WJR) 1935-1936
*Charles W. Myers (KOIN) 1936-1937
John Elmer (WCBM) 6-23-37—2-16-38
Mark Ethridge (WHAS) 3-30-38—7-1-38
Neville Miller 7-1-38—3-1-44
J. Harold Ryan (WSPD) 4-15-44—9-30-45
Justin Miller 10-1-45—6-4-51
Harold E. Fellows (WEEI) 6-4-51—

* Deceased

**BOARD OF DIRECTORS
1953-1954**

RADIO BOARD

		<i>Term Expires</i>
Chmn.	Justin Miller	
Pres.	Harold E. Fellows	
Sec.-T.	C. E. Arney Jr.	
Dist. 1	Herbert L. Krueger, WTAG Worcester, Mass.	1955
Dist. 2	E. R. Vadeboncoeur, WSYP Syracuse	1954
Dist. 3	George H. Clinton, WPAR Parkersburg, W. Va.	1955
Dist. 4	Harold Essex, WSJS Winston-Salem, N. C.	1954
Dist. 5	John Fulton, WQXI Atlanta	1955
Dist. 6	Henry B. Clay, KWKH Shreveport, La.	1954
Dist. 7	F. Ernest Lackey, WHOP Hopkinsville, Ky.	1955
Dist. 8	Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.	1954
Dist. 9	Hugh K. Boice Jr., WEMP Milwaukee	1955

Dist. 10	E. K. Hartenbower, KCMO Kansas City, Mo.	1954
Dist. 11	John F. Meagher, KYSM Mankato, Minn.	1955
Dist. 12	Jack Todd, KAKE Wichita, Kan.	1954
Dist. 13	Kenyon Brown, KWFT Wichita Falls, Texas	1955
Dist. 14	William C. Grove, KFBC Cheyenne, Wyo.	1954
Dist. 15	William D. Pabst, KFRC San Francisco, Calif.	1955
Dist. 16	Albert D. Johnson, KOY Phoenix, Ariz.	1954
Dist. 17	Richard M. Brown, KPOJ Portland, Ore.	1955

Directors-at-Large

Large Stations	John H. DeWitt Jr., WSM Nashville	1955
	Paul W. Morency, WTIC Hartford	1954
Medium Stations	G. Richard Shafto, WIST Charlotte, N. C.	1955
	A. D. Willard Jr., WGAC Augusta, Ga.	1954
Small Stations	Edgar Kobak, WTWA Thomson, Ga.	1955
	Lee W. Jacobs, KBKR Baker, Ore.	1954
FM Stations	Ben Strouse, WWDC-FM Washington	1955
	Michael R. Hanna, WHCU-FM Ithaca, N. Y.	1954
Network	Earl M. Johnson, MBS New York	1955

NARTB EXECUTIVES

Chmn.	TELEVISION BOARD Robert D. Swezey, WDSU-TV New Orleans	1954
Vice Chmn.	Clair R. McCollough, WGAL-TV Lancaster, Pa.	1954
	Harold Hough, WBAP-TV Fort Worth	1954
	Paul Raibourn, KTLA-TV Los Angeles	1954
	George B. Storer, Storer Broadcasting Co. Miami Beach, Fla.	1954
	Campbell Arnoux, WTAR-TV Norfolk, Va.	1953
	Kenneth L. Carter, WAAM-TV Baltimore	1953
	William Fay, WHAM-TV Rochester	1953
	Ward L. Quaal, WLWT (TV) Cincinnati, Ohio	1955
Network:	Alexander Stronach, ABC New York	1953
	Merle S. Jones, CBS New York	1955
	C. J. Witting, DuMont New York	1953
	Frank M. Russell, NBC Washington	1953

NARTB COMMITTEES

1953-1954 Board committees are as follows:

By-Laws Committee—E. K. Hartenbower, KCMO Kansas City, chairman; Kenneth L. Carter, WAAM-TV Baltimore; Herbert L. Krueger, WTAG Worcester, Mass.; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Robert D. Swezey, WDSU-TV New Orleans.

Finance Committee—Harold Essex, WSJS Winston-Salem, N. C., chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenyon Brown, KWFT Wichita Falls, Texas; William Fay, WHAM-TV Rochester; Lee Jacobs, KBKR Baker, Ore.; John F. Meagher, KYSM Mankato, Minn.; A. D. Willard Jr., WGAC Augusta, Ga.

Membership Committee—Henry B. Clay, KWKH Shreveport, La., chairman; Richard M. Brown, KPOJ Portland, Ore.; John H. DeWitt, Jr., WSM Nashville; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WLWT (TV) Cincinnati, O.; Jack Todd, KAKE Wichita, Kan.

Chairman and members of eight standing committees for current fiscal year follow:

AM Radio Committee—G. Richard Shafro, WIS Columbia, S. C., chairman; J. J. Bernard, KOMA Oklahoma City; Grover C. Cobb, KVGB Great Bend, Kan.; William C. Grove, KFBC Cheyenne, Wyo.; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WFDF Flint, Mich.; Paul W. Morency, WTRC Hartford; William D. Pabst, KFRC San Francisco; F. C. Sowell, WLAC Nashville.

FM Committee—Ben Strouse, WWDC-FM Washington, D. C., chairman; Walter J. Brown, WDXY (FM) Spartanburg, S. C.; Carl George, WGAR-FM Cleveland, Ohio; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; Richard Field Lewis, WRFL (FM) Winchester, Va.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Robert E. Williams, WFML (FM) Washington, Ind.

Sports Committee—George J. Higgins, KMBC Kansas City, chairman; Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Wis.; John Fulton, WQXI Atlanta; William McGrath, WHDH Boston; Harold Hough, WBAP-TV Fort Worth; M. C. Watters, WCPO-TV Cincinnati; D. L. Provost, WBAL-TV Baltimore; Robert Tincher, KVTU (TV) Sioux City, Ia.; Robert B. Hanna, WRGB (TV) Schenectady, N. Y.

Standards of Practice Committee—John F. Meagher, KYSM Mankato, Minn., chairman; Carleton D. Brown, WTVL Waterville, Me.; William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Clyde W. Rembert, KRDL Dallas; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Idaho.

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STATE ASSOCIATIONS OF RADIO AND TELEVISION BROADCASTERS

(Compiled from B•T Files and NARTB Records)

Alabama Broadcasters Association
P. O. Box 477, University, Ala. Founded in 1946; meetings in March and October; elections in March; number of members 69. Officers: Malcolm Street, WHMA Anniston, president; J. Dige Bishop, WCTA Andalusia, vice president; Dick Biddle, WOWL Florence, secretary-treasurer; Dave Dunn, WSFA Montgomery, legislative chairman.

Arizona Broadcasters Association
P. O. Box 2671, Phoenix, Arizona. Founded in 1952; meetings in January; elections in January; number of members 21. Officers: Albert D. Johnson, KOY Phoenix, president; Carl Morris, KSUN Bisbee, vice president; Frank P. Redfield, KIFN Phoenix, secretary-treasurer; Richard O. Lewis, KTAR Phoenix, legislative chairman.

Arkansas Broadcasters Association
P. O. Box 550, Little Rock, Arkansas. Founded in 1946; meetings in Spring and Fall; elections in Spring; number of members 37. Officers: W. V. Hutt, KLRA Little Rock, president; W. N. McKinney, KELD El Dorado, vice president; R. W. "Ted" Woods, KOSE Osceola, secretary-treasurer;

Jay P. Beard, KBTM Jonesboro, legislative chairman.

California State Radio and Television Broadcasters Association, Inc.
T. W. Patterson Bldg., Fresno, Calif. Founded in 1947; meetings in November (and on special call); elections in November; number of members 97. Officers: Arthur Westlund, KRE Berkeley, president; William J. Beaton, KWKW Pasadena, vice president; Lloyd E. Yoder, KNBC San Francisco, vice president; Paul R. Bartlett, KPFE Fresno, secretary-treasurer; C. L. McCarthy, KROY Sacramento, legislative chairman.

Colorado Broadcasters Association
% President or Secretary. Founded in 1950; meetings semi annual; elections in March; number of members 34. Officers: Russell Shaffer, KBOH Boulder, president; Vic James, KVRH Salida, vice president; Joseph Rohrer, KRDO Colo. Springs, secretary-treasurer; Robert Ellis, KGHF Pueblo, legislative chairman.

Florida Association of Broadcasters
% President or Secretary. Founded in 1936; meetings in May or June and November;

elections in May or June; number of members 76. Officers: L. Herschel Graves, WTAL Tallahassee, president; John B. Browning, WSPB Sarasota, vice president; Thomas S. Gilchrist, WTMG Ocala, vice president; A. B. Letson, WCHN Quincy, secretary-treasurer; James Legate, WIOD Miami, legislative chairman.

Georgia Association of Broadcasters
% President or Secretary. Founded in 1935; meetings first weekend after Labor Day and Winter; elections by mail following Winter meeting; number of members 56. Officers: S. J. Carswell, WSFT Thomaston, president; E. F. MacLeod, WBML, Macon, vice president; Glenn Jackson, WAGA Atlanta, secretary-treasurer; Ben Chatfield, WMAZ Macon, legislative chairman.

Hawaiian Association of Radio and Television Broadcasters
P. O. Box 1380, Honolulu, T. H. Founded in 1952; meetings on call; elections in May; number of members 18. Officers: Fin Hollinger, KPOA Honolulu, president; Ez Crane, KMVI Waluku, vice president; Ira Mercer, KHON Honolulu, secretary-treasurer.

Idaho Broadcasters Association

Box 31, Pocatello, Idaho. Founded in 1951; meetings in Spring and Fall; elections in Fall; number of members 21. Officers: Henry H. Fletcher, KSEI Pocatello, president; Edward P. Hurt, KFXD Nampa, vice president; Florence M. Gardner, KTFI Twin Falls, secretary-treasurer; Walter E. Wagstaff, KIDO Boise, legislative chairman.

Illinois Broadcasters Association

% President or Secretary-Treasurer. Founded in 1948; meetings in February and October; elections in February; number of members 65. Officers: William Holm, WLPO LaSalle, president; Charles Cook, WJPF Herrin, vice president; Merrill Lindsay, WSOY Decatur, secretary-treasurer; Ray Livesay, WLBH Matton, legislative chairman.

Indiana Broadcasters Association, Inc.

Box 89, Washington, Ind. Founded in 1944; meetings four times a year; elections in March; number of members 49. Officers: Dee Coe, WWCA Gary, president; Farrell Rippetoe, WBOW Terre Haute, vice president (AM); Ed Ogborne, WCTW New Castle, vice president (FM); Harry Bitner Jr., WFBM, WFBM-TV Indianapolis, vice president (TV); Robert E. Williams, WFML Washington, secretary-treasurer; C. Bruce McConnell, WISH Indianapolis, legislative chairman.

Iowa Broadcasters Association

% President. Founded in 1951; meetings annually; elections annually; number of members 35. Officers: Ben Sanders, KICD Spencer, president; Ken Gordon, KDTH Dubuque, vice president; W. W. Woods, WHO Des Moines, secretary-treasurer; Herbert Ohrt, KGLO Mason City, director.

Kansas Association of Radio Broadcasters
KSAL Salina, Kansas. Founded in 1951; meetings in April or May; elections in April or May; number of members 37. Officers: Ray V. Jensen, KSAL Salina, president; Fred Conger, WREN Topeka, vice president; Grover Cobb, KVGB Great Bend, secretary-treasurer; Wendell Elliot, KGNO Dodge City, legislative chairman.

Kentucky Broadcasters' Association

% Hugh O. Potter, Secy-Treas., P. O. 536, Owensboro. Founded in October 1945; meetings in October and June; elections in October; number of members 38. Officers: Joe Eaton, WKLO Louisville, president; Mike Layman, WSFC Somerset, vice president; Sam Livingston, WKYB Paducah, vice president; Hugh O. Potter, WCOM Owensboro, secretary-treasurer; J. W. Betts, WPTM Maysville, legislative chairman.

Louisiana Association of Broadcasters

P. O. Box 4218, Shreveport, Louisiana. Founded in 1945; meetings in June and November; elections in November; number of members 42. Officers: E. Newton Wray, KTBS Shreveport, president; B. Hillman Bailey, Jr., KSIG Crowley, vice president; Wm. A. Patton, KLFY Lafayette, secretary-treasurer; Roy Dabadie, WJBO Baton Rouge, legislative chairman.

Maine Broadcasting Association

36 Silves St., % WTVL Waterville, Maine. Founded in 1947; meetings in October; elections in October; number of members 15. Officers: Carleton D. Brown, WTVL Waterville, president; Francis Farnham, WGAN Portland, vice president; Jack Atwood, WRDO Augusta, secretary-treasurer; Frank S. Hoy, WLAM Lewiston, legislative chairman.

Maryland-D. C. Radio and Television Broadcasters Association

% President or Secretary-Treasurer. Founded in 1951; meetings in June and November; elections in November; number of members 29. Officers: Charles J. Truitt, WBOC Salisbury, Md., president; Charles

E. Smith, WTBO Cumberland, Md., vice president; Joseph L. Brechner, WGAY Silver Spring, Md., secretary-treasurer; George Roeder, WCBM Baltimore, Md., legislative chairman.

Michigan Association of Broadcasters
% WILS Lansing 30, Michigan. Founded in 1948; meetings in June and November; elections in November; number of members 68. Officers: W. A. Pomeroy, WILS Lansing, president; W. J. Edwards, WKNX Saginaw, vice president; Gayle Grubb, WJBK Detroit, secretary-treasurer; Walter Patterson, WKMH Jackson, legislative chairman.

Minnesota Association of Broadcasters
WDGY-Nicollet Hotel, Minneapolis. Founded in 1946; meetings in September; elections in September; number of members 30. Officers: C. T. Hagman, WDGW Minneapolis, president; Lee L. Whiting, KEYD Minneapolis, vice president; Manny Marget, KVOX Moorehead, secretary-treasurer; C. T. Hagman, WDGW Minneapolis, legislative chairman.

Mississippi Broadcasters Association

% President or Secretary-Treasurer. Founded in 1942; meetings in March or April; elections in March or April; number of members 46. Officers: C. J. Wright, Jr., WFOR Hattiesburg, president; Bob Evans, WELO Tupelo, vice president; Granville Walters, WAML Laurel, secretary-treasurer; Fred Beard, WJDX Jackson, legislative chairman.

Missouri Broadcasters Association

P. O. Box 1716 S.S.S. Springfield, Mo. Founded in 1948; meetings in April and August; elections in August; number of members 47. Officers: G. Pearson Ward, KTTS Springfield, president; Robert Neathery, KWPM Alton, vice president; Catharine Roer, KWOS Jefferson City, secretary-treasurer; Bruce Barrington, KXOK St. Louis, legislative chairman.

Montana Radio Stations Inc.

P. O. Box 2124, KBMY Billings, Montana. Founded in 1949; meetings 2nd week in January; elections 2nd week in January; number of members 25. Officers: Ken Nybo, KBMY Billings, president; Ian Elliot, KRJF Miles City, vice president; Norm Penwell, KBMN Bozeman, secretary-treasurer; Paul MacAdam, KPRK Livingston, legislative chairman.

Nebraska Broadcasting Association

% WJAG Norfolk, Nebraska. Founded in 1934; meetings May 1st; elections May 1st; number of members 28. Officers: R. E. "Bob" Thomas, WJAG Norfolk, president; L. L. "Les" Hilliard, KOLT Scottsbluff, vice president.

Nevada State Broadcasters Association

KOLO, P. O. Box 821, Reno, Nevada. Founded in 1949; meetings as called; elections yearly; number of members 12. Officers: H. G. Wells, KOLO Reno, president; Fred Stoye, KLAS Las Vegas, vice president; Bob Stoddard, KATO Reno, secretary-treasurer; H. G. Wells, KOLO Reno, legislative chairman.

New Jersey Broadcasters Association

WSNJ Bridgeton, New Jersey. Founded in 1947; meetings 2nd week in May and 2nd week in October; elections 2nd week in October; number of members 17. Officers: Paul Alger, WSNJ Bridgeton, president; Everett Rudloff, WJLK Asbury Park, vice president; Kenneth Croy, WMTR Morristown, secretary-treasurer; Fred Bernstein, WTTM Trenton, legislative chairman.

New Mexico Broadcasters Association

759 Cerrillos Road, Santa Fe, New Mexico. Founded in 1952; meetings in September and April; elections in April; number of members 18. Officers: Ivan R. Head, KVSF Santa Fe, president; E. N. Thwaites, KRTR Raton, vice president; Lydia S. Sleppy, KOBE Las Cruces, secretary-treasurer; W. E. Whitmore, Jr., KEMN Portales, legislative chairman.

North Carolina Association of Broadcasters, Inc.

Drawer 1140 % WEEB Southern Pines, North Carolina. Founded in 1932; meetings in June and October; elections in October; number of members 96. Officers: Cecil Hoskins, WWNC Asheville, president; James McNeil, WTSB Lumberton, vice president; Jack Younts, WEEB Southern Pines, secretary-treasurer; Richard Mason, WPTF Raleigh, legislative chairman.

North Dakota Broadcasters Association
KNOX Grand Forks, N. D. Founded in 1953; meetings 2nd week in October; elections 2nd week in October; number of members 14. Officers: Orville F. Burda, KDIX Dickinson, president; F. E. Fitzsimmonds, KFYR Bismarck, vice president; Elmer Hanson, KNOX Grand Forks, secretary-treasurer; John Cooley, KLPN Minot, legislative chairman.

Ohio Association of Radio and Television Broadcasters

44 E. Broad Street, Columbus, Ohio. Founded in 1951; meetings in April and October; elections in April; number of members 66. Officers: Adna Karns, WING Dayton, president; Robert Ferguson, WTRF Belaire, vice president; L. A. Pixley, WLOK-AM-TV Lima, secretary-treasurer; Adna Karns, WING Dayton, legislative chairman.

Oklahoma Association of Broadcasters

P. O. Box 588, Ponca City, Oklahoma. Founded in 1948; meetings in January; elections in January; number of members 36. Officers: Cy Casper, WBBZ Ponca City, president; J. J. Bernard, KOMA Oklahoma City, vice president; Guy Farnsworth, KCRK Enid, secretary-treasurer; Bill Hoover, KADA Ada, legislative chairman.

Oregon State Broadcasters Association

R. E. Summers, Manager, Journalism Bldg. Univ. of Oregon, Eugene, Oregon. Founded in 1940; meetings semi-annually; elections annually; number of members 48. Officers: S. W. McCready, KUGN Eugene, president; Paul Walden, KODL The Dalles, vice president; Joe Schertler, KEX Portland secretary-treasurer; R. M. Brown, KPOJ Portland, legislative chairman.

Pennsylvania Association of Broadcasters
WCPA, 215 Church Street, Clearfield, Pa. Founded in 1922; meetings in May; elections in May; number of members 108. Officers: W. J. Thomas, WCPA Clearfield, president; Frank Altdorfer, WLAN Lancaster, vice president; James F. Murray, KQV Pittsburgh, vice president; Joseph T. Connolly, WCAU Phila., secretary; James F. Murray, KQV Pittsburgh, treasurer; Roy E. Morgan, WILK Wilkes-Barre, legislative chairman.

Puerto Rican Association of Broadcasters
Box 4504, San Juan, Puerto Rico. Founded in 1947; meetings second Monday of each month; elections second Wednesday of July; number of members 19. Officers: Alfonso Gimenez Aguayo, WPAB Ponce, president; Tomas Muniz Souffront, WIAC Santurce, vice president; Federico E. Viarella, WVJP Caguas, secretary; Gustavo Dias, WENA Bayamon, treasurer.

Rhode Island Radio & Television Broadcasters Association

% WEAN, Crown Hotel, Providence, R. I. Founded in 1935; meetings in June; elections in June; number of members 12. Officers: Mowry Lowe, WEAN Providence, president; Mitchell Stanley, WWOON Woonsocket, vice president; Norman Gittelson, WJAR-TV, Providence, secretary-treasurer.

South Carolina Radio and Television Broadcasters Association

Sec's Office, Box 30, Sumter, S. C. Founded in 1947; meetings in January; elections in January; number of members 36. Officers: Walter J. Brown, WORD Spartanburg, president; James F. Coggins, WKDK New Berry, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer; H. Moody McElveen, WNOK Columbia, legislative chairman.

South Dakota Broadcasters Association
Secretary, KUSD Vermillion, S. D. Founded in 1947; meetings in Spring; elections in Spring; number of members 14. Officers: Max Staley, KIJV Huron, president; Ross Case, KWAT Watertown, vice president; Keith Nighbert, KUSD Vermillion, secretary-treasurer; Mort Henkin, KSOO Sioux Falls, legislative chairman.

Tennessee Association of Broadcasters
407 Chamber of Commerce Building, Nashville, Tenn. Founded in 1948; meetings in November or December and May or June; elections in November or December; number of members 46. Officers: Perry Sheftall, WJZM Clarksville, president; Earl Winger, WDOD Chattanooga, vice president; Ruth W. Clinard, WMAK Nashville, secretary-treasurer; F. C. Sowell, WLAC Nashville, legislative chairman.

Texas Association of Broadcasters
520 Capital National Bank Bldg., Austin, Texas. Founded in 1951; meetings in Spring and Fall; elections in September; number of members 112. Officers: Boyd Kelley, KTRN Wichita Falls, president; Willard Deason, KVET Austin, vice president; Louis

Cook, KNOW Austin, secretary-treasurer.

Utah Broadcasters Association
P. O. Box 99, Provo, Utah. Founded in 1951; meetings in January and June; elections in January; number of members 19. Officers: Arch L. Madsen, KOVO Provo, president; Reed Bullen, KLO Ogden, vice president; George Hatch, KVVU Logan, vice president; Arch Webb, KVOG Ogden, secretary-treasurer; Oral Wilkinson, KMUR Murray, legislative chairman.

Virginia Association of Broadcasters
% WCYB Bristol, Va. Founded in 1947; meetings in May or June; elections in May or June; number of members 42. Officers: Robert H. Smith, WCYB Bristol, president; Frank Koehler, WROV Roanoke, vice president; Charles Maillett, WFLO Farmville, secretary-treasurer; C. T. Lucy, WRVA Richmond, legislative chairman.

Washington State Association of Broadcasters
Carl Downing, Manager, Legislative Bldg., Olympia, Washington. Founded in 1935; meetings in March & September; elections in March; number of members 44. Officers:

Leo Beckley, KBRC Mount Vernon, president; Loren Stone, KBRO Bremerton, vice president; Allen Miller, KWSC Pullman, secretary-treasurer.

West Virginia Broadcasters Association
% Secretary. Founded in 1946; meetings in Spring and Fall; elections in Spring; number of members 34. Officers: Alice Shein, WBTH Williamson, president; Paul A. Myers, WVVA Wheeling, vice president; John S. Phillips, WHTN Huntington, secretary-treasurer; Harry Brawley, WCHS Charleston, legislative chairman.

Wisconsin Broadcasters Association
225 N. Adams Street, Green Bay, Wisconsin. Founded in 1928; meetings first Tuesday in October; elections first Tuesday in October; number of members 46. Officers, Ben A. Laird, WDUZ Green Bay, president; Bruce Wallace, WTMJ Milwaukee, vice president; Verl Bratton, WKTY Milwaukee, secretary; Mrs. Jeanne P. Donald, WTCH Shawano, treasurer; Michael Henry, WKOW Madison, legislative chairman.

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Paul Godley Co.

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Kear & Kennedy

Robert E. L. Kennedy
Kear & Kennedy

Worthington C. Lent
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George M. Lohnes
Craven, Lohnes & Culver

Frank H. McIntosh
Frank H. McIntosh

James C. McNary
James C. McNary

Russell P. May
Russell P. May

E. C. Page
Page, Creutz, Garrison
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William E. Plummer
On government duty

A. D. Ring
A. D. Ring & Co.

Robert M. Silliman
Robert M. Silliman

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Raymond M. Wilmotte

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J. B. Epperson
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Mutual Broadcasting System

L. E. Littlejohn
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William B. Lodge
Columbia Broadcasting System

Frank L. Marx
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General Electric Company

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Philip F. Siling
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TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for non-commercial educational use

† Post freeze station not on air as of July 20.

‡ Post freeze station on the air and operating commercially

§ Existing (pre-freeze) station.

Allocations by Channels

Ch. 2 (54-60 mc)

- Little Rock, Ark.
- KT (TV) Los Angeles, Calif.
- San Francisco-Oakland, Calif.
- KL-TV Denver, Colo.
- Dana Beach, Fla.
- Miami, Fla.
- WS-TV Atlanta, Ga.
- KFDJ (TV) Meridian-Caldwell (Boise), Idaho
- WB-TV Chicago, Ill.
- Springfield, Ill.
- VT-TV Cedar Rapids, Iowa
- Treat Bend, Kan.
- John Rouge, La.
- Bangor, Me.
- VMAR-TV Baltimore, Md.
- London, Mass.
- WJKT-TV Detroit, Mich.
- Minneapolis-St. Paul, Minn.
- State College, Miss.
- KJQ-TV St. Joseph, Mo.
- Concord, Mont.
- COJK-TV Billings, Mont.
- North Platte, Neb.
- Inderson, Nev.
- KTWK (TV) Santa Fe, N. M.
- Julio-Niagara Falls, N. Y.
- WCS-TV New York, N. Y.
- WFMY-TV Greensboro, N. C.
- Grand Forks, N. D.
- WMD (TV) Dayton, Ohio
- Tulsa, Okla.
- Klanath Falls, Ore.
- VDV (TV) Pittsburgh, Pa.
- Charleston, S. C.
- 7 million, S. D.
- Nashville, Tenn.
- Amarillo, Tex.
- Jenon, Tex.
- KPBC-TV Houston, Tex.
- Midland TV Co., Midland, Tex.
- KUTV (TV) Salt Lake City, Utah
- Spokane, Wash.
- WEAY-TV Green Bay, Wis.
- KSRT-TV Casper, Wyo.
- WFQQ-TV San Juan, P. R.
- CFATV Anchorage, Alaska
- KFF (TV) Fairbanks, Alaska
- Ketchikan, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

Ch. 3 (60-66 mc)

- Douglas, Ariz.
- Phoenix, Ariz.
- MEM-TV Eureka, Calif.
- Sacramento, Calif.
- ET (TV) Santa Barbara, Calif.
- KDA-TV Pueblo, Colo.
- Ipsford, Conn.
- WEAR-TV Pensacola, Fla.
- Tampa-St. Petersburg, Fla.
- Javannah, Ga.
- KIIT-TV Idaho Falls, Idaho
- Leiston, Idaho
- WCA (TV) Champaign-Urbana, Ill.
- Jason City, Iowa
- Micuita, Kan.
- WAVE-TV Louisville, Ky.
- Leopold, La.
- Escanaba, Mich.
- VKOT-TV Kalamazoo, Mich.
- Duluth-Superior (Minn.), Wis.
- Acson, Miss.
- Kinsville, Mo.
- TV (TV) Springfield, Mo.
- KMN-TV Great Falls, Mont.
- Mills City, Mont.
- KNV (TV) Omaha, Neb.
- Byron, Neb.
- Galup, N. M.
- Loswell, N. M.
- YSR-TV Syracuse, N. Y.
- WEV (TV) Charlotte, N. C.
- WNK (TV) Cleveland, Ohio
- Alma, Ore.
- WPZ (TV) Philadelphia, Pa.

Ch. 4 (66-72 mc)

- Watertown, S. D.
- Chattanooga, Tenn.
- Memphis, Tenn.
- College Station, Tex.
- San Angelo, Tex.
- KFDX-TV Wichita Falls, Tex.
- Vernal, Utah
- Montpelier, Vt.
- WSVA-TV Harrisonburg, Va.
- WTAR-TV Norfolk-Portsmouth-Newport News, Va.
- WSAZ-TV Huntington, W. Va.
- Madison, Wis.
- Cheyenne, Wyo.
- Juneau, Alaska
- Lihue, Hawaii
- Wailuku, Hawaii

Ch. 5 (76-82 mc)

- Mobile, Ala.
- KPHO-TV Phoenix, Ariz.
- Fort Smith, Ark.
- KTLA (TV) Los Angeles, Calif.
- KPIX (TV) San Francisco-Oakland, Calif.
- KFXX-TV Grand Junction, Colo.
- KCSJ-TV Pueblo, Colo.
- WTTG (TV) Washington, D. C.

- † KVOA-TV Tucson, Ariz.
- † Arkansas Radio & Equipment Co., Little Rock, Ark.
- § KNBH (TV) Los Angeles, Calif.
- § KRON-TV San Francisco-Oakland, Calif.
- † KOA-TV Denver, Colo.
- § WNBW (TV) Washington, D. C.
- § WMBR-TV Jacksonville, Fla.
- § WTVJ (TV) Miami, Fla.
- § Columbus, Ga.
- § WTTV (TV) Bloomington, Ind.
- § WHBF-TV Davenport (Iowa)-Rock Island-Moline, Ill.
- Sioux City, Iowa
- New Orleans, La.
- § WBZ-TV Boston, Mass.
- Cheboygan, Mich.
- § WWJ-TV Detroit, Mich.
- § WCCO-TV Minneapolis-St. Paul, Minn.
- § WDAF-TV Kansas City, Mo.
- St. Louis, Mo.
- † KOPR-TV Butte, Mont.
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- North Platte, Neb.
- Boulder City, Nev.
- Reno, Nev.
- § KOB-TV Albuquerque, N. M.
- § WBEW-TV Buffalo-Niagara Falls, N. Y.
- § WNET (TV) New York, N. Y.
- Chapel Hill, N. C.
- Dickinson, N. D.
- † KXJB-TV Valley City, N. D.
- § WLWC (TV) Columbus, Ohio
- § WKY-TV Oklahoma City, Okla.
- Medford, Ore.
- Ipswich, Pa.
- Greenville, S. C.
- WSM-TV Nashville, Ten.
- KGNC-TV Amarillo, Tex.
- Beaumont-Port Arthur, Tex.
- Big Spring, Tex.
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- § KRLD-TV Dallas, Tex.
- § KRDD-TV El Paso, Tex.
- § WOAI-TV San Antonio, Tex.
- § KDYL-TV Salt Lake City, Utah
- † KOMO-TV Seattle, Wash.
- § KXLY-TV Spokane, Wash.
- § WTMJ-TV Milwaukee, Wis.
- San Juan, P. R.
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- Hilo, Hawaii
- † American Bestg. System Inc., Honolulu, Hawaii

Ch. 4 (66-72 mc)

- † KVOA-TV Tucson, Ariz.
- † Arkansas Radio & Equipment Co., Little Rock, Ark.
- § KNBH (TV) Los Angeles, Calif.
- § KRON-TV San Francisco-Oakland, Calif.
- † KOA-TV Denver, Colo.
- § WNBW (TV) Washington, D. C.
- § WMBR-TV Jacksonville, Fla.
- § WTVJ (TV) Miami, Fla.
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- § WTTV (TV) Bloomington, Ind.
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- † KOMO-TV Seattle, Wash.
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- § WTMJ-TV Milwaukee, Wis.
- San Juan, P. R.
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- Hilo, Hawaii
- † American Bestg. System Inc., Honolulu, Hawaii

Ch. 6 (82-88 mc)

- § WBRG-TV Birmingham Ala.
- Kingman, Ariz.
- Tucson, Ariz.
- Sacramento, Calif.
- San Luis Obispo, Calif.
- † KRMA-TV Denver, Colo.
- Durango, Colo.
- Orlando, Fla.
- Augusta, Ga.
- Thomasville, Ga.
- KFXD-TV Nampa, Idaho
- KISJ (TV) Pocatello, Idaho
- WFBM-TV Indianapolis, Ind.
- WOC-TV Davenport, Iowa-Rock Island-Moline, Ill.
- Dodge City, Kan.
- Paducah, Ky.
- WDSU-TV New Orleans, La.
- WLSH-TV Portland, Me.
- WJIM-TV Lansing, Mich.
- † KMMT (TV) Austin, Minn.
- Duluth-Superior, Wis.
- Clarksdale, Miss.
- † KDRO-TV Sedalia, Mo.
- † KXLF-TV Butte, Mont.
- Miles City, Mont.
- WOW-TV Omaha, Neb.
- Ely, Neb.
- Carlsbad, N. M.
- § WRGB (TV) Albany-Schenectady-Troy, N. Y.
- Wilmington, N. C.
- WDAY-TV Fargo, N. D.
- Minot, N. D.
- † WTVN (TV) Columbus, Ohio
- † KOTV (TV) Tulsa, Okla.
- † KOIN-TV Portland, Ore.
- WJAC-TV Johnstown, Pa.
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- Pierre, S. D.
- Knoxville, Tenn.
- Beaumont-Port Arthur, Tex.
- Corpus Christi, Tex.
- KTEM-TV Temple, Tex.
- † KCMC-TV Texarkana, Tex.
- † KWFT-TV Wichita Falls, Tex.
- Price, Utah
- WTVR (TV) Richmond, Va.
- † KHQ-TV Spokane, Wash.

Ch. 7 (174-180 mc)

- Beckley, W. Va.
- Green Bay, Wis.
- Casper, Wyo.
- San Juan, P. R.
- University, Ala.
- † KATV (TV) Pine Bluff, Ark.
- § KCEA-TV Los Angeles, Calif.
- Redding, Calif.
- § KGO-TV San Francisco-Oakland, Calif.
- † KLZ-TV Denver, Colo.
- § WMLV-TV Washington, D. C.
- † Jacksonville, Fla.
- Miami, Fla.
- † WDM (TV) Panama City, Fla.
- † KIDO-TV Boise, Idaho
- § WKBK (TV) Chicago, Ill.
- Evansville, Ind.
- Waterloo, Iowa
- Haves, Kan.
- † KOAM-TV Pittsburg, Kan.
- Lake Charles, La.
- Calais, Me.
- § WNAC-TV Boston, Mass.
- § WXYZ-TV Detroit, Mich.
- Traverse City, Mich.
- † WJON-TV St. Cloud, Minn.
- † KHQA-TV Hannibal, Mo.
- Butte, Mont.
- Omaha, Neb.
- Winnemucca, Nev.
- † KOAT-TV Albuquerque, N. M.
- Buffalo-Niagara Falls, N. Y.
- WABC-TV New York, N. Y.
- Washington, N. C.
- Jamestown, N. D.
- † WHIO-TV Dayton, Ohio
- † KSWO-TV Luton, Okla.
- Corvallis, Ore.
- Spartanburg, S. C.
- Rapid City, S. D.
- Amarillo, Tex.
- † KTBC-TV Austin, Tex.
- El Paso, Tex.
- Odessa, Tex.
- Tyler, Tex.
- † Salt Lake City, Utah
- Roanoke, Va.
- Seattle, Wash.
- Sooke, Wash.
- † WTRF-TV Wheeling (W. Va.)-Steubenville, Ohio
- Wausau, Wis.
- Ponce, P. R.
- Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

Ch. 8 (180-186 mc)

- Phoenix, Ariz.
- Jonesboro, Ark.
- KMBY-TV El Paso, Tex. (share time).
- Monterey-Salinas, Calif. (share time).
- Pueblo, Colo.
- WNEC-TV New Haven, Conn.
- Tampa-St. Petersburg, Fla.
- Athens, Ga.
- † KIP (TV) Idaho Falls, Idaho
- Peoria, Ill.
- Indianapolis, Ind.
- Des Moines, Iowa
- † KSAC-TV Manhattan, Kan.
- † KNOE-TV Monroe, La.
- New Orleans, La.
- † Mt. Washington TV Inc., Lewiston-Poland (Me.), Mt. Washington, N. H.
- Presque Isle, Me.
- § WOOD-TV Grand Rapids, Mich.
- Sault Ste. Marie, Mich.
- † Duluth (Minn.)-Superior, Wis.
- West Point, Miss.
- † KOMU-TV Columbia, Mo.
- † KRHT (TV) Billings, Mont.
- Kalspell, Mont.
- McCook, Neb.
- † KLAS-TV Las Vegas, Nev.
- McGill, Nev.
- † KZTV (TV) Reno, Nev.
- Gallup, N. M.
- † KSWB-TV Roswell, N. M.
- § WHEN (TV) Syracuse, N. Y.
- Deviils Lake, N. D.
- Williston, N. D.
- § WXEL (TV) Cleveland, Ohio

- Gainesville, Fla.
- West Palm Beach, Fla.
- WAGA-TV Atlanta, Ga.
- § WNBQ (TV) Chicago, Ill.
- WOI-TV Ames, Iowa
- Alexandria, La.
- WABT-TV Bangor, Me.
- Boston, Mass.
- Bay City, Mich.
- Marquette, Mich.
- § KSTP-TV Minneapolis-St. Paul, Minn.
- † KCMO-TV Kansas City, Mo.
- § KSD-TV St. Louis, Mo.
- † KFBB-TV Great Falls, Mont.
- Hastings, Neb.
- Goldfield, Nev.
- Albuquerque, N. M.
- § WABD (TV) New York, N. Y.
- § WHAM-TV Rochester, N. Y.
- Raleigh, N. C.
- † Bismarck, N. D.
- § WLWT (TV) Cincinnati, Ohio
- § WEWS (TV) Cleveland, Ohio
- Enid, Okla.
- § KBES-TV Medford, Ore.
- WCSC-TV Charleston, S.C.
- Lead, S. D.
- † Mitchell, S. D.
- Bristol, Tenn.
- Bristol, Va.
- § WMCT (TV) Memphis, Tenn.
- Old Hickory, Tenn.
- Brownsville-Harlingen-Weslaco, Tex.
- WBAF-TV Fort Worth, Tex.
- KPYO-TV Lubbock, Tex.
- § KEYL-TV San Antonio, Tex.
- Cedar City, Utah
- § KSL-TV Salt Lake City, Utah
- § KING-TV Seattle, Wash.
- Walla Walla, Wash.
- Weston, W. Va.
- † KPCC-TV Cheyenne, Wyo.
- Mayaguez, P. R.

- † KVOA-TV Tucson, Ariz.
- † Arkansas Radio & Equipment Co., Little Rock, Ark.
- § KNBH (TV) Los Angeles, Calif.
- § KRON-TV San Francisco-Oakland, Calif.
- † KOA-TV Denver, Colo.
- § WNBW (TV) Washington, D. C.
- § WMBR-TV Jacksonville, Fla.
- § WTVJ (TV) Miami, Fla.
- § Columbus, Ga.
- § WTTV (TV) Bloomington, Ind.
- § WHBF-TV Davenport (Iowa)-Rock Island-Moline, Ill.
- Sioux City, Iowa
- New Orleans, La.
- § WBZ-TV Boston, Mass.
- Cheboygan, Mich.
- § WWJ-TV Detroit, Mich.
- § WCCO-TV Minneapolis-St. Paul, Minn.
- § WDAF-TV Kansas City, Mo.
- St. Louis, Mo.
- † KOPR-TV Butte, Mont.
- Hardin, Mont.
- North Platte, Neb.
- Boulder City, Nev.
- Reno, Nev.
- § KOB-TV Albuquerque, N. M.
- § WBEW-TV Buffalo-Niagara Falls, N. Y.
- § WNET (TV) New York, N. Y.
- Chapel Hill, N. C.
- Dickinson, N. D.
- † KXJB-TV Valley City, N. D.
- § WLWC (TV) Columbus, Ohio
- § WKY-TV Oklahoma City, Okla.
- Medford, Ore.
- Ipswich, Pa.
- Greenville, S. C.
- WSM-TV Nashville, Ten.
- KGNC-TV Amarillo, Tex.
- Beaumont-Port Arthur, Tex.
- Big Spring, Tex.
- † KGBS-TV Brownsville-Harlingen-Weslaco, Tex.
- § KRLD-TV Dallas, Tex.
- § KRDD-TV El Paso, Tex.
- § WOAI-TV San Antonio, Tex.
- § KDYL-TV Salt Lake City, Utah
- † KOMO-TV Seattle, Wash.
- § KXLY-TV Spokane, Wash.
- § WTMJ-TV Milwaukee, Wis.
- San Juan, P. R.
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- Hilo, Hawaii
- † American Bestg. System Inc., Honolulu, Hawaii

- WBRG-TV Birmingham Ala.
- Kingman, Ariz.
- Tucson, Ariz.
- Sacramento, Calif.
- San Luis Obispo, Calif.
- † KRMA-TV Denver, Colo.
- Durango, Colo.
- Orlando, Fla.
- Augusta, Ga.
- Thomasville, Ga.
- KFXD-TV Nampa, Idaho
- KISJ (TV) Pocatello, Idaho
- WFBM-TV Indianapolis, Ind.
- WOC-TV Davenport, Iowa-Rock Island-Moline, Ill.
- Dodge City, Kan.
- Paducah, Ky.
- WDSU-TV New Orleans, La.
- WLSH-TV Portland, Me.
- WJIM-TV Lansing, Mich.
- † KMMT (TV) Austin, Minn.
- Duluth-Superior, Wis.
- Clarksdale, Miss.
- † KDRO-TV Sedalia, Mo.
- † KXLF-TV Butte, Mont.
- Miles City, Mont.
- WOW-TV Omaha, Neb.
- Ely, Neb.
- Carlsbad, N. M.
- § WRGB (TV) Albany-Schenectady-Troy, N. Y.
- Wilmington, N. C.
- WDAY-TV Fargo, N. D.
- Minot, N. D.
- † WTVN (TV) Columbus, Ohio
- † KOTV (TV) Tulsa, Okla.
- † KOIN-TV Portland, Ore.
- WJAC-TV Johnstown, Pa.
- WPHL-TV Philadelphia, Pa.
- Pierre, S. D.
- Knoxville, Tenn.
- Beaumont-Port Arthur, Tex.
- Corpus Christi, Tex.
- KTEM-TV Temple, Tex.
- † KCMC-TV Texarkana, Tex.
- † KWFT-TV Wichita Falls, Tex.
- Price, Utah
- WTVR (TV) Richmond, Va.
- † KHQ-TV Spokane, Wash.

- Beckley, W. Va.
- Green Bay, Wis.
- Casper, Wyo.
- San Juan, P. R.
- University, Ala.
- † KATV (TV) Pine Bluff, Ark.
- § KCEA-TV Los Angeles, Calif.
- Redding, Calif.
- § KGO-TV San Francisco-Oakland, Calif.
- † KLZ-TV Denver, Colo.
- § WMLV-TV Washington, D. C.
- † Jacksonville, Fla.
- Miami, Fla.
- † WDM (TV) Panama City, Fla.
- † KIDO-TV Boise, Idaho
- § WKBK (TV) Chicago, Ill.
- Evansville, Ind.
- Waterloo, Iowa
- Haves, Kan.
- † KOAM-TV Pittsburg, Kan.
- Lake Charles, La.
- Calais, Me.
- § WNAC-TV Boston, Mass.
- § WXYZ-TV Detroit, Mich.
- Traverse City, Mich.
- † WJON-TV St. Cloud, Minn.
- † KHQA-TV Hannibal, Mo.
- Butte, Mont.
- Omaha, Neb.
- Winnemucca, Nev.
- † KOAT-TV Albuquerque, N. M.
- Buffalo-Niagara Falls, N. Y.
- WABC-TV New York, N. Y.
- Washington, N. C.
- Jamestown, N. D.
- † WHIO-TV Dayton, Ohio
- † KSWO-TV Luton, Okla.
- Corvallis, Ore.
- Spartanburg, S. C.
- Rapid City, S. D.
- Amarillo, Tex.
- † KTBC-TV Austin, Tex.
- El Paso, Tex.
- Odessa, Tex.
- Tyler, Tex.
- † Salt Lake City, Utah
- Roanoke, Va.
- Seattle, Wash.
- Sooke, Wash.
- † WTRF-TV Wheeling (W. Va.)-Steubenville, Ohio
- Wausau, Wis.
- Ponce, P. R.
- Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

- Phoenix, Ariz.
- Jonesboro, Ark.
- KMBY-TV El Paso, Tex. (share time).
- Monterey-Salinas, Calif. (share time).
- Pueblo, Colo.
- WNEC-TV New Haven, Conn.
- Tampa-St. Petersburg, Fla.
- Athens, Ga.
- † KIP (TV) Idaho Falls, Idaho
- Peoria, Ill.
- Indianapolis, Ind.
- Des Moines, Iowa
- † KSAC-TV Manhattan, Kan.
- † KNOE-TV Monroe, La.
- New Orleans, La.
- † Mt. Washington TV Inc., Lewiston-Poland (Me.), Mt. Washington, N. H.
- Presque Isle, Me.
- § WOOD-TV Grand Rapids, Mich.
- Sault Ste. Marie, Mich.
- † Duluth (Minn.)-Superior, Wis.
- West Point, Miss.
- † KOMU-TV Columbia, Mo.
- † KRHT (TV) Billings, Mont.
- Kalspell, Mont.
- McCook, Neb.
- † KLAS-TV Las Vegas, Nev.
- McGill, Nev.
- † KZTV (TV) Reno, Nev.
- Gallup, N. M.
- † KSWB-TV Roswell, N. M.
- § WHEN (TV) Syracuse, N. Y.
- Deviils Lake, N. D.
- Williston, N. D.
- § WXEL (TV) Cleveland, Ohio

Ch. 9 (186-192 mc)

- Dothan, Ala.
- Flagstaff, Ariz.
- † KCNA-TV Tucson, Ariz.
- Hot Springs, Ark.
- Alturas, Calif.
- § KHJ-TV Los Angeles, Calif.
- † KQED (TV) Berkeley, Calif.
- † KBTV (TV) Denver, Colo.
- § WTOP-TV Washington, D. C.
- Orlando, Fla.
- † WROM-TV Rome, Ga.
- Savannah, Ga.
- † KTVI (TV) Boise, Idaho
- Sandpoint, Idaho
- § WGN-TV Chicago, Ill.
- Cedar Rapids, Iowa
- † KVTI (TV) Sioux City, Iowa
- Garden City, Kan.
- Alpena, Mich.
- Iron Mountain, Mich.
- Minneapolis-St. Paul, Minn.
- Hattiesburg, Miss.
- † KMBC-TV and WHB-TV Kansas City, Mo. (share time).
- † KETC (TV) St. Louis, Mo.
- Bozeman, Mont.
- Havre, Mont.
- Toponah, Nev.
- Manchester, N. H.
- Santa Fe, N. M.
- WOR-TV New York, N. Y.
- Charlotte, N. C.
- † WNCT (TV) Greenville, N. C.
- WCO-TV Cincinnati, Ohio
- Oklahoma City, Okla.
- Eugene, Ore.
- Aberdeen, S. D.
- Jackson, Tenn.
- Abilene, Tex.
- † KTSM-TV El Paso, Tex.
- † KTRF-TV Lufkin, Tex.
- Monahans, Tex.
- San Antonio, Tex.
- Ogden, Utah
- Seattle, Wash.
- Wheeling-Steubenville (W. Va.), Ohio
- Sheridan, Wyo.
- Ponce, P. R.
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- Hilo, Hawaii
- † KGMB-TV Honolulu, Hawaii

Ch. 10 (192-198 mc)

- Birmingham, Ala.
- WALA-TV Mobile, Ala.
- † KOOL-TV and KOY-TV Phoenix, Ariz. (share time).
- El Dorado, Ark.
- † KERO-TV Bakersfield, Calif.
- Sacramento, Calif.
- † KFSD-TV San Diego, Calif.
- Montrose, Calif.
- Miami, Fla.
- Albany, Ga.
- † KWIK-TV Pocatello, Idaho
- WGBM-TV Quincy, Ill.
- Terre Haute, Ind.
- Wichita, Kan.
- Lafayette, La.
- Augusta, Me.
- Hancock, Mich.
- Sault Ste. Marie, Mich.
- Hibbing, Minn.

TV ALLOCATIONS

† KROC-TV Rochester, Minn.
 † KTTS-TV Springfield, Mo.
 Helena, Mont.
 Miles City, Mont.
 † KFOR-TV Lincoln, Neb.
 Scottsbluff, Neb.
 Elko, Nev.
 * Las Vegas, Nev.
 Gallup, N. M.
 Roswell, N. M.
 * Silver City, N. M.
 † WHEC-TV and WVET-TV
 Rochester, N. Y. (share
 time)
 Grand Forks, N. D.
 † KNDK (TV) Minot, N. D.
 † WENS-TV Columbus, Ohio
 * Portland, Ore.
 † WFBG-TV Altoona, Pa.
 † WCAU-TV Philadelphia,
 Pa.
 † WJAR-TV Providence, R. I.
 † WIS-TV Columbia, S. C.
 Pierre, S. D.
 Knoxville, Tenn.
 * Memphis, Tenn.
 † KFDA-TV Amarillo, Tex.
 Corpus Christi, Tex.
 Fort Worth, Tex.
 Norfolk-Portsmouth-
 Newport News, Va.
 † WSLV-TV Roanoke, Va.
 * Fullman, Wash.
 * Milwaukee, Wis.
 Riverton, Wyo.
 Juneau, Alaska
 Lihue, Hawaii
 * Wailuku, Hawaii
 Charlotte Amalie, Virgin
 Islands

Ch. 11 (198-204 mc)

† KIVA-TV Yuma, Ariz.
 Little Rock, Ark.
 † KKTU (TV) Los Angeles,
 Calif.
 San Jose, Calif.
 Yreka City, Calif.
 † KKTU (TV) Colorado
 Springs, Colo.
 † WINK-TV Fort Myers,
 Fla.
 * Tallahassee, Fla.
 † WLTW (TV) Atlanta, Ga.
 † WFOC-TV Savannah, Ga.
 † KLIK-TV Twin Falls,
 Idaho
 * Chicago, Ill.
 * Des Moines, Iowa
 Garden City, Kan.
 * Lawrence, Kan.
 † WHAS-TV Louisville, Ky.
 † WBAL-TV Baltimore, Md.
 International Falls, Minn.
 † WTCN-TV and WMIN-TV
 Minneapolis-St. Paul,
 Minn. (share time)
 † WTKO-TV Meridian, Miss.
 St. Louis, Mo.
 * Billings, Mont.
 Havre, Mont.
 * Missoula, Mont.
 * Grand Island, Neb.
 Durham, N. H.
 Santa Fe, N. M.
 † WPIX (TV) New York,
 N. Y.
 Durham, N. D.
 Williston, N. D.
 Toledo, Ohio
 Pittsburgh, Pa.
 † KQLQ-TV Sioux Falls,
 S. D.
 † WJHL-TV Johnson City,
 Tenn.
 † KGUL-TV Galveston, Tex.
 † KCBQ-TV Lubbock, Tex.
 Waco, Tex.
 Provo, Utah
 † KTNT-TV Tacoma, Wash.
 Marinette, Wis.
 Rawlins, Wyo.
 Caguan, P. R.
 Anchorage, Alaska
 Fairbanks, Alaska
 Hilo, Hawaii
 † KONA (TV) Honolulu,
 Hawaii

Ch. 12 (204-210 mc)

Montgomery, Ala.
 Mesa, Ariz.
 † KHSL-TV Chico, Calif.
 Fresno, Calif.
 * Boulder, Colo.
 † Wilmington, Del.
 Jacksonville, Fla.
 West Palm Beach, Fla.
 Augusta, Ga.
 Coeur d'Alene, Idaho
 Nampa, Idaho
 * Champaign-Urbana, Ill.
 * Iowa City, Iowa
 † KTVH (TV) Hutchinson-
 Wichita, Kans.
 Shreveport, La.
 * Orono, Me.
 † Trebit Corp., Flint, Mich.
 Iron River, Mich.

Brainerd, Minn.
 Jackson, Miss.
 Cape Girardeau, Mo.
 Joplin, Mo.
 Helena, Mont.
 † KOLN-TV Lincoln, Neb.
 † KNEH (TV) Clovis, N. M.
 Silver City, N. M.
 † WNBK-TV Binghamton,
 N. Y.
 † WSJS-TV Winston-Salem,
 N. C.
 † KBMS (TV) Bismarck,
 N. D.
 † WKRC-TV Cincinnati,
 Ohio
 Elk City, Okla.
 Portland, Ore.
 † WICU (TV) Erie, Pa.
 Providence, R. I.
 Huron, S. D.
 Chattanooga, Tenn.
 Alpine, Tex.
 San Antonio, Tex.
 Sweetwater, Tex.
 Logan, Utah
 Richmond, Va.
 † KVOS-TV Bellingham,
 Wash.
 Clarksville, W. Va.
 Milwaukee, Wis.
 Sheridan, Wyo.
 Lihue, Hawaii
 Wailuku, Hawaii
 Charlotte Amalie, Virgin
 Islands

Ch. 13 (210-216 mc)

† WAFM-TV Birmingham,
 Ala.
 Flagstaff, Ariz.
 † KOPO-TV Tucson, Ariz.
 Yuma, Ariz.
 * Fayetteville, Ark.
 Eureka, Calif.
 † KLCAL-TV Los Angeles,
 Calif.
 Stockton, Calif.
 † KRDO-TV Colorado
 Springs, Colo.
 Tampa-St. Petersburg, Fla.
 † WMAZ-TV Warner-Robins,
 Ga.
 Twin Falls, Idaho
 † WREX-TV Rockford, Ill.
 Indianapolis, Ind.
 Des Moines, Iowa
 † WIBW-TV Topeka, Kan.
 Bowling Green, Ky.
 Portland, Me.
 † WAAM (TV) Baltimore,
 Md.
 † WWTW (TV) Cadillac,
 Mich.
 Calumet, Mich.
 Biloxi, Miss.
 Jefferson City, Mo.
 Lewistown, Mont.
 † KGVO-TV Missoula, Mont.
 Alliance, Neb.
 Kearney, Neb.
 Las Vegas, Nev.
 † WATV (TV) Newark, N. J.
 † KGGM-TV Albuquerque,
 N. M.
 † WKTV (TV) Utica, N. Y.
 Asheville, N. C.
 New Bern, N. C.
 Fargo, N. D.
 † KCJB-TV Minot, N. D.
 † WSPD-TV Toledo, Ohio
 * Oklahoma City, Okla.
 † Eugene TV Co., Eugene,
 Ore.
 La Grange, Ore.
 † WQED (TV) Pittsburgh,
 Pa.
 * Charleston, S. C.
 Sioux Falls, S. D.
 † WHBQ-TV Memphis, Tenn.
 * Dallas, Tex.
 † KEPO-TV El Paso, Tex.
 Houston, Tex.
 Laredo, Tex.
 † KDUB-TV Lubbock, Tex.
 Richfield, Utah
 † WLVA-TV Lynchburg, Va.
 † KMO-TV Tacoma, Wash.
 Huntington, W. Va.
 † WEAU-TV Eau Claire, Wis.
 Rock Springs, Wyo.
 Arecibo, P. R.
 Anchorage, Alaska
 Fairbanks, Alaska
 Sitka, Alaska
 Hilo, Hawaii
 Honolulu, Hawaii

UHF ALLOCATIONS BY CHANNELS

Ch. 14 (470-476 mc)

Clanton, Ala.
 Ajo, Ariz.
 Holbrook, Ariz.
 Stuttgart, Ark.
 Modesto, Calif.
 Palm Springs, Calif.
 Key West, Fla.
 Lake Wales, Fla.
 Tifton, Ga.
 Payette, Idaho
 Kankakee, Ill.
 Cherokee, Iowa
 Liberal, Kan.
 Owensboro, Ky.
 Pikeville, Ky.
 DeRidder, La.
 Millinocket, Me.
 Annapolis, Md.
 † Salisbury Bcstg. Co.,
 Worcester, Mass.
 Manistee, Mich.
 Little Falls, Minn.
 Picayune, Miss.
 Chillicothe, Mo.
 † KACY (TV) Festus, Mo.
 Monett, Mo.
 Laurel, Mont.
 Shelby, Mont.
 Sidney, Mont.
 Broken Bow, Neb.
 Carlin, Nev.
 Deming, N. M.
 Las Vegas, N. M.
 * WIET (TV) Ithaca, N. Y.
 Massena, N. Y.
 Devils Lake, N. D.
 * Oxford, Ohio
 Holdenville, Okla.
 Ashland, Ore.
 Uniontown, Pa.
 † WACA-TV Camden, S. C.
 Athens, Tenn.
 Breckenridge, Tex.
 Kermit, Tex.
 Mission, Tex.
 South Boston, Va.
 Wisconsin Rapids, Wis.
 Douglas, Wyo.
 Evanston, Wyo.

Ch. 15 (476-482 mc)

Gadsden, Ala.
 Bisbee, Ariz.
 Prescott, Ariz.
 Hope, Ark.
 Port Chicago, Calif.
 San Diego, Calif.
 Durango, Colo.
 Fort Morgan, Colo.
 † WPFA (TV) Ocala, Fla.
 Pensacola, Fla.
 * West Palm Beach, Fla.
 Dublin, Ga.
 Burley, Idaho
 * Moscow, Idaho
 † WBLN (TV) Bloomington,
 Ill.
 † WINT (TV) Waterloo, Ind.
 Larned, Kan.
 * Louisville, Ky.
 New Iberia, La.
 Van Buren, Me.
 Manistee, Mich.
 Mankato, Minn.
 Thief River Falls, Minn.
 Grenada, Miss.
 Poplar Bluff, Mo.
 Butte, Mont.
 York, Neb.
 Socorro, N. M.
 † Star Bcstg. Co., Rochester,
 N. Y.
 High Point, N. C.
 † WICA-TV Ashtabula, Ohio
 Claremont, Okla.
 Elk City, Okla.
 Bend, Ore.
 † Lebanon TV Co., Lebanon,
 Pa.
 Huron, S. D.
 Rapid City, S. D.
 Brady, Tex.
 Brownfield, Tex.
 Huntsville, Tex.
 * Laredo, Tex.
 † WVEC-TV Hampton, Va.
 † WTPA (TV) Parkersburg,
 W. Va.
 Ashland, Wis.
 Richland Center, Wis.
 Thermopolis, Wyo.

Ch. 16 (482-488 mc)

Tuskegee, Ala.
 Winslow, Ariz.
 * Fort Smith, Ark.
 * El Centro, Calif.
 Red Bluff, Calif.
 Santa Cruz, Calif.
 Santa Paula, Calif.

† WOTV (TV) Lakeland, Fla.
 Waycross, Ga.
 Aurora, Ill.
 Olney, Ill.
 Waterloo, Iowa
 † KEDD (TV) Wichita, Kan.
 Corbin, Ky.
 * Bangor, Me.
 † WBOC-TV Salisbury, Md.
 † WTAC-TV Flint, Mich.
 Ely, Minn.
 Fergus Falls, Minn.
 Canton, Miss.
 Columbia, Mo.
 Glasgow, Mont.
 Livingston, Mont.
 Whitefish, Mont.
 * Omaha, Neb.
 Scottsbluff, Neb.
 Jacksonville, N. C.
 Bottineau, N. D.
 * Dayton, Ohio
 Burns, Ore.
 North Bend, Ore.
 † WENS (TV) Pittsburgh, Pa.
 † WARM-TV Scranton, Pa.
 † WNET (TV) Providence,
 R. I.
 Jackson, Tenn.
 * Corpus Christi, Tex.
 Dalhart, Tex.
 Del Rio, Tex.
 † Marshall TV Co., Marshall,
 Tex.
 Pecos, Tex.
 Broken Bow, Tex.
 Temple, Tex.
 * Wichita Falls, Tex.
 * Burlington, Vt.
 Lynchburg, Va.
 Fort Angeles, Wash.
 Wausau, Wis.
 Green River, Wyo.

Ch. 17 (488-494 mc)

Jasper, Ala.
 Nogales, Ariz.
 † KRKV (TV) Little Rock,
 Ark.
 * Colorado Springs, Colo.
 † WITV (TV) Fort Lauder-
 dale, Fla.
 Marianna, Fla.
 Palatka, Fla.
 Jerome, Idaho
 † WTVP (TV) Decatur, Ill.
 † KTLV (TV) Des Moines,
 Iowa
 Lawrence, Kan.
 Bowling Green, Ky.
 Natchitoches, La.
 Fort Kent, Me.
 † WLAM-TV Lewiston, Me.
 Cumberland, Me.
 * Grand Rapids, Mich.
 Marquette, Mich.
 † WCOW-TV Minneapolis-St.
 Paul, Minn.
 Hattiesburg, Miss.
 Hamilton, Mont.
 McCook, Neb.
 Alamogordo, N. M.
 Farmington, N. M.
 † WTVZ (TV) Albany, N. Y.
 † WBUF-TV Buffalo, N. Y.
 * Dickinson, N. D.
 Grafton, N. D.
 Marion, Ohio
 Tulsa, Okla.
 Philadelphia, Pa.
 Spartanburg, S. C.
 Aberdeen, S. D.
 Hot Springs, S. D.
 Yankton, S. D.
 Denton, Tex.
 Pampa, Tex.
 San Angelo, Tex.
 Williamsburg, Va.
 Centralia, Wash.
 Williamson, W. Va.
 Portage, Wis.
 Lander, Wyo.

Ch. 18 (494-500 mc)

Demopolis, Ala.
 Casa Grande, Ariz.
 * Fresno, Calif.
 † KITO-TV San Bernardino,
 Calif.
 Ukiah, Calif.
 Lamar, Colo.
 Montrose, Colo.
 Hartford, Conn.
 Orlando, Fla.
 Fort Valley, Ga.
 Lebanon, Ind.
 Charles City, Iowa
 Hutchinson, Kan.
 Dover-Foxcroft, Me.
 Baltimore, Md.
 Ludington, Mich.
 Detroit Lakes, Minn.
 † KCMO-TV Cape Girardeau,
 Mo.
 Kirksville, Mo.
 Nevada, Mo.
 Glendive, Mont.
 Polson, Mont.

Red Lodge, Mont.
 Lincoln, Neb.
 Lovelock, Nev.
 Atrisco-Five Points, N. M.
 † WECT (TV) Elmira, N. Y.
 Saranac Lake, N. Y.
 Burnsville, N. C.
 Fayetteville, N. C.
 Bismarck, N. D.
 Gallipolis, Ohio
 * Salem, Ore.
 Winner, S. D.
 Murfreesboro, Tenn.
 Austin, Tex.
 Midland, Tex.
 * Texarkana, Tex.
 Vernon, Tex.
 * Ogden, Utah
 St. George, Utah
 Bellingham, Wash.
 * Park Falls, Wis.
 Laramie, Wyo.

Ch. 19 (500-506 mc)

Dothan, Ala.
 Fort Payne, Ala.
 Russellville, Ark.
 Alamosa, Colo.
 Craig, Colo.
 Fort Pierce, Fla.
 † WTVH-TV Peoria, Ill.
 Jasper, Ind.
 Boone, Iowa
 Hazard, Ky.
 * Lake Charles, La.
 Presque Isle, Me.
 Houghton, Mich.
 Midland, Mich.
 Montevideo, Minn.
 * Jackson, Miss.
 * Kansas City, Mo.
 Kearney, Neb.
 Portsmouth, N. H.
 † WTLV (TV) New Brun-
 swick, N. J.
 Hot Springs, N. M.
 † Richard H. Balch, Utica-
 Rome, N. Y.
 Cleveland, Ohio
 † KMPT (TV) Oklahoma
 City, Okla.
 * Altoona, Pa.
 * Columbia, S. C.
 Covington, Tenn.
 Brownwood, Tex.
 Hereford, Tex.
 Marfa, Tex.
 † KETV (TV) Tyler, Tex.
 † KNAL-TV Victoria, Tex.
 Farmville, Va.
 Pasco, Wash.
 * Eau Claire, Wis.
 * Milwaukee, Wis. WOKY-TV
 Lusk, Wyo.

Ch. 20 (506-512 mc)

† WCOV-TV Montgomery,
 Ala.
 † KBAY-TV San Francisco-
 Oakland, Calif.
 † KIRV (TV) Denver, Colo.
 Washington, D. C.
 Gainesville, Fla.
 Key West, Fla.
 Swainsboro, Ga.
 Weiser, Idaho
 Chicago, Ill. WIND-TV
 Springfield, Ill.
 * Indianapolis, Ind.
 Cedar Rapids, Iowa
 Shenandoah, Iowa
 Hays, Kan.
 Independence, Kan.
 Hopkinsville, Ky.
 † WTLQ (TV) New Orleans,
 La.
 Ruston, La.
 Calais, Me.
 Worcester, Mass.
 † WPAG-TV Ann Arbor,
 Mich.
 Traverse City, Mich.
 Fairbairn, Minn.
 Grand Rapids, Minn.
 * University, Minn.
 West Plains, Mo.
 Cut Bank, Mont.
 Dillon, Mont.
 Wolf Point, Mont.
 Elko, N. M.
 † WFCU-TV Ithaca, N. Y.
 Malone, N. Y.
 Albemarle, N. C.
 New Rockford, N. D.
 Coshocton, Ohio
 Guyton, Okla.
 † WTVF (TV) Eugene, Ore.
 Mitchell, S. D.
 * Sturgis, S. D.
 Knoxville, Tenn.
 Conroe, Tex.
 El Paso, Tex.
 † KTCO (TV) Fort Worth,
 Tex.
 Lubbock, Tex.
 N. Aken, Tex.
 Uvalde, Tex.
 Salt Lake City, Utah
 Seattle, Wash.
 Stevens Point, Wis.

* Channel reserved for noncommercial educational use † Post freeze grantee not on the air as of July 20 ‡ Post freeze station on the air and operating commercially § Existing (pre-freeze) station

TV ALLOCATIONS

Ch. 21 (512-518 mc)

Gadsden, Ala.
Safford, Ariz.
Fairford, Calif.
San Diego, Calif.
Grand Junction, Colo.
Trinidad, Colo.
Pensacola, Fla.
WIRK-TV West Palm Beach, Fla.
Rupert, Idaho
Champaign-Urbana, Ill.
Quincy, Ill.
KQTV (TV) Fort Dodge, Iowa
Ottawa, Kan.
WKLO-TV Louisville, Ky.
Crowley, La.
West Branch, Mich.
Crookston, Minn.
Greenville, Miss.
Kenett, Mo.
Missoula, Mont.
Alliance, Neb.
Grand Island, Neb.
Reno, Nev.
Hanover, N. H.
Artesia, N. M.
WEOK-TV Poughkeepsie, N. Y.
WROH (TV) Rochester, N. Y.
Lumberton, N. C.
WUTV (TV) Youngstown, Ohio
Enid, Okla.
Hugo, Okla.
WWLA (TV) Lancaster, Pa.
WCRS-TV Greenwood, S. C.
Coleman, Tex.
Norfolk-Portsmouth-Newport News, Va.
KVAN-TV Vancouver, Wash.
Appalachian TV Corp., Beckley, W. Va.
Madison, Wis.
Rice Lake, Wis.

Ch. 22 (518-524 mc)

Opelika, Ala.
Forrest City, Ark.
KFSA-TV Fort Smith, Ark.
KPIC (TV) Los Angeles, Calif.
Watsonville, Calif.
Boulder, Colo.
Lakeland, Fla.
Statesboro, Ga.
Harrisburg, Ill.
Waukegan, Ill.
Waterloo, Iowa
Colby, Kan.
Wichita, Kan.
Winnfield, La.
Bar Harbor, Me.
Cambridge, Me.
Flint, Mich.
Marshall, Minn.
Pasagoula, Miss.
Columbia, Mo.
Bosman, Mont.
Omaha, Neb.
Las Cruces, N. M.
Portales, N. M.
Raleigh, N. C.
Harvey, N. D.
WIFE (TV) Dayton, Ohio
WGBI-TV Scranton, Pa.
Providence, R. I.
Pierre, S. D.
Elizabethton, Tenn.
Corpus Christi, Tex.
Fort Stockton, Tex.
Perryton, Tex.
Temple, Tex.
WTVW (TV) Wichita Falls, Tex.
Provo, Utah
Burlington, Vt.
Everett, Wash.
Walla Walla, Wash.
Clarksburg, W. Va.
Rhinelander, Wis.

Ch. 23 (524-530 mc)

Brewton, Ala.
WMSL-TV Decatur, Ala.
KETV (TV) Little Rock, Ark.
Colorado Springs, Colo.
WFL-TV Fort Lauderdale, Fla.
Fitzgerald, Ga.
Gooding, Idaho
Decatur, Ill.
Freeport, Ill.
Des Moines, Iowa
Dodge City, Kan.
Manhattan, Kan.
Elizabethtown, Ky.
Auburn, Me.

Grand Rapids, Mich.
Minneapolis-St. Paul, Minn.
Lebanon, Mo.
Great Falls, Mont.
Lexington, Neb.
Carlsbad, N. M.
Lordsburg, N. M.
† WPTR-TV Albany-Schenectady-Troy, N. Y.
† *WTVF (TV) Buffalo, N. Y.
Lisbon, N. D.
† WMAC-TV Massillon, Ohio
Hobart, Okla.
† KCEB (TV) Tulsa, Okla.
Philadelphia, Pa.
Conway, S. C.
† WGVL (TV) Greenville, S. C.
Belle Fourche, S. D.
† KDTX (TV) Dallas, Tex.
Harlingen, Tex.
† KTVP (TV) Houston, Tex.
San Angelo, Tex.
† Richmond, Va.
† KIT-TV Yakima, Wash.
Logan, W. Va.

Ch. 24 (530-536 mc)

Sylacauga, Ala.
Elroy, Ariz.
Harrison, Ark.
† KMJ-TV Fresno, Calif.
San Bernardino, Calif.
Delta, Colo.
† *WEDH (TV) Hartford, Conn.
† Orlando, Fla.
Tallahassee, Fla.
Elberton, Ga.
Cairo, Ill.
† W DAN-TV Danville, Ill.
Estherville, Iowa
Wellington, Kan.
Maysville, Ky.
Thibodaux, La.
Houlton, Me.
Baltimore, Md.
Coldwater, Mich.
Rogers City, Mich.
Bemidji, Minn.
Greenwood, Miss.
Fulton, Mo.
Lincoln, Neb.
Littleton, N. H.
Belen, N. M.
† WTVF (TV) Elmira, N. Y.
† Ordensburg, N. Y.
† Bismarck, N. D.
† KPIC (TV) Salem, Ore.
Cookeville, Tenn.
Austin, Tex.
Odessa, Tex.
Seymour, Tex.
Texarkana, Tex.
Ogden, Utah
† WBTM-TV Danville, Va.
Bellingham, Wash.
Pullman, Wash.
† Morgantown, W. Va.
Chilton, Wis.
Cody, Wyo.
Wheatland, Wyo.

Ch. 25 (536-542 mc)

Clifton, Ariz.
Williams, Ariz.
Brawley, Calif.
Salida, Colo.
Sterling, Colo.
Belle Glade, Fla.
St. Augustine, Fla.
Albany, Ga.
Dalton, Ga.
Madison, Ind.
Ames, Iowa
† KTAG-TV Lake Charles, La.
Rockland, Me.
East Travis, Mich.
† WJTV (TV) Jackson, Miss.
† KCTV (TV) Kansas City, Mo.
Deer Lodge, Mont.
Tucumcari, N. M.
† *WGTV (TV) New York, N. Y.
† Utica-Rome, N. Y.
† Cleveland, Ohio
† KTVQ (TV) Oklahoma City, Okla.
Altoona, Pa.
† WCOS-TV Columbia, S. C.
Brookings, S. D.
Humboldt, Tenn.
Athens, Tex.
Ballinger, Tex.
Cuero, Tex.
Emporia, Va.
Kennewick, Wash.
Welch, W. Va.
Eau Claire, Wis.
† WCAN-TV Milwaukee, Wis.

Ch. 26 (542-548 mc)

Montgomery, Ala.

El Dorado, Ark.
San Francisco-Oakland, Calif.
Santa Barbara, Calif.
K DEN (TV) Denver, Colo.
† WNLC-TV New London, Conn.
Washington, D. C.
Leesburg, Fla.
Vidalia, Ga.
Emmett, Idaho
WHFC-TV Chicago, Ill.
Springfield, Ill.
† WRE (TV) Indianapolis, Ind.
Cedar Rapids, Iowa
McPherson, Kan.
Madisonville, Ky.
† CKG Co., New Orleans, La.
Ann Arbor, Mich.
† Traverse City, Mich.
Northfield, Minn.
Virginia, Minn.
Marysville, Mo.
Springfield, Mo.
Berlin, N. H.
† WTOB-TV Winston-Salem, N. C.
Carrington, N. D.
Cambridge, Ohio
Okmulgee, Okla.
Eugene, Ore.
Lead, S. D.
† WCEE-TV Knoxville, Tenn.
Eagle Pass, Tex.
Edinburg, Tex.
El Paso, Tex.
Fort Worth, Tex.
† KDUB-TV Lubbock, Tex.
Salt Lake City, Utah
Seattle, Wash.
Stevens Point, Wis.

Ch. 27 (548-554 mc)

Thomasville, Ala.
San Diego, Calif.
† KCOK-TV Tulare, Calif.
Stamford-Norwalk TV Corp., Stamford-Norwalk, Conn.
Miami, Fla.
Thomasville, Ga.
Rexburg, Idaho
Wallace, Idaho
Champaign-Urbana, Ill.
Fort Wayne, Ind.
Webster City, Iowa
Fort Scott, Kan.
Abbeville, La.
Iron Mountain, Mich.
Wadena, Minn.
Greenville, Miss.
Caruterville, Mo.
Hannibal, Mo.
Hastings, Neb.
Reno, Nev.
Concord, N. H.
Clayton, N. M.
Lovinston, N. M.
† WRNY-TV Rochester, N. Y.
† WHKP-TV Hendersonville, N. C.
† WKBN-TV Youngstown, Ohio
Durant, Okla.
Enid, Okla.
† KPVT (TV) Portland, Ore.
† Rossmoyne Corp., Harrisburg, Pa.
Georgetown, S. C.
Moberg, S. D.
Fayetteville, Tenn.
El Cerrito, Tex.
† WLOW-TV Norfolk-Portsmouth, Va.
Roanoke, Va.
† WKOW-TV Madison, Wis.
Torrington, Wyo.

Ch. 28 (554-560 mc)

Miami, Ariz.
Magnolia, Ark.
Newport, Ark.
† *KUSC-TV Los Angeles, Calif.
† KICU (TV) Salinas, Calif.
Pueblo, Colo.
Bradenton, Fla.
Brunswick, Ga.
† Columbus, Ga.
Elgin, Ill.
Vandalia, Ill.
Celweh, Iowa
Great Bend, Kan.
Glasgow, Ky.
† WAFB-TV Baton Rouge, La.
† WNBH-TV New Bedford, Mass.
† WCTV (TV) Flint, Mich.
Sault Ste. Marie, Mich.
† WCBT-TV Columbus, Miss.
Sedalia, Mo.
Omaha, Neb.
Plattsburg, N. Y.
† WNAO-TV Raleigh, N. C.
Lancaster, Ohio

* Lawton, Okla.
Vinita, Okla.
Pendleton, Ore.
Roseburg, Ore.
† WBRE-TV Wilkes-Barre, Pa.
Kingsport, Tenn.
Crystal City, Tex.
Lamesa, Tex.
Waco, Tex.
Provo, Utah
Winchester, Va.
Everett, Wash.
Newcastle, Wyo.

Ch. 29 (560-566 mc)

Andalusia, Ala.
† KAFY-TV Bakersfield, Calif.
Jacksonville, Ill.
† WMRI-TV Marion, Ind.
Junction City, Kan.
Somerset, Ky.
Augusta, Me.
Muskegon, Mich.
Hastings, Neb.
Corinth, Miss.
Natchez, Miss.
Fallon, Nev.
Groversville, N. Y.
Wilmington, N. C.
Canton, Ohio
Stillwater, Okla.
† WIP-TV Philadelphia, Pa.
† Greenville, S. C.
† KLIF-TV Dallas, Tex.
† KXYZ-TV Houston, Tex.
Plainview, Tex.
Richmond, Va.
† KIMA-TV Yakima, Wash.
Buffalo, Wyo.

Ch. 30 (566-572 mc)

Coolidge, Ariz.
Batesville, Ark.
Madera, Calif.
San Bernardino, Calif.
Walsenburg, Colo.
† WKNB-TV New Britain, Conn.
Jacksonville, Fla.
Panama City, Fla.
Atlanta, Ga.
Bloomington, Ind.
Davenport-Rock Island-Moline (Iowa), Ill.
† Sioux City, Iowa
Houma, La.
Minden, La.
Alpena, Mich.
† WCOG-TV Meridian, Miss.
Joplin, Mo.
St. Joseph, Mo.
† KFUV-TV Clayton, Mo.
Hickory, N. C.
Roanoke Rapids, N. C.
Portsmouth, Ohio
Toledo, Ohio
Alva, Okla.
Astoria, Ore.
Grenant, Ore.
Nashville, Tenn.
Snyder, Tex.
Logan, Utah
St. Johnsbury, Vt.
Shell Lake, Wis.
Powell, Wyo.

Ch. 31 (572-578 mc)

Huntsville, Ala.
Morenci, Ariz.
Americus, Ga.
Kokomo, Ind.
Tell City, Ind.
Centerville, Iowa
Abilene, Kan.
Ironwood, Mich.
Petoskey, Mich.
Willmar, Minn.
McComb, Miss.
Hawthorne, Nev.
New York, N. Y.
Oswego, N. Y.
Elizabeth City, N. C.
Lorain, Ohio
Norman, Okla.
DuBois, Pa.
Lancaster, S. C.
† KBMT (TV) Beaumont, Tex.
Pearsall, Tex.
Richland, Wash.
Hinton, W. Va.
Milwaukee, Wis.
Gillette, Wyo.

Ch. 32 (578-584 mc)

Montgomery, Ala.
Oxnard, Calif.
† K SAN-TV San Francisco-Oakland, Calif.
Longmont, Colo.
Clearwater, Fla.

Douglas, Ga.
Centralia, Ill.
Chicago, Ill.
Richmond, Ind.
Burlington, Iowa
Red Oak, Iowa
† WCNO-TV New Orleans, La.
Lowell, Mass.
Duluth (Minn.)
-Superior (Wis.)
Worthington, Minn.
Clarksdale, Miss.
Springfield, Mo.
Winston-Salem, N. C.
Valley City, N. D.
Clinton, Okla.
The Dalles, Ore.
Lock Haven, Pa.
Oak Ridge, Tenn.
Littlefield, Tex.
† KTVE (TV) Longview, Tex.
Mercedes, Tex.
Stephenville, Tex.
Weston, W. Va.
La Crosse, Wis.
Marinette, Wis.

Ch. 33 (584-590 mc)

Searcy, Ark.
San Diego, Calif.
Lake City, Fla.
Miami, Fla.
Carrollton, Ga.
Blaine, Idaho
Kellogg, Idaho
Champaign-Urbana, Ill.
WKJG-TV Fort Wayne, Ind.
Knoxville, Iowa
Coffeyville, Kan.
Murray, Ky.
St. Cloud, Minn.
Laurel, Miss.
Jefferson City, Mo.
Norfolk, Neb.
Yerington, Nev.
Batavia, N. Y.
† WEEU-TV Reading, Pa.
Abie, Tex.
Bay City, Tex.
Berger, Tex.
Paris, Tex.
Bennington, Vt.
† WACH (TV) Newport News, Va.
Roanoke, Va.
Longview, Wash.
† WMTV (TV) Madison, Wis.

Ch. 34 (590-596 mc)

Globe, Ariz.
Arkadelphia, Ark.
Los Angeles, Calif.
Merced, Calif.
Pueblo, Colo.
Sarasota, Fla.
Brunswick, Ga.
Columbus, Ga.
Carbondale, Ill.
† WSBT-TV South Bend, Ind.
Storm Lake, Iowa
Salina, Kan.
† Baton Rouge, La.
New Bedford, Mass.
Fort Huron, Mich.
† Sault Ste. Marie, Mich.
Starkville, Miss.
Goldsboro, N. C.
Fargo, N. D.
† Williston, N. D.
† *WOSU-TV Columbus, Ohio
Lawton, Okla.
† WILK-TV Wilkes-Barre, Pa.
Johnson City, Tenn.
Alice, Tex.
† KANG-TV Waco, Tex.
St. Albans, Vt.
Harrisonburg, Va.
Anacortes, Wash.
Prairie du Chien, Wis.
Worland, Wyo.

Ch. 35 (596-602 mc)

Springdale, Ark.
Sanford, Fla.
Bainbridge, Ga.
Toccoa, Ga.
La Salle, Ill.
Mason City, Iowa
Danville, Ky.
Waterville, Me.
† WTMV (TV) Muskegon, Mich.
Columbia, Miss.
Moberly, Mo.
Fairbury, Neb.
Clovis, N. M.
† WTRI (TV) Schenectady, N. Y.
† Wilmington, N. C.
† WIMA-TV Lima, Ohio
Erie, Pa.
† Philadelphia, Pa.
Watertown, S. D.

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TV ALLOCATIONS

Galveston, Tex.
 Mount Pleasant, Tex.
 † KALA (TV) San Antonio, Tex.
 Martinsville, Va.
 * Omak-Okanogan, Wash.
 † WJPB-TV Fairmont, W. Va.

Ch. 36 (602-608 mc)

Pine Bluff, Ark.
 † KTVU (TV) Stockton, Calif.
 Canon City, Colo.
 † WJHP-TV Jacksonville, Fla.
 Panama City, Fla.
 Atlanta, Ga.
 Bloomington, Ind.
 † KDIO (TV) Davenport-Rock Island-Moline (Iowa), Ill.
 † KCTV (TV) Sioux City, Iowa
 Pratt, Ky.
 Morgan City, La.
 † WNOH (TV) Northampton, Mass.
 Cheboygan, Mich.
 Kalamazoo, Mich.
 Alexandria, Minn.
 * Meridian, Miss.
 * St. Joseph, Mo.
 † KSTM-TV St. Louis, Mo.
 † WAYS-TV Charlotte, N. C.
 Mansfield, Ohio
 Altus, Okla.
 † WBAK-TV Williamsport, Pa.
 Nashville, Tenn.
 Brownsville, Tex.
 Jacksonville, Tex.
 Brigham, Utah
 Staunton, Va.
 Lovell, Wyo.

Ch. 37 (608-614 mc)

Delano, Calif.
 † WGOV-TV Valdosta, Ga.
 Algona, Iowa
 Winchester, Ky.
 Brookhaven, Miss.
 Sikeston, Mo.
 Carson City, Nev.
 Claremont, N. H.
 Paterson, N. J.
 Auburn, N. Y.
 * Norman, Okla.
 Baker, Ore.
 Springfield, Ore.
 Meadville, Pa.
 * Beaumont-Port Arthur, Tex.
 Pulaski, Va.
 Grand Coulee, Wash.
 Beaver Dam, Wis.

Ch. 38 (614-620 mc)

Troy, Ala.
 San Buenaventura, Calif.
 San Francisco-Oakland, Calif.
 Loveland, Colo.
 † WSNL-TV St. Petersburg, Fla.
 Chicago, Ill.
 Mt. Vernon, Ill.
 Connorsville, Ind.
 Burlington, Iowa
 Pittsburg, Kan.
 Lafayette, La.
 † WFTV (TV) Duluth, Minn.
 Tupelo, Miss.
 Falls City, Neb.
 Sanford, N. C.
 Rugby, N. D.
 † WMRF-TV Lewistown, Pa.
 Sioux Falls, S. D.
 Cleveland, Tenn.
 Beeville, Tex.
 Levelland, Tex.
 Longview, Tex.
 Mineral Wells, Tex.
 La Crosse, Wis.
 * Marinette, Wis.

Ch. 39 (620-626 mc)

Jonesboro, Ark.
 San Diego, Calif.
 Griffin, Ga.
 † WTVQ (TV) Rockford, Ill.
 Carroll, Iowa
 Emporia, Kan.
 Big Rapids, Mich.
 Stillwater, Minn.
 Glens Falls, N. Y.
 Shelby, N. C.
 Duncan, Okla.
 Allentown, Pa.
 Sharon, Pa.
 Columbia, Tenn.
 † KNUZ-TV Houston, Tex.
 Front Royal, Va.
 Kelso, Wash.

Ch. 40 (626-632 mc)

Enterprise, Ala.
 Guntersville, Ala.
 Benton, Ark.
 Riverside, Calif.
 Sacramento, Calif.
 † WHRN (TV) Dover, Del.
 Galesburg, Ill.
 Marion, Ill.
 * South Bend, Ind.
 Campbellsville, Ky.
 † KHTV (TV) Baton Rouge, La.
 Gladstone, Mich.
 Fairmont, Minn.
 Marshall, Mo.
 Beatrice, Neb.
 Binghamton, N. Y.
 * Durham, N. C.
 Fargo, N. D.
 Columbus, Ohio
 Ponca City, Okla.
 Anderson, S. C.
 Childress, Tex.
 Kingsville, Tex.
 Lampassas, Tex.
 Nacogdoches, Tex.
 Montpelier, Vt.
 Elkins, W. Va.
 Greysbull, Wyo.

Ch. 41 (632-638 mc)

Florence, Ala.
 Fayetteville, Ark.
 * Macon, Ga.
 Preston, Idaho
 † WLOU-TV Louisville, Ky.
 Belfast, Me.
 Alma, Mich.
 Vicksburg, Miss.
 † WTTM-TV Trenton, N. J.
 Albany-Schenectady-Troy, N. Y.
 Laurinburg, N. C.
 * Erie, Pa.
 Vermillion, S. D.
 † KTVR (TV) Galveston, Tex.
 San Antonio, Tex.
 Sulphur Springs, Tex.
 Petersburg, Va.
 * Kennewick-Richland-Pasco, Wash.
 Bluefield, W. Va.

Ch. 42 (638-644 mc)

† WSGN-TV Birmingham, Ala.
 * Mobile, Ala.
 * Stockton, Calif.
 Columbus, Ind.
 Davenport-Rock Island-Moline (Iowa), Ill.
 Spencer, Iowa
 Topeka, Kan.
 Greenfield, Mass.
 † Benton Harbor, Mich.
 † WIL-TV St. Louis, Mo.
 * Charlotte, N. C.
 Jamestown, N. D.
 Sandusky, Ohio
 Sapulpa, Okla.
 Emporium, Pa.
 Memphis, Tenn.
 Springfield, Tenn.
 Henderson, Tex.
 Quannah, Tex.
 Raymondville, Tex.
 Waukesha, Wis.
 † WNAM-TV Neenah, Wis.

Ch. 43 (644-650 mc)

Morrilton, Ark.
 Visalia, Calif.
 * WIC-TV Bridgeport, Conn.
 Cordele, Ga.
 * WEK-TV Peoria, Ill.
 Creston, Iowa
 Winfield, Kan.
 Frankfort, Ky.
 Paducah, Ky.
 † KFAZ-TV Monroe, La.
 New Ulm, Minn.
 Laconia, N. H.
 † WHTV (TV) Syracuse, N. Y.
 Defiance, Ohio
 Lebanon, Ore.
 Hornell, N. Y.
 Butler, Pa.
 † WSEA-TV York, Pa.
 Marion, S. C.
 † WTVT (TV) Chattanooga, Tenn.
 Bonham, Tex.
 Orange, Tex.
 Eohrata, Wash.
 * Charleston, W. Va.

Ch. 44 (650-656 mc)

Eufala, Ala.
 San Francisco-Oakland, Calif.
 Santa Maria, Calif.
 Fort Collins, Colo.
 De Land, Fla.
 Chicago, Ill.

Vincennes, Ind.
 Decorah, Iowa
 Keokuk, Iowa
 Iola, Kan.
 Boston, Mass.
 Pontiac, Mich.
 Cloquet, Minn.
 * Biloxi, Miss.
 Piqua, Ohio
 Frederick, Okla.
 State College, Pa.
 Orangeburg, S. C.
 * Sioux Falls, S. D.
 Pulaski, Tenn.
 Tooele, Utah
 Covington, Va.
 Bremerton, Wash.
 Sturgeon Bay, Wis.

Ch. 45 (656-662 mc)

Tuscaloosa, Ala.
 Cairo, Ga.
 * Rockford, Ill.
 Atlantic, Iowa
 Princeton, Ky.
 Cadillac, Mich.
 Owatonna, Minn.
 Mexico, Mo.
 † WKNE-TV Keene, N. H.
 Kinston, N. C.
 Wahpeton, N. D.
 Muskogee, Okla.
 † WKST-TV New Castle, Pa.
 Laurens, S. C.
 Floydada, Tex.
 Waxahachie, Tex.
 * Charlottesville, Va.
 * Wenatchee, Wash.

Ch. 46 (662-668 mc)

Malvern, Ark.
 Riverside, Calif.
 † KBIC (TV) Sacramento, Calif.
 Pensacola, Fla.
 † WICS (TV) Springfield, Ill.
 South Bend, Ind.
 Parsons, Kan.
 Franklin, La.
 † WSEE-TV Fall River, Mass.
 Bad Axe, Mich.
 Louisville, Miss.
 Rolla, Mo.
 † WFGP-TV Atlantic City, N. J.
 Hobbs, N. M.
 Raton, N. M.
 * WTVZ (TV) Binghamton, N. Y.
 Dunkirk, N. Y.
 † WCG-TV Durham, N. C.
 McMinnville, Ore.
 † WCHA-TV Chambersburg, Pa.
 Madison, S. D.
 Bristol, Tenn.-Va.
 Dyersburg, Tenn.
 McMinnville, Tenn.
 Lufkin, Tex.
 † KSHM (TV) Sherman, Tex.
 Logan, Utah
 Newport, Vt.
 * Wausau, Wis.

Ch. 47 (668-674 mc)

Sheffield, Ala.
 † KJEO (TV) Fresno, Calif.
 † WETV (TV) Macon, Ga.
 Dixon, Ill.
 * Lafayette, Ind.
 Concordia, Kan.
 * Portland, Me.
 Mount Pleasant, Mich.
 Jackson, Miss.
 † WDHN (TV) New Brunswick, N. J.
 Tiffin, Ohio
 McAlester, Okla.
 † WTVG (TV) Pittsburgh, Pa.
 Sumter, S. C.
 Corsicana, Tex.
 * Galveston, Tex.
 Fredericksburg, Va.
 * Yakima, Wash.

Ch. 48 (674-680 mc)

† WJLN-TV Birmingham, Ala.
 † WKAB-TV Mobile, Ala.
 † John A. Viator Jr., San Jose, Calif.
 Moultrie, Ga.
 Alton, Ill.
 Joliet, Ill.
 * Topeka, Kan.
 Jennings, La.
 † WIBM-TV Jackson, Mich.
 Manchester, N. H.
 Wildwood, N. J.
 † WPNY-TV Watertown, N. Y.
 * Gastonia, N. C.
 * Cincinnati, Ohio
 Guthrie, Okla.

Gallatin, Tenn.
 Memphis, Tenn.
 College Station, Tex.
 San Benito, Tex.
 † WOSH-TV Oshkosh, Wis.

Ch. 49 (680-686 mc)

Greenville, Ala.
 Visalia, Calif.
 † WSJL (TV) Bridgeport, Conn.
 † WLBC-TV Muncie, Ind.
 Marshalltown, Iowa
 Arkansas City, Kan.
 Yazoo City, Miss.
 Clinton, Mo.
 Columbus, Neb.
 Southern Pines, N. C.
 † WAKR-TV Akron, Ohio
 Corvallis, Ore.
 † WNOW-TV York, Pa.
 † WOUC (TV) Chattanooga, Tenn.
 Gainesville, Tex.
 Jasper, Tex.
 Rutland, Vt.
 Ellensburg, Wash.
 † WKNA-TV Charleston, W. Va.
 Racine, Wis.

Ch. 50 (686-692 mc)

Camden, Ark.
 Santa Rosa, Calif.
 Greeley, Colo.
 La Grange, Ga.
 Evansville, Ind.
 Gary, Ind.
 Fort Madison, Iowa
 Chanute, Kan.
 † WEHT (TV) Henderson, Ky.
 † WBOS-TV Boston, Mass.
 Detroit, Mich.
 Biloxi, Miss.
 Nebraska City, Neb.
 † WMEV-TV Marion, Va.
 Bremerton, Wash.
 Sparta, Wis.

Ch. 51 (692-698 mc)

Tuscaloosa, Ala.
 Tallahassee, Fla.
 Milledgeville, Ga.
 Logansport, Ind.
 Louisville, Ky.
 Saginaw, Mich.
 Austin, Minn.
 Rochester, N. H.
 * Greensboro, N. C.
 Blackwell, Okla.
 † WLEV-TV Bethlehem, Pa.
 Maryville, Tenn.
 Paris, Tenn.
 Weatherford, Tex.
 † WLTV (TV) Wheeling, W. Va.

Ch. 52 (698-704 mc)

Hot Springs, Ark.
 Corona, Calif.
 † KAGR-TV Yuba City, Calif.
 Gainesville, Ga.
 † WSJV Elkhart, Ind.
 † WRAY-TV Princeton, Ind.
 Oskaloosa, Iowa
 Olathe, Kan.
 Hagerstown, Md.
 Barnstable, Mass.
 Kosciusko, Miss.
 Farmington, Mo.
 Fremont, Neb.
 † WOCN (TV) Atlantic City, N. J.
 * Raton, N. M.
 Amsterdam, N. Y.
 Henderson, N. C.
 Springfield, Ohio
 Brenham, Tex.
 Denison, Tex.
 Falfurrias, Tex.
 Norton, Va.
 Hoquiam, Wash.

Ch. 53 (704-710 mc)

Fresno, Calif.
 † WATR-TV Waterbury, Conn.
 Cedartown, Ga.
 Lincoln, Ill.
 Bastrop, La.
 † WPMT (TV) Portland, Me.
 Aboskie, N. C.
 Findlay, Ohio
 Shawnee, Okla.
 † WKJF-TV Pittsburgh, Pa.
 Clarksville, Tenn.
 San Marcos, Tex.

Terrell, Tex.
 * Huntington, W. Va.

Ch. 54 (710-716 mc)

Bessemer, Ala.
 Helena, Ark.
 San Jose, Calif.
 Quincy, Fla.
 † WTVI (TV) Belleville, Ill.
 Fairfield, Iowa
 Leavenworth, Kan.
 Oakdale, La.
 † WLSU-TV Lansing, Mich.
 Nashua, N. H.
 * Nantux, N. C.
 † WTCN-TV Cincinnati, Ohio
 Pryor Creek, Okla.
 Aiken, S. C.
 Morristown, Tenn.
 Bryan, Tex.
 Lexington, Va.
 Fond du Lac, Wis.

Ch. 55 (716-722 mc)

Muncie, Ind.
 El Dorado, Kan.
 Rumford, Me.
 † WBYN-TV Springfield-Holyoke, Mass.
 Rochester, Minn.
 † Mount Airy, N. C.
 * Akron, Ohio
 Ardmore, Okla.
 Albany, Ore.
 † WHP-TV Harrisburg, Pa.
 Lake City, S. C.
 * Chattanooga, Tenn.
 Union City, Tenn.
 Wenatchee, Wash.
 Racine, Wis.

Ch. 56 (722-728 mc)

* Auburn, Ala.
 Petaluma, Calif.
 * Evansville, Ind.
 Hammond, Ind.
 Dubuque, Iowa
 † WTAU-TV Boston, Mass.
 * Detroit, Mich.
 † WCGM-TV Gulfport, Miss.
 West Point, Miss.
 Carthage, Mo.
 * Asheville, N. C.
 Willson, N. C.
 Chillicothe, Ohio
 El Reno, Okla.
 † WARD-TV Johnstown, Pa.
 Crockett, Tex.
 * Tacoma, Wash.

Ch. 57 (728-734 mc)

Norwich, Conn.
 Marietta, Ga.
 * Terre Haute, Ind.
 Middlesborough, Ky.
 Hammond, La.
 † WKNC-TV Saginaw, Mich.
 Albert Lea, Minn.
 † WCOG-TV Greensboro, N. C.
 † WGLV (TV) Easton, Pa.
 Cleburne, Tex.
 * Wheeling, W. Va.
 † WRBJ-TV Beloit, Wis.

Ch. 58 (734-740 mc)

Selma, Ala.
 Paragould, Ark.
 Shelbyville, Ind.
 Muscatine, Iowa
 Opelousas, La.
 † WBCK-TV Battle Creek, Mich.
 † WRTV (TV) Ashbury Park, N. J.
 † WJTN-TV Jamestown, N. Y.
 Mount Vernon, Ohio
 Anadarko, Okla.
 † KMIV (TV) Miami, Okla.
 Anderson, S. C.
 Lebanon, Tenn.
 Hebronville, Tex.
 Taylor, Tex.
 Brattleboro, Vt.
 Aberdeen, Wash.
 Martinsburg, W. Va.
 * Adams, Wis.

Ch. 59 (740-746 mc)

† WELL-TV New Haven, Conn.
 * Wilmington, Del.
 Rome, Ga.
 Centralia, Ill.
 † WFAM-TV Lafayette, Ind.
 † WPTV (TV) Ashland, Ky.
 Biddford, Me.
 † WEBS-TV Buffalo, N. Y.
 Kannaapolis, N. C.
 Fremont, Ohio
 Seminole, Okla.

* Channel reserved for noncommercial educational use † Post freeze grantee not on the air as of July 20 ‡ Post freeze station on the air and operating commercially § Existing (pre-freeze) station

TV ALLOCATIONS

<p>Kilgore, Tex. Shoygan, Wis. Ch. 60 (746-752 mc)</p> <p>Culman, Ala. Jose, Calif. Athens, Ga. Kewanee, Ill. Washington, Ind. Arlington, Kan. WCT (TV) Richmond, Ky. WHTV-TV Baltimore, Md. WJAR-TV East Lansing, Mich. Middletown, N. Y. Newark, Ohio Blacksburg, Va. Olympia, Wash. Ch. 61 (752-758 mc)</p> <p>Newman, Ga. Candole, Ill. Macomb, Ill. Anderson, Ind. WMR-TV New Orleans, La. WFLP (TV) Springfield, Mass. Wiona, Minn. Akron, Ohio Pawnee Valley, Okla. WILUM-TV Reading, Pa. Rock Hill, S. C. Keosauha, Wis. Ch. 62 (758-764 mc)</p> <p>Conway, Ark. Napa, Calif. WIE (TV) Evansville, Ind. Michigan City, Ind. Dubuque, Iowa KJ (TV) Alexandria, La.</p>	<p>† WFMD-TV Frederick, Md. Brockton, Mass. Detroit, Mich. Oneonta, N. Y. † WISE-TV Asheville, N. C. Athens, Ohio Bartlesville, Okla. Shelbyville, Tenn. New Braunfels, Tex. Tacoma, Wash. Ch. 63 (764-770 mc)</p> <p>†*WCTN (TV) Norwich, Conn. Cartersville, Ga. Terre Haute, Ind. Mayfield, Ky. Middlesborough, Ky. Bay City, Mich. Red Wing, Minn. Burlington, N. C. Bellefontaine, Ohio † WAZL-TV Hazelton, Pa. Washington, Pa. Hillsboro, Tex. Janesville, Wis. Ch. 64 (770-776 mc)</p> <p>Talladega, Ala. Blytheville, Ark. Clinton, Iowa Lexington, Ky. Eunice, La. Pittsfield, Mass. † WBKZ-TV Battle Creek, Mich. Brodgett, N. J. Statesville, N. C. Chickasha, Okla. Oil City, Pa. Gonzales, Tex. † WCHV-TV Charlottesville, Va.</p>	<p>Ch. 65 (776-782 mc)</p> <p>Meriden, Conn. Streator, Ill. Newton, Iowa Bath, Me. Kansas City, Mo. † WERE-TV Cleveland, Ohio Hamilton-Middletown, Ohio Sunbury, Pa. Union, S. C. McKinney, Tex. * Ellensburg, Wash. Manitowoc, Wash. Ch. 66 (782-788 mc)</p> <p>* Gary, Ind. † WKNY-TV Kingston, N. Y. * Malone, N. Y. * Muskogee, Okla. * Erie, Pa. * Richland Center, Wis. Ch. 67 (788-794 mc)</p> <p>* DeKalb, Ill. † WNES (TV) Indianapolis, Ind. Lafayette, Ind. Warren, Ohio Allentown, Pa. † WNOCK-TV Columbia, S. C. Harriman, Tenn. Ch. 68 (794-800 mc)</p> <p>Bedford, Ind. Fall River, Mass. * Clemson, S. C. Tullahoma, Tenn. Ch. 69 (800-806 mc)</p> <p>Pekin, Ill. Fort Wayne, Ind.</p>	<p>Bogalusa, La. * Andover, N. J. * Stillwater, Okla. Greenville, Tex. Ch. 70 (806-812 mc)</p> <p>Anniston, Ala. * Hammonont, N. J. * Bowling Green, Ohio Bedford, Pa. Newberry, S. C. * Austin, Tex. Ch. 71 (812-818 mc)</p> <p>†*WCTB (TV) Bridgeport, Conn. * Muncie, Ind. * Grinnel, Iowa † WTPA (TV) Harrisburg, Pa. Ch. 72 (818-824 mc)</p> <p>† General Bcstg. Co., Lawrence, Mass. Ch. 73 (824-830 mc)</p> <p>Harlan, Ky. * Bay City, Mich. † WLOK-TV Lima, Ohio † WFMJ-TV Youngstown, Ohio † WTVU (TV) Scranton, Pa. Dallas, Tex. Ch. 74 (830-836 mc)</p> <p>Blytheville, Ark. † WMGT (TV) North Adams, Mass. * Freehold, N. J. Cincinnati, Ohio Ch. 75 (836-842 mc)</p> <p>Patchogue, N. Y.</p>	<p>Ch. 76 (848-854 mc)</p> <p>Springfield, Ohio Ch. 77 (848-854 mc)</p> <p>* Montclair, N. J. Ch. 78 (854-860 mc)</p> <p>(Channel not assigned) Ch. 79 (860-866 mc)</p> <p>(Channel not assigned) Ch. 80 (866-872 mc)</p> <p>* North Adams, Mass. * Camden, N. J. Salisbury, N. C. Ch. 81 (872-878 mc)</p> <p>New London, Conn. Ch. 82 (878-884 mc)</p> <p>* Amherst, Mass. Ch. 83 (884-890 mc)</p> <p>* Wilmington, Del. * Poughkeepsie, N. Y.</p>
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[Note: FCC from time to time reassigns vhf and uhf allocations to correct sub-standard spacing and for other reasons; these changes will be published in BROADCASTING-TELECASTING when they are proposed and again when finalized.]

APPLICANTS FOR TELEVISION STATIONS

ALABAMA

MOBILE: Mobile Television Corp., Ch. 5, B-T 7/14/52.
MOBILE: WKRG-TV Inc., Ch. 5, B-T 1/12/52.
MONTGOMERY: Alabama Television Co., Ch. 13, B-T 7/21/52.
MONTGOMERY: Montgomery Bcstg. Co. (WFS), Ch. 12, B-T 6/23/52.
MONTGOMERY: Southern Bcstg. (WJJJ), Ch. 3, B-T 7/28/52.
MONTGOMERY: Southern Enterprises, Ch. 20, B-T 10/13/52, 6/16/52.
PHENIX CITY: Community Bcstg. (WPNX), Ch. 28, B-T 10/13/52.

ARIZONA

PHOENIX: Arizona Television Co., Ch. 3, B-T 2/23/53.
PHOENIX: Desert Adv. Co., Ch. 3, B-T 5/4/53.
PHOENIX: KTAR Bcstg. Co. (KTAR), Ch. 3, B-T 7/7/52.

ARKANSAS

EL DORADO: Southern Arkansas Television Co., Ch. 10, B-T 3/2/53.
EL DORADO: TV Enterprises Inc. (KARK Little Rock), Ch. 10, B-T 3/16/53.
FORT SMITH: American Television Co., Ch. 5, B-T 7/21/52.
FORT SMITH: George T. Herrreich, Ch. 5, B-T 7/7/52.
HOT SPRINGS: Southern Newspapers Inc., Ch. 9, B-T 6/29/53.
LITTLE ROCK: Arkansas Bcstg. Co. (KLRA), Ch. 11, B-T 7/28/52.
LITTLE ROCK: Arkansas Television Co., Ch. 11, B-T 7/14/52.
LITTLE ROCK: Wrather, Hill & Alvarez, Ch. 11, B-T 7/21/52.
NORTH LITTLE ROCK: Arkansas Telecasters Co., Ch. 11, B-T 7/20/53.

CALIFORNIA

EL CENTRO: Valley Empire Telecasters, Ch. 11, B-T 2/16/53.
EL CENTRO: Valradio Inc., Ch. 16, B-T 1/11/53.
FRESNO: California Inland Bcstg. Co. (KFRE), Ch. 12, B-T 7/7/52.
FRESNO: KARM, The George Harm Station (KARM), Ch. 12, B-T 7/7/52.
LOS ANGELES: KFVB Bcstg. Corp. (KFVB), Ch. 34, B-T 3/2/53.
LOS ANGELES: Lawrence A. Harvey, Ch. 34, B-T 11/17/52, 11/24/52.

LOS ANGELES: Spanish International Television Inc., Ch. 34, B-T 11/24/52.
MERCED: Merced TV Corp., Ch. 34, B-T 5/25/53.

MODESTO: KTRB Bcstg. Co. (KTRB), Ch. 14, B-T 6/15/53.

MODESTO: Ralph M. Brown, Ch. 14, B-T 12/1/52.

MODESTO: Charles Thieriot, Ch. 14, B-T 9/29/52.

OAKLAND: Channel Two Inc., Ch. 2, B-T 11/10/52.

OAKLAND: Tribune Bldg. Co. (KLX), Ch. 2, B-T 6/30/52.

RIVERSIDE: California Telecasters, Ch. 40, B-T 7/14/52.

SACRAMENTO: Cal Tel Co., Ch. 40, B-T 10/13/52, 4/21/53.

SACRAMENTO: KCRA Inc. (KCRA), Ch. 3, B-T 7/7/52.

SACRAMENTO: McClatchy Bcstg. Co. (KFBK), Ch. 10, B-T 7/7/52, 11/3/52.

SACRAMENTO: Sacramento Broadcasters Inc. (KXOA), Ch. 3, B-T 7/7/52, 8/25/52.

SACRAMENTO: Sacramento Telecasters Inc., Ch. 10, B-T 7/7/52.

SAN BERNARDINO: Orange Belt Telecasters, Ch. 30, B-T 9/15/52.

SAN FRANCISCO: General Teleradio Inc. (KFRC), Ch. 2, B-T 10/20/52.

SAN JOSE: FM Radio & Television Corp., Ch. 11, B-T 7/14/52, 7/21/52.

SAN JOSE: Standard Radio & Television Co., Ch. 11, B-T 7/21/52.

SANTA MONICA: KOWL Inc. (KOWL), Ch. 52, B-T 1/19/53.

STOCKTON: KXOB Inc. (KXOB), Ch. 13, B-T 8/4/52.

STOCKTON: E. F. Peffer (KGDM), Ch. 13, B-T 7/14/52.

STOCKTON: Radio Diablo Inc., Ch. 13, B-T 7/14/52.

WASCO: Maple Leaf Bcstg. Co. (KWSO), Ch. 33, B-T 7/7/52.

CONNECTICUT

HARTFORD: Connecticut Bcstg. Co. (WDR), Ch. 3, B-T 7/7/52.

HARTFORD: General Teleradio Inc. (WOR New York), Ch. 18, B-T 7/14/52.

HARTFORD: Hartford Telecasting Co. Inc., Ch. 3, B-T 7/7/52.

HARTFORD: Hartford Times Inc. (WHTT), Ch. 18, B-T 7/7/52.

HARTFORD: Travelers Bcstg. Service Corp. (WTIC), Ch. 3, B-T 4/21/52.

DELAWARE

WILMINGTON: Delaware Bcstg. Co. (WILM), Ch. 83, B-T 6/8/53.

WILMINGTON: Independence Bcstg. Co. (WHAT Philadelphia), Ch. 83, B-T 5/25/53.

DISTRICT OF COLUMBIA

WASHINGTON (Arlington, Va.): Arlington-Fairfax Bcstg. Co. (WEAM), Ch. 20, B-T 7/14/52.

WASHINGTON: (Silver Spring, Md.): Capital Bcstg. Co. (WWDC), Ch. 20, B-T 7/8/52.

WASHINGTON: Metropolitan Television Corp. (WGMS), Ch. 20, B-T 7/7/52.

FLORIDA

CLEARWATER: W. Frank Hobbs d/b as Pioneer Gulf Television Broadcasters, Ch. 32, B-T 7/7/52.

DAYTONA BEACH: News Journal Corp. (WNDB), Ch. 2, B-T 7/21/52.

DAYTONA BEACH: Telrad Inc. (WMFJ), Ch. 2, B-T 7/7/52.

JACKSONVILLE: City of Jacksonville (WJAX), Ch. 12, B-T 6/30/52.

JACKSONVILLE: Florida-Georgia Television Co., Ch. 12, B-T 8/25/52.

JACKSONVILLE: Jacksonville Bcstg. Corp. (WPDQ), Ch. 12, B-T 7/14/52.

MIAMI: Biscayne Television Corp., Ch. 7, B-T 12/15/52.

MIAMI: East Coast Television, Ch. 7, B-T 12/29/52.

MIAMI: Mel Foster and Harold Hoersch, Ch. 7, B-T 12/22/52.

MIAMI: Miami Biscayne Television Corp. (WINZ Hollywood, Fla.), Ch. 33, B-T 1/26/53.

MIAMI: Jack C. Stein, Ch. 7, B-T 12/22/52.

MIAMI: Sun Coast Bcstg. Corp. (WMIE), Ch. 27, B-T 7/7/52.

MIAMI: Television Corporation of Greater Miami, Ch. 33, B-T 1/19/53.

MIAMI: L. B. Wilson Inc. (WCKY Cincinnati), Ch. 10, B-T 3/30/53.

MIAMI BEACH: David Haber (WFEC Miami), Ch. 19, B-T 1/19/53.

MIAMI BEACH: WKAT Inc. (WKAT), Ch. 10, B-T 6/23/52.

MIAMI BEACH: Robert W. Rounsaville (WMBM), Ch. 27, B-T 1/26/53.

NORTH MIAMI: North Dade Video Inc., Ch. 10, B-T 4/27/52.

ORLANDO: Central Florida Enterprises Inc., Ch. 6, B-T 9/29/52.
 ORLANDO: Central Florida Publishing Co., Ch. 16, B-T 11/3/52.
 ORLANDO: Hazelwood Inc. (WLOF), Ch. 9, B-T 11/24/52.
 ORLANDO: Orlando Bcstg. Co. (WDBO), Ch. 9, B-T 7/28/52.
 ORLANDO: Orange Television Enterprises, Ch. 18, B-T 12/1/52.
 ORLANDO: WHOO Inc. (WHOO), Ch. 9, B-T 6/23/52.
 ORLANDO: WORZ Inc. (WORZ), Ch. 9, B-T 7/21/52.
 PALM BEACH: Palm Beach Bcstg. Corp. (WPBG), Ch. 12, B-T 7/7/52.
 TAMPA: Orange Television Bcstg. Co., Ch. 13, B-T 7/14/52.
 TAMPA: Tampa Television Co., Ch. 13, B-T 9/29/52, 10/20/52.
 TAMPA: Tampa Times Co. (WDAE), Ch. 13, B-T 6/30/52.
 TAMPA: Tribune Co. (WFLA), Ch. 8, B-T 6/30/52.
 TARPON SPRINGS: WBOY Inc. (WBOY), Ch. 32, B-T 2/2/53.
 WEST PALM BEACH: Palm Beach Television Inc., Ch. 5, B-T 7/14/52.
 WEST PALM BEACH: Television Theatre of the Palm Beach Inc., Ch. 12, B-T 7/7/52.
 WEST PALM BEACH: W. J. N. O. Inc. (WJNO), Ch. 5, B-T 7/28/52.

GEORGIA

ALBANY: Albany Bcstg. Co. (WGPC), Ch. 10, B-T 8/4/52.
 ALBANY: Herald Publishing Co. (WALB), Ch. 10, B-T 7/28/52.
 ALBANY: Southeastern Bcstg. System, Ch. 10, B-T 6/23/52.
 ATLANTA: Robert W. Rounsaville (WQXI), Ch. 36, B-T 9/15/52.
 ATLANTA: WEAS Inc. (WEAS Decatur, Ga.), Ch. 36, B-T 9/15/52.
 ATLANTA: Board of Regents. University System of Georgia, for Georgia Institute of Technology (WGST), Ch. 36, B-T 2/2/52.
 AUGUSTA: Augusta TV Co., Ch. 12, B-T 3/23/53.
 AUGUSTA: Garden City Bcstg. Co. (WAUG), Ch. 6, B-T 7/28/52.
 AUGUSTA: Georgia-Carolina Bcstg. Co. (WJBF), Ch. 6, B-T 6/2/52.
 AUGUSTA: Martin Theatres of Georgia Inc., Ch. 6, B-T 10/20/52.
 AUGUSTA: Radio Augusta Inc. (WRDW), Ch. 12, B-T 7/7/52.
 AUGUSTA: Twin States Bcstg. Co. (WGAC), Ch. 12, B-T 6/30/52.
 COLUMBUS: Georgia-Alabama Bcstg. Corp. (WGBA), Ch. 4, B-T 7/7/52, 11/3/52.
 COLUMBUS: J. W. Woodruff and J. W. Woodruff Jr. (WRBL), Ch. 4, B-T 7/7/52.
 DOUGLAS: WDMG Inc. (WDMG), Ch. 32, B-T 7/28/52.
 SAVANNAH: WJIV-TV Inc. (WJIV), Ch. 3, B-T 7/7/52.
 SAVANNAH: WSAV Inc. (WSAV), Ch. 3, B-T 6/16/52.
 THOMASVILLE: E. D. Rivers Sr., Ch. 6, B-T 7/14/52.
 WAYCROSS: Teletronics Inc. (WACL), Ch. 16, B-T 7/28/52.

ILLINOIS

CHESTER (Centralia): Donze Enterprises Inc. (KSGM Ste. Genevieve, Mo.), Ch. 59, B-T 2/16/53.
 CHICAGO: Zenith Radio Corp., Ch. 2, B-T 6/9/52, 6/8/53.
 JOLIET: Joliet Television Inc. (WJOL), Ch. 48, B-T 10/13/52.
 JOLIET: Sanders Bros., Ch. 48, B-T 7/14/52, 9/29/52.
 PEORIA: Wayland and Mary Brooks d/b as Brookwell Enterprises, Ch. 8, B-T 5/4/53.
 PEORIA: WIRL Television Co. (WIRL), Ch. 8, B-T 7/14/52, 12/8/52.
 PEORIA: WMBD Inc. (WMBD), Ch. 8, B-T 1/12/53, 6/16/52.
 SPRINGFIELD: Capitol City TV Co., Ch. 2, B-T 5/18/53.
 SPRINGFIELD: Sangamon Valley Television Corp. (WTAX), Ch. 2, B-T 6/30/52, 8/18/52.
 SPRINGFIELD: WMAV-TV Inc. (WMAV), Ch. 2, B-T 7/28/52.

INDIANA

EVANSVILLE: Evansville Television Inc., Ch. 7, B-T 6/30/52.
 EVANSVILLE: On the Air Inc. (WGBF), Ch. 7, B-T 7/7/52, 12/9/52.

EVANSVILLE: Premier Television Inc., Ch. 62, B-T 7/21/52.
 EVANSVILLE: South Central Bcstg. Corp. (WIKY), Ch. 7, B-T 6/23/52.
 EVANSVILLE: WFBM Inc. (WEOA), Ch. 7, B-T 8/18/52.
 FORT WAYNE: Radio Fort Wayne Inc. (WANE), Ch. 69, B-T 7/28/52, 9/8/52.
 FORT WAYNE: Anthony Wayne Bcstg., Ch. 69, B-T 9/29/52.
 INDIANAPOLIS: Crosley Bcstg. Corp. (WLW Cincinnati), Ch. 8, B-T 8/4/52, 1/12/53.
 INDIANAPOLIS: Indianapolis Bcstg. Inc. (WIRE), Ch. 13, B-T 7/14/52.
 INDIANAPOLIS: Mid-West TV Corp., Ch. 13, B-T 6/30/52.
 INDIANAPOLIS: Television Indianapolis Inc., Ch. 8, B-T 7/14/52.
 INDIANAPOLIS: Universal Bcstg. Co. (WISH), Ch. 8, B-T 6/23/52.
 INDIANAPOLIS: WIBC Inc., Ch. 13, B-T 7/14/52.
 LOGANSPOUT: Logansport Broadcasting Corp. (WSAL), Ch. 16, B-T 7/7/52.
 NOTRE DAME: Michiana Telecasting Corp., Ch. 46, B-T 12/1/52.
 SOUTH BEND: South Bend Bcstg. Co. (WHOT), Ch. 46, B-T 7/7/52.
 SOUTH BEND: South Bend Telecasting Corp., Ch. 46, B-T 6/23/52.
 TERRE HAUTE: John R. Figg, Ch. 10, B-T 7/28/52.
 TERRE HAUTE: Polan Industries, Ch. 63, B-T 9/22/52, 10/13/52.
 TERRE HAUTE: Chapman S. Root, Ch. 63, B-T 10/6/52.
 TERRE HAUTE: Wabash Valley Bcstg. Corp. (WTHI), Ch. 10, B-T 7/7/52.

IOWA

DES MOINES: Central Bcstg. Co. (WHO), Ch. 13, B-T 7/7/52.
 DES MOINES: Cowies Bcstg. Co. (KRNT), Ch. 8, B-T 6/30/52.
 DES MOINES: Independent Broadcasting Co. (KIOA), Ch. 13, B-T 7/7/52.
 DES MOINES: Murphy Bcstg. Co. (KSO), Ch. 8, 7/7/52.
 MASON CITY: Lee Radio Inc. (KGLO), Ch. 3, B-T 9/1/52.
 OTTUMWA: KBIZ Inc. (KBIZ), Ch. 15, B-T 12/8/52.
 OTTUMWA: Oitumwa Telecasting Corp., Ch. 15, B-T 2/2/53.
 OTTUMWA: Valley TV & Radio Inc., Ch. 15, B-T 12/1/52.
 SIOUX CITY: KCOM Bcstg. Co. (KCOM), Ch. 4, B-T 6/30/52.
 SIOUX CITY: Perkins Bros. Co. (KSCJ), Ch. 4, B-T 7/7/52.
 WATERLOO: Charles H. Gurney, Ch. 16, B-T 5/11/53.
 WATERLOO: Black Hawk Bcstg. Co. (KWWL), Ch. 7, B-T 7/14/52.
 WATERLOO: Josh Higgins Broadcasting Co. (KXEL), Ch. 7, B-T 7/14/52.
 WATERLOO: L. E. Kelly, Ch. 16, B-T 4/20/53.

KANSAS

TOPEKA: Alf M. Landon, Ch. 42, B-T 7/28/52.
 TOPEKA: R. F. Schoonover, Ch. 42, B-T 10/6/52.
 TOPEKA: WREN Bcstg. Co. (WREN), Ch. 42, B-T 8/11/52.
 WICHITA: KAKE Bcstg. Co. (KAKE), Ch. 10, B-T 7/14/52.
 WICHITA: KFBI Inc. (KFBI), Ch. 16, B-T 7/7/52.
 WICHITA: Mid Continent Television Inc., Ch. 3, B-T 7/7/52.
 WICHITA: The Radio KPH Co. (KPH), Ch. 3, B-T 7/7/52.
 WICHITA: Sunflower Television Co., Ch. 10, B-T 7/14/52, 10/13/52.
 WICHITA: Taylor Radio & TV Corp. (KANS), Ch. 3, B-T 7/7/52.
 WICHITA: Wichita Television Corp. Inc., Ch. 3, B-T 7/14/52.
 WICHITA: WKY Radiophone Co. (WKY), Ch. 10, B-T 7/7/52.

KENTUCKY

LEXINGTON: American Bcstg. Corp. (WLAP), Ch. 27, B-T 7/14/52.
 LEXINGTON: Bluegrass Bcstg. Co. (WVLK), Ch. 33, B-T 7/21/52.
 LEXINGTON: Central Kentucky Bcstg. Co. (WLEX), Ch. 64, B-T 6/25/52, 11/3/52.

LEXINGTON: West-Bingham Television Co., Ch. 27, B-T 7/28/52.
 MAYSVILLE: Standard Tobacco Co. (WFTM), Ch. 24, B-T 6/25/52.
 NEWPORT: Tri City Bcstg. Co. (WNOF), Ch. 74, B-T 7/20/53. Cincinnati channel.
 OWENSBORO: Owensboro on the Air Inc. (WVJS), Ch. 14, B-T 8/25/52.
 OWENSBORO: Owensboro Pub. Co. (WOMI), Ch. 14, B-T 7/7/52.
 PADUCAH: Columbia Amusement Co., Ch. 6, 7/7/52.
 PADUCAH: Pierce E. Lackey (WPAD), Ch. 43, B-T 3/30/53.
 PADUCAH: Paducah TV Co., Ch. 43, B-T 4/20/53.
 PADUCAH: WKYB Inc. (WKYB), Ch. 6, B-T 7/7/52.

LOUISIANA

ALEXANDRIA: Alexandria Bcstg. Co. (KALB), Ch. 5, B-T 6/16/52.
 ALEXANDRIA: KSYL Inc. (KSYL), Ch. 5, B-T 6/30/52.
 BATON ROUGE: Louisiana TV Bcstg. Corp., Ch. 2, B-T 4/6/53, 6/29/53.
 BATON ROUGE: Southern TV Co. of Baton Rouge, Ch. 2, B-T 4/13/53.
 BOGALUSA: Enterprise Pub. Co. (WIKC), Ch. 39, B-T 7/14/52, 5/4/52.
 BOGALUSA: Miss-Lou Inc. (WIKG), Ch. 39, B-T 8/4/52.
 LAFAYETTE: Camelia Bcstg. Co. (KLFY), Ch. 10, B-T 6/25/52, 11/3/52.
 LAFAYETTE: Evangeline Bcstg. Co. (KVOL), Ch. 10, B-T 11/17/52.
 LAKE CHARLES: Calcasieu Bcstg. Co. (KPLC), Ch. 7, B-T 7/14/52.
 LAKE CHARLES: SOWELA TV Inc. (KLOU), Ch. 7, B-T 7/14/52.
 MINDEN: Jacob A. Newborn Jr., Ch. 30, B-T 11/24/52.
 MINDEN: Parish Bcstg. Corp. (KAPK Shreveport), Ch. 30, B-T 2/23/53.
 NEW ORLEANS: Loyola U. (WWL), Ch. 4, B-T 6/23/52.
 NEW ORLEANS: James A. Noe (WNOE), Ch. 4, B-T 7/7/52.
 NEW ORLEANS: Times-Picayune Pub. Co. (WTPS), Ch. 4, B-T 9/29/52.
 SHREVEPORT: International Bcstg. Corp. (KWKH), Ch. 3, B-T 7/7/52.
 SHREVEPORT: KTBS Inc. (KTBS), Ch. 3, B-T 6/23/52.
 SHREVEPORT: Radio Station KRMD (KRMD), Ch. 12, B-T 7/7/52.
 SHREVEPORT: Shreveport Television Co., Ch. 12, B-T 7/7/52, 5/25/52.
 SHREVEPORT: Southland Television Co. (KCLJ), Ch. 12, B-T 7/14/52.

MAINE

PORTLAND: Murray Carpenter (formerly 50% owner of WABI-AM-TV Bangor), Ch. 13, B-T 8/10/53.
 PORTLAND: Guy Gannett Bcstg. Services (WGAN), Ch. 13, B-T 6/9/52.

MARYLAND

BALTIMORE: Baltimore Radio Show Inc.
 BALTIMORE: Chesapeake Television Bcstg. Inc., Ch. 18, B-T 7/7/52.
 CUMBERLAND: Maryland Radio Corp. (WTBO), Ch. 17, B-T 7/21/52.
 CUMBERLAND: Western Maryland Bcstg. Co. (WDYK), Ch. 17, B-T 7/21/52.
 HAGERSTOWN: Hagerstown Broadcasting Co. (WJEJ), Ch. 52, B-T 7/14/52.
 HAGERSTOWN: United Bcstg. Co. of Western Maryland (WARK), Ch. 52, B-T 6/23/52.
 SILVER SPRING: Capital Bcstg. Co. (WWDC Washington), Ch. 20 (Washington, D. C. channel), B-T 7/28/52.

MASSACHUSETTS

BOSTON: CBS (WEEL), Ch. 5, B-T 6/1/53.
 BOSTON: Greater Boston Television Corp., Ch. 5, B-T 1/26/53.
 BOSTON: Hildreth & Rogers Co., Ch. 5, B-T 7/7/52.
 BOSTON: Massachusetts Bay Telecasters, Ch. 5, B-T 6/22/53.
 BOSTON: Matherson Radio Co. (WHDH), Ch. 5, B-T 7/21/52.

WITTSFIELD: Greylock Bcstg. Co. (WBRK), Ch. 64, B-T 7/7/52.
WITTSFIELD: Western Mass. Bcstg. Co. (WB-DC), Ch. 64, B-T 8/11/52.
WORCESTER: WTAG Inc. (WTAG), Ch. 20, B-T 7/7/52.

MICHIGAN

LANSING: Bay Bcstg. Co. (WBCM), Ch. 5, B-T 7/7/52.
LANSING: James Gerity Jr. (WABJ), Ch. 5, B-T 7/28/52.
LANSING: Saginaw Bcstg. Co. (WSAM), Ch. 5, B-T 6/30/52.
DETROIT: Booth Radio & Television Stations Inc. (WJLB), Ch. 50, B-T 9/15/52.
DETROIT: Knight Newspapers Inc., Ch. 62, B-T 11/17/52.
DETROIT: UAW-CIO Bcstg. Corp. of Michigan, Ch. 62, B-T 3/2/53.
DETROIT: Woodward Bcstg. Co. (WCBO), Ch. 50, B-T 10/6/52.
FERNDALE-ROYAL OAK: Royal Oak Bcstg. Co. (WEXL), Ch. 62, B-T 8/18/52.
FLINT: W. S. Butterfield Theatres Inc. (WU-OM), Ch. 16, B-T 7/7/52.
FLINT: Trebit Corp. (WFDF), Ch. 12, B-T 7/7/52.
FLINT: WJR: The Goodwill Station Inc. (WJR Detroit), Ch. 12, B-T 7/14/52.
GRAND RAPIDS: Booth Radio & Television Stations Inc. (WJLB Detroit), Ch. 23, B-T 9/15/52.
GRAND RAPIDS: W. S. Butterfield Theatres Inc., Ch. 23, B-T 10/27/52.
GRAND RAPIDS: Music Bcstg. Co. (WGRD), Ch. 23, B-T 8/4/52.
GRAND RAPIDS: Peninsular Bcstg. Co., Ch. 23, B-T 7/6/53.
MENOMINEE: Green Bay Bcstg. Co. (WDUZ Green Bay, WMAW Menominee), Ch. 11, B-T 3/2/53.
MT. PLEASANT: Paul A. Brant (WCEN), Ch. 47, B-T 4/6/53.
SAGINAW: Booth Radio and Television Stations Inc. (WSGW), Ch. 51, B-T 9/8/52.
SAGINAW: Tri-City Television Corp., Ch. 51, B-T 8/18/52.

MINNESOTA

DULUTH: Head of the Lakes Bcstg. Co. (WE-BC), Ch. 3, B-T 7/7/52.
DULUTH: Lakehead Telecasters Inc. (WREX), Ch. 6, B-T 7/14/52.
DULUTH: Red River Bcstg. Co. (KDAL), Ch. 3, B-T 6/2/52.
MINNEAPOLIS: Family Bcstg. Corp. (KEYD), Ch. 9, B-T 6/30/52.
MINNEAPOLIS: Independent Bcstg. Co. (WL-DL), Ch. 9, B-T 7/7/52.
MINNEAPOLIS: Northwestern Schools, Bible College, College of Liberal Arts, Theological Seminary (KTIS), Ch. 23, B-T 3/23/53, 4/6/53.
MINNEAPOLIS: Twin Cities Bcstg. Corp. (WDGY), Ch. 9, B-T 7/28/52.
MINNEAPOLIS-ST. PAUL: Upper Midwest Television Co., Ch. 9, B-T 7/14/52.

MISSISSIPPI

BILOXI: WLOX Bcstg. Co. (WLOX), Ch. 13, B-T 8/25/52.
BILOXI: Radio Associates Inc. (WVMI), Ch. 13, B-T 7/21/52.
HATTIESBURG: Hattiesburg Television (WFOR), Ch. 9, B-T 2/2/53.
JACKSON: Delta Sales Corp., Ch. 3, B-T 11/17/52.
JACKSON: Lamar Bcstg. Co. (WJDX), Ch. 3, B-T 7/7/52, 11/24/52.
JACKSON: Mississippi Bcstg. Co. (WJQS), Ch. 47, B-T 7/21/52.

MISSOURI

CAPE GIRARDEAU: Hirsch Bcstg. Co. (KF-VS), Ch. 12, B-T 7/28/52.
JEFFERSON CITY: Capital Bcstg. Co. (KW-OS), Ch. 13, B-T 10/27/52.
JEFFERSON CITY: Capitol Television Corp., Ch. 13, B-T 11/24/52.
JEFFERSON CITY: The L. H. P. Co., Ch. 13, B-T 12/8/52.
JOPLIN: Air Time Inc. (KSWM), Ch. 12, B-T 7/7/52.
JOPLIN: Four States Bcstrs. Inc. (KFSB), Ch. 12, B-T 8/18/52.
KANSAS CITY: David Segal (KUDL), Ch. 65, B-T 7/13/53.

ST. LOUIS: Columbia Bcstg. System Inc. (KM-OK), Ch. 4, B-T 10/20/52.
ST. LOUIS: KWK Inc. (KWK), Ch. 4, B-T 7/7/52.
ST. LOUIS: KXOK Inc. (KXOK), Ch. 4, B-T 7/7/52.
ST. LOUIS: Missouri Valley TV Co., Ch. 4, B-T 3/23/53.
ST. LOUIS: St. Louis Amusement Co., Ch. 11, B-T 7/7/52.
ST. LOUIS: St. Louis Telecast Inc. (WEW), Ch. 11, B-T 6/30/52.
ST. LOUIS: 220 North Kingshighway Inc., Ch. 11, B-T 1/12/53.
WEST PLAINS: Robert F. Neathery (KWPM), Ch. 20, B-T 8/11/52.

NEBRASKA

HASTINGS: The Seaton Publishing Co. (KH-AS), Ch. 9, B-T 7/21/52.
HASTINGS: Strand Amusement Co., Ch. 5, B-T 8/25/52.
OMAHA: Herald Corp., Ch. 7, B-T 7/7/52.
OMAHA: Inland Bcstg. Co. (KBON), Ch. 7, B-T 7/14/52.
OMAHA: KFAB Bcstg. Co. (KFAB), Ch. 7, B-T 7/7/52.

NEVADA

HENDERSON: Boulder City Bcstg. Co. (KRAM Las Vegas), Ch. 2, B-T 3/9/53.
LAS VEGAS: Desert Television Co. (KRAM), Ch. 13, B-T 7/14/52.
LAS VEGAS: Southwestern Publishing Co. (KFSA), Ch. 2, B-T 7/28/52, 3/9/53.
LAS VEGAS: Western Television Co., Ch. 13, B-T 1/19/53.
RENO: R & L Co., Ch. 4, B-T 12/8/52.
RENO: Western Television Co., Ch. 4, B-T 1/19/53.

NEW HAMPSHIRE

MANCHESTER: Grandview Inc. (WKBR), Ch. 48, B-T 8/25/52.
MANCHESTER: N.H. Bcstg. Inc. (WFEE), Ch. 9, B-T 7/7/52.
MANCHESTER: Radio Voice of N.H. Inc. (WMUR), Ch. 9, B-T 8/18/52, 6/30/52.
MANCHESTER: Union Leader Corp., Ch. 48, B-T 11/3/52, 7/28/52.

NEW JERSEY

CAMDEN: South Jersey Bcstg. Co. (WKDN), Ch. 17, B-T 10/6/52.
TRENTON: Peoples Bcstg. Corp. (WITM), Ch. 41, B-T 1/26/53, 6/29/53.

NEW YORK

BINGHAMPTON: Binghamton Bcstrs. Inc. (WKOP), Ch. 40, B-T 7/21/52.
BINGHAMPTON: Southern Tier Radio Service Inc. (WINR), Ch. 40, B-T 7/7/52.
BUFFALO: Buffalo Courier Express Inc. (WE-BR), Ch. 7, B-T 7/21/52.
BUFFALO: Copper City Bcstg. Corp., Ch. 7, B-T 8/18/52.
BUFFALO: Niagara Frontier Amusement Corp., Ch. 2, 8/3/53.
BUFFALO: Victory TV Corp., Ch. 2, B-T 6/15/53.
BUFFALO: WGR Bcstg. Corp. (WGR), Ch. 2, B-T 6/30/52.
BUFFALO: WKBW Inc. (WKBW), Ch. 7, B-T 8/11/52.
ENDICOTT: Ottaway Stations Inc. (WENE), Ch. 40, B-T 8/4/52.
NEW YORK: City of N.Y. Municipal Bcstg. System, Ch. 31, B-T 4/28/52.
NEW YORK: WHOV-TV Inc. (50% each WHOM and WOV), Ch. 31, B-T 8/3/53.
NEW YORK: WNEW Inc. (WNEW), Ch. 31, B-T 10/27/52.
NIAGARA FALLS: Frontier TV Inc. (WJLL), Ch. 7, B-T 9/1/52.
NIAGARA FALLS: Niagara Falls Gazette Pub. Co. (WHLD), Ch. 2, B-T 7/7/52.
OLEAN: WHDL Inc. (WHDL), Ch. 54, B-T 9/1/52.
PLATTSBURG: Great Northern TV Inc. (WIRY), Ch. 28, B-T 7/21/52.
PLATTSBURG: Plattsburg Bcstg. Corp. (WE-AV), Ch. 28, B-T 7/7/52.
ROCHESTER: Federal Bcstg. System Inc. (WS-AY), Ch. 10, B-T 3/23/53.

NORTH CAROLINA

ASHEVILLE: Asheville Citizen-Times Co. (WWNC), Ch. 13, B-T 4/6/53.
ASHEVILLE: Skyway Bcstg. Co. (WLOS), Ch. 13, B-T 1/19/53, 6/30/52.
CHARLOTTE: Bcstg. Co. of South. (WIST), Ch. 9, B-T 7/7/52.
CHARLOTTE: Piedmont Electronics & Fixture Corp., Ch. 9, B-T 9/15/52.
CHARLOTTE: Radio Station WSOC Inc. (WS-OC), Ch. 9, B-T 6/30/52.
DURHAM: Durham Bcstg. Enterprises Inc. (WTIK), Ch. 11, B-T 4/21/52, 7/7/52.
DURHAM: Durham Radio Corp. (WDNC), Ch. 11, B-T 7/7/52.
DURHAM: Public Information Corp. of Durham (WSSB), Ch. 46, B-T 3/9/53, 4/27/53.
FAYETTEVILLE: Cape Fear Bcstg. Co. (WF-NC), Ch. 18, B-T 11/10/52.
FAYETTEVILLE: Fayetteville Bcstrs. Inc. (WFIB), Ch. 18, B-T 11/3/52.
FAYETTEVILLE: Rollins Bcstg. Inc. (WFBI), Ch. 18, B-T 11/10/52.
GOLDSBORO: Eastern Carolina Bcstg. Co., Ch. 34, B-T 6/15/53.
GOLDSBORO: Goldsboro TV Corp., Ch. 34, B-T 3/11/53.
HIGH POINT: High Point Enterprises Inc., Ch. 6, B-T 6/29/53.
RALEIGH: Capitol Bcstg. Co. (WRAL), Ch. 5, B-T 7/14/52.
RALEIGH: WPTF Radio Co. (WPTF), Ch. 5, B-T 5/19/52.
WILMINGTON: Wilmington TV Corp., Ch. 29, B-T 3/17/53.

NORTH DAKOTA

FARGO: North Dakota Bcstg. Co. (KCJB-AM-TV Minot), Ch. 13, B-T 6/9/52.
FARGO: Red River Valley TV Corp. (KFGO Fargo and KVOX Moorhead, Minn.), Ch. 13, B-T 9/29/52.
FARGO: Rudman TV Co. (KNDX-TV Minot), Ch. 13, B-T 12/8/52.
GRAND FORKS: Grand Forks Bcstg. Co., Ch. 10, B-T 8/10/53.

OHIO

CANTON: Brush-Moore Newspapers Inc. (WH-BC), Ch. 29, B-T 6/30/52.
CANTON: Stark Telecasting Corp. (WCMW), Ch. 29, B-T 4/13/53, 4/6/53, 7/7/52.
CANTON: Tri Cities Telecasting Inc., Ch. 29, B-T 7/13/53.
CINCINNATI: Gordon Bcstg. Co., Ch. 74, B-T 6/22/53.
CLEVELAND: United Bcstg. Co. (WHK), Ch. 19, B-T 6/9/52.
CLEVELAND: WJW Inc. (WJW), Ch. 19, 7/28/52.
ELYRIA: Elyria-Lorain Bcstg. Co. (WEOL), Ch. 31, B-T 8/11/52.
FREEMONT: Wolfe Bcstg. Corp. (WFRO), Ch. 72, B-T 4/21/52.
LORAIN: Lorain Journal Co., Ch. 31, B-T 7/7/52.
MANSFIELD: Fergum Theatres Inc., Ch. 36, B-T 7/14/52.
MANSFIELD: Mansfield Journal Co., Ch. 36, B-T 7/14/52.
PORTSMOUTH: Woodruff Inc., Ch. 30, B-T 11/24/52.
TOLEDO: Citizens Bcstg. Co., Ch. 11, 6/15/53.
TOLEDO: Community Bcstg. Co. (WTOL), Ch. 11, 9/22/52.
TOLEDO: Crosley Bcstg. Corp., Ch. 11, B-T 1/12/53, 8/18/52.
TOLEDO: Maumee Valley Bcstg. Co., Ch. 11, B-T 7/6/53.
TOLEDO: Toledo Blade Co., Ch. 11, B-T 7/14/52.
TOLEDO: Unity Corp. Inc. (WTOD), Ch. 11, B-T 7/28/52.

OKLAHOMA

ENID: Enid Radiophone Co. (KCRC), Ch. 5, B-T 7/14/52.
ENID: Streets Electronics Inc., Ch. 5, B-T 11/7/52.
MUSKOGEE: Okla. Press Pub. Co. (KBIX), Ch. 8, B-T 10/13/52.
MUSKOGEE: Tulsa Bcstg. Co. (KTUL Tulsa), Ch. 8, B-T 7/7/52.

TV APPLICATIONS

TULSA: Central Plains Enterprises Inc. 50% KVOO, 50% KRMG), Ch. 2, B-T 2/23/53.
 TULSA: Fryer TV Co., vhf Ch. 2, B-T 11/17/52, 3/23/53.
 TULSA: Oil Capital TV Corp., Ch. 2, B-T 2/23/53.
 TULSA: Arthur R. Olson, Ch. 17, B-T 11/3/52.
 TULSA: Tulsa Television Co., Ch. 17, B-T 8/4/52.
 TULSA: TulsVision Inc., Ch. 2, B-T 6/22/53.

OREGON

EUGENE: TV Airways Inc., Ch. 26, B-T 8/17/53.
 KLAMATH FALLS: KFJI Bcstrs. (KFJI), Ch. 2, B-T 7/14/52.
 KLAMATH FALLS: Klamath Falls TV Inc., Ch. 2, B-T 3/16/53.
 PORTLAND: Cascade TV Co., Ch. 8, B-T 9/15/52.
 PORTLAND: Columbia Empire Telecasters Inc., Ch. 12, B-T 7/14/52.
 PORTLAND: Mount Hood Radio & TV Bcstg. Corp. (KOIN), Ch. 6, B-T 6/29/53, 7/28/52.
 PORTLAND: Mt. Scott Telecasters Inc., Ch. 21, B-T 7/7/52.
 PORTLAND: North Pacific TV Inc., Ch. 8, B-T 9/1/52, 8/18/52.
 PORTLAND: Northwest Television & Bcstg. Co., Ch. 12, B-T 10/20/52, 7/28/52.
 PORTLAND: Oregon Television Inc., Ch. 12, B-T 7/7/52.
 PORTLAND: Portland TV Inc., Ch. 8, B-T 7/14/52.
 PORTLAND: Westinghouse Radio Stations Inc. (KEX), Ch. 8, B-T 6/22/52.
 SALEM: Oregon Radio Inc. (KSLM), Ch. 3, B-T 7/7/52.
 SALEM: Willamette-land Television Inc., Ch. 3, B-T 11/24/52.

PENNSYLVANIA

ALLENTOWN: Allentown Television Corp., Ch. 45, B-T 11/3/52, 7/21/52.
 ALLENTOWN: Penn-Allen Bcstg. Co. (WF-MZ), Ch. 45, 11/17/52, 7/21/52.
 ALLENTOWN: Queen City TV Co., Ch. 39, B-T 7/7/52, 7/21/52.
 BRADDOCK: Matta Enterprises (WLOA), Ch. 4 (Irwin-Pittsburgh channel), B-T 12/15/52.
 ERIE: Civic Television Inc., Ch. 35, B-T 10/20/52.
 ERIE: Commodore Perry Bcstg. Service, Ch. 66, B-T 8/11/52.
 ERIE: Erie Television Corp., Ch. 66, B-T 7/21/52.
 ERIE: Great Lakes Television Co., Ch. 35, B-T 11/17/52, 7/7/52.
 HARRISBURG: Kendrick Bcstg. Co. Inc. (WHGB), Ch. 27, B-T 10/20/52, 7/7/52.
 HARRISBURG: Rossmoyne Corp., Ch. 27, B-T 6/29/53, 10/20/52, 7/7/52.
 IRWIN: Irwin Community TV Co., Ch. 4 (Irwin-Pittsburgh channel), B-T 6/29/53.
 IRWIN: Wespen TV Inc., Ch. 4 (Irwin-Pittsburgh channel), B-T 6/29/53.
 LANCASTER: Peoples Bcstg. Co. (WLAN), Ch. 8, 6/8/53, 11/3/52, 6/9/52.
 LOCK HAVEN: Lock Haven Bcstg. Co. (WBPZ), Ch. 32, B-T 7/7/52.
 LOCK HAVEN: Susquehanna Valley Television Corp., Ch. 32, B-T 8/4/52.
 PHILADELPHIA: Daily News TV Co. (WIBG), Ch. 23, B-T 6/30/52.
 PHILADELPHIA: Lou Poller, Ch. 23, B-T 9/22/52, 8/11/52.
 PHILADELPHIA: Patrick Joseph Stanton (WJM), Ch. 17, B-T 4/13/53.
 PITTSBURGH: Pittsburgh Radio Supply House Inc. (WJAS), Ch. 11, B-T 7/14/52.
 PITTSBURGH: WCAE Inc. (WCAE), Ch. 4, B-T 2/16/53, 12/22/52, 8/11/52.
 PITTSBURGH: Westinghouse Radio Stations Inc. (KDKA), Ch. 11, B-T 6/23/52.
 PITTSBURGH: WWSW Inc. (WWSW), Ch. 11, B-T 7/7/52. (Also see White Oak Borough [Versailles Twnshp], Braddock, Pa., and Irwin, Pa.)
 SHAMOKIN: Radio Anthracite Inc. (WISL), Ch. 65, B-T 11/3/52.
 SHARON: Leonard J. Shafitz, Ch. 39, B-T 1/19/53.
 SHARON: Sharon Herald Bcstg. Co. (WPIC), Ch. 39, B-T 2/2/53.
 SUNBURY: Sunbury Bcstg. Corp. (WKOK), Ch. 65, B-T 7/14/52.
 WHITE OAK BOROUGH: Versailles Twnshp.: Allegheny Bcstg. Corp. (KQV), Ch. 4 (Irwin-Pittsburgh channel), B-T 12/22/52.

RHODE ISLAND

PROVIDENCE: Cherry and Webb Bcstg. Co. (WPRO), Ch. 12, B-T 7/7/52.
 PROVIDENCE: Greater Providence Bcstg. Co., Ch. 12, B-T 5/11/53.
 PROVIDENCE: Hope Bcstg. Co., Ch. 12, B-T 10/20/52.

SOUTH CAROLINA

AIKEN: Aiken Electronics Advertising Corp. (WAKN), Ch. 54, B-T 12/6/52.
 ANDERSON: Anderson Television Co., Ch. 58, B-T 2/23/53.
 ANDERSON: Wilton E. Hall (WAIM), Ch. 58, B-T 6/23/52.
 CHARLESTON: Atlantic Coast Bcstg. Co. (WTMA), Ch. 2, B-T 7/7/52.
 CHARLESTON: Charles Bcstg. Co. (WHAN), Ch. 2, B-T 7/14/52.
 CHARLESTON: Southern Bcstg. Co. (WUSN), Ch. 2, B-T 8/18/52.
 FLORENCE: Jefferson Standard Bcstg. Co. (WBT Charlotte), Ch. 8, B-T 9/15/52.
 FLORENCE: Pee Dee Television Corp., Ch. 8, B-T 9/22/52.
 ORANGEBURG: WTND Inc. (WTND), Ch. 44, B-T 6/29/53.
 SPARTANBURG: Bcstg. Co. of South (WSPA), Ch. 7, B-T 7/14/52.
 SPARTANBURG: Spartan Radiocasting Co. (WORD), Ch. 7, B-T 7/7/52.

SOUTH DAKOTA

RAPID CITY: Hills Broadcasting Co., Ch. 7, B-T 2/16/53.
 RAPID CITY: KOZY-TV Inc., Ch. 7, B-T 2/23/53.

TENNESSEE

BRISTOL: Radiophone Bcstg. Station WOPI Inc. (WOPI), Ch. 5, B-T 3/23/53, 7/14/52.
 CHATTANOOGA: Mountain City Television Inc. (WAO), Ch. 3, B-T 6/30/52.
 CHATTANOOGA: Southern Television Inc., Ch. 12, B-T 9/1/52, 6/30/52.
 CHATTANOOGA: Tri-State Telecasting Corp., Ch. 12, B-T 7/21/52.
 CHATTANOOGA: WDEF Bcstg. Co. (WDEF), Ch. 12, B-T 7/7/52.
 CHATTANOOGA: WDOD Bcstg. Corp. (WDOD), Ch. 3, B-T 6/23/52.
 JACKSON: Dixie Bcstg. Co., Ch. 9, B-T 6/9/52.
 JACKSON: Sun Publishing Co. (WTJS), Ch. 9, B-T 6/30/52.
 KINGSPOUR: Kingsport Broadcasting Co. (WKPT), Ch. 28, B-T 7/14/52.
 KNOXVILLE: Mountcastle Bcstg. Co. Inc. (WROL), Ch. 6, B-T 5/4/53, 6/30/52.
 KNOXVILLE: Radio Station WBIR Inc. (WBIR), Ch. 10, B-T 6/29/53, 7/7/52.
 KNOXVILLE: Scripps-Howard Radio Inc. (WNOX), Ch. 10, B-T 6/30/52.
 KNOXVILLE: Tennessee Television Inc., Ch. 10, B-T 7/7/52.
 KNOXVILLE: WKGN Inc. (WKGN), Ch. 6, B-T 7/28/52.
 MEMPHIS: WMPS Inc. (WMPS), Ch. 3, B-T 10/6/52, 7/7/52.
 MEMPHIS: Hoyt B. Wooten, d/b as WREC Bcstg. Service (WREC), Ch. 3, B-T 4/21/52.
 NASHVILLE: Capitol Bcstg. Co. (WKDA), Ch. 5, B-T 12/1/52, 7/14/52.

TEXAS

AMARILLO: Panhandle Television Co., Ch. 7, B-T 12/15/52.
 AMARILLO: Plains Empire Bcstg. Co. (KLYN), Ch. 7, B-T 11/24/52.
 AMARILLO: Texan Telecasting Co., Ch. 7, B-T 11/10/52.
 BEAUMONT: Beaumont Bcstg. Corp. (KFDM), Ch. 6, B-T 7/14/52.
 BEAUMONT: Enterprise Co. (KRIC), Ch. 6, B-T 7/7/52.
 BEAUMONT: KTRM Inc. (WTRM), Ch. 6, B-T 7/14/52.
 BIG SPRING: Big Spring Bcstg. Co. (KBST), Ch. 4, B-T 8/10/53.
 BIG SPRING: Big Spring Telecasting Co., Ch. 4, B-T 8/10/53.
 BIG SPRING: Texas Telecasting Inc. (KDUB-TV Lubbock), Ch. 4, B-T 7/13/53.

CORPUS CHRISTI: Baptist General Convention of Texas, Ch. 6, B-T 6/2/52.

CORPUS CHRISTI: Coastal Bend Televisor Co., Ch. 22, B-T 8/4/52.

CORPUS CHRISTI: Gulf Coast Bcstg. Co. (KRIS), Ch. 6, B-T 7/7/52.

CORPUS CHRISTI: H. L. Hunt, Ch. 22, B-T 7/28/58.

CORPUS CHRISTI: KEYS-TV Inc. (KEYS) Ch. 10, B-T 7/7/52.

CORPUS CHRISTI: K-Six Television Inc. (KSIX), Ch. 10, B-T 12/15/52.

CORPUS CHRISTI: Superior Television Co., Ch. 10, B-T 12/15/52, 7/28/52.

EL PASO: Claude H. Craig d/b as Franklin Broadcasting Co., Ch. 20, B-T 7/28/52, 7/14/52.

FORT WORTH: Fort Worth Television Co., Ch. 10, B-T 12/15/52.

FORT WORTH: Lechner Television Co., Ch. 10, B-T 7/7/52.

FORT WORTH: Texas State Network Inc. (KFJZ), Ch. 10, B-T 7/14/52.

GAINESVILLE: Gainesville Bcstg. Co. (KGAF), Ch. 49, B-T 8/11/52.

HOUSTON: KTRH Bcstg. Co. (KTRH), Ch. 13, B-T 7/14/52.

HOUSTON: Houston Area Television Co., Ch. 13, B-T 7/14/52.

HOUSTON: Houston TV Co., Ch. 13, B-T 6/22/53.

HOUSTON: W. W. Lechner tr/as Lechner Television Co., Ch. 13, B-T 7/14/52.

HOUSTON: South Texas Television Co., Ch. 13, B-T 7/14/52.

HOUSTON: TV Bcstg. Co. of Houston, Ch. 13, B-T 8/10/53.

ODESSA: Ector County Bcstg. Co. (KECK), Ch. 7, B-T 12/15/52.

ODESSA: Odessa Bcstg. Co. (KOSA), Ch. 7, B-T 8/4/52.

PORT ARTHUR: Port Arthur College. (KPAC), Ch. 4, B-T 7/14/52.

PORT ARTHUR: Smith Radio Co., Ch. 4, B-T 7/21/52.

SAN ANTONIO: Bexar County Television Corp. (KABC), Ch. 12, B-T 7/7/52.

SAN ANTONIO: Mission Bcstg. Co. (KONO), Ch. 12, B-T 7/7/52.

SAN ANTONIO: Jacob A. Newborn Jr., Ch. 41, B-T 7/13/53.

SAN ANTONIO: Sunshine Bcstg. Co. (KTSA), Ch. 12, B-T 7/7/52.

SWEETWATER: Texas Telecasting Inc. (KDUB Lubbock), Ch. 12, B-T 7/13/53.

TYLER: Lucille Ross Buford (KGKB), Ch. 7, B-T 7/7/52.

TYLER: Tyler Bcstg. Co. (KTBB), Ch. 7, B-T 12/1/52.

WACO: KWTX Bcstg. Co. (KWTX), Ch. 11, B-T 7/14/52.

WACO: Waco Television Corp., Ch. 11, B-T 10/27/52, 7/7/52.

WESLACO: KRGV-TV Inc. (KRGV), Ch. 5, B-T 4/20/53, 7/14/52.

WICHITA FALLS: R. E. Chambers, Ch. 6, B-T 10/27/52.

WICHITA FALLS: Parker Television Co., Ch. 6, B-T 12/29/52.

UTAH

OGDEN: Interstate Bcstg. Corp., Ch. 9, B-T 12/22/52.

OGDEN: United Bcstg. Co. (KVOG), Ch. 9, B-T 1/12/53.

PROVO: Central Utah Bcstg. Co. (KCSU), Ch. 11, B-T 1/19/53.

PROVO: KOVO Bcstg. Co. (KOVU), Ch. 11, B-T 8/4/52.

VERMONT

MONTPELIER: Colonial Television Inc., Ch. 3, B-T 12/22/52.

MONTPELIER: WCAX Bcstg. Corp. (WCAX Burlington, Vt.) Ch. 3, B-T 9/15/52.

VIRGINIA

ARLINGTON: Arlington-Fairfax Bcstg. Co. (WEAM), Ch. 20, (Washington, D. C., channel), B-T 7/14/52.

BRISTOL: Appalachian Bcstg. Corp. (WCYB), Ch. 5, B-T 6/23/52.

NEWPORT NEWS: Hampton Roads Bcstg. Corp. (WGH), Ch. 10, B-T 6/30/52.

NORFOLK: Cavalier Bcstg. Corp. (WCAV), Ch. 10, B-T 7/7/52.

NORFOLK: Chesapeake Services Inc., Ch. 10, B-T 8/15/52.
NORFOLK: Tidewater Telecasting Corp. (WNOR), Ch. 10, B-T 11/3/52.
PETERSBURG: Lee Broadcasting Corp. (WLEE) Richmond, Ch. 8, B-T 7/7/52.
PETERSBURG: Southside Virginia Bcstg. Corp. (WSSV), Ch. 8, B-T 5/26/52.
PORTSMOUTH: Portsmouth Radio Corp. (WSAP), Ch. 10, B-T 8/10/52.
RICHMOND: Dixie Television Corp., Ch. 29, B-T 12/22/52.
RICHMOND: Larus & Bros. Co. Inc. (WRVA), Ch. 12, B-T 6/30/52.
RICHMOND: Richmond Newspapers Inc. (WRNL), Ch. 12, B-T 6/30/52.
RICHMOND: Richmond Television Corp., Ch. 12, B-T 12/29/52.
RICHMOND: Winston-Salem Bcstg. Co., Ch. 29, B-T 1/12/53.
ROANOKE: Polan Industries, Ch. 7, B-T 9/1/52, 7/14/52.
ROANOKE: Radio Roanoke Inc. (WROV), Ch. 7, B-T 7/20/53.
ROANOKE: Times-World Corp. (WDBJ), Ch. 7, B-T 7/7/52.

WASHINGTON

SEATTLE: KXA Inc. (KXA), Ch. 7, B-T 5/19/52.
SEATTLE: Puget Sound Bcstg. Co. (KVI), Ch. 7, B-T 2/16/53.
SEATTLE: Queen City Bcstg. Co. (KIRO), Ch. 7, B-T 7/7/52, 6/8/53.
SPOKANE: Television Spokane Inc. (KNEW) Ch. 2, B-T 1/28/52, 7/21/52.
SPOKANE: Louis Wasmer, (KREM), Ch. 2, B-T 6/9/52.
VANCOUVER: Vancouver Radio Corp. (KVAN), Ch. 21, B-T 6/29/53, 6/30/52.
WENATCHEE: Central Washington Telecasters Inc., Ch. 55, B-T 8/18/52.
WENATCHEE: Wescoast Bcstg. Co. (KVOS Bellingham), Ch. 55, B-T 3/23/53.

WEST VIRGINIA

BECKLEY: Daily Telegraph Printing Co. (WHIS), Ch. 6, B-T 12/22/52.
BECKLEY: Joe L. Smith Jr. Inc. (WJLS), Ch. 6, B-T 6/30/52.
BECKLEY: Southern W. Va. Television Inc., Ch. 6, B-T 7/7/52.
CHARLESTON: Capitol Television Inc., Ch. 8, B-T 7/7/52.
CHARLESTON: Kanawha Valley Bcstg. Co. (WGKV), Ch. 8, B-T 10/6/52.
CHARLESTON: Tierney Co. (WCHS), Ch. 8, B-T 7/7/52.
CLARKSBURG: J. Patrick Beacom & Assoc., Ch. 22, B-T 6/6/53.
CLARKSBURG: Clarksburg Bcstg. Co. (WPDX), Ch. 12, B-T 7/7/52.
CLARKSBURG: Clarksburg-Fairmont Corp., Ch. 22, B-T 5/25/53.
CLARKSBURG: Ohio Valley Bcstg. Corp. (WBLK), Ch. 12, B-T 7/14/52.
HUNTINGTON: Ashland Bcstg. Co. Inc. (WCMI), Ch. 13, B-T 7/7/52.
HUNTINGTON: Greater Huntington Radio Corp. (WHTN), Ch. 13, B-T 7/14/52.
HUNTINGTON: Huntington Bcstg. Co. (WPLH), Ch. 13, B-T 7/7/52.

WISCONSIN

APPLETON: Bartell Broadcasters Inc. (WOKW), Ch. 42, B-T 12/29/52.
GREEN BAY: Green Bay Newspaper Co. (WJPG), Ch. 6, B-T 7/14/52.
GREEN BAY: Valley Telecasting Corp., Ch. 6, B-T 7/14/52.
LA CROSSE: Belle Co., Ch. 38, B-T 5/18/53.
LA CROSSE: La Crosse Bcstg. Co. (WKTY), Ch. 8, B-T 6/30/52.
LA CROSSE: La Crosse Television Corp., Ch. 38, B-T 4/13/53.
LA CROSSE: WKBH Television Inc. (WKBH), Ch. 8, B-T 7/7/52.
MADISON: Badger Bcstg. Co., Ch. 3, B-T 12/22/52.
MADISON: Radio Wisconsin Inc. (WISC), Ch. 3, B-T 7/7/52.

MARINETTE: M&M Bcstg. Co. (WMAM), Ch. 11, B-T 7/7/52.
MILWAUKEE: Cream City Bcstg. Co. (WMIL), Ch. 31, B-T 12/15/52, 11/24/52, 11/17/52.
MILWAUKEE: Hearst Corp. (WISN), Ch. 10, B-T 4/6/53, 7/7/52.
MILWAUKEE: Milwaukee Area Telecasting Corp., Ch. 12, B-T 10/27/52, 7/28/52.
MILWAUKEE: Milwaukee Bcstg. Co. (WEMP), Ch. 12, B-T 7/14/52.
MILWAUKEE: North Shore Bcstg. Co., Ch. 31, B-T 12/15/52.
MILWAUKEE: Wisconsin Bcstg. Co. (WFOX), Ch. 12, B-T 6/15/53, 7/7/52.
SHEBOYGAN: WHBL Inc. (WHBL), Ch. 59, B-T 3/2/53.
SUPERIOR, WIS.-DULUTH, MINN.: Ridson Inc. (WDSM), Ch. 6, B-T 5/11/53, 4/6/53, 7/14/52.
WAUSAU: Rep. Alvin E. O'Konski (R-Wis.) (WOSA), Ch. 7, B-T 4/6/53.
WAUSAU: Wisconsin Valley Television Corp., Ch. 7, B-T 10/27/52, 10/20/52.
WAUSAU: WSAU Inc. (WSAU), Ch. 7, B-T 6/30/52.

HAWAII

HONOLULU: Pacific Frontier Broadcasting Co. (KULA), Ch. 2, B-T 6/29/53, 7/7/52.
HONOLULU: Royaltel, Ch. 2, B-T 6/9/52.

PUERTO RICO

MAYAGUEZ: Radio Americas Corp. (WORA), Ch. 5, B-T 6/8/53.

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Noncommercial-Educational Applications

ALABAMA

BIRMINGHAM: Birmingham Area Educational Television Assn. Inc., Ch. 10, B-T 6/8/53.

CALIFORNIA

SACRAMENTO: Central Calif. Assn. for Educational TV., Ch. 6, B-T 6/1/53.
STOCKTON: Delta-Sierra Educational TV Corp., Ch. 42, B-T 6/15/53.

DISTRICT OF COLUMBIA

WASHINGTON: Board of Education of the District of Columbia, Ch. 26, B-T 11/3/52.

FLORIDA

GAINESVILLE: U. of Fla. (WRUF), Ch. 5, B-T 6/1/53.
MIAMI: Lindsey Hopkins Vocation School of Dade County Board of Public Instruction, Ch. 2, B-T 7/7/52.

GEORGIA

ATLANTA: Board of Education of the City of Atlanta, Ch. 30, B-T 3/2/53.
SAVANNAH: Board of Public Education, City of Savannah and County of Chatham, Ch. 9, B-T 6/8/53.

ILLINOIS

CHAMPAIGN-URBANA: U. of Illinois (WILL), Ch. 12, B-T 6/8/53.
CHICAGO: Chicago Educational TV Assn., Ch. 11, B-T 6/15/53.

KANSAS

LAWRENCE: U. of Kansas (KFKU), Ch. 11, B-T 6/8/53.

MICHIGAN

ANN ARBOR: Regents of the U. of Mich. (WUCM), Ch. 26, B-T 5/25/53.
DETROIT: Detroit Educational TV Foundation, Ch. 56, B-T 6/15/53.

NEW YORK

UTICA: U. of the State of New York, Ch. 25, B-T 8/4/52.

NORTH CAROLINA

CHAPEL HILL: U. of North Carolina (WUNC), Ch. 4, B-T 6/8/53.

OHIO

ATHENS: Ohio U., Ch. 62, B-T 5/25/53.
CINCINNATI: The Greater Cincinnati Television Educational Foundation, Ch. 48, B-T 6/15/53.
OXFORD: President and Trustees of Miami U., Ch. 14, B-T 6/6/53.

OKLAHOMA

OKLAHOMA CITY: Independent School Dist. (KOKI), Ch. 13, B-T 3/30/53.
OKLAHOMA CITY: Oklahoma State Regents for Higher Educ., Ch. 13, B-T 3/2/53.

PENNSYLVANIA

PHILADELPHIA: Delaware Valley Educational TV Corp., Ch. 35, B-T 6/8/53.

RHODE ISLAND

PROVIDENCE: Board of Education, Ch. 22, B-T 6/8/53.

TENNESSEE

NASHVILLE: Nashville Educational Television Foundation, Ch. 2, B-T 6/15/53.

TEXAS

SAN ANTONIO: San Antonio Council for Educational TV, Ch. 9, B-T 6/8/53.

WASHINGTON

SEATTLE: U. of Washington (KUOW [FM]), Ch. 9, B-T 6/8/53.

WISCONSIN

MADISON: State of Wisconsin by Gov. Walter J. Kohler, Ch. 21, B-T 6/8/53.
MILWAUKEE: Board of Vocational & Adult Education, Ch. 10, B-T 12/1/52.
MILWAUKEE: State of Wisconsin, Ch. 10, B-T 5/25/53.

PUERTO RICO

SAN JUAN: Dept. of Education of Puerto Rico (WIPR), Ch. 6, B-T 6/8/53.

Required Channel Shifts

Channel Shifts Required of Existing (Pre-freeze) Stations Provided for in FCC Sixth Report & Order [B.T., April 14, 1952]

LISTED BY STATES

Station and Location	Former Assign-ment	New Assign-ment
WBRC-TV Birmingham, Ala.	4	6
WNHC-TV New Haven, Conn.	6	8
WDEL-TV Wilmington, Del.	7	12
WLTV (TV) Atlanta, Ga.	8	11
WBBM-TV Chicago, Ill.	4	2
WTTV (TV) Bloomington, Ind.	10	4
WOI-TV Ames, Iowa	4	5
WOC-TV Davenport, Iowa	5	6
WAVE-TV Louisville, Ky.	5	3
WHAS-TV Louisville, Ky.	9	11
WOOD-TV Grand Rapids, Mich.	7	8
WRGB-TV Schenectady, N. Y.	4	6
WHAM-TV Rochester, N. Y.	6	5
WSYR-TV Syracuse, N. Y.	5	3
WCPO-TV Cincinnati, Ohio	7	9
WKRC-TV Cincinnati, Ohio	11	12
WLWT (TV) Cincinnati, Ohio	4	5
WNBK (TV) Cleveland, Ohio	4	3
WXEL (TV) Cleveland, Ohio	9	8
WLWC (TV) Columbus, Ohio	3	4
WHIO-TV Dayton, Ohio	13	7
WLWD (TV) Dayton, Ohio	5	2
WJAC-TV Johnstown, Pa.	13	6
WGAL-TV Lancaster, Pa.	4	8
WDTV (TV) Pittsburgh, Pa.	3	2
WJAR-TV Providence, R. I.	11	10
WMCT (TV) Memphis, Tenn.	4	5
WTAR-TV Norfolk, Va.	4	3
WSAZ-TV Huntington, W. Va.	5	3
WTMJ-TV Milwaukee, Wis.	3	4

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Engineering Assistant: Paul D. Miles
Administrative Assistant: Mollie V. Burgess
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Office: Room 6107

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(Democrat: Term expires June 30, 1958)
Assumed office March 6, 1952
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Confidential Assistant: Farrell McGonigal
Engineering Assistant: Kenneth W. Miller
Secretary: Isolene Corbett
Clerk: Grace Miner
Office: Room 6207

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Office: Room 7334
Attorneys: Erich Saxl and Robert D. Greenburg

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Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927-November 24, 1927 (Deceased)

Orestes H. Caldwell, New York
March 15, 1927-February 23, 1929

Eugene O. Sykes, Mississippi
March 15, 1927-July 10, 1934 (Deceased)

Henry A. Bellows, Minnesota
March 15, 1927-October 31, 1927 (Deceased)

Colonel John F. Dillon, California
March 15, 1927-October 8, 1927 (Deceased)

Sam Pickard, Kansas
November 1, 1927-January 31, 1929

Harold A. Lafount, Utah
November 14, 1927-July 10, 1934 (Deceased)

Ira E. Robinson, West Virginia
March 29, 1926-January 15, 1932 (Deceased)

General C. McK. Saltzman, Iowa
May 2, 1929-July 19, 1932 (Deceased)

William D. L. Starbuck, New York
May 2, 1929-February 23, 1934

Thad H. Brown, Ohio
January 21, 1932-July 10, 1934 (Deceased)

James H. Hanley, Nebraska
April 1, 1933-July 10, 1934 (Deceased)

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934-December 24, 1934 (Deceased)

Anning S. Fraull, New York
January 17, 1935-July 23, 1937 (Deceased)

Irvin Stewart, Texas
July 11, 1934-June 30, 1937

Frank R. McNinch, North Carolina
October 1, 1937-August 31, 1939 (Deceased)

Eugene O. Sykes, Mississippi
July 11, 1934-April 5, 1939 (Deceased)

Thad H. Brown, Ohio
July 11, 1934-June 30, 1940 (Deceased)

Frederick I. Thompson, Alabama
April 8, 1939-June 30, 1941

George H. Payne, New York
July 11, 1934-June 30, 1943 (Deceased)

T. A. M. Craven, District of Columbia
August 21, 1937-June 30, 1944

Norman S. Case, Rhode Island
July 11, 1934-June 30, 1943

James Lawrence Fly, Texas
September 1, 1939-November 13, 1944

William H. Wills, Vermont
July 1, 1945-March 6, 1946 (Deceased)

Paul A. Porter, Kentucky
December 21, 1944-February 25, 1946

Charles B. Denny, Jr., District of Columbia
March 30, 1945-October 31, 1947

Ewell K. Jett, Maryland
February 15, 1944-December 31, 1947

Ray C. Wakefield, California
March 22, 1941-June 30, 1947 (Deceased)

Clifford J. Durr, Alabama
November 1, 1941-June 30, 1948

Albert Wayne Coy, Indiana
December 29, 1947-February 21, 1952

Robert Franklin Jones, Ohio
September 5, 1947-September 19, 1952

Paul Atlee Walker
July 11, 1934-June 30, 1953

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Secretary: Bertha J. Meister
Office: Room 7334
Attorneys: Mary Jane Morris, Daniel R. Ohlbaum, Stanley S. Neustadt

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Secretary: Ruby Floyd
Office: Room 7515

VIRGIL R. SIMPSON, Assistant Chief Engineer
Secretary: Mary E. Nalls
Office: Room 7515

JOHN O. WILLOUGHBY, Assistant to the Chief Engineer
Secretary: Opal Spivey
Office: Room 7515

CONELRAD

RALPH J. RENTON, U. S. Supervisor
Secretary: Margaret Fox
Office: Room 7516
(Vacancy) Eastern Zone Supervisor
Ernest C. Thelemann, Central Zone Supervisor
Robert D. Linx, Western Zone Supervisor

Coordinating Engineers: Carl A. Johnson Senior; Roger B. Carey, Thomas Cave, David O. Cooper, Joseph Eichel, Vernon Esagar, James Fernane, Frank J. Burris, Kenneth Hedrick, Donald Holiday, Frederick Holliday and James A. Homsey.

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(Vacancy), Secretary
Administrative Assistant: Laura L. Hollingsworth
Secretary: Ethel M. Richardson
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WILLIAM P. MASSING, Acting Secretary
Secretary: Catherine M. Lunders
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Charlotte S. Smith, Chief
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 Secretary: Ozella Drake
 Administrative Assistant: Richard Solan
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Robert W. Cox, Acting Budget Officer

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Walter S. Davis, Records Officer
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James E. Barr, Chief
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New and Changed Facilities Branch

(Vacancy), Chief
 Secretary: (Vacancy)
 Office: Room 7443
 Engineers: Edward H. Hackman, Harold L. Kassens, John A. Roseborough, Daniel K. Child, Ralph H. Garrett, Harold D. Russell, Ephraim Duckworth, Chester R. Kirkevold.
 Attorneys: E. Theodore Mallyck, Stanley B. Cohen.
 Accountant: Joseph Giammatteo

Existing Facilities Branch

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 Accountant: Viola Slattery

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Bruce S. Longfellow, Chief
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 Engineering Aide: Cedric G. Morris
 Engineer: Donald C. Kanode
 Record Unit: Vernald E. Kley, chief; Rose E. Bettick, assistant chief.

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 Attorneys: Earl R. Stanley, William Jensen, David W. Warren, Arthur S. Feld, Albert P. Opdyke, Samuel Saady.
 Accountants: William H. Hunter Jr., Joseph J. Bereznavy, Nelson C. Carlisle, John W. Griffin, Glenn F. Murphy, F. Richard Stuart, Douglas S. George.

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 Secretary: Frankie L. Fox
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 Attorneys: Herbert M. Schulkind, Henry Geller.

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Marguerite M. Van Dyke, Chief
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 For AM, FM and TV Dockets and Files
 Room 8450. George W. Simcoe

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 (To change) Administrative Assistant
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 Secretary: Margaret Q. Boggs
 Office: Room 7124
Betty Ferro, Chief of License Branch
 Office: Room 7107
June W. Anderson, Acting Chief of Statistics Branch
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Bernard Strassburg, Chief of Revenue Requirements Branch
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LESTER W. SPILLANE, Assistant Chief
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Administrative Assistant: E. O. Ansell
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FRANK M. KRATOKVIL, Assistant Chief
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Secretary: Elva Mae Parks
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Irving L. Weston, Chief
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Office: Room 201

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FIELD ENGINEERING AND MONITORING BUREAU REGIONAL OFFICES

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415 22nd St. N.W., Washington, D. C.

Region	Headquarters	Districts
Charles C. Kolster	954 Federal Bldg.	1, 2, 3, 4, 5 & 24
North Atlantic Region	New York 14, N. Y.	
Paul H. Herndon, Jr.	411 Federal Annex	6, 7, 22
South Atlantic Region	Atlanta 3, Ga.	
Joe H. McKinney	352 U. S. Appraisers Bldg.	8, 9, 10
Gulf States Region	Houston 11, Tex.	
Kenneth G. Clark	323-A Customhouse	11, 12, 15
South Pacific Region	San Francisco 26, Calif.	
Geo. V. Wittse	801 Federal Office Bldg.	13, 14
North Pacific Region	Seattle 4, Wash.	
William J. McDonell	1300 U.S. Court House	16, 17, 18
Central States Region	Chicago 4, Ill.	
Emery H. Lee	1029 New Federal Bldg.	19, 20
Great Lakes Region	Detroit 26, Mich.	
Lee R. Dawson	P. O. Box 1142	21
Hawaiian Region	Lanikai, Oahu, T. H.	
Charles T. Manning	Room 52, U.S. P.O. & Courthouse, Anchorage, Alas.	23
Alaskan Region		

DISTRICT OFFICES

District No.	City	Address	Engineering Charge
1	Boston 9, Mass.	1600 Customhouse	Nathan A. Hallenstein
2	New York 14, N. Y.	748 Federal Bldg.	Arthur Batcheller
3	Philadelphia 6, Pa.	1005 U.S. Customhouse	Roger A. Phelps
4	Baltimore 2, Md.	508 Old Town Bank Bldg.	Hyman A. Cohen
5	Norfolk 10, Va.	Room 402, New P.O. Bldg.	Edward Bennett
	Newport News, Va.	106 New P.O. Bldg. (Ship Office)	Rudolph J. Macey
6	Atlanta 3, Ga.	411 Federal Annex	W. D. Johnson
	Savannah, Ga.	214 P.O. Bldg. (Sub-Office)	Andrew R. Bahlay
7	Miami 1, Fla.	312 Federal Bldg.	Arthur Fish
	Tampa 2, Fla.	409-410 P.O. Bldg. (Sub-Office)	Chalmer H. Neeb

8	New Orleans 16, La.	400 Audubon Bldg.	Theodore D. Deiler
	Mobile 10, Ala.	419 U.S. Courthouse & Customhouse Bldg. (Sub-Office)	Geo. E. Franklin
9	Houston 11, Tex.	324 U.S. Appraisers Bldg.	Louis L. McCabe
	Beaumont, Tex.	329 P.O. Bldg. (Sub-Office)	Eric D. Coburn
	Galveston	406 P.O. Bldg. (Sub-Office)	Wayne E. Hall
10	Dallas 2, Tex.	500 U.S. Terminal Annex	John H. Homsy
11	Los Angeles 12, Calif.	539 U.S. P.O. & Courthouse Bldg.	Bernard H. Linden
	San Diego 1, Calif.	15-C U.S. Customhouse (Sub-Office)	Ney R. Landry
	San Pedro, Calif.	326 U.S. P.O. & Courthouse Bldg. (Ship Office)	J. Lee Smith
12	San Francisco 26, Calif.	323-A Customhouse	Francis V. Sloan
13	Portland 5, Ore.	307 Fitzpatrick Bldg.	Herbert H. Arlowe
14	Seattle 4, Wash.	801 Federal Office Bldg.	William E. Clyne
15	Denver 2, Colo.	521 Customhouse	Donald A. Murray
16	St. Paul 2, Minn.	208 Uptown P.O. & Federal Bldg.	Harold T. Gallaher
17	Kansas City, Mo.	3200 Federal Office Bldg.	H. D. Hayes
18	Chicago 4, Ill.	1300 U.S. Courthouse	Edwin S. Heiser
19	Detroit 26, Mich.	1029 New Federal Bldg.	Paul A. Holloway
20	Buffalo 3, N. Y.	328 Federal Bldg.	Paul R. Fenner
21	Honolulu 1, T. H.	502 Federal Bldg.	Arthur T. Clive Jr.
22	San Juan 13, P. R.	322-323 Federal Bldg.	Harold D. DeVoe
23	Juneau, Alaska	7-8 Shattuck Bldg.	(Vacancy)
	Anchorage, Alaska	53 U.S. P.O. & Courthouse (Sub-Office)	
24	Washington, D. C.	104 Briggs Bldg.	Alfred H. Kleist
		415 22d St. N.W.	

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Twin Falls, Idaho	P. O. Box 191	Adelbert C. Lawrence
Fort Lauderdale, Fla.	P. O. Box 499	John L. Kurdeka
Lexington, Ky.	P. O. Box 187	(Vacancy)
Muskogee, Okla.	P. O. Box 99	James E. Gilfooy
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(For Officers See page 363)

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TELEVISION STATIONS WITH NEWSPAPER AFFILIATION

The following tabulation, showing newspaper ownership or affiliation of TV stations in the United States, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

DISTRICT OF COLUMBIA

WMAL-TV Washington—Licensed to Evening Star Broadcasting Co. Inc., same ownership as Washington Star.
 WTOP-TV Washington—Licensed to WTOP Inc., 55% owned by Washington Post. See also WMBR-TV Jacksonville, Fla.

WDAN-TV Danville—Licensed to Northwestern Publishing Co. (Danville Commercial News).
 WGEM-TV Quincy—Licensed to Quincy Bestg. Co., 70% owned by Quincy Herald Whig.
 WHBF-TV Rock Island—Licensed to Rock Island Broadcasting Co. J. W. Potter Co. is principal stockholder, also owns Rock Island Argus.

ALABAMA

WABT Birmingham—Licensed to The Television Corp. of Alabama Inc., owned by Birmingham News Co. (Birmingham News). Same company owns Huntsville (Ala.) Times (WHBS-AM-FM).
 WBRC-TV Birmingham—Licensed to Birmingham Broadcasting Co. Inc., owned 100% by Storer Broadcasting Co., owner of Miami Beach (Fla.) Florida Sun. See also WBEK-TV Detroit. WAGA-TV Atlanta, WSPD-TV Toledo and KEYL San Antonio.

FLORIDA

WFTL-TV Ft. Lauderdale—Licensed to Tri-County Broadcasting Co., 79% owned by Gore Publishing Co. (Ft. Lauderdale News).
 WJHP-TV Jacksonville—Licensed to The Jacksonville Journal Co. (Jacksonville Journal).
 WMBR-TV Jacksonville—Licensed to Washington Post Co., publisher of Washington (D. C.) Post. See also WTOP-TV Washington, D. C.

INDIANA

WTRC-TV Elkhart—Licensed to Truth Publishing Co., publisher of Elkhart Truth.
 WMRI-TV Marion—Licensed to Chronicle Publishing Co., publisher of Marion Leader-Tribune and Chronicle. David B. Lindsay Jr., 8.04% stockholder, is president of Sarasota (Fla.) Herald-Tribune and Journal.
 WSBT-TV South Bend—Licensed to South Bend Tribune.

ARIZONA

KPHO-TV Phoenix—Licensed to Meredith Engineering Co., owned by Meredith Publishing Co., publisher of Better Homes & Gardens and Successful Farming. See also WHEN Syracuse, N. Y., and WOW-TV Omaha, Neb.

GEORGIA

WAGA-TV Atlanta—Licensed to Storer Broadcasting Co., owner of Miami Beach Florida Sun. See WSPD-TV Toledo, WJBK-TV Detroit, WBRC-TV Birmingham, KEYL San Antonio.
 WSB-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of Atlanta Journal and Constitution. Same interests (James M. Cox) publish Dayton (Ohio) News and Journal-Herald (Ohio) News and Sun.
 WETV Macon—Licensed to Macon Television Co., part-owned by Macon Broadcasting Co. (WNEX), which is 16% owned by Macon Telegraph and News.

IOWA

KTLV Des Moines—Licensed to Rib Mt. Radio Inc. Interlocking ownership (Morgan Murphy) with Superior Telegram, Manitowoc Herald Times, Chepewa Falls Herald Telegram, Two Rivers Reporter, all Wisconsin; Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald and Highland Park News-Herald, and the Lafayette (La.) Daily Advertiser. See WEAU-TV Eau Clair, Wis.
 KXTV Sioux City—Licensed to Cowles Broadcasting Co., affiliated with Cowles publications (Des Moines Register and Tribune, Minneapolis Tribune and Star and Look magazine).

ARKANSAS

KFSA-TV Fort Smith—Licensed to Southwestern Publishing Co., publisher of Fort Smith Times Record and Southwest American. Donald W. Reynolds, owner, also publishes Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times Democrat, Las Vegas (Nev.) Review Journal. See KZTV Reno, Nev.

IDAHO

KIFT Idaho Falls—Licensed to Eastern Idaho Bestg. & Television Co., 80% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register.
 KISJ Pocatello—Licensed to Tribune-Journal Co., publisher of Idaho State Journal.
 KWIK-TV Pocatello—Licensed to Eastern Idaho Bestg. & Television Co., 41.67% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register.
 KLIK-TV Twin Falls—Licensed to Southern Idaho Bestg. & Television Co., 50% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register.

KANSAS

KTVH Hutchinson—Licensed to Hutchinson TV Inc. John P. and Sidney F. Harris, owning 12.17% each, are owners of Hutchinson News Herald, Chanute Tribune, Ottawa Herald, Salina Journal, and Burlington (Iowa) Hawk-Eye Gazette.
 WIBW-TV Topeka—Licensed to Topeka Bestg. Assn., owned by Capper Publications Inc., publisher of Topeka Capital and Kansas City (Kan.) Kansan.

CALIFORNIA

KIAC-TV Los Angeles—Licensed to KMTR Radio Corp., same ownership (Mrs. Dorothy Schiff) as New York Post.
 KTTV Los Angeles—Licensed to KTTV Inc., same ownership as Los Angeles Times.
 KSBW-TV Salinas—Licensed to Salinas Bestg. Corp., 25% owned by San Francisco Chronicle. See also KRON-TV San Francisco.
 KRON-TV San Francisco—Licensed to Chronicle Publishing Co., publisher of San Francisco Chronicle. See also KSBW-TV Salinas, Calif.
 KTVU Stockton—Licensed to San Joaquin Telecasters, 75% owned by Brown Industries Inc. whose principal owners own Richmond Independent, Fontana Herald-News and the weekly La Mesa Scout, all Calif.

KENTUCKY

WHAS-TV Louisville—Licensed to WHAS Inc., same ownership as Louisville Courier-Journal and Times.

COLORADO

KKTV Colorado Springs-Pueblo—Licensed to TV Colorado Inc., half owned by Colorado Broadcasting Co., which has an interest in weekly Arkansas Valley Journal.

MARYLAND

WBAL-TV Baltimore—Licensed to The Hearst Corp., same ownership as Baltimore News-Post, New York Journal-American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, Pittsburgh Sun-Telegraph (WCAE), Chicago Herald-American, Milwaukee Sentinel (WISN), Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle Post-Intelligencer.
 WMAR-TV Baltimore—Licensed to A. S. Abell Co., publisher of Baltimore Sunpapers.

DELAWARE

WDEL-TV Wilmington—Licensed to WDEL Inc., same ownership (Steinman & Steinman) as Lancaster (Pa.) Intelligencer-Journal and New Era (WGAL-TV). See also WLEV-TV Bethlehem, Pa. Stations operated independently.

NEWSPAPER AFFILIATIONS

MASSACHUSETTS

WSTB-TV Boston—Licensed to E. Anthony & Sons Inc., publisher of New Bedford (Mass.) Standard Times and Hyannis (Mass.) Cape Cod Standard Times. See also WNBH-TV New Bedford, Mass.

WNBH-TV New Bedford—Licensed to E. Anthony & Sons Inc., publisher of New Bedford Standard Times and Hyannis (Mass.) Cape Cod Standard Times. See also WSTB-TV Boston, Mass.

WHYN-TV Springfield-Holyoke—Licensed to Hampden-Hampshire Corp.; same ownership as Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette.

MICHIGAN

WBKZ-TV Battle Creek—Licensed to Booth Radio & Television Stations Inc. Mr. John L. Booth, president, personally owns 3% of Booth Newspapers Inc. (Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News).

WHFB-TV Benton Harbor—Licensed to Palladium Publishing Co., publisher of Benton Harbor News-Palladium and St. Joseph (Mich.) Herald-Press.

WJBK-TV Detroit—Licensed to Storer Broadcasting Co., owner of Miami Beach Florida Sun. See also WAGA-TV Atlanta; WSPD-TV Toledo; WBRC-TV Birmingham; and KEYL San Antonio.

WJW-TV Detroit—Licensed to Evening News Association, publisher of Detroit News.

MINNESOTA

WCCO-TV Minneapolis—Licensed to Midwest Radio-Television Inc., 53% owned by Mid-Continent Radio-Television Inc., 47% owned by CBS. Mid-Continent is owned 50% by Northwest Publications Inc. (Ridder newspapers) and 50% by Minnesota Tribune Co. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald, New York Journal of Commerce, New York Staats-Zeitung and Herold, Aberdeen (S.D.) American and News, Grand Forks (N.D.) Herald, San Jose (Cal.) Independent and Press-Telegram, Seattle Times (minority).

MISSISSIPPI

WJTV Jackson—Licensed to Mississippi Publishers Corp., publisher of Jackson Clarion Ledger and News.

WCOG-TV Meridian—Licensed to Mississippi Broadcasting Co. owned by Withers Gavin, publisher of weekly Meridian Record and Clarke County Tribune (Quitman, Miss.).

WTOK-TV Meridian—Licensed to Southern Television Corp. James H. Shewes, 11% owner of licensee, publisher of Meridian Star.

MISSOURI

KHQA-TV Hannibal—Licensed to Lee Bestg. Inc., 20% owned by Hannibal Courier-Post, and 80% owned by Lee Radio Inc., licensee KGLO-AM-FM Mason City, Iowa (Mason City Globe Gazette). Other Lee newspapers are La Crosse (Wis.) Tribune & Leader Press (WKTY), Davenport (Iowa) Times and Democrat & Leader, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

WDAF-TV Kansas City—Licensed to Kansas City Star Co., publisher of Kansas City Star.

KFEQ-TV St. Joseph—Licensed to KFEQ Inc., 43% owned by News-Press & Gazette Co., publisher of St. Joseph News-Press and Gazette. Barton Pitts, president and 51% owner of licensee is the publisher of the Stockyard Journal.

KSD-TV St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.

KYTV Springfield—Licensed to Springfield Television Inc., 49.6% owned by Springfield Newspapers Inc., publisher of Springfield News and Leader Press. Tams Bixby Jr., president of licensee and vice president of Springfield Newspapers Inc., is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat.

MONTANA

KFBB-TV Great Falls—Licensed to Buttrey Broadcast Inc., 25% owned by Fairmont Corp. (subsidiary of Anaconda Copper Co.), publisher of Missoula Missoulian and Sentinel, Butte Post and Montana Standard and Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5% ownership), Billings Gazette (66.67% ownership), and weekly Libby Western News (33.3% ownership).

KMON-TV Great Falls—Licensed to Montana Farmer Inc., publisher of Montana Farmer-Stockman (semi-monthly) which is 80% owned by Great Falls Tribune.

NEBRASKA

WOW-TV Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WHEN, Syracuse, N. Y., and KPHO-TV Phoenix, Ariz.

NEVADA

KLAS-TV Las Vegas—Licensed to Las Vegas Television Inc. Herman Greenspun, publisher of Las Vegas Sun, owns 5%.

KZTV Reno—Licensed to Nevada Radio-Television Corp., owned by Donald W. Reynolds, publisher of Las Vegas (Nev.) Review Journal, Fort Smith (Ark.) Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times Record. See also KFSA-TV Fort Smith, Ark.

NEW JERSEY

WDHN New Brunswick—Licensed to Home News Publishing Co., publisher of New Brunswick Home News and weekly Linden Observer and Metuchen Recorder, all New Jersey.

NEW MEXICO

KOB-TV Albuquerque—Licensed to Albuquerque Broadcasting Co., half-owned by Time Inc. (Time, Life and Fortune). See also KDYL-TV Salt Lake City, Utah.

NEW YORK

WBEN-TV Buffalo—Licensed to WBEN Inc., same ownership as Buffalo News.

WECT Elmira—Licensed to El-Cor Television Inc., 51% owned by Corning (N.Y.) Leader, and 49% owned by Elmira (N.Y.) Star-Gazette (Gannett newspaper). See WHEC-TV Rochester, N. Y.

WPIX New York—Licensed to WPIX Inc., same ownership (Robert R. McCormick) as New York News, Chicago Tribune (WGN-TV), Washington Times-Herald.

WHEC-TV Rochester—Licensed to WHEC Inc., 86% owned by Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle. Other Gannett newspapers are Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority) (WHDL), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser (WENY), Binghamton Press, all New York; Hartford (Conn.) Times (WHTT), Plainfield (N.J.) Courier-News, Danville (Ill.) Commercial News (WDAN).

WHEN Syracuse—Licensed to Meredith Syracuse Television Corp., same ownership as Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WOW-TV, Omaha, Neb. and KPHO-TV Phoenix, Ariz.

WSYR-TV Syracuse—Licensed to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as Syracuse Post-Standard and Herald-Journal, Newark (N.J.) Star-Ledger, Long Island Press and Star-Journal, Staten Island (N.Y.) Advance, Nassau (N.Y.) Review Star, Harrisburg (Pa.) Patriot and News (WPTA-TV).

WVNY-TV Watertown—Licensed to Brockway Co., owners of Watertown Times.

NORTH CAROLINA

WBTV Charlotte—Licensed to Jefferson Standard Life Insurance Co. which owns minority interest in Greensboro (N.C.) News and Record (WFMY-TV).

WFMY-TV Greensboro—Licensed to Greensboro News Co., publisher of Greensboro News and Record. See also WBTV Charlotte N. C.

WNCT Greenville—Licensed to Carolina Broadcasting System Inc., 10% owned by Josh Horne, principal in Rocky Mt. (N. C.) Telegram, and 10% by Herbert Brauff, owner of Wilson (N. C.) Times.

WNAO-TV Raleigh—Licensed to Sir Walter Television Co., 14% owned by Raleigh News & Observer.

WSJS-TV Winston-Salem—Licensed to Triangle Broadcasting Corp., 66.2% owned by Piedmont Publishing Co., publisher of Winston-Salem Journal and Twin City Sentinel.

NORTH DAKOTA

WDAY-TV Fargo—Licensed to WDAY Inc. Controlling stockholders own Fargo Forum.

OHIO

WAKR-TV Akron—Licensed to Summit Radio Corp., owned 45% by Akron Beacon-Journal (Knight newspaper). Other Knight newspapers are Chicago Daily News, Detroit Free Press and Miami Herald.

WICA-TV Ashtabula—Licensed to WICA Inc. Same ownership as Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph, all Ohio.

OHIO—Continued

WCPO-TV Cincinnati—Licensed to Scripps-Howard Radio Inc., same ownership as Cincinnati Post. See also WEWS Cleveland and WMCT Memphis.

WKRC-TV Cincinnati—Licensed to Radio Cincinnati Inc., same ownership as Cincinnati Times-Star. See also WTVN Columbus, Ohio.

WEWS Cleveland—Licensed to Scripps-Howard Radio Inc. Scripps-Howard newspapers are Cleveland Press, New York World-Telegram & Sun, Cincinnati Post (WCPO-TV), Pittsburgh Press, Columbus (Ohio) Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar (WMCT), Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald.

WBNS-TV Columbus—Licensed to Dispatch Printing Co., publisher of Columbus Dispatch.

WTVN Columbus—Licensed to WTVN Inc. Same ownership as Cincinnati Times-Star (WKRC-TV).

WHIO-TV Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as Dayton News and Journal-Herald, Atlanta Journal and Constitution (WSB-TV), Miami News, Springfield (Ohio) News and Sun.

WMAC Massillon—Licensed to Midwest TV Co., owned by Edward Lamb, publisher of Erie (Pa.) Dispatch. See also WICU Erie, Pa.

WSPD-TV Toledo—Licensed to Storer Broadcasting Co., owner of Miami Beach Florida Sun. See also WAGA-TV Atlanta, Ga.; WJBK-TV Detroit, WBRC-TV Birmingham and KEYL San Antonio.

WHHH-TV Warren—Licensed to Warren Tribune Radio Station Inc., subsidiary of Tribune Co., publisher of Warren Tribune-Chronicle.

WFJM-TV Youngstown—Licensed to Vindicator Printing Co., publisher of Youngstown Vindicator.

WKBN-TV Youngstown—Licensed to WKBN Broadcasting Corp., 40% owned by Forest City Publishing Co., publisher of Cleveland Plain-Dealer and News.

WHIZ-TV Zanesville—Licensed to Southeastern Ohio Television System. Majority ownership also own Zanesville Signal and Times-Recorder.

OKLAHOMA

WKY-TV Oklahoma City—Licensed to WKY Radiophone Co., same ownership as Oklahoma City Oklahoman and Times, Farmer-Stockman.

OREGON

KBES-TV Medford—Licensed to Southern Oregon Bcstg. Co., 50% owned by Amos Voorhies, publisher of Grants Pass (Ore.) Courier.

PENNSYLVANIA

WLEV-TV Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as Lancaster New Era and Intelligencer. Operated independently. See also WGAL-TV Lancaster and WDEL-TV Wilmington, Del.

WGLV Easton—Licensed to Easton Publishing Co., publisher of Easton Express.

WICU Erie—Licensed to Dispatch Inc., publisher of Erie Dispatch. See also WMAC Massillon, Ohio.

WTPA-TV Harrisburg—Licensed to Harrisburg Broadcasters Inc., owned by Donald E. Newhouse (Newhouse newspapers). Newhouse newspapers are Harrisburg Patriot and News, Syracuse (N.Y.) Post-Standard and Herald Journal (WSYR-TV), Newark (N.J.) Star-Ledger, Jersey City (N.J.) Journal, Long Island (N.Y.) Press and Star-Journal, Staten Island (N.Y.) Advance, Portland Oregonian (KGW).

WJAC-TV Johnstown—Licensed to WJAC Inc., same ownership as Johnstown Tribune.

WGAL-TV Lancaster—Licensed to WGAL Inc., same ownership (Steinman & Steinman Inc.) as Lancaster Intelligencer-Journal and New Era. See also WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem, Pa. Stations operated independently.

WMRF-TV Lewistown—Licensed to Lewistown Broadcasting Co., 25% owned by Lewistown Sentinel.

WCAU-TV Philadelphia—Licensed to WCAU Inc., same ownership as Philadelphia Bulletin.

WFIL-TV Philadelphia—Licensed to Triangle Publications Inc., publisher of Philadelphia Inquirer.

WKJP-TV Pittsburgh—Licensed to Agnes J. Reeves Greer, controlling stockholder of Morgantown (W. Va.) Dominion News.

WEEU-TV Reading—Licensed to Hawley Broadcasting Co., affiliated with Reading Times and Eagle.

WILK-TV Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. Stockholders own interests in DuBois Courier-Express and Butler Eagle, both Pa.

WRAK-TV Williamsport—Licensed to WRAK Inc., 66.2% owned by Sun-Gazette Co., publisher of Williamsport Sun-Gazette.

TENNESSEE

WMCT Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal* and *Press-Scimitar*. For other Scripps-Howard newspapers, see WEWS Cleveland.

TEXAS

KRBC-TV Abilene—Licensed to Reporter Broadcasting Co., 64% owned by Eva May Hanks, president of Abilene Reporter-News. *Big Spring Herald*, *Paris News*, *Corpus Christi Caller-Times*, *Denison Herald*, all Texas.

KFDA-TV Amarillo—Licensed to Amarillo Broadcasting Co. C. C. Woodson, 25% stockholder, is owner-publisher of *Brownwood Bulletin*. *Lamesa Reporter*, *Del Rio News-Herald*, *Wazachache Light*, all Texas, and *Miami* (Okla.) *News-Record*.

KGNC-TV Amarillo—Licensed to Plains Radio Broadcasting Co., 86% owned by Globe News Publishing Co., publisher of *Amarillo News and Globe-Times*, *Lubbock* (Tex.) *Avalanche and Journal*. See KFYO-TV Lubbock, Tex.

KRLD-TV Dallas—Licensed to KRLD Radio Corp., same ownership as *Dallas Times-Herald*.

WFAA-TV Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News*.

KROD-TV El Paso—Licensed to Roderick Broadcasting Corp., 80% owned by Dorrance D. Roderick, 75% owner of *El Paso Times*.

WBAP-TV Fort Worth—Licensed to Carter Publications Inc. (Fort Worth *Star-Telegram*).

KRCC-TV Houston—Licensed to Houston Post Co., publisher of *Houston Post*.

KFYO-TV Lubbock—Licensed to Plains Radio Broadcasting Co., 81% owned by Globe News Publishing Co., publisher of *Lubbock Avalanche and Journal*, *Amarillo* (Tex.) *News and Globe-Times*. See KGNC-TV Amarillo, Tex.

KEYL San Antonio—Licensed to San Antonio Television Co., owned by Storer Broadcasting Co., owner of *Miami Beach Florida Sun*. See WAGA-TV Atlanta, Ga.; WJBK-TV Detroit; WBRC-TV Birmingham; WSPD-TV Toledo.

KCEN-TV Temple—Licensed to Bell Publishing Co., publisher of *Temple Telegram*.

KCMC-TV Texarkana—Licensed to KCMC Inc., owned by C. E. Palmer and W. E. Hussman. Mr. Palmer owns *Texarkana Gazette* and *News, Eldorado* (Ark.) *News and Times, Hot Springs* (Ark.) *Sentinel Record and New-Era*, 50% of *Hope* (Ark.) *Star*, 33 1/3% of *Russellville* (Ark.) *Courier-Democrat*, 25% of *Jacksonville* (Tex.) *Progress*. Mr. Hussman owns *Camden* (Ark.) *News* and 25% of weekly *Stevens* (Ark.) *Star*.

UTAH

KDYL-TV Salt Lake City—Licensed to Inter-Mountain Broadcasting & Television Corp., 80% owned by Time Inc., publisher of *Time, Life and Fortune*. See also KOB-TV Albuquerque, N. M.

KUTV Salt Lake City—Licensed to Utah Broadcasting & Television Corp., 50% owned by Salt Lake Tribune Publishing Co., publisher of *Salt Lake Tribune* and *Telegram*.

VIRGINIA

WTAR-TV Norfolk—Licensed to WTAR Radio Corp., same ownership as *Norfolk Virginian-Pilot and Ledger-Dispatch*.

WASHINGTON

KHQ-TV Spokane—Licensed to KHQ Inc. Same ownership as *Spokane Spokesman-Review* and *Chronicle*.

KTNT-TV Tacoma—Licensed to Tribune Publishing Co., publisher of *Tacoma News-Tribune*. Alton F. Baker, 12.46% owner, owns *Eugene* (Ore.) *Register-Guard* (KERG).

WEST VIRGINIA

WJPB-TV Fairmont—Licensed to Fairmont Broadcasting Co., owned by J. Patrick Beacom, publisher of weekly *Mannington* (W. Va.) *Times*.

WSAZ-TV Huntington—Licensed to WSAZ Inc., 89% owned by Huntington Publishing Co. (*Huntington Herald-Dispatch* and *Advertiser*).

WTRF-TV Wheeling—Licensed to Tri-City Broadcasting Co., 34% owned by News Publishing Co., publisher of *Wheeling Intelligencer and News-Register*, *Fairmont Times* and *West Virginian*, *Point Pleasant Register* and *Williamson News*, all West Virginia, and 30% owned by A. V. and G. C. Dix, publishers of *Martins Ferry-Bellaire Times-Leader*.

WISCONSIN

WRBJ Beloit—Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss, owner of *Janesville* (Wis.) *Gazette*.

WEAU-TV Eau Claire—Licensed to Central Broadcasting Co., 25% owned by Eau Claire Leader and Telegram, and 73% owned by Morgan Murphy (and wife) and W. C. Bridges, owners of *Superior Telegram*, *Manitowoc Herald-Times*, *Chippewa Falls Herald-Telegram*, *Two Rivers Reporter*, all Wisconsin; *Virginia* (Minn.) *Mesabi News and Range Facts*, *Los Angeles* (Calif.) *Eagle Rock News-Herald* and *Highland Park News-Herald*, and *Lafayette* (La.) *Advertiser*.

WTMJ-TV Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WYOMING

KFBC-TV Cheyenne—Licensed to Frontier Broadcasting Co. One third owned by publisher of *Cheyenne Wyoming Eagle* and *State Tribune*, *Laramie Bulletin* and *Republican Boomerang*, *Rawlins Times*, *Rock Springs Rocket*, *Worland Northern Wyoming News*.

HAWAII

KGMB-TV Honolulu—Licensed to Hawaiian Broadcasting System Ltd., 24.25% owned by *Honolulu Star-Bulletin*.

KONA Honolulu—Licensed to Radio Honolulu Ltd., 50% owned by *Honolulu Advertiser*.

PUERTO RICO

WKAQ-TV San Juan—Licensed to El Mundo Broadcasting Corp., owned by Angel Ramos, publisher of *San Juan El Mundo*.

MEXICO

XELD-TV Matamoros, Tams.—Licensed to Romulo O'Farrill Sr. (*Mexico City Novedades*).

COMMUNITY TELEVISION SYSTEMS

FOLLOWING list of Community Television Systems is based on returns to a B.T. questionnaire, plus information from National Community Television Assn., Jerrold Electronics Corp., and RCA. Number of subscribers is as of July 15, 1953.

ALABAMA

Fort Payne—City TV Co. Make of antenna: Jerrold. Executive: J. L. Killian, mgr.

ARIZONA

Globe—Antennavision, Inc., P. O. Box 1293. Globe—Radio Associates, Inc., Safford, Arizona. Make of antenna: RCA. Executive: Paul Merrill, president.

Miami—Radio Associates, Inc., Safford, Arizona. Make of antenna: RCA. Executive: Paul Merrill, president.

ARKANSAS

Fayetteville—Arkansas Trans-Video Corp., 113 S. East Street. Executive: Fred J. Stevenson, general manager.

Harrison—Twin Lakes Television, Inc., care Station KHOZ. Make of antenna: RCA. Executive: Robert Wheeler, owner-mgr.

CALIFORNIA

Auburn—Master Antenna System, Inc., 941 Lincoln Way. Telephone: Turner 5-2137. Began operation: March, 1952. Make of antenna: Composite. Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Number of subscribers: 162. Executives: James D. Owen, president; R. E. Dahlberg, vice president; Dorothy D. Owen, secretary.

Banning—D. W. Berne, Banning. Make of antenna: Jerrold.

Carmel—Alarm Corp., P. O. Box 3455. Telephone: 8-0012. Began operation: June 27, 1952. Antenna location: Pebble Beach. Make of antenna: Composite. Stations relayed: KPIX San Francisco

(Ch. 5) and KRON-TV San Francisco (Ch. 4). Number of subscribers: 312. Executives: G. B. Henderson, president; Owen Patrick, vice president; S. B. Moore, secretary-treasurer.

Concord-Pleasant Hills—Television Transmission Inc., 205 Hookston Rd., Concord, Calif. Telephone: Walnut Creek 9308. Began operation: December 1952. Make of antenna: Scala (Spencer-Kennedy). Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

Cuyama Valley—Richfield Oil Corp. Make of antenna: RCA.

Grass Valley—Community Antenna Co., Inc., 127 Neal St. Make of antenna: Jerrold. Executive: John G. Colling, president.

Hidden Valley—Television Transmission Inc., 205 Hookston Rd., Concord, Calif. Telephone: Walnut Creek 9308. Began operation: October 1951. Make of antenna: Scala. Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), and KGO-TV San Francisco (Ch. 7). Number of subscribers: 42. Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secy-treas.

Ione—Angier Appliance, Box 864. Tel.: 184. Began operation: October 1, 1952. Make of antenna: Jerrold. Stations relayed: KRON-TV San Francisco (Ch. 4), KPIX San Francisco (Ch. 5), KGO-TV San Francisco (Ch. 7). Executive: Laurence E. Angier, owner.

Jackson—Angier Appliance, Box 864. Telephone: 184. Operation due Aug. 15, 1953. Make of antenna: Jerrold. Stations relayed: KRON-TV San Francisco (Ch. 4), KPIX San Francisco (Ch. 5), KGO-TV San Francisco (Ch. 7). Executive: Laurence E. Angier.

Lafayette—TV Transmission, Inc., 205 Hookston Road, Concord, Calif. Make of antenna: Jerrold. Executive: William A. Gentry, president.

Laguna Beach—Tel-I-Clear Systems Inc., 334 Glennevre St. Telephone: 4-1413. Began operation: October 1952. Antenna location: Laguna Hill. Make of antenna: Jerrold. Stations relayed: KHJ-TV Los Angeles (Ch. 9), KNBH Los Angeles (Ch. 4), KTLA Los Angeles (Ch. 5), KECA-TV Los Angeles (Ch. 7), KNXT Los Angeles (Ch. 2), KTTV Los Angeles (Ch. 11), KLAC-TV Los Angeles (Ch. 13). Executives: Lewis L. Lemioux, president; Col. Sidney Mashbir, vice president; Mary D. Bigelow, secy-treas.

Martinez—Television Transmission Inc., 205 Hookston Rd., Concord, Calif. Telephone: Walnut Creek 9308. Began operation: August 1952. Make of antenna: Scala. Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

Orinda—TV Master Antenna System Inc., 83 Orinda Highway. L. A. England, manager.

Orinda—Television Transmission Inc., 205 Hookston Rd., Concord, Calif. Telephone: Walnut Creek 9308. Began operation: September 1952. Make of antenna: Scala (Spencer-Kennedy). Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

Palm Springs—Palm Springs Community Television Corp. (a subsidiary of Int'l Telemeter Corp.), 464 N. Palm Canyon Drive. Executive: Carl Leserman, president.

San Bernardino—Community TV Antenna Systems, 2230 Arrowhead Avenue. Telephone: 877522. Began operation: January, 1953. Antenna location: S. Hannon Hill. Make of antenna: Jerrold. Stations relayed: KTLA Los Angeles (Ch. 5), KLAC-TV Los Angeles (Ch. 13), KNBH Los Angeles (Ch. 4), KHJ-TV Los Angeles (Ch. 9), KNXT Los Angeles (Ch. 2), KECA-TV Los Angeles (Ch. 7), KTTV Los Angeles (Ch. 11). Number of subscribers: 70. Executives: Richard J. Filang, president; Frank J. Hart, vice president; W. R. Holcomb, secretary-treasurer. Directors: James G. Gerrard, Phillip Savage, Jr., James Savage, Douglas Shaw. Manager: John W. Christian.

Sun Valley-Walnut Creek—Television Transmission, Inc., 205 Hookston Rd. Concord, Calif. Telephone: Walnut Creek 9308. Began operation: October, 1952. Make of antenna: Scala. Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

UKIAH—Spanish Mountain TV Corp., Oak Knoll Road & South Highway. Make of antenna: Jerrold. Executive: Larkin D. Younce, president.

COLORADO

Trinidad—Trinidad Community TV Co., P.O. Box 778. Telephone: 1980. Began operation: May 13, 1953. Antenna location: 5 miles NW of Trinidad. Make of antenna: Channel Master. Stations relayed: KKTU Colorado Springs (Ch. 11), KDZA-TV Pueblo (Ch. 3). Number of subscribers: 83. Executives: W. L. Montgomery, president; Donald C. Campbell, treasurer; W. Iujan, vice president; W. H. Hand, secretary; Cal Perley, general manager.

FLORIDA

Tallahassee—Center Building. Make of antenna: Jerrold. Executive: J. K. Ballinger.

IDAHO

Kellogg—Kellogg TV System, Inc., 102 Sidney Building. Telephone: 2271. Began operation: June 1, 1953. Antenna location: Scalinda Ridge. Make of antenna: Jerrold. Stations relayed: KHQ-TV Spokane, Washington (Ch. 6); KXLY-TV Spokane, Washington (Ch. 4). Number of subscribers: 60. Executives: J. C. Moore, W. L. Tuson, Fred E. Marler Jr., R. C. Lyons, LaVern Griffith.

Lewiston—Pacific Northwest Television. Make of antenna: Jerrold.

Wallace—Zanetti Brothers, Box 500. Make of antenna: Jerrold. Executive: Wm. Zanetti.

ILLINOIS

Peru—Television Transmission Co., 301 Peru St. Telephone: 1106. Began operation: January 1952. Antenna location: Quarter-mile N. of city limits. Stations relayed: WBKB Chicago (Ch. 7), WNBQ Chicago (Ch. 5), WGN-TV Chicago (Ch. 9), WHBF-TV Rock Island (Ch. 4), WOC-TV Davenport (Ch. 5), WBBM-TV (Ch. 2). Number of subscribers: 530. Executives: Richard J. Stretch, president; E. E. Leasure Jr., vice president and secretary; A. Kahn, vice president; E. S. Nelson Sr., vice president; V. K. Lespinasse, vice president; E. S. Nelson Jr., vice president.

Taylorville—West End TV Association, care Bugg Radio, Box 49. Make of antenna: Jerrold.

INDIANA

Channelton—Channel Towers. Telephone: 782W. Began operation: May 1952. Stations relayed: WHAS-TV Louisville (Ch. 11) and WAVE-TV Louisville (Ch. 3). Number of subscribers: 80. Executives: Albert Gerber, Hughes Owens, Dr. H. C. Richardson, Arnold Mulzer, Charles G. Gerber (all partners).

Tell City—Channel Towers, Channelton. Make of antenna: Jerrold. Executive: Chas. G. Gerber, manager.

IOWA

Fort Madison—Madison Coaxial Antenna, Inc., 616 18th St. Telephone: 1949. Began operation: May 5, 1953. Antenna location: West Point Hill. Make of antenna: Jerrold. Stations relayed: WOC-TV Davenport, Ia. (Ch. 5), WHBF-TV Rock Island, Ill. (Ch. 4), KSD-TV, St. Louis, Mo. (Ch. 5). Number of subscribers: 150. Executives: J. C. Hamey, president; Vernon W. Hamey, vice president; J. W. Napier, secretary-treasurer.

KANSAS

Centralia—Johnstone Auto and Electric. Make of antenna: Jerrold.

Onaga—Grim Radio & Electric. Make of antenna: Jerrold. Executive: E. A. Grim, owner.

KENTUCKY

Alexandria—Leckie Collieries.

Benham—Benham Community Television Project. Make of antenna: Jerrold.

Burton—Inland Steel Co. Executive: George Leatherman.

Frankfort—Water & Electric Board, City of Frankfort. Make of antenna: RCA. Executive: H. K. Hines.

Harlan—Harlan Community Television, Inc., Harlan, Kentucky. Telephone: 1333. Began operation: March, 1953. Station relayed: WSAZ-TV Huntington, W. Va. (Ch. 3). Number of subscribers: 400. Executives: Joe Guthrie, president; E. V. Albert, vice president; H. W. Smith, vice president; G. B. Purcell, secretary-treasurer.

Liberty—Wolford Brothers. Make of antenna: RCA.

Lynch—Union Supply Co.

Middleboro—Tele-Ception Corp. Make of antenna: RCA. Executive: W. Howes Meade, owner.

Paintsville—Brown Radio & Television Co.

Pikeville—Valley Television Service Inc. Telephone: 547. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 3). Number of subscribers: 300. Executives: R. G. Wells Jr., president; Walter R. Wells, vice president; Margaret Wells, secretary-treasurer.

Wheelright—Inland Steel Co. Began operation: September 1951. Executives: E. R. Price and George Leatherman, managers.

Whitesburg—Saylor Radio & Television Co. Executive: R. B. Saylor.

Winchester—Tele-Ception of Winchester, Inc., 124 N. Highland Ave. Tel.: 455. Operation due: August 6, 1953. Antenna location: Lexington Rd. Make of antenna: Vee-D-X. Stations relayed: WLWT (TV) Cincinnati (Ch. 5), WCPO-TV Cincinnati (Ch. 9), WKRC-TV Cincinnati (Ch. 12). Number of subscribers: 534. Executives: W. Howes Meade, president; Weldon Shouse, secretary; W. W. Hogan, general manager; James E. Hamon, engineer.

MAINE

Bath—Maine Television Inc., 42 Front St. Began operation: March 1952. Make of antenna: Jerrold. Executive: Sumner Sewall, president.

Biddeford—Maine TV Inc., 115 Main St. Make of antenna: Jerrold. Executive: Sumner Sewall, president.

MARYLAND

Cumberland—Potomac Valley Television Co. Inc., 100 S. Liberty St. Telephone: 4908. Began operation: December 1951. Antenna location: Irons Mt. Make of antenna: RCA. Stations relayed: WJAC-TV Johnstown (Ch. 13), WDTV Pittsburgh (Ch. 3), WTTG Washington (Ch. 5). Number of subscribers: 1208. Executives: J. Holland Rannells, president; Buford Saville, vice president; Anita Rannells, secretary-treasurer.

Friendsville—Yough TV Co., Inc. Make of antenna: Jerrold. Executive: R. Earl Guard, president.

Hancock—Community Television Inc. Began operation: March 1952. Executive: Stanley Fulton, president.

Westernport—Upper Potomac TV Co., Piedmont, W. Va. Make of antenna: Jerrold. Executive: Homer Farrell.

MASSACHUSETTS

Shelburne—Shelburne Falls Com. Ant. Service, Inc. Make of antenna: Jerrold. Executive: Philip Tidisco, president.

MONTANA

Kalispell—Northwest Video Inc. Make of antenna: RCA. Executive: Carl Bachman, manager.

Missoula—Northwest Video Co., Box 947.

NEBRASKA

Falls City—Boatman Manufacturing Co., 614 W. 21st St., Route 4. Make of antenna: Jerrold. Executive: Marion L. Boatman.

Scottsbluff—Pioneer Radio & TV, 1517 Broadway.

NEW HAMPSHIRE

Laconia—Community T-V Corp. Began operation: June 1952. Antenna location: Mt. Belknap. Executive: A. J. Malin.

NEW JERSEY

Ventnor—South Jersey TV Cable Co., 2801 Atlantic Ave., Atlantic City. Make of antenna: Jerrold. Executive: Hugh McGinty, vice president.

NEW YORK

Danville—Valley TV Inc., 118 Main St. Make of antenna: Jerrold. Executive: John E. Durkee, manager.

Ellenville—Ulster County Trans-Video Corp., 152 Canal St. Telephone: 798. Began operation: January 1953. Antenna location: Cragmoore, N. Y. Make of antenna: Channel Master. Stations relayed: WABC-TV New York (Ch. 7), WABD New York (Ch. 5), WCBS-TV New York (Ch. 2), WNBT New York (Ch. 4), WOR-TV New York (Ch. 9), WPIX New York (Ch. 11) and WATV Newark, N. J. (Ch. 13). Number of subscribers: 1,000 (expected). Executives: Norman Tennenbaum, president.

Gibson—Fribley's Radio Service, 42 Bridge St., Corning. Make of antenna: Jerrold. Executive: Chas. W. Fribley Jr.

Ithaca—Anthony Ceracche, DBA. The Television Shop, 506 West State St. Telephone: 3623. Began operation: May, 1952. Antenna location: Coddington Rd. Make of antenna: Jerrold. Stations relayed: WNBC-TV Binghamton (Ch. 12), WSYR-TV Syracuse (Ch. 3), WHEN Syracuse (Ch. 8). Number of subscribers: 750. Executive: Anthony Ceracche, owner.

Montour Falls—Montour Falls Master Antenna Corp., Elmira Bank & Trust Co. Bldg., Watkins Glen. Make of antenna: Jerrold. Executive: Philip Hager, president.

Walton—Community Antenna Systems, care Delaware Telephone Co. Make of antenna: Jerrold. Executive: Jack Haverly.

Watertown—Curtis-Holmes Music Co., 119 Stone St. Make of antenna: Jerrold. Executive: Chas. H. Curtis, president.

Watkins Glen—Master TV, 302 N. Franklin. Make of antenna: Jerrold.

OHIO

- Athens—Hocking Valley TV, Inc., 95 Morris Ave. Make of antenna: Jerrold. Executive: J. C. Hollaway, president.
- Coshocton—Tower Antennas Inc. Began operation: July 1, 1953. Stations relayed: WKBK Cleveland (Ch. 4), WXEL Cleveland (Ch. 9), WBNS Columbus (Ch. 10). Executives: Claude Stevanus, president; Roy Hostetler, vice president; W. L. Beechy, secretary; Roy B. Odenkirk, treasurer.
- Dennison—TV Antenna System Inc., 1216 E. High Ave., New Philadelphia. Make of antenna: Jerrold. Executive: K. G. Walker, president.
- Midvale—TV Antenna System Inc., 1216 E. High Ave., New Philadelphia. Make of antenna: Jerrold. Executive: K. G. Walker, president.
- Murray City—Ayers Store. Make of antenna: Jerrold. Executive: John Ayers, manager.
- Newcomerstown—TV Cable System, 109 Canal St. Telephone: 86121. Began operation: January 1, 1953. Stations relayed: WNBK Cleveland (Ch. 4), WXEL Cleveland (Ch. 9), WDTV Pittsburgh (Ch. 2). Executives: P. K. Ortt, owner.
- New Philadelphia—TV Antenna System Inc., 1216 E. High Ave. Telephone: 4-2794. Began operation: December 1951. Antenna location: Seven Mile Dr. Make of antenna: VDX (Channel Master). Stations relayed: WEWS Cleveland (Ch. 5), WXEL Cleveland (Ch. 9), WNBK Cleveland (Ch. 4). Number of subscribers: 1175. Executives: K. G. Walker, president; J. A. Godfrey, vice president; C. C. Daker, secretary-treasurer and general manager.
- Shanesville—Tower Antenna Inc., Box 1328, Sugar creek. Make of antenna: Jerrold. Executive: Claude Stevanus, president.
- Sugar Creek—Tower Antennas Inc. Telephone: 27M. Began operation: June 1952. Antenna location: Shanesville, Ohio. Make of antenna: VDX. Stations relayed: WEWS Cleveland (Ch. 5), WXEL Cleveland (Ch. 9), WNBK Cleveland (Ch. 4). Number of subscribers: 125. Executives: Claude Stevanus, president; Roy Hostetler, vice president; W. L. Beechy, secretary; Roy B. Odenkirk, treasurer.
- Uhrichsville—TV Antenna System Inc., 1216 E. High Ave., New Philadelphia. Make of antenna: Jerrold. Executive: K. G. Walker, president.

OKLAHOMA

- Ardmore—Vumore Co., Box 986. Telephone: 3660. Began operation: September 1952. Make of antenna: Composite. Stations relayed: WKY-TV Oklahoma City (Ch. 4), KRLD-TV Dallas (Ch. 4), WBAP-TV Fort Worth (Ch. 5), WFAX-TV Dallas (Ch. 8), KWFT-TV Wichita Falls (Ch. 6), KFDX-TV Wichita Falls (Ch. 3). Number of subscribers: 300. Executives: Larry B. Boggs, president; Rhys Evans, vice president; John Easley Riesen, secretary.

- Duncan—Video Independent Theatres, P.O. Box 1334. Executive: C. O. Fulgham, manager.

- Oklahoma City—Oklahoma City Television Co.

OREGON

- Albany—Albany TV Distributing Corp., P.O. Box 36. Telephone: 1961. Began operation: April 15, 1953. Antenna location: Hotel Albany. Make of antenna: Jerrold. Stations relayed: KPTV Portland (Ch. 27). Executives: Chet Wheeler, president; H. A. Davidson, secretary-treasurer.

- Astoria—Radio & Electronics Co., 612 Commercial St. Telephone: 33. Began operation: November 1948. Antenna location: 18th & Commercial Sts. Make of antenna: Composite. Stations relayed:

- KING-TV Seattle (Ch. 5), KPTV Portland (Ch. 27). Number of subscribers: 1,200. Executives: L. E. Parsons, owner; D. W. Davis, manager.

- Portland—Trans Video Company of Oregon. Make of antenna: RCA. Executive: Wally Watson, operator.

PENNSYLVANIA

- Allison—Susquehanna Valley TV Corp., 308 N. Grove St., Lock Haven. Make of antenna: Jerrold. Executive: Dale Allen, president.

- Ashland—Ashland Video Co. Inc., 9th & Market Sts. Began operation: June 1951. Executive: Hubert H. Strunk, treasurer.

- Bangor—Clar-O-View Community Television Inc., 34 Market St. Telephone: 111-L. Began operation: April 1952. Make of antenna: Jerrold. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WPIX New York (Ch. 11) (Baseball games only). Number of subscribers: 150. Executives: John W. Arnsts, president; Ralph W. Sayre, secretary-treasurer.

- Bellefonte—Central Pennsylvania Corp., Willard & Dunaway Offices, Leitzell Building, State College. Make of antenna: Jerrold. Executive: Paul Lee, president.

- Berwick—Lee Antenna Co. Inc., 116 E. Front St. Make of antenna: Jerrold. Executive: Paul Lee, president.

- Bethlehem—Electronic Enterprises Inc., 310 E. Goepf St. Telephone: Univ. 8-5301. Began operation: September 1952. Antenna location: South Mt. Make of antenna: Jerrold. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 700. Executives: James G. Petrakis, president; John J. Cululi, vice president; Augustine J. Cululi, secretary-treasurer.

- Blossburg—Williamson Road Television Co. Make of antenna: Jerrold. Executive: William S. Rennie Jr.

- Brockton—Schuylkill Valley Trans-Video Corp. Executive: Dominic Vitelli, president.

- Brockway—Brockway Television Inc., 957 Fifth Ave. Telephone: 5075. A non-profit corporation. Began operation: April 1, 1952. Antenna location: Two miles SW of Brockway. Make of antenna and equipment: RCA. Stations relayed: WDTV Pittsburgh (Ch. 2), WJAC-TV Johnstown (Ch. 6). Number of subscribers: 286. Executives: Joseph S. Pisoni, chairman; Harry L. Youngdahl, vice chairman; George C. Morrison, secretary; Fred Edwards Sr., treasurer; Robert H. Smith.

- Carlisle—Mathews Inc., Box 436.

- Castanea—Susquehanna Valley TV Corp., 308 N. Grove St., Lock Haven. Make of antenna: Jerrold. Executive: Dale Allen, president.

- Coaldale—Panther Valley TV Co. Inc., 171 W. Ridge St., Lansford. Make of antenna: Jerrold. Executive: Robert J. Tarlton, president.

- Coal Township—TV Extension Corp., 715 W. Walnut St., Shamokin. Make of antenna: Jerrold. Executive: Mr. Power, president.

- Coudersport—Coudersport TV Cable Co., 30 E. Second St. Telephone: 665. Began operation: May 15, 1953. Antenna location: Dutch Hill. Stations relayed: WBN-TV Buffalo (Ch. 4), WDTV Pittsburgh (Ch. 2), WJAC-TV Johnstown (Ch. 6). Number of subscribers: 100. Executives: Joseph A. English, president; H. C. Mosch, M.D., vice president; James S. Berger, secretary; John Rigas, treasurer.

- Cressona—S. L. Television Corp. Make of antenna: Jerrold. Executive: William J. Laubenstein, president.

- East Conemaugh—Apex TV & Furniture Co., 227 Franklin St., Johnstown. Make of antenna: Jerrold. Executive: Frank Chiodo, manager.

- Elizabethville—Lykens Valley TV Co. Make of antenna: Jerrold. Executive: R. L. Weaver, treasurer.

- Everett—Everett TV Corp., Center & Foundry Sts. Make of antenna: Jerrold. Executive: Carl T. Whetstone, president.

- Flemington—Susquehanna Valley TV Corp., 308 N. Grove St., Lock Haven. Make of antenna: Jerrold. Executive: Dale Allen, president.

- Galetion—Galetion TV Antenna Inc. Make of antenna: Jerrold. Executive: W. A. Heymann, president.

- Hamburg—Hamburg Tire Co., 231 N. Third St. Began operation: January 1952. Executives: D. H. Schoener and W. E. Schoener, partners.

- Harrisburg—Perfect Television Co. Inc., 263 Reily St. Began operation: September 1951. Executive: Eli Kramer.

- Hazleton—Mountain City Television Corp., 98 N. Wyoming St. Began operation: February 1952. Executive: Tristram F. Lucian, president.

- Honesdale—Kenneth Chapman Co. Executive: Kenneth A. Chapman.

- Isabella—Community Antenna Co., Box 121. Make of antenna: Jerrold. Executive: Frank J. Beachley, manager.

- Johnsonburg—Johnsonburg Community TV, Inc. Make of antenna: Jerrold.

- Koonsville—The Shickshinny TV Corp., Shickshinny. Make of antenna: Jerrold. Executive: Noel B. Caverly, president.

- Lansford—Panther Valley Television Co., Inc., Box 232. Community Television Antenna System Supplying Services to Lansford and Coaldale, Pa. Began operation: October, 1950. Executives: Robert J. Tarlton, president; William Z. Scott, vice president and general manager; George H. Bright, secretary; Ruby Dubosky, treasurer.

- Lehighon—Lehigh Trans-Video Corp., 235 N. 1st St. Telephone: 708. Began operation: April 22, 1953. Antenna location: Flagstaff Mountain. Make of antenna: Jerrold. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WPIX New York (Ch. 11). Number of subscribers: 61. Executives: Joseph J. Humphries, president; George A. Shutack, vice president; Mahlon M. Kistler, secretary-treasurer.

- Lehighon—Mauch Chunk Television Service Co., 235 N. 1st St. Telephone: 708. Began operation: April 1, 1953. Antenna location: Flagstaff Mountain. Make of antenna: Jerrold. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WPIX New York (Ch. 11). Number of subscribers: 97. Executives: Joseph J. Humphries, president; George A. Shutack, vice president; Mahlon M. Kistler, secretary-treasurer.

- Lewistown—Pennwire Television Co., 28 Valley St. Began operation: January 1952. Executive: G. F. Gardner Jr., president.

- Lock Haven—Susquehanna Valley Television Corp., 308 N. Grove St. Began operation: September 1951. Executive: Dale Allen, president.

- Lost Creek—Shen-Heights TV Assoc., 138 N. Jarden St., Shenandoah. Make of antenna: Jerrold. Executive: Frank T. Brophy, president.

Macanaque—The Shickshinny TV Corp., Shickshinny. Make of antenna: Jerrold. Executive: Noel B. Caverly, president.

Mahanoy City—City Television Corp., 100 W. Pine St. Executive: Wm. McLaughlin, manager.

Mahanoy City—Service Electric Co. Executive: John Walsovich, manager.

Maunch Chunk—Lehigh Trans Video Corp., 235 N. 1st St., Lehigh. Make of antenna: Jerrold. Executive: M. Kistler, vice president and treasurer.

Meadville—Meadville Master Antenna Inc., 357 Center St. Make of antenna: Jerrold. Executive: H. C. Winslow, president.

Meyersdale—Kirchner's TV Co., Inc., 19 Center St. Make of antenna: Jerrold. Executive: Robert Kirchner, president.

Middleport—Schuylkill Valley Trans-Video, Brockton. Make of antenna: Jerrold. Executive: Dominic Vitelli, president.

Mill Hall—Susquehanna Valley TV Corp., 308 N. Grove St., Lock Haven. Make of antenna: Jerrold. Executive: Dale Allen, president.

Millersburg—Millersburg TV Co., 328 Union St. Make of antenna: Jerrold. Executive: F. R. Helwig.

Minersville—Minersville Television Corp., 305 Sunbury St. Telephone: 2714. Began operation: May 1952. Antenna location: Sharp Mountain. Make of antenna: RCA. Stations relayed: WFIL-TV Philadelphia (Ch. 6), WPTZ Philadelphia (Ch. 3), WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 401. Executives: Francis E. Moser, president; Clarence Messner, vice president; Albert H. Ulmer, treasurer; Robert Jenkins, secretary.

Mt. Carmel—Pyrofax Gas Service, 2d & Oak Sts.

Mt. Union—Mt. Union Antenna Co. Inc. Carl J. Peduzzi, president.

Nescopeck—Lee Antenna Co. Inc., 116 E. Front St., Berwick. Make of antenna: Jerrold. Executive: Paul Lee, president.

Nesquehoning—R. G. Genzlinger Inc., 28 E. Catawissa St. Began operation: November 1949. Executive: R. G. Genzlinger, president.

New Philadelphia—Schuylkill Valley Trans-video, Brockton. Make of antenna: Jerrold. Executive: Dominic Vitelli, president.

Newport—Newport TV Co., 26 N. 2d St. Make of antenna: Jerrold. Executive: Henry Shiffer, president.

Northumberland—B. K. P. Television Systems Inc., 7th & Regan Sts., Sunbury. Make of antenna: Jerrold. Executive: John J. Barni, president.

Oil City—Television Cable Co., 8 East Front St. Telephone: 5-3701. Began operation: December 1951. Antenna location: Clark Summit. Make of antenna: VDX. Stations relayed: WDTV Pittsburgh (Ch. 2) and WJAC-TV Johnstown (Ch. 6). Number of subscribers: 1,900. Executives: B. A. Drelick, president and manager; Ned Cogswell, treasurer and engineer; John Wolstencroft, director and advertising manager.

Palmerton—Palmerton TV Signal Corp., 513 Delaware Ave. Telephone: 6435. Began operation: September 1951. Antenna location: Blue Mt. Make of antenna: Jerrold. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), and WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 680. Executives: C. E. Reinhard, president; C. C. Helmuth, vice president; C. A. Bossard, secretary-treasurer.

Palo Alto—Wire Teleview, 428 E. Norwegian St., Pottsville. Make of antenna: Jerrold. Executive: Clarence F. Schoffstall, president.

Pine Grove—Pine Grove Community TV Co. Make of antenna: Jerrold. Executive: William Gibson, manager.

Plymouth—Shawnee Television Co. Inc., 49 E. Main St. Telephone: 9-4171. Began operation: May 1951. Antenna location: Larksville Mt. Make of antenna: VDX (Channel Master). Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WNBFTV Binghamton, N. Y. (Ch. 12), WBRE-TV Wilkes-Barre (Ch. 28), WGBI-TV Scranton (Ch. 22). Number of subscribers: 300. Executives: Robert R. Hosey, president; Henry Turchanik, vice president; Wesley Harris, secretary; Samuel P. Cohen, treasurer; Samuel Fainberg, asst. treasurer.

Port Carbon—Wire Teleview Corp., 428 E. Norwegian St., Pottsville. Make of antenna: Jerrold. Executive: Clarence F. Schoffstall, president.

Pottsville—Milco Cable Corp. Executive: R. A. Miller.

Pottsville—Trans-Video Corp., P. O. Box 184. Telephone: 6161. Began operation: February 1951. Antenna location: Sharp Mt. Make of antenna: RCA. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 2,514. Executives: M. F. Malarkey Jr., president; M. F. Malarkey, vice president; M. D. Reeves, secretary; P. J. Malarkey, treasurer.

Pottsville—Wire Tele-View Corp., 428 E. Norwegian St. Telephone: 6381. Began operation: May 1951. Antenna location: Tumbling Run Mountain. Make of antenna: Jerrold. Stations relayed: WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10), WPTZ-TV Philadelphia (Ch. 3). Number of subscribers: 850. Executives: Clarence F. Schoffstall, president; George W. Daubert, vice president; Francis E. Stabinsky, vice president; J. Richard Kirn, secretary; James F. Sullivan, treasurer.

Renovo—Greater Renovo Television Cable Co., Renovo. Make of antenna: Jerrold.

Ridgway—Ridgway TV Co., 119 N. Broad St. Make of antenna: Jerrold. Executive: Frank S. Rich, manager.

St. Clair—St. Clair Television Co., 61 N. Second St. Began operation: July 1951. Executive: John S. Warner, manager.

Schuylkill Haven—TV Cable Corp., 19 E. Main St. Began operation: February 1952. Executive: Amos Strause, president.

Shamokin—Eastern Pennsylvania Relay Station Inc., 418 N. Shamokin St. Began operation: August 1951. Executive: J. J. Barni.

Shamokin—TV Extension Corp., 715 W. Walnut St. Began operation: September 1951. Executive: Fred Bower, president.

Shenandoah—Shen-Heights TV Assoc. Inc., 138 N. Jardin St. Telephone: 2-2198. Began operation: October 1951. Antenna location: West Mahanoy Twp. Stations relayed: WCAU-TV Philadelphia (Ch. 10), WFIL-TV Philadelphia (Ch. 6), and WPTZ Philadelphia (Ch. 3). Number of subscribers: 1,390. Executives: Frank T. Brophy, president; George F. Urtis, vice president.

Shickshinny—Shickshinny TV Corp. Make of antenna: Jerrold. Executive: Noel B. Caverly, president.

Smithport—Hill Street Television Line Assoc. Make of antenna: Jerrold. Executive: R. K. Palmer.

State College—Centre Video Corp., 418 W. College Ave. Telephone: 8-6655. Began

operation: April 1952. Make of antenna: Jerrold. Stations relayed: WJAC-TV Johnstown (Ch. 6), WFBG-TV Altoona (Ch. 10). Number of subscribers: 100. Executives: John W. Baldwin, president; William Litke, secretary; Jack C. Falk, treasurer.

Stroudsburg—Pocono Television Relay Inc., 22 South 6th St. Began operation: April 1952. Executive: John M. Price.

Sunbury—B. K. P. Television Systems, Inc., 7th and Reagan St. Telephone: 2922. Began operation: March 15, 1953. Antenna location: Mile Hill. Make of antenna: Jerrold. Stations relayed: WHUM Reading (Ch. 61), WFBG-TV Altoona (Ch. 10), WBRE-TV Wilkes-Barre (Ch. 28). Number of subscribers: 500. Executives: John J. Barni Jr., president; Daniel W. Kearney, secretary; John L. Pipa Jr., treasurer.

Tamaqua—Tamaqua TV Inc., 109 E. Broad St. Began operation: June 1951. Executive: Melvin Boyer.

Warren—Warren Television Co. Inc.

Weissport—Lehigh Trans-Video Corp., 235 N. 1st St., Lexington. Make of antenna: Jerrold. Executive: M. Kistler, vice president.

Wilkes-Barre—TeleService Co. of Wyoming Valley, 166 S. Main St. Telephone: 4-8111. Began operation: November 1951. Antenna location: Wyoming Mt. Make of antenna: RCA. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WNBFTV Binghamton, N. Y. (Ch. 12). Executives: Ralph Katrosh, president; Clyde Davis, secretary; Michael H. Sheridan, treasurer.

William Penn—Shen-Heights TV Associates, 138 N. Jarden St., Shenandoah. Make of antenna: Jerrold. Executive: Frank T. Brophy, president.

Williamsport—West Branch Television Services Inc., 6 W. 4th St. Began operation: April 1952. Executive: Joseph L. Leuce, president.

Williamsport—Williamsport-Jerrold Television Cable Corp., 454 William St. Began operation: November 1952. Executive: Ray Schneider, general manager-vice president.

Westfield—Westfield Community Antenna, Westfield, Pa. Began operation: September 1952. Make of antenna: Jerrold. Stations relayed: WNBFTV Binghamton (Ch. 12), WBEN-TV Buffalo (Ch. 4). Number of subscribers: 214. Executives: J. F. Eberle Jr., president; Bruce Gleason, vice president; A. B. Kelts, secretary; Gordon Ford, treasurer; Olaf Gunn; John Gibson; Stuart Davis.

SOUTH CAROLINA

Florence—Community TV Systems Inc., 1553 W. Evans St. Telephone: 4103. Began operation: August 1, 1953. Stations relayed: WBTV Charlotte, N. C. (Ch. 3). Also originates own programs. Executives: Murray Borkon, president and executive manager; Francis Haney, chief engineer.

TENNESSEE

Kingsport—Television Cable Corp., New & Commerce Sts. Began operation: December 1951. Executive: W. Kyle Huddle, president; W. A. Crafts, vice president and general manager.

Memphis—Southern Television System Inc.

TEXAS

Brownwood—Adleta Company, 1914 Cedar Springs Ave., Dallas 1, Texas. Make of antenna: RCA. Executive: E. C. Adleta, vice president.

Denison—Better Television Inc., 500 W. Main. Telephone: 402. Began operation: March 1952. Antenna location:

half-mile SW of Denison. Stations relayed: KRLD-TV Dallas (Ch. 4), WFAA-TV Dallas (Ch. 8), WBAP-TV Fort Worth (Ch. 5). Number of subscribers: 300. Executives: Charles F. Johnson, president; Ralph McCarroll, vice president; Neil W. Shirley, secretary-treasurer.

Graham—Television Distributing Co., 610 Oak St. Telephone: 197. Began operation: August 1951. Antenna location: East of city. Make of antenna: RCA. Stations relayed: WBAP-TV Fort Worth (Ch. 5), KRLD-TV Dallas (Ch. 4), KFDX-TV Wichita Falls (Ch. 3). Number of subscribers: 250. Executives: Brown Walker, owner.

Mineral Wells—Community Aerial System, Inc., 1400 North Oak. Telephone: 804. Began operation: September 1951. Stations relayed: WBAP-TV Fort Worth (Ch. 5), KRLD-TV Dallas (Ch. 4), WFAA-TV Dallas (Ch. 8). Number of subscribers: 350. Executive: John Campbell, president.

Palestine—Clearview Television Co. Inc., 207 W. Crawford. Telephone: 2-5273. Executive: Ray Barnes.

Sherman—Tele-Vue Products Co., 325 W. Houston St. Telephone: 801. Began operation: January 1952. Antenna location: One mile S. of Sherman. Make of antenna: Tele-Vue. Stations relayed: WFAA-TV Dallas (Ch. 8), KRLD-TV Dallas (Ch. 4), WBAP-TV Fort Worth (Ch. 5). Number of subscribers: 1000. Executives: C. Jack Bean, president; R. W. Leonard, 1st vice president; Charles W. Wooldridge, 2nd vice president; O. P. Leonard Jr., secretary-treasurer.

Tyler—Tyler TV Inc., P. O. Box 28. Began operation: March 1952. B. M. Frazer, president.

VERMONT

Barre—Vermont Television Inc., 63 N. Main St. Telephone: 472. Began operation: April 1952. Antenna location: Barre Twp. Make of antenna: Spencer-Kennedy. Executives: Louis Babic, president; Thomas Lyman, vice president and secretary; Nicholas Sanguinetti, treasurer and general manager.

Burlington—Green Mountain Television Corp., 187 Church St. Telephone: 4-5390. Began operation: June 1952. Antenna location: Brownell Mountain. Stations relayed: WRGB Schenectady (Ch. 4), CBFT Montreal, Canada (Ch. 2). Number of subscribers: 1400. Executives: Dr. John Abajian Jr., president; Joseph S. Wool, vice president; James S. George, treasurer; Jack R. Davis, general manager.

Burlington—Vermont Broadcasting Corp., 633 Main St. Executive: A. E. Spokes, manager.

Ludlow—Okemo Vue Inc. Windsor County. Make of antenna: Jerrold. Executive: Voitto W. Jario.

Springfield—Young's Transvideo Corp., 201 Union St. Make of antenna: Jerrold. Executive: S. R. Young.

Williston—Green Mountain Television Corp., P.O. Box 673, Burlington. Make of antenna: Jerrold. Executive: John Abajian Jr., president.

Winooski—Green Mountain Television Corp., P.O. Box 673, Burlington. Make of antenna: Jerrold. Executive: John Abajian Jr., president.

VIRGINIA

Grundy—Rife's Radio & Television Co., Stacey, Va. Executives: Barnes and J. A. Rife (partners).

Harrisonburg—Blue Ridge Television Corp., Rawley Pike. Telephone: 4-4431. Began operation: August 1952. Antenna location: ¼ mile N. of city limits. Make of antenna: Composite. Stations relayed: Three channels from Washington, D. C. and Richmond, Va. Number of subscribers: 420. Executives: Frederick L. Allman, president; Warren L. Braun, chief engineer; Harold A. Wright, business manager.

Staunton—Staunton Video Corp., 27 Middlebrook Ave. Telephone: 5-7493. Began operation: April 1952. Antenna location: Augusta County, Va. Make of antenna: Jerrold. Stations relayed: WTTG Washington (Ch. 5), WTOP-TV Washington (Ch. 9), and WTVR Richmond (Ch. 6). Number of subscribers: 350. Executives: Norwood Rosen, president; Thomas L. Huntley, vice president; Randolph W. Tucker, secretary-treasurer.

WASHINGTON

Aberdeen—Harbor Television Corp. Telephone: 131. Began operation: November 1952. Antenna location: 2 mis. S. of city. Make of antenna: Composite. Stations relayed: KING-TV Seattle (Ch. 5) and KTNT-TV Tacoma (Ch. 11). Number of subscribers: 700. Executives: Fred G. Goddard, president; D. W. Heckathorn, vice president; Donald McCaw, secretary; John Walker, treasurer-chief engineer.

Centralia—Community Ant. of Centralia Inc., 203 White Building, Seattle. Make of antenna: Jerrold. Executive: L. M. Keeley, president.

Chehalis—Coburn TV Inc. Make of antenna: Jerrold. Executive: Alex Coburn, president.

Colville—Colville Video Inc. Make of antenna: Jerrold.

Cosmopolis—Television Systems Inc. Make of antenna: Jerrold.

Hoquiam—Television Systems Inc., Cosmopolis. Make of antenna: Jerrold.

Montesano—Community Antenna Co. Make of antenna: Jerrold.

Pomeroy—Christensen-Rauch Co., Pomeroy, Wash. Telephone: 327. Operation due August 1, 1953. Make of antenna: Jerrold. Stations relayed: KHQ-TV Spokane (Ch. 6), KXLY-TV Spokane (Ch. 4). Executives: Bert Christensen, president; William Rauch, vice president; Alta May Christensen, secretary.

Raymond—Powell Electric. Make of antenna: Jerrold. Executive: LeRoy Powell, owner.

Seattle—Holert's, 4201 W. Alaska St. Began operation: May 1, 1946. Executive: Frank T. Holert, president.

Seattle—Master TV Antenna System Inc., 217 Ninth Ave. N. Telephone: Mutual 1111. Began operation: July 1952. Antenna location: 35th & Cherry Sts. Station relayed: KING-TV Seattle (Ch. 5). Executives: L. M. Kelley, president; F. W. Nelson, vice president; Dale Graeth, secretary-treasurer.

South Bend—Powell Electric, Raymond. Make of antenna: Jerrold. Executive: LeRoy Powell, owner.

Wenatchee—Wescoast Broadcasting Co., Radio KPQ, 20 2d St. Telephone: 2757. Began operation: July 15, 1953. Antenna location: Laurel Hill. Stations relayed: KXLY-TV Spokane (Ch. 4), KHQ-TV Spokane (Ch. 6). Number of subscribers: 150. Executives: Rogan Jones, president; James W. Wallace, vice president and manager.

WEST VIRGINIA

Amherstdale—Guyan Eagle Coal Co. Began operation: January 1952. Executive: Frank Reeves, manager.

Clarksburg—Olga Coal Co. Make of antenna: Jerrold. Executive: W. D. Dantzer, manager.

Coalwood—Olga Coal Co. Began operation: June 1952. Executive: W. D. Dantzer, general manager of stores.

East Gulf—C. H. Mead Coal Co. Began operation: May 1952. Executive: H. G. Schmidt, president.

Elbert—Jimmie's Electric Appliance Shop, Box 6. Make of antenna: Jerrold. Executive: Michael Hornick, technician.

Fairmont—Fairmont TV Cable Corp., 217 Fairmont Ave. Make of antenna: Jerrold. Executive: Edw. A. Pence.

Fairview—Williamson TV Corp. Make of antenna: Jerrold. Executive: Jack Gates, manager.

Follansbee—Alco Radio & Supply Co. Make of antenna: Jerrold. Executive: Leo Cocco.

Holden—Durfée's Inc., 124 Main St., Logan. Make of antenna: Jerrold. Executive: C. O. Erickson, president.

Keyser—Keyser Television Co. Inc., 51 N. Main St. Telephone: Keyser 6426. Began operation: October 1952. Antenna location: Thunder Hill. Make of antenna: VDX (Channel Master). Stations relayed: WJAC-TV Johnstown (Ch. 6), WTOP-TV Washington (Ch. 9), WMAL-TV Washington (Ch. 7). Executives: Dr. Harry F. Coffman, president; Joseph W. Coffman, vice president, secretary; Dr. Thad T. Huffman, treasurer; Anderson T. Patrick, manager.

Kieth—Red Parrot Coal Co. (Division of North American Coal & Dock Co.). Telephone: Whitesville 2611. Began operation: July 1952. Make of antenna: Jerrold. Station relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 80. Executives: V. R. Rogers, superintendent.

Logan—Durfée's Inc., 124 Main St. Executive: C. O. Erickson, president.

Mallory—Durfée's Inc., 124 Main St., Logan, W. Va. Executive: C. O. Erickson, president.

Man—Durfée's Inc., Box 85. Telephone: 5581. Began operation: December 1, 1952. Station relayed: WSAZ-TV Huntington (Ch. 3). Number of subscribers: 500. Executive: C. O. Erickson, president and general manager.

Mullens—Mullens Television Cable Service. Began operation: April 1952. Executives: Robert R. Jones and DeForest Lilly (partners).

New Martinsville—TV Cable Co. Make of antenna: Jerrold.

Piedmont—Upper Potomac TV Co. Make of antenna: Jerrold. Executive: Homer Farrell.

Prenter—Red Parrot Coal Co. (Division of North American Coal & Dock Co.). Telephone: Whitesville 3181. Began operation: December 1951. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 80. Executive: C. G. Evans, general superintendent.

Princeton—Commercial Television Antenna Service Inc. Telephone: 3378. Began operation: July 1952. Antenna location: Lilly Grove. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 3), WSLSTV Roanoke, Va. (Ch. 10), WBTV Charlotte, N. C. (Ch. 3), WFMY-TV Greensboro, N. C. (Ch. 2), WAVE-TV Louisville, Ky. (Ch. 5), WLVA-TV Lynchburg, Va. (Ch. 13). Number of subscribers: 185. Executives: E. Clyde Bourne, president; H. F. Bonham, vice president; Helen Stowers Bourne, secretary.

Rainelle—Rainelle TV Corp., King Coal Hotel, East Rainelle. Make of antenna: Jerrold. Executive: Howard G. Combs, president.

Richwood—Richwood T-V Co. Inc., Oakford & Main. Telephone: 4741. Began operation: April 1952. Antenna location: Hinkle Mt. Make of antenna: Jerrold.

COMMUNITY TV

Station relayed: WSAZ-TV Huntington, W. Va. (Ch. 3). Number of subscribers: 180. Executives: Carl E. Gainer, president; F. L. Greer, vice president; T. R. Turner Jr., secretary; T. E. Morrison, treasurer.

Slah Fork—Slah Fork Coal Co. Executive: S. Austin Caperton Jr.

Spencer—T. J. Arnold Co. Executive: Robert Doolittle.

War—TV Antenna Service Inc. Began operation: June 1952. Executive: L. W. Coffey, president.

Weirton—Weirton TV Cable Corp., 3225 Main St. Make of antenna: Jerrold. Executive: William R. Crago, president.

Welch—West Virginia Television Co. Telephone: 1431. Began operation: June 1951. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 4). Number of subscribers: 360. Executives: Dr. Edmund O. Gates and William Turner (partners).

Wheeling—Wheeling Antenna Co. Inc., P. O. Box 1043. Telephone: Wheeling 4070. Began operation: September 1952. Stations relayed: WDTV Pittsburgh (Ch. 2), WJAS-TV Johnstown (Ch. 6). Executives: Donald W. Levenson, president; Melvin C. Truax, manager.

Whitesville—Whitesville Radio & Television Service. Began operation: February 1951. Executive: James Williams, manager.

Williamson—Williamson TV Corp. Make of antenna: Jerrold. Executive: Jack Gates, manager.

WISCONSIN

Milwaukee—Dairyland Booster TV, 222 E. Erie St. Telephone: Broadway 2-4440. Began operation: March 1952. Antenna location: Rice Lake, Wis. Stations relayed: WCCO-TV Minneapolis (Ch. 4) and KSTP-TV St. Paul (Ch. 5). Number of subscribers: 150. Executives: president; Harold Sampson, vice president; Lenord Norton.

WYOMING

Casper—Community Television Systems of Wyoming Inc., Drawer 380. Telephone: 3-7890. Began operation: November 1, 1953. Antenna location: Laramie, Wyoming. Stations relayed: KFEL-TV Denver (Ch. 2). KBTV Denver (Ch. 9). Executives: Bill Daniels, president; G. W. Schneider, manager and assistant secretary-treasurer; R. C. Schneider, chief technician; H. M. Barnes, secretary-treasurer.

ALASKA

Ketchikan, Alaska—Ketchikan Alaska Television, P.O. Box 2525, 1270 Sayles St. Telephone: 875. Due to start: October 1 1953. Make of antenna: Jerrold. Originates own programs. Number of subscribers: 125. Executive: Wally Christiansen, general manager.

CANADA

Guelph, Ontario, Canada—Neighbourhood Television Limited, 6 Douglas St. Telephone: 3708. Began operation: May 1953. Antenna location: Five miles from Main St. Make of antenna: Jerrold. Stations relayed: WBEN-TV Buffalo (Ch. 4), CBLT-TV Toronto (Ch. 9). Executives: F. T. Metcalfe, president; W. Slatter, vice president; W. Cowan secretary-treasurer; T. G. Bell, director; A. N. Kearns, director; R. Sutherland, director.

London, Ont.—Cablevision (London) Ltd., 13 King St. Began operation: October 1952. Executive: E. R. Jarmain.

Montreal, Quebec—Rediffusion Inc., 6301 Park Ave.

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UNITED STATES MARKET INDICATORS

Total Population, July 1, 1952	156,981,000
Total Families, 1950	38,310,980
Total Urban Population, 1950	96,467,686
Total Rural Nonfarm Population, 1950	31,181,325
Total Farm Population, 1950	23,048,350
Employed in Nonagricultural Establishments, March, 1953	48,651,000
Total Employed, 1950	56,239,449
Employed in Mining, March, 1953	855,000
Employed in Manufacturing, March, 1953	17,087,000
Employed in Construction, March, 1953	2,294,000
Employed in Agriculture, 1950	6,886,423
Retail Sales, 1952	\$163,570,205,000
Bank Assets, Jan. 1, 1953	\$214,830,603,000
Bank Deposits, Jan. 1, 1953	\$196,431,356,000
Major Income Sources, 1951: Agriculture 7.6%; Government 15.3%; Manufacturing Payrolls 23.9%; Trade and Service 25.9%; Other 27.3%.	
Total Income Payments, 1951	\$242,947,000,000
Per Capita Income, 1951	\$ 1,584
Median Family Income, 1950	\$ 3,073
Total Internal Revenue Collections, 1952	\$ 68,502,564,268
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 71.17
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 4,589,508,000
Cash Receipts of Farms, 1952	\$ 33,125,399,000
Government Payments to Farmers, 1952	\$ 274,530,000
Value of Mineral Production, 1950	\$ 11,855,000,000
Total New Construction in 1952	\$ 32,329,000,000
New Private Construction in 1952	\$ 21,785,000,000
New Public Construction in 1952	\$ 10,544,000,000
Motor Vehicle Registration, 1952	53,258,570
Number of Telephones, 1952	48,056,300
Number of Electrical Connections, 1952	48,459,371
Number of Gas Utilities Connections, 1952	25,849,600

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EDUCATIONAL TELEVISION & RADIO CENTER—134 S. LaSalle St., Chicago. Tel.: State 2-6070. President, Dr. Harry K.

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ELECTRONICS MFERS. ASSN. Inc.—598 Madison Ave., New York 22. Tel.: Murray Hill 8-3200. David Wald, DeWald Radio, president; I. A. Mitchell, United Transformer Corp., vice president; Nathan Pinsky, Espey Mfg. Inc., vice-president; Allan C. Bernstein, secretary; Irving Golin, treasurer; John W. Martindale, executive secretary; Jesse Freidin, general counsel.

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FINANCIAL PUBLIC RELATIONS ASSN.—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, executive vice president.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION—Ohio State U., Co-

lumbus 10, Ohio. Tel.: University 3148, Ext. 280. I. Keith Tyler, director.

INSTITUTE OF RADIO ENGINEERS Inc.—1 E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers:* J. W. McRae, president; S. R. Kantebet, vice president; W. R. G. Baker, treasurer; Haraden Pratt, secretary; Alfred N. Goldsmith, editor.

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JOINT TECHNICAL ADVISORY COMMITTEE—(Institute of Radio Engineers, Radio-Electronics Television Mfrs. Assn.)—1 E. 79th St., New York 21. *Officers:* A. V. Loughren, chairman; Lloyd V. Berkner, vice chairman; Ralph Bown, D. G. Fink, John V. L. Hogan, Dorman D. Israel, I. J. Kaar, P. F. Siling; L. G. Cumming, non-member secretary.

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NATIONAL ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Mur-

ray Hill 2-1500. W. J. Donald, managing director; L. G. Hall, Stackpole Carbon Co., president; A. F. Metz, Okonite Co., treasurer; Arthur A. Berard, Ward Leonard Electric Co.; J. L. Busey, General Electric Co.; J. W. Corey, Reliance Electric & Engineering Co.; W. A. Elliott, Elliott Co., and Hoyt Post Steele, Benjamin Electric Mfg. Co., vice presidents.

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RADIO PIONEERS—580 Fifth Ave., New York 36. Tel.: Plaza 7-1800. *Officers:* Paul W. Morency, president; Arthur B. Church, first vice-president; Raymond F. Guy, Victor C. Diehm, vice-presidents; John F. Patt, secretary; Charles A. Wall, treasurer.

RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION—1585 Ponce de Leon Ave., N. E., Atlanta 6, Ga. Tel.: Crescent 6431. Dupree Jordan, acting director.

RADIO - ELECTRONICS - TELEVISION MFRS. ASSN.—777 14th St., N. W., Washington 5, D. C. Tel.: National 8-3902. *Officers:* Glen McDaniel, president and general counsel; Robert C. Sprague, Sprague Electric Co., chairman of the board; James D. Secrest, executive vice president; Leslie F. Muter, Muter Co., treasurer. *Vice presidents:* Robert S. Alexander, Wells Gardner & Co.; R. E. Carlson, Tung-Sol Electric Inc.; R. G. Zender, Lenz Electric Manufacturing Co.; H. J. Hoffman, Machlett Laboratories Inc.; Sidney Harman, Harman-Kardon Inc. Headquarters Staff: Peter H. Cousins, special assistant to executive vice president; Tyler Nourse, editorial director; Albert Coumont, service coordinator; William F. E. Long, director of statistics; William L. Reynolds, staff attorney; Charles Maechling Jr., government relations officer; Anna M. Chase, office manager.

RADIO & TELEVISION EXECUTIVES SOCIETY—420 Lexington Ave., New York 17. Tel.: Lexington 2-3988. *Officers:* James M. Gaines, president; George T. Shupert,

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THEATRE NETWORK TELEVISION INC.—515 Madison Ave., New York 22. Tel.: Plaza 3-3464. Nathan L. Halpern, president; Victor M. Ratner, director, TeleSessions Div.

THEATRE OWNERS OF AMERICA—1501 Broadway, New York 36. Tel.: Longacre 3-6238. Alfred Starr, president; Charles P. Skouras, chairman of the board; S. H. Fabian, treasurer; Albert M. Pickus, secretary; Walter Reade Jr., executive vice president; Herman M. Levy, general counsel; Dick Pitts, director of public relations; Howard L. Bryant Jr., administrative director.

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WESTERN ASSN. OF BROADCASTERS—c/o CJCA Edmonton, Alta. G. Gaetz, CJCA Edmonton, president. *Directors:* W. Rea, CKNW New Westminster, B. C.; H. Crittenden, CKCK Regina, Sask.; J. Craig, CKX Brandon, Man.

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BELL TELEPHONE LABS.—463 West St., New York 14. Tel.: Chelsea 3-1000.

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HUFTY, EUBANK & RUSSELL—Marsh Bldg., Washington 6, D. C. Tel.: Sterling 3-2725. William G. Russell, president. (Radio and TV insurance consultants.)

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A. LEWIS KING—551 Fifth Ave., New York 17. Tel.: Murray Hill 2-8276. (Television and broadcast advertising consultant.)

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ANDREW N. McLELLAN—4 Albert St., Toronto. Tel.: Empire 6-6165. Andrew N. McLellan, director. (Television consultant.)

PHILIP MERRYMAN & ASSOC.—Edgewater Hillside, Westport, Conn. Tel.: 2-3860.

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 36. Tel.: Longacre 4-1710. President: R. W. Ferrel. General manager: C. H. Brown. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-5744; manager, A. J. Crane. (Publishes *Standard Advertising Register* services, listing national advertisers, agencies and their personnel.)

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University of Alabama, University, Ala. Courses: TV workshop, orientation, history of radio-TV, radio acting, speech, announcing, sports and special events announcing, production, directing, script writing, problems in radio writing, broadcasting information programs, continuity writing, program planning, graduate seminar, management, advertising, marketing, audience research, radio-TV public relations, radio-TV and society, analysis of broadcast propaganda, applied and advanced electronics, transmitter operation, TV film workshop, TV law. Registrar: Kenneth Harwood. Degrees: B.A., M.A.

American Institute of the Air*, 3123 E. Lake St., Minneapolis, Minn. Tel.: Wesley 1639. Courses: Announcing, sales, engineering. Registrar: Helen S. Brown. Registration: Weekly.

The American University*, 1901 F St., N.W., Washington, D. C. Tel.: Sterling 3-4940. Courses: Introduction, writing, newswriting, dramatic writing, public service broadcasting, speaking, announcing, music, acting, production and direction, station management, advertising, pro-

gramming, TV workshop, TV production laboratory, TV film production, TV in education, teaching with TV. Registrar: Hazel Feagans. Registration: Sept., Feb., June. Degrees: B.S., M.A.

University of Arizona, Tucson, Ariz. Courses: Radio workshop, TV workshop, acting, advertising, transmitter operation, advanced communication. Registrar: Ben C. Markland.

Ball State Teachers College, Muncie, Ind. Courses: Radio workshop, introduction to radio-TV, radio acting, speech and production, writing for radio-TV, radio in education. Registrar: James K. Petersen.

University of Baltimore*, 1420 N. Charles St., Baltimore, Md. Tel.: Saratoga 7-6350. Courses: Radio and TV writing and production. Registrar: Kathleen C. Joyce. Registration: Fall and spring.

Baylor University*, Waco, Tex. Tel.: 3-4511. Courses: Production, drama, internship. Registrar: Dr. Truet Grant. Registration: Sept. 14, 1953. Degree: B.A.

Beaver College, Jenkintown, Pa. Courses: Radio-TV techniques, microphone speech, radio writing, radio-TV program planning. Registrar: Judith Elder.

- Beloit College*, Beloit, Wis.
Courses: Radio workshop, introduction to radio-TV, program production, radio writing, seminar in radio speech. Registrar: George A. Willey.
- Boston University School of Public Relations & Communications**, 84 Exeter St., Boston 16, Mass. Tel.: Commonwealth 6-6230.
Courses: Performance, writing, production, technical aspects, programming, sales, administration, law, education, TV film. Registrar: Ethel Webster. Registration: Sept. 14-18, 1953. Degrees: B.S., MS..
- University of Bridgeport*, Bridgeport, Conn.
Courses: Writing for radio and TV.
- Brooklyn College*, Brooklyn, N. Y.
Courses: Radio workshop, introduction to radio, production, educational radio and TV. Registrar: Paul B. Williams.
- John Brown University**, Siloam Springs, Ark. Tel.: 77.
Courses: Technical theory. Registrar: Roger F. Cox. Registration: Sept. 15, 1953, Jan. 15, June 1, 1954. Degree: B.S.
- California Institute of Radio & Television**, 5910 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-1938.
Courses: Production, writing. Registrar: Lee Wood. Registration: Monthly.
- University of California*, Los Angeles, Calif.
Courses: Radio workshop, theatre arts survey, acting, speech, production, dramatic and documentary radio writing, radio and TV news writing, continuity writing, radio programming and station operations, social aspects of mass communications, TV orientation. Registrar: Richard J. Goggin. Degrees: A.B., M.A. in theatre arts.
- Cambridge School of Radio Broadcasting**, 220 W. 42nd St., New York 18, N. Y. Tel.: Judson 6-0025.
Courses: All phases of radio and TV broadcasting. Registrar: Bess Stern. Registration: Continuous.
- Capital Radio Engineering Institute**, 3224 16th St., N.W., Washington, D. C. Tel.: Hobart 2-1520.
Courses: Home and residence courses in TV engineering and service engineering, TV studio operations course by home study only. Registrar: Everett A. Corey. Registration: Monthly.
- John Carroll University*, Cleveland, Ohio
Courses: Radio workshop, fundamentals of radio broadcasting, planning and presentation of standard radio programs, radio engineering, sound engineering, fundamentals of electrical engineering, current electronic development, principles of communications, program planning for TV, problems of the TV director. Registrar: Vincent S. Klein.
- Case Institute of Technology*, Cleveland, Ohio
Courses: Fundamentals of communications engineering, microwave engineering, radio-TV engineering, electronics.
- Central Radio & Television Schools Inc.**, 1644 Wyandotte St., Kansas City, Mo. Tel.: Harrison 5852.
Courses: Electronics, radio and TV technology, studio production techniques, camera operation and video console. Registrar: C. L. Foster. Registration: Bimonthly.
- Central Washington College of Education*, Ellensburg, Wash.
Courses: Radio speech, radio and recordings in the classroom, principles of photography, teaching through TV. Registrar: William C. King.
- Chico State College**, Chico, Calif. Tel.: 1500.
Courses: Broadcasting (TV), TV performance. Registrar: Wallin Carlson. Registration: Sept. 10, 1953, Feb. 1, 1954.
- City College of the City of New York*, New York, N. Y.
Courses: Survey of radio-TV, radio-TV dramatics, advanced radio dramatics, speech for radio-TV, writing for radio, radio-TV research methods, radio engineering, electrical communications, engineering electronics, communications electronics, industrial electronics, sound engineering, uhf techniques, advanced electronics, basic TV engineering, TV script-writing, basic TV, TV workshop, motion picture photography, history of the fictional film, fundamentals of documentary film history and production, motion picture writing and editing, practice in film production. Registrar: Earl H. Ryan.
- City College of San Francisco**, Balboa Park, San Francisco 12, Calif. Tel.: Juniper 7-7272.
Courses: Production, survey, writing, announcing, acting. Registrar: Mary Jane Learnard. Registration: Week of Sept. 14, 1953.
- College of Music of Cincinnati**, 1228 Central Pkwy., Cincinnati, Ohio. Tel.: Parkway 0538.
Courses: Two-year certificate course, four-year bachelor of fine arts in radio-TV education degree course. Registrar: Marjora W. Shank. Registration: Sept. 14-16, 1953. Degree: B.F.A. in radio-TV education.
- University of Colorado**, Boulder, Colo. Tel.: 3700.
Courses: Basic TV engineering. Registrar: Katherine Malone. Registration: Sept. 17, 18, 1953.
- Columbia College**, 410 S. Michigan Blvd., Chicago 5, Ill. Tel.: Wabash 2-6762.
Courses: All phases of TV. Registrar: Jean Wood. Registration: Continuous.
- Columbia University, School of General Studies*, New York, N. Y.
Courses: Radio workshop, basic radio-TV, radio-TV acting, radio-TV announcing, radio drama workshop, dramatic radio-TV writing, radio reporting and commentary, radio documentary workshop, radio-TV publicity, radio-TV promotion, radio-TV sales, radio-TV audience research, law and literary property, public opinion and communication, radio, TV and films as information media, radio in education, radio engineering, sound engineering, electronic TV program techniques, radio-TV technical equipment, special video effects, film techniques, radio-TV sound effects, TV news and special events. Registrar: Erik Barnouw. Degree: B.S.
- Columbia University Teachers College*, New York, N. Y.
Courses: Radio workshop, preparation and production of educational radio programs, communication and the communication arts in the modern community, seminar in communication and the communication arts, psychology of communication, radio and TV in the work of the school, production of educational motion pictures. Registrar: Louis Forsdale and others.
- Contra Costa Junior College*, Richmond, Calif.
Courses: Fundamentals of radio-TV engineering, sound engineering, electronics, uhf techniques.
- Coyne Electrical School**, 500 S. Paulina St., Chicago 12, Ill. Tel.: Seeley 3-7722.
Courses: TV service. Registrar: C. A. Ginter. Registration: Every six weeks.
- Creighton University*, Omaha, Neb.
Courses: Radio workshop, introduction to radio-TV, radio interpretation, speech, announcing, radio-TV production, radio play writing, radio news writing, radio-TV continuity, music appreciation, principles
- of radio advertising, principles of marketing, research and analysis, law of the press, radio and TV, introduction to communication arts, TV acting, principles of photography. Registrar: R. C. Williams, S. J.
- The Crescent School of Radio & Television**, 500 Pacific St., Brooklyn 17, N. Y. Tel.: Main 5-6220.
Courses: Radio and TV technician, communications, mathematics, servicing, FCC license, programming and production, camera operation. Registrar: Stanley J. Isaacs. Registration: Continuous.
- Curry College*, Boston, Mass.
Courses: TV workshop, acting, microphone technique, TV orientation. Registrar: Donald W. Miller. Degree: B.S. in oratory.
- Dearborn Junior College*, Dearborn, Mich.
Courses: TV theory and fundamentals, TV service. Registrar: Reginald Davies.
- DeForrest's Training Inc.*, 2535 N. Ashland, Chicago 14, Ill. Tel.: Lincoln 9-7260.
Courses: Residential and home study programs in TV, radio, electronics and nuclear instrumentation. Registrar: William R. McGowen. Registration: Residential—every six weeks, home study—continuous.
- The Delehanty Institute**, 105 E. 13th St., New York 3, N. Y. Tel.: Grammercy 3-6900.
Courses: Radio and TV service and repair, telegraphy and telephony, radio technology. Registrar: Monroe M. Freedman. Registration: Continuous.
- University of Denver**, Denver, Colo. Tel.: Spruce 1811.
Courses: Principles of TV, radio-TV advertising, radio-TV workshop, introduction to TV, TV production, TV writing. Registrar: Charles Maruth. Registration: Sept. 24, 25, 1953, Jan. 4, 5, March 29, 30, June 21, 22, 1954. Degree: B.A.
- De Paul University*, Chicago, Ill.
Courses: Acting, speech, production, TV advertising, advanced TV advertising. Registrar: John Stine.
- DePauw University*, Greencastle, Ind. Tel.: Greencastle 1100.
Courses: TV workshops at graduate and undergraduate levels. Registrar: Value Timmons. Registration: Sept. 13-18, 1953.
- East Los Angeles Junior College*, Los Angeles, Calif.
Courses: Acting, speech, announcing, production, basic TV engineering. Registrar: J. Richard Bietry.
- Emerson College**, 130 Beacon St., Boston, Mass. Tel.: Kenmore 6-3340.
Courses: Introductory TV, announcing, production, acting, writing. Registrar: Clara Fraser. Registration: Sept., Feb., July.
- Emory University*, Emory University, Ga.
Courses: Introduction to radio and TV, radio-TV writing, TV orientation, TV production, TV research. Registrar: Marcus Bartlett. Degree: A.B.
- Evansville College*, 1800 Lincoln Ave., Evansville, Ind. Tel.: 61341.
Courses: TV workshop. Registrar: G. R. McCoy. Registration: Sept. 15, Dec. 10, 1953, Feb. 16, May 11, 1954.
- Florida State University**, Tallahassee, Fla. Tel.: 2-8000.
Courses: Introduction to radio and TV, radio and TV advertising. Registrar: Charles Walker. Registration: Sept. 1, 1953. Degree: A.B.
- University of Florida**, Gainesville, Fla. Tel.: 2-361.
Courses: Introduction to TV, radio and TV announcing. Registrar: Richard Sadler Johnson. Registration: Sept. 14, 15, 1953.

Fordham University, Communication Arts Department, Bronx, N.Y.

Courses: Radio workshop, fundamentals of radio-TV, radio acting, speech, production, directing, playwrighting workshop, basic writing for communication arts, continuity writing, scenic design, station operation and management, radio-TV advertising, survey of communication arts media, moral aspects of communication arts, TV production, journalism for TV, motion picture appreciation. Registrar: William A. Coleman. Degree: B.S.

*Fresno State College**, Fresno 4, Calif. Tel.: 4-721.

Courses: Introduction to radio and TV, TV workshop, TV electronics. Registrar: Wilma F. Wight. Registration: Sept. 14, 1953, Feb. 8, 1954.

*Geller Theatre Workshop**, 6040 Wilshire Blvd., Los Angeles, Calif. Tel.: York 5205. Courses: Comprehensive broadcasting. Registrar: Hazel Ayres. Registration: Quarterly.

*Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago**, Chicago 3, Ill. Tel.: Central 6-2337.

Courses: Acting and directing, scene and costume design, technical practice. Registrar: Alliene V. Stierwalt. Registration: Sept., Jan. Degrees: B.F.A., M.F.A.

*Henry W. Grady School of Journalism, University of Georgia**, Athens, Ga. Tel.: 4600-238, -239.

Courses: Radio-TV major sequence. Registrar: Walter N. Danner. Registration: Sept. 24-26, 1953, Jan. 4, March 22, June 14, 15, 1954. Degree: B.A.

Grant Technical College, Del Paso Hts., Calif.

Courses: TV workshop, speech, TV production, repair and operation of TV apparatus. Registrar: Lillian Allan.

Grove City College, Grove City, Pa.

Courses: Radio workshop, speech, radio-TV advertising, marketing, electronics, transmission circuits. Registrar: Mary MacNiven.

Hampton Institute, Hampton, Va.

Courses: Radio workshop, speech, radio in education, basic principles of radio engineering, electronics, uhf techniques, principles and practices of TV engineering, advanced radio-TV principles of engineering. Registrar: William Kearney.

Harbor Junior College, Wilmington, Calif.

Courses: TV shop.

Hofstra College, Hempstead, N. Y.

Courses: Radio workshop, radio-TV marketing, educational radio for teachers, educational radio production, electronics, TV program planning. Registrar: George Headley.

*University of Houston**, 3801 Cullen Blvd., Houston, Tex. Tel.: Charter 0141.

Courses: Radio workshop, introduction to broadcasting, radio-TV news writing, ad lib announcing, sportscasting, station management, advertising, communications ethics, radio in education, control room operations, advanced radio engineering, TV survey, TV production, TV program planning. Registrar: Ray Vitulli. Registration: Sept. 8, 9, 1953. Degrees: B.S., B.A.

Idaho State College, Pocatello, Ida.

Courses: TV workshop, TV production, theory of TV broadcast practice, TV broadcasting practice. Registrar: Carl L. Isaacson. Degree: B.A.

*University of Illinois**, Urbana, Ill. Tel.: 7-6611.

Courses: Principles of radio and TV broadcasting, radio and TV station management, TV laboratory. Registrar: George P. Tuttle. Registration: Sept. 16-19, 1953. Degree: B.S. in journalism.

*Indiana University**, Bloomington, Ind. Tel.: 6811 ext. 240.

Courses: Two introductory courses, announcing, law, advertising, script writing,

production, proseminar. Registrar: C. E. Harrell. Registration: Sept. 15, 16, 1953. Degree: B.S. in radio.

*Iowa State College**, Ames, Iowa. Tel.: Ames 2500.

Courses: TV art techniques, TV operation techniques, narrative and dramatic writing for radio and TV, music for radio and TV, TV laboratory, principles of radio and TV broadcasting, radio and TV speech, TV production techniques, radio and TV advertising, law of communications, informative writing for radio and TV, radio and TV for home audiences, radio and TV news writing, radio and TV program building. Registrar: Arthur Gowan. Registration: Sept., Jan., Mar., June, July. Degree: B.S.

State University of Iowa, Iowa City, Iowa.

Courses: Introduction to radio-TV, speech in radio-TV, radio-TV communication, advanced radio-TV uhf theory. Registrar: C. H. Menzer.

Ithaca College, Ithaca, N.Y.

Courses: Radio workshop, introduction to communications, radio acting, announcing, production, dramatic script writing, radio-TV news writing, continuity writing, script writing, senior radio workshop projects, production problems, radio-TV station administration, radio-TV advertising, communications in society, current broadcasting and telecasting developments, radio education, graduate study in radio-TV education, radio-TV field work. Registrar: Fred Brewer. Degree: B.F.A.

*Jordan College of Music of Butler University**, 1204 North Delaware St., Indianapolis, Ind. Tel.: Lincoln 2836.

Courses: TV, advanced TV. Registrar: C. R. Maxam. Registration: Sept. 15-19, 1953. Degree: B. S. in radio.

*Kansas State College**, Manhattan, Kan. Tel.: 5661.

Courses: Survey course, TV production, photography, electrical engineering courses. Registrar: Eric T. Tebow. Registration: Sept. 8-10, 1953. Degree: B.S.

*Kansas State Teachers College**, South Broadway, Pittsburg, Kan. Tel.: 761.

Courses: Survey of broadcasting and television, program analysis, production actually on air. Registrar: James U. Massey. Registration: Sept., Jan., June.

University of Kansas, William Allen White School of Journalism and Public Information, Lawrence, Kan.

Courses: Radio workshop, orientation, acting, speech, radio production, radio dramatic script writing, radio news and special events, radio continuity writing, radio and TV advertising and copy. Registrar: R. Edwin Browne.

Kent State University, Kent, Ohio.

Courses: Radio workshop, radio survey, radio speech, advanced radio speech, radio programming and production, techniques in broadcasting, radio writing, advanced radio writing, station management, the radio audience, radio history and law, radio in education, contemporary problems in radio-TV. Registrar: Walton D. Clarke. Degrees: B.S. in radio speech, B.S. in business administration.

University of Kentucky, Lexington, Ky.

Courses: Radio TV orientation, radio-TV acting, radio-TV production, radio-TV script writing, pro-seminar, radio-TV marketing, radio-TV regulations, uhf techniques, TV research. Registrar: Camille Sue Henderson. Degree: B.A.

*Leland Powers School Inc.**, 31 Evans Way, Boston 15, Mass. Tel.: Aspinwall 7-2900.

Courses: Two-year professional course in theatre, radio, TV, public speaking. Registrar: Haven M. Powers. Registration: Sept., Jan.

*LeMoyné College**, LeMoyné Hts., Syracuse, N.Y. Tel.: Syracuse 72-4461.

Courses: Programming, production,

studio operations. Registrar: Theodore G. Meyers. Registration: Week of Sept. 14, 1953.

*Lincoln School of Radio & Television**, 1851 Broadway, New York 23, N.Y. Tel.: Circle 6-5300.

Courses: Radio, FM, TV and electronic technician, radar, sonar, loran and microwave communications. Registrar: Clyde Matthews. Registration: Continuous.

Los Angeles City College, Los Angeles, Calif.

Courses: TV workshop, acting, speech announcing, radio-TV survey broadcasting, writing for TV, advanced writing for TV, TV production and programming, TV sales talks and demonstrations. Registrar: Julia Cray.

Los Angeles State College of Applied Arts & Sciences, Los Angeles, Calif.

Courses: Advanced TV drama techniques, techniques for TV information program, TV work-study program. Registrar: Louis G. Gardemal.

*Los Angeles Trade Technical Junior College**, 1646 S. Olive St., Los Angeles 15, Calif. Tel.: Prospect 7021.

Courses: TV and radio servicing. Registrar: J. N. McCaghren. Registration: Continuous.

Louisiana State University, Baton Rouge, La.

Courses: Radio workshop, speech, radio writing and production, radio news writing, radio engineering, special problems in radio engineering, electronics, transmitter operation, uhf techniques. Registrar: Lucile Ruby.

University of Louisville, Louisville, Ken.

Courses: Radio English, TV production and continuity writing. Registrar: H. B. Blackwell.

Loyola University, Chicago, Ill.

Courses: Radio workshop, speech, TV orientation. Registrar: Norbert J. Hruby.

Marquette University, Milwaukee, Wis.

Courses: Radio workshop, program production-direction, public service programming, radio writing, modern means of communication, research in radio-TV. Registrar: Joseph M. Staudacher. Degrees: B.A., B.S. in speech.

*Marshall College**, Huntington, W. Va. Tel.: 33411

Courses: Fundamentals of radio and TV, radio, TV and society. Registrar: Luther Bledsoe. Registration: Sept. 15, 1953, Jan. 15, 1954.

*The Don Martin School of Radio & Television Arts & Sciences**, 1653 North Cherokee, Hollywood 28, Calif. Tel.: Hollywood 2-3281.

Courses: Radio and TV production and engineering.

*University of Maryland**, College Park, Md.

Courses: Introduction to radio and TV. Registrar: Alma Prienkert.

*Miami University**, Oxford, Ohio. Tel.: 3-4361.

Courses: TV and modern society, workshop course. Registrar: William C. Smyser. Registration: Sept., Feb., June. Degree: B.S.

University of Miami, Coral Gables, Fla.

Courses: TV workshop, acting, announcing, production. Registrar: Sydney W. Head.

*Michigan State College**, East Lansing, Mich.

Courses: Radio and TV announcing, introduction to TV, TV studio operations, TV control room operation, TV production directing, TV writing—commercial continuity, TV summer workshop, advanced TV directing, TV drama—acting and directing, dramatic writing workshop, radio and TV station management, radio and TV programming, utilizing radio and TV in the classroom. Registrar: Robert S. Linton. Registration: Spring, summer, fall, winter.

- University of Michigan*, Ann Arbor, Mich.
Courses: TV workshop, introduction to radio-TV broadcasting, radio-TV program management and policies, radio-TV advertising, uhf techniques, TV techniques, advanced TV writing, TV acting, basic principles of TV transmission. Registrar: Waldo Abbot. Degrees: B.A., M.A.
- University of Minnesota*, Minneapolis, Minn.
Courses: Radio-TV speech, radio-TV station administration. Registrar: Tracy F. Tyler. Degree: B.S.
- University of Missouri**, Columbia, Mo. Tel.: 6321.
Courses: Special events in radio and TV, TV and radio advertising, law of communications, types of radio and TV programming, radio and TV broadcasting, radio and TV production, TV script writing, seminar in TV. Registration: Dr. Charles W. McLane. Registration: Sept. 18, 19, 1953.
- National Academy of Broadcasting Inc.**, 3338 16th St., N.W., Washington 10, D.C. el.: Decatur 2-5580.
Courses: Announcing, script production, foreign language pronunciation for radio and TV. Registrar: Alice Keith. Registration: Continuous.
- National Schools**, 4000 S. Figueroa St., Los Angeles 37, Calif. Tel.: Adams 4-9061.
Courses: Radio, TV, allied electronics. Registrar: L. J. Rosenkranz, president. Registration: Monthly.
- University of Nebraska*, Lincoln, Neb.
Courses: Radio workshop, orientation, acting, speech, radio program planning and building, radio journalism, continuity writing, radio publicity and promotion, advanced radio production and problems, station management, audience research, TV orientation, principles of photography. Registrar: E. S. Jorgensen. Degrees: B.A., B.S. in speech.
- New Institute for Film & Television**, 29 Flatbush Ave., Brooklyn 17, N. Y. Tel.: Ulster 8-2450.
Courses: All phases of motion picture production, camera and lighting techniques, editing, sound, writing, directing, live dialogue production, TV and newsreel. Registrar: Marguerite Temple. Registration: Continuous.
- New School for Social Research**, 66 West 12th St., New York 11, N.Y. Tel.: Oregon 5-2700.
Courses: TV: its nature, programs and uses, TV writing workshop, international broadcasting and TV. Registrar: Charles F. Godley. Registration: Sept.-Oct. 9, 1953.
- State University of New York, College for Teachers*, Buffalo, N. Y.
Courses: Radio-TV workshop, orientation, production, visual education, electronics, principles of photography. Registrar: D. Paul Smay.
- New York University, Division of General Education**, 100 Washington Square E., New York 3, N.Y. Tel.: Spring 7-2000.
Courses: Fundamentals of TV, TV studio operation, TV directing, TV acting, business side of TV, radio and TV publicity, TV writing, advanced TV writing, TV directors' workshop, TV art workshop, TV announcers' workshop, TV operations workshop, TV job seminar, and others. Registrar: Warren Bower. Registration: Sept. 7-21, 1953.
- New York University, Washington Square College of Arts*, New York, N. Y.
Courses: Introduction to radio, principles and problems of radio speech, beginning, intermediate and advanced production, directing, radio writing, advanced radio writing, program planning, radio sound effects, radio marketing, technical problems of broadcasting, TV production techniques. Registrar: Robert S. Emerson.
- University of North Carolina**, Chapel Hill, N.C.
Courses: Introduction to radio and TV, elementary TV writing and production. Registrar: L. R. W. Armstrong. Registration: Sept. 17-19, 1953, Feb. 2, 1954. Degree: A.B.
- North Texas State College*, Denton, Tex.
Courses: Radio workshop, speech, production and direction of radio-TV programs, radio-TV continuity writing. Registrar: R. V. Holland.
- Northwestern University**, Evanston, Ill. Tel.: University 4-1900.
Courses: TV broadcasting, TV station management, TV directing, TV production. Registrar: Dr. Kenneth Hance. Registration: Sept. 24-26, 1953. Degree: B.S. in journalism.
- University of Notre Dame**, Notre Dame, Ind. Tel.: 3-7111.
Courses: Writing for radio and TV, radio and TV production. Registrar: Rev. Louis J. Thornton, C.S.C. Registration: Second week in Sept., Feb.
- Occidental College*, Los Angeles, Calif.
Courses: TV orientation. Registrar: Charles F. Lindsley.
- William B. Ogden Radio Operational Engineering School*, 1150 W. Olive Ave., Burbank, Calif. Tel.: Charleston 0-8291.
Courses: Three-week concentrated TV operational courses, four-week directed courses leading to FCC licenses. Registrar: Tally Ogden. Registration: Continuous.
- Ohio Northern University*, Ada, Ohio.
Courses: Radio speech, radio in education, fundamentals of radio engineering, electronics, electronic circuits, uhf techniques, fundamentals of TV engineering. Registrar: J. Buckminster Ranney.
- Ohio State University**, Columbus 10, Ohio. Tel.: University 814g.
Courses: Introduction to broadcasting, writing and editing radio news and TV, advanced radio and TV news writing and editing, special radio and TV news problems, law of the press, radio and TV, advanced radio and TV writing, seminar in education. Registrar: Ronald Thompson. Degree: B.A.
- Ohio University**, Athens, Ohio. Tel.: 31011 Ex. 266.
Courses: Principles of TV production. Registration: Sept. 21, 1953. Degrees: B.F.A., B.S.J.
- Ohio Wesleyan University*, Delaware, Ohio.
Courses: Radio workshop, introduction to radio-TV, radio speech, radio writing, advanced projects in radio, seminar in radio-TV. Registrar: Stuart A. Postle Jr.
- Oklahoma City University**, 2401 N. Blackwelder, Oklahoma City, Okla. Tel.: Ja 5-1218, Ja 8-4415.
Courses: Radio and TV service engineering. Registrar: Fred B. Robson.
- University of Oklahoma*, Norman, Okla.
Courses: Radio workshop, TV workshop, radio orientation, acting, program types for radio-TV, announcing for radio-TV, radio production, directing, radio-TV dramatic writing, radio news writing, continuity writing for radio-TV, radio music, broadcasting station management, radio advertising, salesmanship for radio-TV, research in radio-TV, station promotion and merchandising seminar in radio-TV, audio-visual materials and equipment education, radio for teachers, administration of an audio-visual program, elements of radio engineering. Registrar: Sherman P. Lawton. Degrees: A.B. in speech, journalism, B.F.A. in drama.
- University of Omaha**, 60th and Dodge, Omaha, Neb. Tel.: Glendale 4700.
Courses: Introduction to radio and TV, program planning, advanced problems of radio and TV, radio and TV production. Registrar: Alice Smith. Registration: Sept. 14, 1953.
- Orange Coast College*, Costa Mesa, Calif.
Courses: TV workshop, TV technology. Registrar: Raymond Mickelson.
- Oregon State College*, Corvallis, Ore.
Courses: Radio workshop, orientation, speech, radio writing, radio-TV in education, fundamentals of radio-TV engineering, sound engineering, electronics, transmitter operation, radio communications. Registrar: J. M. Morris.
- College of the Pacific**, Stockton, Calif.
Courses: TV workshop, acting, production, directing, station management, marketing, TV production laboratory. Registrar: Ellen Deering. Degrees: A.B., M.A.
- Pacific Lutheran College**, Parkland, Wash.
Courses: Radio workshop, fundamentals of radio speaking, radio-TV production. Registrar: Dr. Philip H. Hauge. Registration: Sept. 14-18, 1953.
- Pathfinder School of Radio and Television*, 737 11th St., N.W., Washington, D. C. Tel.: Metropolitan 8-5255.
Courses: Complete instruction in commercial announcing, console operation, writing and programming. Registrar: Nancy McFarland. Registration: Weekly.
- The Pennsylvania State College**, State College, Pa. Tel.: 8441.
Courses: Principles of television speech, news, advertising, education, supervised extracurricular work in TV drama and production. Registrar: C. O. Williams. Registration: Sept., Feb., June.
- University of Pennsylvania*, Philadelphia, Pa.
Courses: Radio workshop, orientation, speech, evaluation and preparation of educational radio-TV scripts, radio writing, marketing, radio and society, radio-TV in education, program utilization, electronics, uhf techniques. Registrar: Kurt Peiser. Degree: M.S. in education.
- Penn Technical Institute**, 5440 Penn Ave., Pittsburgh 6, Pa. Tel.: Hiland 1-3502.
Courses: Preparation for FCC licenses, TV servicing. Registrar: Walter G. Whipple. Registration: Quarterly.
- Phoenix College*, Phoenix, Ariz.
Courses: Speech, radio workshop, radio physics, FM and TV physics. Registrar: Gilbert Mills.
- Pierce School of Radio & Television**, 52 E. 19th St., New York 3, N.Y. Tel.: Oregon 7-7390.
Courses: Radio, FM-TV technician, radio communications, radio mathematics, radio and TV service. Registrar: Leon Sitkin. Registration: Every five weeks.
- Providence College*, Providence, R. I.
Courses: Radio workshop, radio engineering, sound engineering, electronics, uhf techniques, principles of photography, educational nature of TV. Registrar: W. A. Murtaugh, O. P.
- Purdue University**, Lafayette, Ind. Tel.: 92-2144.
Courses: Technical courses only. Registrar: Clarence Damon. Registration: Sept. 15, 1953, Jan. 30, 1954. Degrees: B.S. in E.E., graduate degrees.
- Radio Institute of Chicago**, 188 W. Randolph, Chicago 1, Ill. Tel.: Andover 3-6767.
Courses: All phases of professional and technical telecasting. Registrar: G. Francis Kraus. Registration: Monthly.
- Radio-Television Institute**, 480 Lexington Ave., New York 17, N. Y. Tel.: Plaza 9-5665.
Courses: Detailed training as radio-TV technician. Registrar: E. C. Whittington. Registration: Continuous.
- RCA Institute Inc.**, 350 W. 4th St., New York 14, N.Y. Tel.: Watkins 4-7845.
Courses: Advanced technology, radio and TV broadcasting, radio and TV servicing, advanced TV servicing, radio and telegraph operating. Registrar: C. E. Tomson. Registration: Quarterly.

Rensselaer Polytechnic Institute, Troy, N.Y.

Courses: Radio-TV systems, communication electronics, communication engineering, engineering electronics, uhf techniques. Registrar: W. E. Price.

Rider College, Trenton, N.J.

Courses: Radio workshop, radio-TV script writing. Registrar: Joseph W. Snyder.

*San Diego Junior College**, 12th and Russ,

San Diego, Calif. Tel.: Franklin 9-4131. Courses: Radio and TV announcing, production, programming, technical courses, TV repair and maintenance. Registrar: Harry E. Jones. Registration: Week of Sept. 8, 1953.

San Francisco State College, San Francisco, Calif.

Courses: TV workshop, radio-TV news writing, radio-TV continuity writing, radio-TV writing, music for radio-TV,

radio-TV administration, introduction to radio-TV research, TV acting, TV production, motion pictures for TV, TV acting. Registrar: W. C. Dempsey.

San Francisco Theological Seminary, San Anselmo, Calif.

Courses: Introduction to TV, TV writing, elementary TV production. Registrar: Henry B. Adams.

*San Jose State College**, San Jose 14, Calif. Tel.: Cypress 4-6414.

Courses: Foundations in radio and TV, radio and TV production, advanced problems in radio and TV production, radio and TV writing, mass communication analysis, allied courses in radio and drama and liberal arts, two half-hour productions on TV, three radio productions per week. Registrar: C. W. Quinley. Degree: A.B. in radio and TV.

*St. Mary's University**, San Antonio 1, Tex.

Tel.: Pershing 8161. Courses: Survey of TV. Registrar: Thomas Treadway. Registration: Sept. 8-13, 1953.

San Mateo Junior College, San Mateo, Calif.

Courses: radio-TV writing, TV repair. Registrar: Richard P. Marsh.

*School of Radio Technique Inc.**, 316 W. 57th St., New York 19, N.Y. Tel.: Plaza 7-3211.

Courses: Radio and TV production, announcing, writing. Registrar: Dexter Hall. Registration: Quarterly.

South Dakota State College, Brookings, S. D.

Courses: Radio workshop, orientation, speech, radio writing, radio engineering, sound engineering, electronics, fundamentals of radio-TV engineering. Registrar: Robert E. Parker.

*University of South Dakota**, Vermillion, S.D. Tel.: 923.

Courses: TV production, TV writing (drama and continuity). Registrar: H. W. Frankenfeld. Registration: Sept. 17, 1953, Feb. 2, 1954. Degree: B.A.

Southeastern Radio & Television Institute,

2317 12th Ave. South, Nashville, Tenn. Courses: The TV system, analysis and synthesis of images, cameras and picture tubes, scanning and synchronization methods, transmission of video signal, video amplification, carrier transmission of picture and sound signals, TV broadcast equipment, operating mechanics of studio and control room, film mechanics, programming, film make-up continuity, lighting equipment, lighting techniques, production techniques, sound techniques, the artist and TV, make-up and TV commercial.

University of Southern California, Los Angeles, Calif.

Courses: TV workshop, TV writing, TV production, TV advertising, principles of TV engineering. Registrar: William H. Sener. Degrees: A.B., A.M.

Southern Methodist University, Dallas, Tex.

Radio orientation, speech, radio-TV announcing, program production, radio-TV writing, radio news writing, radio-TV marketing, TV workshop. Registrar: James B. McGrath Jr.

*Frederick H. Speare, Professional Radio & Television School Inc.**, 6251 Santa Monica Blvd., Hollywood 38, Calif. Tel.: Hollywood 9-2325.

Courses: Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects, "Little Theater." Registrar: D. B. Speare. Registration: Bi-monthly.

Stanford University, Stanford, Calif.

Courses: Music for radio and TV, advertising and selling for radio-TV, radio-TV and society, application of radio and TV to education, TV orientation, writing and producing for TV, film for TV. Registrar: Herbert Heffner. Degrees: B.A., M.A.

Stockton College, Stockton, Calif.

Courses: TV and electrical equipment, TV receivers. Registrar: William H. Ramsey.

*Hay Styles School of Radio & Television**, 8800 Wilshire Blvd., Beverly Hills, Calif. Tel.: Crestview 6-2654.

Courses: Announcing, drama, news, editing, control operation, continuity, script, dialects, TV, arrangement. Registrar: Mildred Mullins. Registration: Weekly.

Syracuse University, Syracuse, New York

Courses: Radio workshop, TV workshop, introduction to radio-TV, introduction to radio speech and acting, announcing, radio production, directing, radio news writing, continuity writing, radio newscasting and special events, radio program planning and building, radio-TV advertising, radio-TV in society, radio-TV criticism, radio-TV in the school, seminar in radio-TV, TV writing, TV production, TV studio operation, principles of photography, TV problems, colloquium in educational TV, TV research. Registrar: Kenneth G. Bartlett. Degrees: A.B., B.S. in Radio, M.S. in TV.

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That apologetic announcement annually costs many thousands of dollars. Too often — especially with new television stations — the "technical" difficulties are really "technician" difficulties. Engineers without maintenance training waste valuable time trying to locate the trouble. Improperly or insufficiently trained production men fumble high paying commercial spots. The result: *lost revenue* . . . amounting to many times the cost of Southeastern's intensive, six-week

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Complete engineering course, including thorough maintenance instruction and practice. Covers The Television System; Analysis and Synthesis of Images; Cameras and Picture Tubes; Scanning and Synchronization Methods; Transmission of Video Signal; Video Amplification; Carrier Transmission of Picture and Sound Signals; Television Broadcasting Equipment, including UHF and VHF transmitters.

TV PRODUCTION

Comprehensive production course for professional radio and television personnel. Covers Operating Mechanics of the Studio and Control Room; Film Mechanics; Programming; Film Make-up; Continuity; Lighting Equipment; Lighting Techniques; Production Techniques; Sound Techniques; The Artist and Television; Make-up; The Television Commercial.

Both courses conducted under actual station operating conditions, in modern TV studio, utilizing latest TV equipment. Instructors are TV career men, fully qualified to teach. WRITE FOR FULL DETAILS TODAY!

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*Technical Institute of the College of William & Mary-VPI**, Hampton Blvd, Norfolk, Va. Tel.: 45401.

Courses: Practical TV engineering, TV receiver design, TV broadcasting, TV servicing. Registrar: E. B. Richards. Registration: Sept. 8, 1953.

Television Communications Institute, 205 W. Wacker Dr., Chicago 6, Ill. Tel.: Dearborn 2-3654.

Courses: Practical TV servicing. Registrar: Milton S. Kiver.

*Television Workshop of New York**, 1780 Broadway, New York 19, N.Y. Tel.: Plaza 7-3721.

Courses: TV studio operations, camera operation, program production, program assistants' training. Registrar: Seay Orr. Registration: Continuous.

*Temple University**, Broad St. and Montgomery Ave., Philadelphia, Pa. Tel.: Stevenson 7-4000.

Courses: Fundamentals of announcing and writing, fundamentals of directing, advanced announcing, news editing and writing, continuity writing, dramatic writing, program planning, TV production, educational utilization, graduate work. Registrar: Prof. John B. Roberts. Registration: Sept. 15, 1953, Feb. 2, 1954. Degree: B.S.

Texas Christian University, Fort Worth, Tex.

Courses: Radio workshop, TV workshop, radio orientation, acting, speech, announcing, production, radio writing, continuity writing, station management, principles of radio engineering, TV orientation, TV writing. Registrar: William J. Noltner. Degrees: B.F.A., B.A.

*The University of Texas**, Austin, Tex. Tel.: 6-8371.

Courses: Introduction to TV, TV writing, TV workshop, TV programming and production, TV research. Registrar: H. Y. McCown. Registration: Third week of Sept., last week of Jan. Degrees in TV and radio broadcasting.

University of Toledo, Toledo, Ohio.

Courses: Radio workshop, introduction to radio broadcasting, radio program planning and building, radio production, script writing, radio-TV advertising, electronics, uhf techniques, radio communication circuits. Registrar: Norma F. Stolzenbach.

Tri-State College, Angola, Ind.

Courses: Radio law, radio theory, radio engineering, electronics, uhf engineering, communications engineering, radio design, TV engineering. Registrar: L. S. Ax. Degrees: B.S. in radio engineering.

University of Tulsa, Tulsa, Okla.

Courses: Radio workshop, orientation, announcing, production, radio programming, script writing, journalism, continuity writing, music, radio advertising and sales, principles of marketing, fundamentals of TV, control room techniques. Registrar: Ben Henneke.

*Utah State College**, College Hill, Logan, Utah. Tel.: 100 ext. 92.

Courses: Introduction to radio and TV, electronics aspects of TV. Registrar: William H. Bell. Registration: Sept. 24, 25, 1953. Degrees: B.S. in speech and E.E.

Utica College of Syracuse University, Utica, N.Y.

Courses: Introduction to radio writing, radio-TV in the public interest, cinematography, production techniques. Registrar: George H. Miller.

University of Virginia, Mary Washington College, Fredericksburg, Va.

Courses: Radio workshop, elementary radio, advanced radio, radio speech, elements of TV acting, principles of photography. Registrar: Mildred Sollenberger.

Washington Missionary College, Washington, D.C.

Courses: Radio workshop, fundamentals of radio broadcasting, elements of radio production, religious radio and TV. Registrar: W. Fletcher Tarr.

*State College of Washington**, Arts Hall, Pullman, Wash. Tel.: 9021.

Courses: Radio and TV production, radio and TV workshop, radio and TV writing, seminar in radio and TV problems. Registrar: Claude Simpson. Registration: Sept. 17-19, 1953. Degree: B.A. in speech.

*University of Washington**, Seattle, Wash. Tel.: Melrose 0630.

Courses: Radio-TV, survey of TV. Registrar: Ethelyn Toner. Registration: Three weeks before each quarter begins. Degree: B.A.

Wayland Baptist College, Plainview, Tex.

Courses: Radio workshop, fundamentals of radio broadcasting, production, TV orientation. Registrar: Velma Avant.

Wayne University, 5063 Cass Ave., Detroit, Mich. Tel.: Temple 1-1450. Courses: Fundamentals of TV, problems in TV, TV production and directing, TV acting. Registrar: Elizabeth R. Platt. Registration: Sept. 14, 1953, Feb. 1, 1954.

*Weber College**, Odgen, Tex.

Courses: Radio workshop, radio-TV appreciation, radio speech, basic communication arts electronics, transmitter operation, principles of TV engineering, design of TV receivers, TV antennas. Registrar: Clarissa Hall.

Marjorie Webster Junior College, Washington, D.C.

Courses: TV workshop, radio and TV production. Registrar: M. Clare Slick.

Western College for Women, Oxford, Ohio. Tel.: Oxford 3-4480.

Courses: Radio-TV speech, radio-TV production, radio-TV writing, station operation. Registrar: Marian Miller. Degree: B.S.

Western Michigan College of Education, Kalamazoo, Mich.

Courses: Radio workshop, introduction to radio speaking, production, introduction to radio script writing, teachers' workshop in radio, utilization of radio and recordings in classroom, radio communications, principles of radio communication, introduction to electronics, radio transmission, principles of TV engineering. Registrar: Wallace Garneau.

Western Reserve University, Cleveland, Ohio.

Courses: Radio workshop, introduction to radio, radio announcing, radio and dramatic production, radio writing, programming and audience analysis, radio-TV program policy, elements of TV, TV production, motion picture production, practice in script writing, motion picture writing. Registrar: Robert H. Stewart.

*Western Television Institute**, 341 W. 18th St., Los Angeles 15, Calif. Tel.: Prospect 8855.

Courses: Practical TV servicing. Registrar: George Alagna. Registration: Monthly.

West Virginia University, Morgantown, W. Va.

Courses: Radio workshop, orientation, acting, speech, announcing, fundamentals of program production, directing, dramatic radio writing, continuity writing, seminar: problems of radio production, seminar: problems of station management and operation, radio engineering, uhf techniques, FM and TV, radio physics, introduction to TV. Registrar: Evelyn Anderson. Degree: M.A. in speech.

Williamette University, Salem, Ore.

Courses: Radio and TV workshop, radio speech, production, program planning, radio writing, radio music, TV writing. Registrar: Dean Graunke.

University of Wisconsin, Madison, Wis.

Courses: Radio workshop, acting, radio speech advanced workshop, program production, radio writing, radio news writing, continuity writing, radio music, seminar in broadcasting, radio-TV advertising, radio, TV and society, radio in education. Registrar: H. L. Ewbank.

*Woman's College of the University of North Carolina**, Spring Garden St., Greensboro, N. C. Tel.: 2-5661.

Courses: TV production, TV writing. Registrar: Dr. Rollin E. Godfrey. Registration: Sept. 11-17, 1953.

*YMCA Trade & Technical School**, 15 W. 63rd St., New York 23, N.Y. Tel.: Endicott 2-8117.

Courses: TV servicing. Registrar: Helen Porth.

Youngstown College, Youngstown, Ohio.

Courses: Radio workshop, speech, radio-TV advertising, principles of radio engineering, electronic applications engineering, elementary photography, advanced photography. Registrar: R. Donald Elser.

*G.I. approved.

TELEVISION REFERENCE BOOKS AND PUBLICATIONS—1953

ADVERTISING

ADVERTISING AGENCY PRACTICE. By Irving Graham. Harper, 1952. 303p. \$4.50. A chapter is devoted to the scheduling of network and spot radio and TV advertising and includes a brief consideration of outdoor advertising and the place of the art department in television.

ADVERTISING AT THE CROSSROADS. By Max A. Geller. Ronald Press, 1952. 336p. \$5.00. An industrialist and student of advertising considers the impact of advertising on the American public with a recommendation for government control to be vested in the Federal Trade Commission.

ADVERTISING PSYCHOLOGY AND RESEARCH. An Introductory Book. By Darrell Blaine Lucas and Steuart H. Britt. McGraw-Hill, 1950. 765p. \$6.50. Radio and television advertising and research are included.

BAB'S HANDBOOK ON TELEVISION ADVERTISING. By Broadcast Advertising Bureau, 270 Park Ave. (17), 1950. 87p. \$4.00. An illustrated loose-leaf manual which was prepared with the cooperation of experienced TV directors. Part I consists of production points for more effective commercials while Part II describes general production effects and how to create them.

BROADCAST ADVERTISING: The Fourth Dimension. Television edition. By Frank A. Arnold. John Wiley, 1933. 284p. \$3.00. When the first edition was published in 1931 television was just being shown to the public, hence this revision. Three chapters discuss television, its history, development and future and include a week's listing of "visual programs" and a list of experimental "visual broadcasting stations" both for 1933.

HOW TO INCREASE THE EFFECTIVENESS OF TELEVISION COMMERCIALS. By the National Broadcasting Company, 1952. 49p. apply. Basic techniques, with illustrations, are here outlined from tests made by a leading advertising research organization. It is the fourth in a research series on the influence of TV advertising.

LIQUOR ADVERTISING OVER RADIO AND TELEVISION. Washington, U. S. Govt. print. off. 1952. 285p. 55c. Hearings before the Comm. on Interstate & Foreign Commerce, U. S. Senate, Jan. 30-31, Feb. 6-7, 1952, on S. 2444, the Johnson-Case bill, which attempted to prohibit the broadcasting over radio and television of advertisements of distilled spirits for beverages and for other purposes.

MODERN LAW OF ADVERTISING AND MARKETING. By I. W. Digges. Funk & Wagnalls, 1948. 310p. \$5.00. "A layman's guidebook for everyone concerned with the marketing of America's goods and services." Sixteen pages are devoted to radio and television advertising.

MODERN RADIO ADVERTISING. By Charles Hull Wolfe. Funk & Wagnalls, 1953. 739p. \$7.50. First published in 1949, this second edition by a leading advertising agency executive is thoroughly revised and enlarged with an analysis of television advertising.

PRINTERS' INK GUIDE TO TELEVISION ADVERTISING. Printers' Ink. Pub. Co., 1949. 63p. \$1.00. Articles and news stories that have appeared in Printers' Ink have been selected and listed together with a bibliography of others.

PROFITABLE ADVERTISING IN TODAY'S MEDIA AND MARKETS. By Ben Duffy. Prentice-Hall, 1951. 416p. \$5.95. A revised edition of Advertising Media and Markets by a leading advertising agency executive in which he compares his experience and analyzes each major media in all aspects from the standpoint of effectiveness and economy. Particular emphasis is given to the growth, cost and effectiveness of television.

SOME BILLION DOLLAR QUESTIONS ABOUT TELEVISION, and Some Suggestions on How to Think About Them. By Millard Fought, 342 Madison Ave. (17), 1949. 110p. \$5.00. A public relations firm analyzes TV's balance sheet and recommends some form of pay-as-you-view system to augment advertising income.

SUCCESSFUL RADIO AND TELEVISION ADVERTISING. By E. F. Seehafer and J. W. Laemmar. McGraw-Hill, 1951. 574p. \$6.50. The theory and practical applications of radio and television advertising in all phases are combined in this comprehensive textbook, together with a realistic view of the American system of commercial radio. Complete with summaries at the end of each chapter, glossary and sample forms. Written by a professor of advertising and an advertising agency executive.

TV ADVERTISING AND PRODUCTION HANDBOOK. Ed. by Irving Settel and Norman Glenn. Crowell, 1953. 480p. \$6.00. This first book devoted exclusively to the problems of television advertising features chapters by experts in the industry on television programs, including film commercials, premiums, program costs, publicity, research, etc. It concludes with a complete apparatus

EDITOR'S NOTE: This is the first cumulative list of Publications on TELEVISION since the BROADCASTING YEARBOOK OF 1947. Following that, each issue carried a supplementary list of the current year's publications. In 1952 the Yearbook was divided into TELECASTING YEARBOOK, devoted exclusively to developments in this media, while BROADCASTING YEARBOOK continued to feature radio. This list now incorporates the material in all of these annuals. Although it is not exhaustive, the bibliographies in the section on Handbooks will embellish it. It is intended primarily for users of this Yearbook, but it is also recognized that educators and research workers need the information. It is regrettable that, except for recent publications, probably most of the material listed is not available at the publishers. This is especially true of free material, indicated by Apply. However, during the past decade, depository libraries have been established by the industry in university and large city libraries where it may be possible to borrow on inter-library loan. Unless otherwise specified, place of publication is New York City.

Agnes Law, Librarian,
CBS Reference Department.

pendix of useful information on the industry requirements.

TELEVISION AS AN ADVERTISING MEDIUM. By Philip A. Bennett. Washington, U. S. Govt. Print. Off., 1949. 30p. 60 cents. The general Products Division of the U. S. Office of Domestic Commerce examines the many facets of the TV industry and analyzes its potentialities. Data on stations, sets, marketing areas, program costs and possible influence on advertisers and agencies are included.

TELEVISION'S IMPACT ON AMERICAN BUSINESS. By J. L. Van Volkenburg. CBS, 1953. 13p. Apply. An address by the President of CBS Television to the Marketing Club of the Harvard Business School, Boston, on December 11, 1952, in which he relates advertising to business.

THE VALUE OF INTRA-STORE TELEVISION as a Sales Promotion Medium. By Hilda Jonas. New York University School of Retailing, 100 Washington Sq. (10), 1948. 19p. Based on a field survey of 22 stores of the Allied Stores Corporation throughout the U. S., this is a concise appraisal of the sales results and consumer attitudes from televised merchandising.

CHILDREN AND/OR EDUCATIONAL

COMICS, RADIO, MOVIES AND CHILDREN. By Josette Frank. Public Affairs Comm. (Pamphlet No. 148), 1949. 32p. 20c. An associate of the Child Study Association offers constructive recommendations to parents concerning the effects of mass media, including television, on children.

EDUCATIONAL TELEVISION: "An opportunity equal to invention of printing." By The National Citizens Committee for Educational Television. Washington (6), Ring Building, 1952. 8p. Apply. An illustrated promotion piece setting forth the progress and possibilities for educational television stations.

EDUCATIONAL TELEVISION IN THE UNITED STATES. By Edward C. Lambert. Columbia, Mo. University of Missouri Bulletin, June 1, 1953. 11p. Apply. A report of a study of TV practices in school systems and higher institutions of learning with a view to expedite the use of TV as an educational tool. The complete study, based on findings prior to the lifting of the freeze, is available on microfilm thru inter-library loan from the University of Missouri General Library.

EDUCATIONAL TELEVISION MOVES FORWARD. By Laurance H. Conrad. Montclair, N. J. State Teachers College, 1952. 39p. \$1.00. A report of a Television in Education Project, including a classroom workshop, conducted at the college.

HOW TO USE TELEVISION IN SCHOOL AND IN THE HOME. By the Television Utilization Committee of the Metropolitan School Study Council, Teachers College, Columbia University, (27), 1953. 36p. Mimeo'd. Apply. A group of

skilled teachers from schools in the metropolitan area of New York City surveys, evaluates and recommends the constructive uses of television with a report on plans for the use of educational TV.

RADIO AND TELEVISION. By Samuel Beckoff. Oxford Book Co., 1952. 92p. 40 cents. A teaching aid for high schools, this study guide is in fifteen units, with test questions and activities aimed to develop a critical appraisal of commercial radio and television and their impact upon the student. The author is a teacher of English in a New York City high school.

SCIENCE VIA TELEVISION. By Lynn Poole. Baltimore (17) Johns Hopkins Press, 1950. 193p. \$3.50. A practical guide for the preparation and production of informational TV programs in the classroom by the producer of the Johns Hopkins Science Review. A chapter on writing, as well as the usual glossary and bibliography, are included.

TEACHING WITH RADIO, AUDIO, RECORDING AND TELEVISION EQUIPMENT. By the Joint Committee on the Use of Communications in Education. Washington, Radio-TV Manufacturers Assn., 1953. 41p. Apply. Practical methods of teaching with modern equipment are discussed in this new brochure which supersedes three earlier studies of school sound systems by this committee. TV projects in a few colleges and by the army and navy are reviewed and evaluated.

TELECASTING AND COLOR. By Kingdon S. Tyler. Harcourt, Brace, 1946. 213p. The basic principles, problems and possibilities of color television, as well as monochrome, are covered in this book by the author of "Modern Radio," who is, also, an experienced engineer.

TELEVISION: How to Use It Wisely With Children. By Josette Frank. Child Study Assn. of America, 132 E. 74th St., New York 21, 1951. 15 cents. A well-known educator gives constructive views on the younger generation and the new medium.

TELEVISION AND OUR CHILDREN. By Robert Lewis Shayon. Longmans, 1951. 94p. \$1.50. A radio and television critic for well-known publications surveys the whole field of television and its relationship to children, from the standpoint of a father. He concludes with constructive recommendations for its place in education and society.

TELEVISION AND EDUCATION IN THE UNITED STATES. By Charles A. Siepmann. Columbia University Press, 1952. 131p. \$1.50. For the first time in the UNESCO series, Press, Film and Radio in the World Today, the potentialities of TV are considered to assist countries interested in developing this medium in the interests of education, science and culture. An educator connected with broadcasting in Great Britain and the U. S. evaluates its development by commercial stations, colleges and universities and city school systems.

TELEVISION AND RADIO IN AMERICAN LIFE. Ed. by H. L. Marx, Jr., H. W. Wilson, 1953. 199p. \$1.75. This collection of thoughtful articles deals with the impact of the two major mass communications on advertising, the home, education, recreation, politics and other aspects of society and includes methods of regulation and prospects for the future.

TELEVISION AT THE UNIVERSITY OF KENTUCKY. By a Special Television Committee. Lexington, Ky. The Office of the President, University of Kentucky. 19p. Mimeo'd. Limited. A report by the Committee appointed by the President on the development of television in other colleges and universities, the problems and possibilities of telecasting athletic events and other programs from the University.

TELEVISION FOR SCHOOL AND COMMUNITY. By Jennie Waugh Callahan. McGraw-Hill, January 1954. 300p. \$4.00. National in scope and intended for a wide range of readers, this book will incorporate the history and the people concerned with the newest medium of mass communications as well as the trends in educational television. The author is a member of the faculty of Hunter College.

TELEVISION IN HEALTH EDUCATION. By the American Medical Association. Chicago 10, 1952. 79p. Limited. This is a stenographic report of the medical clinic held by the Association at the Biltmore Hotel, New York City, October, 1951, to discuss the possibilities of television to promote health education. It is not available for general distribution.

TELEVISION IN OUR SCHOOLS. By Franklin Dunham and R. R. Lowdermilk. Washington (25), U. S. Govt. print. office 1952. 34p. 15c. (Bulletin 16.) This first publication on educational television surveys its role in education, the possibilities for its use by schools and colleges, current uses by schools and its expanding role in education.

A TELEVISION POLICY FOR EDUCATION. Ed. by Carroll V. Newsum. Washington, American Council on Education, 1952. 286p. \$3.50. This is a transcript of the addresses, discussions and demonstrations at the Television Programs Institute held at Pennsylvania State College in April 1952 by experts in both the educational and the commercial fields.

TRAINING BY TELEVISION. By Robert T. Cook, Jr. Washington 25, U. S. Dept. of Commerce, Office of Technical Services. 24p. (NAVECOS P-850-2.) A TV evaluation project conducted by Fordham University on the comparative effectiveness of instruction by television, TV recordings and conventional classroom procedures for naval air reservists.

THE USE OF TELEVISION BY THE PUBLIC LIBRARY. By the Audio Visual Board of the American Library Association and the Library Public Relations Council, American Library Assn., 50 E. Huron St., Chicago, Ill., 1949. 35p. \$1.00. A moderator and four speakers representing TV production, network programs, radio entertainment and library services unite in exploring the possibilities of this topic in a forum discussion.

USE OF TELEVISION FREQUENCIES FOR EDUCATIONAL PURPOSES. Washington, U. S. Govt. print. off., 1951. 44p. 15 cents. Hearing before the subcommittee of Interstate and Foreign Commerce Comm. on Sen. Res. 127, May 31st, the Benton bill on Assignment of TV Channels.

VISION IN TELEVISION. By Hazel Cooley. Channel Press, 1440 Broadway (18). 1952. 80p. \$2.50. The origins and potentialities of educational television are described.

EDUCATION ON THE AIR. By the Institute for Education by Radio and Television. Columbus, Ohio State University, 1944 to date. \$4.00 per volume. With the exception of 1947, the Proceedings of the Institute have recorded sessions and discussions on television as an educational and intellectual force. Prominent people in the commercial and educational world take part.

TEACHING THROUGH RADIO AND TELEVISION. By William B. Levenson and Edward Steinhart. Hinehart, 1952. 574p. \$4.75. A television expert collaborates in the revision of a textbook, first published in 1945, to assist educators. An extensive bibliography and notes add to its value.

YOUR CHILD AND RADIO, TV, COMICS AND MOVIES. By Paul Witty and Harry Bricker. Science Research Associates, 57 West Grand Ave. Chicago 10, 1952. 48p. 40c. (3 for \$1.00.) A thoughtful, intelligent consideration by two educators of mass communications with helpful advice and sound recommendations to parents and teachers.

COLOR

THE BASIC ISSUES IN COLOR TELEVISION. By Frank Stanton. CBS, 1949. 21p. Apply. Statement by the President of CBS before the Federal Communications Commission at the "Color TV" hearings, Docket 8736, et al., on CBS' interest as a broadcaster.

COLOR TELEVISION. Reports by the Federal Communications Commission. Washington (25), FCC, 1950-1951. Report No. 1, adopted Sept. 1, 1950. Detailed findings and conclusions re. the three color systems and minimum criteria for adoption of a color system. 156p. (Pike & Fischer, Washington, \$2.00).

Report No. 2, adopted Oct. 10, 1950. (FCC 50-224.) Official adoption of the CBS field sequential system and order for standards.

June 11, 1951. Statement by the FCC re. questions on Color Television (FCC 51-592).

Report No. 3, June 21st (FCC 51-640). Partial lifting of TV "freeze" not possible at this time. July 25th, 1951. Statement regarding decision of the Supreme Court and permission to all regular television stations to broadcast color programs in accordance with the standards adopted by the FCC (51-592).

Report No. 4, July 12, 1951 (FCC 51-693) re. Allocation of the 470-500 Mc band for TV broadcasting service.

July 13, 1951. A memorandum opinion by the FCC upholding its right to make TV reservations for channel assignments (51-709).

April 14, 1952. "Sixth Report and Order." Reprinted in Federal Register, XVII, No. 87, Part II, May 2, 1952, p. 3905-4100. This is the famous lifting of the TV "freeze" order which gives the go-ahead to educational television but also affects to some extent the color situation.

March 6, 1953. Senator Johnson of Colo. releases letter to the press inquiring about what happened to color television.

March 24, 1953. Hearings open on color TV by the Senate Interstate and Foreign Commerce Committee.

"COLOR TV—NOW OR LATER?" By N. R. deMexico. Television Research Institute, 1950. 18p. \$2.00. A comparative survey and analysis of the several color systems and their impact on the industry.

FCC POLICY ON THE TELEVISION FREEZE. Hearing before the U. S. Senate Interstate and Foreign Commerce Comm. July 18, 1951. 60p. Wayne Coy, Chm. of the FCC, discusses the possibilities for television and other communication matters at a special hearing requested by the Senate Comm.

NOTEBOOK ON COLOR TELEVISION. By Edward M. Nowl. Indianapolis, Paul H. Wendel Pub. Co., 1951. 45p. \$1.00. A description of the fundamentals of the various color television systems for amateurs and television servicemen. It includes information on adaption for both monochrome and color reception with equipment, a tabular summary of the performance characteristics and a chronology of television development.

PRESENT STATUS OF COLOR TELEVISION. Report of the Advisory Committee on Color TV to the U. S. Senate Comm. on Interstate and Foreign Commerce. Washington, U. S. Govt. Print. Off., 1950. 63p. 20c. An independent appraisal by the Condon Committee of the present black and white service and the three color systems demonstrated in the FCC hearings. This technical report is written for the layman.

TELECASTING AND COLOR. By Kingdon S. Tyler. Harcourt, Brace, 1946. 213p. The basic principles, problems and possibilities of color television, as well as monochrome, is covered in this book by an experienced engineer.

CRITICISM

THE GREAT AUDIENCE. By Gilbert Selde. Viking Press, 1950. 299p. \$3.75. An experienced critic discusses frankly the social influence of motion pictures, radio and television on American society from the viewpoint of environment, standards and tastes.

THE NEWS IN AMERICA. By Frank Luther Mott. Cambridge, Mass. Harvard University Press, 1952. 236p. \$4.50. A definition of news and the way it is assembled and disseminated by newspapers, magazines, newsreels, radio and television points up the need for responsible and serious consideration.

OUT OF THE BLUE. By John Crosby. Simon and Schuster, 1952. 301p. \$3.00. The impact of radio and television on American life comprises this book of criticisms selected by the well-known critic from his daily column in New York Herald-Tribune during the past six years.

RADIO, TELEVISION AND SOCIETY. By Charles A. Sieppmann. Oxford University Press, 1950. 410p. \$4.75. The social and psychological effects of radio and television in the U. S. and Europe are discussed by a critic formerly associated with the BBC.

FILM IN TELEVISION

A BIBLIOGRAPHY OF TELEVISION FILM INFORMATION. A DIRECTORY OF FILM FOR TELEVISION. A PRACTICES MANUAL FOR LOCAL STATIONS. These are in process for publication in the near future by the National Assn. of Radio and Television Broadcasters, 1771 N. Street, N.W., Washington 6, D. C. Paging, price and publication date are uncertain at this printing.

DIRECTORY OF 897 16mm FILM LIBRARIES. Washington, U. S. Govt. Print. Off., 1949. 32p. 15c. A guide to the libraries where films and filmstrips can be secured.

EDUCATIONAL FILM GUIDE. Comp. by Dorothy E. Cook. The H. W. Wilson Co. (Service basis. Price on application.) An annual index, with supplements, of a selected, classified and annotated list of films, which is useful for TV educational and news programs.

FILM AND ITS TECHNIQUES. By Raymond Spottiswoode. Berkeley Univ. of California Press, 1951. 516p. \$7.50. A not-too-technical book on the making of documentary and special films, including new developments in television and third dimensional films. An extensive glossary and bibliography gives it added value.

FILMSTRIPS: A Descriptive Index and Users' Guide. By Vera M. Falconer. McGraw-Hill, 1948. 572p. \$5.00. A complete description of all filmstrips suitable for institutional use which were available on March 1, 1947. Arranged by subject with an alphabetical title index and distributor directory, each listing includes technical data and supplementary material available.

THE HANDBOOK OF MOTION PICTURE TECHNIQUES FOR BUSINESS MEN. By Charles Curran. Times Square Productions, 145 West 45th St. (36). 100p. Paper. \$2.00; cloth, \$4.00. The second edition of a fact-packed handbook on



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TV films, including writing, production and direction, together with wage scales and working rules for employees, TV standards, codes, and other essential information.

THE HANDBOOK OF TV AND FILM TECHNIQUES. By Charles W. Curran, Farrar, Straus & Young, 1953. 120p. \$3.00. Basic facts on costs, methods and processes for producing motion picture and television films are outlined in non-technical terms for executives and others. An extensive glossary is included.

MOTION PICTURE HANDBOOK. Eastman Kodak Co. Motion Picture Film Dept. Rochester 4, N. Y., 1951. \$3.50. A book with three booklets already issued to be followed by continuing service. Booklets include: Motion picture films for professional use. 2d ed. 79p. and Hazard in the Handling and Storage of Nitrate and Safety Motion Picture Film. 1951. 35p.

LIGHTING TECHNIQUES FOR TV STUDIO PHOTOGRAPHY and Methods Used for Picture and Sound Production and Kinescope Recording. 1951. o.p.

MOVIES FOR TV. By John H. Battison, Macmillan, 1951. 376p. \$5.00. This is a comprehensive, practical guide to film techniques, equipment and program planning to insure best results using movies in the newer medium. Information on commercials, costs of production, scenery and locations are included by the author who is an experienced television engineer in England and the U. S.

NBC-TV FILM LIBRARY HANDBOOK. By The National Broadcasting Co., 30 Rockefeller Plaza (20), 1952. 54p. Apply. An illustrated guide which describes the operations of the Film Library, a sample list of subject headings for its index and the procedures for ordering film together with a price list.

16mm SOUND MOTION PICTURES: By William H. Offenhausser, Jr. Interscience publishers, 1949. 592p. \$10. The author, an experienced sound film recording engineer, devotes a complete chapter to the use of 16mm film in television in this manual for the professional and the amateur.

TV FILM PROGRAM DIRECTORY. Edited by Judy Du Puy. Broadcast Information Bureau, 535 Fifth Ave. (36). Annual subscription \$100.00. Theatrical or TV-produced films available on lease for TV programs are listed bi-monthly. The service includes also the selection of either WHO'S WHO & WHAT'S WHERE AT TV STATIONS, a loose-leaf directory issued monthly, or WHO'S WHO IN FILM PRODUCTION AND DISTRIBUTION. Issued monthly. To non-subscribers these directories are available at \$25.00 each.

U. S. GOVERNMENT FILMS FOR TELEVISION. By Seerley Reid and Anita Carpenter. Washington, U. S. Office of Education, 1952. 54p. Mimeo. Free. A checklist of films and other program material which are available from government agencies for local telecasting.

THE USE OF MOTION PICTURE FILMS IN TELEVISION. By the Motion Picture Film Dept. of Eastman Kodak Co., Rochester 4, N. Y., 1949. A useful pamphlet originally published in 1949, but now out of print.

GENERAL

ALL ABOUT RADIO AND TELEVISION. By Jack Gould. Random House, Oct. 1953. 152p. \$1.95. The noted radio and television columnist for the New York Times has written this book for juveniles but it will be of general interest to all readers.

THE BLUE BOOK OF BROADWAY MUSICALS. By Jack Burton. Watkins Glen, N. Y., Century House, 1952. 320p. \$5.00. Musical productions for the past fifty years are arranged by decades, with the shows and their songs listed according to the composers, and including the length of runs, a record of the most popular sheet music sales and albums of recordings. The shows are indexed.

THE BLUE BOOK OF HOLLYWOOD MUSICALS. By Jack Burton. Watkins Glen, N. Y., Century House, 1953. 285p. \$5.00. Covering the 25 years of sound pictures, this book, the third in a trilogy, lists films alphabetically in a chronological arrangement with four sub-divisions for straight musicals, feature films, westerns and full-length cartoons, which embody songs.

THE BLUE BOOK OF TIN PAN ALLEY. By Jack Burton. Watkins Glen, Century House, 1951. 520p. \$7.50. A human interest anthology of American popular music from 1890 to the present, including little-known facts about the composers and their songs, which are listed according to copyright date. Available record information is also included.

BROADCASTING: RADIO AND TELEVISION. By Henry L. Ewbank and Sherman P. Lawton. Harper, 1952. 526p. \$4.50. A textbook, written in non-technical language for college students and station staff members, includes broadcasting history and background, the planning of schedules, the preparation, direction and evaluation of programs. A selected bibliography and glossaries of radio and TV terms complete this book by authors experienced in the broadcasting and teaching fields.

BROADCASTING'S INFLUENCES. By Harold E. Fellows. Washington (6), Nat. Assn. of Radio and TV Broadcasters, 1953. 21p. Free. A reprint of a talk by the President of the NARTB before its annual convention on four major influences, one of which is educational television, which bear upon the future of the broadcasting industry.

CROWDED AIR. By Roger Manvell. Channel Press, 1440 Broadway, 1953. 93p. \$2.75. A study of the problems and potentialities of American and British television.

FACING THE FUTURE: Radio and Television Broadcasting. By David Sarnoff. Washington (5), TV Digest, 1953. 7p. A reprint of an address by the Chairman of RCA and NBC before the convention of the Nat. Assn. of Radio & TV Broadcasters, Los Angeles, in which he discusses problems facing the industry.

THE FIRST QUARTER-CENTURY OF AMERICAN BROADCASTING. By E. P. J. Shurick. Kansas City, Mo. Midland Pub. Co., 1946. 371p. \$3.00. Five pages of early history and a chronology of television events from the beginning are included by the author who was director of advertising and promotion at KMBC.

4000 YEARS OF TELEVISION. By Richard F. Hubbell. Putnam, 1942. 256p. \$2.00. A history of television which was written for the layman.

THE FUTURE OF TELEVISION. By Orrin E. Dunlap, Jr. Rev. ed., Harper, 1947. 194p. \$3.00. This revised edition discusses the recent changes in the field, together with the influence of television on the home, theatre, music, news, sports and business. An appendix contains a complete chronology to the present and a list of stations on the air.

MAGIC DIALS. By Lowell Thomas. The Polygraphic Co. of America, 1939. 142p. This is an illustrated popular account of radio and television at NBC with full-page color plates by Anton Bruehl.

THE FUTURE OF TELEVISION. By Orrin E. Dunlap, Jr. Harper, 1942. 194p. \$2.50. An executive of RCA offers "a guide to the new industry, and to those seeking careers and opportunities."

FOUNDATIONS IN BROADCASTING: Radio and Television. By Edgar E. Willis. Oxford Univ. Press, 1951. 439p. \$3.25. A textbook on the art of broadcasting in its various aspects including the broadcasters, advertisers and artists, which was written by the Coordinator of Radio for the Speech and Drama Dept. of San Jose State College, California.

THE JUDGES AND THE JUDGED. By Merle Miller. Doubleday, 1952. 220p. \$2.50. A documented report prepared for the American Civil Liberties Union on the so-called black listing in radio and television. The foreword is by Robert E. Sherwood.

THE MIRACLE OF TELEVISION. By Luther S. H. Gable. Chicago, Wilcox & Follett, 1949. 151p. \$2.50. Although written particularly for the student by a scientist and inventor, its popular style will appeal to those interested in the history, operations and possibilities of TV. It is illustrated with photos and line drawings.

NEW DIRECTIONS FOR TELEVISION. By Thomas E. Corbett. Pleasantville, N. Y. Brownlee Pub. Co., 1949. 59p. \$2.00. An outline of the proposed system of TV program metering and audience response recording, together with probable effects on motion pictures, radio, advertising and other interests.

NEW TELEVISION: The Magic Screen. By Raymond F. Yates. Didier Pub. Co., 1948. 175p. \$2.75. A history of television including its wartime uses.

PIONEERING IN TELEVISION. Radio Corporation of America, 1946. 98p. Excerpts from speeches and statements made by General David Sarnoff.

PLAGIARISM AND ORIGINALITY. By Alexander Lindey. Harper, 1952. 366p. \$5.00. A legal specialist in literary and artistic property rights gives the historical background of plagiarism and an analysis of its various implications. It is written in a semi-popular style and includes an extensive review of decisions and a full appendix of notes.

THE PLANNING AND CONSTRUCTION OF TELEVISION BROADCASTING STATIONS. By the Nat. Assn. of Radio and TV Broadcasters. Washington (6), 1952. 33p. \$1.50. This is the second edition of the NARTB television construction cost study to assist mainly their radio members applying for TV broadcasting licenses. A bibliography is included. Available to members of NARTB only.

PREVIEWS OF ENTERTAINMENT THROUGH JUNE 1952. By Gilbert Seides. Bantam Books, No. 936. 1951. 250p. 25 cents. Advance facts on movies, television and radio shows, books and other leisure time activities with a chapter on the effectiveness of making known one's preferences.

RADIO AND TELEVISION COMMUNICATION. By Charles F. Lindsley. McGraw-Hill, 1952. 492p. \$5.50. In three parts, this college textbook presents the historical, economic, political, social and vocational aspects of radio, its basic principles and types of performance, with a separate chapter on the college radio workshop. Although the third section deals exclusively with television, the two media are considered throughout the book.

RADIO BROADCAST PRIMER. By the Federal Communications Commission. Washington (25). The Commission, Nov. 1952. 22p. Free. This revised edition of a general information bulletin traces broadcasting history, defines terms and procedures pertaining to AM and FM radio, television and educational broadcasting.

REPORTING AGRICULTURE THROUGH NEWSPAPERS, MAGAZINES, RADIO AND TELEVISION. By William B. Ward. Ithaca, N. Y., Cornell University Press, 1952. 362p. \$4.00. The first comprehensive book devoted to this type of programming.

RISKS & RIGHTS IN PUBLISHING, TELEVISION, RADIO MOTION PICTURES, ADVERTISING AND THE THEATRE. By Samuel Spring. W. W. Norton, 1952. 385p. \$7.50. A law book for the layman which gives the informative, clear picture of the entire field of privacy, slander, libel, copyright and unfair competition. Leading cases are cited and explained. The author is an experienced and reputable attorney and counsel.

SCHOYER'S VITAL ANNIVERSARIES FOR 1952. By Will and Maxine Schoyer. Bur. of Business Practice. National Foremen's Institute, New London, Conn. 176p. \$4.50. This fifth edition is a greatly expanded unique annual of interesting facts arranged chronologically and well illustrated. It has three separate indices for daily, yearly events and war anniversaries. Invaluable for program planners.

SHOW BIZ FROM VALUE TO VIDEO. By Abel Green and Joe Laurie, Jr., Henry Holt, 1951. 613p. \$5.00. A half century of show business culled from the pages of Variety presented in seven parts of the national scene with facts, figures, names and anecdotes, together with a glossary of VARIETYESE and extensively indexed.

THE SPICE OF VARIETY. By Abel Green and Joe Laurie, Jr. Henry Holt, 1952. 277p. \$3.50. A selection of items from VARIETY'S Anniversary issues by radio and television headliners, as well as humorous articles on the business side of the industry by some of its prominent people.

THE STORY OF TELEVISION: The Life of Philo T. Farnsworth. By George Everson. Norton, 1949. 266p. \$3.75. Television transmission and reception are included in this biography of the inventor of electronic TV.

SUBVERSIVE INFILTRATION OF RADIO, TELEVISION AND THE ENTERTAINMENT INDUSTRY. By the Committee on the Judiciary, U. S. Senate. Washington, U. S. Govt. Print. Off., 1952. 2 parts. Hearing before the sub-committee to investigate the administration of the internal security act and other internal security laws of the Senate Committee on the Judiciary, 82nd Congress, 1st and 2nd sessions. Part I reports the hearings held in April, May, June and October 1951 and April 1, 1952. Part II continues from March through May, 1952.

TELEVISION. By Harold Kellock. Washington. Editorial Research Reports, 1944. 36p. \$1.00. A general survey which embraces the scientific foundations of television in Europe and the United States, with a discussion of "rapid vs restrained commercial exploitation."

TELEVISION, THE INSTRUMENT OF DEMOCRACY. By Joseph H. McConnell. National Broadcasting Company, 1952. 13p. Apply. The President of NBC presents the economic and technical problems of TV, together with a plea for maintaining its freedom of expression, to the North Carolina Bar Association, June 1952

TELEVISION, THE MAGIC WINDOW. By Frank Denman. Macmillan, 1952. 60p. \$2.00. An advertising executive traces the history and describes the operations of TV. While designed for the juvenile, it is a handy guide for the adult. It is well illustrated and has a glossary of terms.

TELEVISION: A Responsibility and Opportunity for Serving the Public. By Charles R. Denny. National Broadcasting Company, 1952. 33p. Apply. A detailed statement of NBC's programming policies and practices made by a Vice President before the Communications Subcommittee of the House Committee on Interstate and Foreign Commerce considering H. Res. 278, "to investigate and study offensive and undesirable radio and television programs," Sept. 23, 1952. It is profusely illustrated.

TELEVISION BOOM. By Buel W. Patch. Washington Editorial Research Reports, vol. I, No. 4, Jan. 26, 1949. 16p. \$1.00. Analysis of TV's rapid growth, uses and programs as well as a comparison of TV with the radio, movies and press.

THE TELEVISION CODE of the National Assn. of Radio and Television Broadcasters. Washington (6). The Assn. 1952. 10p. The new industry code effective March 1st, 1952, which was made available to the industry. Appendix A—Additional procedures relating to administrative hearing decisions prepared for those having to administer the Code. (6p. processed.) The Code appears elsewhere in this Yearbook.

TELEVISION SEMINAR. By the Radio Executives Club of New York, 1944. Mimeographed address on the present status and future prospects of television, delivered as a course of lectures in the summer of 1944.

TELEVISION STORY. By John T. Floherty. Phila. Lippincott, 1951. 160p. \$2.75. A history and a non-technical account of the workings of television with 32 photographs.

TELEVISION WORKS LIKE THIS. By Jeanne and Robert Bendick. Whitteley House, McGraw-Hill, 1949. 62p. \$1.75. A behind-the-scenes, fully illustrated story of TV by experienced authors written in a non-technical manner. Both adults and juveniles will find it interesting and informative.

TWENTY-TWO TELEVISION TALKS. By Broadcast Music, Inc. 580 Fifth Ave. (36). 1952. 250p. \$6.00. These talks, delivered by experts and covering every vital phase of television programming, were transcribed from BMI clinics held in all parts of the country. Questions and answers are included.

UNDERSTANDING TELEVISION: What it is and How it Works. By Orrin E. Dunlap, Jr., Greenberg, 1948. 128p. \$2.50. This well-illustrated book for the laymen includes a glossary of television terms and a list of stations as of Sept. 15, 1948.

VARIETY MUSIC CAVALCADE, 1920-1950. Compiled by Julius Matfield. Prentice-Hall, 1952. 637p. \$10.00. The copyright details in this complete chronology of important American music, together with the contemporary events of each year, provide an indispensable source of information for programming. The author is Director of the Music Library at CBS.

THE VICTORY OF TELEVISION. By Philip Kerby. Harper, 1939. 120p. \$1.00. This is a non-technical review of all aspects of television with speculations as to its future social role.

HANDBOOKS; BIBLIOGRAPHIES; DICTIONARIES; DIRECTORIES, ETC.

ADVERTISING TERMINOLOGY. By H. Victor. Frohmann, Needman & Grohmann, 30 Rockefeller Plaza (30). 86p. \$1.00. Privately printed, this is the work of an advertising executive and includes radio and television terms. It includes the list of initials associated with the profession and the names of advertising associations.

AMERICAN TELEVISION DIRECTORY, N. Y.: American Television Society, Inc. (271 Madison Avenue), 1946. 142p. First annual edition of the official Yearbook of the ATV. Contains articles by some of the leaders in the field, and directories of stations, sponsors, agencies, etc.

CENSORSHIP OF TELEVISION: A Bibliography. By Louise K. Aldrich. Washington, Nat. Assn. of Radio and TV Broadcasters, 177 N. St. (6). 151p. 4p. Apply. The Librarian of the NARTE lists speeches by the FCC Commissioners and articles in trade publications and newspapers.

DICTIONARY OF RADIO AND TELEVISION TERMS. By Ralph Stranger. Chemical Pub. Co., 1941. 252p. Terms are explained for the layman and technician.

DIRECTORY OF COLLEGES OFFERING COURSES IN RADIO AND TELEVISION, 1950-51. By Gertrude Broderick. Washington 25, U. S. Office of Education, 1950. 33p. Colleges listed alphabetically by location in each state, with the name of the director, and mention (only) of the courses given and existing radio and television workshops. Issued annually.

DIRECTORY OF RADIO AND TV PERSONALITIES, 1952-53. By Radio Reports, Inc. 220 East 42d St. (17), 1953. 75p. \$15.00. An annual service with two supplements, personalities and information on network and local programs, in nine large cities and nearby areas.

RADIO & TELEVISION ALMANAC. By Orrin E. Dunlap, Jr. Harper, 1951. 211p. \$4.00. "Men, events, inventions and dates that made history in electronics from the dawn of electricity to radar and television."

RADIO AND TELEVISION BIBLIOGRAPHY. By Gertrude C. Broderick. Washington, U. S. Govt. Print. Off., 1952. 48p. 20c. This is the second edition of a comprehensive, annotated and classified list of books and published studies on all phases of the industry. It was compiled by the Specialist in Radio-Television Education, U. S. Office of Education and is well indexed.

A RADIO AND TELEVISION BIBLIOGRAPHY. Comp. by Burton Paul. Urbana, Ill. Nat. Assn. of Educational Broadcasters, 1952. 129p. Apply. The second section contains a classified list of books and magazine articles on the non-technical aspects of television published between Jan. 1, 1949 and June 30, 1952.

TELEVISION BIBLIOGRAPHY. By Frances Sprague. The National Broadcasting Co., 1949. 35p. Apply. This comprehensive bibliography, prepared by the librarian and her staff at NBC's general library, is compiled in four parts: Non-technical and technical books and pamphlets; current TV magazines and trade publications partly devoted to television.

TV DICTIONARY/HANDBOOK FOR SPONSORS. Comp. by Herbert True. Sponsor Magazine, 510 Madison Ave. (22). 1952. 70p. \$2.00 to non-subscribers. A greatly expanded edition of this useful handbook compiled by an advertising agency radio and TV executive. In addition to some thousand television terms, it contains tabular data on film and slide specifications, a lens scale and a glossary of TV's sign language.

TELEVISION ENCYCLOPEDIA. Edited by Stanley Kempner. N. Y., Fairchild Publishing Co., 1948. 384p. \$6.50. A semi-technical reference book on the rapidly growing art of television. It includes: a chronological history of television development; biographical sketches of leading scientific, commercial and dramatic figures; and an appendix on the "urban market for television."

TELEVISION MANUAL. By F. J. Camm. Brooklyn, Chemical Publishing Co., 1943. 5th Ed. 224p. This is a handbook on all phases of the technical aspects of television.

TELEVISION TALK. National Broadcasting Co., 1946. 55p. A pocket-size glossary of television engineering and production terms, designed for broadcasters.

TELEVISION TERMINOLOGY AND BIBLIOGRAPHY. Compiled by Benjamin Draper. San Francisco (18). California Academy of Sciences, 57p. \$1.00. A mimeographed listing of more than 400 terms together with a bibliography of books on television published since 1928.

VIDEO HANDBOOK. By Morton G. Scherga and J. J. Roche. Montclair, N. J., Boland and Boyce, 1949. 822p. \$5.00. An experienced technician and radio editor combine in writing this complete handbook on television in fourteen sections, covering the history, technical details, stations, program operations. It concludes with a data section and the usual glossary and bibliography.

WHAT'S THE RIGHT WORD? By The Radio Corporation of America, 30 Rockefeller Pl. (20). 1952. 50p. Apply. Simplified definitions include symbols and illustrations for both common and uncommon terms in radio, TV and electronics.

ANNUAL REPORTS OF THE BRITISH BROADCASTING CORPORATION. London, The BBC, 1946 to date. Beginning with the 1946 annual, this Yearbook carries articles and data on the progress of television in Great Britain.

THE ART OF TELEVISION. By Jan G. Bussell. London, Faber, 1952. 163p. Available from British Book Centre, 122 E. 55th St. (22). \$4.00. This is a non-technical book of television as an art form in Great Britain written for the general public, emphasizing the various problems of the actor, writer and producer.

CANADIAN RADIO AND TELEVISION ANNUAL. By T. J. Wheeler. Toronto, 302 Bay St. \$6.00. An annual guide for all aspects of the industry in Canada, which includes editorials, directories and Who's Who.

NEWSREELS ACROSS THE WORLD. By Peter Baechlin and Maurice Muller-Strauss. Columbia University Press. (27). 1952. 100p. \$2.00. A world-wide survey of news films from production to screen, evaluating their role as a medium of information and touching upon the impact of television. In UNESCO's series on print, radio and film.

PROFESSIONAL TRAINING OF FILM TECHNICIANS. By Jean Lods. Paris, UNESCO, 1951. 155p. \$1.00 from Columbia University Press (27). A handbook covering the resources and operations, training centers, and job descriptions in seven countries, which is in the UNESCO series on Press, Radio and Film.

PROFESSIONAL TRAINING OF JOURNALISTS. By Robert W. Desmond. Columbia University Press, 1949. 85p. 40c. The Chairman of the Dept. of Journalism, University of California, has written this for the UNESCO series on Press, Radio and Film. It is a general outline of international techniques with examples of procedures in different countries.

TELEVISION: MEDIUM OF THE FUTURE. By Maurice Gorham. London, Percival Marshall, 1950. 142p. \$2.50 from the British Book Centre, 122 E. 55th St. (22). A former EBC executive explains in non-technical terms the techniques of television and its possibilities for information and entertainment.

WORLD COMMUNICATIONS. Prepared by UNESCO. Columbia University Press (27), 1952. 223p. \$2.50. Based on data for 1948-1950, this is a report on radio, TV, press and film facilities available throughout the world.

STATISTICS: SURVEYS, AND STUDIES

ANNUAL REPORT OF THE FEDERAL COMMUNICATIONS COMMISSION. Washington, U. S. Govt. Print. Off. annual. Beginning with the 13th report, June 30, 1947, the annual report carries statistics for the television industry. Data varies somewhat.

DIMENSIONS OF RADIO AND TELEVISION. By the Research Dept. of the NAB. Washington (6) Nat. Assn. of Radio & TV Broadcasters, 1950. 22p. Mimeo'd. Statistics on sets, manufacturer and in use, station operations and financial data are included in this study, one of the first on comparative data.

THE EFFECT OF TELEVISION ON MOTION PICTURE ATTENDANCE. By Foote, Cone & Belding, 1948. 22p. A report of a study of 415 home set owners in New York City interviewed by telephone.

EFFECTIVENESS OF TELEVISION IN TEACHING SEWING PRACTICES. By Meredith C. Wilson and Edward O. Moe. Washington, U. S. Govt. Print. Off., 1951. 35p. (Extension service circular No. 466.) This study of the experimental method demonstration series, "Let's Make A Dress," supplemented by a bulletin on home dressmaking, is the first attempt in TV audience research by the Department of Agriculture.

THE IMPACT OF TV EXPANSION. By the Radio-TV Manufacturers Assn., 777 14th St. N.W., Washington (5). 1952. 45p. Apply. Augmented with twelve charts, this is a report by the Television Committee of the RTMA on material involved with the lifting of the TV freeze.

TECHNICAL

THE LONG RANGE EFFECT OF TELEVISION AND OTHER FACTORS ON SPORTS ATTENDANCE. By Jerry N. Jordan. Washington (5). Radio-TV Manufacturers Assn., 1950. 112p. \$1.00. This second study in a series, "TV—a short novelty period of ownership" by a college student attracted the industry. The author's three-year findings are summarized in "JUST WHAT HAS TV DONE TO RECREATION—COMMUNICATIONS." (q.v.)

JUST WHAT HAS TELEVISION DONE TO RECREATION-COMMUNICATIONS? By the Sports Committee of Radio-TV Manufacturers Assn. Washington (5), 1952. Illustrated with charts and cartoons. This is an analysis and summary based upon the 3-year study originated by Jerry Jordan while in college. He is the author of "The Long Range Effect of TV on Family Habits (Princeton 1949), (the same) on Sports Attendance" (Graduate School, University of Pennsylvania) (1950), and Analyses of Baseball and Football Attendance in 1950 and 1951" and other research on the impact of TV.

LOS ANGELES TELEVISION, May 23-29, 1952. By Dallas W. Smythe and Angus Campbell, Jr. Comm. on Educational TV, 785 Massachusetts Ave., N.W., Washington (6). 94p. This second monitoring study of TV programming included all programs on the eight LA stations, with special attention to the extent and content of the different types. A record was also made of the frequency and duration of all TV advertising.

1952: AN AMAZING YEAR IN SPORTS. By the Radio-Television Manufacturers Assn. Washington (5), Dec. 1952. 5p. Apply. A summary by the Sports Committee, which is divided into categories, showing the income derived by each, with television as a factor.

RADIO-TELEVISION AUDIENCE OF 1952: The Boston trade and distribution area. By Forest L. Whan. Boston, Station WBZ. 70p. Apply. The first study in this area of the adult-radio-TV listening habits which was made during January 1952 by the well-known research analyst.

THE IOWA RADIO AUDIENCE. By F. L. Whan, 1950 to date. Des Moines, Iowa. Central Broadcasting Co. Beginning with this annual, data for television is included, although it varies in type.

THE KANSAS RADIO AUDIENCE. By F. L. Whan. Topeka, Kan. Station WIBW. annual. Beginning with the 1949 study, television data is included.

TELEVISION'S EFFECTS ON THE FAMILY'S ACTIVITIES. By Thomas E. Coffin. Hempstead, L. I. Hofstra College TV Research Bureau. 1948. 33p. This is the first of a series of studies on the influence of television on American life. It is illustrated with charts. The author has since been associated with NBC where he is continuing these studies.

TELEVISION MONITORING STUDIES. By the National Assn. of Educational Broadcasters, 119 Gregory Hall, Urbana, Ill. \$5.00 each. Four studies have been published to date and the fifth, viz. New York City 1953 is in process of publication. The surveys have been made and analyzed by educational experts with commercial experience.

Study no. 1—New York, Jan. 4-10, 1951

Study no. 2—Los Angeles, May 23-29, 1951

Study no. 3—Chicago, July 30-Aug. 5, 1951

Study no. 4—New York, Jan. 4-10 combined with Study no. 1.

TELEVISION STATUS AND TRENDS. By Alfred N. Goldsmith. Assn. of National Advertisers, 285 Madison Ave., 1949. 8p. \$4.00. This address by a well-known consultant on radio and TV before the ANA, March, 1949, includes statistics on stations, sets and coverage, industry facts and figures and an appendix on Stratovision and Phonevision. It is illustrated with 21 charts.

U. S. TELEVISION OWNERSHIP BY COUNTIES. By the CBS Television Research Dept., 1953. 49p. Apply. Television set ownership as of May 1, 1953 is compiled in a handy booklet.

WHAT TV IS DOING TO US. By Jack Gould. New York Times, 1951. 13p. Apply. A reprint of seven articles on a survey of the effects of television on American life appearing late in June, 1951, by the Radio and Television editor of the New York Times.

WHAT'S HAPPENING TO LEISURE TIME IN TELEVISION HOMES. By Eaton, Barton, Dunnington & Osborn. 383 Madison Ave. (17). 1951. 26p. Apply. A study by a large advertising agency of the activities of 5,657 persons in urban America.

ADVANCED ANTENNA THEORY. By Sergei A. Schelkunoff. John Wiley, 1952. 216p. \$6.50. Recent and significant developments in advanced antenna theory and research are treated by a well-known authority and consultant.

ANTENNAS: THEORY AND PRACTICE. By Sergei A. Schelkunoff and Harald T. Friis. John Wiley, 1952. 639p. \$10.00. This is a comprehensive textbook on antenna principles and the theory of radiation with practical applications. The authors are connected with Bell Telephone Labs.

BASIC TELEVISION: PRINCIPLES AND SERVICING. By Bernard Brob. McGraw-Hill, 1949. 407p. \$6.50. A practical handbook which has been written for the student as well as the practicing engineer.

COYNE TELEVISION CYCLOPEDIA. By Bennett W. Cooke. Chicago, Coyne Electrical and TV-Radio School, 1951. 727p. \$5.95. A practical reference book on television receivers and reception including color television.

ELEMENTS OF TELEVISION SYSTEMS. By George E. Anner. Prentice-Hall, 1951. 804p. \$10.35. A college text for the radio and television engineer on closed and open systems in television transmission together with the transmission of images in full color. The author is asst. professor of electrical engineering at New York University.

ESSENTIALS OF ELECTRICITY FOR RADIO AND TELEVISION. By Morris Slurzburg and Wm. Osterheld. McGraw-Hill, 1950. 650p. \$5.50. A revised and enlarged edition to include television, of a textbook on circuits written by instructors in the electronics field.

FUNDAMENTALS OF OPTICS. By Francis A. Jenkins and H. E. White. 2nd ed. McGraw-Hill, 1950. 647p. \$7.50. A college textbook which is written for those with a fundamental knowledge of physics and methods of calculus. It is divided into three sections: geometrical optics, physical optics and quantum optics.

AN INTRODUCTION TO TELEVISION. By C. J. Klyander and Robert Harding. Macmillan, 1946. 207p. \$2.00. A non-technical account of television, which includes, its historical development, equipment and technical principles. The Radio and TV spectrum is illustrated on the end papers.

INVENTION AND INNOVATION IN THE RADIO INDUSTRY. By W. Rupert MacLaurin. Macmillan, 1949. 304p. \$6.00. A study of technological progress from the past to the present, including FM and television, analyzing the relationship of inventor and corporation, together with consideration of the patent system.

MICROWAVE ELECTRONICS. By J. C. Slater. Van Nostrand, 1950. \$6.00. Fundamental principles developed at Bell Telephone Laboratories and the Radiation Laboratory of MIT, are explained and include the Klystron, the magnetron-oscillator and the cyclotron and synchrotron. A brief bibliography is also added.

THE MYSTERIES OF TELEVISION. By Arthur Van Dyck. The House of Little Books, 1940. 55p. \$1.00. A brief technical description which was written in general terms for the layman. The author is a pioneer in the development of television.

NAB ENGINEERING HANDBOOK. 4th ed. By Dept. of Engineering, National Assn. of Broadcasters. Washington (6), The NAB. 1949. 675p. Available to members only at \$17.50. In six sections this revised and enlarged handbook contains FCC regulations and standards, transmitter, studio, field and general engineering for AM, FM and Television. It is well illustrated.

OUTLINE OF RADIO, TELEVISION AND RADAR. By E. Molloy and others. Brooklyn, Chemical Pub. Co., 1950. 688p. \$12.00. A group of British experts explain the principles of short and ultra-short waves, television, radio direction finding and radar.

PHOTOELECTRICITY AND ITS APPLICATION. By V. K. Zworykin and E. G. Ramberg. John Wiley, 1949. 494p. \$7.50. "A unified study of the whole field of photo-electricity, the basic principles, methods of preparation, and the main applications of photosensitive devices with emphasis on the practical aspects." Chapters on TV and facsimile are included.

PRACTICAL TELEVISION ENGINEERING. By Scott Helt. Rinehart, 1953. 760p. \$7.50. A revised and enlarged edition of an earlier text published in 1950 by a former chief engineer of the DuMont network, covering the theoretical and practical aspects of television transmission for the engineer and the student.

PRINCIPLES AND PRACTICES OF TELECASTING OPERATIONS. By Harold E. Ennes. Howland W. Sams, 2201 E. 46th St., Indianapolis 5, Ind. 600p. October 1. A book designed to cover all phases of operating procedures from networks and remote links thru the monitors, cameras, production facilities and planning. An appendix will include the FCC rules and regulations, a glossary of terms and technical definitions.

PROCEEDINGS OF THE NATIONAL ELECTRONICS CONFERENCE. Ed. by E. H. Schultz. Chicago, Ill. Institute of Technology, 1945. 605p. A report of the technical papers and activities at the first conference, held in Chicago, October 5-7, 1944.

RADIO AND TELEVISION MATHEMATICS. By Bernhard Fischer. Macmillan, 1949. 484p. \$6.00. A handbook of problems and solutions in the field of electronics which is planned to assist technicians.

THE RECORDING AND REPRODUCTION OF SOUND. By Oliver Read. Sams & Co., 201 E. 46th St., Indianapolis (5). 790p. \$7.95. A complete handbook on audio operations for sound engineers, radio and TV stations and recording studios. The author is editor of Radio and TV News.

TELEVISION. VOL. I-VI. By Alfred N. Goldsmith and others. Princeton, N. J. RCA Laboratories, 1936-1950. \$2.00 each. Technical papers by specialists which appeared in the RCA Review. The appendix contains a list of over 500 of these papers by RCA authors published between 1929 and 1950.

TELEVISION. By F. Kerkhof and W. Werner. Houston, Tex. (6). Elsevier Press, 1952. 434p. \$7.75. The authors who are principals in the Phillips laboratories in Eindhoven, Holland, have written "an introduction to the physical and technical principles of television, with comprehensive descriptions of various electrical circuits (621-397)." It progresses from basic theory to the technical systems in use in the U.S. and Europe.

TELEVISION. By Marcus Graham Scroggie. 2nd ed. London, Blackie & Son, 1948, 77p. \$1.00. An English radio engineer explains "as simply as possible how modern television works, its difficulties and achievements and what its future may hold." It is intended for the general reader with an interest in modern inventions.

TELEVISION. By V. K. Zworykin and G. A. Morton. John Wiley & Sons, 1940. 646p. This is a technical treatise on the electronics of image transmission by RCA engineers.

TELEVISION—THE EYES OF TOMORROW. By William C. Eddy. Prentice-Hall, 1945. 319p. \$3.75. A general summary of the technical aspects and program production is presented by one of the pioneers in this medium.

TELEVISION: A GUIDE FOR THE AMATEUR. By Sydney A. Moseley and H. McKay. Oxford University Press, 1936. 144p. \$2.00. This is a non-technical description of television progress and apparatus in England up to 1936. Mr. Moseley is now a radio commentator in this country.

TELEVISION: A REPORT OF THE VISUAL BROADCASTING ART. Edited by Charles A. Batson. Washington (6). Nat. Assn. of Broadcasters, 1948-49. A looseleaf printed study in several parts designed to assist station managers to plan for the plant equipment, staff and operations of a television station.

TELEVISION: THE REVOLUTIONARY INDUSTRY. By Robert E. Lee, Duell, Sloan & Pearce, 1944. 230p. \$2.00. A non-technical examination of a young industry, its problems, and future possibilities, which has a foreword written by Dr. Lee De Forest.

TELEVISION: A STRUGGLE FOR POWER. By F. C. Waldrop and J. Borkin. William Morrow, 1938. 299p. \$2.75. Economics, technical developments and patents are critically appraised in relation to television progress.

TELEVISION & FM ANTENNA GUIDE. By Edward M. Noll and Matthew Mandl. Macmillan, 1951. 311p. \$5.50. Divided into two parts, the first is devoted to the principles of antenna systems and the second is a reference guide to the practical applications.

TELEVISION BROADCASTING. By Howard A. Chinn. McGraw-Hill, Oct. 1953. 696p. \$10.00. This is a comprehensive, practical guide to the equipment, systems, facilities, good engineering practices and operating techniques of TV broadcasting, written by a member of the CBS engineering staff.

TELEVISION ENGINEERING. By Donald G. Fink. McGraw-Hill 1952. 721p. \$8.50. This second edition is a complete revision of his Principles of Television Engineering, published in 1940. A bibliography is included at the end of each chapter. It is written for the advanced technician.

TELEVISION ENGINEERING. By J. C. Wilson. London, Pitman, 1937. 492p. Essentials of television engineering by an English engineer who was a former member of the CBS television department. It contains a brief foreword by J. L. Baird.

TELEVISION PRINCIPLES. By Robert B. Doms. McGraw-Hill, 1951. 291p. \$5.50. An industrial electronics consultant expands a series of lectures into a textbook on the practical applications of the principles and theory of all stages of television transmission and reception.

TELEVISION SIMPLIFIED. By Milton S. Kiver. 2d ed. Van Nostrand, 1950. 608p. \$6.50. Basically a manual for the student and the engineer on the working principles of home sets, this new edition includes chapters on intercarrier sound TV system and color television.

TELEVISION STANDARDS AND PRACTICE. Edited by Donald G. Fink. McGraw-Hill, 1943. 468p. \$5.00. Papers from the proceedings of the National Television Standards Committee and its panels to assist engineers in technical developments have been selected and edited by an expert.

TELEVISION TODAY AND TOMORROW. By Lee De Forest. Dial Press, 1942. 361p. \$3.75. A general discussion of interest both to laymen and to technical students, written by a pioneer inventor.

TELEVISION TODAY AND TOMORROW. By Sydney A. Moseley and H. J. B. Chapple. Pitman, 1940. 179p. \$3.00. The 5th edition of a general summary of television development in England, with special emphasis on principles and techniques, contains a foreword by the pioneer inventor, J. L. Baird and an account of his work.

UHF What It Means to Television and to You. By the Radio Corporation of America. 30 Rockefeller Pl. (20). 1952. 21p. Apply. An illustrated booklet which explains the "meaning of ultra high frequencies and the important role these microwaves are destined to play in the future of television." A chronology of RCA's contributions to the progress of communications is included.

UHF IN PORTLAND (Ore.): How is it Doing? By John P. Taylor. Camden, N. J., Radio Corporation of America, Oct. 1952. 23p. apply. An illustrated detailed on-the-scene report of the performance and coverage of KPTV, the first commercial UHF TV station, published in *Broadcast News* (RCA) and reprinted in a booklet.

THE TELEVISION WORKSHOP. By Howard Todley. Minneapolis, The Northwestern Press, 1953. 108p. \$2.75. Written primarily to introduce the actor to television, this book describes the various elements in the production of a telecast, including transcriptions and telefilms, a brief chapter on "A Week in the Life of a TV Artist" and two plays by the author.

TELEVISION WRITING: Its theory and technique. By Robert S. Greene. Harper, Jan. 1952. 248p. \$3.50. Based on the author's practical experience as a writer of programs for a national network, this is a well-written text.

WE PRESENT TELEVISION. Edited by John Porterfield and Kay Reynolds. W. W. Norton, 1940. 298p. \$3.00. Authorities on various phases of television broadcasting present the methods, problems and potentialities of this art-form.

WRITING FOR TELEVISION. By Eric Heath. Los Angeles Research Pub. Co. 1950. 325p. \$5.75. A basic handbook which covers all types of programs with full-page illustrations, glossary and six complete scripts by experienced authors.

UTILIZATION OF ULTRA-HIGH FREQUENCIES FOR TELEVISION. A report of the Joint-Technical Advisory Committee (IRE-RMA), 1948. This is a study prepared under the direction of Donald G. Fink and reported to the FCC on Docket No. 8976. Sept. 20, 1948. It was published in the Proceedings of the JTAC, Vol. I.

TECHNIQUES AND CAREERS

A. M. A. TELEVISION HANDBOOK. By Harriet Hester. American Medical Assn. 535 N. Dearborn St. Chicago, (10). 1951. 28p. 75¢. A manual which was prepared by experts to assist doctors to utilize television in health education. It includes some illustrations and a glossary of terms.

BEGINNING TELEVISION PRODUCTION. By Melvin R. White. Minneapolis 15, Burgess Pub. Co., 1953. 111p. \$2.50. In addition to production, personnel and lighting problems, this comprehensive text-book discusses or features properties and sets, costumes and makeup, as well as the acting and directing requirements of television. The author is experienced in both television and the theatre.

BEST TELEVISION PLAYS OF THE YEAR, 1950 and 1950/51. By William I. Kaufman. Merline Press, 1950; 1951. \$5.00 each. Averaging 325 pages, these volumes contain a number of complete television dramas chosen from top level scripts and illustrated with set diagrams, camera lay outs and stage directions. Producers have added introductory remarks to their scripts and other experts have contributed articles on direction and production.

CAMPAIGNING ON TV. By the Nat. Assn. of Radio and Television Broadcasters, 1771 N St., N. W. Washington (6). 18p. 10c. Altho designed for the political campaign, this booklet can assist any speaker to prepare and deliver a talk before the television camera. Government rules and regulations are added for guidance.

BROADCASTING RELIGION. By Clayton T. Griswold and C. H. Schmitz. Broadcasting and Film Comm., Nat. Council of Churches of Christ, 220 Fifth Ave. (1). 76p. \$1.00. This is a practical, concise handbook of useful information. The accent is on radio programming altho television is included.

THE CHAPPELL TELEVISION BOOK. By Perry Laferty. Chappell Music Co., 1270 Sixth Ave. (20) 1952. 239p. (Not for sale). Dramatic treatments for television of forty standard songs in the publishers catalog, which was prepared for the music trade only by an experienced TV producer, director, writer and musician. Words and music for the songs are included.

CHILDREN AND THE THEATRE. By Caroline E. Fisher and Hazel G. Robertson. Rev. ed. Stanford, Cal. University Press, 1950, 235p. \$4.00. A handbook for selecting, casting and rehearsing plays, costumes, and staging plays by child actors for juvenile audiences. Television and movies are added, to the second edition.

DESIGNING FOR TV. By Robert J. Wade. Farrar, Straus & Young, 1952. 216p. \$8.50. This is the first comprehensive book on the arts and crafts in television production. It is written by a network executive and includes some 200 illustrations, chapter bibliographies and a glossary.

EMPLOYMENT OUTLOOK IN RADIO AND TELEVISION BROADCASTING OCCUPATIONS. By the U. S. Bureau of Labor Statistics. Washington, U. S. Govt. print. off. 1949. 69p. 30c. (Bul. #958.) This is a presentation of the national scope of the industry, its occupations, outlook and earnings, with statistics for each individual state.

FUNDAMENTALS FOR TELEVISION. By Murray Bolen. Hollywood, Cal. Radio Publishers, 6411 Hollywood Blvd. (28). 1950. \$6.00. Techniques of production and direction and the business aspects of television are explained by a west coast director.

GETTING A JOB IN TELEVISION. By John Southwell. McGraw-Hill, 1947. 120p. \$2.00. The author includes employment possibilities and job descriptions for all aspects of television.

A GUIDE TO RADIO-TV WRITING. By Laurence R. Campbell and others. Ames, Iowa. State College Press, 1950. 407p. \$2.95. Three instructors outline the principles of writing for radio and television in a paper-bound, comprehensive self-instruction book to be used with or without other text-books. Assignments, self-analysis and test questions are included.

HANDBOOK OF BROADCASTING. By Waldo Abbot. 3d ed. McGraw-Hill, 1950. 494p. \$5.00. This is a standard textbook of the fundamentals and techniques of all phases of broadcasting. Recent developments in radio, facsimile and television are included.

HERE IS TELEVISION, YOUR WINDOW TO THE WORLD. By Thomas H. Hutchinson. Hastings House, 1950. 368p. \$4.00. A completely revised edition of television programming and production techniques by a network executive. In three parts, consideration is given to the studio settings and equipment; the program types, films, legal aspects and other production problems; and to the commercial aspects, station and network operations, employment and future developments.

HOW TO WRITE FOR TELEVISION. By Doug Allan, Dutton, 1946. 244p. A general survey of television and the programming techniques required, is outlined for writers, with attention to present and future opportunities.

OPPORTUNITIES IN TELEVISION. By Jo Ranson and Richard Pack. Vocational guidance manuals, 45 West 45th St. (19). \$1.00. A wealth of information with advice from television experts in the field, valuable lists, network employment requirements and training suggestions, together with salary information. It also includes an outline of operations for both networks and small stations.

A PRACTICAL MANUAL OF SCREEN PLAY-WRITING FOR THEATRE AND TELEVISION FILMS. By Lewis Herman. Cleveland, World Publishing Co. 1952. 294p. \$3.50. An experienced Hollywood screen-play and radio writer presents a comprehensive and authoritative guide to screen and television writing for both beginning and advanced writers, producers and directors.

RADIO AND TELEVISION ACTING. By Edwin Duerr. Rinehart, 1950. 417p. \$6.50. The author's experience in both academic and commercial radio and television contributes to this study of dramatic technique and principles, as well as the work of the director, producer and script writer.

RADIO AND TELEVISION DRAMA. By Joseph Mickel. Exposition Press, 1953. 126p. \$3.00. A collection of plays for all groups which were given in "Workshop Productions" at the Lin-Ray School of Broadcasting, New Orleans.

RADIO AND TELEVISION SOUND EFFECTS. By Robert N. Turnbull. Rinehart, 1951. 334p. \$6.00. Psychological factors of sound and the practical solutions of the problems of the director and writer are featured by a practical sound technician. Detailed drawings for the construction of unobtainable equipment, a list of sound recordings and a glossary make this a valuable reference book.

RADIO AND TELEVISION WORKSHOP MANUAL. By Sidney A. Dimond and D. M. Anderson. Prentice-Hall, 1952. 301p. \$4.50. For the beginning student, script writing is considered from the standpoint of visual presentation, properties required, camera angles and characterization. Sample scripts are also included.

RADIO AND TELEVISION WRITING. By Max Wylie. Rinehart, 1950. 635p. \$6.50. A revised and enlarged edition of a basic text on writing for radio, incorporating newer forms and techniques as well as chapters contributed by other experts in the field. Sample scripts are included. The author is a well-known writer and executive.

RELIGIOUS TELEVISION PROGRAMMING. By Rudy Bretz. Broadcasting and Film Comm., Nat. Council of the Churches of Christ, 220 Fifth Ave. (1). June 1952. 46p. 10c. A small booklet of practical advice and suggestions for the layman.

SHAPIRO-BERNSTEIN TV SONG PRODUCTION BOOK. By Elliott Shapiro and Robert C. Haring. Shapiro-Bernstein, 1270 Sixth Ave. (20), 1952. 199p. n.p. "Suggestions for TV and radio presentations containing the words and music of 75 of the world's great all-time popular songs together with suggestions for their presentation, permitting a small cast and a small budget." Available to the music trade only.

STATION MANAGEMENT TAKES A LOOK AT TELEVISION JOBS. By the Nat. Assn. of Radio and TV Broadcasters. Washington (6). 17p. A preliminary survey which was presented before the second annual regional television seminar in Baltimore, Feb. 1952 on basic TV jobs, requirements for employment and a short section on jobs for women.

TELEVISION: AN OCCUPATIONAL BRIEF. By Robert J. Forbes. Western Personnel Institute, 30 North Raymond Ave. Pasadena, Cal. 1950. 51p. \$1.00. The growth of TV and a description of job opportunities in programming and production, administration, engineering, together with selected readings at the end of each chapter, provide a guide on employment.

TELEVISION REPORT. By Tom Noone and others. Washington, U. S. Dept. of Agriculture, 3v. Apply. A report on the Department of Agriculture's television research project in the utilization of television to disseminate information on the marketing of agricultural products. In three parts, the first deals with films for TV and the second, titled "Visual Aids" concerns the use of such aids in TV. The third deals with Program Methods.

THE TV WRITER'S GUIDE. By Margaret R. Weiss. Farrar, Straus & Young, 1952. 218p. \$3.95. This practical handbook, which prepares the newcomer for TV, shows the established writer how to protect and market scripts. 19 sample scripts, and a glossary are included.

TV AND ELECTRONICS AS A CAREER. By Ira Kamen and Richard H. Dorf. Rider, 1951. 326p. \$4.95. A guide to available careers in all branches of the electronics industry, written by experts with chapters contributed by specialists. A chapter is devoted to success stories of ten outstanding industrialists and appendices list pay scales, and courses in educational institutions.

WRITING FOR TELEVISION. By Gilbert Seldes. Doubleday, 1952. 254p. \$3.00. The special techniques of writing all types of shows are explained with their relationship to the director and producer. It is a book for the craftsman written by an expert with many years of experience in the theatrical and television fields.

YOUR CAREER IN MOTION PICTURES, TELEVISION, RADIO. Ed. by Charles R. Jones. Sheridan House, 1949. 255p. \$2.98. An experienced film man has edited this book of practical information and advice written by experts from the industry in New York and Hollywood.

YOUR CAREER IN TELEVISION. By William I. Kaufman and Robert Colodzin. Merlin Press, 1950. 224p. \$3.50. Experienced executives in television operations, the authors present a comprehensive survey of careers in the management and operation of a television station.

YOUR OPPORTUNITIES IN TELEVISION. By Ruth Lee Harrington. Medill McBride Co., 1949. 192p. \$3.00. Precise information on the expanding job opportunities, requirements, duties and qualifications, as well as salary range, have been presented in one of the first books of its kind.

TELEVISION AND RADIO ANNOUNCING. By Art Gilmore, and Glenn Middleton. Hollywood, Cal. Radio Publishers, 6411 Hollywood Blvd. (28). 1949. 276p. \$3.50. A revised edition to include television provides basic terminology, voice production and speech, commercial copy and other necessary data.

TELEVISION BROADCASTING. By Lenox R. Lohr. McGraw-Hill, 1940. 274p. The production, economics and techniques of the new art are presented in one of the first comprehensive books on television.

THE TELEVISION MANUAL. By William Ho-dapp. Farrar, Straus & Young, 1953. 320p. \$4.50. A handbook of practical guidance for the production of education, public affairs or entertainment programs. It is well illustrated for the layman and professional and includes costs, contracts and terminology.

TELEVISION PRIMER OF PRODUCTION AND DIRECTION. By Louis A. Sposa. McGraw-Hill, 194. 13p. \$3.50. A manual of techniques for producing and directing television programs, for those who lack specific experience. Written by the Director of Commercial operations of WABD, New York.

TELEVISION PRODUCTION PROBLEMS. By John F. Royal. McGraw-Hill, 1948. 179p. A symposium of lectures on the major problems of television given in the NBC-Columbia University broadcasting series by a group of experts. A chapter on legal problems is included.

THE TELEVISION PROGRAM: Its Writing, Direction and Production. By Edward Stasheff and Rudy Bretz. A. A. Wyn, 1951. 335p. \$4.95. This first book devoted exclusively to the TV program, is in four parts. The first deals with the program, its types and fundamental units in camera work, while two parts are devoted to a thorough treatment of writing for all types of shows, their markets, and including codes of self-regulation. The fourth concerns direction and production. It is well-illustrated with carefully detailed scripts and photos.

TELEVISION PROGRAMMING AND PRODUCTION. By Richard Hubbell. 2nd ed. Rinehart, 1950. 240p. \$3.75. A pioneer in TV production analyzes and defines the nature of TV and its development as an art form and also demonstrates practical techniques for programs as they

are produced in England and the U.S.. In this edition a shooting script and more photos have been added.

TELEVISION SCRIPTS FOR STAGING AND STUDY. By Rudy Bretz and Edw. Stasheff. A. A. Wyn, 1953. 332p. \$4.95. A guide to creative camerawork, including directors' scripts marked to show floor plans and camera positions, this book is a basic guide on TV techniques. It includes eight royalty-free scripts for workshop use and an abundance of illustrations and diagrams.

TELEVISION SHOW BUSINESS. By Judy Dupuy. Schenectady: General Electric Co., 1945. 246p. \$5.00. An illustrated handbook of television programming and production, which is based on five years of operation of GE's television station, WRGB. Scripts, technical directions, costuming and make-up are included.

TELEVISION TECHNIQUES. By Hoyland Bettinger. Harper, 1947. 237p. \$5.00. A thorough and comprehensive consideration of the direction and production of television programs, including the writing, equipment and projection. The author, an experienced technician and consultant, has illustrated his text with line drawings.

TV TIPS FOR EXTENSIONERS. By the Extension Television Committee, College of Agriculture, University of Connecticut, Storrs, Conn. 1952. 24p. mimeo'd. *Limited.* This is a loose-leaf hand book prepared for extension workers in local areas. Appendices list programs research studies of television in the state, as well as the usual glossary and a bibliography.

TEXT OF NARTB TELEVISION CODE

PREAMBLE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the

best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broad-

caster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (see Contests).

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. (see News.)

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivation is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under

Acceptability of Program Materials.) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such

a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives (presented aurally or pictorially), such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested practices:

a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster

should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS—GENERAL

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentation for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when

accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent Federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof:

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe," "without risk," "harmless," or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see *Time Standards for Advertising Copy.*)

PREMIUMS AND OFFERS

1. Full details of proposed offers should be required by the television broadcaster for in-

vestigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

TIME STANDARDS FOR ADVERTISING COPY

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program (minutes)	News Programs Day and Night	Length of Advertising Message (minutes and seconds)	
		All Other Programs	Class "A" Time
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be

presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not intrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

DRAMATIZED APPEALS AND ADVERTISING

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

SPONSOR IDENTIFICATION

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The name of this Code shall be **The Television Code of the National Association of Radio and Television Broadcasters.***

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers**Section 1. ELIGIBILITY**

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. CERTIFICATION OF SUBSCRIPTION

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. DURATION OF SUBSCRIPTION

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. SUSPENSION OF SUBSCRIPTION

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meet-

ing; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. ADDITIONAL PROCEDURES

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special consideration shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. AMENDMENT AND REVIEW

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. TERMINATION OF CONTRACTS

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule, at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII, section 2, B. (3) and (4), **By-Laws of the NARTB**); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board**Section 1. COMPOSITION**

The Television Board of Directors shall establish a continuing committee entitled The Television Code Review Board, upon the promulgation of the Television Code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB convention of 1953. Immediately following the end of the annual meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable;—". **By-Laws of the National Association of Radio and Television Broadcasters**, Article VII, section 2,B.(4).

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

A. Limitation of Service.

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively after April 30, 1953.

Section 2. QUORUM

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. AUTHORITY AND RESPONSIBILITIES

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the Television Code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning

the attitude and desires programwise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

IMPORTANT STORIES IN TELEVISION DURING 1953

As Reported in BROADCASTING • TELECASTING

Jan. 5—In top-level executive shuffle, Joseph H. McConnell quits as president of NBC to be president of Colgate-Palmolive-Peet; Frank White moves up to NBC presidency, Sylvester L. (Pat) Weaver to vice chairmanship of NBC board, and John K. Herbert to vice presidency in charge of radio and TV networks.

Jan. 5—Bing Crosby Enterprises demonstrates Video Tape Recorder, says developmental work on this new system of putting TV on the record is 80% done.

Jan. 5—At start of 1953 there were 20,131,773 TV sets in use, according to weekly B•T TV summary.

Jan. 19—National Television Systems Committee approves full set of signal specifications for compatible color TV system, plans exhaustive field tests that may last four months.

Feb. 9—B•T reports quiet investigation by the FCC into a growing shakedown racket involving some TV applicants. Method of racketeers is to file "strike" application against legitimate contender for TV channel, for purpose of blackmail or delay in grant for competitive reasons.

Feb. 9—FCC approves merger of ABC and United Paramount Theatres to create new company, American Broadcasting-Paramount Theatres Inc.

Feb. 23—Westinghouse Radio Stations Inc. buys WPTZ (TV) Philadelphia from Philco for \$8.5 million, record price for a TV station.

March 9—NBC Film Division established as a principal operating division of the company with Robert W. Sarnoff, vice president, as head.

March 16—In single week, FCC grants 29 TV applications, a record, and reaches end of eligible uncontested applications in Group A and B city priority list.

March 23—Top topic at annual meeting of the Assn. of National Advertisers is rising TV costs and how to pay them.

March 23—House of Representatives Interstate & Foreign Commerce Committee begins hearings on status of color television.

March 30—FCC preliminary estimates of TV finances in 1952 show total revenues were \$336.3 million, a 43% increase over revenues

in 1951. Income before federal income tax was up 31% to \$54.5 million.

March 30—John C. Doerfer, former Wisconsin Public Service Commission chairman, is appointed member of FCC.

April 6—Rep. Charles A. Wolverton, chairman of House Interstate & Foreign Commerce Committee, predicts color television by Christmas.

April 13—Publishers Information Bureau figures show television network gross billings in January, 1953, were 15.9% bigger than in January, 1952, but the number of advertisers represented dwindled from 167 in January, 1952, to 149 in January, 1953.

April 20—RCA demonstrates the NTSC compatible color TV system to members of House Commerce Committee.

May 18—National Collegiate Athletic Assn. sells rights to its restricted schedule of football games to NBC-TV and General Motors for football package costing between \$3 million and \$3.5 million for rights and time. Westinghouse and DuMont, in \$1,347,000 deal for rights and time, arrange schedule of National League professional grid games.

May 18—CBS-TV sets up its own Newsfilm Dept. to supply network's news department with daily coverage of world events.

May 25—FCC adopts policy of speed-up in TV application processing. Henceforth applicants who become sole survivors in comparative hearings when opposing applicants withdraw will be kept in hearing status for decision by examiner. Former policy put survivors back in regular processing line, making them vulnerable to new competitive bids.

June 1—At special meeting of NBC-TV affiliates, preceded by reports that other stations would follow example of WTAR-AM-TV Norfolk, Va. and bolt to CBS, Brig. Gen. David Sarnoff makes two-hour speech outlining network's future plans. At conclusion, he is given standing ovation, and affiliates adopt resolution of "unanimous approval and endorsement" of RCA-NBC plans.

June 8—President Eisenhower, for first time, holds family-circle discussion including four Cabinet members by nationwide TV.

June 22—FCC grants chf Ch. 7 at Pine Bluff, Ark., to Central-South Sales Co. and dismisses competitive bid of Gaylord Shaw, trading as Arkansas TV Co., on-grounds Shaw application was delaying action. It's first action in so-called "strike" application cases.

June 29—RCA-NBC file petition with FCC seeking approval of compatible color television system developed by National Television System Committee. RCA-NBC want early action, say they will have spent \$25 million on color development by end of 1953 and are prepared to spend \$15 million more in 1954.

June 29—WROV-TV Roanoke on uhf Ch. 27 tells FCC it can't compete with WLSL-TV on vhf Ch. 10, files competitive bid for Ch. 7. (Few weeks later, WROV-TV closed down.)

July 6—At end of first post-freeze year of processing TV applications, FCC reports it has authorized 398 new TV stations.

July 20—FCC announces new and flexible priority system for handling TV bids. In essence it means that the bigger the market and the fewer the number of operating stations, the sooner hearings will be held on competitive applications.

July 27—FCC proposes to lengthen TV station license period from one to three years.

July 27—National Television System Committee files petition for FCC approval of compatible color TV. CBS-TV supports the petition and asks to start experimental colorcasts using NTSC standards in mid-September.

July 27—Frank White resigns as president of NBC for reasons of health. Brig. Gen. Sarnoff will continue to run the network as chief executive officer until he finds a new man for president.

Aug. 10—Four holders of construction permits for uhf ask the FCC to approve subscription television to supplement advertising-supported telecasting. Their argument is that only by adding box-office TV as a source of revenue can a full complement of stations be supported.

Aug. 10—FCC issues notice of proposed rule approving NTSC compatible color television. Deadline for comments set at Sept. 8 and for counter-comments 15 days later.

AMENDED FCC RULE SEC. 1.342 ON FILING OF CONTRACTS

FOLLOWING is the text of revised Sec. 1.342 of FCC's rules and regulations pertaining to the documents, instruments and contracts relating to ownership, management, operation and control of broadcast stations which are required to be filed with the Commission. The changes, finalized August 12 and announced August 13, become effective 30 days after publication in the *Federal Register*.

Sec. 1.342. *Filing of contracts, broadcast licensees and permittees.* Each licensee or permittee of a standard, FM, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements. Transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of Section 1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

(1) Articles of partnership, association and incorporation and changes in such instruments.

(2) Bylaws and any instruments affecting changes in such bylaws.

(3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Options to purchase stock, pledges, trusts, agreements, and other executory agreements are required to be filed.

(4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted; provided, however, that when the permittee or licensee is a cor-

poration having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors or who have one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers or directors nor hold one percent or more of the corporation's stock, the only information required to be filed is the name of any person voting one percent or more of the stock by proxy, the number of shares voted by proxy by such person, and the total number of shares voted at the particular stockholders' meeting in which the aforesaid shares were voted by proxy.

(5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.

(6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by Section 1.343 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to functional music operations such as "storecasting", "transitcasting", "background music", and similar services. This provision does not require the filing of contracts granting functional music licensees or permittees the right to broadcast copyright music.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in a management capacity of any person other than an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for both a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.

ECONOMIC PROTEST PROVISION

HERE is Sec. 309(c) of the Communications Act of 1934, the provision which allows protests of non-hearing television grants upon allegations of economic injury. FCC has held hearings on several such protests to post-thaw TV authorizations but no decisions have been issued to date. In other cases where hearings were ordered, FCC subsequently has reconsidered the protests and dismissed the proceedings.

Section 309(c)—When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a)

hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest may file a protest under oath directed to such grant and request a hearing on said application so granted. Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the facts, matters, and things relied upon, but shall not include issues or allegations phrased generally. The Commission shall, within fifteen days from the date of the filing of such protest, enter findings as to whether such protest meets the foregoing requirements and if it so finds the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission. In any hearing subsequently held upon such application all issues specified by the Commission shall be tried in the same manner provided in subsection (b) hereof, but with respect to all issues set forth in the protest and not specifically adopted by the Commission, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effective date of the Commission's action to which protest is made shall be postponed to the effective date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.

TWELVE SURRENDER CPs

TOTAL of 12 television grantees have surrendered their construction permits to FCC between the lifting of the freeze in April 1952 and Aug. 27, 1953. Two others suspended operation, one of which since has returned to the air. Generally, economic factors have been cited as reasons for giving up the permits:

Stations Deleted

Gadsden, Ala.—WTVS (TV), uhf Ch. 21. Jacob A. Newborn Jr.
Kalamazoo, Mich.—WKMI-TV, uhf Ch. 36. Howard D. Steere.
Sandusky, Ohio—WLEC-TV, uhf Ch. 42. Lake Erie Bcstg. Co.
Warren, Ohio—WHHH-TV, uhf Ch. 67. Warren Tribune Radio Station Inc.
Austin, Tex.—KCTV (TV), uhf Ch. 18. Capital City TV Co. (Charles Henry Coffield)
Austin, Tex.—KTVA (TV), uhf Ch. 24. Tom Potter.
McAllen, Tex.—KRIO-TV, uhf Ch. 20. Texas State Network Inc.
Midland, Tex.—KMID-TV, vhf Ch. 2. Permian Basin TV Co. (Permit has since been reissued to Midessa TV Co. under same call).
San Angelo, Tex.—KGKL-TV, vhf Ch. 3. KGKL Inc.
Wichita Falls, Tex.—KTVW (TV), uhf Ch. 22. White TV Co.
Lynchburg, Va.—WWOD-TV, uhf Ch. 16. Old Dominion Bcstg. Corp.
Roanoke, Va.—WROV-TV, uhf Ch. 27. Radio Roanoke Inc. (WROV-TV was only operating station to date to give up CP).

Operation Suspended

Honolulu, Hawaii—KONA-TV, vhf Ch. 11. Radio Honolulu Ltd. (Station has resumed operation under new principal ownership by Advertiser Pub. Co., John D. Keating and J. Elroy McCaw).
Nampa-Boise, Idaho—KFDX-TV, vhf Ch. 6. Frank E. Hurt & Son Inc.