

BROADCASTING TELECASTING

1956-57

TELECASTING
YEARBOOK-
MARKETBOOK
ISSUE

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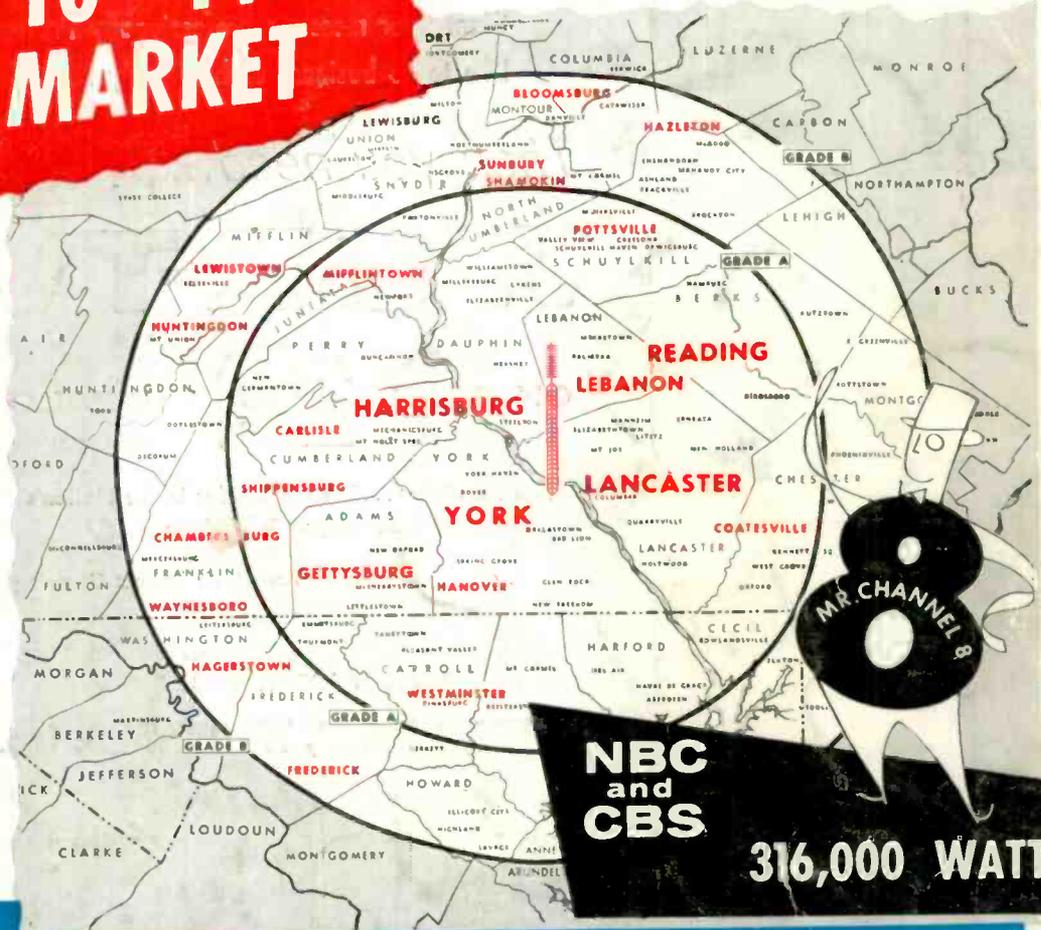
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Factor on AM-FM See
BROADCASTING
YEARBOOK-
MARKETBOOK
ISSUE

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AMERICA'S
10th TV
MARKET

Channel 8
Multi-City Market



WGAL-TV

LANCASTER, PENNA.
NBC and CBS

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- 917,320 TV sets
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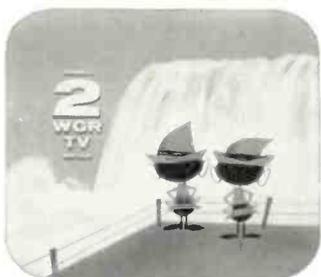


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Representatives:

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NETWORK

TV

THE AMERICAN TOBACCO COMPANY

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"The Jack Benny Program"* (Alternates regularly with "Private Secretary." Off during summer.)
"Private Secretary,"* starring Ann Sothern (Alternates regularly with "The Jack Benny Program." On every week during summer.)

ARMSTRONG CORK COMPANY
Resilient Floors, Building Materials
"Armstrong Circle Theater"*

BRISTOL-MYERS COMPANY
"Ban" Deodorant—Trushay
"Alfred Hitchcock Presents"*†
"Arthur Godfrey and His Friends"*†
"Arthur Godfrey Time"*†
"Garry Moore Show"*†
"Playhouse 90"*†
(beginning Oct. 1)

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"Lassie" (Every week beginning Sept. 9.)
"Campbell Star Stage"*
"On Trial"* (To replace "Star Stage" beginning Sept. 7.)

"Mickey Mouse Club"*†

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E. I. DU PONT DE NEMOURS & CO. (INC.)
"Du Pont Cavalcade Theater"

GENERAL ELECTRIC COMPANY
"The General Electric Theater"
"Medic"* (G-E Lamp Division)
"Warner Brothers Presents"* (To replace "Medic," beginning in September.)

THE B. F. GOODRICH COMPANY
"Life-Saver" Tubeless Tires
"The George Burns & Gracie Allen Show"*†

GENERAL MILLS, INC.
Betty Crocker Mixes, and Other General Mills Products
"Bob Crosby Show"*†
"Mickey Mouse Club"*†
"The George Burns & Gracie Allen Show"* (beginning Oct. 15)
"Garry Moore Show"*†
"Wyatt Earp"*†
"Valiant Lady"*†

LEVER BROTHERS COMPANY
"Art Linkletter's House Party"*†
"Gordon MacRae Show"
"On Trial"* (beginning Sept. 14)

MINNESOTA MINING & MANUFACTURING COMPANY
"Scotch" Brand Cellophane, Others
"Mickey Mouse Club"*†

MURRAY CORPORATION OF AMERICA
"Easy" Washers
"Arthur Godfrey Time"*†

REVLON PRODUCTS CORP.
"Satin-Set," "Touch and Glow," Lipsticks and "Futurama," and Nail Enamel
"The \$64,000 Question"
"The \$64,000 Challenge"*†

UNITED STATES STEEL CORP.
"United States Steel Hour"*

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic
"The Adventures of Robin Hood"*

ZENITH RADIO CORP.
Zenith Radios, TV
"NCAA Football" (¼ sponsorship. Beginning Sept. 22.)

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YEARBOOK ABBREVIATIONS

<p>Account Executive—acct. exec.</p> <p>Administrative Assistant—adm. asst.</p> <p>Advertising—adv.</p> <p>Assistant—asst.</p> <p>Associates—Assoc.</p> <p>Association—Assn.</p> <p>Avenue—Ave.</p> <p>Board—bd.</p> <p>Bookkeeper—bkpr.</p> <p>Boulevard—Blvd.</p> <p>Broadcast—Bcst.</p> <p>Broadcasting—Bcstg.</p> <p>Business—bus.</p> <p>Buyer—buy.</p> <p>Channel—ch.</p> <p>Chairman of the Board—chmn. of bd.</p> <p>Charge—chrg.</p> <p>Chief—ch.</p> <p>Commercial—com.</p> <p>Comptroller—comp.</p> <p>Continuity—cont.</p> <p>Controller—controller</p> <p>Coordinator—coor.</p> <p>Co-Owner—co-own.</p> <p>Corporation—Corp.</p> <p>Director—dir.</p> <p>Editor—ed.</p>	<p>Educational—educ.</p> <p>Engineer—enr.</p> <p>Equipment—equip.</p> <p>Executive—exec.</p> <p>Facility—fac.</p> <p>General Manager—gen. mgr.</p> <p>Government—Gov.</p> <p>Highway—Hwy.</p> <p>Kilowatt—kw.</p> <p>Local—loc.</p> <p>Manager—mgr.</p> <p>Managing—mng.</p> <p>Manufacturer—mfr.</p> <p>Manufacturing—mfg.</p> <p>Merchandising—merc.</p> <p>National—natl.</p> <p>Office—off.</p> <p>Officer—ofcr.</p> <p>Operations—ops.</p> <p>Owner—own.</p> <p>Partner—ptnr.</p> <p>President—pres.</p> <p>Producer—prodr.</p> <p>Production—prod.</p> <p>Program—pgm.</p> <p>Promotion—prom.</p> <p>Public Affairs Director—pub. aff. dir.</p>	<p>Public Relations Director—pub. rel. dir.</p> <p>Publicity Director—publicity dir.</p> <p>Publication—publ.</p> <p>Publishing—pub.</p> <p>Regional—reg.</p> <p>Representative—rep.</p> <p>Resident Manager—res. mgr.</p> <p>Sales—sls.</p> <p>Secretary—sec.</p> <p>Service—serv.</p> <p>Special Events Director—sp. events dir.</p> <p>Sports Director—sports dir.</p> <p>Station—sta.</p> <p>Street—St.</p> <p>Superintendent—suptndt.</p> <p>Supervising Engineer—sup. engr.</p> <p>Supervisor—supvr.</p> <p>Technical—tech.</p> <p>Telephone—tel.</p> <p>Television—tv.</p> <p>Township—Twsp.</p> <p>Traffic—traff.</p> <p>Transmitter Supervisor—trans. supvr.</p> <p>Treasurer—treas.</p> <p>Vice President—vp.</p> <p>Watt—w.</p> <p>Women's Director—women's dir.</p>
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ON-TARGET TELEVISION



KUDNER AGENCY, INC.

NEW YORK DETROIT LOS ANGELES WASHINGTON SAN FRANCISCO



McCANN-ERICKSON TV SHOWS FOR 1956

Climax!
Disneyland
Shower of Stars
Studio One
The Jackie Gleason Show
Warner Brothers Presents
Color Spread
Mickey Mouse Club
Wednesday Night Fights
Adventures of Jim Bowie
Baseball Game of the Week
Death Valley Days
Dragnet
Eddie Fisher—Coketime
Gunsmoke
High Finance
Lone Ranger
Passport to Danger
Sky King
Two For The Money
Houseparty
Today, Home, Tonight
Bob Crosby Show
Prescription For Living
Science in Action
Sohio Reporter
The Ohio Story
Tennessee Ernie Ford
Garry Moore Show
Esso Reporter
Uncle Johnny Coons
Cleveland Indians Baseball

M-E (McCann-Erickson) loves *you*, and we just don't care *who* knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over \$90,000,000, and *that's* a heap of lovin' in anybody's book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like *Climax!*, *Shower of Stars*, *Studio One*, *Disneyland*, and many, many, many others.

ME loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we're a pretty broadminded lot.)

In fact

More than ever McCann originates and produces *more* television throughout America (from I.D.'s to hour shows) than any other agency.



McCANN-ERICKSON, INC.

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

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em'pa·thy

(ĕm'pā·thī), *n.* [Gr. *empathēia*, fr. *en-in* + *pathos* suffering.] Imaginative projection of one's own consciousness into another being.

—em·path'ic (ĕm·pāth'īk), *adj.**

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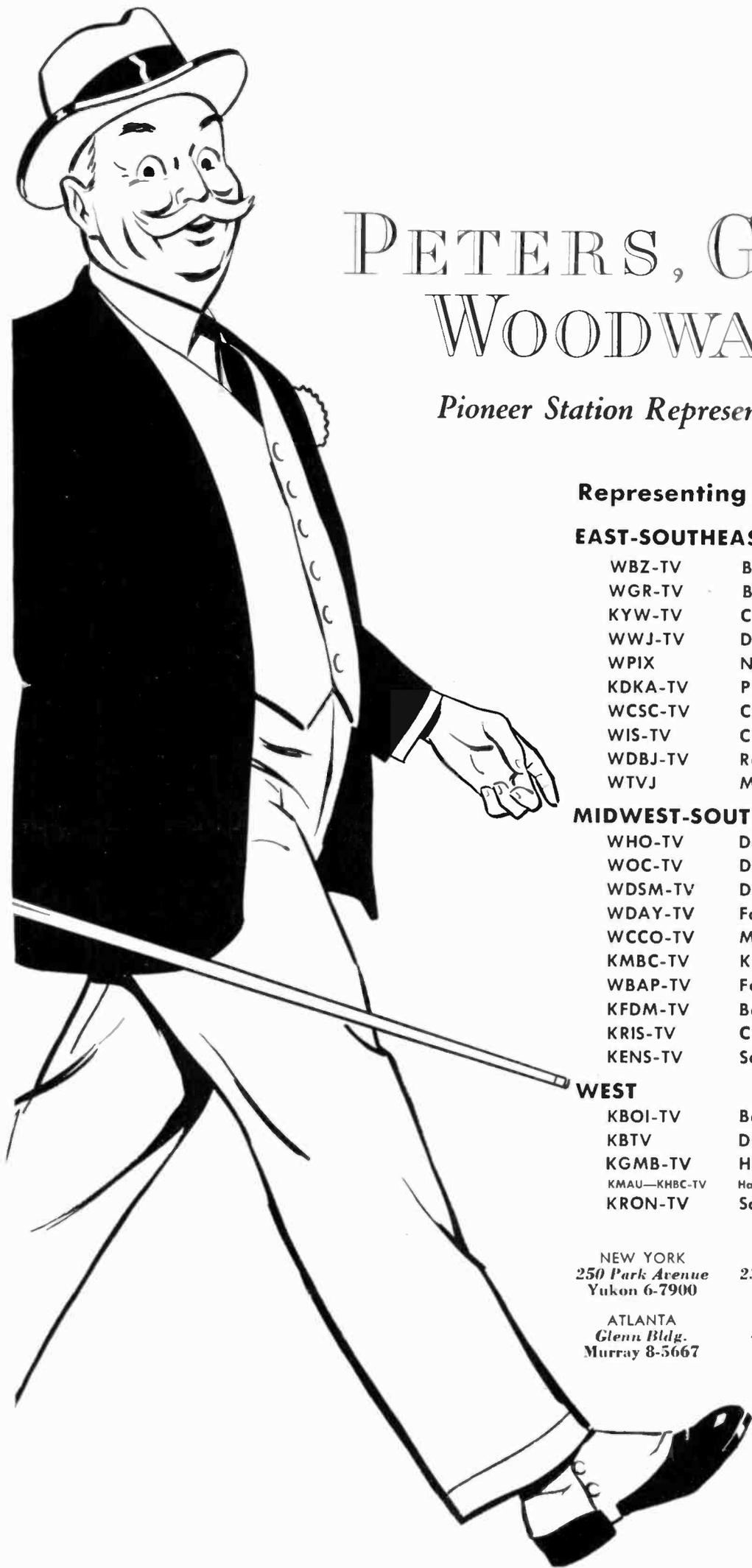
KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
K	K	W	W	K	K	W	W
C	C	H	H	P	P	O	O
M	M	E	E	H	H	W	W
O	O	N	N	O	O	W	W
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

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WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS

MIDWEST-SOUTHWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS

WEST

KBOI-TV	Boise	2	CBS
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KGMB-TV	Honolulu	9	CBS
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\$1.22 BILLION TO BE SPENT FOR TV ADVERTISING IN 1956

Gains of 30% in spot business, 19% in local and network billings seen as pushing tv gross to record total. Step-up in color sets and programming foretells added revenue in near future. FCC pushes development of improved uhf equipment with eye to eventual shift of all tv to uhf zone.

ADVERTISING expenditures for television time and programs, which just topped the \$1 billion mark in 1955, will come close to totaling \$1.25 billion this year, according to a mid-year estimate of Television Bureau of Advertising, which puts the 1956 overall total at \$1,227 million, up 22% from last year's \$1,005 million.

Biggest dollar gain for tv will be in the network category, TvB expects, estimating that tv network advertisers will spend \$620 million this year for time and talent, up \$100 million, or 19%, from the \$520 million spent for tv network advertising in 1955. Percentagewise, spot television will be the largest gainer in 1956, with a 30% increase, from \$265 million last year to \$345 million this year. Local business will show a 19% gain, the same as that predicted for network advertising, rising from a 1955 total of \$220 million to \$262 million in 1956. The 1955 figures were compiled by McCann-Erickson and cover all advertising expenditures for television, time, talent and production casts. TvB's 1956 estimates are made on the same basis.

With color sets on the market priced at under \$500 and industry estimates that 250,000 will be sold by Christmas, the tv broadcasters who have pioneered with colorcasting will now for the first time have color circulation to sell to advertisers. Up to now, the broadcasters have been well ahead of the set manufacturers in developing color tv: as of June there were 235 stations equipped to broadcast network programs in color, 67 able to put films and slides on the air in color locally and 30 equipped to colorcast local live studio shows. To encourage the purchase of colorsets broadcasters will expand their color program schedules this fall. NBC has already announced that at least one hour of every night's programming on NBC-TV will be in color, with two and a half hours of colorcasting on some nights, in addition to the hourly weekday afternoon color schedule.

The public has not ignored black-and-white tv to wait for color, however. A summary of tv's vital statistics issued by A. C. Nielsen Co. in the spring showed 72% of the nation's homes as tv homes, up from 65% the year before, representing 187 million hours of viewing

each day (up from 159 million in 1955), or an average of 4 hours and 6 minutes per home per day.

Serving this tv audience there were, as of June 1, a total of 470 tv stations in 299 cities: 450 commercial stations, of which 358 were vhf and 82 uhf, and 20 noncommercial educational stations, 15 vhf and 5 uhf. The 476 stations in 299 cities in June 1956 compares with 428 stations in 282 cities in June 1955 and 383 stations in 254 cities in June 1954.

Along with the increased stations, audience and advertising, television had a full supply of headaches in the past twelve months, primarily the continuing problem of what to do about uhf. The dilemma is simple to state: not enough vhf channels are available to provide a national tv service alone, so uhf stations are essential. But in mixed markets uhf stations have generally found it difficult if not impossible to compete with their vhf neighbors. Only in all-uhf markets or those where there is only one vhf outlet have uhf broadcasters been able to attract audience and advertisers in sufficient quantities to make their operations profitable.

A number of solutions have been suggested, ranging from a plan to equalize competition by moving all tv into the uhf part of the spectrum to more moderate proposals of deintermixture of certain markets and of drop-ins of vhf channels at certain places to provide for three-station competition in all of the nation's major markets (each station to be affiliated with one of the three tv networks). To oppose any curtailment of their present service areas which such changes might bring about, a group of tv station operators organized the Assn. of Maximum Service Telecasters, dedicated to assuring "maximum tv service for the people of the United States," with any station operating with maximum authorized effective radiated power eligible for membership.

Pondering many proposals, the FCC in November 1955 called for rule-making to consider revision or retirement of the Sixth Report (on which the present allocation plan is based). In April, after the military had rejected a request that they release some vhf channels for civilian broadcast use, FCC Chairman George C. McConnaughy called on manufacturers and broadcasters to inaugurate a "crash" program for the

development of more efficient uhf transmitting and receiving equipment.

Late in June the Commission decided on two tentative plans for tv's future. First, the FCC proposed the immediate deintermixture of 13 markets—and possibly more—and an increase in maximum permitted power for uhf stations to 5 million watts. Next, it advanced a long range plan for the eventual move of all tv broadcasting to the uhf region, but only if the equipment manufacturers are successful in raising uhf transmission and reception to the vhf level. Skeptics were prompt to comment that the deintermixture program would be somewhat less than "immediate," in view of the inevitable appeals to the courts, and that the long range plan hinged on an extremely doubtful premise.

Testifying before the Senate Commerce Committee late in March, Richard A. Moore, president, KTTV (TV) Los Angeles, charged that the time option, must buy and exclusive dealing practices of the tv networks constitute violations of the antitrust laws. Subsequently the Dept. of Justice began its own quiet investigation into network operations and Sen. John W. Bricker (R-Ohio) proposed that the FCC be given regulatory authority over networks as well as stations.

Answering — and denying — Mr. Moore's charges, NBC countercharged that his testimony was part of a program conceived and developed by a group of syndicators of tv films who would like to replace the networks as the major source of tv programs. (B.T.'s latest survey of tv programming, made in March, shows syndicated films occupying one-sixth of the average station's air time to one-half devoted to network programs. If films on the networks and theatrical films are included, they get 43% of the total tv time.)

An amendment to Sec. 309 (c) "economic protest" provisions to give the FCC the right to determine whether an evidentiary hearing should be held on a protest of a grant made without a hearing and whether the grant should be stayed pending the outcome of the hearing, was written into the law.

Early in the year a wave of criticism for overcommercialization and overviolent programming hit tv (radio, too), coming from dozens of sources, ranging from government officials to feature article writers. The Colorado Supreme Court ruled that tv may have access to courtrooms, following demonstration of its unobtrusive coverage of court proceedings. Ampex Corp. demonstrated its pictures-on-tape recorder at the NARTB convention, went home with \$4 million worth of orders.

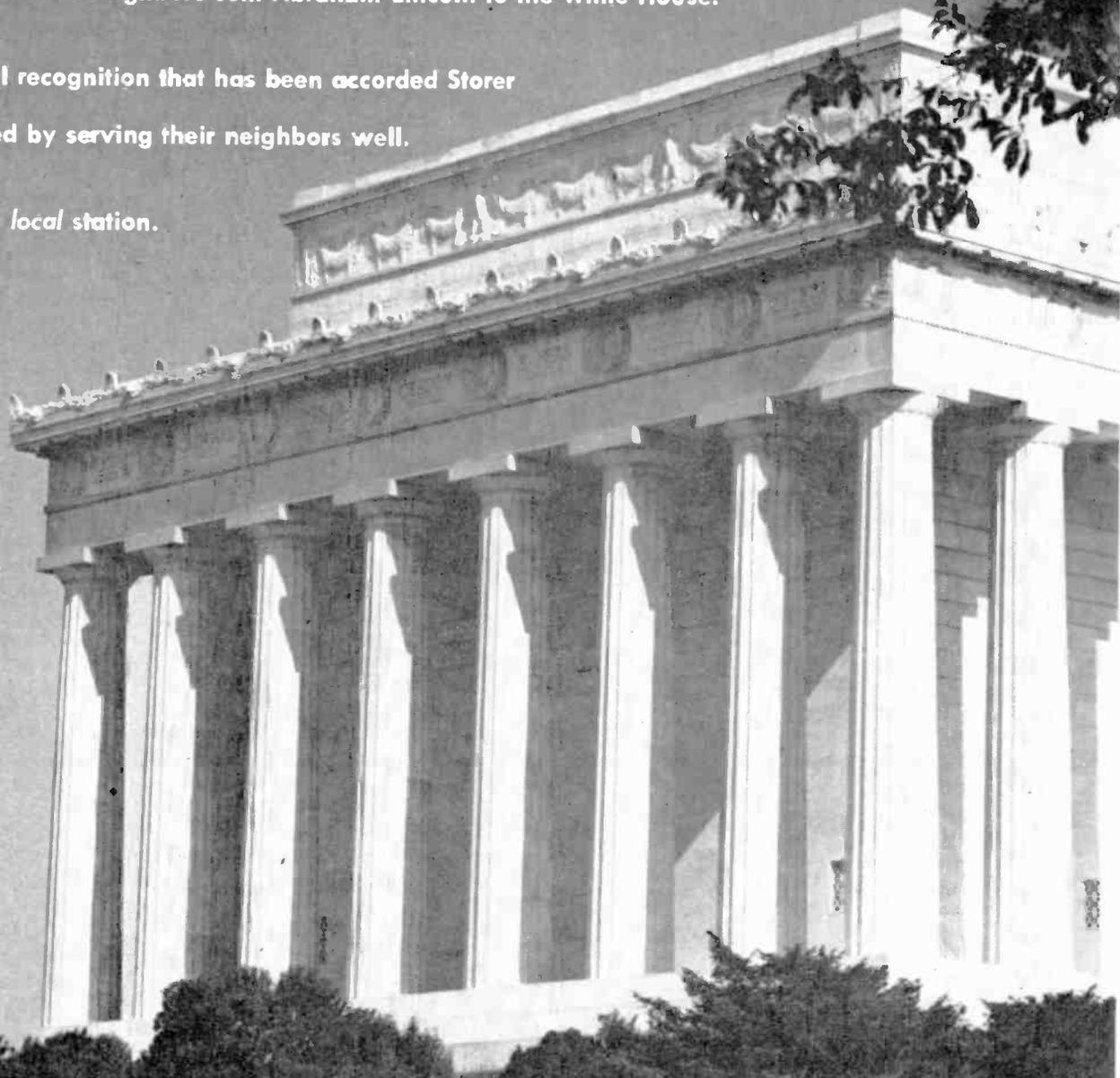
The outlook for tv in the months ahead is for more of the same, with plenty of problems on the horizon but also the prospect of increased revenue all along the line.

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WGBS-TV
Miami, Fla.

WSPD
Toledo, Ohio

WJW
Cleveland, Ohio

WJBK
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VIEWING PATTERN VARIES BY BOTH REGION AND SEASON

Seasonal differences are slighter in California, with year-round good weather, than in areas where outdoor activities must be crammed into the three or four months of warm weather, ARB reports.

By James W. Seiler
Director, American Research Bureau

YOUR Californian, blessed with year-round "outdoor" weather, watches tv nearly as faithfully during evenings in August as in January. Easterners, compelled to cram their outside activity into a few months, do considerably more evening viewing in winter than in summer.

This fact came to light when we compiled our Monday-through-Friday ARB sets-in-use reports for the Eastern, Central and Pacific time zones for 1955. The Pacific zone figures are, of course, heavily weighted by returns from Los Angeles, where the concentration of sets is greatest.

In the Far West, for example, an average of 69% of the sets are in use at 9 p.m. in January, 59% in August—a drop of only 10%. In the East, 9 p.m. viewing approximates 70% in January, but dips to 49% in August—twice as much slippage. Percentages for the Central zone, as could be expected, are similar to those for the East.

Winter and summer graph lines for all three time sectors stay pretty close together throughout the morning and afternoon periods. Generally, viewing rises from less than 10% at 7 in the morning to about 15% by 11 a.m., slumps somewhat after the lunch hour, then rises rapidly at 4:30 p.m., when the popular children's programs come on. The percentage climbs sharply into the early evening hours during winter, slightly more gradually in summer. Seven-to-10 p.m. remains the peak period in every area of the country, winter or summer. By 11:30 p.m., all but approximately 15% have clicked off their sets and retired.

Westerners, apparently, have done more summer evening watching than their Eastern relations since the inception of television. ARB surveys covering 1951 and 1953 indicate about the same differential as those for 1955. Five years ago, they reveal, 63 out of 100 western sets were in use at 8 p.m. in January, 50 out of 100 in August. But in the East at that hour, 74 out of 100 were in use in January vs. only 37 in August.

Sponsors might well ponder this sign of video's year-round strength in the Pacific states. Possibly too many have accepted the supposition that evening watching is off to a like extent in summer in every locality.

In another survey, we compared annual sets-in-use averages for each year back through 1951. They disclose that the pattern of 7 a.m.-to-midnight viewing has changed very little in the past half-decade. The greatest variation, naturally, has taken place in morning sets-in-use because of increased programming. In 1951, for instance, when few stations came on the air before noon, fewer than 4% of all sets were turned on at 12 o'clock. By the current year, that

figure had risen to 23%. But beginning at 2 p.m., sets-in-use totals for 1951 are almost identical to those of each succeeding year clear through to the sign-off hour of 1 a.m.

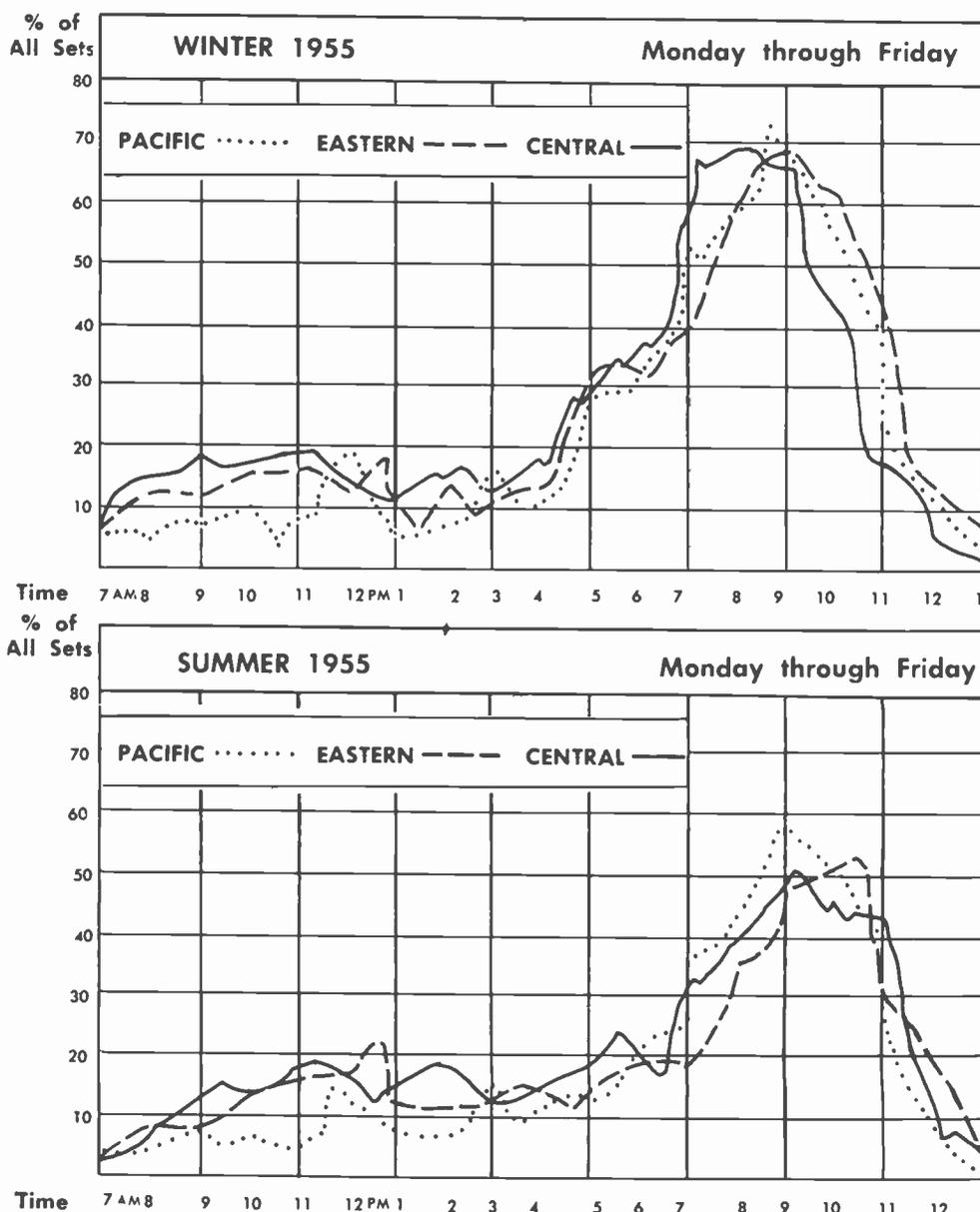
In interesting contrast to this we have the rise shown in the sets-in-use figures for the first portion of 1956 over the same months of 1955. Average U. S. viewing this past spring (March, April, May) compared as follows with that of 1955's spring: 1.1% higher for the hours 8 a.m. to noon; 1.5% higher noon to 3 p.m.; 4.2% higher 3 to 7 p.m., and 1.3% higher 7 to 11 p.m.

The late-afternoon-early-evening period, it can be seen, has taken the most substantial jump. Since this time is occupied mainly with children's shows, this category seems to have attracted new "trade" most effectively.

A month-to-month averaging, by the way, shows that the two big breaks in tv watching across the country take place approximately on November 1 and May 1. In 1955, as illustration, evening sets-in-use dropped 7.2% from April to May, but leaped 5.9% from October to November. The May decline this year was less—an even 5%. Evening viewing throughout the six-month "off" period of last summer was an average 13% below that of the six-month "on" period that followed.

In looking over figures such as these, we are always amazed to note how basic a part of American life television has become. Short of the automobile no other single factor has so thoroughly injected its influence—and none other has done it so fast. Each year more people watch more television than ever before. From all indications this audience growth is slated to continue for a number of years to come.

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Dist. 3—George H. Clinton, WPAR Parkersburg, W. Va.	1957
Dist. 4—James H. Moore, WSLR Roanoke, Va.	1958
Dist. 5—Owen F. Uridge, WQAM Miami, Fla.	1957
Dist. 6—David Wilson, KPLC Lake Charles, La.	1958
Dist. 7—Robert T. Mason, WMRN Marion, O.	1957
Dist. 8—Edward F. Baughn, WPAG Ann Arbor, Mich.	1958
Dist. 9—William Holm, WLPO LaSalle, Ill.	1957
Dist. 10—Ben Sanders, KICD Spencer, Iowa	1958
Dist. 11—F. E. Fitzsimonds, KFYP Bismarck, N. D.	1957
Dist. 12—Robert L. Pratt, KGGF Coffeyville, Kan.	1958
Dist. 13—Alex Keese, WFAA Dallas, Tex.	1957
Dist. 14—Walter E. Wagstaff, KIDO Boise, Ida.	1958
Dist. 15—William D. Pabst, KFRC San Francisco, Calif.	1957
Dist. 16—R. O. Reynolds, KMPC Los Angeles, Calif.	1958
Dist. 17—Richard M. Brown, KPOJ Portland, Ore.	1957
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Medium Stations Cecil B. Hoskins, WWNC Asheville, N. C.	1957
J. Frank Jarman, WDNC Durham, N. C.	1957
Small Stations F. Ernest Lackey, WHOP Hopkinsville, Ky.	1957
William C. Grove, KFBC Cheyenne, Wyo.	1957
FM Stations Edward A. Wheeler, WEAW-FM Evanston, Ill.	1957
Merrill Lindsay, WSOY-FM Decatur, Ill.	1957
Network Don Durgin, ABC-Radio New York	1957
Arthur Hull Hayes, CBS-Radio New York	1957
John B. Poor, MBS New York	1957
Charles R. Denny, NBC-Radio New York	1957
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Justin Miller	10-1-45—6-4-51
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* Deceased

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John E. Fetzer, WKZO-TV Kalamazoo, Mich.	1958
Payson Hall, Meredith Pub. Co. Radio and Television Div. Des Moines, Iowa	1958
Howard Lane, KOIN-TV Portland, Ore.	1958
W. D. Rogers, KDUB-TV Lubbock, Tex.	1958
Harold P. See, KRON-TV San Francisco, Calif.	1958
James D. Russell, KKTU (TV) Colorado Springs, Colo.	1958

Network

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Frank M. Russell, NBC-TV Washington, D. C.	1957

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General Fund Finance: William D. Pabst, KFRC San Francisco, chmn.; Campbell Arnoux, WTAR-TV Norfolk, Va.; William Fay, WHAM-TV Rochester, N. Y.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; F. E. Fitzsimonds, KFYP Bismarck, N. D.; Robert B. Hanna, WGY Schenectady, N. Y.; Alex Keese, WFAA Dallas; Herbert L. Krueger, WTAG Worcester, Mass.; John M. Outler, WSB Atlanta.

Television Finance: William Fay, WHAM-TV Rochester, N. Y., chmn.; Campbell Arnoux, WTAR-TV Norfolk, Va.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV, Portland, Ore.; Ward L. Quaal, WGN-TV Chicago.

STATION AUTHORIZATIONS

FOR comparative purposes, here is the status of broadcast station authorizations at FCC Dec. 31, 1955, and June 30, 1956.

	Dec. 31, 1955				June 30, 1956					
	AM	FM	FM TV	TV	AM	FM	FM TV	TV		
Licensed (all on air)	2,804	521	122	147	1	2,871	519	126	186	1
CPs on air	111	19	1	335	14	25	11	0	310	19
Total on air	2,824	540	123	482	15	2,896	530	126	496	20
CPs not on air	111	17	7	108	21	124	16	10	113	21
Total authorized	2,935	557	130	590	36	3,020	546	126	609	41
New station applications	229	3	1	29	14	274	10	5	43	11
New applications in hearing	97	0	0	112	0	115	0	0	85	0
Facilities change requests	151	1	0	31	3	154	6	0	35	2
Total applications pending	822	70	5	369	32	964	71	28	398	32
Licenses deleted for year (to date)	4	38	5	0	0	2	14	1	0	0
CPs deleted for year (to date)	14	3	0	39	1	4	5	0	14	0

TV MANUFACTURE BY YEARS

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	7,300,000	1,675,000,000	9,000,000	360,000,000	28,000,000	1953
1954	7,100,000	1,278,000,000	10,300,000	360,500,000	33,000,000	1954
1955	7,800,000	1,350,000,000	11,100,000	400,000,000	39,400,000	1955
1956*	3,500,000	475,500,000	4,100,000	143,500,000	41,000,000	1956*

* First 6 months

Courtesy of Bernard F. Osbahr, Editor, Tele-Tech & Electronic Industries

AMERICAN BROADCASTING—PARAMOUNT THEATRES INC.

7 W. 66th St., New York 23, N. Y. Telephone: Susquehanna 7-5000

Number of Stations Affiliated with ABC-TV as of June, 1956: 216

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, Robert H. Hinckley, Robert L. Huffines Jr., William T. Kilborn, Robert E. Kintner, Sidney M. Markley, Walter P. Marshall, H. Hugh McConnell, Edward J. Noble, Robert H. O'Brien, R. B. Wilby.

AB-PT Officers

Leonard H. Goldenson, *pres.*
Robert H. Hinckley, *vp.*
Edward L. Hyman, *vp.*
Robert E. Kintner, *vp.*
Herbert B. Lazarus, *vp & gen. counsel*
Sidney M. Markley, *vp.*
Robert H. O'Brien, *vp & sec.*
Simon B. Siegel, *treas.*
James L. Brown, *comp. & asst. trcas.*
Edith Schaffer, *asst. sec.*
James A. Stabile, *asst. sec.*

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

Officers

Robert E. Kintner, *pres.*
Earl E. Anderson, *vp.*
Slocum Chapin, *vp.*
James H. Connolly, *vp.*
John Daly, *vp.*
Don Durgin, *vp.*
Michael J. Foster, *vp.*
Robert H. Hinckley, *vp.*
Earl Hudson, *vp.*
Ernest Lee Jahncke Jr., *vp. & asst. to pres.*
Robert Lewine, *vp.*
Frank Marx, *vp.*
John H. Mitchell, *vp.*
Harold L. Morgan Jr., *vp. & controller*
Sterling C. Quinlan, *vp.*
James Stabile, *vp. & gen. counsel*
Thomas Velotta, *vp.*
Mortimer Weinbach, *vp.*
Geraldine B. Zorbaugh, *vp. & sp. asst. to pres.*
Omar Elder, *sec. & asst. gen. counsel*
Muriel Reis, *asst. sec.*

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

John H. Mitchell, *vp. in charge tv network*

Engineering & General Services

Frank Marx, *vp. in charge*
Thomas F. Foy, *purchasing agent*
Richard Hamilton, *sup. of communications*
George Milne, *traff. coord.*
Clure Owen, *admin. asst.*
John Preston, *dir., engrng. facilities & gen. serv.*
Lawrence A. Ruddell, *recording dir.*
Joseph J. Spagnola, *dir., office & studio serv.*
William Trevarthen, *dir. engrng. ops.*
Reginald Wilcocks, *traff. mgr.*
Merle Worster, *eastern engrng. tv ops. mgr.*

Continuity Acceptance

Grace Johnsen, *dir.*
Margaret Eldridge, *mgr., literary rights*

Finance

Harold L. Morgan Jr., *vp. & controller*
J. Russell Gavin, *ch. accountant*
Edward Graessle, *mgr., treasury affairs*
Joseph Fitzpatrick, *internal auditor*
Jason Rabinovitz, *asst. controller*

Legal

James Stabile, *vp. & gen. counsel*
Omar Elder, *sec. & asst. gen. counsel*
Harold Cohen, *asst. to vp.*
Muriel Reis, *asst. sec. & atty.*

Personnel & Labor Relations

Mortimer Weinbach, *vp. in chg.*
Marie McWilliams, *dir. of personnel*

Services

Bernard Paulson, *dir., tv network prod. serv.*
Ruth K. Blainey, *ops. mgr.*
James McNaughton, *exec. art. dir.*
Leonard Maskin, *prod. serv. mgr.*
Frederick Schuhmann, *studio serv. coord.*

Programming

Robert Lewine, *vp. in chg. pgmng. & talent*
Richard Depew, *mgr., pgm. ops.*
Arthur Dorfner, *adm. mgr.*
Freelon Fowler, *film pgm. mgr.*
Frederick P. Laffey, *closed circuit pgm. mgr.*
Charles Mortimer, *mgr., pgm. prod.*
William Seaman, *pgm. serv. mgr.*

News, Special Events, Sports, and Public Affairs

John Daly, *vp. in chg., news, sp. events, sports, and pub. aff.*
Thomas Velotta, *vp. and adm. officer, news, sp. events, sports, and pub. aff.*
Donald G. Coe, *dir., sp. events & ops.*
Wiley Hance, *mgr., pub. aff.*
Francis N. Littlejohn, *dir., news and pub. aff.*
William Whitehouse, *dir., sports*

Press Information & Advertising

Michael J. Foster, *vp. in chg.*
John Eckstein, *dir., adv. & prom.*
Hank Warner, *dir., press information*
Willis B. Parsons, *mgr., adv. & prom.*
Adolph L. Seton, *asst. dir., press information in chg. of exploitation*
Ellen Heagerty, *supv., audience information*

Sales

Slocum Chapin, *vp. in chg., tv network sls.*
Charles R. Abry, *natl. sls. mgr.*
William C. Gillogly, *eastern tv network sls. mgr.*
Henry T. Hede, *bus. mgr.*
Alice Stamatidis, *mgr., tv order processing*

Station Clearance

Donald Shaw, *dir., sta. clearance*
Joseph Giaquinto, *mgr., sta. clearance*

Station Relations

Ernest Lee Jahncke Jr., *vp. & asst. to pres.*
Alfred Beckman, *dir., tv sta. relations*

Research & Sales Development

Donald W. Coyle, *dir., research & sls. development*
Julius Barnathan, *mgr. of research*
Bert Brillner, *mgr. of sales development*

ABC FILM SYNDICATION INC.

10 E. 44th St., N. Y., N. Y.

George T. Shupert, *pres.*
William L. Clark, *vp. & dir. of western sls. div.*
Don L. Kearney, *vp. in chg. of sls.*
Richard Morgan, *vp., in chg. business affairs*
Lee Francis, *adv. & prom. mgr.*
Joseph F. Greene, *asst. to vp. in chg. of sls.*
John B. Burns, *vp., dir., natl. sls.*

CHICAGO

20 N. Wacker Dr.
Chicago 6

Sterling C. Quinlan, *vp. in chg., WBKB (TV)*
Ralph Andrews, *mgr., WBKB (TV) film dept.*
James W. Beach, *dir., Tv Network—Central Div.*
Manuel Fingerhut, *comp. of WBKB (TV)*
John Fitzpatrick, *prod. mgr., WBKB (TV)*
Clare Heider, *natl. spot sls. mgr.*
Elliott W. Henry Jr., *dir., publicity & prom.*
William P. Kusack, *mgr., eng. dept.*
Rex Maupin, *dir. of music, WBKB (TV) & ABC Central Div.*
Con O'Dea, *mgr., news & sp. events*
Daniel Schuffman, *pgm. mgr., WBKB (TV)*
Matthew Vieracker, *gen. mgr. of WBKB (TV)*
Ernest Walker, *dir. of Radio Network, Central Div.*
Harold Wettersten, *sls. mgr., Tv Network, Central Div.*

DETROIT

1700 Stroh Bldg
Detroit 26

James G. Riddell, *pres. & gen. mgr.*
John Pival, *vp. for tv*
Elizabeth Ashton, *traff. mgr.*
Joseph C. Cassel, *controller*
Harold Christian, *vp. in chg. of merc. & research*
Ralph Dawson, *tv sls. mgr.*
Hal Gordon, *musical dir.*
Charles Kocher, *ch. eng.*
Page Heldenbrand, *prom. mgr.*
John Lee, *tv studio mgr.*
Peter Strand, *tv exec. prodr.*

ABC TELEVISION NETWORK RATES

	Gross Class "A" Time Charges as of July 1.		
	1 Hour	½ Hour	¼ Hour
Connected Network (184 stations)	\$ 99,825	\$ 59,895	\$ 39,930
Non-Connected Network (12 stations)	2,375	1,425	950
Non-Connected Non-Territorial (4 stations)	450	270	180
Total (200 stations)	\$102,650	\$61,590	\$41,060

HOLLYWOOD ABC Television Center Hollywood 27

Earl J. Hudson, *vp., Western Div.*
J. Clifford Anderson, *dir., labor relations*
Jack F. Brembeck, *prom. mgr., KABC-TV*
Dorothy L. Brown, *cont. acceptance editor, Western Div.*
Sanford C. Cummings, *ABC coord., Disney-TV*
Ralph G. Denechaud, *asst. to ch. eng., Western Div.*
Richard Drummy, *Regional Tv Network sls. mgr.*
Allen R. Elrod, *sls. prom. art. dir.*
Theodore Grenier, *ch. eng., Western Div.*
Elizabeth P. Hartlane, *guest relations supvr.*
Howard H. Lipstone, *film dir.—KABC-TV*
Richard Loeb, *mgr. of production svcs.—KABC-TV*
Thomas M. Lufkin, *pgm. mgr., Western Div.*
Courtney McLeod, *dir., network traff., sta. clearance & tv sls. serv., Western Div.*
James J. Mandulay, *prod. mgr., KABC-TV*
Allan E. Maynard, *purchasing agent & bldg. maintenance supvr.*
Robert P. Myers, *Pacific Coast counsel—ABC*
Norma T. Olsen, *dir., tv pgm. ops.*
Daniel P. O'Reilly, *news dir.*
Frank G. Ralston, *network film dir.*
Peter G. Robinson, *program director—KABC-TV*
Elton H. Rule, *sls. mgr., KABC-TV*
Florence T. Schiro, *personnel dir.*
Selig J. Seligman, *gen. mgr., KABC-TV*
Norman H. Sloane, *sales service mgr. & offc. mgr.—KABC-TV*
J. English Smith, *dir., network pgmng., Western Div.*
Ernest E. Stern, *dir., publicity & prom., Western Div. Tv Network*
John C. Wagner, *controller, Western Div.*

SAN FRANCISCO 277 Golden Gate Ave. San Francisco 2

James H. Connolly, *vp. in chg., San Francisco office*
Vincent Francis, *Western div. sls. mgr.—Tv Network*
David Sacks, *sls. mgr., KGO & KGO-TV*
Allan W. Gilman, *asst. sls. mgr.—KGO-TV*
Russ Baker, *pgm. mgr.*
Jon Barkhurst, *dir., sta. & pgm. exploitation*
Harry Jacobs, *ch. eng. & bldg. maintenance mgr.*
Edith Kirby, *traff. mgr.*
Robert Mitchell, *film editor*
Richard T. Parks, *asst. ch. eng.*
Lorraine Pedersen, *cont. acceptance editor*
Victor Reed, *mgr., news & sp. events & mgr. adv., prom. & publicity dept.*
Henry Saroyan, *controller & purchasing agent*
Edward Smith, *prod. mgr.*
Mary Jean Wolf, *sls. serv. mgr.*
Note: The above personnel handle both radio and tv, except where stated.

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

Robert L. Stone, *gen. mgr., WABC-TV*
Mary Alice Connell, *natl. spot sls. mgr.*
G. Edward Hamilton, *ch. eng.*
Takashi Kako, *film dir.*
Gordon Kunz, *prod. mgr.*
George Rice, *pgm. mgr.*
Joseph Stampler, *sls. mgr.*

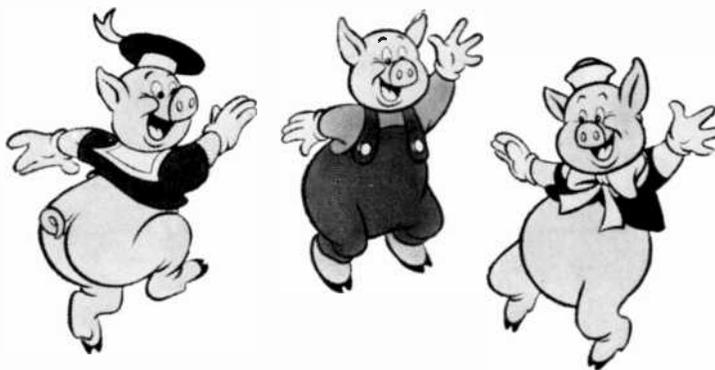
WASHINGTON 1735 DeSales St., N.W. Washington 6, D. C.

Robert H. Hinckley, *vp. in chg., Washington office*

ABC-TV Affiliates Association

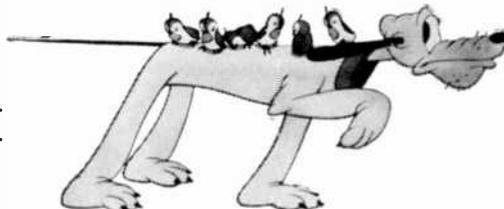
Fred S. Houwink, *WMAL-TV Washington, D. C., chmn.*
Harry A. LeBrun, *WLWA (TV) Atlanta, Ga., vice-chmn.*
Joseph F. Hladky Jr., *KCRG-TV Cedar Rapids, Iowa, sec.*
Joseph Drilling, *KJEO-TV Fresno, Calif., treas.*
Robert Lemon, *WTTV (TV) Bloomington, Ind.*
Willard E. Walbridge, *KTRK-TV Houston*
Donald D. Davis, *KMBC-TV Kansas City*
Joseph Bernard, *WGR-TV Buffalo, N. Y.*
Joseph Herold, *KBTB (TV) Denver.*

We were tempted to shout:



Mattel,

-to point



with pride: **Mickey**

-to dramatically reveal:



-to announce

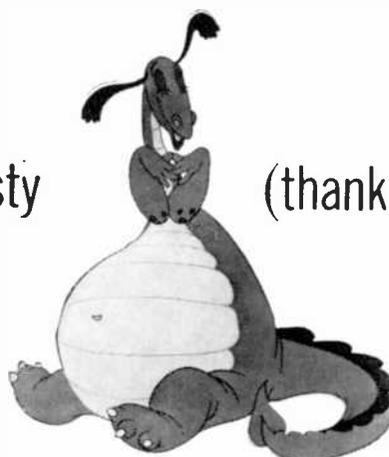


with pleasure: **Mickey Mouse**

-to excitedly blurt:



But modesty



(thank goodness) prevailed. All we'll

BRANHAM

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New York

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Dallas

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San Francisco

representing **TELEVISION**

representing **RADIO**

OFFICES COAST TO COAST

77,440

READERS

every

week!

that's why B. T.

is the Best

Advertising Value

in the radio and

television field

(ARB Study, April, 1956)

TV REPRESENTATIVES

HUGH FELTIS & ASSOC.

Seattle 1—Tower Bldg. Tel.: El 1868. Mgr.: Hugh Feltis & Ross Vieths.

Represents:

KHQ-TV Spokane, Wash. KGO-TV Missoula, Mont.

JAMES C. FLETCHER JR.

New York 19—60 W. 46th St. Tel.: Circle 6-4084.

Represents:

KENI (TV) Anchorage, Alaska KFAR-TV Fairbanks, Alaska

FORJOE-TV INC.

New York 36—580 Fifth Ave. Tel.: Judson 6-3100. Pres.: Joseph Bloom; Dir. Sta. Rel.: Henry V. Greene Jr.; Gen. Mgr.: Joseph A. Ruggiero; Account Execs.: Howard Rothenberg, Tom Edwards, Kenneth H. Goldblatt, Robert M. Dore.

Chicago 11—435 N. Michigan Ave. Tribune Tower. Tel.: Delaware 7-1874. Gen. Mgr.: Tom Cinquina; Account Exec.: Thomas A. Montgomery.

Los Angeles 48—451 N. La Cienega Blvd. Tel.: Oleander 5-7755. Gen. Mgr.: Lawrence Krasner.

San Francisco 5—593 Market St. Tel.: Sutter 1-7569. Gen. Mgr.: Zona Samson.

Atlanta 3—Glenn Bldg. Tel.: Cypress 0518. Gen. Mgr.: Fred L. Bernstein.

Dallas 18—9718 Tralee Dr. Tel.: Davis 7-4541. Gen. Mgr.: Hal Falter.

Philadelphia 19—310 W. Glen Echo Rd. Tel.: Chestnut Hill 7-4510. Gen. Mgr.: Morton Lowenstein.

Seattle—Times Square Bldg. Gen. Mgr.: Robert L. Swanson.

Represents:

KBMT (TV) Beaumont, Tex. WITV-TV Miami, Fla. WTVE (TV) Elmira, N. Y.

KVOS-TV Bellingham, Wash. WMUR-TV Manchester, N. H.

KSHO-TV Las Vegas, Nev. WXEX-TV Richmond, Va. (except New York)

WATV (TV) Newark, N. J. (except New York)

R. C. FOSTER

Boston—Statler Office Bldg. Tel.: Hubbard 2-4845. Mgr.: R. C. Foster.

Represents in the Northeast:

WGAN-TV Portland, Me.

GILL-PERNA INC.

New York 21—654 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen Gill; Exec. Vp.: John J. Perna Jr.

Chicago—75 E. Wacker Dr. Tel.: Franklin 2-8665. Mgr.: Walter Beadell.

Los Angeles—2330 W. 3rd St. Tel.: Dunkirk 7-4388.

San Francisco—57 Post St. Tel.: Sutter 1-5568.

Represents:

WCYB-TV Bristol, Va.-Johnson City, Tenn. KID-TV Idaho Falls, Idaho

WJPB-TV Fairmont, W. Va. KGO-TV Missoula, Mont.

WCMB-TV Harrisburg, Pa. WKNX-TV Saginaw, Mich.

KLIX-TV Twin Falls, Idaho

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: Sam Elkins; Vp.: Herb Stiller.

Los Angeles 28—6606 Selma Ave. Tel.: Hollywood 3-7194.

New York—33 W. 42nd St. Tel.: Bryant 9-1374.

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177. (Stations represented not reported.)

MELCHOR GUZMAN CO.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Pres.: Melchor Guzman.

Represents:

Televisa—YV-LV-TV; "LaCollina" (Los Caobos), Caracas, Venezuela.

HARRINGTON, RIGHTER & PARSONS INC.

New York 17—589 Fifth Ave. Tel.: Murray Hill 8-7050. Pres.: John E. Harrington Jr.; Vp.-Treas.: Volney Righter; Vp.-Sec.: James O. Parsons Jr.

Chicago 11—Tribune Tower. Tel.: Whitehall 4-0074. Mgr.: Carroll Layman.

San Francisco 4—235 Montgomery St. Tel.: Sutter 1-4125. Mgr.: Frank Dougherty.

Atlanta 9—1430 W. Peachtree St. N.W. Tel.: Emerson 8458. Mgr.: Frank B. Rice.

Represents:

WFMY-TV Greensboro, N. C. WRVA-TV Richmond, Va.

WAAM (TV) Baltimore Md. WTMJ-TV Milwaukee Wis.

WHAS-TV Louisville, Ky. WMTW (TV) Mt. Washington, N. H.

WDAF-TV Kansas City Mo. WSYR-TV Syracuse, N. Y.

WBEN-TV Buffalo, N. Y. WTPA (TV) Harrisburg, Pa.

WJRT (TV) Flint, Mich.

HEADLEY-REED TV

(Division of Headley-Reed)

New York 17—420 Lexington Ave. Tel.: Murray Hill 5-8701. Chmn.: Frank W. Miller Sr.; Dir.: Frank W. Miller Jr.; Pres.: Sterling B. Beeson; Vp.-Tv: Jack Hardingham.

Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-4686. Exec. Vp.-Mgr.: John H. Wrath.

Atlanta 3—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr.

San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Fred Adair.

Hollywood 28—Taft Bldg. Tel.: Hollywood 4-7738. Mgr.: Clark N. Barnes.

Philadelphia—Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert S. Dome.

Seattle—Jones Bldg. Tel.: Elliott 2466. Mgr.: Frank Kinkaid.

Represents:

WALA-TV Mobile, Ala. KFVS-TV Cape Girardeau, Mo.

WDAK-TV Columbus, Ga. KFEQ-TV St. Joseph, Mo.

WEEK-TV Peoria, Ill. KOOK-TV Billings, Mont.

WTVO (TV) Rockford, Ill. WBOC-TV Salisbury, Md.

WNEM-TV Bay City, Mich. WITN-TV Washington, N. C.

WTOK-TV Meridian, Miss. WBRF-TV Wilkes-Barre, Pa.

KOTA-TV Rapid City, S. D. WAIM-TV Anderson, S. C.

TG-BOL Guatemala City, Guatemala WFRV-TV Green Bay, Wis.

WSJS-TV Winston-Salem, N. C. WKOW-TV Madison, Wis.

WFMJ-TV Youngstown, Ohio

WGLV (TV) Easton, Pa.

HOAG-BLAIR CO.*

New York 17—405 Lexington Ave. Tel.: Murray Hill 4-3722. Pres.: Robert B. Hoag; Eastern Sls. Mgr.: Richard L. Foote.

Chicago 11—737 N. Michigan Ave. Tel.: Delaware 7-2145. Donald B. Ward.

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

Jacksonville 2—Barnett Bank Bldg. Tel.: Elgin 6-5770. Harry E. Cummings.

St. Louis 1—Paul Brown Bldg. Tel.: Chestnut 1-5687. Richard Quigley.

San Francisco—Russ Bldg. Tel.: Yukon 2-7068. Lindsey Spight.

Los Angeles 5—3460 Wilshire Blvd. Tel.: Dunkirk 1-3811. Frank Moreland.

Dallas 2—Rio Grande Bldg. Tel.: Riverside 4228. Steve Beard.

Boston 16—Statler Office Bldg. Tel.: Hubbard 2-3163. Bruce Pattysen.

Seattle—White-Henry-Stuart Bldg. Tel.: Elliott 6270. John Burr.

Represents:

KFYR-TV Bismarck, N. D. KWFT-TV Wichita Falls, Tex.

KIDO-TV Boise, Idaho KRCC (TV) Jefferson City, Mo.

KIEM-TV Eureka, Calif. WSAV-TV Savannah, Ga.

KFEL-TV Denver, Colo. KCRG-TV Cedar Rapids, Iowa

KFBB-TV Great Falls, Mont. WDBO-TV Orlando, Fla.

KBES-TV Medford, Ore.

* Subsidiary of Blair-Tv Co.

GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Dearborn 2-6060. Mgr.: George P. Hollingbery.

New York 36—500 Fifth Ave. Tel.: Oxford 5-5560. Mgr.: F. E. Spencer Jr.; Vp. in Chg. Tv: Harry W. Wise Jr.

Atlanta 3—134 Peachtree St. Tel.: Jackson 4-5710. Mgr.: Richard N. Hunter.

Detroit 26—Guardian Bldg. Tel.: Woodward 1-3555. Mgr.: Joseph D. Payne.

Los Angeles—3323 Wilshire Blvd. Tel.: Dunkirk 4-2071. Mgr.: Roy S. Edwards Jr.

Minneapolis 2—Roanoke Bldg. Tel.: Federal 3-0519. Mgr.: J. E. Anderson.

San Francisco 4—417 Montgomery St. Tel.: Douglas 2-2541. Mgr.: George E. Lindman.

Seattle 1—Tower Bldg. Tel.: Elliot 1868. Mgr.: Hugh Feltis.

Represents:

KOAT-TV Albuquerque, N. M. WEAR-TV Pensacola, Fla.

WJBF (TV) Augusta, Ga. KOOL-TV Phoenix, Ariz.

KERO (TV) Bakersfield, Calif. KFOR (TV) Portland, Ore.

WABI-TV Bangor, Me. WHAM-TV Rochester, N. Y.

WBRZ (TV) Baton Rouge, La. KUTV (TV) Salt Lake City, Utah

WCIA (TV) Champaign, Ill. KEYT (TV) Santa Barbara, Calif.

KFBC-TV Cheyenne, Wyo. KTVW (TV) Seattle-Tacoma, Wash.

WRBL-TV Columbus, Ga. KTIV (TV) Sioux City, Iowa

WHIO-TV Dayton, Ohio WSPA-TV Spartanburg, S. C.

WEAU-TV Eau Claire, Wis. WWLP (TV) Springfield, Mass.

KTSM-TV El Paso, Tex. KYTV (TV) Springfield, Mo.

KVAL-TV Eugene, Ore. KCEN-TV Temple-Waco, Tex.

KTRK-TV Houston Tex. KOPO-TV Tucson, Ariz.

WLBT (TV) Jackson, Miss. WTRF-TV Wheeling, W. Va.

WLVA-TV Lynchburg, Va.

WISC-TV Madison, Wis.

WSIX-TV Nashville, Tenn.

HAL HOLMAN CO.

Chicago 1—64 East Lake St. Tel.: Franklin 2-0016. Own.: Hal Holman.

New York 17—535 Fifth Ave. Tel.: Murray Hill 7-5365. Mgr.: Edward J. Devney.

Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.

San Francisco 5—201 Monadnock Bldg. Tel.: Exbrook 2-6444. Mgr.: Charles E. Haddix.

Represents:

KFXJ-TV Grand Junction, Colo. *WLBC-TV Muncie, Ind.

WBPV-TV Traverse City, Mich.

* Midwest and West Coast only.

We feel it's time to toot our horn!



Twenty years ago a new shingle was hung out on Chicago's Michigan Avenue. It announced the opening of the George P. Hollingbery Company, a new firm in a new business, a business of "selling" radio time to national advertisers.

During the course of that year—1936—seventeen radio stations placed their faith in this new company. They contracted to let this new company be their exclusive national sales representative.

Fifteen of these same radio stations still form the backbone of the "Hollingbery" list. These plus an impressive list of other radio and television stations still depend on Hollingbery for their national sales.

There's a reason for this fifteen out of seventeen score. "Hollingbery" has served them and served them well. A true testimonial to the ability of "Hollingbery" to produce.

We feel we have a right to "Toot our Horn".

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations
in "Top" Markets Throughout the Country.

New York • Chicago • Los Angeles • Atlanta • San Francisco • Seattle • Detroit • Minneapolis

H-R TELEVISION INC.

New York 17—380 Madison Ave. Tel.: Oxford 7-3120. Pres.-Treas.: Frank M. Headley; Vp.-Sec.: Frank E. Pellegrin; Vp.: Paul R. Weeks, Joe L. Rosenmiller, Walter B. Dunn, James W. LeBaron, Herb Classen, Art Berla, Bob Mandeville, Jerry Mol-fese, Al Ritter, Cal Cass.
 Chicago 1—35 E. Wacker Dr. Tel.: Randolph 6-6431. Exec. Vp.: Dwight S. Reed; Vp.: Carlin S. French; Arthur D. Kelley.
 Hollywood—Equitable Bldg. Tel.: Hollywood 2-6453. Vp.: Harold Lindley, James C. McCormick.
 San Francisco 4—155 Montgomery St., Suite 909. Tel.: Yukon 2-5837. James M. Alspaugh, John T. Bradley.
 Dallas 2—Rio Grande National Bldg. Tel.: Randolph 5149. Clarke R. Brown.
 Houston 6—520 Lovett Blvd. Tel.: Jackson 8-1601. Jack Lee.
 Atlanta 3—Marietta St. Bldg. Tel.: Cypress 7797. Bill McRae.
 New Orleans—910 Royal St. Tel.: Canal 3917.

Represents:

WFBG-TV Altoona, Pa. KJFZ-TV Ft. Worth-Dallas
 WNAC-TV Boston KGBT-TV Harlingen, Tex.
 WUSN-TV Charleston, S. C. KBET-TV Sacramento, Calif.
 KOMU-TV Columbia, Mo. KSBW-TV Salinas, Calif.
 WOTH-TV Hartford, Conn. KELO-TV Sioux Falls, S. D.
 WIMA-TV Lima, Ohio WRGP-TV Chattanooga, Tenn.
 KHJ-TV Los Angeles WKBT (TV) LaCrosse, Wis.
 KNOE-TV Monroe, La. *WOR-TV New York WMBL-TV Washington
 WHUM-TV Reading, Pa. WREX-TV Rockford, Ill.
 WSJV-TV South Bend-Elkhart, Ind. WGBI-TV Scranton-Wilkes-Barre, Pa.
 KTVH (TV) Wichita-Hutchinson, Kan. WEAT-TV West Palm Beach, Fla.
 KFDA-TV Amarillo, Tex. WINT (TV) Ft. Wayne, Ind.

* West Coast only.

INDIE SALES INC.

New York 17—60 E. 42d St. Tel.: Murray Hill 2-4813. Pres.: Jack Koste.
 Chicago 1—228 N. LaSalle St. Tel.: State 5096.
 Detroit 26—Park Avenue Bldg. Tel.: Woodward 2-7298.
 Hollywood—6253 Hollywood Blvd. Tel.: Hollywood 5-2453.
 San Francisco—Mills Bldg. Tel.: Exbrook 2-4073.
 Atlanta—P. O. Box 6102. Tel.: Exchange 1490.
 (Stations represented not reported.)

†INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0884. Pres.: Angel Ramos; Vp.-Treas.: Jose Oviedo; Sec.: Frank Navarro.
 Represents:
 WKAQ-TV San Juan, P. R.

†INTER-STATE UNITED NEWSPAPERS

New York—545 Fifth Ave. Tel.: Murray Hill 2-5452.
 Chicago—25 E. Jackson Blvd. Tel.: Webster 9-7260.
 (Stations represented not reported.)

FRED R. JONES & SON

Chicago—228 N. LaSalle St. Tel.: State 2-5096.
 Represents:
 WKTU (TV) Utica, N. Y. WNOW-TV York, Pa.

†THE KATZ AGENCY

New York 22—477 Madison Ave. Tel.: Plaza 9-4460. Natl. Tv Sls. Mgr.: Scott Donahue Jr.; Tv Dir.: Edward Codel.
 Chicago 1—307 N. Michigan Ave. Tel.: Central 6-7343. Mgr.: Gerald H. Gunst.
 Detroit 26—Penobscot Bldg. Tel.: Woodward 3-8420. Mgr.: Arthur J. Underwood Jr.
 Kansas City 6, Kan.—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan Jr.
 Atlanta 3—Fulton Bank Bldg. Tel.: Alpine 1637. Mgr.: Keith Byerly.
 Dallas 1—2006 Bryan St. Tel.: Riverside 4036. Mgr.: David Rutledge.
 San Francisco 4—Russ Bldg. Tel.: Douglas 2-7628. Mgr.: Stanley J. Reulman.
 Los Angeles 14—3325 Wilshire Blvd. Tel.: Dunkirk 5-6284. Mgr.: Richard Hasbrook.

Represents:

WOOD-TV Grand Rapids, Mich. WKRC-TV Cincinnati
 WJAC-TV Johnstown, Pa. WJW-TV Cleveland
 WNHC-TV Hartford-New Haven, Conn. WTVN (TV) Columbus, Ohio
 WAGA-TV Atlanta, Ga. KVTU (TV) Sioux City, Iowa
 WFBM-TV Indianapolis KHQ-TV Spokane, Wash.
 KPHO-TV Phoenix, Ariz. WMT-TV Cedar Rapids-Waterloo, Iowa
 KCMO-TV Kansas City, Mo. KFSD-TV San Diego
 KLZ-TV Denver, Colo. KTUV (TV) Salt Lake City, Utah
 KGNC-TV Amarillo, Tex. WSFA-TV Montgomery, Ala.
 WBRC-TV Birmingham, Ala. WGBS-TV Miami, Fla.
 WLAC-TV Nashville, Tenn. WTCN-TV Minneapolis-St. Paul, Minn.
 KOAM-TV Pittsburg, Kan.-Joplin, Mo. WHIS-TV Bluefield, W. Va.
 KWK-TV St. Louis, Mo. KRNT-TV Des Moines, Iowa
 WSPD-TV Toledo, Ohio KAKE-TV Wichita, Kan.
 WKY-TV Oklahoma City WREC-TV Memphis, Tenn.
 KPX (TV) San Francisco WJTV (TV) Jackson, Miss.
 WSAZ-TV Huntington-Charleston, W. Va. KABC-TV Los Angeles
 WMAR (TV) Baltimore WJBK-TV Detroit WBIR-TV Knoxville, Tenn. (CP)
 WHEN-TV Syracuse, N. Y.

ROBERT S. KELLER INC.

New York 14—72 Barrow St. Tel.: Watkins 4-6599. Pres.: Bob Keller.

Represents:

WPAG-TV Ann Arbor, Mich. WNOW-TV York, Pa.

KETTELL-CARTER

Boston 16—118 Newbury St. Tel.: Kenmore 6-1966. Ptnrs.: Elmer Kettel, Marjorie Carter.

Represents in New England:

WABI-TV Bangor, Me. WWLP (TV) Springfield, Mass.
 WKNY-TV Kingston, N. Y. WMTW (TV) Poland Spring, Me.

NONA KIRBY CO.

Boston—Statler Office Bldg. Tel.: Hubbard 2-6117. Pres.: Nona Kirby; Vp.: Kay Chille.

Represents:

WPTZ (TV) Plattsburgh, N. Y.

BOMAR LOWRANCE & ASSOC. INC.

Atlanta—770 Spring St. N.W. Tel.: Elgin 3726.
 Dallas—1102 Fidelity Union Bldg. Tel.: Randolph 8206.
 Charlotte—1527 Elizabeth Ave. Tel.: Franklin 6-6581.

Represents:

NBC Spot Sales
 Crosley Broadcasting

McGAVREN-QUINN CO.

San Francisco—110 Sutter St. Tel.: Yukon 6-4112. Daren McGavren.
 Hollywood—1741 Ivar Ave. Tel.: Hollywood 4-2856. Donald J. Quinn.
 New York—33 W. 42d St. Tel.: Bryant 9-1374. Jack Davis.
 Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177. Burt Sears.

(Stations represented not reported.)

JOSEPH HERSHEY MCGILLVRA INC.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph H. McGillvra.

Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282. Mgr.: Seymour H. Thomas.
 Atlanta—267 E. Pace's Ferry Road N.E. Tel.: Exchange 1490. Mgr.: Edward T. Newton.
 Boston—419 Boylston St. Tel.: Commonwealth 6-0718. Mgr.: Louis J. Borgatti.
 Los Angeles—638 S. Van Ness Ave. Tel.: Dunkirk 4-7352. Mgr.: Fred E. Crawford Jr.
 San Francisco 5—605 Market St. Tel.: Yukon 2-3954. Mgr.: A. S. Babcock.

Represents:

WIRI (TV) Plattsburg, N. Y. WOTM-TV Lansing, Mich.
 WINK-TV Fort Myers, Fla. WTOV-TV Norfolk, Va.
 WROM-TV Rome, Ga. WBLN-TV Bloomington, Ill.
 WMSL-TV Decatur, Ala. WCBI-TV Columbus, Miss.

JOHN L. MCGUIRE & CO.

Denver 2—U. S. National Bank Bldg. Tel.: Cherry 4-8191. Mgr.: John L. McGuire.

Represents:

KCSJ-TV Pueblo, Colo. KSTF (TV) Scottsbluff, Neb.
 KRDO-TV Colorado Springs, Colo. KFXJ-TV Grand Junction, Colo.
 KOAT-TV Albuquerque, N. M. KFBC-TV Cheyenne, Wyo.

THE MEEKER CO. INC.

Television Division

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. C. Meeker; Eastern Mgr.: Edgar B. Filion; Prom. Dir.: Vic Piano; Louis J. F. Moore, Byron Goodell, David A. Grimm, Chuck Standard.

Chicago 11—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carleton F-J Jewett, Lois Thompson.
 San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.
 Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 2-2351. Mgr.: Tracy Moore, Jerry Moore.
 Lancaster, Pa.—8 W. King St. Tel.: 5251. Mgr.: Dick Sheetz.

Represents:

WTTU (TV) Bloomington-Indianapolis-Terre Haute, Ind. WSAU-TV Wausau, Wis.
 WGAL-TV Lancaster (York-Harrisburg-Lebanon-Reading), Pa. KHOL-TV Kearney-Holdrege, Neb.
 KROC-TV Rochester, Minn. KHPL-TV Hayes Center, Neb.
 KSWS-TV Roswell, N. M. WLEV-TV Bethlehem-Allentown-Easton, Pa.
 WEHT (TV) Henderson, Ky.-Evansville, Ind. WKNY-TV Kingston-Poughkeepsie, N. Y.
 WCTV (TV) Tallahassee, Fla.-Thomasville, Ga.

CLYDE MELVILLE CO.

Dallas—Melba Bldg. Tel.: Sterling 5239. Own.: Clyde B. Melville.

Represents in Southwest:

KGGM-TV Albuquerque, N. M. KCMC-TV Texarkana, Tex.-Ark.
 KTRE-TV Lufkin, Tex. KTXL-TV San Angelo, Tex.
 KSWS-TV Roswell, N. M.
 KCEN-TV Temple-Waco, Tex.

MICHIGAN SPOT SALES INC.

Dearborn—15001 Michigan Ave. Tel.: Tiffany 6-2362. Pres.: Charles J. Sitta.

Represents:

WNEM-TV Bay City, Mich. WPBN-TV Traverse City, Mich.

ART MOORE & ASSOC. INC.

Seattle 1—Jones Bldg. Tel.: Mutual 3377. Mgr.: Art Moore.

Portland 4—617 Cascade Bldg. Tel.: Capitol 8-7284. Mgr.: Ed Henry.

Represents in Seattle and Portland:

KTNT-TV Tacoma-Seattle, Wash. KVAL-TV Eugene, Ore.
 KXLY-TV Spokane, Wash. KPIC-TV Roseburg, Ore.
 KIMA-TV Yakima, Wash. KBOI-TV Boise, Idaho
 KEPR-TV Pasco-Kennewick-Richland, Wash. KID-TV Idaho Falls, Idaho
 KPTV (TV) Portland, Ore. KLEW-TV Lewiston, Idaho
 KTLX-TV Twin Falls, Idaho
 KXLF-TV Butte, Mont.

NATIONAL BROADCASTING CO.

NBC Spot Sales

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: John Reber; Dir., Tv Spot Sls.: Edwin T. Jameson; Div. Mgr., Tv Spot Sls.: John Ryan; New Business and Prom. Mgr.: Mort Gafin.
 Chicago 54—Merchandise Mart. Tel.: Superior 7-8300. Central Div. Tv Sls. Mgr.: John Mulholland.
 Hollywood 28—Sunset & Vine. Tel.: Hollywood 9-6161. Tv Sls. Rep.: Walter Davison.
 San Francisco 2—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Sls. Rep.: George Fuerst.
 Detroit 1—Penobscot Bldg. Tel.: Woodward 1-1610. Tv Sls. Rep.: John C. Treacy.
 Dallas—Fidelity Union Bldg. Tel.: Randolph 8206. Bomar Lowrance & Assoc. Sls. Rep.: Robert Keefe.
 Atlanta—770 Spring St., N.W. Tel.: Elgin 3726. Bomar Lowrance & Assoc. Sls. Rep.: Freeman Jones.
 Charlotte, N. C.—1527 Elizabeth Ave. Tel.: Charlotte 6-6581. Bomar Lowrance & Assoc. Sls. Rep.: Bomar Lowrance.

Represents:

WRCA-TV New York KPTV (TV) Portland, Ore.
 WNBQ (TV) Chicago KOA-TV Denver
 KRCA (TV) Los Angeles WAVE-TV Louisville, Ky.
 WRCV-TV Philadelphia WRGB (TV) Schenectady-Albany-Troy
 KSD-TV St. Louis WCKT (TV) Miami, Fla.
 WRC-TV Washington WONA-TV Honolulu, T. H.
 WBUF-TV Buffalo
 KOMO-TV Seattle

NATIONAL TIME SALES

New York—370 Lexington Ave. Tel.: Murray Hill 5-1300. Sls. Mgr.: Arthur Gordon; Asst. Sls. Mgr.: Robert J. Kizer.
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes & Assoc. Mgr.: Harlan Oakes.
 San Francisco—110 Sutter St. Tel.: Sutter 1-7961. Harlan G. Oakes & Assoc. Mgr.: Norman Cunningham.

Represents:

XEJ-TV Juarez, Mexico
HARLAN G. OAKES & ASSOC.
 Los Angeles 57—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200.
 San Francisco 4—110 Sutter St. Tel.: Sutter 1-7971.
 San Antonio—Insurance Bldg. Tel.: Capitol 4-1362.
 (Stations represented not reported.)

LEE F. O'CONNELL CO.

Beverly Hills, Calif.—111 N. La Cienega Blvd. Tel.: Olympia 2-1313. Pres.-Mgr.: Lee F. O'Connell.
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. William A. Ayres.
 (Stations represented not listed.)

RICHARD O'CONNELL INC.

New York 22—527 Madison Ave. Tel.: Plaza 5-9751. Pres.: Richard O'Connell; Secy.: Irma Bennett.

Represents:

KCOR-TV San Antonio, Tex.
PAN AMERICAN BROADCASTING CO.
 New York—370 Lexington Ave. Tel.: Murray Hill 5-1300. Mgr.: E. Bernald.
 Los Angeles—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Harlan G. Oakes & Assoc. Mgr.: Harlan Oakes.
 San Francisco—110 Sutter St. Tel.: Sutter 1-7971. Harlan G. Oakes & Assoc. Mgr.: Norman Cunningham.

Represents:

DZAQ-TV Manila, P. I.
JOHN E. PEARSON TV INC.
 New York—444 Madison Ave. Tel.: Plaza 1-3366. John E. Pearson, Russ Walker, Wm. M. Wilson, Ray Henze, Dave Cassidy.
 Chicago—333 N. Michigan Ave. Tel.: State 2-7494. Frank M. Reed; James Bowden, Frank Frost.
 Dallas—Union Fidelity Bldg. Tel.: Prospect 3723. Thomas R. Murphy, Constance Bennington.
 Atlanta—Glenn Bldg. Tel.: Jackson 5-2912. Robert M. Baird, Sally Edwards.
 Minneapolis—Northwestern Bank Bldg. Tel.: Federal 5689. Bud Stitt, Jane Borin.
 Los Angeles—3242 W. Eighth St. Tel.: Dunkirk 5-5084. Mgr.: David Cassidy; Shirley Ann Hoffman.
 San Francisco—58 Sutter St. Tel.: Douglas 2-7159. Mgr.: Tim Timothy; Sue Masterson.

Represents:

WJHL-TV Johnson City, Tenn. KRBC-TV Abilene, Tex.
 KDRO-TV Sedalia, Mo. KWTV-TV Waco, Tex.
 KGEV-TV Enid, Okla. WTVK (TV) Knoxville, Tenn.
 KLRJ-TV Las Vegas, Nev. WHIZ-TV Zanesville, Ohio
 KSWO-TV Lawton, Okla. KQTV (TV) Fort Dodge, Iowa
 WSWA-TV Harrisonburg, Va. WNCT (TV) Greenville, N. C.
 WOAY-TV Oak Hill, W. Va. KZTV (TV) Reno, Nev.
 WTAP (TV) Parkersburg, W. Va. KLTV (TV) Tyler, Tex.
 KBST-TV Big Spring, Tex. KFSA-TV Fort Smith, Ark.
 KHAD-TV Laredo, Tex. WDM-TV Hattiesburg, Miss.
 KOSA-TV Odessa, Tex. KRDO-TV Colorado Springs, Colo.
 KRGV-TV Weslaco, Tex. KCSJ-TV Pueblo, Colo.
 KRBB-TV El Dorado, Ark.

WORKING PARTNERS



FRANK HEADLEY, President
 DWIGHT REED, Vice President
 FRANK PELLEGRIN, Vice President
 PAUL WEEKS, Vice President

We have found no substitute for experience when it comes to rendering a needed and effective representative service to station owners and buyers of time.

The mature working partners who started H-R all had long years of experience in this field. The men who have joined with us as we have grown, all have been selected on this basis.

That's why, when we say we "Always send a man to do a man's job" we mean it!

380 Madison Ave.
 New York 17, N. Y.
 OXford 7-3120

35 E. Wacker Drive
 Chicago 1, Illinois
 RAndolph 6-6431

6253 Hollywood Boulevard
 Hollywood 28, Calif.
 HOllywood 2-6453

155 Montgomery Street
 San Francisco, Calif.
 YUkon 2-5837

415 Rio Grande Bldg.
 Dallas, Texas
 RAndolph 5149

101 Marietta Street Building
 Atlanta, Georgia
 Cypress 7797

520 Lovett Boulevard
 Room No. 1D
 Houston, Texas
 JAckson 8-1601



advertisers who are broadening their consumer base are

SOLD ON SPOT

Manischewitz Wine Company and its agency, Emil Mogul Company, are Sold on Spot as a basic advertising medium.

In 1955, to promote its wines, Manischewitz spent 99% of its advertising budget on Spot Radio and Television—a 2 million dollar campaign to sell the full potential market! And in 1956, Manischewitz is spending even more on Spot!

Using Radio for mass saturation and Television for heightened sales impact, Manischewitz drives its brand name home and makes it memorable with the catchy "Man-Oh-Man-ischewitz" jingle.

Taking full advantage of Spot's flexibility, Manischewitz . . .

- tailors radio-television budgets market by mar-



Left to right: Marty Harrison, TV Sales Representative, NBC Spot Sales; Samuel Silverstein, Superintendent of Operations, Manischewitz Wine Company; Elaine Schachne, Time Buyer, Emil Mogul Company, Inc.; Nort Wyner, Director of Sales and Advertising, Manischewitz Wine Company; Meyer Robinson, General Manager, Manischewitz Wine Company; Les Dunler, Radio-TV Director, Emil Mogul Company, Inc.

ket to get maximum results for every dollar spent

- meshes campaigns with wine selling cycles that vary from season to season, from month to month, from area to area
- pre-selects adult audiences to reach the maximum number of potential wine-users.

Add the hard-hitting merchandising support provided by the stations NBC Spot Sales represents, and it's no wonder Manischewitz uses these stations in every NBC Spot Sales market where its wine is sold!

If you're faced with an expanded marketing

situation, the stations represented by NBC Spot Sales have the right answer in these 15 major markets:

New York	WRCA, WRCA-TV	Chicago	WMAQ, WNBO
Schenectady-Albany-Troy	WRGB	St. Louis	KSD, KSD-TV
Philadelphia	WRCV, WRCV-TV	Denver	KOA, KOA-TV
Washington	WRC, WRC-TV	Seattle	KOMO, KOMO-TV
Miami	WCKT	Los Angeles	KRCA
Buffalo	WBUF-TV	Portland	KPTV
Louisville	WAVE, WAVE-TV	San Francisco	KNBC
		Honolulu	KGU, KONA-TV
		and the NBC	
		Western Radio Network	



SPOT SALES

†JOHN H. PERRY ASSOC.

New York 36—19 W. 44th St. Tel.: Murray Hill 7-5047. Gen. Mgr.: William K. Dorman.
 Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
 Chicago 3—224 S. Michigan Ave. Tel.: Harrison 7-4008. Mgr.: F. W. Thurnau.
 Detroit 2—General Motors Bldg. Tel.: Trinity 5-1803. Mgr.: John F. Cole.
 Atlanta 3—Glenn Bldg. Tel.: Main 3988. Mgr.: J. D. Whitehead.
 Beverly Hills—111 N. La Cienega Blvd. Tel.: Olympia 2-1313. Mgr.: Lee F. O'Connell.
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William A. Ayres.

Represents:

WJHP-TV Jacksonville, Fla.

PETERS, GRIFFIN, WOODWARD INC.

New York—250 Park Ave. Tel.: Plaza 1-2700. Pres.: H. Preston Peters; Vp. and Dir. of Tv: Lloyd Griffin; Eastern Tv Sls. Mgr.: John W. Brooke.
 Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Vp.: John A. Cory; Midwest Tv Sls. Mgr.: William J. Tynan.
 Atlanta—Glenn Bldg. Tel.: Murray 8-5667. Tv Sls. Mgr.: William J. Stubbs.
 Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4255. Tv Sls. Mgr.: Lou Hummel.
 Fort Worth 2—406 W. 7th St. Tel.: Edison 6-3349. Mgr.: Hal Thompson.
 Hollywood 28—1750 N. Vine St. Tel.: Hollywood 9-1688. Tv Sls. Mgr.: John A. Serrao.
 San Francisco 4—Russ Bldg. Tel.: Sutter 1-3798. Tv Sls. Mgr.: William A. Exline.

Represents:

WOC-TV Davenport, Iowa
 KBTV (TV) Denver, Colo.
 WBAP-TV Ft. Worth, Tex.
 WTVJ (TV) Miami, Fla.
 KRON-TV San Francisco
 KBOI (TV) Boise, Idaho
 KMBC-TV Kansas City, Mo.
 WCCO-TV Minneapolis-St. Paul
 WPIX (TV) New York
 WGR-TV Buffalo, N. Y.
 KYW-TV Cleveland
 WWJ-TV Detroit

WDBJ-TV Roanoke, Va.
 KRIS-TV Corpus Christi, Tex.
 WCSC-TV Charleston, S. C.
 KGMB-TV Honolulu
 WIS-TV Columbia, S. C.
 WDAY-TV Fargo, N. D.
 WBZ-TV Boston
 WHO-TV Des Moines
 WDSM-TV Duluth-Superior
 KDKA-TV Pittsburgh
 KFDM-TV Beaumont, Tex.
 KENS-TV San Antonio, Tex.

EDWARD PETRY & CO. INC.

(Television Division)

New York 3—E. 54th St. Tel.: Murray Hill 8-0200. Vp. & Mgr.: Thomas E. Knode.
 Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr.: Edward E. Voynow.
 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.: Tucker 3171. Mgr.: Bill Larimer.
 St. Louis 3—Shell Bldg. Tel.: Chestnut 7191. Mgr.: Hugh Kerwin.
 Atlanta—Marietta St. Bldg. Tel.: Lamar 8861. Mgr.: Dick Hughes.

Represents:

WGN-TV Chicago
 WSB-TV Atlanta, Ga.
 WBAL-TV Baltimore
 WTAR-TV Norfolk, Va.
 KSTP-TV Minneapolis-St. Paul
 WFAA-TV Dallas, Tex.
 WTVH (TV) Peoria, Ill.
 WICU (TV) Erie, Pa.
 KARK-TV Little Rock, Ark.
 WJIM-TV Lansing, Mich.
 WISN-TV Milwaukee
 WOAI-TV San Antonio, Tex.
 WSM-TV Nashville, Tenn.
 KPRC-TV Houston, Tex.
 KOTV (TV) Tulsa, Okla.

KMTV (TV) Omaha, Neb.
 KFMB-TV San Diego
 KREM-TV Spokane
 KTBS-TV Shreveport
 KARD-TV Wichita, Kan.
 WTVD (TV) Durham, N. C.
 KCRA-TV Sacramento, Calif.
 WHTN-TV Huntington, W. Va.
 WNDU-TV South Bend, Ind.
 WJHP-TV Jacksonville, Fla.
 WESH-TV Daytona Beach, Fla.

WILLIAM G. RAMBEAU CO.

New York 17—347 Madison Ave. Tel.: Murray Hill 6-5940. Pres.: William G. Rambeau; Vp.: George W. Kupper.
 Chicago 1—185 N. Wabash Ave. Tel.: Andover 3-5566. Mgr.: Mary Rudd.
 Los Angeles 28—6253 Hollywood Blvd. Tel.: Hollywood 5-2453.
 Minneapolis 2—Roanoke Bldg. Tel.: Lincoln 7017. Mgr.: Vivian Bulmer.

Represents:

WFAM-TV Lafayette, Ind.

KNOX-TV Grand Forks, N. D.

PAUL H. RAYMER CO. INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-5570. Pres.: Paul H. Raymer; Exec. Vp. & Tv Sls. Mgr.: Fred C. Brokaw; Vp. & Asst. Sls. Mgr.: Stuart M. Kelly.
 Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. Vp.-Mgr.: Clay E. Forker.
 Dallas 1—Mercantile Securities Bldg. Tel.: Riverside 5663. Mgr.: John H. Hicks Jr.
 Detroit 26—Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
 Atlanta 2—Glenn Bldg. Tel.: Jackson 5-6508. Mgr.: Edward D. Brandt.
 San Francisco 4—Russ Bldg. Tel.: Douglas 2-8939. Vp. & Mgr.: L. Ray Rhodes.
 Hollywood 28—1680 Vine St. Tel.: Hollywood 2-2376. Mgr.: John D. Gale.

Represents:
 KCBT-TV Lubbock, Tex.
 KFDX-TV Wichita Falls, Tex.
 KIVA-TV Yuma, Ariz.
 KMJ-TV Fresno, Calif.
 KSLA (TV) Shreveport, La.
 KTBC-TV Austin, Tex.
 KTLA (TV) Los Angeles
 KVAR (TV) Phoenix, Ariz.

ALEX ROSENMAN

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-7380. Own.: Alex Rosenman
 Chicago 1—192 N. Clark St. Tel.: Financial 6-5450. Mgr.: Hal Tate.
 San Francisco—Penthouse, Mills Bldg. Tel.: Garfield 1-7950. Duncan A. Scott.

(Stations represented not reported.)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bldg. Tel.: Garfield 1-7930. Own.: Duncan A. Scott.
 Los Angeles—2978 Wilshire Blvd. Tel.: Dunkirk 8-4151. Mgr.: Peter Schulz.

Represents:

Venard, Rintoul & McConnell Inc.
 Alaska Radio & Tv

SELECT STATION REPRESENTATIVES

New York—400 Madison Ave. Tel.: Plaza 8-1850. Pres.: Thomas Tinsley; Vp.: R. C. Embry; Vp.: Irvin Abeloff; Mgr.: Zang Golobe.

Represents:

WXEX-TV Petersburg, Va.

STARS NATIONAL INC.

New York—400 Madison Ave. Tel.: Plaza 8-0555.
 Chicago—35 E. Wacker Dr. Tel.: State 2-7942.
 Los Angeles—6381 Hollywood Blvd. Tel.: Hollywood 2-2351. Tracy Moore.
 San Francisco—Monadnock Bldg. Tel.: Exbrook 2-6444. Charles E. Haddix.
 Atlanta—P. O. Box 1598. Tel.: Dearborn 2143. William R. Packham.

Represents:

KSAN-TV San Francisco

STORER BROADCASTING CO.*

New York—118 E. 57th St. Tel.: Murray Hill 8-8630. Vp. & Natl. Sls. Dir.: Tom Harker; Natl. Sls. Mgr.: R. C. Wood.
 Chicago—230 N. Michigan Ave. Tel.: Franklin 2-6498. Midwest Natl. Sls. Mgr.: Lewis Johnson.
 San Francisco—Sutter Bldg. Tel.: Sutter 1-8689. West Coast Sls. Mgr.: Gayle Grubb.

Represents Owned Stations:

WSPD-TV Toledo, Ohio
 WAGA-TV Atlanta
 WJBK-TV Detroit
 WBRB-TV Birmingham, Ala.

Represents:

WGWS-TV Miami
 KPTV (TV) Portland, Ore.
 WJW-TV Cleveland

* In addition, these stations are represented by The Katz Agency and NBC Spot Sales.

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STATE ASSOCIATIONS OF BROADCASTERS

Alabama Broadcasters Assn.

P. O. Box 6174 University, Ala. Founded in 1946; meetings March and Oct.; elections March; no. of members 84. Officers: Julian C. Smith, WAGF Dothan, pres.; Herbert M. Martin, WAPI Birmingham, vp.; W. H. Hunt, WCOV Montgomery, sec.-treas.; Mrs. Angie M. Youngson, exec. sec.

Arizona Broadcasters Assn.

Founded in 1952; meetings Jan.; elections Nov.; no. of members 22. Officers: Lee Little, KTUC Tucson, pres.; Carlos Montana, KNOG Nogales, vp.; Howard Loeb, KRIZ Phoenix, sec.-treas.

Arkansas Broadcasters Assn.

c/o pres. or sec. Founded 1946; meetings March and Sept.; elections in March; no. of members 45. Officers: Melvin P. Spann, KWAK Stuttgart, pres.; Ted Rand, KDRS Paragould, vp.; C. J. Dickson, KWFC Hot Springs, sec.-treas.; Mary Pritchett, exec. sec.

California State Radio & Television Broadcasters Assn.

c/o pres. or sec. Founded 1947; meetings Nov.; no. of members 76. Officers: Philip G. Lasky, KPIX (TV) San Francisco, pres.; Frank Burke, KFVD Los Angeles, vp. radio; Harold P. See, KRON-TV San Francisco, vp. tv; Robert McAndrews, KBIG Los Angeles, sec.-treas.

Colorado Broadcasters & Telecasters Assn.

c/o pres. or sec. Founded in 1950; meetings semi-annual; elections June; no. of members 46. Officers: Phil Hoffman, KLZ Denver, pres.; Jerry Fitch, KGLN Glenwood Springs, vp.; Harry Hoth, KRDO, Colorado Springs, sec.-treas.; T. Ellsworth Stepp, exec. sec.

Connecticut Broadcasters Assn.

c/o pres. Founded in 1954; meetings and elections March; no. of members 26. Officers: Daniel W. Kops, WAVZ New Haven, pres.; Charles Bell, WHAY New Britain, vp.; Eric Hatch, WBIS Bristol, sec.-treas.

Florida Assn. of Broadcasters

c/o pres. or sec. Founded in 1936; meetings May-June and Nov.; elections in May-June; no. of members 83. Officers: H. Dennison Parker, WTAN Clearwater, pres.; James L. Howe, WIRA Ft. Pierce, 1st vp.; John H. Phipps, WTAL Tallahassee, 2d vp.; Charles Fernandez, WKXY Sarasota, sec.-treas.

Georgia Assn. of Broadcasters

c/o pres. or sec. Founded 1935; meetings Aug., last weekend Jan.; elections by mail after Jan. meeting; no. of members 56. Officers: Glenn C. Jackson, WAGA Atlanta, pres.; L. H. Christian, WRFC Athens, vp.; W. N. Morris, WMLT Dublin, sec.-treas.; Ross Shackelford, exec. sec.

Hawaiian Assn. of Radio & Television Broadcasters
 P. O. Box 1380, Honolulu, T. H. Founded in 1952; meetings on call; elections in May; no. of members 18. Officers: William O. Paine, KGU Honolulu, pres.; Harry Chu, KAHU Wispahu, Oahu, vp.; Fin Hollinger, KPOA Honolulu, sec.-treas.

Idaho Broadcasters Assn.

c/o pres. or sec. Founded 1951; meetings spring and fall; elections in fall; no. of members 27. Officers: Clair Hull, KCID Caldwell, pres.; C. N. Layne, KID Idaho Falls, vp.; K. Clark, KBAR Burley, sec.-treas.

Illinois Broadcasters Assn.

c/o pres. or sec. Founded 1948; meetings March and Oct.; elections Oct.; no. of members 62. Officers: Joe Bonansinga, WGEM Quincy, pres.; George Biggar, WLBK DeKalb, vp.; Charles Cook, WJPF Herrin, sec.-treas.

Indiana Broadcasters Assn.

c/o pres. or sec. Founded 1948; meetings March and elections March; no. of members 53. Officers: Dan Park, WIRE Indianapolis, pres.; Norman Widenhofer, WGL Ft. Wayne, vp. radio; Joe Edwards, WFML (FM) Washington, vp. fm; Bob Lemon, WTTV (TV) Bloomington, vp. tv; Joseph Higgins, WTHI Terre Haute, sec.-treas.; Howard A. White, WCTW-FM Newcastle, asst. sec.; Dennis Keller, WITZ Jasper, asst. treas.

Iowa Broadcasters Assn.

c/o pres. or sec. Founded 1951; meetings semi-annually; elections annually; no. of members 42. Officers: Walter Teich, KOEL Oelwein, pres.; Anthony J. Koelker, KMA Shenandoah, vp.; Arthur A. Skinner, KASI Ames, sec.-treas.

Kansas Assn. of Radio Broadcasters

c/o pres. Founded 1951; meetings April-May; elections April-May; no. of members 40. Officers: Robert Wells, KIUL Garden City, pres.; Arden Booth, KLWN Lawrence, vp.; Tom Bashaw, KFH Wichita, sec.-treas.

Kentucky Broadcasters Assn.

c/o Hugh O. Potter, P. O. Box 536, Owensboro. Founded 1945; meetings Oct. and March; elections Oct.; no. of members 57. Officers: Gilmore Nunn, WLAP Lexington, pres.; Arthur Eilerman, WZIP Covington, 1st vp.; R. B. Helms, WHLN Harlan, 2d vp.; Hugh O. Potter, WOMI Owensboro, sec.-treas.

Louisiana Assn. of Broadcasters

P. O. Box 379, Baton Rouge. Founded 1945; meetings spring and fall; elections fall; no. of members 56. Officers: Robert Earle, WIBR Baton Rouge, pres.; David Wilson, KPLC Lake Charles, vp.; Henry H. Wehrmann, WTPS New Orleans, sec.-treas.

Maine Radio & Tv Broadcasters Assn.

c/o pres. Founded 1947; meetings and elections Nov.; no. of members 19. Officers: Melvin L. Stone, WRUM Rumford, pres.; Parker Hoy, WLAM Lewiston, vp.; Norman Gallant, WFAU Augusta, sec.-treas.

Maryland-D. C. Radio & Television Broadcasters Assn.

c/o pres. Founded 1951; meetings June and Nov.; elections in Nov.; no. of members 64. Officers: Ben Strouse, WWDC Washington, pres.; William Paulsgrove, WJEV Hagerstown, vp.; Robert Cochran, WMAR-TV Baltimore, sec.-treas.

Massachusetts Broadcasters Assn.

c/o pres. Founded 1954; meetings and elections in fall; no. of members 40. Officers: Harvey J. Struthers, WEEL Boston, pres.; Herbert L. Krueger, WTAG Worcester, vp.; George H. Jaspert, WCCM Lawrence, treas.; Sherwood J. Tarlow, WHIL Medford, sec.

Michigan Assn. of Broadcasters

c/o pres. or sec. Founded 1948; meetings June and Sept.; elections Sept.; no. of members 80. Officers: Carl E. Lee, WKZO Kalamazoo, pres.; Sibley Moore, WJR Detroit, vp.; Howard H. Wolfe, WKNX Saginaw, sec.-treas.

Minnesota Assn. of Broadcasters (Inactive)

Mississippi Broadcasters Assn.

c/o pres. Founded 1942; meetings and elections March or April; no. of members 54. Officers: William Howard Cole, WHOC Philadelphia, pres.; William Guest, WPMP Pascagoula, vp.; Granville Walters, WAML Laurel, sec.-treas.

Missouri Broadcasters Assn.

c/o pres. Founded 1948; meetings April and Aug.; elections Aug.; no. of members 61. Officers: C. L. Thomas, KXOK St. Louis, pres.; Earl Dougherty, KXEO Mexico, vp.; Bruce Barrington, WEW St. Louis, sec.-treas.

Montana Radio Stations Inc.

c/o pres. Founded 1949; meetings and elections Sept.; no. of members 26. Officers: J. P. Wilkins, KFBB-TV Great Falls, pres.; A. J. Mosby, KGVO-TV Missoula, vp.; Mrs. Charlotte H. Brader, KOJM Havre, sec.-treas.

Nebraska Broadcasting Assn.

c/o pres. Founded 1934; meetings and elections May 1; no. of members 28. Officers: Richard Chapin, KFOR Lincoln, pres.; Dave Young, KSID Sidney, vp.; Gordon C. Pentz, KWBE Beatrice, sec.-treas.

Nevada State Broadcasters Assn. (Inactive)

New Hampshire Assn. of Broadcasting

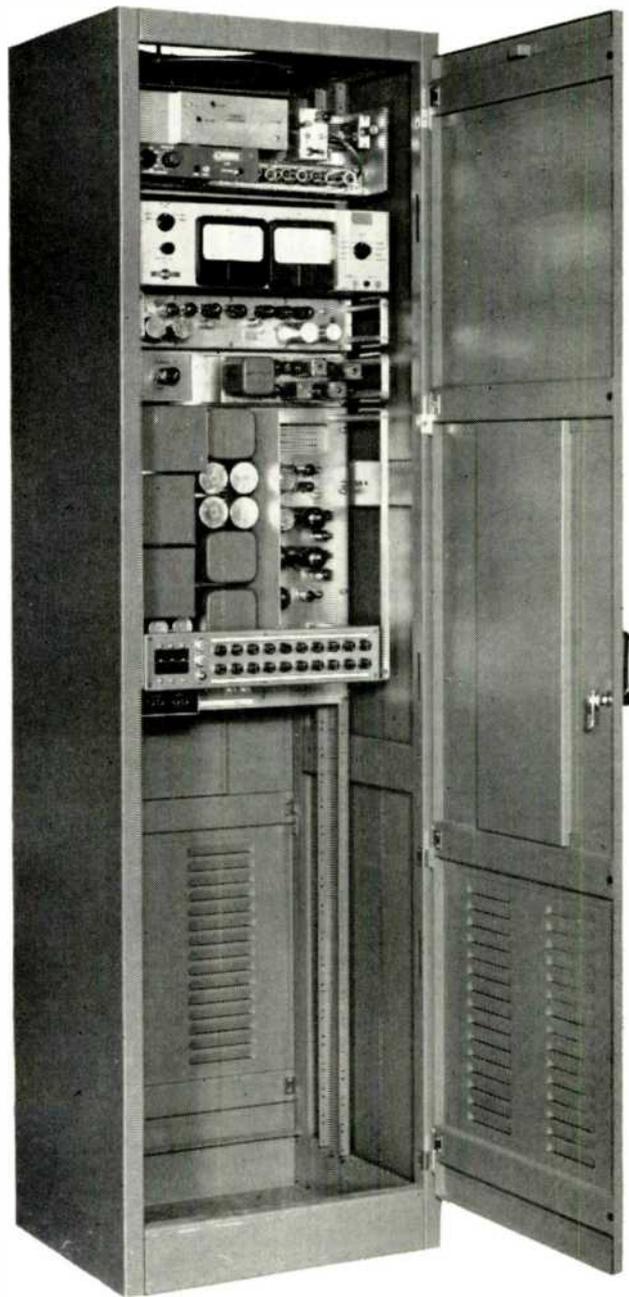
c/o pres. or sec. Founded 1954; meetings and elections Sept.; no. of members 10. Officers: Frank B. Estes, WKNE Keene, pres.; A. J. K. Malin, WWNH Rochester, vp.; Warren Journay, WGR Manchester, sec.-treas.

New Jersey Broadcasters Assn.

c/o pres. Founded 1947; meetings 2d week May and Oct.; elections Oct.; no. of members 21. Officers: Gordon Giffen, WKDN Camden, pres.; Jerome P. McCarthy, WTOA (FM) Trenton, vp.; John G. Struckell, WOND Pleasantville, sec.-treas.

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STATE ASSOCIATIONS

New Mexico Broadcasters Assn.

c/o pres. Founded 1952; meetings Sept. and March; elections March; no. of members 29. Officers: W. W. Phelps, KQUE Albuquerque, pres.; Jim Duncan, KSIL Silver City, vp.; John Burroughs; KENM Portales, treas.

New York State Assn. of Radio & Television Broadcasters

c/o pres. or sec. Founded 1955; meetings April and fall; elections fall; no. of members 80. Officers: Michael R. Hanna, WHCU Ithaca, pres.; Bill Doerr, WEBR Buffalo, 1st vp.; Gordon Gray, WOR New York, 2d vp.; George Dunham, WNEF Binghamton, treas.; W. Stewart Elliott, WIBX Utica, sec.

North Carolina Assn. of Broadcasters

c/o pres. or sec. Founded 1932; meetings June and Nov.; elections Nov.; no. of members 115. Officers: Allen Wannamaker, WBIG Greensboro, pres.; Edmond H. Smith, WIRC Hickory, vp.; Cecil B. Hoskins, WWNC Asheville, sec.-treas.

North Dakota Broadcasters Assn.

c/o pres. Founded 1953; meetings and elections 2d wk. Oct.; no. of members 15. Officers: Jack Dunn, WDAY Fargo, pres.; Leslie Kleven, KNDC Hettinger, vp.; Les Maupin, KLPM Minot, sec.-treas.

Ohio Assn. of Radio & Television Broadcasters

c/o pres. or sec. Founded 1931; meetings March and Oct.; elections March; no. of members 83. Officers: J. L. Bowden, WKBN-TV Youngstown, pres.; Hubbard Hood, WKRC Cincinnati, vp. radio; Carlton Dargusch Jr., sec.-treas.

Oklahoma Assn. of Broadcasters

c/o pres. or sec. Meetings and elections Jan.; no. of members 48. Officers: Leo R. Morris, KSWO Lawton, pres.; Gene Dobson, WKY Oklahoma City, vp.; Bill Brubaker, KRHD Duncan, sec.-treas.

Oregon State Broadcasters Assn.

c/o R. E. Summers, mgr., Journalism Bldg., U. of Oregon, Eugene. Founded 1940; meetings semi-annual; elections Feb.; no. of members 46. Officers: James A. Mount, KGW Portland, pres.; David Hoss, KSLM Salem, vp.; Carl O. Fisher, KUGN Eugene, sec.-treas.

Pennsylvania Assn. of Broadcasters

c/o P. O. Box 606, Harrisburg. Founded 1922; meetings and elections April; no. of members 112. Offi-

cers: Thomas Price, WBVP Beaver Falls, pres.; Roy Morgan, WILK Wilkes-Barre, 1st vp.; J. Wright Mackey, WRAK Williamsport, 2d vp.; George Koehler, WFIL Philadelphia, sec.; Tom Metzger, WMRF Lewistown, treas.

Puerto Rican Assn. of Broadcasters

Box 1072, San Juan. Puerto Rico. Founded 1947; meetings 2d Mon. of each month; elections 2d Wed. of July; no. of members 19. Officers: Angel Ramos, WKAQ San Juan, pres.; Alfonso Gimenez Aguayo, WPAB Ponce, vp.; Federico E. Virella, WVJP Caguas, sec.; Gustavo Diaz, WENA Bayamon, treas.

Rhode Island Broadcasters Assn.

c/o pres. Founded 1953; meetings 1st Mon. each month; elections June; no. of members 11. Officers: H. William Koster, WEAN Providence, pres.; Edward Boghosian, WJAR-TV Providence, vp.; Milton Mitler, WADK Newport, sec.-treas.

South Carolina Radio & Television Broadcasters Assn.

c/o pres. or sec. Founded 1947; meetings Jan. and July; elections Jan.; no. of members 52. Officers: James F. Coggins, WKDK Newberry, pres.; Charles E. Batson, WIS-TV Columbia, vp.; T. Doug Youngblood, WFIG Sumter, sec.-treas.

South Dakota Broadcasters Assn.

c/o U. of South Dakota, Vermillion. Founded 1947; meetings and elections annual; no. of members 15. Officers: Ray Eppel KORN Mitchell, pres.; Byron McIllogott, KSDN Aberdeen, vp.; Jim Slack, KUSD Vermillion, sec.-treas.

Southern California Broadcasters Assn.

c/o 6047 Hollywood Blvd., Hollywood 28. Officers: Norman Ostby, KHJ Los Angeles, pres.; Lloyd Sigmon, KMPC Hollywood, vp.; Thelma Kirchner, KGFJ Hollywood, treas.; Howard Gray, KGIL San Fernando, sec.; Frank W. Crane, mngng. dir.

Tennessee Assn. of Broadcasters

c/o pres. or sec. Founded 1948; meetings Nov.-Dec. and May-June; elections Nov.-Dec.; no. of members 46. Officers: Frank Corbett, WGAP Maryville, pres.; Carter Parham, WDEF-AM-TV Chattanooga, vp.; Jim Dick, WIVK Knoxville, sec.-treas.

Texas Assn. of Broadcasters

c/o 520 Capital Natl. Bank Bldg., Austin. Founded 1951; meetings spring, fall; elections fall; no. of

members 150. Officers: Richman Lewin, KTRE Lufkin, pres.; Dave Morris, KNUZ Houston, sec.-treas.

Utah Broadcasters Assn.

c/o pres. Founded 1951; meetings Jan. and June; elections Jan.; no. of members 19. Officers: George C. Hatch, KALL Salt Lake City, pres.; Harold E. Van Wagenen, KIXX Provo, vp.; Arch Webb, KVOG Ogden, sec.-treas.

Vermont Assn. of Radio & Television Broadcasters

c/o sec. Founded 1954; meetings quarterly; elections July; no. of members 14. Officers: Al Spokes, WJOY Burlington, pres.; J. Gordon Keyworth, WBTN Burlington, vp.; Frank Balch, WJOY Burlington, clerk-sec.; Craig S. Parker, WDEV Waterbury, treas.

Virginia Assn. of Broadcasters

c/o pres. Founded 1947; meetings and elections May-June; no. of members 60. Officers: Emerson J. Pryor, WDVA Danville, pres.; Carl L. Lindberg, WPIK Alexandria, vp.; Milton B. Henson, WREL Lexington, sec.-treas.

Washington State Assn. of Broadcasters

c/o pres. Founded 1935; meetings March and Sept.; elections March; no. of members 44. Officers: Leonard H. Higgins, KTNT-TV Tacoma, pres.; James A. Murphy, KIT Yakima, vp.; Allen Miller, KWSC Pullman, sec.-treas.; Ronald A. Murphy, mngng. dir.-couns.

West Virginia Broadcasters Assn.

c/o sec. Founded 1946; meetings spring and fall; elections spring; no. of members 32. Officers: A. G. Ferrise, WMMN Fairmont, pres.; Robert Ferguson, WTRF-TV Wheeling, vp.; C. Tom Garten, WSAZ Huntington, sec.-treas.

Wisconsin Broadcasters Assn.

c/o exec. sec. Founded 1928; meetings and elections 1st Tues. in Oct.; no. of members 48. Officers: Ben Hovel, WKOW Madison, pres.; Robert Bodden, WSWW Platteville, vp.; Don Wirth, WNAM Neenah, sec.; Mig Figl, WAUX Waukesha, treas.; Edwin Conrad, couns.

Wyoming Assn. of Radio & Television Broadcasters

c/o sec. Founded 1955; meetings, elections between April-July; no. of members 16. Officers: Donald L. Hathaway, KSPR Casper, pres.; James Carroll, KWYO Sheridan, vp.; Jack L. Breece, KOVE Lander, treas.; William C. Grove, KFBC Cheyenne, sec.

THE TELEVISION CODE

OF THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

(Effective March 1, 1952, Revised June 21, 1956)

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 relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

Advancement of Education and Culture

- Commercial television provides a valuable means of augmenting the education and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.
- It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.
- 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.
 - Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
 - 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.
 - Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review Board (see *Regulations and Procedures of the Code, V, Section 3, Authority and Responsibilities*) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs the rites are accurately presented and the ministers, priests and rabbis 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, page 346*).

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 sports programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

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 motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

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) Treatment of animals. The use of animals, both in the production of television programs and as a part of television program content, shall at all times, be in conformity with accepted standards of humane treatment.

Responsibility Toward Children

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

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 position 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 or 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 inter-

est, 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-balance 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 avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cowcatcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified, both audio and video, before the sponsor's advertising material is first used, and should be signed off, both audio and video, after the sponsor's advertising material is last used.

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 presentations for such advertising. However, a television broadcaster should, in recognition

of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

- a) The advertising of hard liquor should not be accepted.
- b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.
- c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
- d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.
- e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading 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 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.
4. Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, 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 sponsors' product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (See *Time Standards for Advertising Copy*, below.)

Premiums and Offers

1. Full details of proposed offers should be

required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

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 viewers.
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 "luckbearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)	
	All Other Programs Class "A" Time	All Other Hrs.
5	1:00	1:15
10	2:00	2:10
15	2:30	3:00
25	2:50	4:00
30	3:00	4:15
45	4:30	5:45
60	6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.
3. The time standards set forth above do not affect the establish practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.
4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 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.
5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.
6. More than two back-to-back announcements plus the conventional sponsored 10-second station ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program.
7. Any casual reference by talent in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.
8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trademark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or

service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by physicians, dentists, nurses, or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

The official name of the Code is The Television Code of the National Association of Radio and Television Broadcasters. It was enacted effective March 1, 1952 by the Television Board of Directors of the NARTB in accordance with the Association By-Laws, which read as follows: "Television Board. The Television Board is hereby authorized:— (4) to enact, amend and promulgate standards of practice or codes for its television members and to establish such methods to secure observance thereof as it may deem advisable;—". The administration of the Code is delegated to the Television Code Review Board, composed of five members appointed from among telecasts licensees to two-year terms by the president of the NARTB, subject to confirmation by the Television Board of Directors. Its responsibilities include, among others, the defining and interpreting of words and phrases in the Code, the maintenance of appropriate liaison with responsible organizations, institutions and the public, as well as the screening and clearing of correspondence concerning television programming. In addition to the substantive provisions of the Code contained in the present volume, the details of the regulatory and procedural functions of the Code and the Code Review Board may be found in the volume entitled *Regulations and Procedures of the Television Code*.

NBC EXECUTIVES

(Continued from page 25)

Japan-Korea

George Thomas Folster
James G. Robinson
Nikkatsu Bldg., Number 1-1 Yura Kucho Chiyodaku,
Tokyo, Japan

Germany

Frank Bourgholtzer
Press Center (American)
APO 757, c/o PM
New York, New York

Rome

Merill Mueller
Secondo Piano AP
Piazza Grazioli 5
Rome, Italy

CALIFORNIA NATIONAL PRODUCTIONS, INC.

(A wholly-owned NBC subsidiary)
663 Fifth Ave., New York 22.
Telephone: Circle 7-8300

BOARD OF DIRECTORS

Emanuel Sacks, *chmn.*
J. M. Clifford, Alan W. Livingston, George D. Matson, H. Earl Rettig, Thomas W. Sarnoff, Carl M. Stanton.

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Emanuel Sacks, *chmn.* of *bd.*
Alan W. Livingston, *pres.*
George D. Matson, *vp. & treas.*
Carl M. Stanton, *vp.*
Alfred R. Stern, *vp.*
Howard Monderer, *sec.*

Executives

Robert D. Levitt, *gen. mgr.*
Alfred R. Stern, *vp., NBC theatrical.*
Francis X. O'Shea, *mgr., licensing ops.*

NBC Television Film

Carl M. Stanton, *vp., NBC television film*
Edgar C. Sission, Jr., *dir. NBC television film*
Robert A. Anderson, *bus. mgr.*
Frederick A. Jacobi, *mgr., publicity*
H. Weller Keever, *natl. sis. mgr.*
John W. Kiermaier, *adm. coor.*
Frank Lepore, *mgr., film & kinescope ops. & serv.*
William L. Lawrence, *mgr., pgm. & prod.*
Theodore Markovic, *mgr., film exchange serv.*
California National Studios
650 N. Bronson Ave., Hollywood 4, Calif.
Telephone: Hollywood 9-6161

FIGARO INC.

(NBC owns 50% of Figaro Inc.)
1270 Sixth Ave., New York 20
Telephone: Plaza 7-4166

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OFFICERS

Joseph L. Mankiewicz, *pres.*
Emanuel Sacks, *exec. vp.*
Robert Lantz, *vp.*
Earl Rettig, *treas.*
Richard Reiss, *sec.*

Inc., Burp* Gun scores bull's-eye on Mickey Mouse Club!

Mouse Club proves biggest gun in Mattel, Inc., arsenal!

Mattel, Inc., hits its target with Mickey Mouse Club!

Club moves 900,000 to shell out for Mattel, Inc., toy!

Mattel, Inc., finds Mickey Mouse Club hot as a pistol!

Mattel, Inc., introduced its toy Burp Gun in March '55 . . . and it sold steadily. Then, in October, Mattel put the toy on ABC-TV's Mickey Mouse Club.

By November 1, normally the last minute for Christmas reordering, the Burp Gun had been shown on the Club *just four times*. At the end of November, retailer reorders were *still* swamping Mattel. By December 15, Mattel had sold almost a million Burp Guns—just about a cool 4 million dollars' worth!

Mattel's product and timing were right. So was its choice of the Mickey Mouse Club . . . the program that reaches more homes and viewers than any other *daytime* program, more kids than *any* program (except Disneyland), *plus* a whopping big crowd of adults. And the Mickey Mouse Club works all these wonders at a cost per thousand that's outstandingly low. As Mattel, Inc., will tell you, this show really delivers the goods!

say is this:

ABC TELEVISION NETWORK



Behind Man's Conquest of the Skies . . . a Master's Touch in Oil

"Flying Saucer"—experimental military craft today—
—forerunner of your cloud car of tomorrow . . .

First flight in a heavier-than-air machine—the
Wright brothers at Kitty Hawk . . .

First plane over the North Pole, first plane over the
South Pole—Admiral Byrd's . . .

First 'round-the-world flight—U. S. Army . . .

Lindbergh's lone eagle flight, nonstop New York to
Paris . . .

Coast-to-coast propeller plane speed record . . .

All have one thing in common—SOCONY MOBIL'S
master touch in lubrication.

Good reason! When firsts are in the making—when
records are at stake—when schedules must be met
—the leaders in aviation look to SOCONY MOBIL.

★ ★ ★

Wherever there's progress in motion—in your car,
your plane, your farm, your factory, your boat, your
home—you, too, can look to the leader for lubrication.



SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR NEARLY A CENTURY

CBS TELEVISION

A DIVISION OF COLUMBIA BROADCASTING SYSTEM INC.

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345
 Production Center, 524 W. 57th St., New York 19, N. Y. Telephone: Judson 6-6000

For Executives of Parent Company, Columbia Broadcasting System Inc., See Page 28
 Number of Stations Affiliated with CBS-TV as of June, 1956: 218

OFFICERS

J. L. Van Volkenburg, *pres.*
 Merle Jones, *exec. vp.*
 Hubbell Robinson Jr., *exec. vp.*
 William Hylan, *vp. in charge network sls.*
 Harry G. Ommerle, *vp. in charge network programs, New York*
 Alfred J. Scalpone, *vp. in charge network programs, Hollywood*
 Robert M. Weitman, *vp. in charge program development*
 H. Leslie Atlass, *vp. in charge Central Div.*
 Edward L. Saxe, *vp. in charge of ops.*
 W. Spencer Harrison, *vp. in charge legal & bus. affairs*
 Herbert V. Akerberg, *vp. in charge sta. relations*
 William B. Lodge, *vp. in charge engineering*
 Leslie Harris, *vp. & gen. mgr., CBS Television Film Sales Inc.*
 Howard S. Meighan, *vp. in charge, CBS-TV, Western Div.*
 Craig Lawrence, *vp. in charge owned tv stations*
 William J. Flynn, *comp.*

NETWORK SALES

William H. Hylan, *vp. in charge network sls.*
 Thomas H. Dawson, *gen. mgr. network sls.*
 George E. Klayer, *Eastern sls. mgr.*
 Sam Maxwell, *Chicago sls. mgr.*
 Frank Samuels, *Pacific sls. mgr.*
 Charles R. Sterritt, *Detroit sls. mgr.*
 William J. Fagan, *bus. mgr.*
 T. D. Connolly, *prog. sls. mgr.*
 Edward F. Lethen Jr., *dir. network sls. development.*
 Frank Smith, *asst. dir.*
 Robert F. Jamieson, *sls. service mgr.*
 George A. Kolpin, *contract mgr.*
 Terrence McGuirk, *sls. mgr. extended market plan*

PROGRAMS

Hubbell Robinson Jr., *exec. vp.*
 Harry G. Ommerle, *vp. in charge network programs, New York*
 Alfred J. Scalpone, *vp. in charge network programs, Hollywood*
 Robert M. Weitman, *vp. in charge program development.*
 Lester Gottlieb, *gen. exec.*
 Bertram Berman, *dir. network daytime programming.*
 Guy della Cioppa, *dir. tv network programs, Hollywood*
 James T. Aubrey, *mgr. network pgms., Hollywood*
 Gilbert A. Ralston, *exec. producer, drama progs.*
 Marlo Lewis, *exec. producer, music & variety progs.*
 Ben Feiner, Jr., *gen. prog. exec., Hollywood*
 Nat Perrin, *exec. producer, Hollywood*
 Robert Dale Martin, *talent & casting dir., New York*
 Milo Frank, *talent & casting dir., Hollywood*
 Richard Lewine, *exec. producer, color*
 E. Carlton Winckler, *prod. mgr.*
 Charles Holden, *prod. mgr., Hollywood*
 John Hundley, *mgr., prog. service*
 Edward Montagne, *prod. mgr., film programs*
 Robert Milford, *associate mgr.*

OPERATIONS

Edward L. Saxe, *vp. in charge ops.*
 Henry Grossman, *dir. of ops.*
 R. G. Thompson, *dir. of tech. ops.*
 H. C. Meier, *mgr. network ops.*
 H. Grant Theis, *dir. tv operations, Hollywood*
 Gordon Shadwick, *mgr. film services ops.*
 Lee Hon, *asst. mgr.*
 Walter R. Pierson, *mgr. of prod. ops.*
 Anthony Boschetti, *mgr. of procurement*
 Georg Olden, *mgr., graphic arts*
 George Lehmann, *mgr. scenery construction*
 Albert J. Raymond, *mgr. theaters and stage ops.*
 M. Clay Adams, *mgr. film prod. ops.*
 Clement Stigdon, *asst. mgr.*
 Paul Wittlig, *mgr. new effects development*
 Orville Sather, *mgr. tech. ops.*
 Lawrence B. Gumbinner, *traffic mgr.*

STATION RELATIONS

Herbert V. Akerberg, *vp. in charge sta. rels.*
 Edward P. Shurick, *natl. dir. sta. rel.*
 Robert Wood, *asst. dir. sta. rels.*
 Bert Lown, *western mgr.*
 Ed Scovill, *midwest mgr.*
 David R. Williams, *eastern mgr.*
 Donald Clancy, *bus. mgr.*

ADVERTISING & SALES PROMOTION

William Golden, *creative dir.*
 John P. Cowden, *opers. dir.*
 Robert Strunsky, *copy ch.*
 Alex Kennedy, *dir. of prog. prom.*
 George Bristol, *dir. of sls. presentations*
 Thomas Means, *dir. CBS-owned television sta. prom. service*
 Edward Side, *prod. mgr.*

PRESS INFORMATION

Charles J. Oppenheim, *dir. information services*
 Larry Lowenstein, *dir. press infor., New York*
 Arthur Perles, *asst. to dir.*
 James J. Kane, *dir. press info., Hollywood*
 Dorothy Leffler, *mgr. magazine div.*
 Robert F. Blake, *dir. of exploitation, Hollywood*
 Harry J. Feeney, *trade pub. mgr.*

RESEARCH

Oscar Katz, *dir.*
 Jay Eliasberg, *asst. dir.*
 Leonard DeNooyer, *mgr. of coverage*
 Rose Marie O'Reilly, *mgr. of ratings*
 Tore Hallonquist, *dir. prog. analysts*

ENGINEERING

William B. Lodge, *vp. in charge eng.*
 A. B. Chamberlain, *ch. eng.*
 H. A. Chinn, *ch. audio-video eng.*
 J. D. Parker, *ch. radio eng.*

EDITING

Herbert A. Carlborg, *dir.*
 William Tankersley, *mgr. of editing, Hollywood*

BUSINESS AFFAIRS

W. Spencer Harrison, *vp. in charge legal & bus. affairs*
 Merritt H. Coleman, *dir. bus. affairs*
 Philip Feldman, *dir. bus. affairs, Hollywood*
 Geoffrey Barr, *bus. mgr., story dept.*

ACCOUNTING

Norman C. Hadley, *dir. accounting*

NETWORK SERVICES, HOLLYWOOD

Lester H. Bowman, *dir. tech. ops., Hollywood*
 James Melick, *dir. of budgeting, bus. ops., Hollywood*

CBS INC., DEPARTMENTS NEWS & PUBLIC AFFAIRS

Sig Mickelson, *vp. in charge news & pub. affairs*
 Theodore F. Koop, *dir. news & pub. affairs, Washington, D. C.*
 John F. Day, *dir. of news*
 Irving Gitlin, *dir. pub. affairs*
 Elmer Lower, *dir. of special projects*
 George Crothers, *dir. educational & religious broad-casts*
 Howard Kany, *mgr. of newscast*
 Jack Bush, *mgr. of film prod.*
 Robert Hess, *mgr. motion picture photography*
 James Burke, *assignment editor for tv news*
 David Zellmer, *exec. prod. of tv news*
 William MacPhail, *dir. sports*
 Helen Sioussat, *dir. of talks*
 James Connors, *budget control officer*
 Robert Lang, *dir. program sls.*

CONSTRUCTION & BUILDING OPERATIONS

Louis R. La Porte, *gen. mgr.*
 H. W. Van Wagenen, *mgr. construction ops.*
 James Swenson, *mgr. bldg. ops.*
 Jack Page, *mgr. bldg. servs.*

REAL ESTATE

Milton Maier, *gen. mgr.*

GENERAL PURCHASING

John E. Forsander, *dir. of purchases*
 Edward Drewes, *purchasing agent*

OFFICE SERVICES

A. H. Bryant, *mgr.*
 Laurette Banks, *sup. ticket bureau*

PERSONNEL RELATIONS

Robert Kalaidjian, *dir.*
 Charles Burt, *personnel administrator*
 Dr. Jack Nelson, *dir. of medical off.*
 John Anderson, *personnel & labor research mgr.*
 Richard Stanley, *employment mgr.*

PHOTOGRAPHY

Walter I. Seigal, *mgr.*

REFERENCE

William C. Ackerman, *dir.*
 May Dowell, *mgr. gen. info.*

CBS TELEVISION SPOT SALES

John Schneider, *gen. sls. mgr.*
 Ben Margolis, *bus. mgr.*
 Robert Davis, *research mgr.*
 B. Colvig, *dir. of sls. prom.*
 Tom W. Judge, *midwestern sls. mgr.*
 John A. Schneider, *eastern sls. mgr.*
 Edward Larkin, *Los Angeles sls. mgr.*
 John White, *San Francisco sls. mgr.*
 Richard Loftus, *Detroit sls. mgr.*
 H. H. Holtshouser, *Atlanta sls. mgr.*

CBS TELEVISION FILM SALES INC.

Leslie Harris, *vp. & gen. mgr.*
 Wilbur S. Edwards, *gen. sls. mgr.*
 Fred Mahlstedt, *dir. of ops.*
 Eugene Moss, *sls. prom. mgr.*
 Walter Scanlon, *merc. mgr.*

CBS OWNED TELEVISION STATIONS

Craig Lawrence, *dir. of sta. admin.*

WCBS-TV, 485 Madison Ave., New York 22, N. Y.

Sam Cook Digges, *gen. mgr.*
 Clarence Worden, *asst. to gen. mgr.*
 Frank Shakespeare Jr., *sls. mgr.*
 Hal Hough, *prog. dir.*
 Robert Patt, *prom. mgr.*
 William C. Lacey, *film mgr.*
 Robert Fuller, *publicity dir.*

KNXT, 1313 N. Vine St., Los Angeles 28, Calif.

Clark George, *gen. mgr.*
 George Moskovics, *exec. asst.*
 Robert D. Wood, *sls. mgr.*
 Donald M. Hine, *prog. dir.*
 Dean Linger, *dir. sls. prom. & publicity*
 Donald R. Rosenquest, *mgr., operations and traffic*

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

H. Leslie Atlass, *vp. Central Div.*
 George J. Arkedis, *sls. mgr.*
 Eugene McClure, *sls. serv. mgr.*
 William Ryan, *prog. dir.*
 Les Weinrott, *exec. producer*
 Luther Pierce, *mgr. of tech. ops.*

WXIX, 5445 N. 27th St., Milwaukee, Wisc.

Edmund C. Bunker, *gen. mgr.*
 John L. Drew, *prog. dir.*
 Theodore F. Shaker, *sls. mgr.*
 John L. Viemeister, *bus. mgr.*
 Arthur F. Schoenfuss, *dir. of ops.*
 William Ryan, *prom.-publicity dir.*
CBS OWNED TELEVISION STATIONS—WCBS-TV
 New York, KNXT Los Angeles, WBBM-TV Chicago and WXIX Milwaukee. All affiliates of CBS Television Network; all represented nationally by CBS Television Spot Sales.

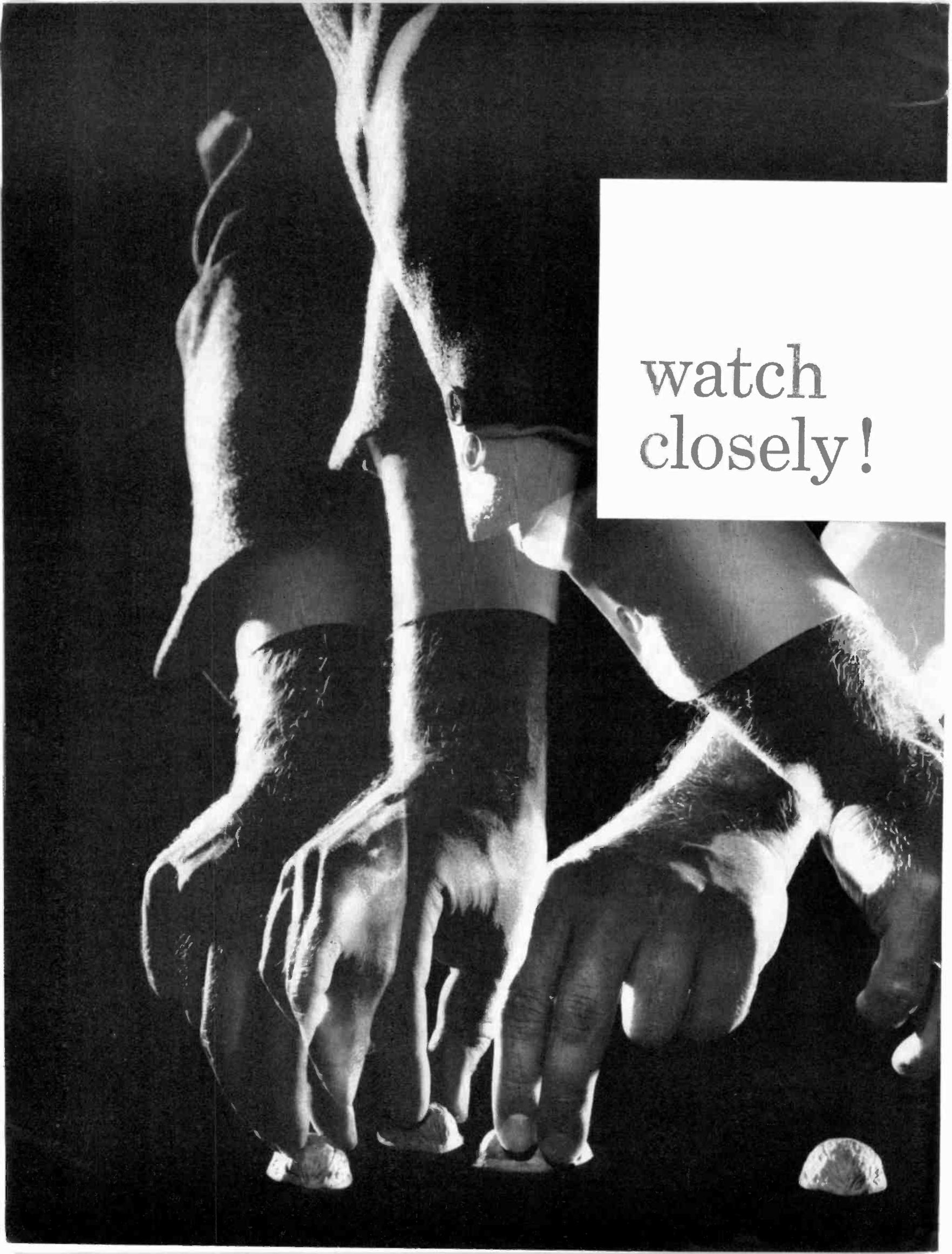
CBS Television Affiliates Assn.

BOARD OF DIRECTORS

Howard Lane, KOIN-TV Portland, Ore., *chmn.*
 Paul Adanti, WHEN-TV Syracuse
 Richard Borel, WBNS-TV Columbus, Ohio
 Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.
 T. B. Lanford, WJTV (TV) Jackson, Miss.
 Bruce McConnell, WISH-TV Indianapolis
 William Quarton, WMT-TV Cedar Rapids, Iowa
 James Russell, KKTU Colorado Springs
 Clyde Rembert, KRDL-TV Dallas
 Rex Howell, KFXJ-TV Grand Junction, Colo.
 F. E. Busby, WTVY Dothan, Ala.

CBS TELEVISION NETWORK RATES

	Gross Class "A" Time Charges as of July 1, 1956		
	1 Hour	½ Hour	¼ Hour
Basic Network (55 stations)	\$71,150	\$42,690	\$28,460
Full U.S. Network (158 stations, exclusive of EMP stations)	105,135	63,081	42,054
Full U.S. Inter-connected Network (151 stations, exclusive of EMP)	103,910	62,346	41,564
Extended Market Plan (EMP) (30 stations)	2,245	1,347	918



watch
closely!



Television's incredible statistics can be even more bewildering in this record year—if you don't watch them very carefully all the time.

Take the question of measuring* a program's popularity. Do you count the *total audience*—the number of people who tune in during the course of a program (*including* those who tune out after sampling it), or do you measure the *average audience*—the number of people who watch it during the average minute?

Without a single family changing a minute of its viewing behavior you can arrive at a surprisingly different set of figures.

The *total audience*** measurement can produce the most astronomical numbers. But the *average audience* concept has far greater value for a sponsor. Because it is a much more accurate index of the number of people who have seen an advertising message, it has clearly gained more acceptance in the industry.

The clearest single fact about the 1955-56 television season to date is that on an *average audience* basis CBS Television broadcast 7 of the 10 most popular programs at night and 8 of the top 10 in the daytime.

Moreover, its average program had a 12% larger rating at night and a 64% larger rating during the day than the second ranking network.

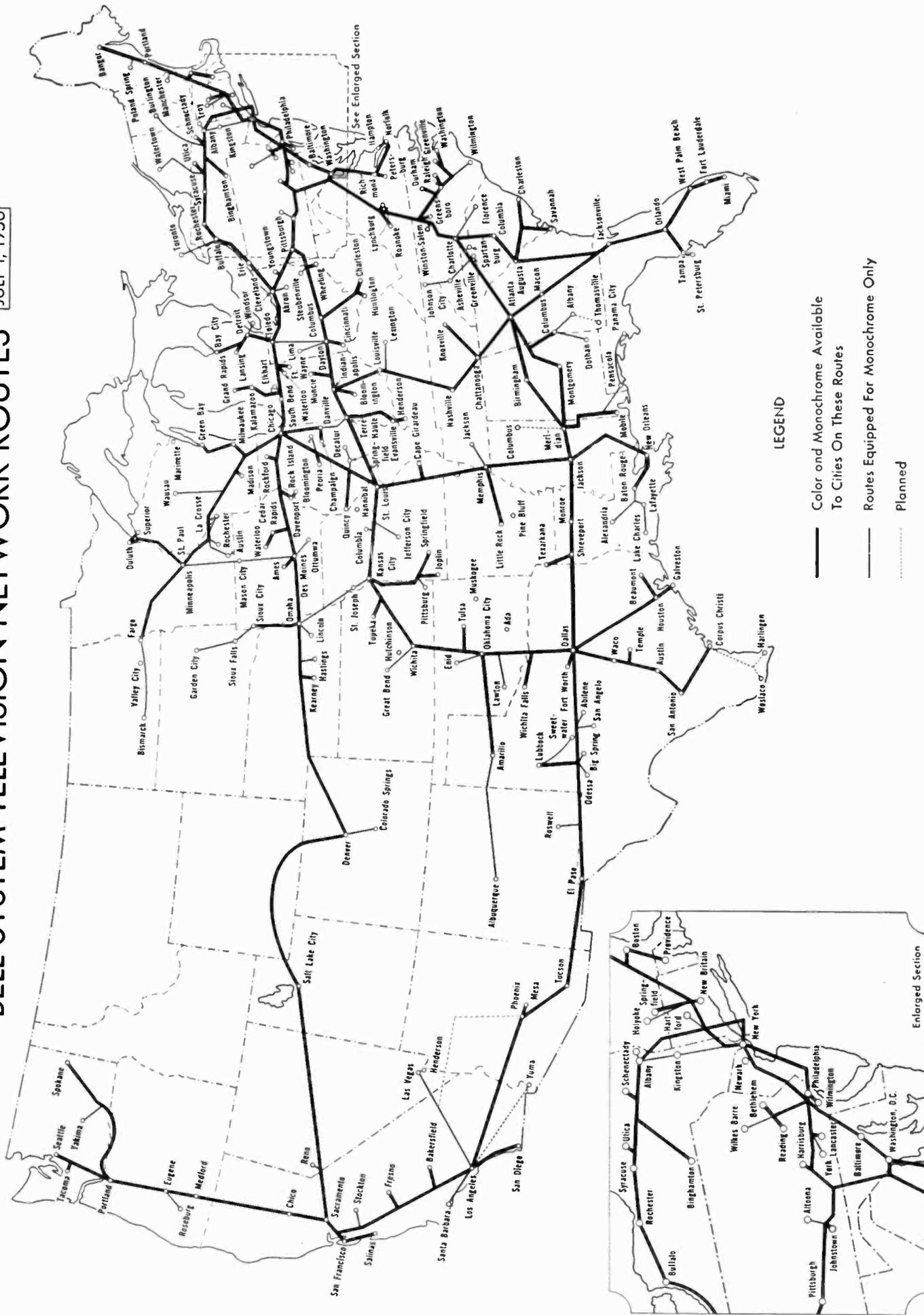
A record that continues to establish **CBS TELEVISION** as the world's largest advertising medium.

* All data based on NTI Averages: October '55-April '56

** On this basis too, CBS Television comes out ahead with 6 of the top 10 nighttime programs, 8 of the top 10 daytime programs, and averages both day and night 1 million more viewers than the second ranking network.

BELL SYSTEM TELEVISION NETWORK ROUTES

JULY 1, 1956



NATIONAL BROADCASTING COMPANY, INC.

RCA Building, New York 20.—Telephone: Circle 7-8300
Registered Telegraphic Address: NATBROADCAST, New York
Number of Stations Affiliated with NBC-TV as of June 1, 1956: 203
For Executives of Parent, Radio Corp. of America, See Page 28

BOARD OF DIRECTORS

Sylvester L. Weaver Jr., *chmn.*, John T. Cahill, Charles R. Denny, Frank M. Folsom, Harry C. Hagerty, George L. Harrison, Joseph V. Hefferman, Mrs. Douglas Horton, Harry C. Ingles, Charles B. Jolliffe, Edward F. McGrady, William E. Robinson, David Sarnoff, Robert W. Sarnoff, John K. West.

OFFICERS

Sylvester L. Weaver Jr., *chmn. of bd.*
Robert W. Sarnoff, *pres.*
David C. Adams, *vp.*
Charles T. Ayres, *vp.*
Harry Bannister, *vp.*
Hugh M. Beville Jr., *vp.*
Kenneth W. Bilby, *vp.*
J. M. Clifford, *vp.*
Matthew J. Culligan, *vp.*
Michael H. Dann, *vp.*
Charles R. Denny, *vp.*
Sydney H. Eiges, *vp.*
Thomas E. Ervin, *vp.*
George H. Frey, *vp.*
Andrew L. Hammerschmidt, *vp.*
William S. Hedges, *vp.*
Joseph V. Hefferman, *vp.*
Jules Herbuveaux, *vp.*
Edward H. Hitz, *vp.*
Thomas A. McAvity, *vp.*
Thomas C. McCray, *vp.*
Thomas B. McFadden, *vp.*
Richard A. R. Pinkham, *vp.*
H. Earl Rettig, *vp.*
Frank M. Russell, *vp.*
Emanuel Sacks, *vp.*
Walter D. Scott, *vp.*
Carleton D. Smith, *vp.*
Carl M. Stanton, *vp.*
Davidson Taylor, *vp.*
Mort Werner, *vp.*
John K. West, *vp.*
Frederic W. Wile Jr., *vp.*
Lloyd E. Yoder, *vp.*
Joseph A. McDonald, *treas.*
George D. Matson, *controller*
John Q. Cannon, *sec.*

DIVISIONS AND DEPARTMENTS EXECUTIVE DIVISION

Sylvester L. Weaver Jr., *chmn. of bd.*
Robert W. Sarnoff, *pres.*
David Adams, *staff vp.*
Emanuel Sacks, *staff vp.*
Alfred R. Stern, *staff asst. to pres.*

ADMINISTRATION DIVISION

J. M. Clifford, *adm. vp.*
Controllers Department
George D. Matson, *controller.*
Charles J. Ochsenreiter, *mgr., audits & systems.*
Richard J. Raburn Jr., *ch. accountant*
Aaron Rubin, *asst. controller*
Engineering Department
Andrew L. Hammerschmidt, *vp. & ch. engr.*
William A. Clarke, *mgr., engrng. administration & serv.*
George K. Graham, *liaison engr.*
Raymond F. Guy, *dir., radio frequency & allocations engrng.*
George M. Nixon, *dir., engrng. dev.*
Chester A. Rackey, *dir., audio-visual engrng.*
Facilities Administration Department
Robert F. McCaw, *dir., facilities.*
Joseph J. Arnone, *mgr., design & construction*
Albert Humbert, *mgr., bldg. maintenance.*
Edward M. Lowell, *mgr., adm.*
Integrated Services Department
William S. Hedges, *vp., integrated services.*
Helen Davis, *mgr., off. serv.*
Willard Frech, *cost accountant*
Mildred Joy, *ch. librarian*
Randall R. McMillin, *purchasing agent*
William Burke Miller, *night exec. ofcr.*
J. Robert Myers, *mgr., traff.*
Peter M. Tintle, *guest rel. mgr.*
Personnel Department
B. Lowell Jacobsen, *dir., personnel*
George Fuchs, *mgr. labor rel.*
H. O. Lumb, *mgr., personnel*
Milton E. Williams, *mgr., employment*
Planning & Development Department
Hugh M. Beville Jr., *vp., planning & development*
Dr. Thomas E. Coffin, *mgr., research*
Allen R. Cooper, *mgr., markets & media*
James Cornell, *mgr., audience measurement*
Barry Rumpel, *mgr., plans*

FINANCE DIVISION

Joseph V. Hefferman, *financial vp.*
Legal Department
Thomas E. Ervin, *vp., and gen. atty.*
John V. Shute, *asst. gen. atty.*
Benjamin D. Raub, *sr. atty.*
Treasurer's Department
Joseph A. McDonald, *treas.*
William A. Williams, *asst. treas.*
Tax Department
Harry F. McKeon, *dir., tax dept.*
Thomas J. O'Connell, *mgr., tax dept.*

PUBLIC RELATIONS DIVISION

Kenneth W. Bilby, *vp. for pub. rel.*
Continuity Acceptance Department
Stockton Helffrich, *dir., cont. acceptance*
Carl Watson, *mgr., cont. acceptance*
National Advertising & Promotion Department
John H. Porter, *mgr., natl. adv. & prom.*
Donald Foley, *mgr., natl. sls. prom.*
John Graham, *dir.*

Edwin Vane, *mgr. natl. audience prom.*
Press & Publicity Department
Sydney H. Eiges, *vp., press & publicity*
Michael Horton, *dir., information*
Ellis Moore, *dir., press dept.*
Al Rylander, *dir., exploitation*
Cornelius K. Sullivan, *pub. rel. rep.*
William E. Anderson, *mgr., bus. & trade pub.*
Robert R. Brown, *mgr., institutional pub.*
Milton Brown, *mgr., pgm. pub.*
Kathryn Cole, *mgr., information*
Sidney Desfor, *mgr., photo unit*
Charles A. Henderson, *mgr., field reps.*
Nancy Hamburger, *magazine editor*

STATION RELATIONS DIVISION

Harry Bannister, *vp., sta. rel.*
Donald J. Mercer, *dir., sta. rel.*

TELEVISION NETWORK DIVISION

Thomas A. McAvity, *vp., tv network*
William R. Goodheart Jr., *pgm. exec.*
William V. Sargent, *dir. of administration, tv network*
David W. Tebet, *gen. pgm. exec.*
Nat Wolff, *dir. pgm. planning*
Television Network Services Department
H. Earl Rettig, *vp., tv network services*
Production Department
Anthony M. Hennig, *dir. of prod.*
Norman M. Grant, *assoc. dir. of prod.*
Technical Operations
George McElrath, *dir., tech. ops.*
Reid R. Davis, *mgr., tv tech. ops.*
John B. Rogers, *mgr., tv studio field tech. ops.*
William R. Ahern, *tech. supvr.*
Robert S. Daniels, *tech. supvr.*
Paul J. Gallant, *mgr., tech. ops.—international stas.*
Arthur A. Garbade, *bus. mgr., tech. ops.*
Howard C. Gronberg, *supvr., tv master control & transmission*
Frederick G. Knopfke, *mgr. sound effects*
Thomas H. Phelan, *mgr., tech. ops., plant & maintenance*
Albert W. Protzman, *supvr., tv studio & tech. ops.*
Fernando R. Rojas, *mgr., tv tech. scheduling*
Gerald M. Sellar, *mgr., radio tech. ops.*
John Scholler, *supvr., training*
Courtney A. Snell, *supvr., tv field tech. ops.*
Charles L. Townsend, *mgr., film-kine tech. ops.*
Edwin Wilbur, *networks tech. ops. supvr.*
Production Operations
Ernest W. Theiss, *mgr., prod. ops.*
Stanley Parlan, *mgr., bcst. film*
Edward A. Whitney, *mgr., bcst. ops.*
Plant Operations
James A. Glenn, *mgr., plant ops.*
Thomas Tart, *bus. mgr., plant ops.*
Humbert R. Domista, *supvr. studio & theatre ops.*
Design, Art & Science Production
Walter Giebelhaus, *mgr., design art & scenic prod.*
Robert MacKichan, *mgr., design & art*
John L. Kelly, *mgr., prod. serv.*
Studio & Plant Planning
Sol Cornberg, *dir., studio & plant planning*
Television Network Business Affairs
John J. Heywood, *dir., bus. affairs*
Edward J. Stegeman, *assoc. dir., bus. affairs*
Joseph M. Milroy, *mgr., pgm. serv.*
Nicholas C. Gilles, *mgr., bus. administration*
Talent
James E. Denning, *dir., talent & pgm. contract administration*
Charles J. Moos, *mgr., talent & pgm. contract administration*
Martin J. Begley, *casting dir.*
Thomas H. Belviso, *mgr., music serv.*
Television Network Programs Department
Richard A. R. Pinkham, *vp., tv network pgms.*
Samuel Fuller, *dir., sp. projects*
Public Affairs
Davidson Taylor, *vp., pub. aff.*
Benjamin K. Park, *dir., pub. aff.*
Thomas S. Gallery, *mgr., sports*
William R. McAndrew, *dir., NBC news*
Don Hyatt, *prod. supvr., sp. film*
Arch Robb, *mgr., sp. events*
Edward Stanley, *mgr., pub. service pgms.*
Barry Wood, *dir., sp. events*
Henry Salomon, *exec. prod., sp. film unit*
James Nelson, *mgr., pgms., sp. film unit*
Leslie C. Vaughn, *bus. mgr., pub. aff.*
National Programs
Mort Werner, *vp., for natl. pgms.*
Thomas O. Loeb, *mgr., tv network pgms.*
Albert McCleery, *exec. prodr.*
George McGarrett, *gen. pgming exec.*
E. Roger Muir, *exec. prodr.*

LeRoy Passman, *mgr., pgm. administration*
Sam Schiff, *exec. prodr.*

Music

Samuel Chotzinoff, *gen. music dir.*
Participating Programs
Richard L. Linkroum, *exec. prodr., participating pgms.*
Richard B. Jackson, *mgr., participating pgms.*
Giraud Chester, *gen. pgming exec.*
Alvin Cooperman, *pgm. supvr.*
George Rogers, *bus. mgr., participating pgms.*
Program Development
Leonard H. Hole, *dir., pgm. development*
Les Colodny, *mgr., comedy development*
Ross Donaldson, *mgr., writing serv.*

Program Sales

Michael H. Dann, *vp., pgm. sls.*
Eric Hazelhoff, *dir., pgm. sls.*
Television Network Sales
George H. Frey, *vp., tv network sls.*
Matthew J. Culligan, *vp. & natl. sls. dir.*
Edward R. Hitz, *vp., in charge of tv sls., central div.*
Walter D. Scott, *vp. & natl. sls. mgr.*
John H. Dodge, *mgr., eastern tv sls.*
George A. Graham Jr., *sls. supvr., children's pgming.*
Walter W. Gross, *mgr., tv sls., Detroit off.*
David Hedley, *mgr., tv sls. presentation*
Murray Heilwell, *mgr., merc.*
John B. Lanigan, *mgr., daytime sls.*
Lewis M. Marcy, *dir., sls. development & presentation*
Robert McFadyen, *mgr., sls. & merc. plans*
Morris Rittenberg, *mgr., tv sls. development*
Ludwig Simmel, *mgr., co-op sls.*
Peter J. Smith, *mgr., NBC Telesales*
John T. Williams, *sls mgr., western div.*
pgms.
Roy C. Porteous, *mgr., participating pgm. sls.*
Ernest Fladell, *mgr., special pgms., participating pgms.*
Stephen Flynn, *mgr., tv sls. traff. ops.*
Hamilton Robinson, *mgr., off. serv.*

NBC OWNED STATIONS & NBC SPOT

SALES DIVISION

Charles R. Denny, *vp., NBC owned stas. & spot sls.*
Charles H. Colledge, *dir., ops.*
Jerry A. Danzig, *dir., pgm. planning & development*
Thomas S. O'Brien, *divisional bus. mgr.*
Harold W. Shepard, *dir., spec. projects*
NBC Spot Sales Department
John H. Reber, *dir., NBC Spot sls.*
Edwin T. Jameson, *dir., tv spot sls.*
John J. Ryan, *mgr., eastern tv spot sls.*
Richard H. Close, *dir., represented stas.*
Morton Gaffin, *mgr. new bs. & prom.*
Caroline Herbert, *mgr., sls. serv.*
WRCA, WRCA-FM, WRCA-TV—NEW YORK
Thomas B. McFadden, *vp. & gen. mgr.*
(For details see station listing.)
WMAQ, WMAQ-FM, WNBQ—CHICAGO
Jules Herbuveaux, *vp. & gen. mgr.*
(For details see station listing.)
WRCV, WRCV-TV—PHILADELPHIA
Lloyd E. Yoder, *vp. & gen. mgr.*
(For details see station listing.)
KRCA—HOLLYWOOD
Thomas C. McCray, *vp. & gen. mgr.*
(For details see station listing.)
WBUF-TV—BUFFALO
Charles C. Bevis Jr., *gen. mgr.*
(For details see station listing.)
KNBC, KNBC-FM—SAN FRANCISCO
William K. McDaniel, *gen. mgr. sls. mgr.*
(For details see station listing.)
WRC, WRC-FM, WRC-TV—WASHINGTON
Carleton D. Smith, *vp. & gen. mgr.*
(For details see station listing.)

PACIFIC DIVISION

John K. West, *vp., Pacific div.*
Frederic W. Wile, Jr., *vp. network pgms.*
Frank Cleaver, *gen. pgm. exec.*
Fred Hamilton, *mgr., talent operations*
Harold Kemp, *gen. pgm. exec.*
John W. Nelson, *gen. pgm. exec.*
Thomas W. Sarnoff, *dir., prod. & bus. affairs*
Edward A. Rosenberg, *mgr. contract administration*
Oscar C. Turner, *mgr. personnel & labor relations*
John H. Thompson, *mgr. news & sp. events*
Sheldon B. Hickox Jr., *dir., sta. rel.*
Robert D. Thompson, *mgr., gen. serv.*
Ralph F. Shawhan, *dir., press & publicity*
Richard Welsch, *mgr. prod.*

WASHINGTON EXECUTIVE OFFICE

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Lawrence H. (Bud) Rogers II, *WSAZ-TV, Huntington, W. Va., vice chmn.*
Edwin K. Wheeler, *WWJ-TV Detroit, sec.-treas.*
Jack Harris, *KPRC-TV Houston*
Robert B. Hanna, *WRGB Schenectady, N. Y.*
William W. Warren, *KOMO-TV Seattle*
Fred C. Mueller, *WEEK-TV Peoria, Ill.*
James H. Moore, *WLSL-TV Roanoke, Va.*
Gene DeYoung, *KERO-TV Bakersfield, Calif.*

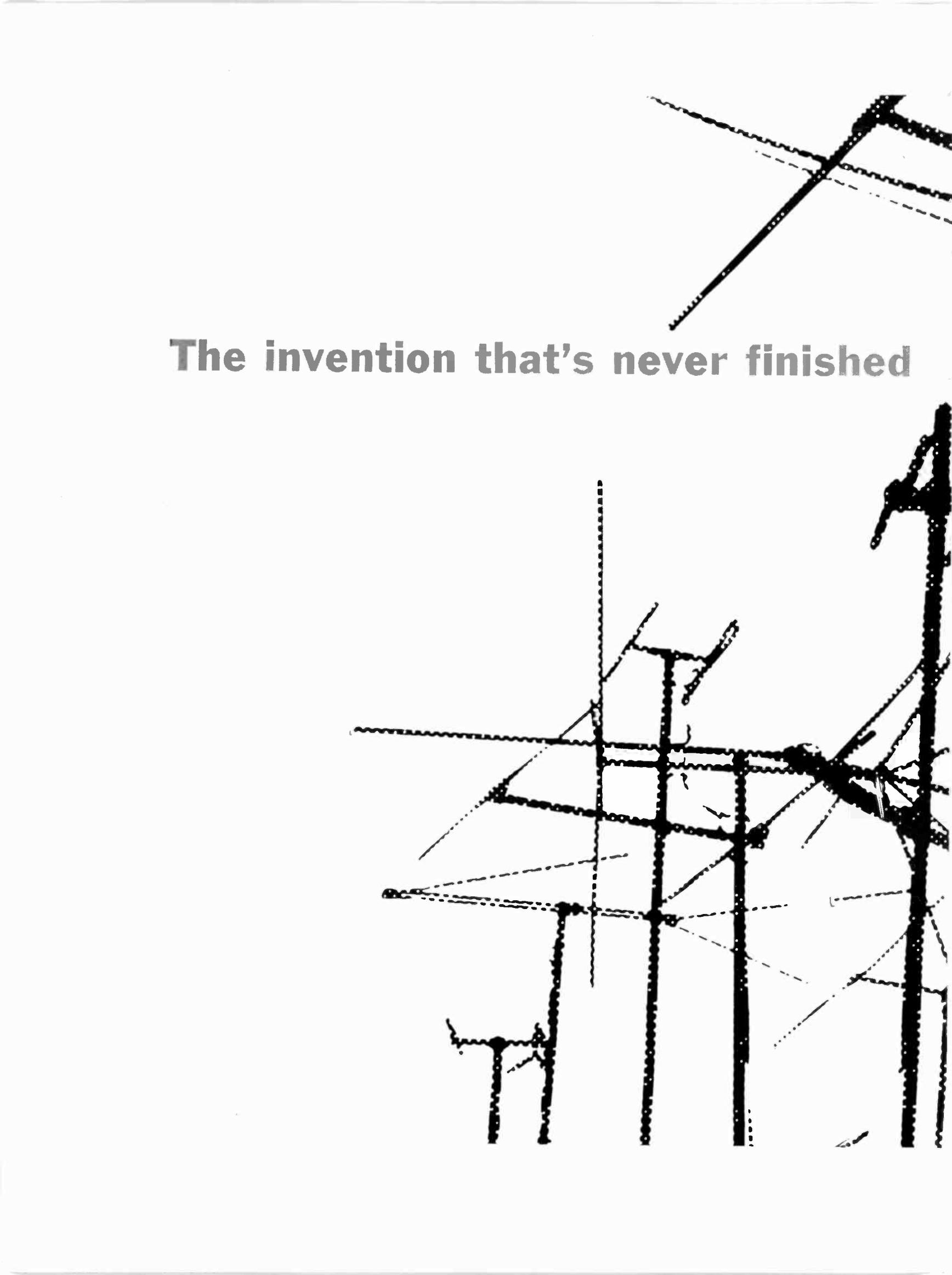
FOREIGN REPRESENTATIVES

England
Romney Wheeler
National Broadcasting Co. Inc.
2 Mansfield St. London W. 1, England
France
Paul Archinard
52 Avenue des Champs Elysees, Room 533, Paris 8, France

(Continued on Page 46)

NBC TV NETWORK RATES

	Gross Class "A" Time		
	Charges as of July 1, 1956		
	1 Hr.	½ Hr.	¼ Hr.
Interconnected Stations (Available only as a group)			
56 Stations	\$ 73,150	\$43,890	\$29,260
Interconnected Stations (Available individually)			
125 Stations	39,265	23,559	15,706
Non-interconnected Stations (Available individually)			
23 Stations	3,025	1,815	1,210
Total, 204 Stations	\$115,440	\$69,264	\$46,176



The invention that's never finished



From 10,000 home television sets in 1946 to 37,000,000 in 1956 – a miraculous multiplication!

All through the twenties, as an all-electronic system was developing in the RCA laboratories, NBC was exploring the new medium's program potential. As early as 1938, NBC demonstrated television's vast mobility with the first major league baseball telecast, the first telecast from an airplane. In 1956, this imaginative use of TV produces a program like *Wide Wide World*, with its integration of many mobile units at widely scattered places and with live relays from transoceanic locations.

Unending research, creative pioneering in operational and program production procedures – these have kept television growing. Today, compatible all-electronic Color Television is the medium's biggest news, generating fresh entertainment excitement for audiences and expanding television's capacity for service to American business. And at NBC, the patterns and techniques of Color program production are taking shape for the whole industry.

Will television ever be finally and fully invented?
Not as far as NBC is concerned.

exciting things are happening on

NBC **Television**
a service of 

COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Ave., New York 22, N. Y. Tel.: Plaza 1-2345
(For Executives of CBS Television Division, see Page 21)

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Telephone Plaza 1-2345

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Craig Lawrence, *vp. in chg., CBS-TV owned sta.*
William B. Lodge, *vp. in chg., engring.*
Howard S. Meighan, *vp. in chg., western div.*
Harry Ommerle, *vp. in chg., network pgm—New York*

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Alfred J. Scalpone, *vp. in chg., network pgms.—Hollywood*
Robert M. Weitman, *vp. in chg., pgm. development*
William J. Flynn, *controller*

COLUMBIA RECORDS

799 Seventh Ave., New York 19, N. Y.
Telephone Circle 5-7300

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Albert B. Earl, *adm. vp.*
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Norman A. Adler, *vp. and gen. mgr. Columbia Record Club*
A. J. Schrade, *vp. in chg. West Coast ops.*
James H. Hunter, *vp. and gen. mgr. Cryton Precision Products Service*
W. G. Wilkins, *controller*

CBS-HYTRON

100 Endicott St.
Danvers, Mass.
Telephone 2360

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30 Rockefeller Plaza, New York 20, N. Y. Tel.: Columbus 5-5900
(For NBC Listing, see Page 25)

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John S. Carter, *vp., finance admin.*
Conway P. Coe, *vp., patents*
Ralston H. Coffin, *vp., adv. & sls. prom.*
Rodolfo A. Correa, *vp., com. dept.*
Orrin E. Dunlap Jr., *vp., press. rel. & institutional adv.*
Douglas H. Ewing, *vp., RCA Labs.*
E. Dorsey Foster, *vp., economic planning*
Ernest B. Gorin, *vp. and treas.*
Vincent dePaul Goubeau, *vp., materials*
O. B. Hanson, *vp., eng. services*
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Howard L. Letts, *vp. and oper. mgr., RCA Victor Record Div.*
George R. Marek, *vp. record albums dept., RCA Victor Record Div.*
Harold G. Magg, *vp. and western mgr.*
Arthur L. Malcarney, *vp. and gen. mgr., commercial electronic products*
Emanuel Sacks, *staff vp.*
Dominic F. Schmit, *vp. product eng.*
Douglas Y. Smith, *vp. and gen. mgr., RCA Tube Div.*
Frank Sleeter, *vp. mfg. services*
Lindsey W. Teegarden, *vp. distribution*
James M. Toney, *vp. and gen. mgr., RCA Victor Radio and "Victrola" Div.*
Edward M. Tuft, *vp., personnel*
Albert F. Watters, *vp. and oper. mgr., RCA International Div.*
Robert L. Werner, *vp. and gen. attorney*
George Y. Wheeler, *II, staff vp., Washington office*
Irving Wolff, *vp., research, RCA Labs.*
V. K. Zworykin, *honorary vp.*
John Q. Cannon, *sec.*
Walter S. Holmes Jr., *controller*

RCA LABORATORIES—PRINCETON, N. J.

Dr. D. H. Ewing, *vp., RCA Lab.*
Dr. I. Wolff, *vp., research*

Consumer Products

Robert A. Seidel, *exec. vp.*

RCA VICTOR TELEVISION DIVISION

Cherry Hill, Delaware Tp., Camden 8, N. J.
Charles P. Baxter, *vp. and gen. mgr.*
RCA Victor Radio and "Victrola" Division
Cherry Hill, Delaware Tp., Camden 8, N. J.
James M. Toney, *vp. and gen. mgr.*

RCA Victor Record Division

155 East 24th St., New York 10, N. Y.
Lawrence W. Kanaga, *vp. and gen. mgr.*
Howard L. Letts, *vp. and ops., mgr.*
George R. Marek, *vp., record albums dept.*
Consumer Products Manufacturing Plants
Bloomington, Ind., 1300 S. Rogers St., tv receivers
Cambridge, Ohio, record players, receiver parts, tape recorders
Canonsburg, Pa., Adams Ave., radio receivers, "Victrola" phonographs
Hollywood, Calif., 1016 N. Sycamore Ave., custom record pressing, film recording
Indianapolis, Ind., 501 N. LaSalle St., tv receivers, phonograph records
Monticello, Ind., Box 242 Hanawait Rd., tv cabinets
Rockaway, N. J., phonograph records
Electronic Components
W. Walter Watts, *exec. vp.*

RCA Tube Division

415 South Fifth St., Harrison, N. J.
Douglas Y. Smith, *vp. and gen. mgr.*
RCA Semiconductor Division
415 South Fifth Street, Harrison, N. J.
Dr. Alan M. Glover, *gen. mgr.*

RCA Components Division

Front and Cooper Sts., Camden, N. J.
William T. Warrender, *gen. mgr.*
Radiomarine Corp. of America
75 Varick St., New York 13, N. Y.
Thomas P. Wynkoop, *pres.*
George F. Shecklen, *exec. vp.*

ELECTRONIC COMPONENTS MANUFACTURING PLANTS

Camden, N. J., Front & Cooper Sts., component parts
Cincinnati, Ohio, 5040 Lester Rd., miniature electron tubes
Findlay, Ohio, Box 246, Fostoria Rd., electronic component parts
Harrison, N. J., 415 South Fifth St., electron receiving tubes and transistors
Indianapolis, Ind., 501 North LaSalle St., electronic receiving tubes
Lancaster, Pa., Box 1140, New Holland Pike, kinescopes, power tubes, tv camera and special purpose tubes
Marion, Ind., 3301 South Adams St., kinescope and luminescent powder
New York, N. Y., 75 Varick St., marine radio communications equipment and electronic navigational devices
Somerville, N. J., semi-conductors (to open in 1956)
Woodbridge, N. J., electron receiving tubes
RCA DEFENSE ELECTRONIC PRODUCTS
Front & Cooper Sts., Camden, N. J.
T. A. Smith, *exec. vp.*
DEFENSE ELECTRONIC PRODUCTS MANUFACTURING PLANTS
Camden, N. J., Front and Cooper Sts., gov't com-

munications and special equip.
Los Angeles, Calif., 11819 W. Olympic Blvd., gov't communications equip.
Moorestown, N. J., Marne Hwy., aviation, radar and spec. government equip.

RCA COMMERCIAL ELECTRONIC PRODUCTS
Front and Cooper Sts., Camden, N. J.
A. L. Malcarney, *vp. and gen. mgr.*

COMMERCIAL ELECTRONIC PRODUCTS MANUFACTURING PLANTS
Camden, N. J., Front and Cooper St., communications equip., broadcasting, theatre, sound and industrial equip., tv apparatus, Bizmac equip.
Detroit, Mich., 6545 St. Antoine St., film projectors

SALES AND SERVICES
Charles M. Odorizzi, *exec. vp.*

RCA INTERNATIONAL DIVISION
30 Rockefeller Plaza, New York 20, N. Y.
Meade Brunet, *vp. and mgng. dir.*
Albert F. Watters, *vp. and opr. mgr.*

Associated Companies in Other Countries
RCA Victor Argentina, S.A., in Buenos Aires
RCA of Australia, Pty., Ltd., in Sydney
RCA Victor Radio, S.A., in Rio de Janeiro
RCA Victor Company, Ltd., in Montreal
Corporation de Radio de Chile, in Santiago
RCA Great Britain, Ltd., in Middlesex, England
American Radio Television (Hellas) S.A., in Athens
Photophone Equipments Ltd., in Bombay
RCA Italiana, S. p. a., in Rome
RCA Victor Mexicana, S.A. de C.V., in Mexico City
Industria Electronica, S.A., in Madrid
American Electronic Enterprises Ltd., in Tokyo
Radio Fernseh Elektro G.m.b.H. in Frankfurt/Main
Laboratories RCA Ltd., in Zurich

RCA COMMUNICATIONS INC.
66 Broad St., New York City
Telephone Hanover 2-1811
Thompson H. Mitchell, *pres.*

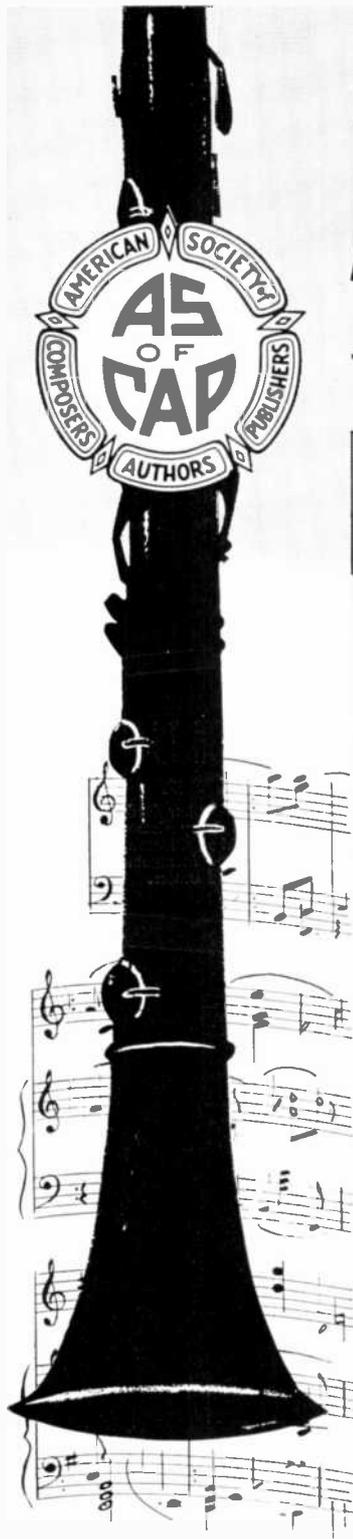
RCA Service Company Inc.
Cherry Hill, Delaware Tp., Camden 8, N. J.
E. C. Cahill, *pres.*

RCA VICTOR DISTRIBUTING CORP.
1186 Merchandise Mart Plaza
Chicago 54, Ill.
W. M. Norton, *pres.*

Distribution Offices
Buffalo 25, N. Y., 180 New Walden Ave.
Chicago 32, Ill., 5050 S. Kedzie Ave.
Davenport, Iowa, 1235 W. Fifth St.
Detroit 4, Mich., 7400 Intervale Ave.
Grand Rapids, Mich., 900 N. Monroe St.
Kansas City 15, Kan., Fairfax and Funston Roads
Los Angeles 7, Calif., 2027 S. Figueroa St.
Wichita, Kan., Lincoln and Meade Sts. (Branch)

RCA Institutes Inc.
350 West 4th St., New York 14, N. Y.
George F. Maedel, *pres.*

RCA Exhibition Hall
40 West 49th St., New York, N. Y.
H. P. O'Brien, *mgr.*



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"SCIENCE FICTION THEATRE"



All-star cast... Pat O'Brien, William Lundigan, Don DeFore, Ruth Hussey, Lynn Bari... others.

44.8

BAKERSFIELD

beats Ed Sullivan, I Love Lucy, Disneyland, Jackie Gleason and others.

Voted No. 1
New Syndicated
Show for '55!

31.5

TULSA

beats Arthur Godfred, Perry Como, Jackie Gleason, Robert Montgomery and others.

46.5

BOISE

beats Groucho Marx, Arthur Godfrey, Jackie Gleason, Bob Hope and others.

42.1

JACKSONVILLE

ARB—Nov. '55

COME FR

"I LED 3 LIVES"



STARRING
RICHARD
CARLSON

Now 3rd Year in Production!

39.3 **26.6**

OMAHA

beats Jackie Gleason, Disneyland, George Gobel, Perry Como and others.

48.4

PITTSBURGH

RENEWED BY
PHILLIPS IN
44 MARKETS!

ARB—Nov. '55 TELEPULSE—Dec. '55

"THE CISCO KID"



STARRING
DUNCAN RENALDO
as "CISCO"
LEO CARRILLO
as "PANCHO"

Now 6th Year in Production!

29.0 **21.0**

CINCINNATI

beats Perry Como, Loretta Young, Medic, Godfrey and His Friends and others.

36.5

FT. WAYNE

RENEWED BY
INTERSTATE
BANKERS FOR
6TH YEAR IN
39 MARKETS!

NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD

ARB—Nov., Dec. '55

SHOWS

"MR. DISTRICT ATTORNEY"
STARRING
DAVID BRIAN

Champion of the people!

Here's proof:

31.5 37.6
OKLAHOMA CITY
56.6

BOSTON
beats George Gobel,
Dagmar, Sid Caesar,
This Is Your Life and
others.

RENEWED BY
CARTER'S
IN
37 MARKETS!

ARB—Nov., Dec., '55

"HIGHWAY PATROL"
STARRING
BRODERICK CRAWFORD

Award-Winning Performance
by Academy-Award Winning Star!

41.3 29.8
SYRACUSE
34.4

ROANOKE
beats I Love Lucy,
Jackie Gleason, Rob-
ert Montgomery Pre-
sents and others.

SELLING FOR
BALLANTINE'S
IN
23 MARKETS!

ARB—Nov., Dec. '55

ROM ZIV!

Nothing turns on the heat like

ZIV

PRODUCTIONS!

ZIV'S
NEXT BIG
RATING-
GETTER!

"DR. CHRISTIAN"

Starring
MACDONALD CAREY

TV'S MOST
DISTINGUISHED
NEW SERIES



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 listing so indicates. Dagger (†) indicates firm also is a newspaper representative.)

AIRSPOT SALES

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

ALASKA-RADIO-TV SALES CORP.

New York 16—280 Madison Ave. Tel.: Murray Hill 4-4244. Natl. Sls. Mgr.: Roy V. Smith.
Seattle 1—Securities Bldg. Tel.: Seneca 6333.
Los Angeles 5—Wilshire Bldg. Tel.: Dunkirk 8-4151.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950.

Represents:
KTVA (TV) Anchorage KTVF (TV) Fairbanks
KINY-TV Juneau

AMERICAN SALES AND SERVICING AGENCY

New York 17—370 Lexington Ave. Tel.: Murray Hill 5-1300. Pres.: Guy Bolam.

Represents:
Teluxembourg

EVERY-KNOVEL INC.

New York 19—720 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-2053. Mgr.: David B. Meblin.
Los Angeles 5—3325 Wilshire Blvd. Tel.: Dunkirk 5-6394. Mgr.: Murray Grabhorn.
Atlanta 3—41 Marietta St. N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.
Dallas 1—Fidelity Union Life Bldg. Tel.: Prospect 7330. Mgr.: George A. Stevens.

Represents:

KHSL-TV Chico, Calif.
KDAL-TV Duluth-Superior
WSEE (TV) Erie, Pa.
WVEC-TV Hampton-Norfolk, Va.
KWTV (TV) Oklahoma City
WKZO-TV Kalamazoo-Grand Rapids
WATE-TV Knoxville, Tenn.
KOLN-TV Lincoln, Neb.
WMAZ-TV Macon, Ga.
KEYD-TV Minneapolis-St. Paul
WKRQ-TV Mobile, Ala.
KTVX (TV) Muskogee-Tulsa, Okla.
KATV (TV) Pine Bluff-Little Rock-Hot Springs, Ark.

JAMES S. AYRES CO.

Atlanta 3—Glenn Bldg. Tel.: Alpine 3080. Owner: James S. Ayres.
Charlotte, N. C.—127 W. 7th St. Tel.: Franklin 5-6146. Mgr.: Gene Sink.

Represents Southeastern States for:

WALB-TV Albany, Ga.
WLOS-TV Asheville, N. C.
WUSN-TV Charleston, S. C.
WNCT (TV) Greenville, N. C.
WGLV-TV Greenville, S. C.
WJNO-TV Palm Beach, Fla.
KCMC-TV Texarkana, Tex.
WTOB-TV Winston-Salem, N. C.
WSVN-TV St. Petersburg, Fla.

WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Own.-Mgr.: William A. Ayres, John Palmer, Helen Larson.
Beverly Hills—111 N. La Cienega Blvd. Tel.: Olympia 2-1313.

(Stations represented not reported.)

WALTER BIDDICK CO.

Los Angeles 15—1046 S. Olive St. Tel.: Richmond 8-6184. Mgr.: Guy Biddick.

Represents:

WIBW-TV Topeka, Kan.

BLAIR-TV

New York—415 Madison Ave. Tel.: Templeton 8-5800. Pres.: William H. Weldon; Sls. Mgr.: Jack Denninger.
Chicago 11—520 N. Michigan Ave. Tel.: Superior 7-5580. Mgr.: John W. Davis.
Detroit 26—524 Book Bldg. Tel.: Woodward 1-6030. Mgr.: Gabe Dype.
St. Louis 1—Paul Brown Bldg. Tel.: Chestnut 1-5688. Mgr.: Richard Quigley.
San Francisco 4—Russ Bldg. Tel.: Yukon 2-7068. Mgr.: Lindsey H. Spight.
Los Angeles 28—3460 Wilshire. Tel.: Dunkirk 7-3811. Mgr.: Frank Moreland.
Dallas—Rio Grande Nat'l Bldg. Tel.: Riverside 4228. Mgr.: Stephen Beard.
Jacksonville—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.
Boston—Stalder Office Bldg. Tel.: Hubbard 2-3163. Mgr.: Bruce Pattysen.
Seattle—White-Henry-Stuart Bldg. Tel.: Elliott 6270. Mgr.: John Burr.

Represents:

KTTV (TV) Los Angeles
WTVR (TV) Richmond, Va.
WDSU-TV New Orleans
WBKB (TV) Chicago
WMCT (TV) Memphis
WOW-TV Omaha, Neb.
KING-TV Seattle
WXYZ-TV Detroit
WEWS (TV) Cleveland
WCPO-TV Cincinnati
WIIW (TV) Pittsburgh
KGO-TV San Francisco
WABC-TV New York
WABT (TV) Birmingham, Ala.

WFIL-TV Philadelphia
KTRK-TV Houston
WBNS-TV Columbus, Ohio

HASKELL BLOOMBERG

Lowell, Mass.—208 Fairmount St. Tel.: Glenview 5-5823. Gen. Mgr.: Haskell Bloomberg; Asst. Gen. Mgr.: Muriel Joan Bloomberg.
(Stations represented not reported.)

THE BOLLING CO. INC.

New York 17—247 Park Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 11—435 N. Michigan Ave. Tel.: Whitehall 3-2040. Mgr.: John D. Stebbins.
Los Angeles—204 S. Beverly Dr. Tel.: Bradshaw 2-0544. Mgr.: George W. Bolling III.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: John T. Coy.
Boston 16—80 Boylston St. Tel.: Hubbard 2-0346. Mgr.: Richard A. Keating.

Represents:

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WHP-TV Harrisburg, Pa.
KCKT (TV) Great Bend, Kan.
WMTV (TV) Madison, Wis.
KKTU (TV) Colorado Springs, Colo.
WLEX-TV Lexington, Ky.
WARM-TV Scranton, Pa.
WTV (TV) Elmira, N. Y.
KTVO (TV) Ottumwa, N. Y.
KNTV (TV) San Jose, Calif.
WKNB-TV Hartford, Conn.
WISH-TV Indianapolis
WJMR-TV New Orleans
WTV (TV) Decatur, Ill.
WHCC-TV, WVET-TV Rochester, N. Y.
WTHI-TV Terre Haute, Ind.

THE BRANHAM CO.

New York—99 Park Ave. Tel.: Murray Hill 2-4606. Mgr.: Joseph F. Timlin.
Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: Dudley Brewer.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—706 Chestnut St. Tel.: Chestnut 1-6192. Mgr.: John J. Schwarz.
Dallas—1005 Fidelity Union Life Bldg. Tel.: Sterling 5381. Mgr.: George Harding.
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
Charlotte 2, N. C.—Liberty Life Bldg. Tel.: 2-8839. Mgr.: B. C. Finch.
Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.
San Francisco—703 Market St. Tel.: Yukon 2-1582. Mgr.: James M. Lowman.
Los Angeles—6399 Wilshire Blvd. Tel.: Webster 1-1551. Mgr.: Norman E. Noyes.

Represents:

KJEO-TV Fresno, Calif.
WHYN-TV Springfield, Mass.
KOB-TV Albuquerque, N. M.
KVOA-TV Tucson, Ariz.
KTHV (TV) Little Rock, Ark.
WRDW-TV Augusta, Ga.
WENS-TV Pittsburgh
MARY A. BRILEY ADVERTISING SALES
Denver 6—545 Columbine. Tel.: DE 3-1785.

Represents:

KKTU (TV) Colorado Springs, Colo.
CLARKE BROWN CO.
Dallas 2—Rio Grande National Bldg. Tel.: Randolph 5149. Pres.: Clarke R. Brown; Robert E. Stuart, vp.; Andrew E. Peranni, secy.-treas.
Houston 6—520 Lovett Blvd., No. 1 D. Tel.: Justin 1601.

Atlanta—Marietta St. Bldg. Vp.: Bill McRae.
New Orleans—910 Royal St. Tel.: Canal 3917.

Represents in South:

KFDA-TV Amarillo, Tex.
KVDO-TV Corpus Christi, Tex.
KFJZ-TV Ft. Worth, Tex.
WAFB-TV Baton Rouge, La.
KTAG-TV Lake Charles, La.
*WEAR-TV Pensacola, Fla.
KTEN-TV Ada, Okla.
KKTU-TV Colorado Springs, Colo.
*KTSM-TV El Paso, Tex.
KGBT-TV Harlingen, Tex.
KMID-TV Midland, Tex.
KLFY-TV Lafayette, La.
WTV (TV) Dothan, Ala.
*WJDM-TV Panama City, Fla.

*Represented in Southwest only

BULMER & JOHNSON INC.

Minneapolis 2—530 Roanoke Bldg. Tel.: Federal 8-7017.
Represents in Minneapolis-St. Paul:
KELO-TV Sioux Falls, S. D.
KDLO-TV Florence (satellite of KELO-TV)

BURKE-STUART CO. INC.

New York—270 Park Ave. Tel.: Plaza 3-0542. Pres.: Ted Oberfelder; Vp.: Jack Masla.
Chicago—35 E. Wacker Dr. Tel.: Dearborn 2-0826. Vp. & Midwest Mgr.: Edward W. Paro.
Beverly Hills—111 N. La Cahuenga Blvd. Tel.: Olympia 2-1313. Lee O'Connell.
San Francisco—223 Sansome St. Tel.: Yukon 6-2981. Bill Ayers.

Represents:

WATR-TV Hartford, Conn.
BURN-SMITH CO. INC.
New York 36—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.

Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.
Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Dunkirk 2-3200. Mgr.: Harlan G. Oakes.
San Francisco 4—110 Sutter St. Tel.: Sutter 1-7971. Mgr.: Norman Cunningham.

Represents:
WDXI-TV Jackson, Tenn.

†CAPPER PUBLICATIONS INC.

New York—420 Lexington Ave. Tel.: Lexington 2-1250. W. L. McKee.
Cleveland—609 Union Commerce Bldg. Tel.: Main 1-6774. Andy Gent.
Chicago—333 N. Michigan Ave. Tel.: Central 6-5977. Bernard Clark, Terry Hughes.
Kansas City—Waltower Bldg. Tel.: Victor 2-3864. Joe Story.
San Francisco—Russ Bldg. Tel.: Douglass 5220. Fred Jameson.
Los Angeles—1046 S. Olive. Tel.: Richmond 6184. Guy Biddick.

Represents:

WIBW-TV Topeka, Kan.

CARIBBEAN NETWORKS INC.

New York 19—200 W. 57th St. Tel.: Circle 7-8224. Pres.: Jose Ramon Quinones; Exec. Vp.: A. M. Martinez; Vp.: Juan J. Cerna; Joseph N. Plazonja.

Represents:

CMQ-TV Network, Cuba
CMBF-TV Havana, Cuba
YSEB-TV El Salvador
RPC-TV Panama, Panama (CP)
RPC-TV Colon, Panama (CP)
WAPA-TV San Juan, P. R.

CBS TELEVISION SPOT SALES

New York 22—485 Madison Ave. Tel.: Plaza 1-2345. Gen. Sls. Mgr.: John A. Schneider.
Chicago 11—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Midwestern Sls. Mgr.: Tom W. Judge.
Los Angeles 28—1313 N. Vine St. Tel.: Webster 8-3011. Mgr.: Edward A. Larkin.
San Francisco 5—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: John H. White.
Detroit 2—902 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Richard R. Loftus.
Atlanta 5—Peachtree Bldg., N.E. Tel.: Elgin 0727. Mgr.: H. H. Holtshouser.

Represents:

WCBS-TV New York
KNXT (TV) Los Angeles
WCAU-TV Philadelphia
WBTU (TV) Charlotte, N. C.
WBTW (TV) Florence, S. C.
WMBR-TV Jacksonville, Fla.
WTOP-TV Washington
KSL-TV Salt Lake City
WBMM-TV Chicago
KGUL-TV Galveston-Houston
C&S Television Pacific Network
KONN-TV Portland, Ore.
WXIX (TV) Milwaukee

DONALD COOKE INC.

New York 17—331 Madison Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—228 N. La Salle St. Tel.: State 2-5096. Mgr.: Fred R. Jones.
Los Angeles 36—111 N. La Cienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.
San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayres.

Represents:

WKTU (TV) Utica, N. Y.
H QUENTON COX & ASSOC.
(Associated with Hugh Feltis & Assoc., Seattle)
Portland 5—423 Terminal Sales Bldg. Tel.: Atwater 5191. Mgr.: H. Quenton Cox.

Represents:

KHQ-TV Spokane, Wash.
KOMO-TV Seattle, Wash.
KGVO-TV Missoula, Mont.

CROSLY BROADCASTING CORP.

New York—630 Fifth Ave. Tel.: Circle 6-1616. Vp. in Chg. Sls.: H. Peter Lasker.
Chicago—360 N. Michigan Ave. Tel.: State 2-6693. Vp. in Chg. Central Division: Harry F. Albrecht.

Represents Owned Stations:

WLWT (TV) Cincinnati, Ohio
WLWC (TV) Columbus, Ohio
WLWA (TV) Atlanta, Ga.

DEL DAY

Seattle—308 White-Henry-Stuart Bldg. Tel.: Seneca 6882.

Represents:

KFAR-TV Fairbanks, Alaska
KENI-TV Anchorage, Alaska

DIXIELAND STATIONS INC.

Atlanta, Ga.—Glenn Bldg. Tel.: Walnut 3872. Mgr.: Gene Tibbett.

(Stations represented not reported.)

DORA-CLAYTON AGENCY INC.

Atlanta 3—Mortgage Guarantee Bldg. Tel.: Alpine 7841. Dora C. Cosse, Clayton J. Cosse.

(Stations represented not reported.)

EVERETT-MCKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747. Exec. Vp.: Powell Ensign.
Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052. Midwest Sls. Mgr.: John B. Shelton.
Beverly Hills—111 N. La Cienega Blvd. Tel.: Olympia 2-1313. Mgr.: Lee F. O'Connell.
San Francisco—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William A. Ayres.

Represents:

WPAG-TV Ann Arbor, Mich.
WDAN-TV Danville, Ill.
WKST-TV New Castle, Pa.
WRAC-TV Williamsport, Pa.
WHCC-TV Rochester, N. Y.
WVET-TV Rochester, N. Y.

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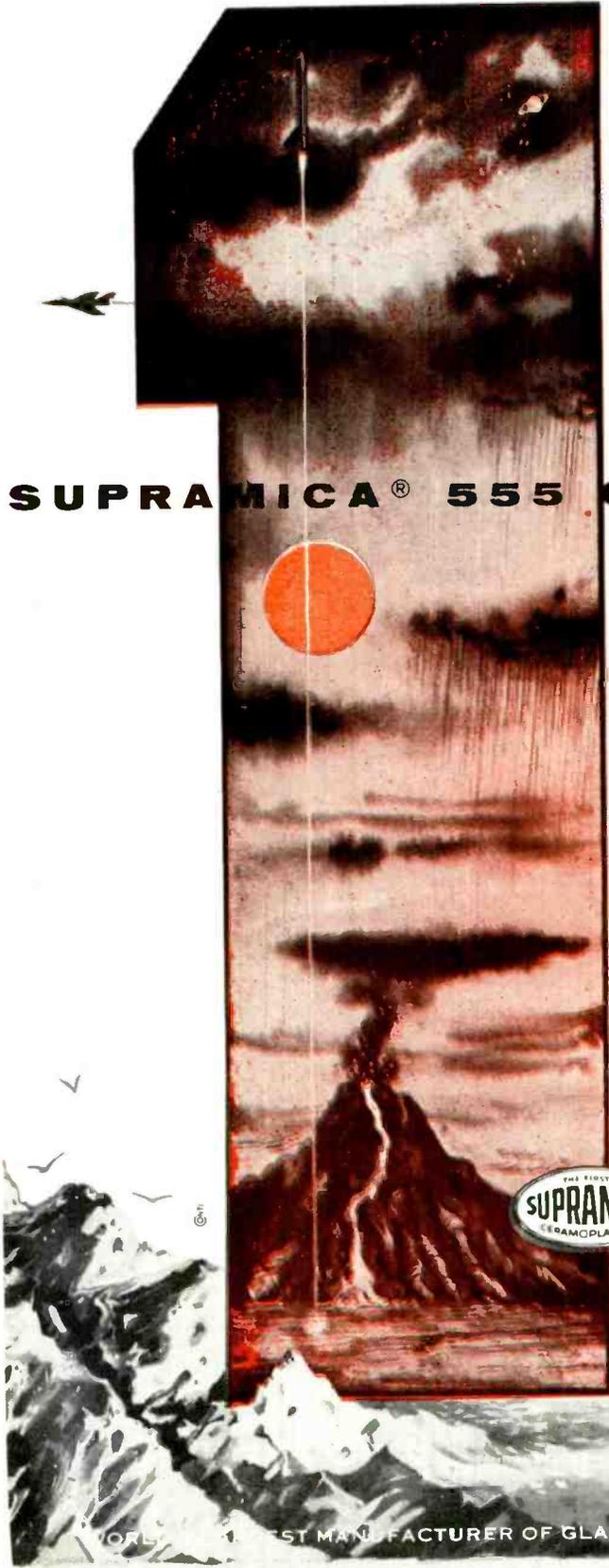


GENERAL OFFICES AND PLANT:
CLIFTON BOULEVARD
CLIFTON, NEW JERSEY

EXECUTIVE OFFICES:
30 ROCKEFELLER PLAZA
NEW YORK 20, NEW YORK

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FLORIDA

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to July 1, 1956

ALABAMA

ALABAMA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Autauga	4,100	24	980	6,221	1,848	236
Baldwin	11,500	43	4,990	32,565	8,498	1,043
Barbour	6,500	13	860	14,828	3,644	508
Bibb	3,900	53	2,090	8,658	2,276	112
Blount	7,100	46	3,240	13,033	2,712	240
Bullock	3,600	28	1,000	5,618	1,684	185
Butler	6,500	28	1,850	15,535	4,357	423
Calhoun	22,000	53	11,770	74,607	18,599	1,583
Chambers	9,600	38	3,670	16,178	6,379	523
Cherokee	3,800	47	1,790	6,373	1,008	90
Chilton	6,500	44	2,890	15,205	4,235	349
Choctaw	4,200	26	1,080	6,593	779	41
Clarke	6,400	27	1,750	22,456	4,508	635
Clay	3,000	35	1,040	7,978	2,264	221
Cleburne	2,700	34	920	5,373	966	98
Coffee	7,100	29	2,040	18,836	4,494	472
Colbert	10,600	24	2,520	36,047	9,630	985
Conecuh	4,500	24	1,100	8,025	2,123	213
Coosa	2,500	37	920	2,696	976	167
Covington	10,000	25	2,460	27,702	7,141	1,241
Crenshaw	4,500	31	1,400	7,638	1,802	79
Cullman	11,700	55	6,450	30,964	4,274	677
Dale	4,800	29	1,390	10,874	4,181	417
Dallas	14,100	34	4,740	42,250	10,227	1,508
De Kalb	11,200	36	3,990	19,893	4,155	594
Elmore	7,100	43	3,020	14,748	3,758	302
Escambia	7,400	39	2,920	26,651	5,437	834
Etowah	27,500	55	15,260	81,843	22,047	2,390
Fayette	4,400	28	1,220	9,527	2,037	226
Franklin	6,100	28	1,740	14,852	3,021	410
Geneva	6,000	16	960	15,457	4,793	387
Greene	3,500	17	610	7,005	1,064	138
Hale	4,500	19	840	6,822	1,411	134
Henry	3,800	29	1,090	9,922	2,344	244
Houston	11,900	36	4,320	49,047	1,096	1,231
Jackson	8,700	34	2,950	14,969	3,677	458
Jefferson	166,400	64	107,260	607,803	42,033	16,699
Lamar	3,600	36	1,290	6,324	1,223	224
Lauderdale	14,800	18	2,620	48,185	10,323	1,450
Lawrence	6,300	31	1,950	6,978	1,855	329
Lee	11,300	40	4,570	29,362	8,289	1,048
Lee	8,400	40	3,330	19,035	4,815	377
Limestone	3,600	23	820	6,085	686	67
Lowndes	6,700	25	1,640	10,770	3,549	249
Macon	18,900	33	6,310	67,762	15,965	1,902
Madison	6,800	16	1,070	15,023	3,709	383
Marengo	6,600	40	2,630	12,898	2,642	356
Marion	11,600	43	4,950	39,042	7,156	1,058
Marshall	73,000	54	39,640	261,128	64,846	9,177
Mobile	5,400	19	1,030	12,458	3,084	217
Montgomery	41,600	51	21,300	176,069	32,189	4,854
Morgan	14,400	53	7,700	41,192	10,212	1,154
Perry	4,100	20	800	8,849	2,046	230
Pickens	5,100	21	1,050	11,328	2,630	474
Pike	7,200	23	1,630	17,044	3,831	605
Randolph	5,000	39	1,930	9,570	2,173	255
Russell	10,300	39	4,010	16,235	5,945	440
St. Clair	6,400	43	2,770	12,375	3,789	339
Shelby	7,400	64	4,710	15,106	4,539	319
Sumter	5,200	27	1,420	7,531	1,506	197
Talladega	16,100	60	9,610	44,007	12,276	1,270
Tallapoosa	8,400	39	3,240	25,687	7,288	879
Tuscaloosa	23,600	37	8,710	67,818	16,454	2,477
Walker	15,300	58	8,860	29,538	8,534	868
Washington	3,400	26	890	5,098	1,362	80
Wilcox	4,700	14	650	6,304	1,300	74
Winston	4,300	50	2,150	8,273	1,489	289
Total	799,200	45%	362,400	\$2,351,870	\$560,283	\$67,734

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANDALUSIA (Covington County)

WAIQ (TV)*

(Target Date, Fall, 1956)
(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Postal Zone: 3. Address: Protective Life Bldg., Birmingham. Phone: 54-2741.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Height: Above average terrain 690 ft.; Above ground 571 ft.

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

EXECUTIVES:

Milton S. Cummings, pres. Patty Smithdeal, pgm. coor.
Raymond D. Hurlbert, gen. mgr. Al Renfro, ch. engr.

BIRMINGHAM (Jefferson County)

WABT (TV)

LICENSEE: Alabama Bcstg. System Inc. Postal Zone: 2. Address: P.O. Box 2553. Phone: 4-3506.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 151 kw. Operating Pow.: Visual 302 kw, Aural 151 kw. Transmitter: Standard Electronics. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 505 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WAPI. Fm, WAFM (FM).

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

PRINCIPAL STOCKHOLDERS: Remoc Publishing Co. owns Birmingham News Co. (Birmingham News), parent company of licensee. Birmingham News also owns WHBS-AM-FM Huntsville, Ala. (Huntsville Times). Remoc is owned by Samuel I. Newhouse and family. For Newhouse holdings, see WSYR-TV Syracuse, N.Y.

EXECUTIVES:

Henry P. Johnston, pres. & mgng. dir. J. V. Sanderson, ch. engr.
Charles F. Grisham, vp. & com. mgr. James B. Chenoweth, prom. mgr.
Ray A. Furr, vp., pgm. dir. & film buy. Dan Daniel, news ed.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (live) \$210, (film) \$210; ID \$105. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 9.

WBIQ (TV)*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Postal Zone: 3. Address: Protective Life Bldg. Phone: 54-2741.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 18.6 kw. Operating Pow.: Visual 30.9 kw, Aural 18.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 187 ft.

OPERATION: Began April 28, 1955. Hours, Noon-9:00 p.m.

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

EXECUTIVES:

Milton S. Cummings, pres. Patty Smithdeal, pgm. coor.
Raymond D. Hurlbert, gen. mgr. Al Renfro, ch. engr.

WBRC-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 9. Address: Atop Red Mountain. Phone: 4-4701.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 900 ft.; Above ground 546.5 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1949. Hours, 6:45 a.m.-12:45 a.m.

AFFILIATIONS: Tv Network, CBS, Station, Am, WBRC.

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

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer Sr., pres. Robert L. DuPriest, ch. engr.
J. Robert Kerns vp. & mgng. dir. Ralph C. Runyan, sls. prom. mgr.
Oliver V. Naylor, gen. sls. mgr. Leo Willette, news dir.
M. D. Smith, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$810, (film) \$700; Class AA minute spot (live) \$265, (film) \$210; ID \$105. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card. No. 8.

WJLN-TV†

(Target Date, Not Set)

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

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 650 ft.; above ground 331 ft.

AFFILIATIONS: Stations, Am, WJLD. Fm, WJLN-FM.

REPRESENTATIVES: Sales, William G. Rambeau Co.

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

EXECUTIVES:

George Johnston Jr., pres. Otis Dodge, com. mgr.
James Connolly, gen. mgr. Cliff Goggans, ch. engr.

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

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WKRG-TV CHANNEL



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POWER**

100,000 WATTS
VIDEO
50,000 WATTS
AUDIO

**Gulf Coast
Address
of
CBS**

A Super Market

Population	793,400
Effective Buying Income	\$899 Million
Retail Sales	\$646 Million
Set Count	169,700

WKRG-TV

CBS
Channel 5

National Sales Representative **MOBILE, ALA.**
AVERY-KNODEL

C. P. PERSONS, JR., V.P. & Gen. Mgr.

ALABAMA

DECATUR
(Morgan County)

WMSL-TV

LICENSEE: Tennessee Valley Radio & Television Corp. Address: P.O. Box 411. Phone: 802.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.52 kw. Operating Pow.: Visual 15.8 kw, Aural 8.52 kw. Transmitter: RCA. Antenna height: Above average terrain 350 ft.; Above ground 383 ft.

OPERATION: Began July 4, 1954. Hours, 2-11:30 p.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WMSL.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Harry J. Daly; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Frank Whisenant (69%) and 37 others.

EXECUTIVES:

Frank Whisenant, pres. & film buy.	Alice A. Whisenant, pgm. dir.
Louis Blizzard, com. mgr., sta. mgr. & prom. mgr.	Alvin Millwood, ch. engr.

RATE INFORMATION: Class A one hour (live) \$170, (film) \$150; minute spot (live) \$40, (film) \$35; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

DOTHAN
(Houston County)

WTVY (TV)

LICENSEE: WTVY .nc. Address: Cottonwood Rd. Phone: 5-2810.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 457 ft.

OPERATION: Began Feb. 12, 1955.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Young Television Corp.; Clarke Brown Co. (Southeastern); Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Charles Woods, 19.61%; J. T. Thrower and wife, 10.78%; Dr. Paul Flowers, 14.71%; F. E. Busby, 7.35%; Alto V. Lee III, 0.98%. H. L. Holman Jr. (2.94%) has minority interest in WOZK Ozark, Ala.

EXECUTIVES:

F. E. Busby, exec. vp. & sta. mgr.	Daryl Griffin, prod. mgr.
Jerry Williams, sls. mgr.	Joe Spears, ch. engr.

MOBILE
(Mobile County)

WALA-TV

LICENSEE: Pape Television Co. Postal Zone: 9. Address: 210 Government St. Phone: Hemlock 3-3756.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 573 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 14, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WALA.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Dow, Lohnes, Albertson; Consulting Engineer, L. J. N. duTrie & Assoc.

PRINCIPAL STOCKHOLDERS: William O. Pape, 99.5%; Howard K. Martin, 0.25% and Wadsworth B. Pape, 0.25%.

EXECUTIVES:

W. O. Pape, pres.	A. R. Bell, ch. engr.
H. K. Martin, vp.	L. L. Garris, prom. mgr.
W. B. Pape, gen. mgr.	J. V. McNamara, news ed.
A. C. Holman, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live), \$480; (film), \$400; minute spot (live), \$96; (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts. Rate Card No. 4.

WKRG-TV

LICENSEE: WKRG-TV Inc. Address: 162 St. Louis St. Phone: Hemlock 2-5505.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 530 ft.; Above ground 459 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 5, 1955. Hours, 7-12:30 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WKRG. Fm, WKRG-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Kenneth R. Giddens, 20%; Shirley Rester Konrad, 10%, and her brother T. J. Rester Jr. 10%; Spring Hill College 6.67%, voted by Rev. Andrew C. Smith; Alfred F. Delchamps, 4.44%; Louie Brannan, 6.67%; Joe H. Little, 6.67%; William H. Ambrecht Jr., 4%; T. K. Jackson Jr., 8.44%, and Frank Conwell, 1.33%.

EXECUTIVES:

Kenneth R. Giddens, pres.	Cal Douglas, pgm. dir. & news ed.
C. P. Persons Jr., vp., gen. mgr., com. mgr. & film buy.	James L. Evans, ch. engr.
	Betty Thorburn, prom. mgr.

RATE INFORMATION: Class AA one hour (live), \$585; (film), \$450; minute spot (live), \$117; (film), \$90; ID \$45. ID Length 10 sec. Share screen. Frequency discounts from 30% for 5 to 9 times up to 45% for 10 or more times. Rate Card No. 2.

MONTGOMERY

(Montgomery County)

WCOV-TV

LICENSEE: Capitol Bcstg. Co. Address: P.O. Box 2505. Phone: 5-3561.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 117 kw. Operating Pow.: Visual 200 kw, Aural 117 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 437 ft.; Above ground 460 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 22, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WCOV.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, W. E. Holey.

PRINCIPAL STOCKHOLDERS: Oscar P. Covington and family, 91%; Hugh M. Smith, 9%. Same ownership as WGWC Selma, Ala.

EXECUTIVES:

Oscar P. Covington, pres.	Caldwell Stewart, pgm. dir.
Hugh M. Smith, gen. mgr. & film buy.	W. D. Weatherly, ch. engr.
Morris South, loc. sls. mgr.	Martha Hall, prom. mgr.
	Bob Underwood, news ed.

RATE INFORMATION: Class A one hour (film), \$200; minute spot (film), \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times.

WSFA-TV

LICENSEE: WKY Radiophone Co. Postal Zone: 6. Address: P.O. Box 2566. Phone: 5-1251.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,040 ft.; Above ground 823 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 25, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WSFA.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Bell & Dowd; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Oklahoma Pub. Co. (Daily Oklahoman, Oklahoma City Times, Farmer-Stockman), 100%. It also owns WKY-AM-TV Oklahoma City.

EXECUTIVES:

Hoyt Andres, vp. & sta. mgr.	Gene Jacobsen, film buy.
John C. Hughes, com. mgr.	Robert L. Tuttle, prom. mgr.
Robert F. Doty, pgm. dir.	Frank McGee, news ed.
Robert M. Hayward, ch. engr.	

RATE INFORMATION: Class A one hour (film), \$450; minute spot (film), \$100; ID \$50; ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

MUNFORD

(Jefferson County)

WTIQ (TV)*

(*Non-Commercial Education)

LICENSEE: Alabama Educational Television Commission. Postal Zone: 3. Address: Protective Life Bldg., Birmingham. Phone: 54-2741.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,000 ft.; Above ground 578 ft.

OPERATION: Began April 7, 1955. Hours, noon-9 p.m.

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

EXECUTIVES:

Milton S. Cummings, pres.	Patty Smithdeal, pgm. coor.
Raymond D. Hurlbert, gen. mgr.	Al Renfro, ch. engr.

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Not Set)

LICENSEE: Deep South Bcstg. Co. Address: P.O. Box 1447, Montgomery.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.51 kw, Aural 1.26 kw. Transmitter: Standard Electronics. Antenna Make: GE. Height: Above average terrain 360 ft.; Above ground 387 ft.

AFFILIATION: Station, Am, WBAM Montgomery.

REPRESENTATIVES: Washington Attorney, Rhyne, Mullin, Connor & Rhyne; Consulting Engineer, William E. Bennis Jr.

PRINCIPAL STOCKHOLDERS: William J. Brennan and wife, 50% and William E. Bennis Jr. and wife, 50%. Mr. Bennis owns 10% of WVOK Birmingham. Licensee also owns WBAM Montgomery, Ala.

EXECUTIVES:

William J. Brennan, pres.	William E. Bennis Jr., treas.
Cyril G. Brennan, vp.	

BROADCASTING • TELECASTING

ARIZONA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Apache	5,800	10,954	1,583	160
Cochise	10,400	13	1,330	47,136	10,363	1,933
Coconino	7,600	14	1,060	36,167	4,789	773
Gila	7,500	34	2,520	36,762	8,129	1,247
Graham	3,600	16	580	12,287	2,309	382
Greenlee	4,100	12	500	12,293	1,492	370
Maricopa	134,500	66	88,770	525,567	119,684	19,707
Mohave	2,500	11,562	1,423	340
Navajo	7,500	30,489	4,772	663
Pima	61,700	48	29,370	231,266	56,064	8,127
Pinal	14,400	53	7,620	50,562	14,775	1,260
Santa Cruz	2,600	28	670	15,809	3,597	358
Yavapai	7,400	16	1,200	27,787	5,776	1,054
Yuma	11,000	46	5,020	51,883	12,571	1,826
Total	280,600	50%	139,720	\$1,100,524	\$247,327	\$38,200

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

FLAGSTAFF

(Coconino County)

KOLF-TV

(Target Date, Unknown)

LICENSEE: Flagstaff Telecasting Co. Address: 911 St. Joseph St., Dallas, Tex.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 0.525 kw, Aural 0.269 kw. Transmitter: Dage. Antenna Make: Prodeline. Height: Above average terrain —60 ft.; Above ground 300 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Electronics Inc.

PRINCIPAL STOCKHOLDER: Owned by O. L. Nelms, who also holds permit for ch. 19 Brownwood, Tex.

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Bcstg. Co. Address: 1101 N. Central Ave., Phoenix. Phone: Alpine 4-4161.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 31.6 kw, Aural 15.8 kw. Operating Pow.: Visual 31.6 kw, Aural 15.8 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 1,550 ft.; Above ground 97 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 2, 1953.

AFFILIATIONS: Tv Network, NBC. Station, Am, KTAR.

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

PRINCIPAL STOCKHOLDERS: John J. Louis and family, 68.23%; Richard O. Lewis, 17.47%; B. R. Fulbright, 1.39%; E. W. Harvey, 1.55%. Former Arizona Gov. J. Howard Pyle (now White House aide) owns 800 of 64,706 sh. (about 1.2%). Licensee owns 98% of KYUM and 95.2% of KYCA Prescott, all Ariz.

EXECUTIVES:

John J. Louis, ch. own.	Dick Lewis, film buy.
Richard O. Lewis, pres. & gen. mgr.	Ted Edwards, prom. mgr.
E. W. Harvey, vp. & com. mgr.	John Harrington, news ed.
W. B. Robb Jr., pgm. dir.	

RATE INFORMATION: Class A one hour (live), \$450; minute spot (live), \$90; ID, \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 27½% for 312 times. Rate Card No. 2.

PHOENIX
(Maricopa County)

KOOL-TV

LICENSEE: KOOL Radio-TV Inc. Address: 511 W. Adams St. Phone: Alpine 3-3121.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural, 151 kw. Operating Pow.: Visual 302 kw, Aural 151 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,700 ft.; Above ground 264 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1953. Hours, 9 a.m.-1:30 a.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, KOOL.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John Mullaney.

PRINCIPAL STOCKHOLDERS: Gene Autry, 55.38%; Tom Chauncey, 20.19%; Frank W. Beer, 4.96%; Tom Kerney and Anne Long Kerney 19.47%. Mr. Autry also owns 48.16%, Mr. Chauncey 20.07% and Mr. Kerney 20.07% of KOPO AM-TV Tucson. Mr. Autry owns 51% of KMPC Los Angeles and 50% of KSFO San Francisco. Messrs. Autry and Kerney together own 25% of Phoenix Republic and Gazette.

EXECUTIVES:

Gene Autry, pres.	Jack Murphy, pgm. dir., film buy.
Tom Chauncey, gen. mgr.	& news ed.
Kenneth Morton, com. mgr. & prom. mgr.	Milford Richey, ch. engr.

RATE INFORMATION: Class A one hour (live) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 15% for 260 times. Rate Card No. 5.

KPHO-TV

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

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.24 kw. Operating Pow.: Visual 14.4 kw, Aural 7.24 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 400 ft.; above ground 497 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 4, 1949. Hours, 1 p.m.-midnight.

AFFILIATION: Station, Am, KPHO.

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

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

EXECUTIVES:

E. T. Meredith Jr., pres.	Robert T. Martin, pgm. dir. & film buy.
Richard B. Rawls, gen. mgr.	George McClanathan, ch. engr.
Howard L. Stalnaker, com. mgr. & film buy.	Ronald DePinto, prom. mgr.
	Ken Miller, news dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90, ID \$45. ID Length 10 sec. Specifications 2x2 slides. Full and share screen. Frequency discounts.

KTVK (TV)

LICENSEE: Arizona Television Co. Address: 3435 N. 16th St. Phone: Amherst 6-5691.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,670 ft.; Above ground 228 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 1, 1955. Hours, 2:20 p.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Welch, Mott & Morgan.

PRINCIPAL STOCKHOLDERS: Arizona Gov. Ernest W. McFarland, 40%; Leon M. Nowell, 20%; Ralph A. Watkins, 20%; Henry R. Larson, 5%, and Delbert R. Lewis, 12.56%.

EXECUTIVES:

Ernest W. McFarland, pres.	Burton B. LaDow, com. mgr. & prom. mgr.
Leon M. Nowell, gen. mgr.	
Roger Van Duzer, sta. mgr. & film buy.	Don Tuckwood, pgm. dir. & news ed.
	Robert Latham, ch. engr.

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 2.

KVAR (TV) (MESA)

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

TUCSON
(Pima County)

KDWI-TV

(Target Date, June 3, 1956)

LICENSEE: Tucson Television Co. Address: 2175 N. Sixth Ave. Phone: 3-3633.

FACILITIES: Ch. 9: Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 32.4 kw. Operating Pow.: Visual 58.9 kw, Aural 32.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 3,660 ft.; Above ground 237 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 2 p.m.-midnight.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: D. W. and Kathleen Ingram.

EXECUTIVES:

D. W. Ingram, pres., gen. mgr., film buy.	James W. Hays, sta. mgr., film buy.
Thomas Parker, asst. gen. mgr., com. mgr. & film buy.	Robert D. Peterson, asst. mgr., & dir. of engrng.

RATE INFORMATION: Class A one hour (live), \$300; minute spot (live), \$60; ID \$30. ID Length 8 sec. Specifications, 2 x 2 in. Full and share screen. Frequency discounts. Rate Card No. 1.

KOPO-TV

LICENSEE: Old Pueblo Bcstg. Co. Postal Zone: 10. Address: 115 W. Drachman St. Phone: 4-2511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 0 ft.; Above ground 205 ft.

OPERATION: Began Feb. 1, 1953. Hours, 8:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, KOPO.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Gene Autry, 48.16%; Tom Chauncey, 20.07%; Thomas L. Kerney, 20.07%, and Harold C. Tovrea, 10.03%. Mr. Autry owns 55.38%, Mr. Kerney and wife 19.4% and Mr. Chauncey 20.19% of KOOL AM-TV Phoenix. Mr. Autry owns 51% of KMPC Los Angeles and 50% of KSFO San Francisco. Messrs. Autry and Kerney together own 25% of Phoenix (Ariz.) Republic and Gazette.

EXECUTIVES:

Gene Autry, pres.	Cliff Stillinger, pgm. dir. & film buy.
E. S. Mittendorf, gen. mgr.	Robert Shreiner, ch. engr.
Paul Plunkett, asst. gen. mgr.	Virginia Harper, prom. mgr.
Bernard Perlin, com. mgr.	Chris Cole, news ed.

RATE INFORMATION: Class A one hour (live) \$295, (film) \$250; minute spot (live) \$60, (film) \$50 ID \$25. ID Length 8 sec. Specifications 2x2 in. Share screen. Frequency discounts from 8% for 13 times up to 10% for 260 times. Rate Card No. 3.

KVOA-TV

LICENSEE: Arizona Bcstg. Co. Address: 209 W. Elm St. (Box 2911). Phone: 3-2555.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 30 ft.; Above ground 263 ft.

OPERATION: Began Sept. 27, 1953. Hours, 11 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC, NBC. Station, Am, KVOA.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Clinton D. McKinnon, 25%; Bernard Weinberg, 25%; Arthur A. Desser, 25%; Harold B. Garfield, 25%. Mr. McKinnon owns weekly San Diego (Calif.) North Shores Sentinel and Coronado (Calif.) Journal.

EXECUTIVES:

Clinton D. McKinnon, pres. & gen. mgr.	Henry Hubbard, pgm. dir.
John C. Underwood, com. mgr., film buy., prom. mgr.	Raymond H. Holsclaw, ch. engr.

RATE INFORMATION: Class A one hour (live), \$300; (film), \$300; minute spot (live), \$60; (film), \$60; ID \$30. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 2.

YUMA
(Yuma County)

KIVA (TV)

LICENSEE: Valley Telecasting Co. Address: P.O. Box 1708. Phone: State 6-8311.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 16 kw. Operating Pow.: Visual 29 kw, Aural 16 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 485 ft.
OPERATION: Began October, 1953. Hours, noon-12:30 a.m.
AFFILIATIONS: Tv Networks, CBS, NBC.
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Donald Ellsworth, 17.9%; Howard L. Roberts, 17.9%; William S. Porter, 17.9%; Russell Madsen, 4.4%; A. S. Reber, 17.9%; Robert Anderson, 8.9%; Virgil Crimson, 8.9%; and G. Park Durford, 6.2%.
EXECUTIVES:
 Donald Ellsworth, pres. Len Burkland, com. mgr.
 Ray C. Smucker, gen. mgr. & film buy. Larry Roeser, pgm. dir.
 Leavenworth Wheeler, sta. mgr. & prom. mgr. Richard J. Smith, ch. engr.
 Glenn Edwards, news ed.
RATE INFORMATION: Class A one hour (live), \$240; (film), \$200; minute spot (live), \$48; (film), \$40; ID \$20. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

KYAT (TV)

(Target Date, Unknown)

LICENSEE: Wrather-Alvarez Bcstg. Inc. Address: 1405 Fifth Ave., San Diego, Calif.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Antenna Height: Above average terrain 620 ft.; Above ground 667 ft.
REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan.
PRINCIPAL STOCKHOLDERS: See KFBM-TV San Diego, Calif.
EXECUTIVES:
 J. D. Wrather Jr., pres.
 Maria Helen Alvarez, vp. & treas.

ARKANSAS

ARKANSAS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Arkansas	6,800	49	3,300	31,153	5,164	725
Ashley	6,300	39	2,470	17,039	4,277	556
Baxter	3,100	13	390	6,696	1,550	249
Benton	11,400	20	2,310	35,238	5,260	1,194
Boone	4,600	27	1,260	13,346	3,192	421
Bradley	3,900	28	1,110	11,931	2,464	231
Calhoun	1,500	30	450	2,446	854	74
Carroll	3,900	17	650	7,083	1,349	248
Chicot	5,600	26	1,440	12,360	2,715	399
Clark	5,700	32	1,840	15,465	3,511	506
Clay	6,800	35	2,380	12,964	3,275	226
Cleburne	2,700	23	630	3,952	589	142
Cleveland	2,200	21	460	2,017	638	37
Columbia	7,300	33	2,390	20,587	3,696	604
Conway	4,100	39	1,610	9,309	1,799	214
Craighead	13,200	61	8,010	36,703	8,006	1,070
Crawford	6,100	26	1,590	10,779	3,346	504
Crittenden	12,700	47	5,980	37,566	6,525	695
Cross	5,900	47	2,770	12,714	2,333	513
Dallas	2,900	37	1,040	9,440	1,882	168
Desha	6,000	27	1,590	15,033	3,810	408
Drew	4,500	18	830	8,693	2,828	284
Faulkner	6,200	41	2,540	15,044	3,541	384
Franklin	2,900	23	660	5,728	945	168
Fulton	2,400	14	350	2,583	487	45
Garland	14,800	41	5,990	50,532	10,856	1,878
Grant	2,300	44	1,010	3,125	1,131	70
Greene	7,300	30	2,190	15,598	3,246	322
Hempstead	6,200	23	1,430	14,138	3,812	407
Hot Springs	6,700	35	2,330	14,694	4,051	460
Howard	3,100	49	1,510	7,066	1,411	305
Independence	6,000	36	2,150	16,132	2,942	327
Izard	2,400	2,903	370	61
Jackson	6,900	37	2,550	20,931	3,089	515
Jefferson	22,000	34	7,520	52,543	15,281	1,271
Johnson	4,100	7,532	2,133	136
Lafayette	3,200	31	1,000	5,845	1,425	143
Lawrence	5,300	38	2,040	10,656	2,416	209
Lee	5,800	40	2,300	13,276	2,712	350
Lincoln	3,800	20	750	3,423	601	97
Little River	2,800	51	1,430	4,942	1,511	195
Logan	4,500	18	810	10,304	1,823	268
Lonoke	6,700	48	3,200	17,682	4,028	335
Madison	2,600	12	330	3,366	795	41
Marion	2,100	2,611	993	79
Miller	10,000	68	6,820	32,191	5,488	684
Mississippi	20,900	54	11,370	56,609	14,690	1,403
Monte	4,800	28	1,360	12,042	2,822	291
Montgomery	1,600	1,632	407	31
Nevada	3,500	29	1,020	6,201	1,532	181
Newton	1,900	481	216	30
Ouachita	9,900	24	2,360	23,537	5,397	588
Perry	1,300	25	330	1,265	340	...
Phillips	12,600	30	3,820	29,016	7,382	898
Pike	2,500	23	580	4,772	804	172
Poinsett	8,900	51	4,570	24,115	4,773	824
Polk	3,800	15	560	8,619	1,816	303
Pope	5,800	19	1,090	15,893	3,307	447
Prairie	3,300	40	1,310	6,400	1,370	221
Pulaski	63,700	42	26,950	249,394	50,084	7,878
Randolph	3,700	36	1,350	7,933	1,191	283

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
St. Francis	8,900	40	3,540	20,818	5,195	443
Saline	6,400	42	2,690	18,112	4,568	384
Scott	2,400	12	290	4,420	1,076	126
Searcy	2,600	14	370	3,437	703	109
Sebastian	20,300	63	12,710	94,411	18,204	2,613
Sevier	3,100	28	860	6,516	1,426	310
Sharp	2,200	1,806	524	63
Stone	1,800	2,987	477	180
Union	14,200	34	4,870	50,224	12,468	1,445
Van Buren	2,400	35	840	3,912	553	88
Washington	15,200	26	3,890	52,459	9,776	1,517
White	10,300	29	2,980	26,650	4,471	621
Woodruff	4,100	22	910	8,040	1,958	238
Yell	3,400	23	770	10,061	946	286
Total	512,800	36%	*186,000	\$1,417,121	\$302,626	\$40,191

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

EL DORADO
(Union County)

KRBB (TV)

LICENSEE: South Arkansas Television Co. Address: P. O. Box 791. Phone: Union 2-3489.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 637 ft.
OPERATION: Began December 4, 1955. Hours, 1-11 p.m.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, John E. Pearson Tv Co.; Consulting Engineer, Robert M. Silliman & Assoc.
PRINCIPAL STOCKHOLDERS: Owned 33 1/3% each by Dr. Joe F. Rushton, W. C. Blewster and William M. Bigley. Dr. Rushton owns 25% of KVHL Homer, La., and 30% of KVMA Magnolia, Ark. Mr. Blewster owns 33 1/4% of KVMA. Mr. Bigley owns 12 1/2% of KVMA and 25% of KVHL.
EXECUTIVES:
 Dr. Joe F. Rushton, pres. Doug Duperault, pgm. dir.
 William Bigley, gen. mgr. Carroll Blewster, ch. engr.
 Bruce B. Compton, sta. mgr. & film buy. John Turner, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 7 or 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

FORT SMITH
(Sebastian County)

KFSA-TV

LICENSEE: Southwestern Radio & Television Co. Address: 920 Rogers Ave. Phone: Sunset 2-9126.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 270 ft.; Above ground 300 ft.
OPERATION: Began July 19, 1953. Hours, 11 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, KFSA. Fm, KFSA-FM.
REPRESENTATIVES: Sales, John E. Pearson Tv Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Southwestern Pub. Co. (Donald W. Reynolds). Also owns KOLO and KZTV (TV) Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nevada; KHBG Okmulgee, Okla., and KBRS Springdale, Ark. Southwestern Pub. Co. owns or controls Fort Smith Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat, Las Vegas (Nev.) Review Journal, Rogers (Ark.) News, Blackwell (Okla.) Journal-Tribune, Chickasaw (Okla.) Express, and is associated in ownership of Boulder City (Nev.) Journal, Carson City (Nev.) Appeal and Ely (Nev.) Times.
EXECUTIVES:
 Donald W. Reynolds, pres. Paschal Porta, pgm. dir.
 Millman Rochester, gen. mgr. Robert W. Platt Jr., ch. engr.
 Roland Hundley, com. mgr.

RATE INFORMATION: Class A one hour (live) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts. Rate Card No. 3-G.

KNAC-TV

(Target Date, Unknown)

LICENSEE: American Television Co. Address: 15 Court St.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 448 ft.
AFFILIATION: Station, Am, KWHN.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
PRINCIPAL STOCKHOLDERS: Hiram S. Nakdimen (deceased), 33 1/3%; Dick Allis, 33 1/3%; Edgar E. Bethell, 33 1/3%.



the
COUNT of MONTE CRISTO
 starring
GEORGE DOLENZ

sales builder

Another winner!

from the portfolio of **TPA** Sales Builders

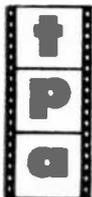
Monte Cristo is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press . . . a best-seller as a book . . . a smash hit as a play—and one of the Top Ten when Edward Small produced it as a full-length motion picture.

As a half-hour series on television, The Count of Monte Cristo is continuing its tradition of success. Videodex gave it the highest rating of any syndicated program, on any station, on any day—in 7-station New York (May, 1956).

In Buffalo, the program is winning viewers for Pepsi-Cola and Bison Dairy at a cost of less than 54c per thousand. And from New England, an advertising agency reports "The Count of Monte Cristo is selling bread as well as delivering an audience."

Some good availabilities are still open—perhaps in the very markets where you need a proved program which can deliver audiences and sell goods.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

ARKANSAS

HOT SPRINGS

(Garland County)

KSPS (TV)

(Target Date, Unknown)

LICENSEE: Video Independent Theatres Inc. Address: P. O. Box 1334, Oklahoma City, Okla.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 0.151 kw., Aural .076 kw. Transmitter: ACL Prod. Antenna Make: Prodelin. Height: Above average terrain 660 ft.; Above ground 117 ft.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson; Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: Henry S. Griffing, 50%; C. F. Motley, 12%; C. O. Fulgham, 12%; C. R. Guthrie, 12%. Licensee owns KVVIT Santa Fe, N. M., and 12½% of KWTU (TV) Oklahoma City. C. B. Akers (10% of non-voting stock) is general manager and holds 1% of KVOO-TV Tulsa, Okla.

EXECUTIVES:

Henry S. Griffing, pres.

JONESBORO

(Craighead County)

KBTM-TV

(Target Date, Summer 1956)

LICENSEE: Regional Bcstg. Co. Address: KBTM Bldg. Phone: Webster 5-5597.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 7.08 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 200 ft.; Above ground 212 ft.

AFFILIATIONS: Stations, Am, KBTM. Fm, KBTM-FM.

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Owned by John T. Griffin, 45%; James C. Leake, 45%, and others. For Griffin stations see KATV (TV) Pine Bluff, Ark.

EXECUTIVES:

Harold E. King, pres. & gen. mgr.

James Barnes, com. mgr.

Edward Welch, pgm. dir.

Norman Bowman, ch. engr.

Marion Bohne, film buy.

Mary Walton, prom. mgr.

Clarence Adams, news ed.

LITTLE ROCK

(Pulaski County)

KARK-TV

LICENSEE: Arkansas Radio & Equipment Co. Address: 10th & Spring Sts. Phone: Franklin 6-2481.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,650 ft.; Above ground 1,084 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 24, 1954. Hours, 7 a.m.-11 p.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KARK.

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

PRINCIPAL STOCKHOLDERS: T. H. Barton, 80%, and son T. K. Barton, 20%. R. E. Meinert (vice president and director—no holdings) owns 5% of KELD El Dorado, Ark.

EXECUTIVES:

T. H. Barton, pres.

T. K. Barton, vp. & gen. mgr.

Doug Romine, asst. gen. mgr.

Lee Bryant, com. mgr.

Dale Hart, pgm. dir. & film buy.

Champ Smith, ch. engr.

Shirley R. Kennedy, prom. dir.

Bob Kemp, news dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$111, (film) \$100; ID \$50. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts 2½% for 13 times up to 25% for 260 times. Rate Card No. 3.

KATV (TV) (PINE BLUFF)

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

KTHV (TV)

LICENSEE: Arkansas Television Co. Postal Zone: I. Address: 8th & Izard Sts. Phone: Franklin 4-3764.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,760 ft.; Above ground 1,175 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 27, 1955. Hours, 7:45 a.m.-11 p.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Arkansas Democrat Co. (Little Rock, Arkansas Democrat), 32%; K. A. Engel (publisher Arkansas Democrat), 10%; KTHS Little Rock, 42%; National Equity Life Insurance Co., 16%. KTHS has same ownership as KWKH-AM-FM Shreveport, La. (Shreveport Times).

EXECUTIVES:

K. A. Engel, pres. Cecil Suitt, ch. engr.
 B. G. Roberston, gen. mgr. Jack Bomar, film buy.
 W. V. Hutt, com. mgr. R. E. Brown, prom. mgr.
 Cecil Bland, pgm. dir. Bill Neel, news ed.

RATE INFORMATION: Class A one hour (film) \$450; minute spot (film) \$100; ID \$50. ID Length 10 sec. Specifications 3/4x15/16 in. Share screen. Frequency discounts from .025% for 26 times up to 25% for 312 times. Rate Card No. 2.

PINE BLUFF
(Jefferson County)

KATV (TV)

LICENSEE: Central South Sales Co. Address: 620 Beech St., Little Rock, Ark. Phone: Mohawk 6-9401.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: 316 kw, Aural 158 kw. Operating Pow.: Visual 170 kw, Aural 89.1 kw. Transmitter: GE. Antenna Make: GE. Height: About average terrain 1,010 ft.; Above ground 922 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 19, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

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

PRINCIPAL STOCKHOLDERS: John Griffin, 45%; James C. Leake, 45%; Bryan Mathes, 10%. Owners also are principal stockholders of KFPW Fort Smith, KTUL Tulsa, Okla., KOMA Oklahoma City, KTVX (TV) Muskogee, Okla., KBTM-TV Jonesboro, Ark., and 50% owners of KWTW (TV) Oklahoma City.

EXECUTIVES:

John T. Griffin, pres. A. R. Garrett, ch. engr.
 John H. Fugate, gen. mgr. Joe Myers, prom. mgr.
 Ben Holmes, com. mgr. Bill Hadley, news ed.
 Don Curran, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

TEXARKANA
(Miller County)

KCMC-TV (TEXARKANA, TEX.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 32-8201. (For full listing see Texarkana, Tex.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Sonoma	41,300	49	20,400	190,907	41,527	5,569
Stanislaus	45,100	51	23,140	194,502	41,536	5,896
Sutter	9,100	45	4,130	22,942	6,577	410
Tehama	6,900	53	3,680	22,925	5,317	842
Trinity	2,300	22	500	3,918	1,815	22
Tulare	44,600	59	26,400	176,899	42,448	4,399
Tuolumne	4,400	48	2,110	15,248	3,819	460
Ventura	43,100	73	31,590	177,131	45,505	5,269
Yolo	15,700	46	7,240	64,578	15,490	1,828
Yuba	10,100	43	4,360	50,279	8,946	1,365
Total	4,200,300	71%	*2,984,910	\$17,518,034	\$4,128,343	\$536,742

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BAKERSFIELD
(Kern County)

KBKAT-TV

LICENSEE: Bakersfield Bcstg. Co. Address: P.O. Box 1448. Phone: Export 9-1761.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.5 kw. Operating Pow.: Visual 19 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 396 ft.

OPERATION: Began August, 1953. Hours, 11:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Weed Television; Attorney, John P. Hearne, Hollywood; Consulting Engineer, Robert Hammett.

PRINCIPAL STOCKHOLDERS: Owned 97 2/3% by Chronicle Pub. Co. (see KRON-TV, San Francisco).

EXECUTIVES:

Harold P. See, pres. Jim Hayden, pgm. dir.
 Al Constant, gen. mgr. & film buy. James Garner, ch. engr.

RATE INFORMATION: Class A one hour (live), \$275, (film), \$275; minute spot (live), \$55, (film), \$55; ID \$27.50. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 3.

KERO-TV

LICENSEE: Kern County Bcstrs. Inc. Address: 1420 Truxtun Ave. Phone: Fairview 7-1441.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 39.8 kw, Aural 21.9 kw. Operating Pow.: Visual 33.2 kw, Aural 16.1 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 3,710 ft.; Above ground 183 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Piersen, Ball & Dowd; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: Gene DeYoung, 51%; Gordon L. Harlan, 29%, and others.

EXECUTIVES:

Gene DeYoung, pres. & gen. mgr. Edwin Andress, dir. of engrg.
 Ed Urner, natl. sls. mgr. John Ballinger, film buy.
 John Barrett, loc. sls. mgr. Kenneth McClure, prom. mgr.
 Ken Croes, pgm. mgr. Burleigh Smith, news ed.

RATE INFORMATION: Class A one hour (live), \$650 (film), \$500; minute spot (live), \$130, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts to 25% for 260 times. Rate Card No. 6.

BERKELEY

(Contra Costa County)

KQED (TV)* (SAN FRANCISCO)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Postal Zone: 8. Address: 207 Powell St. Phone: Yukon 6-5910.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 354 ft.

OPERATION: Began June 10, 1954. Hours, 4-10 p.m.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, R. A. Isberg.

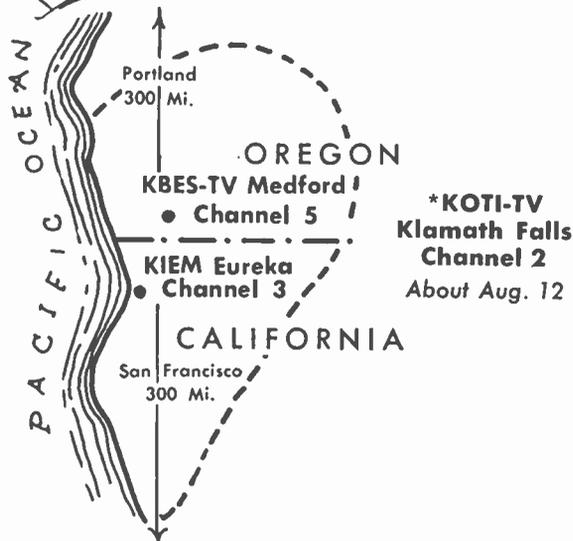
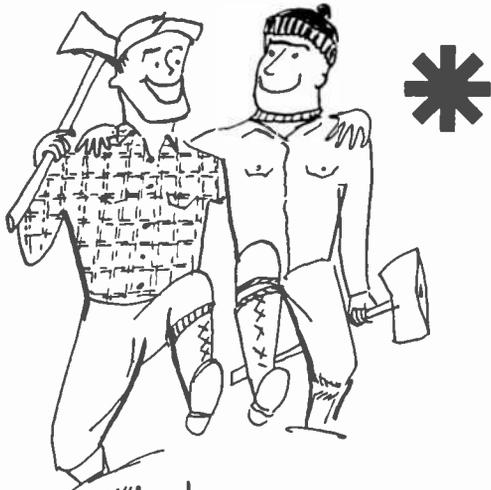
EXECUTIVES:

Mortimer Fleishacker Jr., pres. Robert Katz, film supvr.
 James Day, gen. mgr. Marianne Goldman, prom. mgr.
 Jonathan C. Rice, pgm. dir.

CALIFORNIA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Alameda	282,700	73	206,370	1,078,088	259,415	38,534
Alpine	200	32	60	752	103	
Amador	2,900	50	1,450	8,233	2,226	277
Butte	23,900	49	11,620	96,257	24,327	2,750
Calaveras	3,500	46	1,600	7,265	2,151	269
Colusa	3,900	51	1,990	17,569	3,335	352
Contra Costa	105,400	65	69,040	356,148	107,007	10,531
Del Norte	5,300	22	1,160	20,777	4,790	495
El Dorado	6,500	40	2,600	22,072	6,132	426
Fresno	92,500	65	60,310	399,234	101,482	13,284
Glenn	5,200	46	2,370	22,684	4,357	533
Humboldt	29,200	56	16,410	148,673	37,472	3,262
Imperial	18,200	45	8,120	97,282	20,253	2,487
Inyo	4,500	13	590	20,205	4,326	542
Kern	73,800	65	47,820	317,733	75,178	8,858
Kings	14,700	67	9,830	54,818	12,035	1,627
Lake	4,700	34	1,600	15,357	4,228	399
Lassen	7,300			20,869	8,573	486
Los Angeles	1,721,400	79	1,364,930	7,554,403	1,724,147	239,313
Madera	11,400	67	7,670	40,256	11,675	935
Marin	32,800	68	22,440	134,519	38,088	3,823
Mariposa	1,700	38	640	4,174	1,640	133
Mendocino	15,700	20	3,120	60,615	15,163	1,231
Merced	23,200	57	13,340	94,504	20,901	2,468
Modoc	3,500			9,834	2,136	354
Mono	800	17	140	3,226	1,017	
Monterey	51,100	51	25,910	181,099	40,693	5,034
Napa	16,400	34	5,640	56,546	13,791	1,474
Nevada	7,000	49	3,400	28,371	10,309	739
Orange	116,500	71	82,600	481,899	118,175	15,483
Placer	14,700	57	8,310	61,621	14,807	1,741
Plumas	4,700	27	1,280	13,322	4,331	710
Riverside	72,000	62	44,860	279,341	63,344	8,965
Sacramento	111,400	64	71,520	523,329	132,662	15,574
San Benito	4,700	48	2,250	15,675	3,230	501
San Bernardino	121,000	61	74,420	438,727	103,865	12,065
San Diego	243,500	78	190,420	882,813	199,062	26,708
San Francisco	280,100	77	215,400	1,234,310	262,358	33,968
San Joaquin	69,700	64	44,680	276,614	59,701	8,093
San Luis Obispo	20,700	46	9,540	79,814	19,060	1,975
San Mateo	106,300	68	72,500	399,014	113,475	13,744
Santa Barbara	33,800	61	20,750	150,012	34,735	5,198
Santa Clara	118,500	69	82,240	554,803	141,233	17,606
Santa Cruz	25,700	59	15,160	92,645	23,796	3,297
Shasta	14,600	33	4,760	69,420	18,177	1,728
Sierra	800	30	240	1,959	566	
Siskiyou	11,000	16	1,770	39,641	10,311	1,090
Solano	38,800	72	27,780	132,183	35,525	3,569

The CALIF.-ORE. TV TRIO



the Smullin TV Stations

KOTI CHANNEL 2
Klamath Falls, Ore.
KIEM CHANNEL 3
Eureka, Calif.
KBES CHANNEL 5
Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

three markets — one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	\$420,528,000
CONSUMER SPENDABLE INCOME	\$467,743,000

"The Calif.-Ore. TV TRIO bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."



for CALIF.-ORE. TV TRIO
call DON TELFORD Mgr.
Phone: Hillside 3-3123; TWX Eureka 16

or ask **HOAG-BLAIR** national representatives

CALIFORNIA

CHICO
(Butte County)

KHSL-TV

LICENSEE: Golden Empire Bcstg. Co. Address: 108 E. Fourth St. Phone: Fire-side 2-0141.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 38 kw. Operating Pow.: Visual 63.1 kw, Aural 38 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,263 ft.; Above ground 237 ft.

OPERATION: Began Aug. 29, 1953. Hours, 3 p.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KHSL.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung and family, 100%. Licensee also owns KVCV Redding.

EXECUTIVES:

Mrs. Hugh McClung, pres.	Martin Jacobsen, pgm. dir.
M. F. Woodling, gen. mgr.	Russell B. Pope, ch. engr.
George Ross, natl. sls. mgr.	Ted Dooley, prom. mgr.
J. A. Pero, loc. sls. mgr.	Bob Albertson, news ed.

RATE INFORMATION: Class AA one hour (live) \$250; (film) \$250; Class A one hour (live) \$225; (film) \$225; Class AA minute spot (live) \$42.50, (film) \$42.50; ID \$22.50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

CORONA
(Riverside County)

KCOA (TV)

(Target Date, Not Set)

LICENSEE: KOWL Bcstg. Co. Address: Pico Blvd. at the Ocean, Santa Monica, Calif. Phone: Exbrook 4-6761.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,910 ft.; Above ground 191 ft.

PRINCIPAL STOCKHOLDERS: Families of J. D. Funk and Robert E. McClure own 100% of stock. Same families control Santa Monica Outlook. Licensee also owns KDAY Santa Monica.

EUREKA
(Humboldt County)

KIEM-TV

LICENSEE: California-Oregon Television Inc. Address: P.O. Box 1021. Phone: Hillside 3-3123.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 14.1 kw, Aural 7.59 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,650 ft.; Above ground 249 ft.

OPERATION: Began Oct. 25, 1953. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, KIEM, Fm, KRED (FM).

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Redwood Bcstg. Co. owns 100% of stock. Redwood ownership: William B. Smullin (80%), G. Edward Goodwin (5%), Donald H. Telford (5%), John G. Bauriedel (5%). Redwood owns 50% of KUIN and KGPO (FM) Grants Pass, Ore.; 50% of KBES-TV Medford, Ore.; and 25% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

William B. Smullin, pres. & film buy.	Donald R. King, ch. engr.
Donald H. Telford, gen. mgr.	Richard Green, prom. mgr.
Walter Richartz, pgm. dir.	Newton L. Steward, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Full and share screen. Frequency discounts.

FRESNO
(Fresno County)

KBID-TV†

LICENSEE: John H. Poole Bcstg. Co. Postal Zone: 28. Address: 6540 Sunset Blvd., Hollywood, Calif. Phone: Hollywood 3-3205.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.32 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 400 ft.

OPERATION: Began Feb. 13, 1954.

AFFILIATION: Station, Am, KBIF.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%), also owns KBIG Avalon and KBIC-TV Los Angeles.

EXECUTIVES:

John H. Poole, pres.

†KBID-TV has suspended operation, but has not returned its CP.

FRESNO (Cont.)

KFRE-TV

LICENSEE: California Inland Bcstg. Co. Postal Zone: 21. Address: T. W. Patterson Bldg. Phone: 8-6441.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 112 kw. Operating Pow.: Visual 219 kw, Aural 112 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 2,000 ft.; Above ground 241 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began May 10, 1956. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KFRE, Fm, KRFM (FM).

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Paul R. Bartlett, 57%; William C. Crossland, 38%; Ed J. Frech, 2.36%, and Keith L. Mealey, 2.38%.

EXECUTIVES:

Paul R. Bartlett, pres.	Harold O'Donnell, pgm mgr.
Ed J. Frech, mgr.	Keith L. Mealey, ch. engr.
Robert Klein, com. mgr.	Russell M. Powell, news ed.

RATE INFORMATION: Class A one hour (live), \$650 (film), \$650; minute spot (live), \$150, (film), \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts up to 25% for 260 times. Rate Card No. 1.

KJEO (TV)

LICENSEE: O'Neill Bcstg. Co. Address: P.O. Box 1708. Phone: 7-8405.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 91.2 kw. Operating Pow.: Visual 178 kw, Aural 91.2 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,790 ft.; Above ground 138 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local slides.

OPERATION: Began Oct. 1, 1953. Hours, 8:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, The Branham Co.; Attorney, Joseph Brenner, Beverly Hills, Calif.

PRINCIPAL STOCKHOLDERS: J. E. O'Neill, 100%.

EXECUTIVES:

J. E. O'Neill, pres.	Jack McElwain, ch. engr.
Joe Drilling, vp., gen. mgr. & film buy.	Pat Johns, prom. mgr.
W. O. Edholm, com. mgr.	Phil McPherson, news ed.
Ray Jacobs, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$525, (film) \$500; minute spot (live) \$131, (film) \$125; ID \$62.50. ID Length 10 sec. Specifications 2x3 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Hollywood: 5746 Sunset Boulevard

FRESNO (Cont.)

KMJ-TV

LICENSEE: McClatchy Bcstg. Co. Postal Zone: 21. Address: 1117 N St. Phone 8-6666.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 170 kw, Aural 91.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,290 ft.; Above ground 241 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began June 1, 1953. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KMJ-AM. Fm, KMJ-FM

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

PRINCIPAL STOCKHOLDERS: Owned by Miss Eleanor McClatchy and family. Licensee also owns KFBK-AM-FM Sacramento, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all Calif., and KOH Reno, Nev. Same interests publish Sacramento Bee, Modesto Bee and Fresno Bee. Purchase of KBOX Modesto pending FCC approval.

EXECUTIVES:

Eleanor McClatchy, pres.
Perry Nelson, gen. mgr. & film buy.
Wilson Lefler, natl. sls. & serv. mgr.
& prom. mgr.
Orbie Sullivan, com. mgr.

Joe Tomes, pgm. mgr.
Tom Flynn, prod. mgr.
James B. Hancock, ch. engr.
Dean Mell, news ed.

RATE INFORMATION: Class AA one hour (live) \$550, (film) \$550; minute spot (live) \$125, (film) \$125; ID \$62.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 6.

LOS ANGELES
(Los Angeles County)

KABC-TV

LICENSEE: American Bcstg.-Paramount Theatres Inc. Postal Zone: 27. Address: 4151 Prospect Ave. Phone: Normandy 3-3311.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Operating Pow.: Visual 129 kw, Aural 64.6 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2970 ft.; Above ground 234 ft.

OPERATION: Began Sept. 16, 1949. Hours, 9-1 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KABC. Fm, KABC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Earl J. Hudson, vp., chg. Western Div
Selig J. Seligman, gen. mgr.
Elton H. Rule, gen. sls. mgr.
Peter Robinson, pgm. dir.

Theodore Grenier, ch. engr.
Howard Lipstone, film buy.
Jack Brembeck, prom. mgr.
Pat O'Reilly, news ed.

RATE INFORMATION: Class A one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$500, (film) \$500; ID \$250. ID Length 8 and 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

KBIC-TV†

LICENSEE: John H. Poole Bcstg. Co. Postal Zone: 28. Address: 6540 Sunset Blvd., Hollywood. Phone: Hollywood 3-3205.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Operating Pow.: Visual 106 kw, Aural 55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,930 ft.; Above ground 146 ft.

OPERATION: Began *See footnote.

AFFILIATION: Station, Am, KBIG Avalon, Calif.

PRINCIPAL STOCKHOLDERS: John H. Poole, 100%. Also owns KBIG Avalon, KBIF and KBID-TV Fresno.

EXECUTIVES:

John H. Poole, pres.

Malcolm Morrett, ch. engr.

†KBIC-TV is now in limited testing. Target date for commercial operation unknown.

TV in Fresno -
the big inland California
market means

KMJ-TV •
• Basic NBC-TV affiliate
• Best local programs

Paul H. Raymer Co., National Representative

LOS ANGELES (Cont.)

KCOP (TV)

LICENSEE: The Copley Press Inc. Postal Zone: 38. Address: 1000 N. Cahuenga Blvd. Phone: Hollywood 2-7311.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 83.2 kw. Operating Pow.: Visual 162 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,920 ft.; Above ground 203 ft.

OPERATION: Began Sept. 17, 1948. Hours, 8:30 a.m.-midnight.

REPRESENTATIVES: Sales, Edward Petry & Co.; Attorney, John P. Hearne, Hollywood.

PRINCIPAL STOCKHOLDERS: Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State Journal and Stage Register (under lease), all Illinois; San Diego (Calif.) Union and Tribune, and through Southern Calif. Associated Newspapers the following, all in California: Alhambra Post-Advocate, Burbank Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Breeze, Venice Vanguard and 60% of San Pedro News-Pilot.

EXECUTIVES:

Jack Heintz, vp. & gen. mgr.	Marvin F. Wentworth, ch. engr.
Amos T. Baron, sls. mgr.	Dan Lindquist, prod. mgr.
Alvin G. Flanagan, asst. gen. mgr.,	Charles Vance, prom. mgr.
pgr. dir. & film buy.	Baxter Ward, news ed.
Helen McDermott, bus. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,250; minute spot (live) \$250, (film) \$250; ID \$165 and \$120. ID Length 20 sec. and 10 sec. Frequency discounts. Rate Card No. 2.

KHJ-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 28. Address: 1313 North Vine St. Phone: Hollywood 2-2133.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 81.3 kw. Operating Pow.: Visual 162 kw, Aural 81.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,960 ft.; Above ground 199 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug., 1948. Hours, 11:45 a.m.-12:30 a.m.

AFFILIATIONS: Stations, Am, KHJ. Fm, KHJ-FM.

REPRESENTATIVES: Sales, H-R Television.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas F. O'Neil, pres. RKO Tele-	Howard L. Wheeler, sls. mgr.
radio Pictures, Inc.	James Higson, pgm. dir. & film buy.
Willet H. Brown, pres. Don Lee Div.	Robert Arne, ch. engr.
Ward D. Ingram, gen. mgr. Don	Robert M. Light, dir. of prom.
Lee Div.	Les Mawhinney, news ed.
John T. Reynolds, vp. & gen. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$220, (film) \$220; ID \$100. ID Length 10 sec. Specifications on request. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 3.

KNXT (TV)

LICENSEE: Columbia Bcstg. System Inc. Postal Zone: 28. Address: 1313 North Vine St. Phone: Webster 8-3000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 3,140 ft.; Above ground 466 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began May 6, 1948. Hours, 6:45 a.m.-1:30 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KNX. Fm, KNX-FM.

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, CBS Television Spot Sales.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:

J. L. Van Volkenburg, pres., CBS-	Donald M. Hine, pgm. dir. & film
Television	buy.
Clark George, gen. mgr.	Herbert Pangborn, ch. engr.
Robert D. Wood, com. mgr.	Dean D. Linger, prom. mgr.
	Sam Zelman, news ed.

RATE INFORMATION: Class A one hour \$3200. Minute spot Class AA, \$700; Class A, \$500. ID Class AA, \$350; Class A, \$250. ID Length 10 sec. Frequency discounts from 2 1/2% (Classes AA, A) for 26 times up to 5% (Classes AA, A) for 52 times. Rate Card No. 4.

KRCA (TV)

LICENSEE: National Bcstg. Co. Postal Zone: 28. Address: 1500 N. Vine St. Phone: Hollywood 9-6161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.4 kw. Operating Pow.: Visual 42.7 kw., Aural 21.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,200 ft.; Above ground 490 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 16, 1949. Hours, 6:45 a.m.-1:00 a.m.

AFFILIATION: Tv Network NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindell & Ohl.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver Jr., chmn. of	James Parks, com. mgr.
bd., NBC.	Dean Craig, exec. prod.
Robert W. Sarnoff, pres., NBC	John Knight, ch. engr.
John K. West, vp. in chg., Western	George Burke, film buy.
Div.	John C. Kenaston, prom. mgr.
Thomas C. McCray, vp. & gen. mgr.	Roy Neal, news ed.

RATE INFORMATION: Class AA one hour, \$3600; 20 sec. station break, \$800; ID \$375. Class A one hour (live) \$3200, (film) \$3200; 20 sec. station break, \$450; ID \$195. ID Length 10 sec. Frequency discounts. Rate Card No. 11.

KTLA (TV)

LICENSEE: Paramount Television Productions Inc. Postal Zone: 28. Address: 5800 Sunset Blvd. Phone: Hollywood 9-3181.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Operating Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 2,990 ft.; Above ground 240 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 22, 1947.

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

PRINCIPAL STOCKHOLDERS: Wholly owned by Paramount Pictures Inc. Paramount Pictures owns 26.6% of DuMont Bcstg. Corp. (WABD [TV] New York and WTTG [TV] Washington.)

EXECUTIVES:

Paul Raibourn, pres. (New York)	John Silva, ch. engr.
Klaus Landsberg, vp. and gen. mgr.	Leland G. Muller, film buy.
Robert Mohr, sls. mgr.	Gilbert Martyn, news ed.
Bernie Ebert, prod. supvr.	

RATE INFORMATION: Class A one hour (live) \$1750, (film) \$1500; minute spot (live) \$325, (film) \$300; ID \$150. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 500 times. Rate Card No. 7.



the adventures of
ELLERY QUEEN
 starring
HUGH MARLOWE

Another winner!

from the portfolio of **TPA** Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you *know* how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.
 New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Hollywood: 5746 Sunset Boulevard

CALIFORNIA

LOS ANGELES (Cont.)

KTTV (TV)

LICENSEE: KTTV Inc. Postal Zone: 28. Address: 5746 Sunset Blvd. Phone: Hollywood 2-7111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw. Operating Pow.: Visual 135 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 2,940 ft.; Above ground 237 ft.

OPERATION: Began Jan. 1, 1949. Hours, 7 a.m.-2 a.m.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Times-Mirror Co. (100%), publisher of Los Angeles Times and Mirror.

EXECUTIVES:

Norman Chandler, chmn. of bd.	Edward Benham, ch. engr.
Richard A. Moore, pres. & gen. mgr.	Richard Woollen, film buy.
John R. Vrba, vp. chg. sls.	Jack O'Mara, prom. & merc. mgr.
Robert Breckner, vp. chg. pgmg.	Leonard Blondheim, news ed.

RATE INFORMATION: Class AA one hour (live) \$2,000; minute spot (live) \$600; ID \$290. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 8.

MODESTO
 (Stanislaus County)

KTRB-TV

(Target Date, Not Set)

LICENSEE: KTRB Bcstg. Co. Address: P.O. Box 593. Phone: 3-0737.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,950 ft.; Above ground 328 ft.

AFFILIATION: Station, Am, KTRB. Fm, KTRB-FM.

REPRESENTATIVES: Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: William H. Bates Jr., 80%, and Margie W. Cleary, 20%.

EXECUTIVE: William H. Bates, pres. & treas.

MONTEREY
 (Stanislaus County)

KSBW-TV (SALINAS)

LICENSEE: Salinas Valley Bcstg. Corp. Address: 238 John St., Salinas, Calif. Phone: 2-6422 (For full listing see Salinas).

REDDING
 (Shasta County)

KVIP-TV

LICENSEE: Shasta Telecasting Corp. Address: 1215 Placer St. Phone: 5049.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 12 kw, Aural 6.03 kw. Operating Pow.: Visual 12 kw, Aural 6.03 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,590 ft.; Above ground 87 ft.

OPERATION: Began Aug. 1, 1956.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Robert L. Hammett.

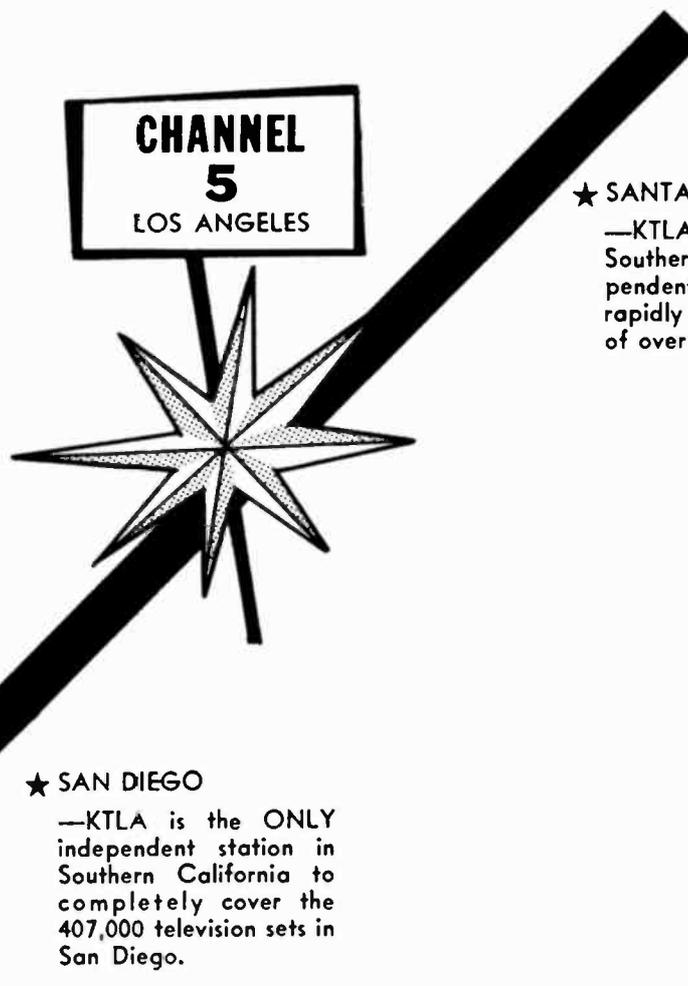
PRINCIPAL STOCKHOLDERS: Laurence W. Carr, 19.37%; Morris K. Cohen, 19.37%; George C. Fleharty 19.37%; Robert L. Hammett, 9.37%; Carl R. McConnell, 9.37%; William B. Nystrom, 14.37%; Clay Douglas Ross, 9.37%; George H. Voorhies 9.37%. Mr. Fleharty publishes weekly Anderson Valley News.

EXECUTIVES:

Geo. C. Fleharty, pres. & gen. mgr.	Ted Dooley, pgm. dir.
Russell K. Olsen, asst. mgr.	Juanita Campbell, prom. mgr.

KTLA *LEADS*

IN THE IMPORTANT METROPOLITAN AREAS
of
SAN DIEGO *and* SANTA BARBARA



★ SANTA BARBARA
—KTLA is again the TOP Southern California independent station in this rapidly expanding market of over 84,000 sets.

★ SAN DIEGO
—KTLA is the ONLY independent station in Southern California to completely cover the 407,000 television sets in San Diego.

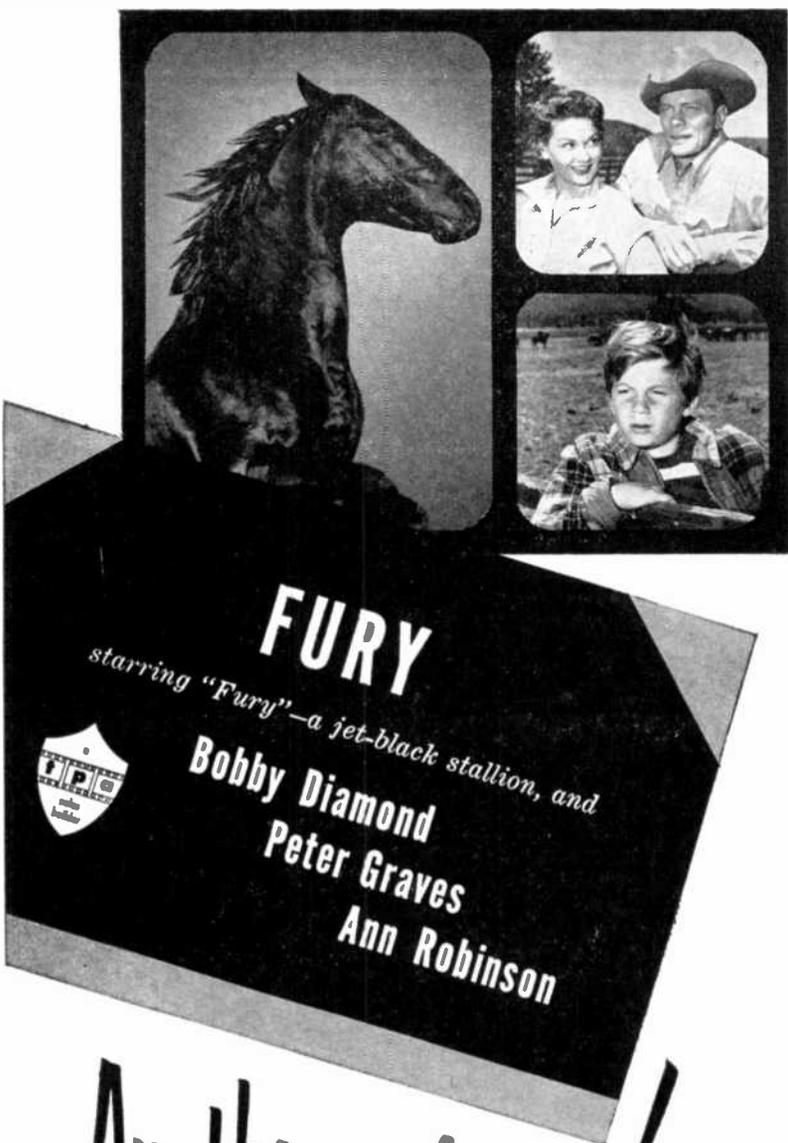
Plus

The outstanding record of LEADERSHIP "FIRSTS" that KTLA has maintained since the earliest days of television.

CHANNEL 5

5800 Sunset Boulevard
Hollywood 28, California

Represented Nationally by PAUL H. RAYMER CO.



Another winner!

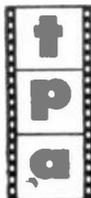
from the portfolio of **TPA** Sales Builders

Here's a show that proudly carries the TPA mark of success. It's the story of a city boy and a wild horse. Eleven-year-old Bobby Diamond is the boy; "Fury," an untamed black stallion, is the horse—the greatest trick horse in Hollywood. Together, they make a team that sends youngsters dreaming of a free life on a wide-open range with a horse that's almost human in its understanding.

Peter Graves plays the ranch owner who takes the boy under his roof. Ann Robinson is the eye-filling girl friend. Benton & Bowles grabbed this one for General Foods as soon as they saw the audition print. Co-sponsor is Borden's, via Young & Rubicam. The program is aired over NBC-TV Saturdays at 11 a.m.

"Fury" is another example of TPA's proved ability to develop unique, quality programs. While this program has already posted the SRO sign, we have others which can do a great job for you.

Call TPA for market availabilities on audience-winning, sales-building television programs.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

CALIFORNIA

SACRAMENTO (Cont.) (Sacramento County)

KBET-TV

LICENSEE: Sacramento Telecasters Inc. Postal Zone: 18. Address: 601 7th Ave. Phone: Hudson 1-4041.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,120 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 20, 1955. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: W. C. Wright and sons, 20.55%; John H. Schacht, 15.48%; A. R. Galloway and sons, 6.87%; Charles C., James J. and Russell R. Inks, 10.98%; Robert A., Clarence and William R. Breuner, 10.97%; A. M. Henderson Jr., 5.48%; Thomas H. Richards Jr., 5.48%; Henry Teichert, 5.01%; Nelson B. Morse, 5.48%, and Alan Pollock 5.48%. Mr. Pollock owns 100% of KVNI Coeur d'Alene, Idaho.

EXECUTIVES:

William P. Wright, pres.	Peter K. Onnigian, ch. engr.
John H. Schacht, vp. & gen. mgr.	Ted Mason, prom. mgr.
George Kapel, com. mgr.	Hank Thornley, news ed.
Bob Merrifield, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$794 to \$825, (film) \$700; minute spot (live) \$152.50 to \$159, (film) \$140; ID \$70. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KCCC-TV

LICENSEE: Capital City Tv Corp. Address: Hotel Senator. Phone: Gilbert 3-4843.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 186 kw., Aural 93.3 kw. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: RCA. Height: Above average terrain 480 ft.; Above ground 500 ft.

OPERATION: Began Sept. 30, 1953. Hours, 11 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

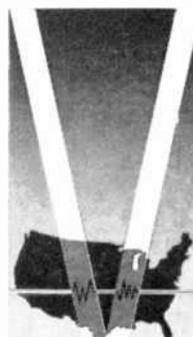
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Harry W. McCart, 50%, and Ashley L. Robison, 50%. Lincoln Dellar has option to buy Mr. McCart's 50%. Mr. Dellar owns KXOA-AM-FM Sacramento and 50% of KJR Seattle, Wash., KXL Portland, Ore., and KHMO Hannibal, Mo.

EXECUTIVES:

Harry W. McCart, pres.	William Fernell, pgm. dir.
Ashley L. Robison, exec. vp. & film buy.	Harry Bartolomi, ch. engr.
A. J. Richards, vp. in chg. of sls.	Harvey W. Chester, news ed.

RATE INFORMATION: Class A one hour (live), \$550, (film), \$450; minute spot (live), \$120, (film), \$110; ID \$90. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 250 times. Rate Card No. 3.



the amazing . . .

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- ★ SEALED BEAM
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**ONLY KBET-TV
DELIVERS BOTH
SACRAMENTO & STOCKTON!**

IN CALIFORNIA'S GREAT CENTRAL VALLEY,
take your choice of Share-of-Audience facts:

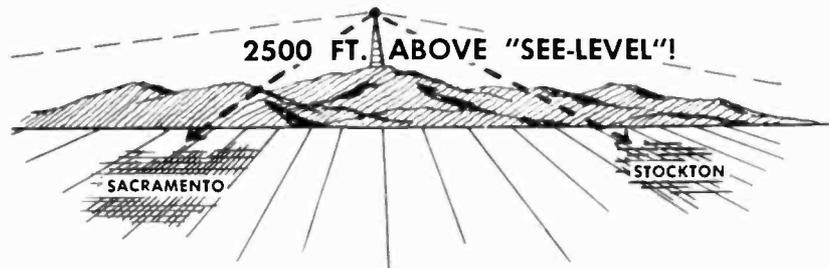
		SACRAMENTO	STOCKTON
<i>Evenings</i>			
TELEPULSE*	KBET-TV	32.0	23.0
	Sacramento Stn. B	32.0	4.0
	Stockton Stn. C	8.0	22.0
ARB**	KBET-TV	33.2	27.9
	Sacramento Stn. B	35.0	6.4
	Stockton Stn. C	12.0	18.3
<i>Afternoons</i>			
TELEPULSE*	KBET-TV	28.0	18.0
	Sacramento Stn. B	33.0	5.0
	Stockton Stn. C	2.0	23.0
ARB	No full afternoon survey conducted.	*Telepulse, March '56, 12N-6 PM; 6-12M. **ARB, Sacramento, February '56, 7-11 PM. ARB, Stockton, April '56, 6-10 PM.	

The "BEAR FACT" is . . . only KBET-TV delivers saturation audiences in BOTH of California's Central Valley trading areas. It's always your surest 2-for-1 buy!

**2 FOR 1
COVERAGE
IN THE NATION'S
37th MARKET!†**



† From CBS Evaluation of Top 100 U.S. Television Markets



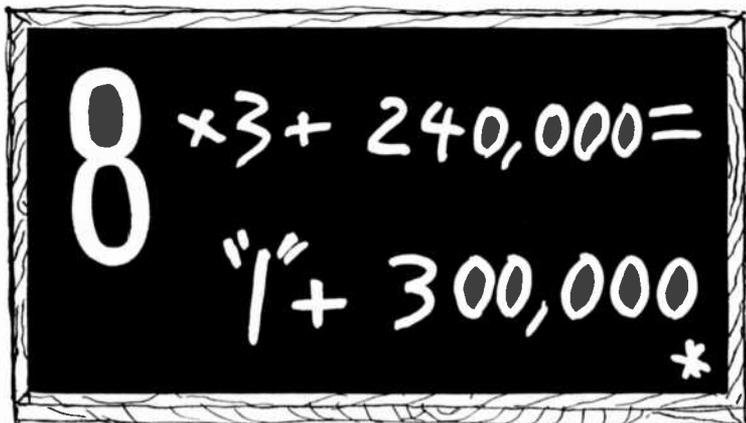
CHANNEL 10



**SACRAMENTO,
CALIFORNIA**

CALL H-R TELEVISION, INC. FOR CURRENT AVAILS

**HERE'S THE
FORMULA
FOR SALES IN
CALIFORNIA'S CENTRAL COAST**



As hundreds of national accounts already know, KSBW-TV—Channel 8 in Salinas—Monterey—has all 3 networks covering "1" big market.

NOW Channel 8 goes MAXIMUM POWER and full COLOR with 240,000 watts—putting an additional 300,000 TV homes in the Class A coverage where they can see all the top CBS, NBC, and ABC shows on Channel 8!

***IMPORTANT NOTE:**

When you use this formula, your result comes out in dollars.

ASK H-R

**CBS NBC ABC
KSBW - TV
SALINAS ★ MONTEREY
GOING...
MAXIMUM POWER!**

CALIFORNIA

SACRAMENTO (Cont.)

KCRA-TV

LICENSEE: KCRA Inc. Address: 310 10th St. Phone: Hudson 1-4631.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 495 ft.; Above ground 553 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 2, 1955. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KCRA. Fm, KCRA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Ewing C. Kelly, 50%; C. Vernon, Gerald and Kenneth W. Hansen, 16.66% each.

EXECUTIVES:

Ewing C. Kelly, pres. & gen. mgr.	Tom Breen, film buy.
Howard J. Simley, sta. mgr. & com. mgr.	Richard Block, prom. dir.
Robert E. Kelly, pgm. mgr.	Ruth Ward, news ed.
	W. Herbert Hartman, ch. engr.

RATE INFORMATION: Class A one hour (live), \$750 (film), \$750; minute spot (live), \$162.50 (film), \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KGMS-TV

(Target Date November, 1956)

LICENSEE: Capito Radio Enterprises. Address: Hotel Senator. Phone: Hudson 1-3133.

FACILITIES: Ch. 46. Authorized Eff. Pow.: Visual 19.1 kw, Aural 10.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 300 ft.; Above ground 338 ft.

AFFILIATION: Stations, Am, KGMS. Fm, KGMS-FM.

REPRESENTATIVES: Sales, Broadcast Time Sales Co. Washington Attorney, Krieger & Jorgensen; Consulting Engineer, A. E. Towne Assoc.

PRINCIPAL STOCKHOLDERS: Owned 1/3 each by Irving James Schwartz, William Stephen George and John Matranga.

EXECUTIVES:

Irving J. Schwartz, ptrn. & gen. mgr.	Jack Matranga, ptrn. & pgm. dir.
Steve George, ptrn. & com. mgr.	

SALINAS

(Monterey County)

KSBW-TV (MONTEREY)

LICENSEE: Salinas Valley Bcstg. Corp. Address: 238 John St. Phone: 2-6422.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 10 kw, Aural 5.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,330 ft.; Above ground 248 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 11, 1953. Hours 1:20 p.m.-midnight

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KSBW.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: John C. Cohan, 25%; William M. Oates, 25%, and others. Mr. Cohan owns 50% of KVEC-AM-TV San Luis Obispo, Calif.

EXECUTIVES:

John C. Cohan, pres. & gen. mgr.	Russell L. Furse, dir. of ops. & film buy.
William M. Oates, asst. gen. mgr. & sec.-treas.	Bill Hargan, ch. engr.
Graham Moore, sls. mgr.	Vic Rugh, news ed.

RATE INFORMATION: Class A one hour (live) \$455, (film) \$350; minute spot (live), \$97.50, (film) \$75; ID \$38. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

The Senator from KCRA-TV and His 3 VIP's*

Three *VERY IMPORTANT PROGRAMS in SACRAMENTO



The Senator is mighty proud of his three VIP's: "Valley Playhouse," Captain Sacto and "3 Star Theatre." These high-rated local sales personalities and programs have consistently proved their power to attract greater audience to KCRA-TV and to move merchandise in the big Sacramento TV market. As the Senator says, "Let's look at the record" (with an eye to fall schedules):



Monday-Friday, Follows
"Queen for a Day"

74^{4†} AVERAGE
Share Audience

Complete product demonstration by Milly in kitchen or living room set.

Valley Playhouse features Columbia Screen Gems Double Feature daily.



6-7 P.M.
Monday-Friday

44^{6†} AVERAGE
Share Audience

Complete product demonstration by Captain Sacto.

Featuring "The Little Rascals" and "Crusader Rabbit."



11 P.M.
Saturday and Sunday

59^{4†} AVERAGE
Share Audience

First runs from Columbia Screen Gems, other major film packages.

†Sacramento Television Audience
ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic **NBC** Affiliate
Represented by Edward Petry & Company

SAN DIEGO
(San Diego County)

KFMB-TV

LICENSEE: Wrather-Alvarez Bcstg. Inc. Postal Zone: 1. Address: 1405 Fifth Ave. Phone: Belmont 2-2114.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 754 ft.; Above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1949. Hours, 6:30 a.m.-11:45 p.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, KFMB.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: J. D. Wrather Jr., 39%; Maria Helen Alvarez, 39%; Edward Petry & Co., 22.2%. Licensee also owns KYAT (TV) Yuma, Ariz. Mr. Wrather owns 37.5% of WNEW New York and 100% of WJDW (TV) Boston, Mass.

EXECUTIVES:

J. D. Wrather Jr., pres.	Charles F. Abel, ch. engr.
Helen Alvarez, vp.	Dan Bellus, prom. mgr.
George Whitney, vp. & gen. mgr.	Stu Batt, news ed.
Bill Fox, com. mgr. & film buy.	Ray Wilson, news dir.
James Harmon, pgm. dir.	

RATE INFORMATION: Class A one hour (live), \$900, (film), \$900; minute spot (live), \$230, (film), \$230; ID \$100. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 10.

KFSD-TV

LICENSEE: KFSD Inc. Postal Zone: 10. Address: 3642 Enterprise St. Phone: Cypress 8-7151.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Operating Pow.: Visual 214 kw, Aural 107 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 252 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 13, 1953. Hours, 6:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KFSD. Fm, KFSD-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lundgren, Lincoln, Peterson & McDaniel; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co., 76.6%, voted by James G. Rogers, 6.68%; Glen McDaniel, 3.1%; Elliott L. Cushman, 10.35%; Fox, Wells & Co. owns 27% of WWOR-TV Worcester, Mass., and 28% of Olympic Radio & Television Inc. (set manufacturer).

EXECUTIVES:

James G. Rogers, pres.	LeRoy Bellwood, ch. engr.
William E. Goetze, gen. mgr.	Grant Recksieck, prom. mgr.
Jay Grill, com. mgr.	Lionel Van Deerlin, news ed.
William Hollenbeck, studio mgr. & film buy.	

RATE INFORMATION: Class AA one hour (live), \$800; (film), \$800; minute spot (live), \$160; (film), \$160; ID \$80. ID Length 8 or 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

XETV (TV) (TIJUANA, MEXICO)

(For full listing see Foreign Stations)

LICENSEE: Radio Television, S. A. San Diego Office: 4229 Park Blvd. Postal Zone 3. Phone: Cypress 8-7191.

SAN FRANCISCO

(San Francisco County)

KBAY-TV

(Target Date, Not Set)

LICENSEE: Bay Television. Address: 414 N. Camden Dr., Beverly Hills, Calif.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 370 ft..

REPRESENTATIVES: Attorneys, Prichard & Brenner, Beverly Hills.

PRINCIPAL STOCKHOLDERS: Dr. and Mrs. Leonard Averett.

KGO-TV

LICENSEE: American Bcstg.-Paramount Theaters Inc. Postal Zone 2. Address: 277 Golden Gate Ave. Phone: Underhill 3-0077.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,210 ft.; Above ground 517 ft.

OPERATION: Began May 5, 1949. Hours, 11 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KGO. Fm, KGO-FM.

REPRESENTATIVES: Sales, Blair-Tv; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Leonard H. Goldenson, pres. AB-PT	Russell Baker, pgm. dir.
Robert E. Kintner, pres. ABC Div.	Harry Jacobs, ch. engr.
James H. Connolly, vp. & gen. mgr.	Bob Mitchell, film buy.
David M. Sacks, com. mgr.	Vic Reed, prom. mgr. & news ed.

RATE INFORMATION: Class A one hour (live), \$1,250; minute spot (live), \$270; ID \$135. ID Length 8 sec. Frequency discounts. Rate Card No. 10.

KPIX (TV)

LICENSEE: Westinghouse Bcstg. Co.: Postal Zone: 9. Address: 2655 Van Ness Ave. Phone: Prospect 6-5100.

FACILITIES: Ch. 5 Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,140 ft.; Above ground 529 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 22, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency Inc.; Attorney, John Steen, New York; Consulting Engineer, Ralph Harmon.

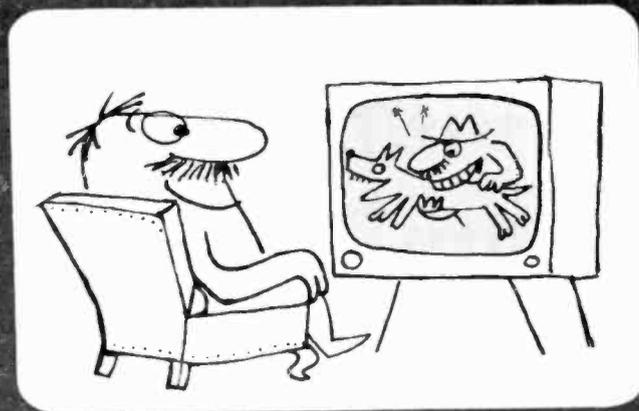
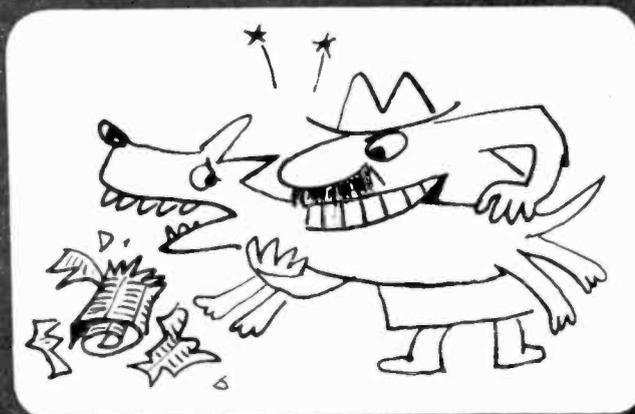
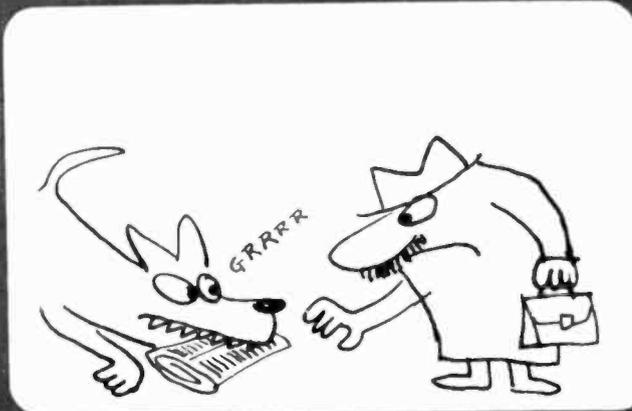
PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh.

EXECUTIVES:

Donald H. McGannon, pres. (New York)	William C. Dempsey, pgm. dir. & film buy.
Philip G. Lasky, gen. mgr.	Thomas T. Ely, ch. engr.
Louis S. Simon, com. mgr.	William Ryan, prom. mgr.

RATE INFORMATION: Class AA one hour (live), \$1,700; (film), \$1,700; minute spot (live), \$425; (film), \$425; ID \$213. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 10.

In newsy San Diego it's all on Channel 8!



On Channel 8, San Diego gets all the news all the time.

With ratings as high as 33.8* on locally produced news programs.

San Diego has more people making more news and watching more news on Channel 8 than ever before.

*San Diego Nielson TV report, January, 1956

KFMB  **TV**

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by **Edward Petry & Co., Inc.**

SAN DIEGO

America's more market

SAN FRANCISCO (Cont.)

KRON-TV

LICENSEE: Chronicle Publishing Co. Postal Zone: 19. Address: 929 Mission St. Phone: Garfield 1-1100.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,310 ft.; Above ground 200 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Nov. 15, 1949. Hours, 7 a.m.-1 a.m.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Attorney, John P. Hearne, San Francisco; Consulting Engineer, Robert L. Hammett.
PRINCIPAL STOCKHOLDERS: Licensee publishes San Francisco Chronicle. Also owns 97 1/3% of KBAK-TV Bakersfield, Calif.
EXECUTIVES:
 Charles Thieriot, pres. Douglas J. Elleson, pgm. mgr.
 Harold P. See, gen. mgr. J. L. Berryhill, ch. engr.
 Norman Louvau, sls. mgr. & film buy. R. D. Irving, prom. mgr.
RATE INFORMATION: Class AA one hour (live), \$1700; (film), \$1700; 20 sec. spot (live), \$425; (film), \$425; ID \$212.50. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 11.

KSAN-TV

LICENSEE: S. H. Patterson. Postal Zone: 3. Address: 1335 Market St. Phone: Market 1-8171.
FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,090 ft.; Above ground 372 ft.
OPERATION: Began April, 1954. Hours, 5-10 p.m.
AFFILIATION: Station, Am, KSAN.
REPRESENTATIVES: Sales, Stars National Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Radio Engineering Co.
PRINCIPAL STOCKHOLDERS: S. H. Patterson is sole owner.
EXECUTIVES:
 S. H. Patterson, pres. Paul Roscoe, pgm. dir. & news ed.
 Norwood J. Patterson, gen. mgr., Don Lincoln, ch. engr.
 com. mgr., film buy. & prom. mgr.
RATE INFORMATION: Class A one hour (live), \$225; (film), \$225; minute spot (live), \$25; (film), \$18; ID \$10. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times.

KQED (TV)* (BERKELEY)

(* Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Postal Zone: 8. Address: 207 Powell St., San Francisco. Phone: Yukon 6-5910 (For full listing see Berkeley, Calif.)

SAN JOSE

(Santa Clara County)

KNTV (TV)

LICENSEE: Standard Radio & Television Co. Postal Zone: 10. Address: 645 Park Ave. Phone: Cypress 7-5577.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,770 ft.; Above ground 291 ft.
OPERATION: Began Sept. 12, 1955. Hours, 4-11:30 p.m.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George P. Adair Engineering Co.
PRINCIPAL STOCKHOLDERS: Wholly owned by Sunlite Bakery, owned 100% by A. T. Gilliland.
EXECUTIVES:
 A. T. Gilliland, pres. Bruce Joyner, ch. engr.
 Fran Conrad, gen. mgr. Bob Billman, prom. mgr. & news ed.
 Len Cinnamon, loc. sls. mgr.
 Russ Truesdell, ops. & pgm. mgr.
RATE INFORMATION: Class A one hour (live), \$325; (film), \$250; minute spot (live), \$70; (film), \$60; ID \$30. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 4.

SAN LUIS OBISPO

(San Luis Obispo County)

KVEC-TV

LICENSEE: The Valley Enterprises Co. Address: 787 Higuera St. Phone: 1100.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.9 kw. Operating Pow.: Visual 16 kw, Aural 8.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,260 ft.; Above ground 140 ft.
OPERATION: Began May 25, 1953.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, KVEC.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Robert Hammett.

PRINCIPAL STOCKHOLDERS: Owned equally by John C. Cohan (KSBW-AM-TV Salinas, Calif.) and Jerome Kantro.

EXECUTIVES:

John C. Cohan, pres. & gen. mgr. Russell Furse, pgm. dir. & film buy.
 Graham Moore, gen. sls. mgr. Bill Hargan, ch. engr.
 Si Darrat, local com. mgr.

RATE INFORMATION: Class A one hour (live), \$200 (film), \$200; minute spot (live), \$37.50 (film), \$37.50; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts.

SANTA BARBARA

(Santa Barbara County)

KEYT (TV)

LICENSEE: Santa Barbara Bcstg. & Television Corp. Address: 730 Miramonte Drive. Phone: Woodland 5-8533.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,011 ft.; Above ground 201 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 26, 1953. Hours, 11:30 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC.
REPRESENTATIVES: Sales, George P. Hollingberry Co.; Washington Attorney, Hogan & Hartson.
PRINCIPAL STOCKHOLDERS: Harry C. Butcher, 13.2%; Colin M. Selph, 16.9%; Cecil I. Smith, 10.8%; Arthur F. Marquette, 9.2%; Charles H. Jackson Jr., 26.2%; Pierpont M. Hamilton, 6.2%; Ronald Colman, 9.2%. Mr. Butcher owns KIST Santa Barbara.
EXECUTIVES:
 Colin M. Selph, pres. & gen. mgr. Lloyd Jones, ch. engr.
 Joseph P. Constantino Jr., prod. mgr. Richard H. Barrett, prom. mgr.
 Mary Ann Casey, pgm. dir. William P. Huddy, news ed.
RATE INFORMATION: Class A one hour (live), \$450; (film), \$450; minute spot (live), \$80; (film), \$80; ID \$40. ID Length 8 and 10 sec. Specifications 16mm Standard CBS. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 3.

STOCKTON

(San Joaquin County)

KOVR (TV)

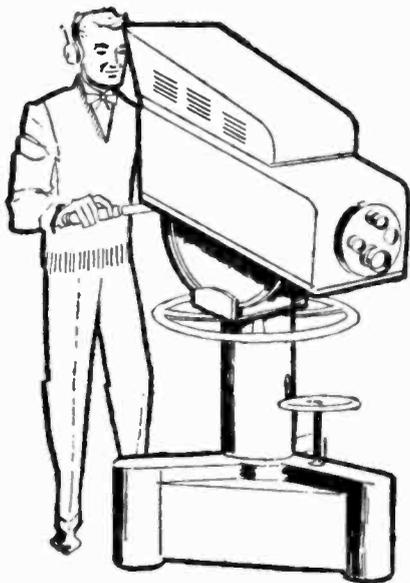
LICENSEE: Television Diablo Inc. Address: 225 East Miner Ave. Phone: Howard 6-6981.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 399 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,240 ft.; Above ground 399 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 6, 1954. Hours 12 noon-midnight.
REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: H. L. Hoffman, 69.4%; J. A. McCullough, 3.7%, and others. Mr. Hoffman is president of Hoffman Radio Co., manufacturer of radio and tv receivers.
EXECUTIVES:
 H. L. Hoffman, ch. own. Jay Watson, vp. in chg. of pgmg.
 Terry H. Lee, pres. & gen. mgr. Richard C. Anderson, ch. engr.
 Frank G. King, vp. in chg. of sls. Frank N. West, prom. mgr.
RATE INFORMATION: Class A one hour (live), \$800; (film), \$800; minute spot (live), \$175; (film), \$175; ID \$88. ID Length 10 sec. Specifications, 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

TULARE

(Tulare County)

KVVG (TV) (FRESNO)

LICENSEE: Uhf Telecasting Corp. Address: 1385 E. Tulare St. Phone: 6-3481.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 148 kw. Operating Pow.: Visual 282 kw, Aural 148 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 147 ft.
OPERATION: Began Nov. 13, 1953.
REPRESENTATIVES: Attorney, John P. Hearne, Hollywood.
PRINCIPAL STOCKHOLDERS: M. B. Scott, 50%, and Joseph Justman, 50%. Sale of Mr. Justman's 50% interest to James Stacy pending FCC approval. Mr. Scott owns KOPP Ogden, Utah.
EXECUTIVES:
 E. David Beatie, gen. mgr. & com. mgr. Joe Ridgway, film dir.
 Charles Scott, pgm. dir. Herschel MacKenzie, ch. engr.
 Bob Lee, news dir.



First in the West with **COLOR-TV**

...KRON-TV, San Francisco's
Pioneer Color Station

KRON-TV now maintains its leadership

...with a series of
hard hitting color
clinics where local
advertisers can see
their packages, products
and display material
on closed circuit
color TV.

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NETWORK COLOR PROGRAMS
LOCAL LIVE PROGRAMS
COLOR FILM PROGRAMS
COLOR SLIDES

San Francisco
KRON-TV

Affiliated with the S. F. Chronicle
and the NBC-TV Network on Channel **4**

Represented Nationally by
Peters, Griffin, Woodward, Inc.

COLORADO MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	14,000	72	10,010	48,640	9,855	2,901
Alamosa	2,800			11,891	2,520	380
Arapahoe	20,400	56	11,440	92,801	27,449	3,392
Archuleta	700			2,832	420	218
Baca	2,600			5,062	850	213
Bent	2,200	19	430	4,961	1,174	131
Boulder	15,700	57	8,870	60,605	13,189	2,318
Chaffee	2,200	24	530	9,599	2,034	231
Cheyenne	1,100			2,352	563	145
Clear Creek	1,200	43	520	4,583	654	148
Conejos	2,400			4,169	713	198
Costilla	1,200			1,656	155	77
Crowley	1,400	45	630	2,925	493	111
Custer	600	27	160	543	215	141
Delta	5,500	20	1,080	14,445	3,626	522
Denver	156,700	73	114,080	765,358	144,551	36,723
Dolores	600			1,277	120	247
Douglas	1,200	39	460	4,862	726	76
Eagle	1,200	13	160	3,066	863	185
Elbert	1,100	44	490	2,083	686	50
El Paso	30,700	54	16,460	159,608	30,553	6,258
Fremont	5,500	35	1,950	15,890	3,439	543
Garfield	3,700			15,654	2,853	697
Gilpin	200	24	50	908	119	54
Grand	1,100	29	320	5,390	845	382
Gunnison	1,700			6,034	1,341	155
Hinsdale	100	13	10	95		
Huerfano	3,000	20	600	6,264	1,707	275
Jackson	700	27	190	1,578	207	179
Jefferson	22,500	62	13,970	84,632	28,867	3,713
Kiowa	900	27	240	3,048	870	94
Kit Carson	2,700			8,372	1,330	355
Lake	1,800	35	630	8,460	2,070	309
La Plata	4,200	12	500	22,869	4,814	662
Larimer	14,600	63	9,200	49,394	10,334	1,775
Las Animas	6,900	13	910	16,482	3,376	504
Lincoln	1,900	19	370	7,299	815	289
Logan	5,200	56	2,890	27,002	4,531	673
Mesa	13,000	39	5,040	72,667	14,658	2,148
Mineral	200			407	78	
Moffat	1,800			8,088	1,684	251
Montezuma	3,000			15,099	2,833	529
Montrose	4,500	19	870	16,364	3,520	719
Morgan	5,300	50	2,640	27,163	5,363	959
Otero	7,700	42	3,210	22,566	6,081	760
Ouray	600			1,463	375	218
Park	500	28	140	1,595	296	67
Phillips	1,500	17	260	6,833	1,294	271
Pitkin	500			2,404	340	106
Prowers	5,000			15,412	2,717	581
Pueblo	28,600	50	14,240	112,313	28,072	3,155
Rio Blanco	1,700			4,715	1,125	256
Rio Grande	3,600			10,919	2,535	430
Routt	2,600			5,877	1,504	298

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Saguache	1,400			2,775	431	185
San Juan	400			543	174	52
San Miguel	700			1,875	358	52
Sedgwick	1,500			6,515	1,052	185
Summit	400	21	80	983	117	81
Teller	600	37	220	2,363	779	224
Washington	2,500	33	840	5,908	1,264	237
Weld	19,800	60	11,920	72,064	13,895	1,962
Yuma	3,300	21	680	9,616	1,912	431
Total	452,900	53%	*239,720	\$1,909,216	\$401,384	\$79,481

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

COLORADO SPRINGS (El Paso County)

KKTV (TV)

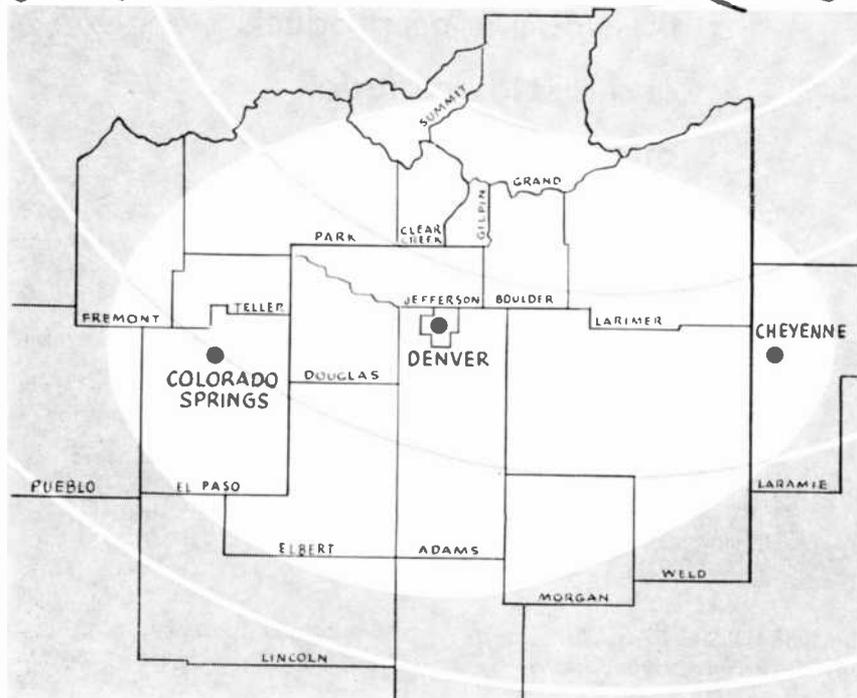
LICENSEE: Tv Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 58.9 kw. Operating Pow.: Visual 115 kw, Aural 58.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,740 ft.; Above ground 197 ft.
 OPERATION: Began Dec. 7, 1952. Hours, noon-midnight.
 AFFILIATIONS: Tv Networks, ABC, CBS.
 REPRESENTATIVES: Sales, The Bolling Co.; Clarke Brown Co. (Southern); Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
 PRINCIPAL STOCKHOLDERS: Colorado Bcstg. Co., licensee of KGHF Pueblo, 50%; James D. and Betty Z. Russell, 50%.
 EXECUTIVES: James D. Russell, pres., gen. mgr. & film buy. Willis Shanks, studio svpr. H. Cozine Strang, trans. svpr. Robert D. Ellis, com. mgr. Jack Canterbury, prom. mgr. Cecil Seavey, pgm. dir. Dick Gilham, news ed.

KRDO-TV

LICENSEE: Pikes Peak Bcstg. Co. Address: 399 S. Eighth St. Phone: Melrose 2-1515.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw. Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —621 ft.; Above ground 465 ft.

TAKE A SECOND LOOK AT DENVER

Channel 9 Now Offers You a 1 1/2 Billion Dollar Market!



KBTV covers:

64% of Colorado's spendable income
 57% of Colorado population PLUS
 Cheyenne, Wyoming

DENVER — =4 Boomtown in the U.S.A.

Only 5 major markets in the U.S.A.
 showed a Retail Sales Increase of 50% or more between 1948 and 1954 Census of Business—and still growing.

IN 1955

New Valuations . . . \$108,555,000
 Added Employment . . . 2,864
 Wages Added . . . \$ 8,472,240

KBTV COVERS:

17 Colorado Counties and Laramie (Cheyenne) county, Wyoming
 Population: Over 1 Million
 Households: Over 1 1/4 Billion
 Retail Sales: Over 1 1/2 Billion

TOWER: Atop Lookout Mountain, 2400 feet above Denver.

John C. Mullins
 President

Owned and Operated by: TV DENVER, INC.

1089 Bannock • Tabor 5-6386

Represented by Peters, Griffin, Woodward, Inc.

Joe Herold
 Station Manager

COLORADO SPRINGS (Cont.)

KRDO-TV (Cont.)

OPERATION: Began Oct. 1, 1953. Hours, 11:30 a.m.-midnight.
 AFFILIATION: Tv Network, NBC.
 REPRESENTATIVES: Sales, John E. Pearson Television; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.
 PRINCIPAL STOCKHOLDERS: Harry C. Hoth and son Harry W. Hoth, 50.11%; William J. Gregory, 39.22%.
 EXECUTIVES:
 Harry W. Hoth Jr., pres. & gen. mgr. Harry Hoth, film buy, and prom. mgr.
 Herbert Schubarth, ch. engr. Bill Gear, news ed.
 RATE INFORMATION: Class A one hour (live) \$227.50, (film) \$175.00; minute spot (live) \$45.00, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications 2x2 slides; 16mm film. Full screen. Frequency discounts.

DENVER
(Denver County)

KBTV (TV)

LICENSEE: Tv Denver Inc. Postal Zone: 4. Address 1089 Bannock St. Phone: Tabor 5-6386.
 FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 144 kw. Operating Pow.: Visual 282 kw, Aural 144 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft.; Above ground 273 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Oct. 12, 1952. Hours, 11 a.m.-midnight.
 AFFILIATION: Tv Network, ABC.
 REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. Earl Cullum Jr.
 PRINCIPAL STOCKHOLDERS: John C. Mullins, 50%; Webb & Knapp (William Zeckendorf, president), 50%.
 EXECUTIVES:
 John C. Mullins, pres. John Henry, natl. sls. mgr.
 Arthur G. Rydstrom, vp. Robert E. Shoaff, pgm. dir. & film buy.
 Joseph Herold, gen. mgr. Nelson Alquist, ch. engr.
 Gil Lee, asst. to mgr. William G. Walker, prom. mgr.
 Robert Dupree, bus. mgr. Tom Carlisle, news ed.
 Marshall Faber, ops. mgr.
 RATE INFORMATION: Class A one hour (live) \$685, (film) \$650; minute spot (live) \$157.50 (film) \$145; ID \$72.50. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 5.

KLZ-TV

LICENSEE: Aladdin Bcstg. Corp. Postal Zone: 3. Address: 131 Speer Blvd. Phone: Main 3-4271.
 FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operat-

ing Pow.: Visual 269 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 285 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Nov. 1, 1953. Hours, 7:45 a.m.-12:30 a.m.
 AFFILIATIONS: Tv Network, CBS. Station, Am, KLZ.
 REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd.
 PRINCIPAL STOCKHOLDERS: Time Inc., 100%. Time Inc. also owns 50% of KOB-AM-TV Albuquerque, N. M., and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah. Time Inc. also publishes Time, Life, Fortune and Sports Illustrated magazines.
 EXECUTIVES:
 Hugh B. Terry, pres. & gen. mgr. Eugene Jenkins, ch. engr.
 Phil Hoffman, vp. & sta. mgr. John Connors, prom. mgr.
 Jack Tipton, gen. sls. mgr. Sheldon Peterson, news ed.
 Clayton Brace, pgm. dir. & film buy.
 RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$175, (film) \$175; ID \$87.50. ID length 10 sec. Specifications on request. Share screen. Frequency discounts up to 15% for 312 times. Rate Card No. 5.

KOA-TV

LICENSEE: Metropolitan Television Co. Postal Zone: 2. Address: 1625 California St. Phone: Main 3-6211.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,480 ft.; Above ground 833 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Dec. 24, 1953. Hours, 7 a.m.-midnight.
 AFFILIATIONS: Tv Network, NBC. Stations, Am, KOA. Fm, KOA-FM.
 REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.
 PRINCIPAL STOCKHOLDERS: Class A stockholders are William Grant, 10.89%; Thomas B. Campbell, 7.32%; Quigg Newton, 6.31%; Hendrie & Bolthoff Co., 28.54% and others. Class B stockholders are Bob Hope, 80.75%; James L. Saphier, 9.5%, and others. Both groups have varying holdings of Class C stock. Don Searle, who with family owns 80% of KMMJ Grand Island, Neb., KIOA Des Moines, Iowa, and KXXX Colby, Kan., owns 7% of Class A and 5% of Class B stock.
 EXECUTIVES:
 William Grant, pres. & gen. mgr. Jim Buchan, prom. mgr.
 William F. MacCrystall, tv. sls. mgr. James H. Butts, tv. ops. supvr.
 C. Van Haafte, pgm. dir. & film buy. J. A. Slusser, dir. of engrg.
 Ken White, news & sp. events dir.
 RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$190, (film) \$175; ID \$87.50. ID Length 8 and 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 4.



GROWTH REFLECTS SALES OPPORTUNITIES

	1950	1955	Increase
Metropolitan Denver			
Population	563,832	726,500	29%
Retail Sales (000 \$)	\$591,343	\$887,438	50%
Construction (000 \$)	\$105,796	\$201,114	90%
Employment	120,141	172,600	70%
Colorado			
Oil Prod (bbbls)	23 million	53 million	129%
Gas Prod (cu ft)	15 billion	92 billion	513%
Mining (000 \$)	\$ 47,549	\$214,478	352%
Tourist Trade (000 \$)	\$105,282	\$214,247	103%

IN KOA-TV LAND*

Population	1,158,000
Families	361,500
Buying Income	\$1,918,829,000

*1956 Survey of Buying Power

Denver's tallest tower by far
2,867 feet above Denver

the nation's 4th fastest-growing market among the 40 largest metropolitan areas

BIG things are happening in this mile-high boom-land! Among the nation's 40 largest metropolitan markets, Denver is 4th in population percentage increase from 1950 to 1955. In 1955 alone, uranium...oil... agriculture...new transportation...new industry...new enterprise and wealth brought new customers to this area at the rate of 3,841 per month.* To penetrate the 1/4-million-plus TV homes in metropolitan Denver and 13 other counties—representing 74% of Colorado's population and 82% of the state's spendable income—KOA-TV is your best cost-per-prospect buy!



represented by NBC SPOT SALES

DENVER (Cont.)

KRMA-TV*

*(Non-Commercial Educational)

LICENSEE: School District No. 1, City & County of Denver and State of Colorado School District. Postal Zone 4. Address: 12th and Welton Sts. Phone: Acoma 2-4561.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.52 kw. Operating Pow.: Visual 15.5 kw, Aural 8.52 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 880 ft.; Above ground 210 ft.

OPERATION: Began Jan. 30, 1956. Hours, 6:45-8:45 p.m.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Thomas Morrissey.

EXECUTIVES:

Dr. Kenneth E. Oberholtzer, supntd. of schools. Henry H. Mamet, gen. mgr., pgm. dir., film buy., & prom. mgr. Scotty Cullen, ch. engr.

KTVR (TV)

LICENSEE: KTVR Inc. Postal Zone 2. Address: 550 Lincoln St. Phone: Keystone 4-8281.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 201 ft.

OPERATION: Began July 18, 1952. Hours, 11:45 a.m.-midnight.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Gotham Bcstg. Corp. (WINS New York), 50%; Radio Hawaii (KPOA Honolulu), 50%. Gotham is owned 75% by J. Elroy McCaw and 25% by John D. Keating. For other McCaw-Keating holdings, see KTVW (TV) Seattle, Wash. Radio Hawaii, which also owns 100% of WTAC Flint, Mich., is wholly owned by Founders Corp., in turn 61.2% owned by John M. Shaheen.

EXECUTIVES:

J. Elroy McCaw, pres. Richard L. McDaniel, pgm. & prod. mgr. Jon R. McKinley, vp., gen. mgr. & film buy. Tom Morrissey, elec. engr. Arthur C. Stringer, natl. sls. mgr. Ray Gallagher, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$500 (film) \$500 minute spot (live) \$100, (film) \$100. 20 sec. announcements, \$80; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 4.

GRAND JUNCTION (Mesa County)

KREX-TV

(Parent Station of Satellite KFXJ-TV Montrose)

LICENSEE: Western Slope Bcstg. Co. Address: P. O. Box 30. Phone: Chapel 2-5000.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.46 kw. Operating Pow.: Visual 12.9 kw, Aural 6.45 kw. Transmitter: Gates. Antenna Make: GE. Height: Above average terrain -10 ft.; Above ground 343 ft.

OPERATION: Began May 22, 1954. Hours, 4 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC, CBS, NBC. Station, Am, KREX.

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Rex G. Howell and family, 100%. Mr. Howell also owns 51% of KGLN Glenwood Springs, Colo., and 100% of KFXJ-TV Montrose, Colo.

EXECUTIVES:

Rex Howell, pres. & gen. mgr. Cecil Whitechurch, ch. engr. J. R. Robinson, ops. dir. & prom. mgr. Ray Kelley, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$120; minute spot (live) \$36, (film) \$24; ID \$12. ID Length 10 sec. Specifications 2x2 slides; 16mm film. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 1.

MONTROSE (Montrose County)

KFXJ-TV (Satellite of KREX-TV Grand Junction) (Target Date, Fall, 1956)

LICENSEE: Western Slope Bcstg. Co. Address: P. O. Box 12. Phone: Chapel 2-5000.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 0.617 kw, Aural 0.308 kw. Operating Pow.: Visual 0.617 kw, Aural 0.308 kw. Antenna Make: RCA. Height: Above average terrain 80 ft.; Above ground 112 ft.

OPERATION: Hours, 4 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Same as KREX-TV Grand Junction.

EXECUTIVES:

Rex Howell, pres. Carl Q. Anderson, gen. mgr., com. mgr. & ch. engr.

PUEBLO (Pueblo County)

KCSJ-TV

LICENSEE: Star Bcstg. Co. Address: 2226 Television Lane. Phone: Lincoln 4-5782.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 6.76 kw. Operating Pow.: Visual 13.5 kw, Aural 6.76 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 400 ft.; Above ground 470 ft.

OPERATION: Began June 29, 1953. Hours, 11:55 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KCSJ.

REPRESENTATIVES: Sales, John E. Pearson Television; John L. McGuire & Co. (Denver); Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Bankers Life & Casualty Co., 100%. This firm also is licensee of KGA Spokane, Wash.

EXECUTIVES:

Ray J. Williams, pres., gen. mgr. & film buy. Jerry Gordon, natl. sls. mgr. Dan F. Durniak, com. mgr., ops. mgr. & film buy. James G. Croll, loc. sls. mgr. Marion C. Cunningham, ch. engr.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$45.50, (film) \$35; ID \$18. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 9.

CONNECTICUT

CONNECTICUT MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Fairfield	169,500	80	135,430	766,094	184,526	23,656
Hartford	180,300	82	147,670	803,377	169,823	28,417
Litchfield	33,200	78	25,760	134,899	34,907	4,263
Middlesex	21,400	80	17,140	93,428	20,333	3,132
New Haven	178,300	83	147,810	763,840	181,116	24,124
New London	48,000	63	30,140	195,225	44,145	4,765
Tolland	14,800	72	10,700	37,579	9,138	975
Windham	20,700	75	15,530	82,850	19,724	1,729
Total	666,200	80%	530,180	\$2,877,292	\$663,712	\$91,061

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BRIDGEPORT (Fairfield County)

WCTB (TV)*

(Target Date, Not Set) (*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Postal Zone: 15. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 492 ft.

WICC-TV

LICENSEE: Southern Connecticut & Long Island Television Co. Postal Zone: 1. Address: P. O. Box 9140. Phone: Amherst 8-1601.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.12 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 470 ft.

OPERATION: Began Mar. 29, 1953.

AFFILIATIONS: Tv Network, ABC. Station, Am, WICC.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Bridgeport Bcstg. Co. (licensee of WICC), 67.5%. Philip Merryman owns 27.3% of Bridgeport Bcstg. Co.

EXECUTIVES:

Philip Merryman, pres. & gen. mgr. Frank Delfina, pgm. dir. Manning Slater, com. mgr. Alvin Andrus, ch. engr. Bill Whalen, news ed.

RATE INFORMATION: Class A one hour (live) \$100, (film) \$100; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 8 sec. Frequency discounts.

HARTFORD (Hartford County)

WEDH (TV)*

(Target Date, Unknown) (*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Postal Zone: 15. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Phone: Jackson 7-6341.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 780 ft.; Above ground 99 ft.

WGTH-TV

LICENSEE: General-Times Corp. Postal Zone: 5. Address: 555 Asylum St. Phone: Jackson 7-9131.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Operating Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 291 ft.

OPERATION: Began Sept., 1954. Hours, 9:30-11 a.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, WGTH.

REPRESENTATIVES: Sales, H-R Television; Consulting Engineer, Irwin B. Robinson.

HARTFORD (Cont.)

WGTH-TV (Cont.)

PRINCIPAL STOCKHOLDERS: RKO Teleradio Pictures owns 100% of licensee. For other RKO Teleradio interests, see WOR-TV New York, N. Y. Sale of WGTH-TV to CBS pending FCC approval.

EXECUTIVES:

Thomas F. O'Neil, pres.
John O. Downey, gen. mgr. & pgm. dir.
George Morris, com. mgr.

Rogers Holt, ch. engr.
Daniel German, film buy.
Charles Norwood, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot or 20 sec. (live) \$100, (film) \$100; ID \$50. ID Length 8 and 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WKNB-TV (New Britain)

LICENSEE: New Britain Bcstg. Co. Postal Zone: 10. Address: 1422 New Britain Ave., West Hartford. Phone: (Hartford) Adams 3-8551. (For full listing see New Britain, Conn.)

WTIC-TV

(Target Date, Unknown)

LICENSEE: Travelers Broadcasting Service Co.
FACILITIES: Ch. 3. [Construction prohibited pending conclusion of deintermixture rule-making.]

NEW BRITAIN

WKNB-TV

LICENSEE: New Britain Bcstg. Co. Postal Zone: 10. Address: 1422 New Britain Ave., West Hartford. Phone: (Hartford) Adams 3-8551.
FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 545 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 11, 1953. Hours, 7 a.m.-1 p.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, WKNB.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Julian Gross and wife, 53%, and others. Sale to NBC pending FCC approval.

EXECUTIVES:

Julian Gross, pres.
Peter B. Kenney, exec. vp. & gen. mgr.
David Scott, asst. mgr. & natl. sls. mgr.

Robert W. Bray, pgm. dir.
John Shipley, ch. engr.
Philip B. Hale, film buy.
Frank A. Woodling, prom. mgr.
Barry Barents, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Specifications 2x2 in. transparent slide. Share screen. Frequency discounts from 2½ % for 26 times up to 25% for 312 times. Rate Card No. 4.

NEW HAVEN

(New Haven County)

WELI-TV

(Target Date, Unknown)

LICENSEE: Conn. Radio Foundation Inc. Postal Zone: 10. Address: 221 Orange St. Phone: University 5-1133
FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 334 ft.
AFFILIATION: Station, Am, WELI.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Richard W. Davis, 27.41%; William Horowitz, 21.36%; Rudy Frank, 3.88%; Edwin Scheitzer, 7.12%, and others.
EXECUTIVES: Richard W. Davis, pres.

WNHC-TV

LICENSEE: The Elm City Bcstg. Corp. Postal Zone: 8. Address: 1110 Chapel Ct. Phone: Spruce 7-3611.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 330 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began June, 1948. Hours, 6:45 a.m.-1:15 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WNHC. Fm, WNHC-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Inc.

No one knows Connecticut better than the LOCAL AGENCY MAN!



Ed Graceman
President, Graceman
Advertising, Inc.

"We live right in the heart of one of the nation's richest market areas, serving clients who market their goods here. Over the years, we develop a first-hand knowledge of the market and the most effective media, like WGTH-TV.

WGTH-TV has demonstrated its ability to build both a top-rated early news and a top-rated late weather show for two of our regional clients."



H-R REPRESENTATIVES, INC.
NEW YORK • CHICAGO
SAN FRANCISCO • HOLLYWOOD

WGTH-TV
Hartford, Connecticut



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NEW HAVEN (Cont.)

WNHC-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Patrick J. Goode and family, 42%; Aldo DeDominicis, 42%; David K. Harris, 11%. Messrs. Goode and DeDominicis own controlling interest in WHAY New Britain. Sale to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia-Philadelphia Inquirer) pending FCC approval.

EXECUTIVES:

Patrick J. Goode, pres.
Aldo DeDominicis, gen. mgr. & sec.-treas.
Edward D. Taddei, exec. vp.
Edward C. Obrist, sta. mgr. & pgm. dir.

J. Vincent Callanan, vp. sls.
Vincent DeLaurentis, vp. engrg.
William G. Mulvey, film buy.
John J. Curran, merc. & publicity dir.
W. Rockwell Clark, news ed.

NEW LONDON
(New London County)

WNLC-TV

(Target Date, Unknown)

LICENSEE: The Thames Bcstg. Corp. Address: 281 State St. Phone: Gibson 2-4365.
FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 700 ft.; Above ground 468 ft.

AFFILIATION: Station, Am, WNLC.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Alberton; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Roderick L. Morey and family, 100%.

EXECUTIVES:

Gerald J. Morey, pres. & gen. mgr. Roderick L. Morey, vp. & sec.

NORWICH
(New London County)

WCTN (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education, Postal Zone: 15. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 520 ft.

REPRESENTATIVE: Consulting Engineer, Lohnes & Culver.

STAMFORD
(Fairfield County)

WSTF (TV)

(Target Date, Unknown)

LICENSEE: Stamford-Norwalk Television Corp. Postal Zone: 2. Address: 900 Genessee Bldg., Buffalo 2, N. Y. Phone: Mohawk 8480.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 240 ft.; Above ground 374 ft.

REPRESENTATIVES: Attorney, Vincent M. Gaughan, Buffalo; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Prentiss M. Brown, 42.5%; Vincent M. Gaughan, 15%; Wendell Lund, 42.5%.

EXECUTIVES:

Prentiss Brown, pres. Wendell Lund, sec.-treas.
Vincent M. Gaughan, vp.

WATERBURY
(New Haven County)

WATR-TV

LICENSEE: WATR Inc. Postal Zone: 10. Address: 440 Meadow St. Phone: Plaza 5-1121.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 120 ft.

OPERATION: Began Sept. 6, 1953. Hours, 1:00 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, WATR.

REPRESENTATIVES: Sales, Burke-Stuart Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Garo W. Ray.

PRINCIPAL STOCKHOLDERS: Harold and Lillian Thomas, 99.5%. The Thomases have interests in WNAB Birdgeport and WTOR Torrington, both Conn.

EXECUTIVES:

Harold Thomas, pres.
Samuel R. Elman, gen. mgr. & com. mgr. Andrew Toross, ch. engr.
Gene Valentino, prom. mgr.
Astrid Curtis, pgm. dir. & film buy. Robert Gillespie, news ed.

RATE INFORMATION: Class A one hour (live), \$200 (film), \$200; minute or 20 sec. spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

**SEE WPFH (Wilmington-Philadelphia)
ADVERTISEMENT PAGE 205**

DELAWARE MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Kent	12,700	80	10,150	76,001	10,407	1,544
New Castle	70,700	81	57,410	354,898	72,511	11,075
Sussex	21,400	72	15,490	104,512	16,679	2,243
Total	104,800	79%	83,500	\$535,411	\$99,597	\$14,862

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

WILMINGTON
(New Castle County)

WPFH (TV)

LICENSEE: WPFH Bcstg. Co. Address: P. O. Box 867. Phone: Olympia 6-8171. (Executive offices and auxiliary studios: Suburban Station Bldg., Philadelphia 3. Phone: Locust 8-2262).

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 316 kw, Aural 190 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 478 ft.

OPERATION: Began June 30, 1949. Hours, 9:30 a.m.-1:45 a.m.

AFFILIATIONS: Stations, Am, WIBG Philadelphia. Fm, WIBG-FM Philadelphia.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Paul F. Harron owns 67.59% of Cl. B stock, Cl. A stock (also voting) is widely held. Mr. Harron owns 69% of WIBG-AM-FM Philadelphia.

EXECUTIVES:

Paul F. Harron, pres. Glenn B. Lau, sls. mgr.
David Kaigler Jr., gen. mgr. Luther O. Piersol, ch. engr.
Edward H. Altman, ops. mgr. William J. Conran, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET DATA

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Washington	249,800	82%	206,090	\$1,314,553	\$232,142	\$57,659

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

WASHINGTON, D. C.

WMAL-TV

LICENSEE: Evening Star Bcstg. Co. Postal Zone: 8. Address: 4461 Connecticut Ave., N. W. Phone: Kellogg 7-1100.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Operating Pow.: Visual 251 kw., Aural 135 kw. Transmitter: RCA. Antenna Make: Alford. Height: Above average terrain 500 ft.; Above ground 398 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 3, 1947. Hours, 11:45-1:00 a.m.

AFFILIATIONS: Tv Network ABC. Stations, Am, WMAL. Fm, WMAL-FM.

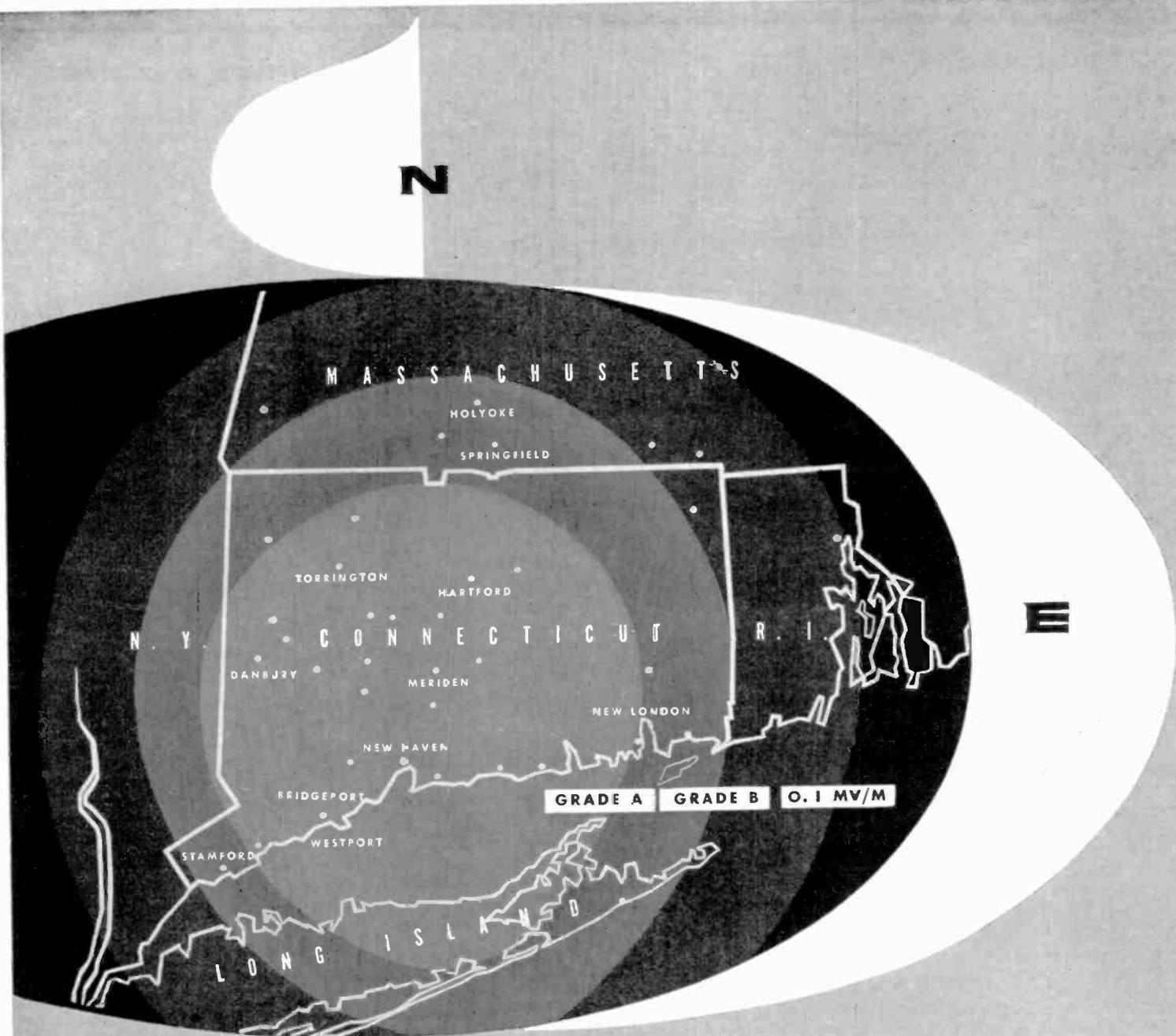
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by Evening Star Newspaper Co. (Washington Evening Star.)

EXECUTIVES:

John W. Thompson Jr., pres. Allan Powley, ch. engr.
Fred S. Houw-nk, gen. mgr. Haywood Maeks, prom. mgr.
Neel J. Edwards, com. mgr. Richard Rendell, news ed.
Charles D. Bishop, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$1,200, (film) \$1,200; minute spot (live) on request, (film) \$240; ID \$120. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.



DON'T
↑

PARDON OUR SOUTHERN ACCENT

SOUTHERN NEW ENGLAND, THAT IS . . . Where the *accent* is on almost a million TV families in 15 rich counties — where WNHC-TV's powerful signal will *accent* your product to a public whose effective buying income results in better than 5 billion dollars in annual retail sales.

THAT'S A LOT OF ACCENT IN ANY LANGUAGE!

Check the cost per thousand, then *call your Katz man*. Your southern accent will get you a lot of New England hospitality.

CONNECTICUT'S MAJOR TV OUTLET

WNHC

CHANNEL 8 TELEVISION : 316,000 WATTS MAX. POWER

WASHINGTON, D. C. (Cont.)

WOOK-TV

(Target Date, Unknown)

LICENSEE: United Bcstg. Co. Address: 5321 First Pl., N.E. Phone: Republic 7-8000.
 FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 162 kw.
 Transmitter: GE. Antenna Make: GE. Height: Above average terrain 330 ft.;
 Above ground 337 ft.

AFFILIATIONS: Stations, Am, WOOK. Fm, WFAN (FM).

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer,
 John H. Mullaney.

PRINCIPAL STOCKHOLDER: Owned by Richard Eaton, who also owns WSID-AM-
 FM and WTLF (TV) Baltimore, WARK Hagerstown and WINX Rockville,
 all Maryland, and WJMO Cleveland, Ohio; WANT Richmond and WACH-TV
 Newport News, Va.

EXECUTIVES:

Richard Eaton, pres. & gen. mgr.

WRC-TV

LICENSEE: National Bcstg. Co. Postal Zone: 8. Address: Sheraton Park Hotel. Phone:
 Adams 4-5400.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating
 Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA.
 Height: Above average terrain 500 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 27, 1947. Hours, Mon. thru Fri., 6:45 a.m.-1:05 a.m.;
 Sat., 8:30 a.m.-12:05 a.m.; Sun., 9:30 a.m.-12:35 a.m. Stations, Am, WRC,
 Fm, WRC-FM.

AFFILIATIONS: Tv Network, NBC Stations, Am, WRC. Fm, WRC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon,
 Reindel & Ohl.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York, N. Y.

EXECUTIVES:

Sylvester L. Weaver, ch. of bd.

James E. Kovach, pgm. dir.

NBC (New York)

John Rogers, engr. in chg.

Robert W. Sarnoff, pres. NBC
 (New York)

William Grayson, radio & tv.
 pgm. mgr. & film buy.

Carlton D. Smith, vp. & gen. mgr.

L. A. McClelland, ops. dir.

Joseph Goodfellow, sls. dir.

William E. Coyle, prom. dir.

Charles de Lozier, sls. mgr.

RATE INFORMATION: Class AA one hour \$1,250; 20 sec. breaks \$425; ID \$200.
 ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No.
 12.

WTOP-TV

LICENSEE: WTOP Inc. Postal Zone: 16. Address: 4001 Brandywine St., N.W.
 Phone: Emerson 2-9300.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 174 kw. Operat-
 ing Pow.: Visual 316 kw, Aural 174 kw. Transmitter: RCA. Antenna Make:
 RCA. Height: Above average terrain 530 ft.; Above ground 373 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Jan., 1949. Hours, Mon.-Fri., 6:55 a.m.-1:00 a.m.; Sat. & Sun.
 8 a.m.-1 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WTOP. Fm, WTOP-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Coving-
 ton & Burling; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Washington (D.C.) Post & Times Herald,
 which also owns WMBR-AM-TV Jacksonville, Fla.

EXECUTIVES:

John S. Hayes, pres.

Donald Cooper, ch. engr.

George F. Hartford, vp. for tv.

Granville Klink Jr., gen. engrg.
 div.

Clyde M. Hunt, vp. for engrg.,
 Washington Post Bcst. Div.

Robert M. Adams, dir. of prom.

Robert A. J. Bordley, dir. of sls.

Edward F. Ryan, dir. of news
 and pub. aff.

Thomas B. Jones, dir. of pgms. &
 film buy.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot
 (live) \$375, (film) \$375; ID \$170. ID Length 8 sec. Specifications on request.
 Full screen. Frequency discounts from 2 1/2% for 26 consecutive weeks up to
 5% for 52 consecutive weeks. Rate Card No. 7.

WTTG (TV)

LICENSEE: DuMont Bcstg. Corp. Postal Zone: 4. Address: Raleigh Hotel, 12th &
 Pennsylvania Ave., N.W. Phone: Sterling 3-5300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating
 Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: DuM. Antenna Make: DuM.
 Height: Above average terrain 580 ft.; Above ground 465 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1947. Hours, 9 a.m.-midnight.

REPRESENTATIVES: Sales, Paul H. Raymer Co.

PRINCIPAL STOCKHOLDERS: See WABD (TV) New York, N. Y.

EXECUTIVES:

Bernard L. Goodwin, pres.

Jules Huber, loc. sls. mgr.

Ted Cott, vp. & gen. mgr. in cng.

F. V. Guidice, pgm. dir.

of DuMont owned & operated

M. M. Bursleson, ch. engr.

sta. (New York).

Duncan Miller, prom. mgr.

Leslie G. Arries Jr., gen. mgr.

Matthew Warren, news ed.

Perry Walders, natl. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live)
 \$120, (film) \$120; ID \$50. ID Length 8 sec. Full and share screen. Fre-
 quency discounts up to 25% for 260 times. Rate Card No. 9.

FLORIDA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Alachua	16,700	34	5,590	60,876	14,290	1,993
Baker	1,400	66	920	4,982	1,465	152
Bay	17,900	39	6,930	62,562	14,649	2,072
Bradford	3,400	61	2,090	10,656	2,817	389
Brevard	8,700	48	4,190	46,743	12,844	1,860
Broward	48,000	66	31,630	275,980	58,199	10,468
Calhoun	2,200	42	920	6,045	1,094	285
Charlotte	1,600	34	550	5,533	1,668	131
Citrus	1,700	32	540	5,737	1,469	226
Clay	4,800	56	2,680	9,607	2,211	420
Collier	2,500	44	1,100	12,616	2,526	542
Columbia	5,000	41	2,030	17,063	3,747	354
Dade	222,400	71	159,010	1,133,071	234,589	39,813
De Soto	2,700	20	550	9,533	2,268	344
Dixie	800	33	260	3,594	1,137	119
Duval	103,600	69	72,000	496,520	116,818	16,499
Escambia	38,000	58	21,960	130,256	29,380	3,828
Flagler	1,100	32	350	3,072	627	240
Franklin	1,800	12	220	4,436	1,381	171
Gadsden	8,100			24,330	5,537	723
Gilchrist	700	39	270	2,482	697	
Glades	600	21	130	1,392	543	30
Gulf	2,200	21	450	6,823	2,141	230
Hamilton	2,200	29	630	4,638	1,544	142
Hardee	2,800	26	720	12,580	2,664	331
Hendry	1,800	45	800	9,621	1,890	218
Hernando	2,000	33	660	8,500	1,867	268
Highlands	5,200	21	1,080	20,054	5,067	578
Hillsborough	85,600	59	50,420	357,048	78,305	13,039
Holmes	3,200			4,814	1,654	155
Indian River	4,400	30	1,320	22,450	4,733	787
Jackson	8,700	14	1,210	27,656	6,114	642
Jefferson	2,500	20	500	5,539	1,367	151
Lafayette	700	21	140	2,404	468	75
Lake	12,600	46	5,770	48,475	11,635	1,528
Lee	9,400	46	4,290	51,650	11,598	1,721
Leon	16,100			70,104	12,691	1,462
Levy	2,800	19	550	9,253	1,717	223
Liberty	1,100			1,459	754	
Madison	3,200	23	750	9,168	2,157	194
Manatee	12,900	55	7,070	50,074	13,039	1,543
Marion	12,300	32	3,900	54,189	10,057	1,348
Martin	2,800	44	1,230	11,586	3,491	759
Monroe	10,800	32	3,420	38,647	9,517	1,402
Nassau	3,700	62	2,290	11,866	1,926	181
Okaloosa	8,900	38	3,360	34,651	6,919	918
Okeechobee	1,000	41	410	4,398	1,231	60
Orange	47,500	55	26,030	253,430	48,570	7,292
Osceola	4,200	46	1,920	14,691	4,071	436
Palm Beach	45,800	55	25,010	227,385	46,382	7,254
Pasco	7,700	29	2,270	22,656	5,757	703
Pinellas	78,000	40	31,120	324,098	60,726	10,717
Polk	43,300	31	13,380	165,635	42,151	5,081
Putnam	7,700	46	3,570	27,701	6,167	1,453
St. Johns	8,200	52	4,290	25,750	5,753	1,122
St. Lucie	8,700	29	2,540	35,100	8,473	1,009
Santa Rosa	5,000	37	1,850	11,697	3,862	248
Sarasota	13,700	32	4,440	69,114	14,872	2,696
Seminole	8,500	37	3,150	24,889	6,800	946
Sumter	3,100	34	1,040	8,324	2,008	283
Suwannee	4,300	29	1,260	14,376	2,540	406
Taylor	2,800	22	610	10,948	3,091	241
Union	1,200	55	660	2,296	676	48
Volusia	28,600	34	9,750	116,200	23,180	5,339
Wakulla	1,500			1,292	638	
Walton	4,000	21	840	11,747	2,028	69
Washington	3,200	11	360	4,761	1,260	262
Total	1,039,600	52%	*541,450	\$4,577,023	\$993,497	\$154,227

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

DAYTONA BEACH

(Volusia County)

WESH-TV

LICENSEE: Telrad Inc. Address: 6th & Center Sts. Phone: Clinton 3-6591.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 2.5 kw. Operating
 Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: RCA. Antenna Make: RCA.
 Height: Above average terrain 310 ft.; Above ground 349 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 11, 1956. Hours, 5-11 p.m.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey &
 Koplovitz; Consulting Engineer, Frank McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: For ownership see WJHP-TV Jacksonville, Fla. (John
 Perry interests). Transfer of ownership from W. Wright Esch in litigation.

EXECUTIVES:

John H. Perry Jr., pres.

William Hall, pgm. dir., prom.

T. S. Gilchrist Jr., vp. & gen. mgr.

mgr. & news ed.

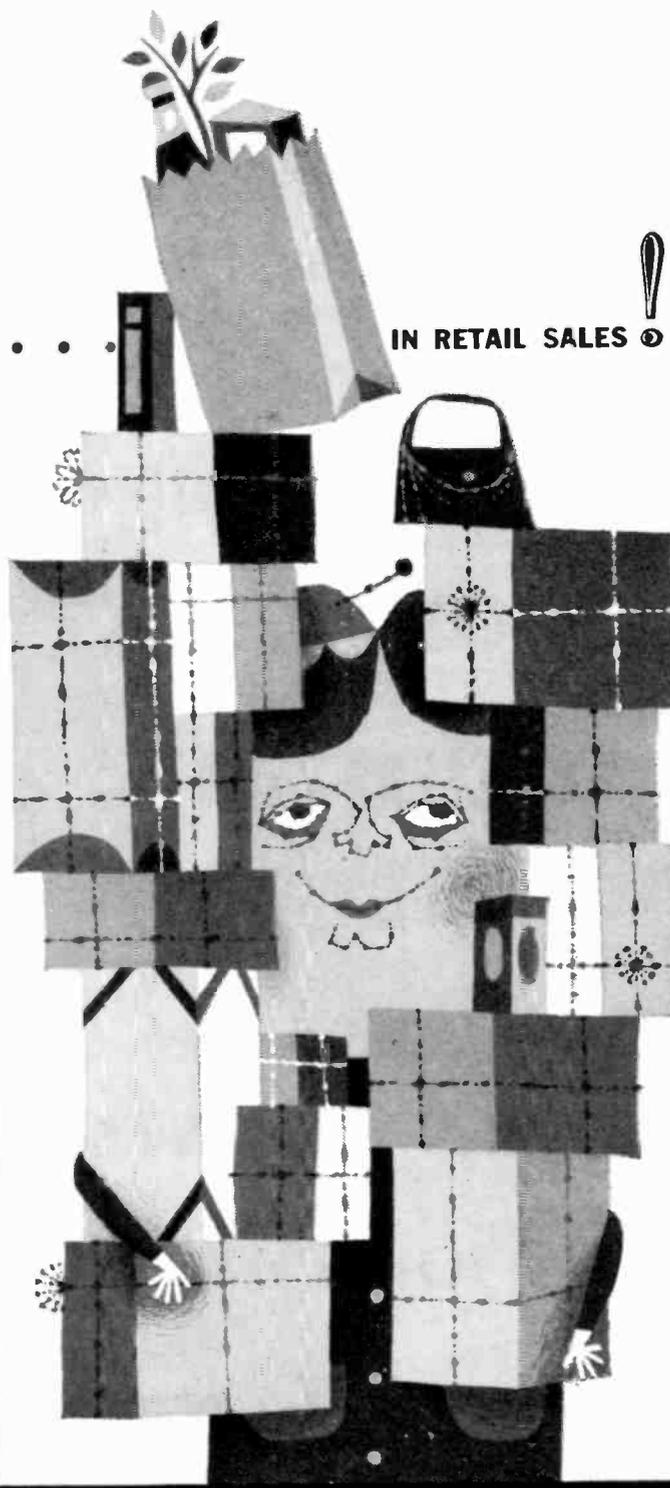
Walter Strouse, sta. mgr. & film

Al Peck, ch. engr.

buy.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot
 (live) \$30, (film) \$30; ID \$20. ID Length 10 sec. Full and share screen.
 Frequency discounts from 10% for 13 times up to 30% for 156 times.
 Rate Card No. 1.

CAPITAL BOOM..



The way they spend money in Washington these days is a sight to behold. Washingtonians are buying *and* retailers are selling at a rate unmatched in the Capital's history.

In the last five years, metropolitan Washington's annual retail sales have increased by more than half a billion dollars . . . an *increase* bigger than the *total* retail sales of Richmond, Salt Lake City or Charlotte today. *Last year alone, Washington retailers' sales were \$177 million greater than for the previous year!*

Advertisers are wide awake to Washington's buying boom

and equally alert in the selection of media that sell best . . . WRC and WRC-TV, Washington's *leadership* stations. In five years, local and spot advertisers have increased their total billings *55%* on WRC and *tripled* their billings on WRC-TV. The trend continues. This year, advertisers have increased their first-quarter investment on both WRC and WRC-TV substantially over last year!

To bag the biggest sales in the great and growing Washington market, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY  **SPOT SALES**
 **LEADERSHIP STATIONS IN WASHINGTON, D. C.**

**NOW . . .
CHANNEL 2**

IN

FABULOUS FLORIDA

NOW . . .

WESH-TV

IN

Jam-Packed, Sales-Rich

DAYTONA BEACH

JOINS

WJHP-TV, NBC

JACKSONVILLE

FLORIDA'S SECOND MARKET

FOR DETAILS CALL

EDWARD PETRY & COMPANY

FLORIDA

FORT LAUDERDALE

(Broward County)

WITV (TV) (MIAMI)

LICENSEE: Gerico Investment Co. Address: 5500 W. Hallendale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1566.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 112 kw. Operating Pow.: Visual 204 kw, Aural 112 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 730 ft.; Above ground 752 ft.

OPERATION: Began Nov. 25, 1953.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: L. Coleman Judd, pres.; 8.7%; Mortimer W. Loewi, exec. vp., 21.1%; Russell E. Lowell, dir., 14.1%; E. J. Richardson, vp., 6.3%; George W. English, sec., 21.1%; Don McCullaugh, 10.55%; James Kirkwood, 7.4%; Robert W. Standart, .3%; Wm. Latham, .2%. Mr. Richardson owns 18% and Mr. English owns 4% of WBRD, Fort Lauderdale, operated by owners of WIL, St. Louis, under lease agreement.

EXECUTIVES:

L. Coleman Judd, pres.

William Latham, ch. engr

C. Edward Little, gen. mgr. & film buy.

Louise Richards, prom. mgr.

Bill Bayer, news ed.

John Crocker, sls. mgr.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$500; minute spot (live) \$120, (film) \$100; ID \$50. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 6.

FORT MYERS

(Lee County)

WINK-TV

LICENSEE: Fort Myers Bcstg. Co. Address: 2824 First St. Phone: Edison 4-1331.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 320 ft.; Above ground 343 ft.

OPERATION: Began Mar. 18, 1954. Hours, 3 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, Station, Am, WINK.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra; Washington Attorney, Cohn & Marks; Consulting Engineer, Russell May.

PRINCIPAL STOCKHOLDERS: United Garage & Service Corp., Cleveland, 100%. Arthur B. McBride Jr. and Edward J. McBride own 50% each of United Garage.

EXECUTIVES:

Edward McBride, pres.

B. Bachman, ch. engr.

A. J. Bauer, gen. mgr., com. mgr. & film buy.

D. W. Howell, prom. mgr.

V. Lundquist, news ed.

F. Nodine, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$30, (film) \$25; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

FORT PIERCE

(Saint Lucie County)

WTVI (TV)

(Target Date, Unknown)

LICENSEE: Gene T. Dyer. Address: R.F.D. 4, Riviera Beach, Fla.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 270 ft.; Above ground 294 ft.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDERS: Gene T. Dyer, 100%. Mr. Dyer's wife, Evelyn, owns 10% of WGES Chicago.

JACKSONVILLE

(Duval County)

WJHP-TV

LICENSEE: Jacksonville Journal Co. Postal Zone: 7. Address: 4038 Phillips Highway. Phone: Exbrook 8-9751.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 144 kw. Operating Pow.: Visual 257 kw, Aural 144 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 472 ft. EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 13, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC, Stations, Am, WJHP, Fm, WJHP-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Perry Enterprises Inc., 100%; in turn owned 70% by estate of John H. Perry with remaining stock owned by Mrs. John H. Perry, John H. Perry Jr. and Farwell W. Perry. Perry stations are also WCOA Pensacola, WTMC Ocala, WDLP-AM-FM Panama City, and 40% of WNDB-AM-FM Daytona Beach. Perry interests also own WESH-TV Daytona Beach (ownership transfer from W. Wright Esch in litigation). Perry newspapers are Jacksonville Journal, Pensacola Journal and News, Panama City News-Herald, Ocala Star-Banner, Palm Beach News, Deland Sun-News and 40% of Daytona Beach Journal and News, all Florida. Perry also owns number of weekly newspapers in Florida, the Frankfort (Ky.) State Journal, and the Western Newspaper Union, a newspaper syndicate.

JACKSONVILLE (Cont.)

WJHP-TV (Cont.)

EXECUTIVES:

John H. Perry Jr., pres.
T. S. Gilchrist Jr., gen. mgr.
Willard Fraker, sta. & com. mgr.
William Slater, loc. s's mgr.
George Booker, pgm. dir. & film buy.

Beecher Hayford, tech. dir.
Charles Carter Jr., ch. engr.-tv.
Charles Ost, prom. mgr.
Charles Schon, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 5.

WMBR-TV

LICENSEE: The Washington Post Co. Postal Zone: 7. Address: 605 South Main St. Phone: Exbrook 8-0501.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 993 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept., 1949. Hours, 7 a.m.-12:45 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WMBR. Fm, WMBR-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Covington & Burling; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Owned by Washington (D.C.) Post & Times Herald. See WTOP-TV Washington, D. C.

EXECUTIVES:

Philip L. Graham, pres.
(Washington Post Co.)
John S. Hayes, vp. (Washington Post Co.)
Glenn Marshall Jr., pres. WMBR Div.
Charles Stone, gen. mgr. & vp. of tv.

David Booher, com. mgr.
Harry Kalkines, pgm. dir. & film buy.
Ernest B. Vordermark, ch. engr.
Josef S. Rizk, ch. studio engr.
Charles E. Sears, ch. trans. engr.
Ken McClure, prom. mgr.
Bill Grove, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$180, (film) \$180; ID \$80. Full screen. Frequency discounts from 5% for 3 weeks up to 20% for 52 weeks. Rate Card No. 6.

WQIK-TV

(Target Date, Unknown)

LICENSEE: Carmen Macri. Address: 10 E. Forsyth St.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 18.2 kw, 11 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 446 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDER: Carmen Macri, 100%. Mr. Macri also owns WWOK Charlotte, N. C., and holds FCC initial decision for am station at Palatka, Fla.

EXECUTIVES:

Jim Macri, pres. & gen. mgr.

MIAMI (Dade County)

WCKT (TV)

LICENSEE: Biscayne Television Corp. Postal Zone: 38. Address: P. O. Box M, Little River Station, Miami. Phone: Plaza 1-6692.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft.; Above ground 991 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began July 29, 1956. Hours, 7 a.m.-12:15 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WCKR. Fm, WCKR-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt Inc.

PRINCIPAL STOCKHOLDERS: Niles Trammell, 15%; Knight interests, 42.5%; Cox interests, 42.5%; Knight interests (John S. Knight, 17.5%; James L. Knight, 10%; Lee Hills, 5%; Owen F. Uridge, 5%; C. Blake McDowell, 5%) include 27.8% of WIND-AM-TV Chicago and 45% of WAKR-AM-FM-TV Akron, Ohio and Chicago Daily News, Detroit Free Press, Miami Herald, Akron Beacon-Journal and Charlotte (N.C.) Observer. Cox interests (James M. Cox Jr., 30.5%; J. Leonard Reinsch, 5%; James M. LeGate, 3.5%; Milton C. Scott, 3.5%) include WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton, Ohio, WSB-AM-FM-TV Atlanta, Ga., and Dayton (Ohio) News and Journal-

Herald, Miami News, Springfield (Ohio) News and Sun; Atlanta Journal and Constitution. Mr. Trammell is former president of NBC.

EXECUTIVES:

Niles Trammell, pres. & gen. mgr.
James M. LeGate, sta. mgr.
Robert L. Fidler, com. mgr.
Charles L. Kelly, ops. mgr. & film buy.

M. C. Scott Jr., ch. engr.
Bob Nashick, prom. mgr.
Charles Harrison, dir. news & sp. events

RATE INFORMATION: Class AA one hour (live) on request, (film) \$950; 20 sec. spot, (film) \$237; ID \$50% of applicable spot rate. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

WGBS-TV

LICENSEE: Storer Bcstg. Co. Address: 316 N.E. 21st St. Phone: Jackson 3-6531.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 93.3 kw. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 920 ft.; Above ground 937 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 5, 1953. Hours, 6:45 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WGBS. Fm, WGBS-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (George B. Storer) also owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW-AM-FM-TV Cleveland, KPTV (TV) Portland, Ore., and WWVA-AM-FM Wheeling, W. Va. Mr. Storer is president of Miami Beach Publishing Co. (Miami Beach Sun). Storer is seeking to purchase ch. 3 KSLM-TV Salem, Ore., and ch. 9 WMUR-TV Manchester, N. H.

EXECUTIVES:

George B. Storer Sr., pres.
Walter M. Koessler, gen. mgr.
Richard Sloan, com. mgr.

Terry Mason, pgm. dir. & film buy.
William Needs, ch. engr.
Bob Edell, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$575, (film) \$500; minute spot (live) \$115, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts for 1 time up to 25% for 260 times.

WITV (TV) (FORT LAUDERDALE)

LICENSEE: Gerico Investment Co. Address: 5500 W. Hallendale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1566. (For full listing see Fort Lauderdale.)

WMFL (TV)

(Target Date Unknown)

LICENSEE: Miami-Biscayne Television Corp. Address: Biscayne Terrace Hotel. Phone: 82-6641.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 97.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 500 ft.

AFFILIATION: Station, Am, WINZ.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Nathaniel J. Klein, 20%; Edward Mercer, 10%; Irving Kipnis, 50%; Rex Rand, 20%. Mr. Rand owns controlling interest and Mr. Klein minority interest in WINZ Hollywood-Miami, Fla.

EXECUTIVES:

Rex Rand, pres.

WTHS-TV*

(*Non-Commercial Educational)

LICENSEE: Dade County Board of Public Instruction. Postal Zone: 36. Address: 275 N.W. 2nd St. Phone: 82-6870.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 9.55 kw, Aural 4.79 kw. Operating Pow.: Visual 9.55 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make GE. Height: Above average terrain 290 ft.; Above ground 300 ft.

OPERATION: Began Aug. 12, 1955.

AFFILIATION: Station, Fm, WTHS-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgenson; Consulting Engineer, George P. Adair Engineering Co.

EXECUTIVES:

Vernon Bronson, dir., radio & tv education, Dade County Public Schools.

MIAMI (Cont.)

WTVJ (TV)

LICENSEE: WTVJ Inc. Postal Zone: 31. Address: 316 N. Miami Ave. Phone: Franklin 4-6262.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 950 ft.; Above ground 990 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Mar. 21, 1949. Hours, 6:45 a.m.-1:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Wolfson-Meyer Corp. Mitchell Wolfson and Sidney Meyer and their families are associated in south Florida motion picture exhibition. Same interests have 40% ownership of Piedmont Electronics & Fixture Corp., which holds an FCC initial decision for ch. 9 at Charlotte, N. C.

EXECUTIVES:

Mitchell Wolfson, pres.	Earl Lewis, ch. engr.
Lee Ruwitch, exec. vp. & gen. mgr.	Louis Wolfson, film buy.
John S. Allen, vp. & gen. sls. mgr.	Burt Toppan, pub. rel. dir. & prom. mgr.
Jack Shay, vp. in chg. of ops.	Ralph A. Renick, news ed.
Lee Waller, pgm. dir.	

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; 20 sec. spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Specifications 3 1/4 x 4 b&w; 2x2 color. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 12.

ORLANDO
(Orange County)

WDBO-TV

LICENSEE: Orlando Bcstg. Co. Inc. Address: 30 S. Ivanhoe Blvd., E. Phone: 5-0541.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE, RCA. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 584 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954. Hours, 7 a.m.-12:15 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WDBO. Fm, WDBO-FM.

REPRESENTATIVES: Sales, Hoag-Blair Co. and Blair-Tv; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Harold B. Danforth, 18.4%; James E. Yarbrough, 18.4%; J. Thomas and Blanche J. Gurney, 16%; William G. McBride, 13.74%; Frank W. Reed, 7.33%; Henry S. Jacobs, 11.73%; J. Thomas Gurney Jr., 5.33%; John M. and Pearl C. Pedrick, 5.07%.

EXECUTIVES:

Harold P. Danforth Sr., pres. & gen. mgr.	Harold P. Danforth Jr., film dir.
Agnes V. Carlson, sls. coor.	Mark V. Barker Jr., prod. dir.
Walter E. Sickles, pgm. dir. & film buy.	James E. Yarbrough, ch. engr.
	Phillip Brook, news dir.

RATE INFORMATION: Class AA one hour (live) \$300, film \$300; minute spot (live) \$65, film \$65; ID \$32.50. Class A one hour (live) \$50, (film) \$50; ID \$25; ID Length 8 seconds. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times.

WEAL-TV

(Target Date, Unknown)

LICENSEE: Orange County Bcstrs. Inc. Address: P. O. Box 7547. Phone: 5-6631.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 11.2 kw. Transmitter: GPL. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 250 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDERS: R. H. Guncel Jr., 60%; James H. Sawyer, 40%. Licensee also owns WABR Winter Park, Fla.

EXECUTIVES:

R. H. Guncel Jr., pres. & ch. own.

PALM BEACH
(Palm Beach County)

WJNO-TV (WEST PALM BEACH)

LICENSEE: WJNO-TV Inc. Address: 5 Coconut Row. Phone: Temple 3-2471. (For full listing see West Palm Beach.)

PANAMA CITY
(Bay County)

WJDM (TV)

LICENSEE: J. D. Manley. Address: P. O. Box 428. Phone: Adams 4-2251.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 487 ft.

OPERATION: Began Dec. 1, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: J. D. Manley, 100%.

EXECUTIVES:

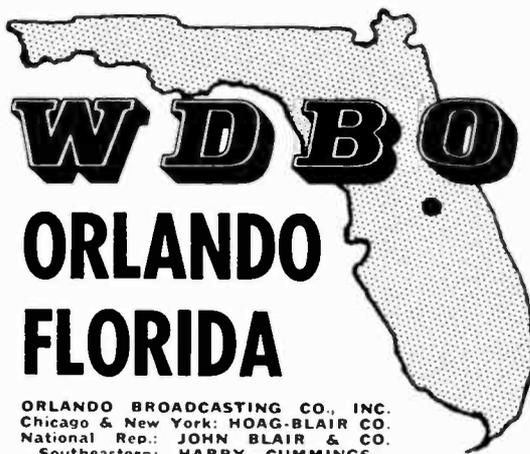
Mel Wheeler, gen. mgr. & film buy.	Byron Hayford, com. mgr.
Harry C. Babb, sta. mgr.	Glenn D. Lockhart, pgm. dir.
	Claude Maenza, ch. engr.

RATE INFORMATION: Class A one hour (live) \$168, (film) \$140; minute spot (live) \$33, (film) \$28; ID \$17. ID Length 10 sec. Full screen. Frequency discounts.

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WITH \$600,000,000 RETAIL SALES

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A year-round market in 17 counties of Central Florida - Serving 160,000 TV Homes - Dominant Radio Coverage - Proven Selling Power . . . WDBO Serves more national advertisers than all other Orlando stations combined.



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CBS-ABC-NBC
WDBO-AM
5000 WATTS-580 KC
WDBO-FM
25,000 WATTS-92.3 MCS

'SALES CURVES'



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THRU WTVJ TELEVISION
IN SOUTH FLORIDA

South Florida contains 37% of the population and 41% of the buying power in the State of Florida.

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INC. COLONEL FOR THE COMPLETE STORY

WTVJ Channel 4

FLORIDA'S FIRST TV STATION

Basic Affiliate

MIAMI



PENSACOLA
(Escambia County)

WEAR-TV

LICENSEE: Gulfport Bcstg. Corp. Address: P. O. Box 431. Phone: Glendale 5-7311.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 613 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 14, 1954. Hours, 7 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WEAR.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Charles W. Smith, 51%; Mel Wheeler, 25%; A. Clifton Johnson, 12%; F. M. Turner Jr., 12%. Mr. Wheeler is also general manager of WJDM (TV) Panama City, Fla.
EXECUTIVES:
 Mel Wheeler, pres., gen. mgr. & film buy. Jim Smith, ch. engr.
 Milt deReyna, asst. gen. mgr., Betty Hayter, prom. mgr.
 natl. sls. mgr. & pgm. dir. Gene Sudduth, news ed.
RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$67.50, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 3.

WPFA-TV†

LICENSEE: Charles W. Lamar Jr. Address: P. O. Box 27. Phone: Hemlock 3-1141.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 370 ft.; Above ground 353 ft.
OPERATION: Began Oct. 9, 1953.
AFFILIATION: Station, Am, WPFA.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.
PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. is licensee. Mr. Lamar also owns 46.2% of KTAG-TV Lake Charles, La.
EXECUTIVES:
 Charles W. Lamar Jr., ch. own.
 †WPFA-TV has suspended operation but has not returned its CP.

ST. PETERSBURG
(Pinellas County)

WSUN-TV

LICENSEE: City of St. Petersburg. Postal Zone: I. Address: Municipal Pier. Phone: 5-4121.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 107 kw. Operating Pow.: Visual 200 kw, Aural 107 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 492 ft.
OPERATION: Began May 31, 1953. Hours, 10 a.m.-midnight.
AFFILIATIONS: Tv Network, ABC. Station, Am, WSUN.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; James S. Ayers (Southeast); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, James C. McNary.
PRINCIPAL OFFICERS: Mayor Samuel G. Johnson and City Manager Ross E. Windom.
EXECUTIVES:
 Fred P. Shawn, gen. mgr. Louis J. Link, ch. engr.
 Berney L. Kobres, sls. dir. Jean Miller, prom. mgr.
 Charles D. Bishop, pgm. dir.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 and telop. Full and share screen. Frequency discounts from 5% for 26 times up to 35% for 260 times. Rate Card No. 3.

TALLAHASSEE
(Leon County)

WCTV (TV) (THOMASVILLE, GA.)

LICENSEE: John H. Phipps. Address: P. O. Box 3166, Tallahassee. Phone: 3-3666 (Tallahassee). (For full listing see Thomasville, Ga.)

TAMPA
(Hillsborough County)

WFLA-TV

LICENSEE: The Tribune Co. Postal Zone: I. Address: P. O. Box 1410. Phone: 2-0131.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 209 kw. Operating Pow.: Visual 302 kw, Aural 209 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,040 ft.; Above ground 1,055 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Feb. 14, 1955. Hours, 6:45 a.m.-1 a.m.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WFLA. Fm, WFLA-FM.
REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Owned principally by members of the David Tennant Bryan family, which also is majority owner of Richmond (Va.) Times-Dispatch and News-Leader (WRNL-AM-FM).

HI-FI TELEVISION

in the great Tampa Bay-Suncoast area

WSUN-TV

- PIONEER SINGLE STATION DOMINANCE FOR 21 MONTHS
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- 100% COVERAGE • 100% ALL CHANNEL AREA *

ABC ON THE FLORIDA SUNCOAST

WSUN-TV the HI-FI Station

ST. PETERSBURG-TAMPA, FLORIDA

*ARB—Pulse

Represented Nationally By Venard, Rintoul & McConnell

TAMPA (Cont.)

WFLA-TV (Cont.)

EXECUTIVES:

J. C. Council, pres.
George W. Harvey, vp. & gen. mgr.
William B. Faber, sls. mgr.
Carl P. Bergquist, pgm. mgr. & film buy.

J. H. Mitchell, ch. engr.
Tom Matthews, prom. mgr.
Sam Latimer, news ed.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts. Rate Card No. 5.

WTVT (TV)

LICENSEE: Tampa Television Co. Postal Zone: 7. Address. 1113 Memorial Highway. Phone: 7-1113.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 828 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 1, 1955. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by WRX Radiophone Co. (see WKY-TV Oklahoma City).

EXECUTIVES:

Gov. Doyle E. Carlton, pres.
W. Walter Tison, vp. gen. mgr. & com. mgr.
Paul M. Jones, loc. asst. com. mgr.
Monte Gurwit, pgm. dir. & film buy.

Dan H. Smith, vp. in chg. of tech. ops. & ch. engr.
Ned Jay, prom. mgr.
Wayne Farris, news ed.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

WEST PALM BEACH
(Palm Beach County)

WEAT-TV

LICENSEE: WEAT-TV Inc. Address: P. O. Box 70. Phone: Temple 3-9668.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 33.9 kw. Operating Pow.: Visual 63.1 kw, Aural 33.9 kw. Transmitter: Standard. Antenna Make: Alford. Height: Above average terrain 320 ft.; Above ground 352 ft.

OPERATION: Began Jan. 1, 1955. Hours, 2-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WEAT.

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

PRINCIPAL STOCKHOLDERS: Owned by RKO Teleradio Pictures Inc. (see WOR-TV New York).

EXECUTIVES:

Thomas O'Neil, pres.
Edward J. Hennessy, com. mgr.
C. C. Levis, loc. sls. mgr.
Peter Cole, pgm. dir.

J. Ross McPherson, ch. engr.
Henry T. Chickering Jr., film buy.
William Gordon, news ed.

RATE INFORMATION: Class AA one hour (live) \$225, (film) \$225; minute or 20 sec. spot (live), \$45 (film), \$45; ID \$22.50. Class A one hour (live), \$175 (film), \$175; minute or 20 sec. spot (live), \$31.50, (film) \$31.50; ID \$15.75. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 3.

WIRK-TV†

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: 3-1711.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 248 ft.

OPERATION: Began Sept. 1953.

AFFILIATION: Stations, Am, WIRK.

PRINCIPAL STOCKHOLDERS: Joseph S. Field Jr., 11.3%; Arthur M. Shandloff, 16.7%; E. H. Sills, 15.7%; J. J. Weed, 11.3%; Ken-Sell Inc. (WIRK), 45%. Mr. Field owns 50.4% of Ken-Sell Inc. and Mr. Shandloff 49.6%

EXECUTIVES:

Joseph S. Field Jr., pres. & gen. mgr.
†WIRK-TV has suspended operation but has not returned its CP.

WJNO-TV (PALM BEACH)

LICENSEE:WJNO-TV Inc. Address: 5 Coconut Row. Phone: Temple 3-2471.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 544 ft.

OPERATION: Began Aug. 22, 1954. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WJNO.

REPRESENTATIVES: Sales, Venable, Rintoul & McConnell Inc.; James S. Ayers Co. (Southeast); Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Theodore Granik, 22.42%; William H. Cook and son, Thomas M. Cook, 22.42 %; WJNO Inc. (WJNO), 50%.

EXECUTIVES:

George H. Buck Sr., pres.
Theodore A. Eiland, gen. mgr.
William F. Housner, com. mgr.

Robert F. Carris, pgm. dir.
Gino Ricciardelli, ch. engr.
Robert Ray, news ed.

RATE INFORMATION: Class A one hour (film) \$275; minute spot (film) \$55; ID \$27.50. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 4-N.

GEORGIA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Appling	3,100	20	630	8,083	1,427	250
Atkinson	1,700	18	310	2,585	739	101
Bacon	2,200	42	920	8,043	1,754	344
Baker	1,100	10	110	815	279	25
Baldwin	5,000	30	1,500	14,343	3,953	513
Banks	1,800	32	500	504	367	...
Barrow	3,500	60	2,090	11,748	2,752	328
Bartow	7,000	65	4,550	16,719	4,776	583
Ben Hill	3,900	24	920	11,399	2,444	263
Berrien	3,100	19	600	13,556	5,828	388
Bibb	34,900	53	18,530	140,599	30,267	4,799
Bleckley	2,300	38	890	5,842	1,369	210
Brantley	1,500	32	480	2,522	1,006	100
Brooks	3,800	19	730	10,282	2,285	275
Bryan	1,400	24	340	3,603	1,047	50
Bulloch	5,900	38	2,270	14,780	3,057	510
Burke	5,700	34	1,920	8,989	2,142	197
Butts	2,300	66	1,520	5,713	1,422	84
Calhoun	2,200	21	460	3,696	636	242
Camden	2,200	45	1,000	5,707	1,246	208
Candler	1,900	30	570	6,410	1,289	154
Carroll	8,800	63	5,550	24,435	4,793	693
Catoosa	4,200	65	2,730	6,580	1,929	341
Charlton	1,100	55	610	4,799	957	207
Chatham	46,300	57	26,390	162,507	36,102	4,990
Chattahoochee	1,600	67	1,070	1,369	161	...
Chattooga	5,500	52	2,870	12,288	2,434	371
Cherokee	5,300	65	3,450	18,168	3,158	328
Clarke	10,500	46	4,820	48,741	9,160	1,711
Clay	1,400	26	360	1,904	239	80
Clayton	7,200	72	5,170	9,102	3,843	211
Clinch	1,500	33	500	4,552	897	146
Cobb	21,300	71	15,120	55,647	16,119	2,015
Coffee	5,600	15	850	16,034	2,891	845
Colquitt	8,900	19	1,690	9,224	7,922	1,053
Columbia	2,300	51	1,180	2,864	1,293	...
Cook	3,000	11	350	8,216	1,683	353
Coweta	7,300	63	4,630	19,125	5,141	691
Crawford	1,200	44	520	1,479	548	26
Crisp	4,700	38	1,770	13,332	3,012	341
Dade	1,700	66	1,130	2,301	635	43
Dawson	700	39	280	1,820	381	19
Decatur	6,300	11	670	15,959	3,787	534
De Kalb	46,900	74	34,810	122,357	38,755	6,268
Dodge	4,000	38	1,530	8,159	2,425	144
Dooley	3,200	36	1,150	4,760	1,260	247
Dougherty	14,400	35	5,050	68,843	16,347	2,231
Douglas	3,000	75	2,260	8,781	2,614	247
Early	4,100	6,358	1,311	227
Echols	500	32	160	172	38	...
Effingham	2,300	24	540	3,528	692	139
Elbert	4,500	54	2,450	10,355	2,608	431
Emanuel	4,400	24	1,070	12,548	2,410	285
Evans	1,500	48	720	6,894	1,013	170
Fannin	3,600	38	1,370	8,122	1,899	147
Fayette	1,900	70	1,330	3,376	814	165
Floyd	17,400	57	9,970	67,260	16,813	1,815
Forsyth	2,700	61	1,160	10,309	2,113	202
Franklin	3,300	59	1,940	8,372	1,439	119
Fulton	145,400	78	114,130	915,102	156,961	27,325
Gilmer	2,400	39	930	5,242	992	87
Glascok	700	25	170	228	17	...
Glynn	9,200	48	4,420	35,148	8,530	1,307
Gordon	4,800	69	3,290	13,013	2,925	512
Grady	4,700	12,455	3,401	161
Greene	2,900	40	1,170	6,322	1,174	247
Gwinnett	8,500	60	5,130	30,454	5,253	686
Habersham	4,200	40	1,160	13,810	2,111	428
Hall	10,900	72	7,870	62,094	10,037	1,276
Hancock	2,300	31	720	3,659	994	74
Haralson	3,700	69	2,560	9,244	2,007	293
Harris	2,600	49	1,270	5,409	1,282	59
Hart	3,300	49	1,620	7,625	1,680	415
Heard	1,500	42	630	2,016	551	38
Henry	3,700	65	2,410	6,466	1,738	429
Houston	6,700	51	3,430	25,827	6,429	912
Irwin	2,400	18	420	4,008	1,141	189
Jackson	4,500	50	2,250	11,936	2,369	372
Jasper	1,700	42	710	3,376	664	191
Jeff Davis	2,400	21	510	8,780	2,501	134
Jefferson	4,300	48	2,050	9,957	2,064	398
Jenkins	2,400	38	900	5,644	1,428	234
Johnson	2,400	25	600	4,099	1,034	129
Jones	1,700	33	560	2,647	532	59
Lamar	2,400	59	1,410	7,861	2,488	245
Lanier	1,300	18	240	3,887	926	92
Laurens	7,400	43	3,200	20,490	4,527	616
Lee	1,400	43	600	1,095	400	80
Liberty	2,200	36	800	6,533	1,884	150
Lincoln	1,300	57	740	2,937	697	57
Long	900	31	280	1,573	303	78
Lowndes	11,300	27	3,010	47,750	8,411	1,378
Lumpkin	1,500	32	480	2,842	455	136
McDuffie	2,900	70	2,040	8,698	1,714	269
McIntosh	1,600	23	370	3,060	853	39
Macdon	3,200	38	1,170	6,431	1,674	196
Madison	2,700	43	1,150	2,503	680	97
Marion	1,400	31	440	2,178	507	73
Meriwether	5,200	56	2,900	10,205	2,844	389
Miller	2,200	14	320	3,683	783	180
Mitchell	5,300	18	930	14,463	3,618	381
Monroe	2,400	64	1,550	8,638	1,924	101
Montgomery	1,700	1,687	592	42
Morgan	2,600	45	1,160	4,544	1,200	197
Murray	2,400	68	1,620	4,547	1,341	186
Muscogee	34,200	69	23,530	159,134	34,060	4,895
Newton	5,100	67	3,420	15,417	4,182	399
Oconee	1,800	45	720	1,182	569	...

GEORGIA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Oglethorpe	2,300	38	890	1,733	255	71
Paulding	2,700	65	1,750	4,672	1,280	185
Peach	2,900	46	1,350	10,204	2,526	339
Pickens	2,300	57	1,320	7,630	1,124	134
Pierce	2,400	21	510	7,442	1,262	227
Pike	1,900	47	890	1,918	725	42
Polk	7,900	65	5,170	22,890	5,901	937
Pulaski	2,200	40	890	7,329	1,533	256
Putnam	1,700	30	500	5,454	1,057	165
Quitman	800	20	160	421	101	
Rabun	1,700	43	740	4,526	902	178
Randolph	3,000	29	860	6,421	1,783	387
Richmond	42,800	51	21,870	159,909	37,977	4,109
Rockdale	2,200	69	1,520	5,455	1,959	152
Schley	800	24	190	2,327	245	107
Screven	4,200	21	870	8,571	2,093	188
Seminole	1,900	24	460	5,806	1,203	137
Spalding	8,500	71	6,050	30,104	7,791	698
Stephens	4,600	48	2,230	13,318	3,192	342
Stewart	2,200	23	500	4,692	1,730	162
Sumter	6,200	38	2,350	17,208	4,575	660
Talbot	1,800	43	780	2,783	553	45
Taliaferro	900	42	380	1,222	305	32
Tattnall	3,500	19	660	7,971	1,613	190
Taylor	2,300	42	960	4,321	615	103
Telfair	2,800	20	570	7,225	2,070	227
Terrell	3,100	44	1,380	10,023	2,685	359
Thomas	9,000	11	970	33,304	7,825	1,529
Tift	6,200	25	1,570	16,872	4,353	511
Toombs	4,200	23	950	16,038	3,494	523
Towns	1,000	36	370	1,697	192	36
Treutlen	1,400	18	260	2,100	761	89
Troup	13,700	61	8,370	43,208	9,963	1,216
Turner	2,400	27	640	5,800	1,203	152
Twiggs	1,800	25	440	1,246	275	85
Union	1,700	35	600	2,958	267	118
Upson	6,600	50	3,300	17,168	5,476	572
Walker	11,100	57	6,370	20,694	5,424	915
Walton	5,000	66	3,290	12,046	3,832	311
Ware	7,900	52	4,130	37,385	7,525	1,366
Warren	2,100	37	780	3,929	925	185
Washington	4,700	29	1,390	9,227	2,525	231
Wayne	3,400	28	960	11,320	2,704	454
Webster	800	21	170	350	92	41
Wheeler	1,400	18	250	1,079	430	19
White	1,400	36	510	2,439	130	16
Whitfield	9,700	70	6,810	32,798	7,444	966
Wilcox	2,400	39	930	2,886	865	67
Wilkes	2,800	52	1,460	7,528	1,747	251
Wilkinson	2,300	26	600	3,304	1,178	209
Worth	4,300	22	950	6,198	1,770	208
Total	940,800	53%	*502,470	\$3,305,686	\$721,813	\$104,392

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALBANY

(Dougherty County)

WALB-TV

LICENSEE: Herald Publishing Co. Address: Stuart Ave. at Greenwood Dr. Phone: Hemlock 5-8386.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 56.2 kw. Operating Pow.: Visual 112 kw, Aural 56.2 kw. Transmitter: Standard. Antenna Make: Federal Tele-Communications; Height: Above average terrain 390 ft.; Above ground 410 ft.

OPERATION: Began April 3, 1954. Hours, Mon. Fri., 7 a.m.-12:30 a.m.; Sat., 9 a.m.-12:30 a.m.; Sun., 2 p.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WALB.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Licensee publishes Albany Herald, is 79.4% owned by James H. Gray.

EXECUTIVES:

James H. Gray, pres. John Rivard, ch. eng.
T. R. Stillwagon, gen. mgr. & Reba Hill, prom. mgr.
com. mgr. Don Ferrandou, news ed.

Jack Mayer, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live), \$200 (film), \$200; minute spot (live), \$40 (film), \$40; ID \$20. ID Length 8 sec. Specifications 2x2 slides; 16mm film. Full screen. Frequency discounts.

ATLANTA

(Fulton County)

WAGA-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 2. Address: 1018 W. Peachtree St. Phone: Trinity 2-3553.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Tower Make: Blaw-Knox, Stainless. Height: Above average terrain 1,070 ft.; Above ground 1,100 ft.

EQUIPPED TO COLORCAST: Network programs, local films, local slides.

OPERATION: Began March 8, 1949. Hours, 7:25 a.m.-11:40 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WAGA. Fm, WAGA-FM.

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

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer Sr., pres. Don Naylor, pgm. dir. & film buy.
Glenn C. Jackson, vp. & Hugo Bondy, ch. engr.
mgng. dir. Charles E. Trainor, prom. mgr.
Jack Collins, asst. mgng. dir. for sls. Dale Clark, news ed.

RATE INFORMATION: Class AA one hour (live), \$1,000 (film), \$1,000; minute spot (live), \$200 (film), \$200; ID \$100. ID Length 10 sec. Frequency discounts 5% for 13 times up to 30% for 260 times. Rate Card No. 10.

WATL-TV†

LICENSEE: Robert W. Rounsaville. Postal Zone: 36. Address: 3165 Mathieson Dr., N. E. Phone: Cherokee 2195.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 117 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 447 ft.

OPERATION: Began Dec. 18, 1954.

AFFILIATION: Station Am, WQXI.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville, 100%. Mr. Rounsaville also owns WLOU and WQXL-TV Louisville, Ky.; WMBM Miami Beach, Fla.; WCIN and WQNX-TV Cincinnati, Ohio; WBAC Cleveland, Tenn., and WOBS Jacksonville, Fla.

EXECUTIVES:

Robert W. Rounsaville, pres. John Fulton, gen. mgr.

†WATL-TV has suspended operation but has not returned its CP.

WETV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Board of Education, City of Atlanta. Address: 68 Mitchell St., S. W.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 34.7 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 440 ft.; Above ground 542 ft.

AFFILIATION: Station Fm, WABE-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Thomas W. Cowan.

EXECUTIVES:

D. F. McClatchy, pres. Haskell Boyster, dir., radio & tv education.
Austin Dilbeck, vp.

WLWA (TV)

LICENSEE: Crosley Bcstg. of Atlanta Inc. Address: 1611 W. Peachtree, N. E. Phone: Vernon 1141.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitters: Standard. Antenna Make: GE. Height: Above average terrain 545 ft.; Above ground 598 ft.

OPERATION: Began Sept. 20, 1951.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Crosley Bcstg. Sales Offices; Bomar Lowrance & Assoc. (Southern); Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.

EXECUTIVES:

Harry LeBrun, vp. & gen. mgr. Bob Hendrickson, pgm. dir. & news ed.
Joseph P. Dwyer, vp. & bus. mgr. Harvey J. Aderhold, ch. engr.
Guy Tiller, com. mgr. Howard Rowe, prom. mgr.

RATE INFORMATION: Class A one hour (live), \$800 (film), \$800; minute spot (live), \$130 (film), \$130; ID \$65. ID Length 10 sec. Full and share screen. Frequency discounts.

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Postal Zone: 9. Address: 1601 W. Peachtree St., N.E. Phone: Trinity 5-7221.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,059 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 1948. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WSB. Fm, WSB-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Licensee publishes Atlanta Journal and Constitution (Cox). For other Cox interests see WHIO-TV Dayton, Ohio.

EXECUTIVES:

J. Leonard Reinsch, exec. dir. Robert A. Holbrook, ch. engr.
[Cox stations] Jean Hendrix, film buy.
John M. Outler Jr., gen. mgr. Walter Paschall, prom. mgr.
Marcus Bartlett, com. mgr. Don Elliott, news ed.
Mark Toolson, pgm. dir.

Leadership is traditional . . .



White Columns... *home of Atlanta's* **WSB-TV**

*Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Represented by Petry.*

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CHANNEL....

6

AUGUSTA, GEORGIA

Represented by

GEORGE P. HOLLINGBERY CO.

GEORGIA

AUGUSTA
(Richmond County)

WJBF (TV)

LICENSEE: Georgia-Carolina Bcstg. Co. Address: P. O. Box 490. Phone: 7-7787.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 67.5 kw. Operat-
ing Pow.: Visual 100 kw, Aural 67.5 kw. Transmitter: DuM. Antenna Make:
RCA. Height: Above average terrain 610 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Consulting Engineer, A. D.
Ring & Assoc.

PRINCIPAL STOCKHOLDERS: E. D. and R. E. Martin own 50%. The Martins own
a chain of theatres. Martin Theatres of Georgia owns 75% of WDAK-TV
Columbus, Ga.

EXECUTIVES:

J. B. Fuqua, pres. & film buy.

D. M. Kelly Jr., exec. vp. &
gen. mgr.

George Moore, com. mgr.

Ben Greer, pgm. dir.

Jack Jopling, ch. engr.

Tom Hennessey, prom. mgr.

Warren Hites, news ed.

RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live)
\$66, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts. Rate Card
No. 4.

WRDW-TV

LICENSEE: Radio Augusta Inc. Address: P. O. Box 932. Phone: 7-5432.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 51.3 kw. Operat-
ing Pow.: Visual 102 kw, Aural 51.3 kw. Transmitter: RCA. Antenna Make:
RCA. Height: Above average terrain 650 ft.; Above ground 501 ft.

OPERATION: Began Feb. 14, 1954. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, WRDW.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dow, Lohnes &
Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Licensee owned by Southeastern Newspapers Inc.
(Augusta Chronicle and Herald), which in turn is owned by Augusta News-
papers Inc. William H. Morris and wife are principal owners of Augusta
Newspapers Inc.

EXECUTIVES:

Pat H. Rice Jr., pres.

J. W. Hicks, gen. mgr.

Lou Stratton, com. mgr.

Stewart Spencer, pgm. dir., film
buy. & news ed.

Joseph P. Gill, ch. engr.

Don Shepherd, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$320, (film) \$300; minute spot
(live) \$65, (film) \$60; ID \$30. ID Length 8 sec. Full screen. Frequency dis-
counts up to 25% for 260 times. Rate Card No. 3.

COLUMBUS
(Muscogee County)

WDAK-TV

LICENSEE: Television Columbus. Address: 1307 First Ave. Phone: 2-8828.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 120 kw. Operat-
ing Pow.: Visual 204 kw, Aural 120 kw. Transmitter: GE. Antenna Make: RCA.
Height: Above average terrain 650 ft.; Above ground 449 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 6, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WDAK.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Cohn & Marks;
Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Martin Theatres of Georgia Inc., 75%; Radio Colum-
bus Inc., 25%. Martin Theatre principals own WJBF (TV) Augusta, Ga.
Radio Columbus (WDAK) is owned by Allen M. Woodall, 50%; and Howard
E. Pill and wife, 50%. Mr. Woodall also owns 20% of WMOG Brunswick,
Ga.; Mr. Pill owns 100% of WHEP Foley, Ala.

EXECUTIVES:

Allen M. Woodall, gen. mgr.

E. F. MacLeod, sta. mgr.

Joe Windsor, com. mgr.

John Hughes pgm dir.

Reeve Owen, ch. engr.

Ronnie Otwell, film buy.

Mary Margaret Byrne, prom. mgr.

Bill Henry, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live)
\$40, (film) \$40; ID \$25. ID Length 8 sec. Specifications 2x2 in. Full and
share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for
260 times. Rate Card No. 1.

WRBL-TV

LICENSEE: Columbus Bcstg. Co. Address: 1350 13th Ave. Phone: Columbus 2-0602.
Fairfax 2-0601 (effective Jan. 1957).

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operat-
ing Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE.
Height: Above average terrain 630 ft.; Above ground 429 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1953. Hours, 7:55 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WRBL. Fm, WRBL-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Demp-
sey & Koplovitz; Consulting Engineer, George C. Davis.

COLUMBUS (Cont.)

WRBL-TV (Cont.)

PRINCIPAL STOCKHOLDERS: R. W. Page Corp., 51%; J. W. Woodruff Sr. and J. W. Woodruff Jr., 49%. Page Corp. publishes Columbus (Ga.) Inquirer and Ledger and the Brandonton (Fla.) Herald, Mr. Woodruff Sr. also owns 70% of WAOK Atlanta and 90% of WGPC Albany, both Ga. Mr. Woodruff Jr. owns 10% of WGPC.

EXECUTIVES:

J. W. Woodruff Jr., pres. & gen. mgr.	George A. Gingell, pgm. dir.
Ridley Bell, sta. mgr. & film buy.	Joe A. Gamble, ch. engr.
George Jenkins, natl. sls. mgr.	Jim Graves, prom. mgr.
	Boyd Hinton Jr., news & farm dir.

RATE INFORMATION: Class AA one hour (live) \$440, (film) \$400; minute spot (live) \$88, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 4.

MACON

(Bibb County)

WMAZ-TV (WARNER ROBINS)

LICENSEE: Southeastern Bcstg. Co. Address: Bankers Insurance Bldg. Phone: 2-7373.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 250 kw, Aural 125 kw. Transmitter: DuM.-Standard. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 514 ft.
EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953. Hours, 8 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WMAZ. Fm, WMAZ-FM.

REPRESENTATIVE: Sales, Avery-Knodel Inc.
PRINCIPAL STOCKHOLDERS: George P. Rankin Jr., 71.4%; Wilton E. Cobb, 22.6%, and others.

EXECUTIVES:

George P. Rankin Jr., pres. & ch. engr.	J. D. Lawhon, tech. dir.
Wilton E. Cobb, gen. mgr.	Ed Pendleton, film buy. & prom. mgr.
Frank Crowther, com. mgr.	Herb Kassner, news dir.
Herb Johnson, ops. dir.	

RATE INFORMATION: Class A one hour (live) \$400, (film) \$300; minute spot (live) \$80, (film) \$60; ID \$30. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WOKA (TV)†

LICENSEE: Macon Television Co. Address: P. O. Box 2245.
FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 17 kw, Aural 9.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 437 ft.

OPERATION: Began Aug. 25, 1953.
REPRESENTATIVES: Washington Attorneys, Dempsey & Koplovitz and Pierson, Ball & Dowd; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: E. K. Cargill, 25%; J. C. Barnes Sr., 75%.

EXECUTIVES:

J. C. Barnes Sr., pres.	E. K. Cargill, gen. mgr.
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†WOKA (TV) has suspended operation but has not returned its CP.

ROME

(Floyd County)

WROM-TV

LICENSEE: WROM-TV Inc. Address: Drawer 473. Phone: 2-0833.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 87 ft.

OPERATION: Began July 15, 1953. Hours, 6-11:30 p.m.
AFFILIATION: Station, Am, WROM.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Estate of Leon Covington, 80%. Voting control held as follows by minority stockholders: Dean Covington, 33 1/3%; Charles E. Doss, 23 1/3%; Edward N. McKay, 33 1/3%; Mary Jessee, 10%. WDOT Chattanooga, Tenn., has conditional option to buy 50% interest.

EXECUTIVES:

Dean Covington, pres.	Dorothy McKay, pgm. dir.
Ed McKay, gen. mgr. & prom mgr.	T. H. Robertson, ch. engr.
Charles Doss, com. mgr. & film buy.	Ivan Hoge, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$15. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SAVANNAH

(Chatham County)

WSAV-TV

LICENSEE: WSAV Inc. Address: Liberty National Bank Bldg. Phone: Adams 6-0303.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 32.4 kw, Aural 16.2 kw. Operating Pow.: Visual 32.4 kw, Aural 16.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 363 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 1, 1956. Hours, 9 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WSAV. Fm, WSAV-FM.

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Aaron Shelton.

PRINCIPAL STOCKHOLDERS: Harben Daniel and wife, 52.45%; William K. Jenkins, 19%; estate of Arthur Lucas, 19%, and others. Mr. Jenkins and estate of Arthur Lucas each own 16 2/3% of WLGA La Grange, Ga.

EXECUTIVES:

Harben Daniel, pres. & gen. mgr.	William E. Lucas, pgm. dir. & film buy.
Meradith E. Thompson, ops. mgr.	Byron Strong, ch. engr.
Thomas E. Belcher, com. mgr.	Susan Perry, prom. mgr.
	Tom Coffey, news ed.

RATE INFORMATION: Class A one hour (live) \$315, (film) \$275; minute spot (live) \$60, (film) \$55; ID \$27.50. ID Length 8 sec. Specifications: Left and lower 3/4 of screen. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

WTOC-TV

LICENSEE: Savannah Bcstg. Co. Inc. Address: 516 Abercorn St. Phone: Adams 2-0127.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 110 kw. Operating Pow.: Visual 209 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 477 ft.; Above ground 501 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 14, 1954. Hours, 8 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WTOC. Fm, WTOC-FM.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: William T. Knight Jr. and family, 100%.

EXECUTIVES:

William T. Knight Jr., pres. & gen. mgr.	Dwight J. Bruce, vp. pgm. dir. & film buy.
Ben B. Williams, vp. & com. mgr.	Kyle Goodman, ch. engr.
	Frank S. Bryson, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$280, (film) \$250; minute spot (live) \$55, (film) \$50. ID \$25. ID Length 8 sec. Specifications: 3x4 in. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

THOMASVILLE

(Thomas County)

WCTV (TV)

LICENSEE: John H. Phipps. Address: P. O. Box 3166, Tallahassee, Fla. Phone: 3-3666.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 690 ft.; Above ground 669 ft.

OPERATION: Began Sept. 15, 1955. Hours, 11:30 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Meeker Tv; Harry E. Cummings (Southeast).
PRINCIPAL STOCKHOLDER: John H. Phipps also owns WTAL Tallahassee and WTYS Marianna, both Florida.

EXECUTIVES:

John H. Phipps, pres. & own.	Harry R. Wagner, pgm. dir.
L. Herschel Graves, gen. mgr.	William A. Snowden, dir. of engrg.
Joseph E. Hosford, dir. of ops. & film buy.	Barbara Young, prom. mgr.
Ray Carow, mgr. Georgia ops.	Frank Pepper, news ed.

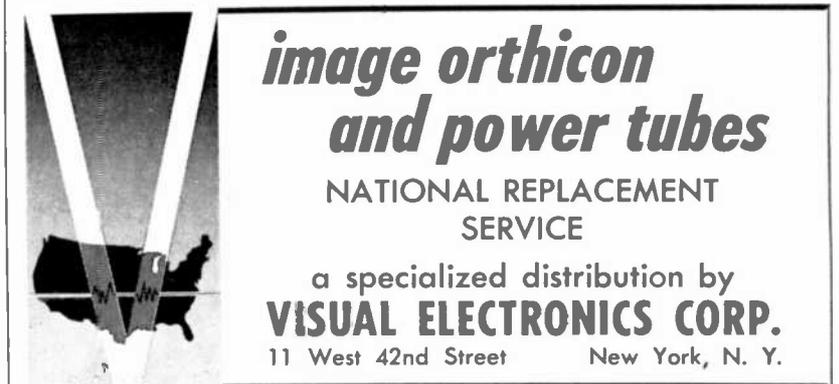
RATE INFORMATION: Class A one hour (live) \$290, (film) \$250; minute spot (live) \$68, (film) \$60; ID \$30. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 2.

WARNER ROBINS

(Houston County)

WMAZ-TV (MACON)

LICENSEE: Southeastern Bcstg. Co. Address: Bankers Insurance Bldg., Macon. Phone: 2-7373. (For full listing see Macon.)



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IDAHO MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Ada	24,300	61	14,920	109,141	20,243	3,225
Adams	900	32	280	2,059	746	103
Bannock	12,400	51	6,300	52,369	11,748	1,475
Bear Lake	1,900	50	960	8,483	1,454	235
Benehah	1,600	50	800	4,750	1,017	143
Bingham	6,600	54	3,580	23,550	4,217	579
Blaine	1,400	31	440	5,890	417	154
Boise	600	56	340	1,371	303	
Bonner	4,500	59	2,670	16,690	3,782	390
Booneville	9,600	69	6,640	54,159	9,626	1,312
Boundary	1,600	49	780	6,701	1,390	79
Butte	800	38	300	2,624	709	74
Camas	300	25	80	472	219	63
Canyon	16,600	43	7,220	61,671	11,793	1,541
Caribou	2,000	36	710	5,873	1,141	121
Cassia	4,000	35	1,410	18,904	3,064	588
Clark	200	55	110	782	110	
Clearwater	2,300	34	780	7,549	1,770	253
Custer	1,000	23	240	2,601	687	82
Elmore	2,400	46	1,090	10,246	1,809	105
Franklin	2,600	39	1,020	9,284	2,212	320
Fremont	2,500	65	1,630	8,046	1,589	407
Gem	2,400	50	1,190	7,766	1,596	142
Gooding	3,300	23	740	9,666	1,624	357
Idaho	3,300	15	510	12,620	2,500	288
Jefferson	2,800	40	1,110	7,275	1,483	315
Jerome	3,400	21	710	13,023	2,263	539
Kootenai	7,700	63	4,810	30,112	6,808	952
Latah	5,900	45	2,630	22,521	4,738	824
Lemhi	1,800			6,371	1,507	153
Lewis	1,200	19	220	4,569	943	207
Lincoln	1,100	23	250	2,402	705	158
Madison	2,500	68	1,690	12,278	2,035	296
Minidoka	2,500	35	880	11,547	2,179	233
Nez Perce	7,400	25	1,810	46,087	9,081	1,250
Oneida	1,100	43	480	3,367	730	149
Owyhee	1,700	51	880	4,750	946	232
Payette	3,600	35	1,260	10,855	2,357	329
Power	900	52	460	4,578	814	106
Shoshone	6,700	47	3,160	25,292	7,736	652
Teton	700	62	430	2,183	416	139
Twin Falls	12,900	25	3,260	56,958	10,641	1,790
Valley	1,200	25	300	4,061	407	67
Washington	2,500	36	910	11,211	2,179	136
Total	176,700	45%	*80,070	\$722,707	\$143,534	\$20,563

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BOISE
(Ada County)

KBOI-TV

LICENSEE: Boise Valley Bcstrs. Inc. Address: 311 N. Tenth St. Phone: 3-2511.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 2,540 ft.; Above ground 149 ft.

OPERATION: Began Nov. 26, 1953. Hours, 12:30-11:30 p.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, KBOI.

REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Moore & Lund (Northwest); Washington Attorney, Wilkinson, Boyden, Cragun & Barker.

PRINCIPAL STOCKHOLDERS: Westerman Whillock and wife, 10.9%; Stanley E. King, 10.2%; Robert W. Howell and wife, 8.9%; Willis C. Moffatt, 7.4%; Fred M. Taylor, 6.5%; Earl J. Glade Jr., 3.3%, and others.

EXECUTIVES:

Westerman Whillock, pres. & gen. mgr. Bill Gratton, prod. mgr.
Earl Glade Jr., sta. & com. mgr. & film buy. James A. Johntz Jr., ch. engr.
Hal Knutson, prom. mgr.
Bill Eames, news ed.

RATE INFORMATION: Class AA minute spots (live) \$62.50, (film) \$50, ID \$25; Class A one hour (live) \$250, (film) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

KIDO-TV

LICENSEE: KIDO Inc. Address: 709 Idaho St. Phone: 2-4611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 850 ft.; Above ground 387 ft. (CP to increase ERP to 166 kw visual, 87.1 kw aural, with new transmitter location 2,560 ft. above average terrain.)

OPERATION: Began July 12, 1953.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KIDO.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Mrs. Georgia M. Davidson, 90.63%; Walter E. Wagstaff, 9.36%. Licensee owns 60% of KHTV (TV) Twin Falls, Idaho.

EXECUTIVES:

Mrs. Georgia M. Davidson, pres. Barry Tucker, sls. mgr.
Walter E. Wagstaff, vp. & gen. mgr. Jack J. Link, pgm. dir.
Harold W. Toedtmeier, ch. engr.

RATE INFORMATION: Class AA minute spot (live) \$60, (film) \$45; ID \$20. Class A one hour (live) \$275, (film) \$225; minute spot (live) \$50, (film) \$35; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 5.

IDAHO FALLS
(Bonneville County)

KID-TV (POCATELLO)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701. Phone: 3.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA & GE. Antenna Make: RCA. Height: Above average terrain 1,600 ft.; Above ground 201 ft.

OPERATION: Began Dec. 20, 1953. Hours, 2:30-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KID.

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Wilkinson, Boyden, Cragun & Barker; Consulting Engineer, Vandiviere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: A. W. Schwieder, 7.3%; Guy A. Poulsen, 6.7%; Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City, Utah), 23.3%; Zion Securities Corp., Salt Lake City, 17%, and others.

EXECUTIVES:

A. W. Schwieder, pres. Roy Southwick, pgm. mgr. & film buy.
C. N. Layne, gen. mgr. Carroll Secrist, tech. dir.
Claude Cain, com. mgr.

RATE INFORMATION: Class A one hour (live) \$205, (film) \$175; minute spot (live) \$51, (film) \$40; ID \$15. ID Length 8 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 3.

LEWISTON
(Nez Perce County)

KLEW-TV (Satellite of KIMA-TV Yakima, Wash.)

LICENSEE: Lewiston Television Co. Address: 1115 Idaho St. Phone: 3-5581.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,260 ft.; Above ground 299 ft.

OPERATION: Began Dec. 7, 1955. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

PRINCIPAL STOCKHOLDER: Owned by Cascade Bcstg. Co. Inc. (KIMA-TV Yakima, Wash.).

EXECUTIVES:

Tom Bostic, pres. Mike Rastovich, ch. engr.
Pete Thomas, gen. mgr. Bob Cox, prom. mgr.
Herchel Cary, sls. mgr. Tom Campbell, news ed.
Bob Hallock, pgm. dir.

RATE INFORMATION: Sold only in combination with KIMA-TV.

POCATELLO
(Bannock County)

KID-TV (IDAHO FALLS)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701, Idaho Falls. Phone: Idaho Falls 3. (For full listing see Idaho Falls.)

KSEI-TV

(Target Date, Oct. 1, 1956)

LICENSEE: Radio Service Corp. Address: P. O. Box 31. Phone: 4000.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 34.7 kw. Operating Pow.: Visual 69.2 kw, Aural 34.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,460 ft.; Above ground 171 ft.

OPERATION: Hours. Mon.-Fri., 5-11 p.m.; Sat., Sun., 4-11 p.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KSEI.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Florence M. Gardner, 42.78%; Henry H. Fletcher, 9.08%, and others. Mrs. Gardner is principal owner of KTFI Twin Falls, Idaho, which in turn owns 40% of KHTV (TV) Twin Falls, Idaho.

EXECUTIVES:

Henry H. Fletcher, pres., gen. mgr. & com. mgr. Ellis W. Call, ch. engr.
Ruthe A. Fletcher, pgm. dir. Olive L. Greene, prom. mgr.
John Hardaway, news ed.

TWIN FALLS
(Twin Falls County)

KHTV (TV)

(Target Date Unknown)

LICENSEE: Magic Valley Television Corp. Address: 709 Idaho St., Boise. Phone: 2-4611.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.17 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 588 ft.; Above ground 218 ft.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, H. W. Toedtemeier.

PRINCIPAL STOCKHOLDERS: KIDO Inc. (KIDO-AM-TV Boise, Idaho) 60%; Radio Bcstg. Corp. of Idaho (KTFL-AM-FM Twin Falls, Idaho), 40%. KIDO principals are Mrs. Georgia M. Davidson, 90.63%; Walter E. Wagstaff, 9.36%. KTFL is 72.6% owned by Florence M. Gardner.

EXECUTIVES: Georgia M. Davidson, pres. Walter E. Wagstaff, gen. mgr.

KLIX-TV

LICENSEE: Southern Idaho Bcstg. & Television Co. Address: Elizabeth Blvd. & Eastland Drive. Phone: 2820.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 250 ft.

OPERATION: Began May 30, 1955.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, KLIX.

REPRESENTATIVES: Sales, Gill-Perna Inc., Moore & Lund Inc. (Northwest); Washington Attorney, John H. Midlen.

PRINCIPAL STOCKHOLDER: A. L. Glasmann. For Glasmann interests see KUTV (TV) Salt Lake City, Utah.

EXECUTIVES: Frank C. McIntyre, vp., gen. mgr. Betty Johnson, prom. dir. & com. mgr. Vic Graybeal, film buy. Dave Fox, pgm. dir. C. W. Evans, tech. dir.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$26.50, (film) \$24; ID \$12. ID Length 8 and 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Marion	13,300	60	8,010	47,716	10,396	1,629
Marshall	4,200	51	2,150	13,584	2,221	342
Mason	5,200	46	2,370	19,593	3,681	394
Massac	4,800	36	1,750	15,004	2,844	439
Menard	3,100	51	1,590	9,231	2,011	206
Mercer	5,500	74	4,040	13,615	886	347
Monroe	4,200	75	3,150	15,906	2,704	159
Montgomery	10,800	54	5,790	30,651	7,169	610
Morgan	10,100	61	6,120	48,787	7,734	890
Moultrie	4,200	58	2,420	13,292	2,306	137
Ogle	11,200	58	6,440	40,959	8,172	769
Peoria	58,800	79	46,450	250,455	46,304	7,885
Perry	7,000	53	3,680	17,164	4,321	588
Platt	4,400	58	2,530	12,957	2,553	290
Pike	7,200	75	5,420	19,623	4,094	379
Pope	1,600	20	320	3,246	762	61
Pulaski	4,500	39	1,750	5,998	1,472	170
Putnam	1,400	35	490	2,576	655	40
Randolph	8,600	74	6,370	24,491	6,030	525
Richland	6,400	38	2,410	19,694	3,757	488
Rock Island	44,900	83	37,400	165,389	38,863	5,342
St. Clair	69,700	83	57,780	221,867	55,099	5,870
Saline	11,100	56	6,250	32,047	7,390	914
Sangamon	45,700	50	22,670	193,921	36,632	6,864
Schuyler	3,300	58	1,920	7,231	1,532	136
Scott	2,400	57	1,380	7,232	1,040	80
Shelby	7,900	33	2,620	15,346	3,033	331
Stark	2,700	59	1,590	7,947	1,777	174
Stephenson	13,600	71	9,710	57,405	9,859	1,275
Tazewell	27,300	73	20,010	84,549	25,067	1,589
Union	5,800	49	2,730	14,885	3,231	274
Vermilion	29,100	57	16,700	128,109	37,667	3,803
Wabash	4,800	38	1,810	16,625	3,550	265
Warren	8,000	63	5,020	26,602	5,081	470
Washington	4,700	63	2,940	17,484	2,388	141
Wayne	6,700	27	1,810	18,030	3,096	313
White	6,900	35	2,440	25,504	4,968	655
Whiteside	16,700	82	13,740	65,338	15,298	1,433
Will	43,900	81	35,730	177,419	42,971	5,813
Williamson	16,700	43	7,230	42,403	10,451	1,118
Winnebago	54,400	78	42,600	232,787	45,802	6,894
Woodford	7,000	58	4,070	32,812	4,353	371
Total	2,877,500	77%	2,227,440	\$11,904,531	\$2,499,935	\$349,019

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ILLINOIS

ILLINOIS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	22,100	73	16,110	74,945	16,323	2,582
Alexander	7,300	40	2,930	22,301	3,632	431
Bond	4,700	67	3,170	11,815	2,635	165
Boone	5,500	53	2,900	20,678	4,385	400
Brown	2,300	70	1,610	7,433	1,687	152
Bureau	12,200	59	7,160	39,965	8,460	755
Calhoun	1,800	80	1,440	5,216	400	
Cass	6,400	73	4,680	24,162	4,176	282
Carroll	4,700	71	3,340	16,199	4,629	480
Cass	32,600	61	19,890	134,453	25,020	4,326
Champaign	12,800	59	7,560	47,220	10,219	916
Christian	5,700	57	3,260	18,117	3,144	366
Clark	5,600	35	1,940	16,014	2,812	276
Clay	6,900	64	4,430	19,553	4,209	200
Clinton	13,600	52	7,020	51,269	10,427	1,489
Coles	1,480,000	87	1,290,710	6,701,689	1,363,662	208,630
Cook	7,400	57	4,230	20,057	4,708	387
Crawford	3,300	67	2,210	7,014	1,106	113
Cumberland	13,200	73	9,640	66,852	11,513	1,687
De Kalb	5,600	64	3,610	20,973	4,084	365
De Witt	5,400	69	3,720	21,967	4,821	510
Douglas	56,200	79	44,570	213,209	62,132	7,905
Du Page	7,900	58	4,600	24,517	5,626	776
Edgar	3,000	34	1,010	8,638	1,231	79
Edwardsville	6,700	61	4,080	28,712	5,125	411
Effingham	7,300	56	4,100	21,589	4,180	305
Fayette	5,200	72	3,730	20,176	3,322	516
Ford	16,300	38	6,180	35,947	9,933	967
Franklin	14,900	75	11,220	47,921	10,205	1,175
Fulton	2,900	20	580	7,871	1,508	133
Gallatin	6,200	67	4,170	18,432	3,230	439
Greene	6,300	68	4,270	22,524	5,081	393
Grundy	3,900	17	640	9,171	2,135	198
Hamilton	8,700	68	5,910	25,642	4,884	474
Hancock	2,200	16	360	3,092	832	143
Hardin	2,600	62	1,600	5,911	1,287	
Henderson	16,100	79	12,700	61,936	11,171	1,478
Iroquois	10,800	53	5,670	37,905	6,074	703
Jackson	12,900	50	6,490	38,013	7,905	901
Jasper	3,900	53	2,080	7,779	1,817	106
Jefferson	12,200	47	5,780	34,563	7,061	765
Jersey	4,900	65	3,190	14,787	3,299	396
Jo Daviess	6,900	57	3,940	24,135	4,226	405
Johnson	2,500	24	600	6,855	1,421	100
Kane	49,200	83	40,980	240,063	52,051	8,451
Kankakee	20,900	80	16,720	100,240	22,813	2,255
Kendall	3,900	79	3,090	13,124	4,070	252
Knox	18,400	73	13,450	74,535	14,814	2,284
Lake	60,100	84	50,720	285,818	68,043	8,789
La Salle	32,600	51	16,590	138,422	29,309	4,280
Lawrence	6,700	38	2,510	18,126	4,032	483
Lee	10,500	56	5,850	38,957	7,936	976
Livingston	11,300	55	6,230	44,132	8,907	846
Logan	8,900	68	6,080	30,650	6,712	574
McDonough	9,300	57	5,250	44,327	6,926	913
McHenry	18,200	74	13,470	88,694	19,956	2,426
McLean	24,600	55	13,410	100,624	19,834	2,973
Macon	35,500	66	23,390	149,558	30,875	3,058
Macoupin	14,500	56	8,180	41,138	10,785	781
Madison	63,700	80	51,090	213,632	57,915	5,945

BLOOMINGTON
(McLean County)

WBLN-TV

LICENSEE: WBLN Television Inc. Address: P. O. Box 646. Phone: 4-3034.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw. Operating Pow.: Visual 15.8 kw, Aural 8.51 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 443 ft.

OPERATION: Began Dec. 6, 1953.

REPRESENTATIVES: Sales, Joseph Hershey McGilvra Inc.

AFFILIATION: Tv Network, ABC.

PRINCIPAL STOCKHOLDER: Worth S. Rough, 100%.

EXECUTIVES: Worth S. Rough, pres. & gen. mgr. Madonna Rough, traff. mgr.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$24, (film) \$24; ID \$6. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card. No. 2.

CHAMPAIGN
(Champaign County)

WCIA (TV)

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 981 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 14, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul F. Godley Jr.

PRINCIPAL STOCKHOLDERS: August C. Meyer and wife, 51%; Illinois Bcstg. Co. (WSOY-AM-FM Decatur, Ill.), 20%; Russell O. Derby, 5%. Interlocking ownership with Champaign News-Gazette (WDWS) and Lindsay-Schaub Newspapers Inc.

EXECUTIVES: August C. Meyer, pres. James F. Fielding, prod. mgr. Guy Main, vp. & dir. of sls. Robert Myers, ch. engr. Leonard N. Davis, natl. sls. mgr. John Ketterer, film buy.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$135, (film) \$120; ID \$70. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 4.

CHICAGO (Cook County)

WBBM-TV

LICENSEE: Columbia Bcstg. System. Postal Zone: 11. Address: 410 N. Michigan Ave. Phone: Whitehall 4-6000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 687 ft.; Above ground 683 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 6, 1946. Hours, 6:30 a.m.-1:30 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WBBM. Fm, WBBM-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York, N. Y.

EXECUTIVES:

Frank Stanton, pres., CBS
J. L. Van Volkenburg, pres.,
CBS-TV

H. L. Atlass, vp. & gen. mgr.
C. W. Doebler, exec. asst.
George Arkedis, sls. mgr.
William Ryan, pgm. dir.

Luther A. Pierce Jr., dir. of
tech. ops.
Vann Cominos, film buy.
Justin A. Cassidy, natl. sls. serv.
mgr.
Tom Dawson, prom. mgr.
Gene McClure, sls. traff. mgr.
William G. Garry, news dir.

RATE INFORMATION: Class A one hour (live) \$3,700, (film) \$3,700; minute spot (live) \$750, (film) \$750; ID \$375. ID Length 8 sec. Full and share screen. Frequency discounts from 7½% for 26 times up to 15% for 52 times. Rate Card No. 5.

WBKB (TV)

LICENSEE: American Bcstg.-Paramount Theatres Inc. Postal one: 6. Address: 20 N. Wacker Dr. Phone: Andover 3-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 629 ft.; Above ground 658 ft.

OPERATION: Began Sept. 1948. Hours, 8:55 a.m.-1:30 a.m.

AFFILIATIONS: Tv Network, ABC. Station. Fm, WENR-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Horace N. Stovin & Co. (Canada); Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Leonard H. Goldenson, pres.
(AB-PT)

Robert E. Kintner, pres.
(ABC Div.)

Sterling C. Quinlan, vp. & sls. mgr.
Matthew E. Vieracker, gen. mgr.

Daniel Schuffman, pgm. dir.
William P. Kusack, ch. engr.
Ralph Andrews, film buy.

Con O'Dea, news ed.
Elliott W. Henry Jr., adv., prom. &
publicity dir.

RATE INFORMATION: Class AA one hour \$2,400; 20-sec. spot \$525; ID \$225. Class A one hour \$2,200. 20 sec. spot \$400; ID \$170. ID Length 10 sec. Frequency discounts. Rate Card No. 9.

WGN-TV

LICENSEE: WGN Inc. Postal Zone: 11. Address: 441 N. Michigan Ave. Phone: Michigan 2-7600.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 870 ft.; Above ground 914 ft.

OPERATION: Began April 5, 1948. Hours, 8:30 a.m.-12:15 a.m.

AFFILIATION: Station, Am, WGN.

REPRESENTATIVES: Sales, George P. Hollingbery Co. and Edward Petry & Co. (West Coast); Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Owned by the Tribune Co. (Chicago Tribune). Same interest owns WPIX (TV) New York.

EXECUTIVES:

J. Howard Wood, pres.
Ward Quaal, gen. mgr.
Ted Weber, com. mgr.
Jay Faraghan, pgm. dir.
Carl J. Meyers, ch. engr.

Elizabeth Bain, film buy.
Charles Wilson, prom. mgr.
George F. Petterson, facs. dir.
Spencer Allen, news ed.

RATE INFORMATION: Class A one hour (live) \$1,800, (film) \$1,500; minute spot (live) \$375, (film) \$375; ID \$137.50. ID Length 10 sec. Full screen or share screen. Frequency discounts from 2½% for 2 times per week up to 15% for 7 times per week. Rate Card No. 15.



TOPS FROM THE TOP OF CHICAGO!

TOP adult participation shows
TOP children shows
TOP rated feature films
TOP rated sports features
TOP rated mysteries
TOP antenna

WGN-TV—programming more drama, music and sports features for Chicagoans than the other three stations put together.

If you're looking—start at the TOP with WGN-TV.

WGN-TV—Channel 9—Chicago

CHICAGO (Cont.)

WHFC-TV

(Target Date, Not Set)

LICENSEE: WHFC Inc. Address: 3350 Kedzie Ave. Phone: Townhall 3-6305.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 627 ft.

AFFILIATIONS: Stations, Am, WHFC. Fm, WEHS (FM).

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Richard W. Hoffman, 75%; Rose M. Hoffman, 25%. Mr. Hoffman is a member of the U. S. Congress and publisher of tri-weeklies Cicero Life, Berwyn Life, Stickney Life and Community Reporter (Chicago). Rose Hoffman is Mr. Hoffman's sister.

EXECUTIVES:

Richard W. Hoffman, pres.

Rose M. Hoffman, sec.

WIND-TV

(Target Date, Not Set)

LICENSEE: WIND Inc. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 602 ft.

AFFILIATION: Station Am, WIND.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Ralph L. Atlass, 11.1%; H. Leslie Atlass Jr. with Frank and Harriet Jane Atlass, 29.7%; Chicago Daily News Inc. (John S. Knight), 27.7%; Helen A. Wrigley and family, 26.4%; John T. Carey, 5.5%. The Knight interests include Miami Herald (WQAM-AM-FM Miami, which is being sold); 42.5% of WCKT (TV) Miami; Akron (Ohio) Beacon-Journal (45% of WAKR-AM-FM-TV Akron, Ohio), Detroit Free Press, and Charlotte (N.C.) Observer.

EXECUTIVES:

Ralph L. Atlass, pres. & gen. mgr.
John T. Carey, vp. & com. mgr.

H. Leslie Atlass Jr., pgm. dir.

WNBQ (TV)

LICENSEE: National Bstg. Co. Postal Zone: 54. Address: Merchandise Mart. Phone: Superior 7-8300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 744 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Sept., 1948. Hours, 6:45 a.m.-1:30 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, WMAQ.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindel & Ohl.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York, N. Y.

EXECUTIVES:

Sylvester L. Weaver Jr., pres. NBC
Jules Herbuveaux, vp. NBC &
gen. mgr. WNBQ (TV)
John Keys, dir. of sls.
George Heinemann, pgm. dir.Howard C. Luttgens, ch. engr.
Isabelle Cooney, film buy.
Howard W. Coleman, adv.,
prom. & merc. mgr.
William B. Ray, news ed.

RATE INFORMATION: Class A one hour (live) \$2,750, (film) \$2,750; minute spot (live) \$550, (film) \$550; ID \$270. ID Length 10 sec. Full and share screen. Frequency discounts.

WOPT (TV)

(Target Date, Not Set)

LICENSEE: WOPA Inc. Address: 408 S. Oak Park Ave., Oak Park, Ill. Phone: Village 8-5760.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 682 ft.

AFFILIATIONS: Stations, Am, WOPA. Fm, WOPA-FM.

REPRESENTATIVES: Washington Attorney, A. Harry Becker; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Egmont Sonderling, 25%; Richard Goodman, 55%; Mason Loundy, 20%. Same interests own KXEL Waterloo, Iowa.

EXECUTIVES:

Egmont Sonderling, pres.

Richard Goodman, vp.

WTTW (TV)*

*(Non-Commercial Educational)

LICENSEE: Chicago Educational Television Assn. Postal Zone: 37. Address: 1761 E. Museum Drive. Phone: Museum 4-3800.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Operating Pow.: Visual 56.2 kw, Aural 28.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 617 ft.

OPERATION: Began Sept. 19, 1955. Hours, 4-10 p.m.

EXECUTIVES:

Edward L. Ryerson, pres.
John W. Taylor, exec. dir.
James Robertson, pgm. mgr.Duane Weise, ch. engr.
Norma Barts, film supvr.
John Kohn, pub. rel. dir.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

The story of LASSIE (Campbell Soup Company, through BBD&O) can be told in terms of awards—in two years it has won the EMMY twice, as well as the PEABODY.

It can be told in terms of ratings—it has the highest rating in its time period, with an average for this season of 32.2 Nielsen, and has in fact revolutionized programming in the early evening lead-in slots.

The story can be told in terms of merchandising—the Montgomery Ward & Company catalog, for example, features a full page of Lassie products.

It can be told in the most important terms—sales: According to Broadcasting-Telecasting, Campbell Soup, after its first thirteen weeks on the air, raised its sales in a market where it already had captured 75% of the business.

It's not surprising that the Campbell Soup Company through BBD&O has again renewed those super soup salesmen—LASSIE, the dog, and his boy master.

For your own quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York: 488 Madison Avenue

Chicago: 360 North Michigan Avenue

Los Angeles: 5746 Sunset Boulevard

DANVILLE

(Vermilion County)

WDAN-TV

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washngton Ave. Phone: 1700.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.08 kw. Operating Pow.: Visual 13.2 kw, Aural 7.08 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.

OPERATION: Began Dec., 1953. Hours, 2-11 p.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney, Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDER: Licensee also publishes Danville Commercial News. For other Gannett interests see WHCC-TV Rochester, N. Y.

EXECUTIVES:

Robert J. Burow, gen. mgr.	Honore Ronan, pgm. dir.
Max Shaffer, sta. mgr.	Norlyn Dossey, ch. engr.
John Eckert, com. mgr.	Bill Dorn, prod. mgr.

RATE INFORMATION: Class A one hour (live) \$175, (film) \$150; minute spot (live) \$35, (film) \$25; ID \$12. ID Length 10 sec. Specifications: 2x2 in. slide; 35mm film. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 365 times. Rate Card No. 1.

DECATUR

(Macon County)

WTVP (TV)

LICENSEE: Prairie Television Co. Address: P. O. Box 108. Phone: 8-4304.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 602 ft.

OPERATION: Began Aug. 19, 1953. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: W. L. Shellabarger and family, 70%, and others.

EXECUTIVES:

W. L. Shellabarger, pres. & gen. mgr.	H. Abfalter, ch. engr.
Robert G. Wright, com. mgr., pgm. dir. & film buy.	Keith Andrews, prom. mgr.
	Dale Coleman, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 3.

EVANSTON

(Cook County)

WTLE (TV)

(Target Date, Not Set)

LICENSEE: Northwestern Television Bcstg. Corp. Address: 2201 Oakton St.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 233 ft.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Angus D. Pfaff, 50%; Howard S. Martin, 50%. Mr. Pfaff also owns 33 1/3% of WNMP Evanston, Ill.

EXECUTIVES:

Angus D. Pfaff, pres. & treas.	Howard S. Martin, vp. & sec.
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HARRISBURG

(Saline County)

WSIL-TV

LICENSEE: Turner Farrar Assn. Address: 21 W. Poplar St. Phone: 373.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.72 kw. Operating Pow.: Visual 7.41 kw, Aural 3.72 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 549 ft.

OPERATION: Began Dec. 6, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, ABC, NBC.

REPRESENTATIVES: Sales, Walker Representation Co.; Washington Attorney, McKenna & Wilkinson.

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PRINCIPAL STOCKHOLDERS: Oscar L. Turner and family, 70%; Charles O. Farrar, 25%; Harry R. Horning, 5%. Same group owns chain of theaters in Illinois.

EXECUTIVES:

Oscar L. Turner, pres.	Bill Plater, pgm. dir.
O. L. Turner, gen. mgr. & film buy.	Charles Gilliam, ch. engr.
	Frank Elders, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and/or share screen. Frequency discounts.

PEORIA

(Tazewell County)

WEEK-TV

LICENSEE: West Central Bcstg. Co. Address: 2907 Springfield Rd., E. Peoria, Phone: 9-3961.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw. Operating Pow.: Visual 175 kw, Aural 88 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 432 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 1, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, WEEK.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: U. S. Sen. Robert S. Kerr, 50.6%; D. A. McGee, 15.5%; T. M. Kerr, 11.1%, and others. Same interests own 50% of KVOO-TV Tulsa, Okla.

EXECUTIVES:

Robert S. Kerr, pres.	Vic Fletcher, pgm. dir. & film buy.
Fred C. Mueller, gen. mgr.	Wayne Lovely, ch. engr.
William J. Flynn, com. mgr. & film buy.	Bob Arthur, news ed.

RATE INFORMATION: Class AA one hour (live) \$475, (film) \$475; Class A minute spot (live) \$85, (film) \$85; ID 50% of one minute rate. ID Length 10 sec. Specifications: 2x2 slide. Full and share screen. Frequency discounts. Rate Card No. 3.

WTVH (TV)

LICENSEE: Hilltop Bcstg. Co. Address: 234 N. Madison Ave. Phone: 6-5561.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 129 kw. Operating Pow.: Visual 12.5 kw, Aural 5.76 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 603 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 12, 1953. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Peoria Journal Star Co. (Peoria Star and Journal).

EXECUTIVES:

Henry P. Slane, pres.	Wallace Wurz, ch. engr.
Hal Phillips, com. mgr.	Paul M. Proctor, prom. mgr.
Robert Holben, pgm. dir. & film buy.	Tom Connor, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$95, (film) \$95; ID \$45. ID Length 10 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts. Rate Card No. 3.

WIRL-TV

(Target Date, Not Set)

LICENSEE: WIRL Tv Co.

FACILITIES: Ch. 8. [Construction prohibited pending conclusion of deintermixture rule-making.]

QUINCY

(Adams County)

WGEM-TV

LICENSEE: Quincy Bcstg. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 50.2 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 814 ft.; Above ground 673 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 4, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WGEM. Fm, WGEM-FM. REPRESENTATIVES: Sales, Young Television Corp.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

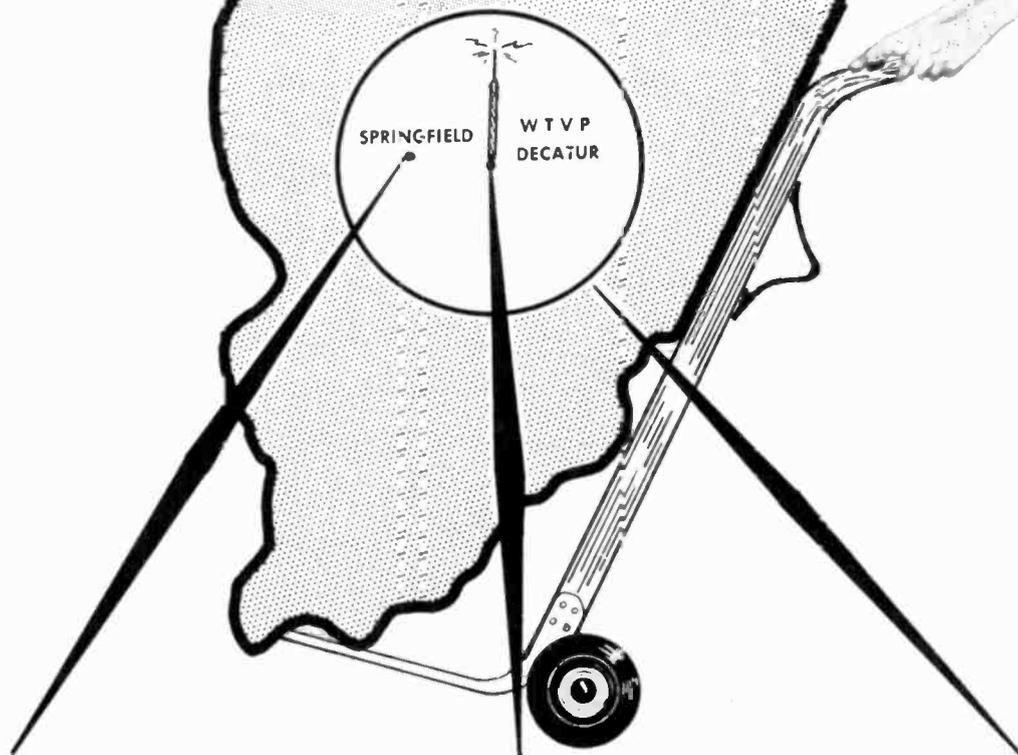
PRINCIPAL STOCKHOLDERS: Owned by Quincy Newspapers Inc. (Quincy Herald Whig). Affiliated with KGLO-AM-FM Mason City, Iowa.

EXECUTIVES:

T. C. Oakley, pres.	T. W. Austin, pgm. dir. & film buy.
Joseph S. Bonansinga, gen. mgr.	Frank E. Laughlin, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Specifications: 10 sec. ID or 8 sec. full screen. Frequency discounts.

Special DELIVERY!



SPRINGFIELD, ILL.

(SANGAMON COUNTY)

Population 138,600
 TV Sets 30,100 UHF
 Retail Sales . . . 178,677,000
 Buying Income . 235,349,000

**GRADE "A" COVERAGE
 IN ILLINOIS'
 RICH, IMPORTANT
 CAPITAL CITY**

DECATUR, ILL.

(MACON COUNTY)

Population 108,800
 TV Sets 27,900 UHF
 Retail Sales . . . 140,338,000
 Buying Income . 184,196,000

**FASTEST-GROWING
 CITY IN
 CENTRAL ILLINOIS**

TOTAL AREA

(26 COUNTIES)

Population 846,090
 TV Sets 155,000 UHF
 Retail Sales . . 1,261,111,250
 Buying Income . 874,978,100

**AMERICA'S
 99TH
 MARKET**

The Great, Growing Central Illinois Market

delivered by good-looking channel . . .

WTVP-DECATUR, ILLINOIS

ABC NETWORK — REPRESENTED BY BOLLING COMPANY



ROCKFORD
(Winnebago County)

WREX-TV

LICENSEE: Greater Rockford Television Inc. Address: Auburn & Winnebago Rds. Phone: Rockford 8-1813.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Operating Pow.: Visual 45.7 kw, Aural 22.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 691 ft.
EQUIPPED TO COLORCAST network programs, local live programs.
OPERATION: Began Oct. 1, 1953. Hours, 9 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WROK.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
PRINCIPAL STOCKHOLDERS: L. E. Caster, 7.1%; Stanley Guyer, 6%; Swan Hillman, 7.1%; Bruce R. Gran, 32.57%; Rockford Bcstrs. Inc. (WROK Rockford, Ill.), 10% and others. Mr. Gran is a theatre owner. WROK interests also publish Rockford Star and Register-Republic.
EXECUTIVES:
 L. E. Caster, pres. Dick Peck, ch. engr.
 Joe M. Baisch, gen. mgr. & film buy. Chuck Olson, prom. mgr.
 Jack Mazzie, pgm. dir. Bob Clyde, news ed.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts. Rate Card No. 2.

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: West State & Meridian Rds. Phone: 3-5413.
FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 97.7 kw. Operating Pow.: Visual 195 kw, Aural 97.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 691 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 3, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, McKenna & Wilkinson.
PRINCIPAL STOCKHOLDERS: H.&E. Balaban Corp., 50%; Irwin and H. W. Dubinsky, 50%. Both principals own theatre chains. H.&E. Balaban Corp. also owns 50% of WICS (TV) Springfield, Ill., and has application for FCC approval of purchase of 50% of WMCN (TV) Grand Rapids, Mich.
EXECUTIVES:
 Harry Balaban, pres. Herbert Eckstein, ch. engr.
 Harold Froelich, gen. mgr. Carl Stemler, film buy.
 Edward Ruppe, com. mgr. Robert Thompson, prom. mgr.
 John W. Kelin Jr., prod. mgr. Ted Beinart, news ed.
RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 10 sec. Specifications: SRA 3/4 ID. Full screen. Frequency discounts. Rate Card No. 4.

ROCK ISLAND
(Rock Island County)

WHBF-TV

LICENSEE: Rock Island Bcstg. Co. Address: Telco Bldg. Phone: 6-5441.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM., GE. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 493 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July, 1950. Hours, 7 a.m.-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WHBF. Fm, WHBF-FM.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Ben H. Potter and family, 75%; Leslie C. Johnson, 25%. Potter family owns the Rock Island Argus.
EXECUTIVES:
 Ben H. Potter, pres. Robert J. Sinnett, ch. engr.
 Leslie C. Johnson, vp. & gen. mgr. Fern Hawks, prom. mgr.
 Maurice Corken, asst. gen. mgr., com. mgr. & film buy. Heber E. Darton, merc. mgr.
 Forest W. Cooke, pgm. dir. & film buy. William G. Ellison, news ed.
RATE INFORMATION: Class A one hour (live) \$860, (film) \$800; minute spot (live) \$190, (film) \$170; ID \$85. ID Length 8 sec. Specifications: 2x2 Tr. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.

SPRINGFIELD
(Sangamon County)

WICS (TV)

LICENSEE: Plains Television Corp. Address: 523 E. Capitol. Phone: 8-0465.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Operating Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 430 ft.
OPERATION: Began Sept. 17, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Adam Young Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Transcontinental Properties Inc., 50%; H. & E. Balaban Corp., 50%. Transcontinental Properties also owns WFTV (TV) Duluth, Minn. H. & E. Balaban Inc. also owns 50% of WTVO (TV) Rockford, Ill., and has application pending for FCC approval to purchase 50% of WMCN (TV) Grand Rapids, Mich.

EXECUTIVES:

Milton D. Friedland, gen. mgr. & film buy. James Henneberry, prom. mgr.
 Warren R. King, com. mgr. G. B. Gordon, news ed.
 H. J. Hoskins, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Full screen. Frequency discounts 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

(CP)

LICENSEE: WMAY-TV Inc.

FACILITIES: Ch. 2. [Construction prohibited pending conclusion of deintermixture rule-making.]

URBANA
(Champaign County)

WILL-TV*

*(Non-Commercial Educational)

LICENSEE: University of Illinois. Address: 1010 S. Wright St. Phone: 7-6611.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Operating Pow.: Visual 45.7 kw, Aural 22.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 177 ft.
OPERATION: Began Aug. 1, 1955. Hours, 6 a.m.-9 p.m.
AFFILIATIONS: Stations, Am, WILL. Fm, WILL-FM.
REPRESENTATIVES: Attorney, Landis, Taylor & Scholl, New York; Consulting Engineer, Jansky & Bailey.
EXECUTIVES:
 Dr. David D. Henry, pres. John R. Brugger, ch. engr.
 Frank E. Schooley, gen. mgr. Marlowe Froke, news ed.
 Richard L. Rider, pgm. dir.

INDIANA

INDIANA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	7,000	70	4,900	22,353	4,719	411
Allen	64,800	71	45,810	278,383	44,345	8,123
Bartholomew	13,800	80	10,890	46,478	11,885	1,227
Benton	3,500	69	2,430	14,493	2,752	202
Blackford	4,500	54	2,410	15,548	3,104	509
Boone	8,400	74	6,230	27,117	5,012	955
Brown	1,600	59	950	2,583	736	79
Carroll	5,500	67	3,700	18,751	3,744	319
Cass	12,300	64	7,860	46,027	8,867	1,310
Clark	17,500	73	12,790	48,053	15,300	1,525
Clay	8,000	56	4,510	21,876	5,668	572
Clinton	10,200	76	7,790	34,054	7,015	849
Crawford	2,700	56	1,510	5,503	1,570	56
Davies	8,400	61	5,160	23,087	4,947	565
Dearborn	8,100	76	6,160	23,851	6,704	757
Decatur	5,800	69	4,010	22,608	3,666	412
De Kalb	8,700	67	5,830	27,781	5,919	601
Delaware	32,000	76	24,320	116,159	25,910	3,562
Dubois	7,100	48	3,420	29,576	4,533	540
Eikhart	29,300	63	18,520	124,761	25,472	2,707
Fayette	7,900	68	5,330	26,927	6,256	813
Floyd	15,800	78	12,390	52,204	12,204	1,307
Fountain	6,100	59	3,610	21,176	4,356	410
Franklin	4,600	55	2,530	10,371	2,036	187
Fulton	5,600	76	4,230	19,660	3,381	491
Gibson	9,900	44	4,330	30,930	6,777	551
Grant	20,600	70	14,420	70,445	15,683	2,304
Greene	9,200	71	6,550	24,792	5,435	614
Hamilton	9,900	76	7,480	29,455	6,151	695
Hancock	7,300	80	5,850	24,384	4,849	653
Harrison	5,400	53	2,880	12,546	2,504	144
Hendricks	8,600	81	6,970	25,010	4,310	1,050
Henry	14,800	70	10,360	51,642	11,371	1,331
Howard	18,800	79	14,830	70,476	15,324	1,908
Huntington	10,600	49	5,190	36,643	7,320	946
Jackson	9,100	63	5,760	31,383	6,995	434
Jasper	5,400	73	3,920	21,333	4,112	316
Jay	7,700	51	3,960	22,730	4,901	458
Jefferson	6,600	75	4,940	27,159	5,852	903
Jennings	4,200	66	2,770	12,198	2,042	273
Johnson	9,100	82	7,470	32,095	7,304	938
Knox	14,100	68	9,570	46,030	9,830	1,253
Kosciusko	11,300	61	6,900	46,335	8,568	2,320
La Grange	4,500	63	2,850	12,625	1,931	246
Lake	122,400	86	104,900	542,825	132,112	15,536
La Porte	26,100	75	19,520	104,196	24,768	3,105
Lawrence	10,900	69	7,490	36,131	6,901	887
Madison	36,400	84	30,650	132,794	29,732	4,756
Marion	198,400	85	168,400	894,717	162,066	40,274
Marshall	10,000	68	6,830	35,093	6,866	782
Martin	3,400	56	1,890	8,477	1,647	192
Miami	9,500	48	4,560	32,349	6,585	573
Montroe	14,600	70	10,230	51,928	11,928	1,757
Montgomery	8,900	81	8,010	39,824	7,126	996
Morgan	8,200	80	6,560	25,090	6,392	594
Newton	3,600	81	2,900	12,968	1,814	441

ROCKFORD • ILLINOIS

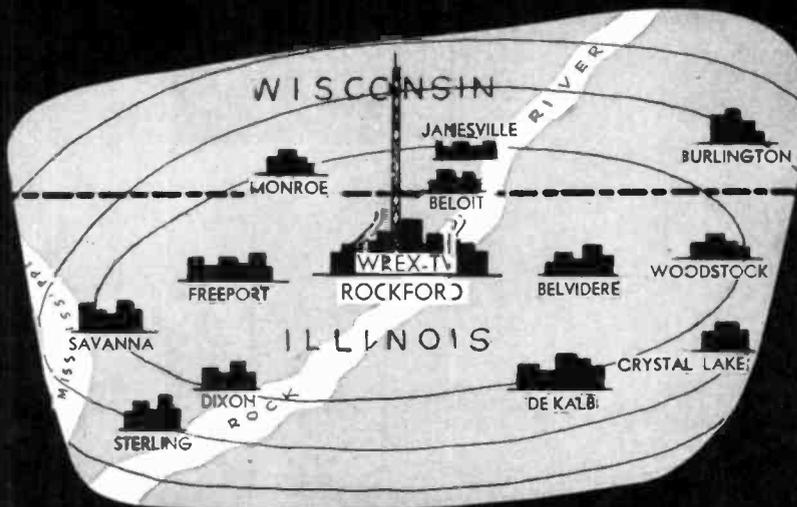
Area of
market power!

Now 1st Market in Illinois (outside of Chicago) and GROWING! Within the coverage area of WREX-TV are 400,195 families, consisting of 1,327,810 people owning 255,915 television sets. The combined spending income is \$2,357,080,000, an average of \$5,329 per household.

A few of the widely diversified and internationally known industries in the Rockford-Area market are:—

National Lock
Rockford Screw Prod.
Sundstrand
Borber-Colman
Woodward Governor
Greenlee Tool
Atwood Vacuum Mach.

Ingersoll Milling
Freeman Shoe
Fairbanks-Morse
Parker Pen
Chevrolet-GM
Burgess Battery
Micro-Switch



WREX-TV *channel 13*

Tops in
sales power!

WREX-TV — "The Viewers' Choice" — DELIVERS your message to the buyers in this rich industrial and agricultural market.

The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford Area market consult H-R for the WREX-TV story.

- All 48 of the top 48 once-a-week shows are on WREX-TV
- All 15 of the top 15 multi-weekly shows are on WREX-TV
- 57 of the top 59 once-a-week shows are on WREX-TV
- 157 to 11! WREX-TV leads in 1/4 hour periods from 6:00 P.M. to Midnite.

Facts from the April, 1956 ARB Survey prove conclusively that WREX-TV continues to grow in favor with the ever increasing number of viewers in this 10 county billion dollar market!



ABC AFFILIATIONS



WREX-TV channel 13 • ROCKFORD, ILLINOIS

REPRESENTED BY H-R TELEVISION, INC.



RAMAR OF THE JUNGLE
starring
JON HALL

Another winner!

from the portfolio of **TPA** Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR'S pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've even seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.
 New York City: 488 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

INDIANA

INDIANA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Noble	8,300	68	5,660	32,088	5,550	582
Ohio	1,300	69	890	2,479	829	199
Orange	5,200	51	2,640	13,919	3,404	446
Owen	3,800	62	2,350	8,355	2,032	258
Parke	4,900	71	3,480	11,931	3,090	251
Perry	5,200	54	2,800	16,144	4,091	360
Pike	4,600	55	2,540	11,214	2,486	143
Porter	13,400	80	10,770	45,648	9,782	1,335
Posey	6,200	64	3,960	15,370	3,756	413
Pulaski	4,000	62	2,500	15,450	2,390	349
Putnam	7,100	48	3,440	24,944	4,859	616
Randolph	9,300	77	7,110	30,505	5,669	715
Ripley	6,100	71	4,350	22,815	4,261	543
Rush	6,300	75	4,710	21,963	3,486	493
St. Joseph	70,700	77	54,090	266,526	56,103	8,342
Scott	4,300	66	2,840	12,807	2,852	364
Shelby	9,700	72	7,020	32,967	7,306	895
Spencer	4,600	45	2,050	11,437	2,198	299
Starke	5,400	69	3,730	20,426	3,462	224
Steuben	5,800	50	2,920	20,740	4,497	590
Sullivan	7,800	68	5,320	17,427	4,301	392
Switzerland	2,200	73	1,600	4,022	683	153
Tippecanoe	24,400	55	13,520	92,561	17,999	4,207
Tipton	4,900	69	3,380	12,499	2,462	396
Union	1,900	64	1,210	6,829	1,097	236
Vanderburgh	56,900	55	31,520	201,209	45,108	7,580
Vermillion	7,300	56	4,060	17,798	4,232	477
Vigo	36,400	80	29,010	124,407	24,194	4,178
Wabash	9,700	53	5,100	34,359	6,774	909
Warren	2,700	58	1,570	4,329	1,700	82
Warrick	7,200	52	3,770	15,585	4,079	390
Washington	5,200	58	3,020	14,890	3,796	256
Wayne	23,100	73	16,890	90,053	18,616	3,003
Wells	6,700	53	3,530	23,650	4,774	308
White	6,100	62	3,780	23,571	5,095	652
Whitley	6,600	70	4,630	20,801	4,106	469
Total	1,334,600	72%	967,430	\$4,965,693	\$1,033,626	\$156,804

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANDERSON
(Madison County)

WCBC-TV

(Target Date, Sept. 1, 1956)

LICENSEE: Great Commision Schools Inc. Address: P. O. Box 727. Phone: 3-5321.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Operating Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 370 ft.

OPERATION: Hours, 5-11:30 p.m.

AFFILIATION: Station, Am, WCBC.

REPRESENTATIVES: Washington Attorney, Morris Hall; Consulting Engineer, A. R. Bitter.

PRINCIPAL STOCKHOLDERS: Paul E. Billheimer and wife, 80%, and others.

EXECUTIVES:

Paul E. Billheimer, pres. Charles Bates, pgm. dir.
 Gordon L. Beck, gen. mgr. Vernal Layton, ch. engr.

BLOOMINGTON
(Monroe County)

WTTV (TV) (INDIANAPOLIS)

LICENSEE: Sarkes Tarzian Inc. Address: E. Hillside Dr. Phone: 2-1407.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 973 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 11, 1949. Hours, 9:45 a.m.-12:45 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WTTV.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, A. L. Stein; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Sarkes Tarzian and family, 100%. Firm manufactures radio-tv station equipment, receiver parts. Firm also has applications pending for new tv stations at Roanoke, Ind. (ch. 21), and Bowling Green, Ky. (ch. 13).

EXECUTIVES:

Sarkes Tarzian, pres. Robert Petranoff, pgm. dir.
 Robert Lemon, gen. mgr. & Carl Onken, ch. engr.
 film buy. Keith Wilson, prom. mgr.
 Norman Cissna, com. mgr. & Frank Edwards, news ed.
 asst. mgr. Susan Sherman, traff. mgr.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Frequency discounts.

ELKHART
(Elkhart County)

WSJV (TV) SOUTH BEND)

LICENSEE: Truth Publishing Co. Address: 3600 Oakland Rd. Phone: Elkhart 2-1518.
FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 120 kw.
 Operating Pow.: Visual 224 kw, Aural 120 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.
OPERATION: Began Mar. 20, 1954. Hours, 11 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WTRC. Fm, WTRC-FM.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Dow, Lohnes &
 Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Licensee publishes Elkhart Truth. John F. Dille Jr.,
 35.5%; Walter R. Beardsley, 49.5%; Carl D. Greenleaf, 14.4%.

EXECUTIVES:

John F. Dille Jr., pres. Lester W. Zellmer, ch. engr.
 Paul C. Brines, dir. of bcstg. & R. Morgan Lump, sls. prom. dir.
 com. mgr. Phillip B. Haines, news ed.
 Edwin J. Lasko, pgm. dir. &
 film buy.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot
 (live), \$67.50, (film) \$60; ID \$30. ID Length 8 sec. Specifications: 2x2 in.
 Full and share screen. Frequency discounts.

EVANSVILLE
(Vanderburgh County)

WEHT (TV) (HENDERSON, KY.)

LICENSEE: Ohio Valley Television Co. Postal Zone: 4. Address: P. O. Box 395,
 Evansville. Phone: 5-2634. (For full listing see Henderson, Ky.)

WFIE (TV)

LICENSEE: Premier Television Inc. Address: 1115 Mount Auburn Rd. Phone:
 Harrison 5-6201.
FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 36.3 kw.
 Operating Pow.: Visual 69.2 kw, Aural 36.3 kw. Transmitter: GE. Antenna
 Make: RCA. Height: Above average terrain 550 ft.; Above ground 515 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 15, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney,
 Haley, Doty & Wollenberg; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Owned by WAVE Inc. (see WAVE-TV Louisville, Ky.).

EXECUTIVES:

Ted Nelson, gen. mgr. Marilyn Rose, pgm. dir.
 Robert Dean, com. mgr. Paul Kelley, ch. engr.
 Chester Behrman, ops. dir. & Geneva Wright, prom. mgr.
 film buy. Fred Rollison, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$300; minute spot
 (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen.
 Frequency discounts from 2 1/2% for 13 times up to 40% for 260 times.
 Rate Card No. 6.

WTVW (TV)

(Target Date, Sept., 1956)

LICENSEE: Evansville Television Inc. Address: 408 S.E. First St. Phone: Harrison
 2-3974.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operat-
 ing Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make:
 RCA. Height: Above average terrain 605 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 7 a.m.-midnight.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes
 & Neilson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Rex Schepp, 77.5%; B. F. Shepp, 17.1%; estate of
 George R. Bayard, 3.75%; John W. Spencer, 1.5%.

EXECUTIVE:

Rex Schepp, pres. & gen. mgr.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot
 (live) \$150, (film) \$125; ID \$120; shared ID \$60. ID Length 20 sec. Full
 and share screen. Frequency discounts. Rate Card No. 1.

Pay less to sell the

SOUTH BEND-ELKHART

UHF* market on

WSJV-TV

South Bend—Elkhart
ABC—Channel 52

LOWEST COST
 PER THOUSAND
 see PULSE—
 January '56

"A" Time	WSJV	Station B	Station C
1 Hour	\$300	\$500	\$400
1/2 Hour	\$180	\$300	\$240
5 Min.	\$ 90	\$125	\$100
E.P.P.	250,000 watts	185,000 watts	204,000 watts

SOLID UHF MARKET • 215,814 UHF SETS • SEE YOUR H-R MAN

* "Where VHF Isn't . . . It Isn't Missed"—
 BROADCASTING • TELECASTING, May 7,
 1956. If you would like a reprint of this revealing
 article about this solid UHF market, as written
 by Broadcasting • Telecasting's senior editor,
 Frank Beatty, ask any H-R man, or write Paul C.
 Brines, Director of Broadcasting, WSJV-TV,
 Elkhart 52, Indiana.

FORT WAYNE

(Allen County)

WINT (TV) (WATERLOO)

LICENSEE: Tri-State Television Inc. Address: 2010 Lincoln Tower. Phone: Anthony 8475. (For full listing see Waterloo, Ind.)

WKJG-TV

LICENSEE: Northeastern Indiana Bcstg. Co. Postal Zone: 2. Address: 220 E. Jefferson St. Phone: Anthony 2295.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 141 kw. Operating Pow.: Visual 269 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 775 ft.; Above ground 793 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1953. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, WKJG.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Clarence L. Schust, 28.52%; H. Leslie Popp, 28.52%; Edward G. Thoms, 18.76%; Walter L. Thoms, 18.76%, and others.

EXECUTIVES:

Clarence L. Schust, pres.	Calo O. Mahlock, pgm. dir. & film buy.
Edward G. Thoms, vp. & gen. mgr.	Eugene A. Chase, ch. engr.
Hilliard Gates, asst. mgr. & sports dir.	Wilson Schroeder, prom. mgr.
Carleton B. Evans, com. mgr.	

RATE INFORMATION: Class A one hour (live) \$490, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 4.

INDIANAPOLIS

(Marion County)

WFBM-TV

LICENSEE: Consolidated Television & Radio Bcstrs. Inc. Postal Zone: 2. Address: 1330 N. Meridian St. Phone: Melrose 4-8521.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 1,019 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began May 30, 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, WFBM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned principally by Harry M. Bitner and family. Also own WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis and WFDF Flint. Sale of licensee to Crowell-Collier Pub. Co. pending FCC approval.

EXECUTIVES:

Harry M. Bitner Jr., pres.	Hugh L. Kibbey, sls. serv. mgr. & film buy.
William F. Kiley, gen. mgr.	Estel Freeman, prom. dir.
Don Menke, com. mgr.	E. Gilbert Forbes, news ed.
William R. Fall, pgm. dir.	
Harold S. Holland, ch. engr.	

RATE INFORMATION: Class AA one hour (live) \$960, (film) \$960; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.

WISH-TV

LICENSEE: Universal Bcstg. Co. Postal Zone: 2. Address: 1440 N. Meridian St. Phone: Melrose 4-6411.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 997 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954. Hours, 7 a.m.-12:30 a.m.

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AFFILIATIONS: Tv Network, CBS. Station, Am, WISH.

REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: C. Bruce McConnell, 54.74%; Earl H. Schmidt, 2.97%; Frank E. McKinney, 10%, and others. Licensee owns WHBU Anderson and WANE-AM-TV Ft. Wayne. Purchase of WINT (TV) Waterloo, Ind., pending FCC approval.

EXECUTIVES:

C. Bruce McConnell, pres.	Stokes Gresham Jr., ch. engr.
Robert B. McConnell, vp. & gen. mgr.	James Buck, prom. dir.
Steven T. Briggs, pgm. dir.	Vince Leonard, news ed.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1B.

WTTV (TV) (BLOOMINGTON)

LICENSEE: Sarkes Tarzian Inc. Address: E. Hillside Dr., Bloomington, Ind. Phone: 2-1407. (For full listing see Bloomington.)

LAFAYETTE

(Tippecanoe County)

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 100 kw. Operating Pow.: Visual 170 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: Ideco. Height: Above average terrain 630 ft.; Above ground 637 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 15, 1953. Hours, noon-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, WASK.

REPRESENTATIVES: Sales, William G. Rambeau Co.; Washington Attorney, Haley, Doty & Wellenberg; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: O. E. Richardson, 86.35%; remaining stock held by group of employees.

EXECUTIVES:

O. E. Richardson, pres. & gen. mgr.	James Mathis, pgm. dir.
Henry Rosenthal, com. mgr. film buy. & prom. mgr.	Richard Cochran, ch. engr.
	Bill Hughes, news ed.

RATE INFORMATION: Class A one hour (live) \$237.50, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 2.

MUNCIE

(Delaware County)

WLBC-TV

LICENSEE: Tri City Radio Corp. Address: P. O. Box 271. Phone: Atlas 8-4403.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 7.59 kw. Operating Pow.: Visual 14.1 kw, Aural 7.59 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 542 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 8, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC. Station, Am, WLBC. Fm, WMUN.

REPRESENTATIVES: Sales, Hal Holman Co., Chicago; Walker Representation Co., New York; Washington Attorney, John H. Midlen; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Donald A. Burton and wife, 52.5%; William F. Craig, 46.5%, and others.

EXECUTIVES:

Don Burton, pres., treas. & gen. mgr.	Lee Allerton, pgm. dir.
Bill Craig, vp., com. mgr., film buy. & prom. mgr.	Mauray Crain, ch. engr.
	Fred Hinshaw, news ed.

RATE INFORMATION: Class A one hour (live) \$275, (film) \$230; minute spot (live) \$55, (film) \$50; ID \$22.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times.

PRINCETON

(Gibson County)

WRAY-TV†

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer W. Broadway.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 461 ft.

OPERATION: Began Dec. 6, 1952.

AFFILIATION: Station, Am, WRAY.

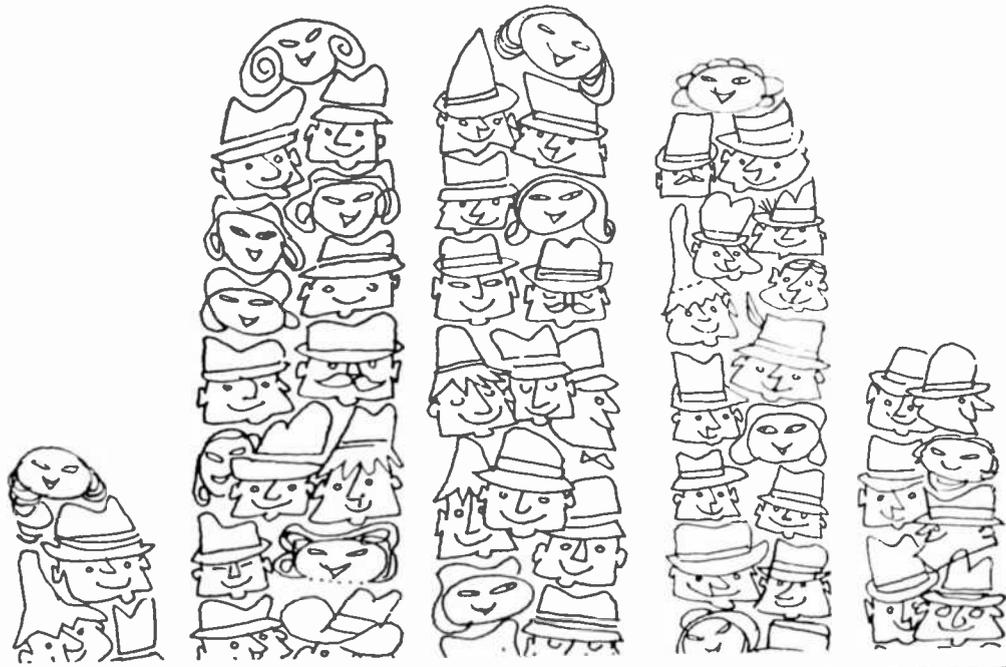
REPRESENTATIVES: Washington Attorney, Leon L. Sclawy; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: M. R. Lankford, 67.9%, and others. Mr. Lankford also owns WDQN DuQuoin, Ill., and WCBQ Sarasota, Fla.

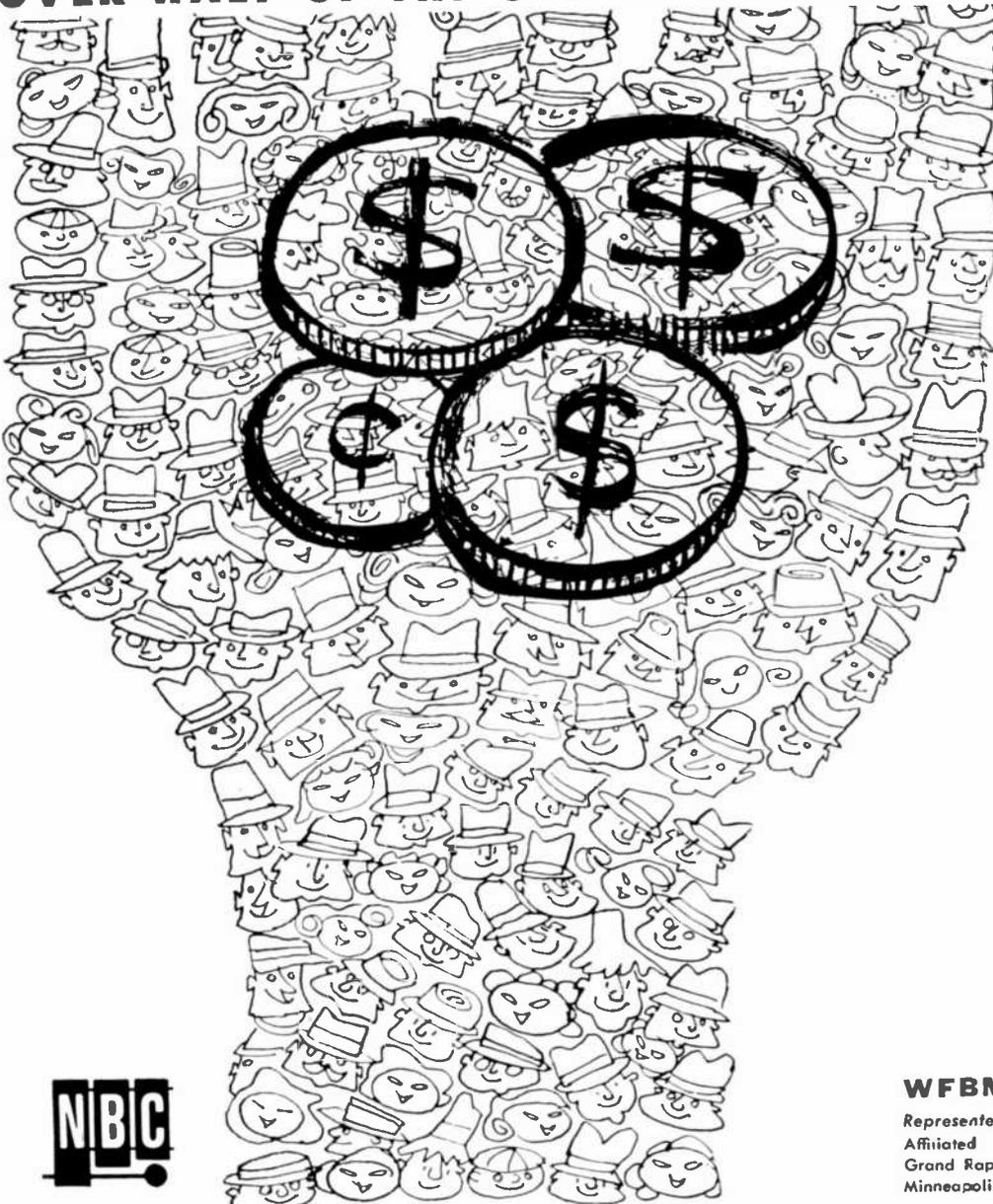
EXECUTIVES:

M. R. Lankford, pres. & gen. mgr.	Ray J. Lankford, sec.-treas.
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†WRAY-TV has suspended operation but has not returned its CP.



OVER HALF OF THE SPENDABLE INCOME IN INDIANA



*is in the
hands of
people served
by
WFBM-TV*



WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul.

SOUTH BEND (St. Joseph County)

WNDU-TV

LICENSEE: Michiana Telecasting Corp. Address: U. of Notre Dame. Phone: Central 3-7111.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 49 kw. Operating Pow.: Visual 97.7 kw, Aural 49 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 15, 1955. Hours, 6:50 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, WNDU.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplavitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Wholly owned by U. of Notre Dame du Lac, Rev. Theodore M. Hesburgh, pres.

EXECUTIVES:

Rev. T. M. Hesburgh, C.S.C., pres.
Bernard C. Barth, vp., gen. mgr.
& film buy.
William T. Hamilton, com. mgr.
Edward J. Roth Jr. pgm. dir.

Bazil O'Hagan, ch. engr.
Robert F. Stolfi, prom. mgr.
Lamont McLoughlin, news ed.
Theodore A. Much, film ed.

RATE INFORMATION: Class AA one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Specifications: 2x2 in. Full screen. Frequency discounts from 5% for 13 times to 40% for 312 times. Rate Card No. 1.

WSBT-TV

LICENSEE: South Bend Tribune. Postal Zone: 1. Address: 300 W. Jefferson Blvd. Phone: Central 3-3141.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 21, 1952. Hours, 6:45 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, WSBT.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: South Bend Tribune Publishing Co. (South Bend Tribune), owned by estate of F. A. Miller, deceased, 52.37%, and others.

EXECUTIVES:

Neal B. Welch, gen. mgr.
Richard H. Holloway, natl. sls.
mgr.
Robert J. Drain, pgm. dir.

Arthur R. O'Neil, ch. engr.
Walter A. Sweitzer Jr., film buy.
Judd Choler, prom. mgr.
Robert Hoyt, news ed.

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WSJV (TV) (ELKHART)

LICENSEE: Truth Publishing Co. Address: 3600 Oakland Rd., Elkhart, Ind. Phone: Elkhart 2-1518. (For full listing see Elkhart.)

TERRE HAUTE (Vigo County)

WTHI-TV

LICENSEE: Wabash Valley Bcstg. Corp. Address: 918 Ohio St. Phone: Crawford 9481.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 548 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 22, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WTHI. Fm, WTHI-FM.
REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Anton Hulman Jr., 81.65%; J. R. Cloutier, 13.35%, and Henry P. Smith, 5%.

EXECUTIVES:

Anton Hulman Jr., pres.
J. M. Higgins, gen. mgr.
Ben Falber Jr., dir. nighttime
ops. & film buy.

Pat Murphy, dir. daytime ops.
Don E. Petit, ch. engr.
Howard Caldwell, news ed.

RATE INFORMATION: Class A one hour (live) \$400; minute spot (live) \$80; ID \$40. ID Length 8 sec. Specifications on request. Frequency discounts. Rate Card No. 2.

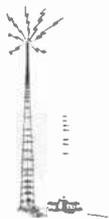
T-V ADVERTISERS:

You are not covering
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Indiana's 2nd market -
unless you are using
WSBT-TV!

Please don't take our word for it. Check the viewer reports on the South Bend market. No other local or area station even comes close to WSBT-TV in share of audience. Chicago stations reach only a small handful. It all boils down to the fact that you just don't get television coverage in South Bend, Indiana without WSBT-TV!

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Get the whole story.
Write for free market
data book.



WSBT-TV

SOUTH
BEND,
IND.
CHANNEL
34

CBS... A CBS BASIC OPTIONAL STATION

WATERLOO

(DeKalb County)

WINT (TV) (FORT WAYNE)

LICENSEE: Tri-State Television Inc. Postal Zone: 2. Address: 2010 Lincoln Tower. Phone: Anthony 8475.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: 347 kw visual, 182 kw aural (RMS); 930 kw visual, 500 kw aural (in maximum direction). Operating Pow.: same. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 860 ft.; Above ground 910 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 24, 1954. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WANE Fort Wayne.

REPRESENTATIVES: Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Universal Broadcasting Co. (WISH-AM-TV Indianapolis).

EXECUTIVES:

C. Bruce McConnell, pres. Stokes Gresham Jr., ch. engr.
Robert B. McConnell, gen. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$75, (film) \$60; ID \$30. ID Length 8 1/2 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 1.

IOWA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Humboldt	4,000	45	1,790	18,018	3,052	263
Ida	3,300	68	2,230	12,322	1,534	272
Iowa	4,800	67	3,230	18,385	3,417	354
Jackson	5,600	77	4,300	22,757	4,275	510
Jasper	10,100	70	7,100	38,793	9,798	1,175
Jefferson	5,000	61	3,050	19,304	3,856	457
Johnson	13,000	55	7,160	51,610	8,869	1,680
Jones	5,700	77	4,360	23,163	3,793	388
Keokuk	5,500	60	3,280	17,952	2,881	324
Kossuth	7,400	42	3,120	31,705	4,773	499
Lee	13,400	54	7,220	44,583	10,163	1,407
Linn	36,000	80	28,940	160,457	28,516	5,370
Louisa	3,300	83	2,730	11,355	2,551	289
Lucas	3,800	38	1,430	10,871	2,660	178
Lyon	4,200	70	2,940	14,337	2,433	254
Madison	4,200	67	2,810	15,675	2,744	523
Mahaska	7,900	52	4,140	29,873	5,611	668
Marion	7,600	77	5,840	22,181	4,505	630
Marshall	11,100	68	7,500	50,528	9,220	1,697
Mills	3,600	83	2,990	11,043	2,140	265
Mitchell	4,100	52	2,130	16,811	3,164	243
Monona	4,900	82	4,030	16,352	3,293	313
Monroe	3,200	47	1,520	10,420	2,298	185
Montgomery	5,200	80	4,170	19,960	3,847	497
Muscatine	10,700	34	9,020	40,911	8,223	740
O'Brien	6,000	63	3,800	26,494	4,533	414
Osceola	3,000	48	1,430	12,503	1,844	203
Page	7,200	77	5,520	31,928	5,270	824
Palo Alto	4,300	45	1,930	18,596	2,732	303
Plymouth	6,700	78	5,230	29,138	4,338	686
Pocahontas	4,500	49	2,200	17,008	2,943	392
Polk	78,000	80	62,710	337,357	63,911	11,391
Pottawattomie	21,800	76	16,500	71,107	16,508	2,492
Poweshiek	5,700	56	3,190	19,999	4,159	481
Ringgold	3,100	37	1,130	6,166	1,116	155
Sac	5,400	62	3,360	22,149	3,394	353
Scott	33,400	84	28,090	150,194	27,967	4,707
Shelby	4,500	75	3,380	16,154	1,814	365
Sioux	7,400	67	4,970	29,662	4,125	572
Story	13,300	78	10,360	55,139	12,780	1,512
Tama	6,900	73	5,060	24,096	3,765	509
Taylor	3,900	57	2,220	7,434	1,340	207
Union	5,300	53	2,810	15,892	3,459	527
Van Buren	3,600	59	2,130	9,535	2,089	112
Wapello	15,200	44	6,630	47,504	10,745	1,761
Warren	5,400	73	3,930	15,246	3,443	184
Washington	6,300	54	3,370	28,099	3,461	583
Wayne	3,800	41	1,560	9,520	1,845	242
Webster	13,900	78	10,770	63,671	12,073	1,930
Winnebago	3,900	63	2,460	16,272	3,308	313
Winneshiek	6,200	32	1,970	19,039	3,238	377
Woodbury	36,400	83	30,320	147,730	26,112	4,639
Worth	3,300	67	2,200	9,295	1,855	126
Wright	6,300	69	4,370	24,855	4,644	584
Total	824,800	68%	561,630	\$3,241,308	\$591,121	\$84,085

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

IOWA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	3,900	59	2,290	11,064	1,837	237
Adams	2,600	50	1,300	7,434	1,354	151
Allamakee	4,600	40	1,840	17,320	2,036	246
Appanoose	6,000	47	2,810	14,509	3,457	369
Audubon	3,500	69	2,410	13,172	1,379	260
Benton	7,100	75	5,300	26,236	4,823	408
Black Hawk	34,000	73	24,680	140,179	26,318	3,899
Boone	8,300	71	5,880	30,150	6,525	885
Bremer	5,700	61	3,480	23,126	4,134	385
Buchanan	6,000	74	4,430	18,219	3,829	263
Buena Vista	7,100	47	3,370	30,648	4,828	647
Butler	5,400	56	3,020	22,012	2,603	442
Calhoun	5,300	55	2,930	16,825	3,766	390
Carroll	6,500	70	4,520	33,246	5,183	555
Cass	6,200	76	4,740	27,356	4,408	688
Cedar	5,400	85	4,560	23,756	2,801	478
Cerro Gordo	14,700	68	10,000	72,098	12,042	1,875
Cherokee	5,200	66	3,410	22,052	3,693	549
Chickasaw	4,400	45	1,960	18,846	2,685	296
Clarke	3,100	39	1,210	10,036	2,081	22
Clay	6,100	48	2,920	24,635	4,427	536
Clayton	6,600	50	3,270	23,338	3,209	283
Clinton	16,100	82	13,140	74,673	13,170	1,590
Crawford	5,600	66	3,720	20,013	3,386	453
Dallas	7,700	76	5,850	28,425	5,470	702
Davis	3,000	32	950	7,499	1,670	164
Decatur	3,700	41	1,530	8,544	2,228	217
Delaware	5,100	73	3,720	15,159	2,465	325
Des Moines	14,400	79	11,320	51,703	11,600	1,026
Dickinson	4,000	45	1,800	14,890	1,781	591
Dubuque	20,500	66	13,470	93,584	18,266	3,122
Emmett	4,300	28	1,210	18,538	3,598	429
Emmett	4,300	49	4,030	31,858	5,682	660
Fayette	8,200	39	2,680	24,625	4,652	363
Floyd	6,900	39	2,680	19,993	3,245	266
Franklin	5,100	66	3,360	19,993	3,245	266
Fremont	3,500	81	2,840	10,912	1,815	312
Greene	4,800	68	3,280	19,677	2,993	218
Grundy	4,300	67	2,860	18,840	1,753	488
Guthrie	4,400	67	2,930	13,882	2,736	247
Hamilton	6,300	76	4,790	28,225	4,441	538
Hancock	4,400	57	2,510	17,790	2,724	400
Hardin	7,400	81	6,020	33,124	5,081	585
Harrison	5,600	78	4,370	16,933	3,111	600
Henry	5,600	53	2,950	21,346	3,343	467
Howard	3,900	34	1,340	13,670	2,066	333

IOWA

AMES
(Story County)

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts. Address: Service Bldg., Iowa State College. Phone: Cedar 2-3400.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 21, 1950. Hours, 11:45 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, ABC-TV. Stations, Am, WOI. Fm, WOI-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Cohn & Marks; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by Iowa State College of Agriculture & Mechanic Arts, Dr. Jame: H. Hilton, pres.

EXECUTIVES:

Dr. James Hilton, pres. Chris Donaldson, pgm. dir.
Richard B. Hull, dir. of radio & Keith K. Ketcham, ch. engr.
tv., & gen. mgr. Marguerite Theobald, prom. mgr.
Robert C. Mulhall, ops. mgr. & Wally Bishop, news ed.
film buy.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Specifications: 2x2 slides SVA 3/4x1. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

see **WSJV-TV**
South Bend-Elkhart
advertisement
page 97



THE HALLS OF IVY
starring
MR. & MRS. RONALD COLMAN

Another winner!

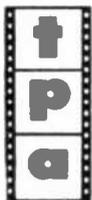
from the portfolio of **TPA** Sales Builders

Here's a show—THE HALLS OF IVY—showered with superlatives from every source. As a radio program, it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a television series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting.

Critics say: "Keeps me glued to the chair in front of my TV set" . . . "brings literacy to the screen" . . . "great intelligence and charm" . . . "Colmans add class to TV" . . . "Bright and witty" . . . "most delightful and certainly the most humorous and best written."

You can bank on THE HALLS OF IVY attracting the higher-income, intelligent buyers who "enjoy adult television comedy."

For details on availabilities, get in touch with TPA . . . PLaza 5-2100.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

IOWA

CEDAR RAPIDS
 (Linn County)

KCRG-TV

LICENSEE: Cedar Rapids Television Co. Address: First Ave. at First St., S.E. Phone: 4-4194.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,060 ft.; Above ground 1,079 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 15, 1953. Hours, 1-11:30 p.m.

AFFILIATIONS: Tv Network, ABC-TV. Station, Am, KCRG.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by Gazette Co. (Cedar Rapids Gazette).

EXECUTIVES:

Joseph F. Hladky Jr., vp.	Carl R. Rollert, ch. engr.
Edna A. Herbst, gen. mgr.	Frank Miller, prom. mgr.
Robert C. Miller, sls. mgr.	Richard D. Yoakam, news ed.
Rolph D. Willey, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$385, (film) \$325; minute spot (live) \$85, (film) \$65; ID \$32.50. ID Length 8 sec. full, 10 sec. shared. Upper right hand corner preferred for shared ID. Specifications: 15mm x 20mm safe viewing area. Full end share screen. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 3.

WMT-TV

LICENSEE: WMT-TV Inc. Address: Paramount Theatre Bldg. Phone: 4-0177.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 702 ft.

EQUIPPED TO COLORCAST network programs.

OPERATIONS: Began Sept. 30, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, WMT.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: American Bcstg. Stations Inc., 51%; William B. Dolph, 29%; William B. Quarton, 20%. American Bcstg. Stations owns WMT Cedar Rapids, and is controlled by Helen S. Mark and children. Interlocking ownership with KGIL San Fernando, Calif.; KJBS San Francisco, Calif., and KMYR Denver, Colo.

EXECUTIVES:

William B. Dolph, pres.	George Hixenbaugh, ch. engr.
William B. Quarton, vp. & gen. mgr.	Leo Cole, bus. mgr.
Lew Van Nostrand, gen. sls. mgr.	Bob Kenney, prom. mgr.
Doug Grant, dir. of tv. ops. & film buy.	Bob Nance, farm dir.
	Chuck Worcester, news dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. full; 10 sec. shared. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

**Claims
Department**

(Sweeping Eastern
Iowa Division)

- In Eastern Iowa more people watch WMT-TV than any other station.
- The 25-county Area Pulse shows WMT-TV first in share of audience for 8 of 9 day parts measured, with 418 out of a possible 461 quarter-hour firsts.
- 15 of the top 15 once-a-week shows are on WMT-TV.
- 10 of the top 10 multi-weekly shows are on WMT-TV.
- Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each.
- *Dateline Iowa* (early evening news) and the 10:30 *Night News* attract a greater average audience than *any* show, network or otherwise, on any other station in Eastern Iowa.
- The noon weather and market report is among the top 10 multi-weekly shows (with 69% of the audience).
- Marshall "J" (spur-and-bridle operator) attracts more small fry than any other children's program, including a mouse, programmed opposite, who comes in second.
- No other tv station whose mail address is Cedar Rapids has The Katz Agency as its national reps.



Another winner!

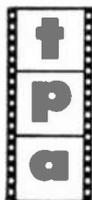
from the portfolio of **TPA** Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you know how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.
 New York City: 488 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

IOWA

DAVENPORT
 (Scott County)

WOC-TV

LICENSEE: Central Bcstg. Co. Address: 805 Brady St. Phone: 3-3661.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 625 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 31, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WOC. Fm, WOC-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: B. J. Palmer, 9.2%, and son, D. D. Palmer, 58.4%, and others. For Palmer interests see WHO-TV Des Moines, Iowa.

EXECUTIVES:

Col. B. J. Palmer, pres.	Fred A. Reed, asst. res. mgr.
D. D. Palmer, vp. & teras.	Mark Wodlinger, sls. mgr.
Ralph Evans, exec. vp.	Raymond E. Guth, pgm. dir.
Paul A. Loyet, vp.	Ken Wagner, film buy.
Wm. D. Wagner, sec.	Paul Arvidson, ch. engr.
Ernest C. Sanders, res. mgr.	Robert Frank, news ed.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 9.

DES MOINES
 (Polk County)

KGTV (TV)†

LICENSEE: Rib Mt. Television Inc. Address: 2nd Ave. & Hobson Dr.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 492 ft.

OPERATION: Began Nov. 15, 1953.

REPRESENTATIVES: Washington Attorney, Scharfeld & Baron; Consulting Engineer, Charles B. Pearsons.

PRINCIPAL STOCKHOLDERS: Morgan Murphy-Walter C. Bridges. For other holdings see WEAU-TV Eau Claire, Wis.

EXECUTIVES:

W. C. Bridges, pres.

†KGTV (TV) has suspended operation but has not returned its CP.

KRNT-TV

LICENSEE: KRNT-TV Co. Postal Zone: 14. Address: 9th & Pleasant Sts. Phone: 3-2111.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 615 ft.; Above ground 705 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 31, 1955. Hours, 6:15 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, CBS-TV. Station, Am, KRNT.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Cowles Bcstg. Co., 60%, and Murphy Bcstg. Co. (estate of Kingsley H. Murphy), 40%. Cowles also owns KRNT Des Moines, and KVTV (TV) Sioux City, both Iowa, and WNAX Yankton, S. D. Cowles (through Minneapolis Star and Tribune Co.) owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH (TV) Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Tribune and Star; also publishes Look magazine.

EXECUTIVES:

Luther L. Hill, pres.	Chas. F. Quentin, ch. engr.
Robert W. Dillon, vp. & gen. mgr.	Joe G. Hudgens, asst. pgm. dir. & prom. dir.
Paul M. Elliott, com. mgr.	Russ Van Dyke, news dir.
Richard H. Covey, prg. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 10 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

DES MOINES (Cont.)

WHO-TV

LICENSEE: Central Bcstg. Co. Postal Zone: 7. Address: 1100 Walnut St. Phone: Atlantic 8-6511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 743 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 15, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WHO. Fm, WHO-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Associates.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and son, D. D. Palmer, principal stockholders, also own WOC-AM-TV Davenport. Licensee holds 25% interest in KMA Shenandoah, Iowa, and KMTV (TV) Omaha, Neb.

EXECUTIVES:

Col. B. J. Palmer, pres.	Robert H. Harter, sls. mgr.
Dr. D. D. Palmer, vp. & treas.	Jack Kerrigan, pgm. dir. & film buy.
Ralph Evans, exec. vp.	Reed E. Snyder, ch. engr.
Paul A. Loyet, vp. & res. mgr.	Kenneth Gfeller, prod. mgr.
William D. Wagner, sec.	Jack Shelley, news bur. mgr.
W. W. Woods, asst. res. mgr.	

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

FORT DODGE
(Webster County)

KQTV (TV)

LICENSEE: Northwest Television Co. Address: 912 1st Ave. South. Phone: 4-0351.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89.1 kw. Operating Pow.: Visual 170 kw, Aural 89.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 650 ft.

OPERATION: Began Nov., 1953. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, KVFD.

REPRESENTATIVES: Sales, John E. Pearson Tv.

PRINCIPAL STOCKHOLDERS: Mr. and Mrs. Edward Breen.

EXECUTIVES:

Edward Breen, pres. & gen. mgr.	Dave Sinclair, ch. engr.
Verne Gielow, asst. gen. mgr.	Stan McCurdy, film buy.
Rollie Camp, com. mgr.	Eve Rubenstein, prom. mgr.
Cal Foulkert, pgm. dir.	Bill Higgins, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$33.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MASON CITY
(Cerro Gordo County)

KGLO-TV

LICENSEE: Lee Radio, Inc. Address: 2nd & Pennsylvania Ave. Phone: 2800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 15, 1954. Hours, 9:45 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KGLO. Fm, KGLO-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Lee P. Loomis, 9%, and more than 50 others. Affiliated in ownership with WTAD Quincy, Ill.; WIBA Madison, Wis.; KHQA-TV Hannibal, Mo.; WKBT (TV) La Crosse, Wis., and KFAB Omaha, Neb. Lee Newspapers are Mason City (Iowa) Globe-Gazette, Hannibal (Mo.) Courier-Post, La Crosse (Wis.) Tribune, Davenport (Iowa) Democrat and Times, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

EXECUTIVES:

Lee P. Loomis, pres.	Douglas Sherwin, pgm. dir.
Herbert R. Ohrt, exec. vp.	Roger Sawyer, ch. engr.
Lloyd D. Loers, com. mgr. & film buy.	Donald Harrer, prom. mgr.
	Ken Kew, news ed.

RATE INFORMATION: Class A one hour (film) \$300; (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

OTTUMWA
(Wapello County)

KTVO (TV) (KIRKSVILLE, MO.)

LICENSEE: KBIZ Inc. Address: 209 E. Second. Phone: Murray 2-4535. (For full listing see Kirksville, Mo.)

SIOUX CITY
(Woodbury County)

KTIV (TV)

LICENSEE: KTIV Television Co. Address: 10th & Grandview Blvd. Phone: 8-0545.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 770 ft.; Above ground 633 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 10, 1954. Hours, 6:55 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, KSCJ.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Perkins Bros. Co. (KSCJ-Sioux City Journal and Journal-Tribune), 50%; Dietrich Dirks and associates, 50%

EXECUTIVES:

Dietrich Dirks, pres., gen. mgr.	Tom Searls, prm. dir.
film buy.	Al Smith, ch. engr.
Eugene Foherty, exec. vp.	Bill Mote, prom. mgr.
L. L. McCurnin, com. mgr.	Ken Wayman, news ed.

RATE INFORMATION: Class A one hour (live) \$410, (film) \$350; minute spot (live) \$85, (film) \$75; ID \$37.50. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

KVTV (TV)

LICENSEE: Cowles Bcstg. Co. Postal Zone: 1. Address: 7th & Douglas Sts. Phone: 2-2711.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Operating Pow.: Visual 288 kw, Aural 144 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 724 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 29, 1953. Hours, 7 a.m.-12 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WNAX.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: For other Cowles interests, see KRNT-TV Des Moines.

EXECUTIVES:

Gardner Cowles, pres.	Charles Prohaska, studio supvr.
Robert R. Tinchler, vp. & gen. mgr.	Jack Iverson, trans. supvr.
Arthur J. Smith, res. mgr.	Don Beedle, prom. mgr.
Donald D. Sullivan, com. mgr.	Art Smith, news ed.
Norman L. Bacon, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 10 sec. Specifications: 35 mm 2x2 in. Full and share screen. Frequency discounts. Rate Card No. 4.

WATERLOO
(Black Hawk County)

KWVL-TV

LICENSEE: Black Hawk Bcstg. Co. Address: Hotel Russell Lamson. Phone: Adams 4-4404.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 214 kw. Operating Power: Visual 316 kw, Aural 214 kw. Transmitter: RCA. Antenna Make: RCA. Antenna Height: Above average terrain 1,123 ft.; Above ground 1,083 ft.

OPERATION: Began Nov. 15, 1953.

AFFILIATIONS: Tv Network, NBC. Station, Am, KWVL.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, 30.7%; Robert Buckmaster, 9.5%; William Bolster, 6.8%; Donald M. Graham, 4.7%, and others. Holds option to purchase KAUS-KMMT (TV) Austin, Minn.

EXECUTIVES:

Ralph J. McElroy, pres. & gen. mgr.	Warren Mead, pgm. dir.
Donald E. Inman, sls. dir.	T. W. Kirksey, engr. dir.
	Ed Falk, news ed.

KANSAS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Allen	6,200	37	2,290	17,022	3,646	241
Anderson	3,400	30	1,020	8,650	1,972	223
Atchison	6,700	62	4,130	18,000	4,131	705
Barber	2,900	52	1,510	11,462	2,764	502
Barton	10,800	68	7,300	46,160	9,228	1,557
Bourbon	6,700	44	2,940	18,174	3,888	464
Brown	5,300	53	2,800	14,087	3,139	546
Butler	11,800	60	7,100	44,763	8,639	1,071
Chase	1,600	41	660	3,379	666	125
Chautauqua	2,300	30	690	7,268	1,167	243
Cherokee	8,500	42	3,530	15,995	4,685	572
Cheyenne	1,700	20	240	4,907	860	158
Clark	1,200	20	240	3,878	853	293
Clay	3,900	32	1,230	15,269	2,571	241
Cloud	5,200	26	1,330	18,221	3,870	605
Coffey	3,100	42	1,290	8,007	1,390	330
Comanche	1,300	42	540	3,533	830	178
Cowley	12,500	45	5,590	48,729	9,487	1,326
Crawford	15,100	47	7,070	39,354	9,594	1,382
Decatur	2,200	19	420	5,953	1,188	156
Dickinson	7,000	29	2,020	23,664	4,882	617
Doniphan	3,400	51	1,740	5,996	1,839	167
Douglas	11,800	55	6,500	39,242	8,220	1,264
Edwards	2,100	46	960	6,666	1,078	207
Elk	2,000	37	750	4,516	1,080	152
Ellis	5,400	35	1,870	27,725	4,866	559
Ellsworth	3,000	47	1,400	8,666	1,896	320
Finney	4,600	12	560	25,488	5,048	524
Ford	6,500	25	1,620	33,692	4,879	861
Franklin	6,600	55	3,610	21,658	5,319	633
Geary	7,100	27	1,910	28,307	5,779	719
Gove	1,000	21	210	3,496	797	134
Graham	1,500	20	300	5,128	915	230
Grant	1,600	19	270	8,058	1,565	191
Gray	1,400	19	270	4,173	720	184
Greeley	600	38	1,630	2,700	483	64
Greenwood	4,300	38	1,630	12,114	2,363	399
Hamilton	1,000	51	1,800	4,712	879	120
Harper	3,500	51	1,800	11,945	2,561	475
Harvey	7,300	54	3,960	27,750	5,316	606
Haskell	700	11	80	2,675	483	98
Hodgeman	900	15	140	3,088	348	88
Jackson	3,600	69	2,490	10,142	2,745	180
Jefferson	3,700	56	2,070	8,920	1,724	233
Jewell	3,000	16	480	5,365	1,305	171
Johnson	33,400	71	23,650	79,114	26,841	4,204
Kearny	1,000	48	1,590	2,361	601	96
Kingman	3,300	50	1,590	9,573	2,180	245
Kiowa	1,500	50	750	5,360	1,004	231
Labette	10,600	37	3,930	28,057	6,586	810
Lane	1,000	29	290	3,982	889	111
Leavenworth	11,000	79	8,700	32,066	8,033	1,156
Lincoln	1,900	37	700	5,579	1,125	75
Linn	3,400	53	1,820	8,966	1,268	182
Logan	1,200	11	130	5,882	1,158	118
Lyon	8,000	41	3,260	29,467	5,715	1,161
McPherson	8,100	47	3,830	23,981	4,639	807
Marion	5,200	41	2,130	15,835	2,635	417
Marshall	6,000	29	1,760	18,475	3,399	2,359
Meade	1,600	13	200	5,100	1,108	226
Miami	6,200	65	4,040	18,293	3,883	522
Mitchell	3,200	35	1,130	18,041	2,310	418
Montgomery	16,800	44	7,430	55,180	13,302	1,822
Morris	2,500	33	820	7,324	1,380	83
Morton	900	13	120	4,233	947	129
Nemaha	4,300	36	1,540	13,620	2,361	452
Neosho	6,700	52	3,480	20,154	4,264	556
Ness	2,100	42	870	5,188	1,239	182
Norton	2,900	36	1,050	10,609	1,880	377
Osage	4,400	58	2,530	11,467	2,607	271
Osborne	2,600	34	880	7,203	1,670	179
Ottawa	2,500	34	840	5,828	1,113	165
Pawnee	3,000	64	1,910	11,115	2,426	384
Phillips	3,500	40	1,380	10,174	1,866	276
Pottawatomie	3,700	35	1,310	14,927	2,261	373
Pratt	4,000	53	2,130	20,556	3,487	578
Rawlins	1,600	67	12,500	4,836	953	154
Reno	18,800	67	12,500	77,804	14,784	2,147
Republic	3,800	25	940	8,893	1,753	270
Rice	5,100	65	3,290	15,212	3,988	498
Riley	9,300	32	2,990	39,020	7,290	1,048
Rooks	3,100	32	990	13,110	2,555	379
Rush	2,200	47	1,030	7,610	1,236	272
Russell	4,300	40	1,700	15,715	3,227	592
Saline	13,100	44	5,700	65,873	11,745	1,592
Scott	1,400	15	210	8,263	1,686	307
Sedgwick	100,200	67	66,930	411,597	77,752	15,716
Seward	3,500	57	21,390	21,390	3,701	605
Shawnee	40,800	65	26,680	159,836	32,654	5,349
Sheridan	1,100	17	180	4,360	589	97
Sherman	2,200	8,694	1,622	211
Smith	3,000	29	860	6,778	1,305	170
Stafford	2,900	50	1,450	9,554	1,701	193
Stanton	500	1,746	218	72
Stevens	1,200	6,180	1,123	277
Sumner	9,000	49	4,410	28,224	5,818	721
Thomas	2,300	14	320	13,322	2,357	366
Trego	1,700	17	290	5,823	1,063	193
Wabaunsee	2,300	40	910	5,052	1,092	138
Wallace	700	2,445	241	55
Washington	4,200	32	1,340	7,908	1,695	169
Wichita	700	14	100	3,728	651	142
Wilson	5,000	39	1,950	13,894	3,393	441
Woodson	2,200	30	660	5,270	1,134	142
Wyandotte	57,600	79	45,560	176,038	44,088	7,140
Total	676,300	52%	*354,040	\$2,344,582	\$487,229	\$78,569

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ENSIGN
(Gray County)

KTVC (TV)

(Target Date, Not Set)

LICENSEE: Southwest Kansas Television Co. Address: Cimarron, Kans.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 16.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 683 ft.
 REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.
 PRINCIPAL STOCKHOLDERS: Wendell Elliott (general manager, KGNO Dodge City, Kan.), 7.13%, and over 400 others.
 EXECUTIVES: Leigh Warner, pres. F. C. Walker, sec.-treas. Wendell Elliott, vp.

GOODLAND
(Sherman County)

KWGB-TV

(Target Date, Oct. 1, 1956)

LICENSEE: Goodland Bcstg. Co. Postal Zone: 8. Address: KWGB Radio Bldg. Phone: 331.
 FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 166 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 770 ft.; Above ground 782 ft.
 AFFILIATION: Station, Am, KWGB.
 REPRESENTATIVES: Washington Attorney, Frank Stollenwerck; Consulting Engineer, Russell P. May.
 PRINCIPAL STOCKHOLDERS: James E. Blair, 100%.
 EXECUTIVES: James E. Blair, gen. mgr. Herb Stegman, ch. engr. Jack Walkmeyer, com. mgr. Joyce Calkins, film buy. Mrs. Bert Blair, accounting dept. T. L. Blair, prom. mgr. Bob McEvoy, pgm. dir. Jim Jarosz, news ed. & sports dir.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$210; minute spot (live) \$32.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications: 2x2 in. slides, standard film. Full screen. Frequency discounts from 10% for 26 times up to 35% for 312 times. Rate Card No. 1.

GREAT BEND
(Barton County)

KCKT (TV)

LICENSEE: Central Kansas Television Inc. Address: P. O. Box 182. Phone: 7868.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 1,000 ft.
 EQUIPPED TO COLORCAST network programs, two color local slides.
 OPERATION: Began Nov. 28, 1954. Hours, 7 a.m.-12 p.m.
 AFFILIATION: Tv Network, NBC.
 REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.
 PRINCIPAL STOCKHOLDERS: E. C. Wedell and family, 27.5%, and more than 50 others.
 EXECUTIVES: E. C. Wedell, pres. Elton Kuhlman, film buy. & prom. mgr. Vic E. Baum, gen. mgr. Otis Cowan, com. mgr. Howard W. Morgan Jr., news ed. Dona Rensch, pgm. dir. Bill Brooks, sports ed. Herman G. Haefele, ch. engr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (film) \$50; ID \$25. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 2.

HUTCHINSON
(Reno County)

KAKE-TV (WICHITA)

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St., Wichita. Phone: Whitehall 3-4221. (For full listing see Wichita.)

KARD-TV (WICHITA)

LICENSEE: Wichita Television Corp. Inc. Postal Zone: 2. Address: 218 N. Broadway, Wichita. Phone: Amherst 5-5633. (For full listing see Wichita.)

KEDD (TV) (WICHITA)

LICENSEE: KEDD Inc. Address: P. O. Box 1740, Wichita. Phone: Temple 8-3321. (For full listing see Wichita.)

KTVH (TV) (WICHITA)

LICENSEE: Wichita-Hutchinson Co. Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 779 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Minneapolis Star and Tribune Co. (Cowles interests), 80%; John P. Harris and family, 6.56%; W. D. P. Carey and family, 4.66%; Bess Marsh Rickard, 3.5%. For Cowles holdings, see KRNT-TV Des Moines, Iowa. The Harrises own KSAL Salina, 80% of KIUL Garden City and 24% of KFBI Wichita, all Kan., and publish following newspapers: Hutchinson News-Herald, Garden City Telegram, Ottawa Herald, Chanute Tribune, Salina Journal, all Kan., and Burlington (Iowa) Hawkeye-Gazette. Mrs. Rickard owns KWBW Hutchinson, Kan.

EXECUTIVES:

Joyce A. Swan, pres.	Kenneth H. Cook, ch. engr.
Howard O. Peterson, gen. mgr.	Dale Larsen, prom. mgr.
E. W. Dallier Jr., com. mgr.	Joe MacConkey, news ed.
Ray Huffer, pgm. dir. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$500, (film) \$500; minute spot (live) \$120, (film) \$120; 1D \$60. 1D Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 156 times. Rate Card No. 3.

MANHATTAN
(Riley County)

KSAC-TV*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Kansas State College of Agriculture & Applied Science. Address: Manhattan, Kan. Phone: Prescott 6-8811.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Workshop. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 273 ft.

AFFILIATION: Stations, Am, KSAC. Fm, KSDB-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, William Ford.

EXECUTIVES:

Dr. James A. McCain, pres. Kansas State College of Agriculture & Applied Science.

PITTSBURG
(Cherokee County)

KOAM-TV (JOPLIN, MO.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603. Phone: 2508.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 138 kw. Operating Pow.: Visual 245 kw, Aural 138 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 573 ft.

OPERATION: Began Dec. 13, 1953.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KOAM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, George O. Sutton; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pittsburg Broadcasting Co. (KOAM), 66 $\frac{2}{3}$ %, and Joplin Globe Publishing Co. (Joplin [Mo.] Globe and News Herald), 33 $\frac{1}{3}$ %.

EXECUTIVES:

R. E. Wade, gen. mgr., com. mgr. & film buy.	Louis R. Martin, pgm. dir. Leo Stafford, ch. engr.
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BROADCASTING • TELECASTING

It Would Take a Mighty
BIG YARDSTICK . . .

to measure the height of the tail structure of the fabulous B-52. And they don't make yardsticks big enough to measure the astounding growth of

WICHITA

HUB OF THE RICH CENTRAL KANSAS MARKET!

... but there is a yardstick big enough to measure

KTVH

penetration and influence in Wichita and 14 other important Kansas communities. That yardstick is the PEOPLE, with whom repeated audience surveys show this CBS basic station MEASURES UP as NUMBER ONE in the market.



KTVH
HUTCHINSON
KANSAS

VHF
240,000
WATTS

CHANNEL
12

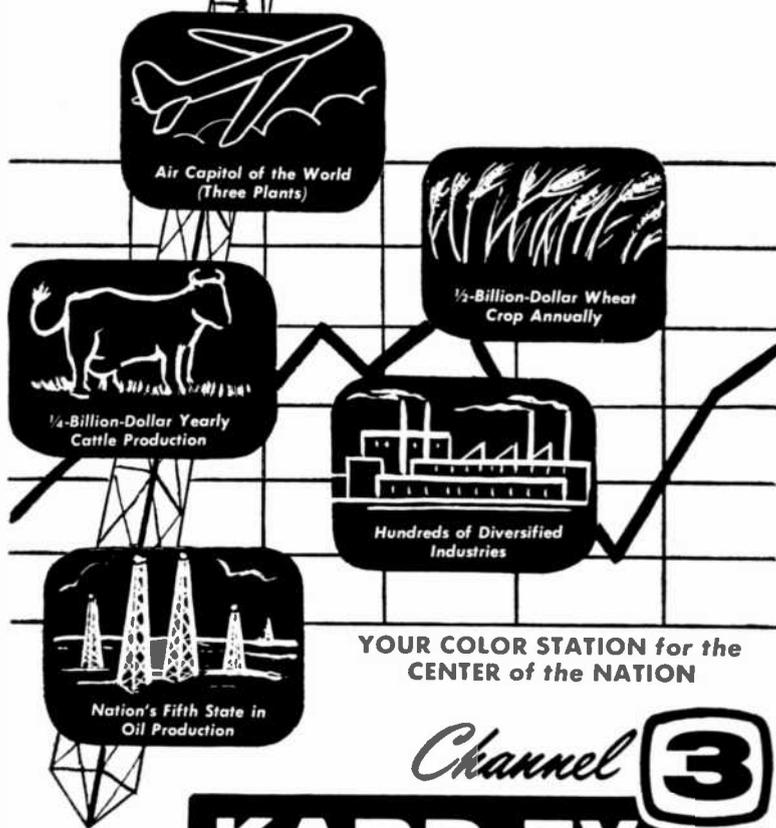
CBS BASIC
Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

WHERE'S WICHITA in your Budget?

if it's missing
somebody goofed!

Yes, sir, people in Wichita, Kansas, make money... lots of it...and they believe in spending it. Total retail sales this year will be well over one billion dollars, and Wichita is still the nation's fastest-growing market with over 125 families a week moving in. **KARD-TV is NBC.** KARD-TV is a Low-Band Channel. KARD-TV is Maximum Power. KARD-TV has a 1,070-foot tower. If KARD-TV isn't in your budget, call your Petry man now!



**YOUR COLOR STATION for the
CENTER of the NATION**

Channel **3**

WICHITA

KARD-TV
WICHITA • KANSAS

KANSAS

TOPEKA (Shawnee County)

WIBW-TV

LICENSEE: Topeka Bcstg. Assn. Inc. Address: 1035 Topeka Blvd. Phone: 3-2377.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw, Operating Pow.: Visual 88.5 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 949 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 26, 1954. Hours, 6 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WIBW.
REPRESENTATIVES: Sales, Capper Publications Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Capper Publications Inc., 100%, also owns 94% KCKN Kansas City, Kan., and publishes Topeka Capital and Kansas City (Kan.) Kansan.

EXECUTIVES:

Philip Zach, pres. Jack Ostrode, pgm. dir. & film dir.
Ben Ludy, gen. mgr.
Hilton Hodges, com. mgr. Vic Boutwell, publicity dir.
Lewis Dickensheets, asst. gen. mgr. & dir. of engr.

RATE INFORMATION: Class AA one hour (live) \$550, (film) \$550; minute or 20 sec. spot (live) \$110, (film) \$110; ID \$55. Class A one hour (live) \$480, (film) \$480; minute or 20 sec. spot (live) \$96, (film) \$96; ID \$48. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

WICHITA (Sedgwick County)

KAKE-TV

LICENSEE: KAKE-TV Inc. Postal Zone: 12. Address: 1500 N. West St. Phone: Whitehall 3-4221.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw. Operating Pow.: Visual 316 kw, Aural 219 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 1,079 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 15, 1954. Hours, 9:30 a.m.-midnight.
AFFILIATIONS: Tv Network, ABC. Station, Am, KAKE.
REPRESENTATIVES: Sales, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Mark Adams, 6.25%; Martin Umansky, 2.5%; Theodore Gore, 9.25%; Tom Palmer, 19.5%; H. E. Zoller and family, 14.5%; Owen C. McEwen, 7.5%; Ralph Gore, 9.25%; Charles E. Jones, 6.25%; Sherrill Corwin, 15%, and others.

EXECUTIVES:

Mark K. Adams, pres. John Quigley, ops. mgr.
Martin Umansky, gen. mgr. & film buy. Harold Newby, ch. engr.
Donivan Waldron, natl. sls. mgr. Robert C. Payne, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$625, (film) \$500; minute spot (live) \$125, (film) \$110; ID \$55. ID Length 10 sec. Full and share screen. Frequency discounts.

KARD-TV

LICENSEE: Wichita Television Corp., Inc. Postal Zone: 2. Address: 218-20 N. Broadway. Phone: Amherst 5-5633.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,071 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Sept. 1, 1955. Hours, Mon.-Fri., 6:40 a.m.-midnight; Sat., 8:30 a.m.-midnight; Sun., 10 a.m.-midnight.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Koteen & Burt; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: George M. Brown and family, 46%, and others.

EXECUTIVES:

George M. Brown, pres. Robert Marye, ch. engr.
William J. Moyer, gen. mgr. Leon Burt, prom. mgr.
Don Sbarra, com. mgr. Dave Wilson, news ed.
Sam Worsham, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$550, (film) \$550; minute spot (live) \$131, (film) \$125; ID \$62.50. ID Length 8 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KEDD (TV)†

LICENSEE: KEDD Inc. Address: P. O. Box 1740. Phone: Temple 8-3321.
FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 132 kw. Transmitter: RCA, GE. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 708 ft.
OPERATION: Began Aug. 15, 1953.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair Engineering Co.
PRINCIPAL STOCKHOLDERS: Stanley H. Durwood, 85%; Beacon Pub. Co. (Wichita Beacon-KWBB), 5%, and others.

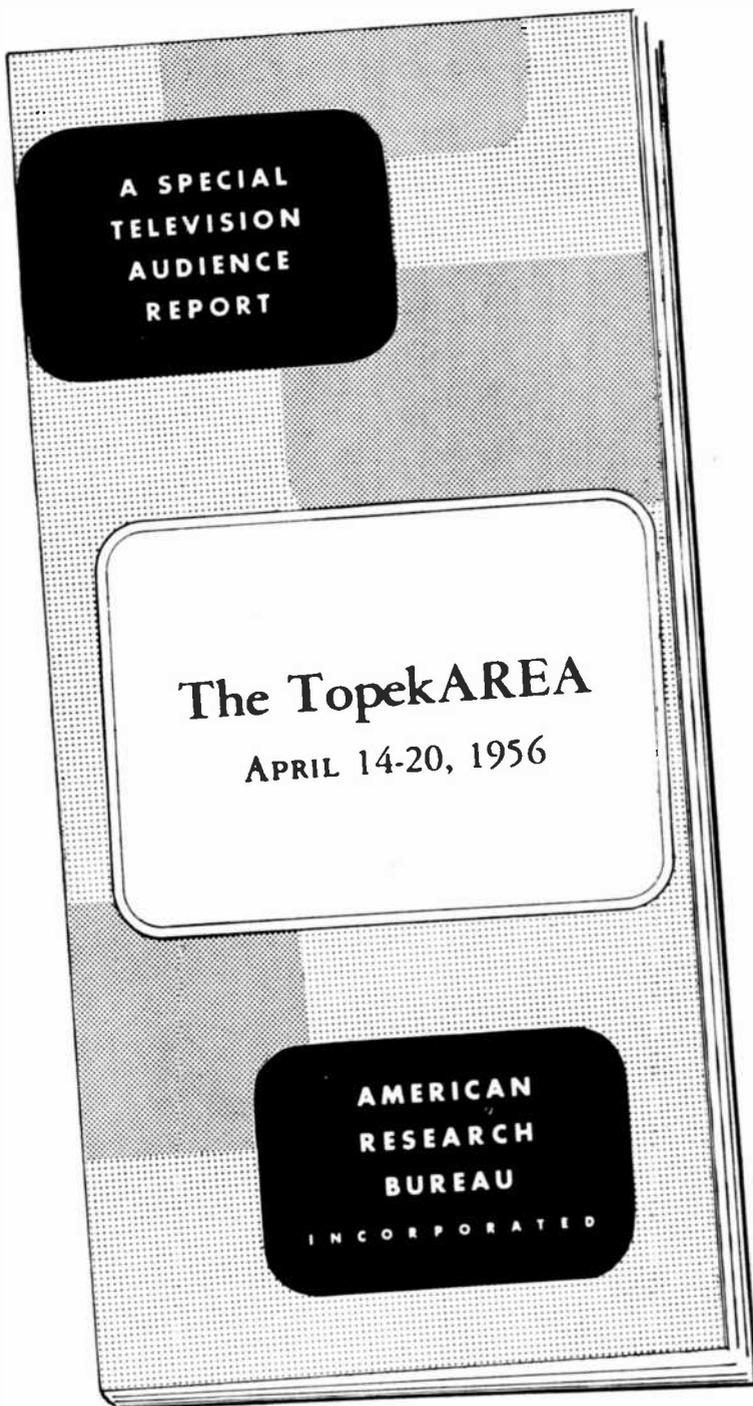
EXECUTIVES:

Stanley Durwood, pres.

†KEDD (TV) has suspended operation but has not returned its CP.

KTVH (TV) (HUTCHINSON)

LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503. (For full listing see Hutchinson, Kan.)



Take SUNDAY

for example!

All day Sunday—from early morning until midnight—this A.R.B. report shows WIBW-TV the most-watched station in the 20-county TopekAREA. There were only 10 quarter-hours where any other station showed even a slightly higher rating.

or SATURDAY

It's the same story on Saturdays. From sign-on until 6:00 P.M., WIBW-TV has the lion's share of the audience. We lose only nine quarter-hours to five other stations in photo finishes.

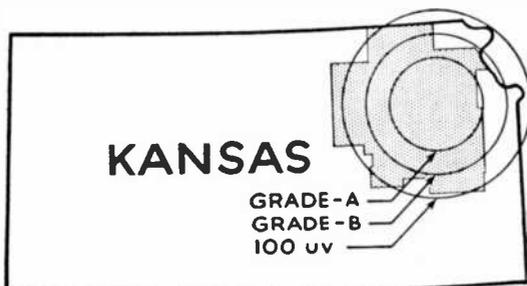
or ANY WEEK DAY

We can't show you all the examples of WIBW-TV's leadership, Monday through Friday. Why not study your A.R.B. for the TopekAREA and apply your own buying "yardstick"? Based on a cost-per-thousand viewing homes, WIBW-TV will be your automatic first choice. There are 191,768 TV homes in our 100 uv area as of May 1st. This does not include urbanized Kansas City and St. Joseph, Mo.

or NEWS, SPORTS, WEATHER, MARKETS, and FARM SERVICE

Here's a double check on WIBW-TV's domination of the TopekAREA. Dr. Whan's latest, personalized study shows that WIBW-TV is the station preferred by most people for up-to-the-minute, accurate coverage of News, Sports, Weather, Markets, and Farm Service. To this, we add the enthusiastic comments of WIBW-TV advertisers. Won't YOU join them?

THESE 20 KANSAS COUNTIES



**ARE DOMINATED
BY WIBW-TV**

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

CBS • ABC



KENTUCKY MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	4,100	34	1,390	7,478	1,523	238
Allen	3,900	40	1,560	9,700	1,658	210
Anderson	2,400	60	1,430	5,730	1,424	199
Ballard	4,300	19	830	5,935	1,923	140
Barren	8,400	34	2,880	23,522	4,726	760
Bath	2,500	19	490	3,766	1,363	96
Bell	10,000	27	2,710	25,279	6,682	912
Boone	4,100	69	2,850	9,653	2,477	182
Bourbon	5,000	42	2,120	16,157	4,450	384
Boyd	13,900	73	10,110	56,431	14,015	1,609
Boyle	5,400	44	2,390	19,928	4,097	549
Bracken	2,400	62	1,480	5,196	1,229	87
Breathitt	3,800	11	430	5,555	1,593	83
Breckinridge	3,900	55	2,140	5,873	1,499	82
Bullitt	3,200	73	2,330	7,181	2,315	245
Butler	2,400	27	660	2,321	749	61
Caldwell	3,900	22	870	10,290	2,560	330
Calloway	6,000	31	1,870	18,957	3,601	537
Campbell	24,300	77	18,780	75,457	22,172	2,776
Carlisle	1,900	35	660	5,024	979	118
Carroll	2,400	74	1,770	8,114	2,290	169
Carter	4,900	59	2,900	9,724	2,620	257
Casey	3,800	31	1,160	5,303	1,281	..
Christian	10,800	37	3,950	42,573	8,255	926
Clark	5,500	25	1,380	17,794	4,233	593
Clay	4,100	13	550	7,073	1,145	46
Clinton	2,400	3,505	738	103
Crittenden	2,900	17	500	5,696	1,322	170
Cumberland	2,300	13	290	3,651	749	116
Davies	16,700	57	9,570	72,134	17,478	2,122
Edmonson	2,200	24	530	2,709	391	46
Elliott	1,400	64	890	1,100	378	..
Estill	3,300	17	570	5,637	1,860	154
Fayette	30,200	39	11,690	138,986	25,256	4,882
Fleming	3,100	38	1,170	6,897	1,302	134
Floyd	10,300	49	5,080	17,728	4,115	378
Franklin	7,600	49	3,720	28,213	6,940	919
Fulton	3,700	30	1,100	13,469	3,988	385
Gallatin	1,200	68	820	4,066	693	72
Garrard	2,800	37	1,050	6,010	1,261	145
Grant	2,700	75	2,030	6,806	1,534	151
Graves	11,200	20	2,280	26,056	5,862	680
Grayson	4,500	32	1,430	9,388	1,729	296
Green	3,200	33	1,060	5,815	1,620	106
Greenup	6,000	61	3,640	8,086	3,203	317
Hancock	1,600	35	570	2,175	865	..
Hardin	11,400	53	5,990	38,714	7,769	848
Harlan	15,300	33	5,080	33,426	8,887	737
Harrison	4,000	61	2,450	12,665	2,611	288
Hart	4,000	42	1,680	7,540	1,876	280
Henderson	9,800	40	3,930	33,870	7,528	608
Henry	3,300	42	1,370	7,108	1,592	317
Hickman	2,200	18	410	4,315	1,296	81
Hopkins	11,100	22	2,450	30,751	8,335	500
Jackson	2,800	11	300	3,390	596	46
Jefferson	155,000	76	118,570	679,965	144,137	27,869
Jessamine	3,500	36	1,250	8,403	1,907	195
Johnson	5,500	49	2,680	11,819	2,908	170
Kenton	34,600	78	26,990	112,243	33,170	3,887
Knott	3,600	16	580	2,419	898	..
Knox	6,600	12	790	8,421	2,328	93
Larue	2,600	54	1,410	5,997	1,279	174
Laurel	6,000	13	790	13,332	3,367	332
Lawrence	3,200	52	1,670	5,614	722	146
Lee	1,800	11	210	3,082	609	81
Leslie	3,000	14	420	2,424	746	63
Letcher	7,900	17	1,370	13,505	3,583	232
Lewis	2,900	37	1,070	5,243	1,231	110
Lincoln	4,400	44	1,940	8,554	1,869	134
Livingston	2,300	15	330	2,864	838	29
Logan	6,300	39	2,450	15,575	3,703	446
Lyon	1,500	19	290	2,430	642	110
McCracken	27,800	22	6,060	68,994	16,040	2,736
McCreary	3,500	12	430	5,925	1,524	62
McLean	2,700	37	1,000	4,812	989	113
Madison	8,900	20	1,820	24,384	4,611	2,076
Magoffin	2,400	47	1,120	2,026	90	70
Marion	4,000	47	1,880	11,775	2,596	205
Marshall	4,500	36	1,640	11,828	3,400	189
Martin	2,300	40	920	1,897	337	51
Mason	5,100	62	3,140	19,238	4,311	616
Meade	2,500	65	1,620	8,585	1,203	69
Menifee	1,100	24	260	610	160	..
Mercer	4,200	50	2,120	11,234	2,509	366
Metcalf	2,400	33	790	2,870	549	84
Monroe	3,300	39	1,290	7,916	1,063	247
Montgomery	3,500	29	1,010	13,873	2,661	404
Morgan	3,200	34	1,090	4,735	1,093	59
Muhlenberg	7,800	30	2,380	17,927	5,015	395
Nelson	4,800	69	3,290	14,389	2,878	292
Nicholas	2,100	54	1,130	3,553	1,112	147
Ohio	5,100	29	1,470	7,629	2,856	327
Oldham	2,800	61	1,590	6,962	1,665	159
Owen	2,700	59	1,580	4,400	1,034	247
Owsley	1,500	18	260	813	359	..
Pendleton	2,700	64	1,740	5,374	1,399	177
Perry	8,900	17	1,470	20,964	5,053	443
Pike	17,200	40	6,850	29,627	7,936	490
Powell	1,800	17	280	1,694	217	74
Pulaski	9,500	11	1,050	19,707	4,588	663
Robertson	800	55	440	519	278	..
Rockcastle	3,200	4,150	948	131

KENTUCKY MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Rowan	3,000	41	1,220	8,277	1,374	243
Russell	3,200	21	670	4,005	1,130	185
Scott	4,400	44	1,930	10,303	3,158	352
Shelby	5,000	56	2,830	16,359	2,899	143
Simpson	3,300	45	1,490	10,827	1,787	126
Spencer	1,500	74	1,110	3,598	683	415
Taylor	4,000	46	1,820	10,750	2,370	234
Todd	3,400	41	1,400	6,876	1,640	278
Trigg	2,200	23	500	4,766	1,189	181
Trimble	1,500	45	680	1,898	402	125
Union	4,100	39	1,590	13,748	3,234	404
Warren	12,100	39	4,680	41,558	8,471	1,325
Washington	3,100	58	1,800	7,035	1,824	196
Wayne	3,800	13	500	4,569	609	276
Webster	4,500	21	950	9,448	2,158	228
Whitley	7,100	25	1,750	19,054	4,698	443
Wolfe	1,500	16	250	1,250	241	37
Woodford	3,200	45	1,430	8,420	2,334	284
Total	804,000	47%	*380,970	\$2,372,901	\$545,245	\$76,888

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ASHLAND

(Boyd County)

WPTV (TV)

(Target Date, Unknown)

LICENSEE: Polan Industries. Address: 321 8th St., Huntington, W. Va.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw. Transmitter: DuM. Antenna Make: DuM. Height: Above average terrain 470 ft.; Above ground 234 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr., equal partners in Polan Industries, which also owns WLTV (TV) Wheeling, W. Va.

HENDERSON

(Henderson County)

WEHT (TV) (EVANSVILLE, IND.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville, Ind. Phone: Harrison 4-9215.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.89 kw. Operating Pow.: Visual 11 kw, Aural 5.89 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953. Hours, 9 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, WEOA.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Malco Theatres Inc., which also owns WEOA Evansville, Ind.

EXECUTIVES:

Herbert R. Levy, pres. Robert M. Cleveland, ch. engr.
 Cecil M. Sansbury, gen. mgr. Del Greenwood, prom. mgr.
 Charles C. Palmisano, com. mgr. Brod Seymour, news ed.
 Roger Garrett, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts up to 25% for 260 times. Rate Card No. 5.

LEXINGTON
(Fayette County)

WLAP-TV

(Target Date, Unknown)

LICENSEE: American Bcstg. Corp. Address: Radio Bldg. Phone: 3-2727.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 548 ft.

AFFILIATIONS: Stations, Am, WLAP. Fm, WLAP-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Gilmore N. Nunn, 95.29%. Mr. Nunn also owns 28.5% of WCMI-AM-FM Ashland, Ky., and 30% of WBIR-AM-TV Knoxville, Tenn.

EXECUTIVES:

Gilmore N. Nunn, pres. Miller Welch, com. mgr.
J. E. Willis, gen. mgr.

WLEX-TV

LICENSEE: WLEX-TV Inc. Address: Russell Cave Pike. Phone: 4-8747.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 654 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 15, 1955. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WLEX.

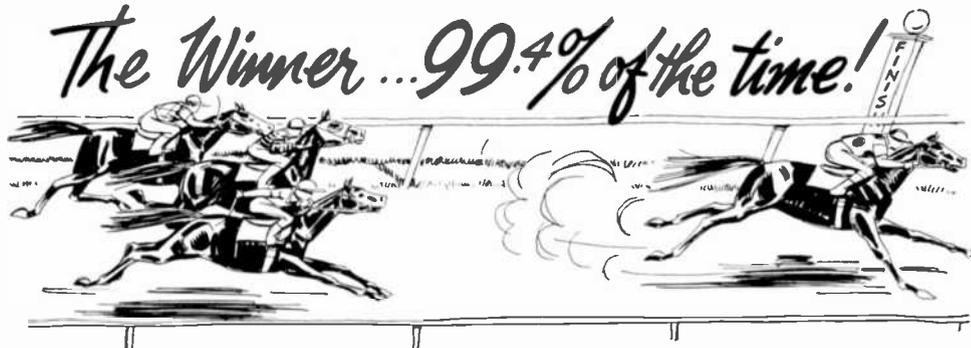
REPRESENTATIVES: Sales, Bolling Co.; Dora-Clayton (Deep South); Washington Attorney, Spearman & Roberson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: H. Guthrie Bell, 29.97%; Central Kentucky Bcstg. Co. (WLEX), 26.92%; J. Douglas Gay, 23.91%; William B. Gess, 4.11%, and others. Messrs. Bell and Gay are majority stockholders of Central Ky. Bcstg. Co.

EXECUTIVES:

J. D. Gay Jr., pres. Les Tackett, com. mgr.
Earl L. Boyles, vp., gen. mgr. & Alex B. Macaulay, pgm. dir.
film buy. J. W. Robertson, ch. engr.
Harry C. Barfield, sta. mgr. Sue Ann Fenimore, news ed.

RATE INFORMATION: Class A minute spot (live) \$39, (film) \$31; ID \$19. ID Length 8 sec. Specifications: 2x2 in., 35mm. Full screen. Frequency discounts. Rate Card No. 3.



**WLEX-TV LEADS
THE FIELD IN
CENTRAL
KENTUCKY!**

Latest Pulse Survey Reveals . . .

WLEX-TV Ahead In 164 Out of 165 1/4 Hours!

According to The Pulse, Inc. survey conducted in central Kentucky February 19 through 25, 1956, WLEX-TV is ahead in viewing audience (usually two to three times more than the next contender) in 164 of the 165 average weekly quarter hours surveyed daily between 6:00 and 12:00 P. M. Three 11:45 to 12:00 P. M. periods, when WLEX-TV was not televising, were eliminated. The clearest picture in the area . . . by far . . . teamed with outstanding programming gets the job done in this 34-county market with over 150,000 families and over 600 million dollars spendable income!

Here in Bluegrass, U. S. A., we say it makes good horse sense to put your advertising dollars where you can expect the highest returns!



Earl L. Boyles
Vice Pres. & Gen. Mgr.

LEXINGTON, KENTUCKY

NBC ABC CBS

Represented Nationally by the Bolling Company, Inc.
In the deep South by Dora-Clayton Agency



SUSIE
starring
ANN SOTHERN
Television's
great comedy success

Another winner!

from the portfolio of **TPA** Sales Builders

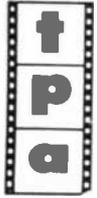
Susie's success story is a glamorous record. For this first-run-off-network series offers local and regional advertisers the same audience-entrancing factors that have made its network run such a success. And what a success!

The American Tobacco Company is now sponsoring this TPA property under the network title of "Private Secretary" for the fourth successive season.

The 104 shows now available for local market use offer many opportunities for contests, special events and merchandising.

Susie's a showcase which makes audiences want to sample such diversified wares and services as jewelry, paint, beer, ice cream, gasoline, toothpaste, household appliances, flour, soft drinks, supermarkets, opticians, slenderizing, foods, etc.

For availabilities in your market, phone your TPA representative today.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

KENTUCKY

LOUISVILLE
 (Jefferson County)

WAVE-TV

LICENSEE: WAVE Inc. Postal Zone: 2. Address: 334 E. Broadway. Phone: Wabash 2201.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Abover average terrain 910 ft.; Above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 25, 1948. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WAVE.

REPRESENTATIVES: Sales, NBC Spot Sales: Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: George W. Norton, 98.4%. Licensee also owns WFIE (TV) Evansville, Ind.

EXECUTIVES:

George W. Norton Jr., pres.	Wilbur Hudson, ch. engr.
Nathan Lord, gen. mgr.	James Caldwell, prom. mgr.
Ralph Jackson, com. mgr.	Rodney Ford, news d'r.
George Patterson, pgm. dir. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$1,025, (film) \$1,025; minute spot (live) \$215, (film) \$215; ID \$107.50. Class A one hour (live) \$875, (film) \$875; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Specifications: film, slide or balop. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 12.

Audio and Video Equipment

FROM THE LEADING CANADIAN
 BROADCAST EQUIPMENT MANUFACTURER

McCURDY RADIO INDUSTRIES

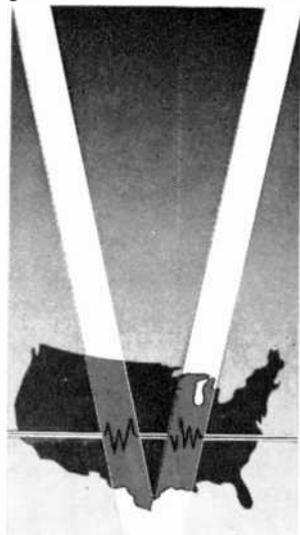
built to rigid
CBC specifications

DISTRIBUTED NOW, IN
 THE UNITED STATES

BY EXCLUSIVE ARRANGEMENT WITH

VISUAL ELECTRONICS CORP.

11 West 42nd Street New York, N. Y.





First in Kentucky-

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better *experience* — by more than a year!

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC



SPOT SALES

Exclusive National Representatives

LOUISVILLE (Cont.)

WHAS-TV

LICENSEE: WHAS Inc. Postal Zone: 2. Address: 525 W. Broadway. Phone: Wabash 2211.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 27, 1950. Hours, 9 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, WHAS.

REPRESENTATIVES: Sales, Harrington, Righter & Parson; Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Wholly owned subsidiary of Courier-Journal & Louisville Times Co.

EXECUTIVES:

Barry Bingham, pres.
Victor A. Sholis, vp. & dir.
Neil D. Cline, sta. mgr.
Albert J. Gillen, sls. dir.
Ralph M. Hansen, pgm. dir. & film buy.
Orrin W. Towner, dir. of engr.
William F. Loader, prom. mgr.
William Small, news ed.

RATE INFORMATION: Class AA minute spot (live) \$200, (film) \$200; ID \$100; Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$170, (film) \$170; ID \$85. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 8.

WKLO-TV†

LICENSEE: Mid-American Bcstg. Corp. Postal Zone: 2. Address: Henry Clay Hotel. Phone: Clay 4441.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 129 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 730 ft.; Above ground 404 ft.

OPERATION: Began Oct. 18, 1953.

AFFILIATION: Station, Am, WKLO.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

PRINCIPAL STOCKHOLDERS: Owned by Great Trails Broadcasting Co. (Charles W. Sawyer). Mr. Sawyer also owns WING Dayton, WOOL-AM-FM Columbus, 52% of WIZE Springfield, all Ohio.

†WKLO-TV has suspended operation but has not returned its CP.

WQXL-TV

(Target Date, Unknown)

LICENSEE: Robert W. Rounsaville. Address: 2549 S. Third St.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 210 ft.; Above ground 293 ft.

AFFILIATION: Station, Am, WLOU.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville also owns WMBM Miami Beach, Fla.; WQXI-AM-FM and WATL-TV Atlanta, Ga.; WBAC Cleveland, Tenn.; WCIN and WQXN-TV Cincinnati, Ohio; WOBS Jacksonville, Fla.

EXECUTIVES:

Robert W. Rounsaville, own.

NEWPORT

(Campbell County)

WNOP-TV

(Target Date, Unknown)

LICENSEE: Tri-City Bcstg. Co. Address: 606 Monmouth St. Phone: Juniper 1-7100.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 11.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 510 ft.; 280 ft.; Above ground 303 ft.

AFFILIATION: Station, Am, WNOP.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson.

PRINCIPAL STOCKHOLDERS: James G. Lang, 52.5%; Olin W. Davis, 17.5%; Vincent Herold, 6.54%, and others.

EXECUTIVES:

James G. Lang, pres.
Ann Rolfes Lang, gen. mgr.
R. Doug Nunn, sta. mgr. pgm. mgr.,
prom. mgr. & news ed.
Richard L. Pike, com. mgr.
Ralph Sullivan, ch. engr.

OWENSBORO

(Daviss County)

WKYT (TV)

(Target Date, Unknown)

LICENSEE: Aircast Inc. 3015 Radiance Rd., Louisville.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 11.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 280 ft.; Above ground 303 ft.

REPRESENTATIVES: Consulting Engineer, S. C. Grimwood Assoc.

PRINCIPAL STOCKHOLDERS: Stephen P. Bellinger, 30%; Ben H. Townsend, 20%; Joel W. Townsend, 20%; Morris S. Kempner, 30%. Same interests own WVMC Mt. Carmel and WIZZ Streator, both Ill.; 90% of KCLO Leavenworth, Kan.

EXECUTIVES:

Stephen P. Bellinger, pres.
Ben H. Townsend, vp.
Morris E. Kemper, treas.
Joel W. Townsend, sec.

LOUISIANA

LOUISIANA MARKET DATA BY PARISHES

Parish	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Acadia	12,500	18	2,310	37,741	6,305	933
Allen	5,300	33	1,730	14,059	1,976	365
Ascension	6,000	47	2,820	16,197	3,395	376
Assumption	4,100	39	1,580	7,869	1,265	280
Aveyelles	10,200	32	3,290	19,922	3,538	730
Beauregard	5,300	30	1,600	11,780	2,986	326
Bienville	4,400	32	1,420	8,105	2,084	274
Bossier	12,200	44	5,390	32,204	9,308	656
Caddo	56,000	60	33,710	248,421	53,932	8,327
Calcasieu	32,300	43	13,890	115,385	21,752	3,398
Caldwell	2,600	40	1,030	5,100	1,049	130
Cameron	1,300	28	360	3,347	1,194	97
Catahoula	2,800	23	640	8,075	3,198	287
Claiborne	6,300	28	1,750	15,492	3,587	838
Concordia	3,800	37	1,390	10,784	2,100	376
De Soto	5,800	36	2,110	16,041	3,381	394
E. Baton Rouge	58,700	55	32,400	217,520	40,750	7,999
E. Carroll	4,000	34	1,370	6,684	1,773	241
E. Feliciana	3,300	31	1,030	5,168	1,122	85
Evangeline	8,700	20	1,770	12,967	1,968	316
Franklin	7,100	37	2,610	11,900	2,097	471
Grant	3,500	33	1,150	5,006	1,473	102
Iberia	11,000	33	3,580	36,922	7,392	1,096
Iberville	7,100	27	1,890	13,046	3,358	340
Jackson	3,700	58	2,150	22,846	2,291	330
Jefferson	42,200	62	26,380	97,406	34,719	3,218
Jefferson Davis	7,200	30	2,170	23,831	4,687	678
Lafayette	17,100	34	5,750	60,201	9,598	1,560
Lafourche	11,000	56	6,180	38,946	8,155	886
La Salle	3,800	37	1,400	8,755	1,957	255
Lincoln	6,700	35	2,320	22,357	4,421	533
Livingston	5,500	37	2,020	11,838	3,210	281
Madison	4,500	43	1,910	11,252	1,910	397
Morehouse	8,800	35	3,100	22,171	5,964	813
Natchitoches	9,300	21	1,930	17,275	3,558	480
Orleans	178,000	72	129,040	701,766	118,767	29,156
Ouachita	24,100	54	12,940	95,782	18,854	2,570
Plaquemines	3,600	57	2,060	9,781	3,787	199
Pointe Coupee	5,300	29	1,550	8,457	2,416	356
Rapides	27,600	46	12,750	84,174	16,200	2,226
Red River	2,800	35	970	5,785	1,238	169
Richland	6,500	58	3,780	16,808	3,730	398
Sabine	5,200	14	740	10,016	2,598	372
St. Bernard	3,500	62	2,170	6,081	2,367	146
St. Charles	3,500	63	2,190	7,104	1,267	259
St. Helena	2,400	22	530	1,655	419	14
St. James	3,500	56	1,950	9,012	1,773	138
St. John						
The Baptist	3,400	49	1,650	5,764	1,774	255
St. Landry	19,800	22	4,360	55,429	8,999	1,092
St. Martin	6,100	16	980	11,993	1,981	196
St. Mary	10,000	37	3,670	31,620	8,966	1,004
St. Tammany	7,900	59	4,680	24,273	4,767	627
Tangipahoa	15,500	57	8,800	46,818	9,942	1,357
Tensas	3,300	31	1,020	6,217	1,025	295
Terrebonne	11,500	62	7,100	42,843	9,928	1,034
Union	4,800	40	1,900	10,558	2,147	244
Vermilion	10,000	18	1,770	26,970	5,434	879
Vernon	5,900	18	1,050	10,565	2,147	280
Washington	10,700	65	6,990	28,818	6,835	1,045
Webster	9,900	48	4,740	31,911	7,738	948
W. Baton Rouge	3,200	22	710	4,871	1,794	123
W. Carroll	3,800	52	1,990	7,329	746	209
W. Feliciana	1,600	25	390	2,984	784	85
Winn	4,400	35	1,520	8,695	2,587	463
Total	791,900	51%	400,120	\$2,530,692	\$512,463	\$84,007

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

as a member of Society...



CRUSADE FOR CHILDREN . . .

The 1955 WHAS CRUSADE FOR CHILDREN collected \$183,624.00 in cash for physically and mentally handicapped children of Kentucky and southern Indiana. Grants to a score of children's agencies and to conduct hearing tests for over 90,000 school children in the Louisville area were allocated by a board of ministers representing Catholic, Jewish, Protestant and Unitarian faiths. The WHAS CRUSADE FOR CHILDREN is another example of the "big" community effort which local and national people have learned to expect of WHAS-TV.

- **VARIETY SHOWMANAGEMENT AWARD**

for Responsibility to Community.

- **NATIONAL HEADLINER AWARD . . .**

for outstanding public service by a television station.

- **KENTUCKY SOCIETY FOR CRIPPLED CHILDREN . . .**

award for outstanding public service contribution to the welfare of Kentucky's crippled children.
(Third such award in history of the Society.)

- **NATIONAL BROTHERHOOD CERTIFICATE**

OF RECOGNITION (NATIONAL CONFERENCE OF CHRISTIANS AND JEWS) for contribution to mutual understanding and respect among people of diverse backgrounds.

Now in its seventh year of telecasting, WHAS-TV continues its concentration on programming excellence. Participating advertisers know that in Louisville, WHAS-TV programming pays off!

Your sales message deserves the impact of programming of character.

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.

Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times



BASIC CBS-TV Network

ALEXANDRIA
(Rapides Parish)

KALB-TV

LICENSEE: Alexandria Bcstg. Co. Address: 601 Washington St. Phone: 3-2543.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 15.1 kw. Operating Pow.: Visual 28.2 kw, Aural 15.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 588 ft.

OPERATION: Began Sept. 29, 1954. Hours, 12:30 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KALB. Fm, KALB-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: T. B. Lanford, 99.2%, and Grove Stafford, 0.8%. Mr. Lanford also owns 48% of KRMD Shreveport, La.; 13.8% of WSLI-WJTV (TV) Jackson, Miss.; 88% of KRRV Sherman, Tex., and 33 1/3% of KPLC-AM-TV Lake Charles, La.

EXECUTIVES:

T. B. Lanford, pres. & film buy.	Thomas B. Erwin, ops. mgr.
Willard L. Cobb, gen. mgr.	Vivian Close, prom. mgr.
Jesse R. Sexton, com. mgr. & tech. dir.	Larry McHale, news ed.

RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 10 sec. Specifications: 4x5 opaque. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times.

BATON ROUGE
(East Baton Rouge Parish)

WAFB-TV

LICENSEE: Modern Bcstg. Co. of Baton Rouge Inc. Postal Zone: 2. Address: 929 Government St. Phone: 4-8571.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 56.2 kw. Operating Pow.: Visual 105 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 499 ft.

OPERATION: Began April 19, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WAFB. Fm, WAFB-FM.

REPRESENTATIVES: Sales, Young Television; Washington Attorney, Pierson, Ball & Dowd.

PRINCIPAL STOCKHOLDERS: Broadcasting Corp. (WDSU New Orleans), 57.85%; Tom E. Gibbens, 2.94%; C. C. Barnard, 14.74%; Jack S. Burk, 14.77%, and others.

EXECUTIVES:

Dwight M. Martin, chm. of bd.	Ron Litteral, com. mgr.
Tom E. Gibbens, pres. & gen. mgr.	Donald K. Allan, ch. engr.
Edgar B. Stern Jr., vp.	Grace McElveen, prom. mgr.
Robert D. Swezey, vp.	Ronald Daye, news ed.
A. Louis Read, vp.	

RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$50; ID \$25. ID Length 10 sec. Frequency discounts.

WBRZ (TV)

LICENSEE: Louisiana Television Bcstg. Corp. Address: 1650 Highland Rd. Phone: 8-1491.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 56.2 kw. Operating Pow.: Visual 97.7 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 890 ft.; Above ground 954 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 14, 1955. Hours, 7 a.m.-midnight.

Score a "Knock-Out" in **BATON ROUGE**

No more potent salesman in the Baton Rouge trade area than WAFB-TV . . . "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising your products and shows.

WAFB-TV's rating leadership is nearly 5-to-1.

WAFB-TV's merchandising leadership is unsurpassed. Here are just four examples:



ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.



ROUND 2

First place in Screen Gems, Inc. contest on program promotion.



ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."



ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."



WAFB-TV CHANNEL 28
Affiliated with
WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

BATON ROUGE (Cont.)

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WJBO. Fm, WBRL (FM).
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Baton Rouge Bcstg. Co. (WJBO), 49.33 1/3%; Douglas L. Manship, 0.33 1/3%; Charles P. Manship Jr., 0.33 1/3%; Louis Gottlieb, 9.41%; Percy E. Roberts, 6.915%; Roland Kizer, 9.065%; R. F. Cangelos, 7.415%; Clint L. Pierson, 9%; Earl H. Smith, 3.33 1/3%; Mrs. Asenath Roberts, 2.5%. Douglas L. and Charles P. Manship Jr. own WJBO, WBRL (FM) and Baton Rouge Advocate and State-Times.

EXECUTIVES:

Douglas L. Manship, pres.	Aubrey Moore, prod. mgr.
J. Roy Dabadie, gen. mgr. & film buy.	J. Patrick Weathersby, ch. engr.
Guy Corley, sls. mgr.	Dolores Ballina, prom. mgr.
John Ferguson, pgm. dir.	Bill Slatter, news ed.

RATE INFORMATION: Class AA one hour (live) \$400, (film) \$300; minute spot (live) \$76.25, (film) \$65; ID \$32.50. ID Length 7 sec. Share screen. Frequency discounts from 2 1/2% for 52 times up to 10% for 260 times. Rate Card No. 3.

(CP)

(Target Date, Unknown)

LICENSEE: Bayou Bcstg. Corp.

FACILITIES: Ch. 40.

PRINCIPAL STOCKHOLDERS: Henry B. Clay, (KWKH Shreveport, La.); Gilmore N. Nunn, (WLAP-AM-TV Lexington, Ky.); Frank M. Smith, (WROW-WCDA (TV) Albany, N. Y.)

LAFAYETTE
(Lafayette Parish)

KLFY-TV

LICENSEE: Camellia Bcstg. Co. Address: 1301 Oak Ave. Phone: Center 5-9494.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 457 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 3, 1955. Hours, 1:30-11:30 p.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, KLFY.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Cohn & Marks; Consulting Engineer, Guy Hutcheson.

PRINCIPAL STOCKHOLDERS: Paul H. DeClouet, 18.75%; Thomas A. DeClouet, 18.75%; Harold J. Delhommer, 18.75%; John W. Mitchell, 18.75%, and others. Paul and Thomas DeClouet own 50% of KEUN Eunice and 40% of KVPI Ville Platte, both La.

EXECUTIVES:

Paul H. DeClouet, pres.	John H. Selleck, pgm. dir. & news ed.
James W. Lucas, gen. mgr. & com. mgr. & film buy.	Maurice P. Wynne, ch. engr. Toni Coons, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID \$30. ID Length 8 sec. Specifications: 3/4 stand-ard. Share screen. Frequency discounts. Rate Card No. 1.

LAKE CHARLES
(Calcasieu Parish)

KPLC-TV

LICENSEE: Calcasieu Bcstg. Co. Address: 320 Division St. Phone: Hemlock 6-3631.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 440 ft.; Above ground 474 ft.

OPERATION: Began Sept. 29, 1954. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KPLC.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: T. B. Lanford, 33 1/3%; L. M. Sepaugh, 33 1/3%; R. M. Dean, 16 2/3%, and Viola Lipe Dean Trust, 16 2/3. For Mr. Lanford's other interests see KALB-TV Alexandria, La. Mr. Sepaugh also owns 13.8% of WSLI-WJTV (TV) Jackson, Miss.

EXECUTIVES:

T. B. Lanford, pres. & film buy.	Ed Barton, ch. engr.
David Wilson, gen. mgr.	Pauline Mahoney, prom. mgr.
Pelham Mills Jr., com. mgr.	Karl Von Leuwen, news ed.

RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 8 or 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

BROADCASTING • TELECASTING

TARGET: \$899,481,000.00
Effective Buying Power!

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the heart of Louisiana — an area rich in spendable income from oil, gas, chemicals, industry.



POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 in.

Largest TV antenna in the U. S. A.

12 Bays - Channel 2

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power.....	\$899,481,000
Retail Sales	\$580,937,000
Food Sales	\$129,460,000
Automotive Sales	\$122,571,000
Drug Sales	\$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954
 *Class "B" †Television Magazine

WBRZ-TV
BATON ROUGE, LOUISIANA
Represented by HOLLINGBERY

LAKE CHARLES (Cont.)

KTAG-TV

LICENSEE: KTAG Assoc. Address: P. O. Box 173. Phone: Hemlock 9-9413.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 330 ft.; Above ground 348 ft.

OPERATION: Began Nov. 15, 1953. Hours, 1:30-11:30 p.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Adam Young Television; Clarke Brown Co. (Southwest); Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr., 46.2%; Warren Berwick, 32.4%; R. B. McCall Jr., 10.7%, and Harold Knox, 10.7%. Mr. Lamar also is permittee of WPPA-TV Pensacola, Fla.

EXECUTIVES:

Warren Berwick, pres.	Harper Clarke, pgm. dir.
Kevin Reilly, gen. mgr.	Lawrence E. Vicknair, ch. engr.
Raymond Dorsey, sta. mgr. & film buy.	Nelda Barker, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$30.50, (film) \$25; ID \$12.50. ID Length 10 sec. Specifications: 3/4 standard. Full screen. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 2.

MONROE
(Ouachita Parish)

KLSE (TV)*

(*Non-Commercial Educational)

LICENSEE: State Dept. of Education, State of Louisiana. Address: State Capitol Bldg., Baton Rouge.

OPERATION: Began June 20, 1956.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 320 ft.; Above ground 337 ft.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

EXECUTIVES:

Shelby M. Jackson, State Supt. of Public Education.

KNOE-TV

LICENSEE: James A. Noe. Address: Knoe Road. Phone: 8155.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 774 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953. Hours, 5:45 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KNOE.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDER: James A. Noe also owns WNOE New Orleans and 50% of KOTN Pine Bluff, Ark.

EXECUTIVES:

James A. Noe, pres.	Harry Arthur, pgm. dir. & film buy.
Paul H. Goldman, gen. mgr. & film buy.	Ray Boyd, dir. of engrg.
Jack Ansell Jr., com. mgr., film buy. & prom. mgr.	Mac Ward, news ed.

RATE INFORMATION: Class AA one hour (live) \$480, (film) \$400; minute spot (live) \$115, (film) \$80; ID \$40; Class A one hour (live) \$380, (film) \$300; minute spot (live) \$95, (film) \$60; ID \$30. ID Length 10 sec. Specifications, 2x2 in. slide. Full and share screen. Frequency discounts. Rate Card No. 3.

NEW ORLEANS
(Orleans Parish)

WCKG (TV)

(Target Date, Unknown)

LICENSEE: CKG Television Co. Address: Melrose Bldg., Houston, Tex.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 330 ft.; Above ground 356 ft.

AFFILIATION: Station, Am, WMRY.

REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, L. J. N. duTreil.

PRINCIPAL STOCKHOLDERS: Lester Kamin, 33 1/3%; Pat Coon, 33 1/3%, and Billy B. Goldberg, 33 1/3%. Each owns 20.5% of KCIJ Shreveport and WMRY New Orleans.

EXECUTIVES:

Lester Kamin, pres.	Billy B. Goldberg, sec.-treas.
Pat Coon, vp.	

WDSU-TV

LICENSEE: WDSU Bcstg. Corp. Address: 520 Royal St. Phone: Tulane 4371.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 424 ft. Note: Claims CP for 930 and 975 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Dec. 18, 1948. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WDSU. Fm, WDSU-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Edgar B. Stern Jr., 67%; Robert D. Swezy, 20%; A. Louis Read, 10%, and Lester E. Kabacoff, 3%. Licensee owns 57.8% of WAFB-AM-FM-TV Baton Rouge, La.

EXECUTIVES:

Edgar B. Stern Jr., pres.	Lindsey Riddle, ch. engr.
Robert D. Swezey, exec. vp. & gen. mgr.	Juanita Mitchell, film buy.
A. Louis Read, vp. & com. mgr.	Marion Annenberg, prom. mgr.
Tom Hicks, vp. & pgm. dir.	Bill Monroe, news ed.

RATE INFORMATION: Class AA one hour (live) \$900, (film) \$900; minute spot (live) \$225, (film) \$225; ID \$112.50; Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Frequency discounts. Rate Card No. 10.

WJMR-TV

LICENSEE: Supreme Bcstg. Co. Address: Jung Hotel. Phone Canal 0356.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Operating Pow.: Visual 1,000 kw, Aural 501 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.; Above ground 436 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1954. Hours, 6 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WJMR. Fm, WRCM (FM).

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George A. Mayoral.

PRINCIPAL STOCKHOLDERS: Chester F. Owens and wife, 98%, and Robert E. Jeffers, 2%.

EXECUTIVES:

Chester F. Owens, pres.	Jack A. Petrik, ch. engr.
George A. Mayoral, gen. mgr.	Robert E. Jeffers, film buy.
Paul Beville, com. mgr.	Eric Sayard, prom. mgr.
Tom Abbot, pgm. dir., news ed.	

RATE INFORMATION: Class A one hour (live) \$325, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$34. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

WYES (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Greater New Orleans Educational Television Foundation Inc. Address: 701 Carondelet St.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 14.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 392 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Lindsey G. Riddle.

EXECUTIVES:

Mrs. Louis Abramson Jr., chm.	Mrs. Francis J. Banker, sec.-treas.
Emile A. Wagner, vice-chmn.	

WWL-TV

(Target Date, Unknown)

LICENSEE: Loyola U.

FACILITIES: Ch. 4 [Construction prohibited pending conclusion of deintermixture rulemaking].

SHREVEPORT
(Caddo Parish)

KSLA-TV

LICENSEE: Shreveport Television Co. Postal Zone: 2. Address: Washington Youree Hotel. Phone: 3-6151.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,210 ft.; Above ground 1,192 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1954. Hours, 6:30 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Weaver & Glassie; Consulting Engineer, Vandivere, Cohn & Wearn.

PRINCIPAL STOCKHOLDERS: Don George (deceased), 43%; Ben Beckham Jr., 25%; H. E. Linam, 25%, and W. C. Henderson, 7%.

EXECUTIVES:

Winston Linam, sta. mgr. M. C. Barton, ch. engr.
Deane R. Flett, sls. mgr. Carol Vinson, prom. mgr.
Roy George, ops. mgr. Don Owen, news dir.

RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$104, (film) \$80; ID \$40. ID Length 10 sec. Share screen upper 1/4. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 3.

KTBS-TV

LICENSEE: KTBS Inc. Address: 312 E. Kings Hwy. Phone: 7-3644.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Operating Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 1,151 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 3, 1955. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, KTBS. Fm, KTBS-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: George D. Wray Sr. and sons, 100%.

EXECUTIVES:

E. Newton Wray, pres. Vlada Dimac, prod. mgr.
Patrick J. White, sta. mgr. & film buy. C. H. Maddox, ch. engr.
Marie Gifford, com. mgr. Ruth Aveikos, prom. mgr.
Nick Gearhart, news ed.

RATE INFORMATION: Class A one hour (live) \$455, (film) \$406; minute spot (live) \$108, (film) \$100; ID \$50. ID Length 10 sec. Specifications: upper right. Share screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

BANGOR
(Penobscot County)

WABI-TV

LICENSEE: Community Telecasting Service. Address: 57 State St. Phone: 6446.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 120 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 25, 1953. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, A9C, NBC. Station, Am, WABI.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Community Bcstg. Service (WABI Bangor). Community is 60% owned by Horace Hildreth, 33.7% owned by WPOR Portland, Me., and 5.9% by WTVL Waterville, Me. WPOR is owned by Mr. Hildreth and associates and Henry Oliver Rea and associates. These interests have varying holdings in WMTW (TV) Poland Spring, Me. Mr. Rea also has interests in WENS (TV) Pittsburgh and KEYD-TV Minneapolis.

EXECUTIVES:

Horace A. Hildreth, pres. Walter L. Dickson, ch. engr. & ops. mgr.
Leon P. Gorman Jr., vp., gen. mgr. & film buy. Richar B. Bronson, prod. & prom. mgr.
Robert McCausland, loc. sls. mgr.
Leon H. Nelson, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

WTWO (TV)

LICENSEE: Murray Carpenter & Assoc. Address: 7 Main St. Phone: 2-4822.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw. Operating Pow.: Visual 14.1 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 99 ft.

OPERATION: Began Sept. 12, 1954. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Pietsen, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Murray Carpenter and wife are sole owners.

EXECUTIVES:

Murray Carpenter, pres. Rudolph Marcoux, vp., bus. mgr. & natl. adv. mgr.
William O. Clark, vp., ops. mgr. & ch. engr. James A. Robinson Jr., pgm. dir.

RATE INFORMATION: Class A one hour (live) \$275 (film) \$275; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MAINE

MAINE MARKET DATA BY COUNTIES

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955 (\$000)	1955 (\$000)	1955 (\$000)
Androscoggin	24,700	72	17,730	88,000	22,079	1,679
Aroostook	24,400	15	3,780	96,774	23,682	2,576
Cumberland	51,400	77	39,780	207,427	46,367	7,805
Franklin	5,800	46	2,690	15,174	4,454	428
Hancock	10,100	55	5,600	36,036	10,155	696
Kennebec	23,700	73	17,350	111,944	29,359	2,599
Knox	8,700	66	5,720	30,506	7,685	865
Lincoln	5,400	71	3,830	21,742	5,507	502
Oxford	12,200	62	7,610	39,471	10,114	886
Penobscot	29,600	78	23,060	134,559	31,356	2,704
Piscataquis	5,300	61	3,240	16,169	4,575	534
Sagadahoc	6,300	74	4,690	17,423	4,599	376
Somerset	11,300	36	4,030	35,281	10,223	1,077
Waldo	6,300	57	3,600	20,742	5,166	340
Washington	9,900	46	4,570	34,929	10,803	1,046
York	27,700	75	20,860	109,283	32,140	3,066
Total	262,800	64%	168,140	\$1,015,460	\$258,264	\$27,179

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

LEWISTON

(Androscoggin County)

WLAM-TV †

LICENSEE: Lewiston-Auburn Bcstg. Co. Address: 129 Lisbon St.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.51 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 246 ft.

OPERATION: Began Nov. 22, 1953.

AFFILIATION: Station, Am, WLAM.

REPRESENTATIVES: Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Frank S. Hoy and family, 96%; Romeo E. Sansoucy, 2%, and G. Emilio Ouellette, 2%.

EXECUTIVES:

Frank S. Hoy, ch. own. & gen. mgr.

†WLAM-TV has suspended operation but has not returned its CP.

POLAND SPRING
(Androscoggin County)

WMTW (TV)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn. Phone: 51.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: Alford. Height: Above average terrain 3,850 ft.; Above ground 93 ft.
OPERATION: Began Sept. 25, 1954.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Kettell-Carter (New England); Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDERS: Peter Anderson, 30.1%; E. Martin Anderson, 3.3%; Horace Hildreth, 11.7%; Katherine W. Hildreth, 6.6%; John W. Guider, 12.6%; WTVL Waterville, Me., 7.6%; Henry Oliver Rea, 4.3%; H. H. Rea, 9.3%; WPOR Portland, Me., 9.8%, and 36 other, 4.7%. The Hildreths and the Reas own WPOR. The Hildreths, the Reas and WTVL own WABI-AM-TV Bangor, Me. The Messrs. Rea have minor interests in WENS (TV) Pittsburgh, Pa., and KEYD-TV Minneapolis, Minn. Mr. Guider owns WMOU Berlin and WJWG Conway, both N. H.

EXECUTIVES:
 John W. Guider, pres. Lester J. Richards, production mgr.
 John H. Norton, vp. & gen. mgr. Parker H. Vincent, ch. engr.
 John T. Madigan, pgm. dir. & film buy.

PORTLAND
(Cumberland County)

WCSH-TV

LICENSEE: Maine Radio & Television Co. Postal Zone: 3. Address: 157 High St. Phone: Spruce 2-0181.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 380 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1, 1953. Hours, 7 a.m.-12:15 a.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, WCSH.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Adeline B. Rines, 99% (in trust). Also principal stockholder in WRDO Augusta and WLBZ Bangor, both Me.

EXECUTIVES:
 Mrs. Adeline B. Rines, pres. Charles R. Brown, ch. engr.
 William H. Rines, mgng. dir. William Kerkos, film buy.
 Jack S. Atwood, sta. mgr. Linwood T. Pitman, prom. mgr.
 Bruce C. McGorrill, com. mgr. Philip N. Johnson, news ed.
 Burnell Poole Jr., pgm. dir.

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 208 times. Rate Card No. 4.

WGAN-TV

LICENSEE: Guy Gannett Bcstg. Services. Postal Zone: 3. Address: 390 Congress St. Phone: Spruce 2-4661.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 314 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WGAN.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Robert C. Foster (Boston); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Guy Gannett Pub. Co. (Portland Press Herald and Express, Augusta Kennebec Journal and Waterville Sentinel, all Me.)

EXECUTIVES:
 Jean Gannett Williams, pres. Roger W. Hodgkins, ch. engr.
 Creighton E. Gatchell, gen. mgr. Perlston Peart Jr., prom. mgr.
 Richard E. Bates, com. mgr. Nunzi Casavola, news ed.
 Samuel G. Henderson Jr., pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 3.

PRESQUE ISLE
(Aroostook County)

WAGM-TV

(Target Date, Unknown)

LICENSEE: Aroostook Bcstg. Corp. Address: 489 Main St.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 6.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 350 ft.; Above ground 292 ft.
AFFILIATION: Station, Am, WAGM.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: H. E. Umphrey, 23.7%; Harold D. Glidden, 49.4%; Francis J. Reardon, 23.7%, and others.
EXECUTIVES:
 H. E. Umphrey, pres. Harold D. Glidden, sec.-treas.
 V. P. Currier, vp.

MARYLAND

MARYLAND MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Allegany	26,100	46	11,950	85,010	23,259	2,396
Anne Arundel	35,200	77	26,960	127,428	42,173	4,767
Baltimore	365,700	83	305,350	1,534,600	343,969	61,770
Calvert	3,200	71	2,270	11,752	2,398	34
Caroline	5,500	77	4,240	24,595	3,870	628
Carroll	11,800	75	8,800	48,077	9,656	1,005
Cecil	9,500	75	7,130	32,897	7,205	497
Charles	6,100	67	4,070	29,535	7,975	572
Dorchester	8,000	66	5,310	31,224	7,558	492
Frederick	18,300	66	12,130	65,938	13,596	1,394
Garrett	5,200	39	2,010	17,140	3,574	414
Harford	16,500	83	13,710	66,638	15,159	1,867
Howard	6,900	68	4,710	20,554	2,613	531
Kent	4,000	78	3,130	16,462	3,404	266
Montgomery	57,900	79	45,860	280,066	70,067	10,447
Prince Georges	68,600	78	53,300	224,934	77,936	10,772
Queen Annes	4,200	75	3,150	11,825	2,384	235
St. Marys	8,500	65	5,500	23,165	5,506	685
Somerset	5,900	36	2,120	17,840	5,363	458
Talbot	6,100	75	4,590	36,360	6,418	1,193
Washington	23,600	68	16,070	98,574	20,198	2,547
Wicomico	12,500	61	7,640	72,927	13,476	1,720
Worcester	7,400	36	2,650	48,373	7,774	1,132
Total	716,700	77%	552,650	\$2,925,914	\$695,531	\$105,822

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BALTIMORE
(Baltimore County)

WAAM (TV)

LICENSEE: WAAM Inc. Postal Zone: 11. Address: Television Hill. Phone: Mohawk 4-7600.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 530 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1948. Hours, 9:30 a.m.-1 a.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Ben and Herman Cohen families are majority stockholders. Others include Norman C. Kal, 7%; Dr. Harry Goldmann, 4.5%; Henry G. Fischer, 7%; estate of Herbert Levy, 3.5%.

EXECUTIVES:

Ben Cohen, pres.	Ben Wolfe, dir. of engrg.
Ken Carter, gen. mgr.	Glenn Lahman, ch. engr.
Armand Grant, com. mgr.	Tommy Dukehart, prom. mgr.
Herb Cahan, pgm. dir. & film buy.	Ted Jaffee, news ed.

RATE INFORMATION: Class A one hour (film) \$1,100; minute spot (film) \$200; ID \$100. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 10.

WBAL-TV

LICENSEE: The Hearst Corp. Postal Zone: 18. Address: 2610 N. Charles St. Phone: Hopkins 7-3000.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 458 ft.

EQUIPPED TO COLORCAST network programs, live local programs, local films, local slides.

OPERATION: Began Mar. 11, 1948. Hours, 7 a.m.-1:15 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WBAL.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Hearst Corp. also owns WISN-AM-TV Milwaukee and, through affiliated company, WCAE Pittsburgh. Hearst newspapers are Baltimore News-Post, New York Journal American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, 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:

D. L. Provost, vp. & gen. mgr.	William C. Bareham, ch. engr.
Leslie H. Peard Jr., vp. & sta. mgr.	Sidney Barbet, film buy.
Willis K. Freiert, com. mgr.	Wall Matthews, prom. mgr.
J. Sydney King, pgm. dir.	Galen Fromme, news ed.

RATE INFORMATION: Class A one hour (live) \$1,250; minute spot (live) \$275; (film) \$275; ID \$137.50. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 12 1/2% for 312 or more times. Rate Card No. 12.

WITH-TV

(Target Date, Unknown)

LICENSEE: WITH-TV Inc. Postal Zone: 3. Address: 7 E. Lexington St. Phone: Lexington 9-7808.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 52.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 335 ft.

AFFILIATIONS: Stations, Am, WITH. Fm, WITH-FM.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Maryland Bcstg. Co. (WITH Baltimore), 100%, owned by Thomas G. Tinsley Jr. and family, who also own W-EE-AM-FM Richmond, Va., and WXEX-TV Petersburg, Va.

EXECUTIVES:

Thomas G. Tinsley Jr., pres.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

Here's the television series now being produced in Hollywood with the same high-quality direction, casts, and scripts for first run local market viewing as when it was produced for network use.

It stars such favorites as Thomas Mitchell, Angela Lansbury, Ricardo Montalban, Jan Sterling, Lloyd Bridges, Diana Lynn, John Ericson, Marilyn Erskine, James Whitmore, Dane Clark, and many other performers whose names are your assurance of big audiences and high ratings.

Local and regional advertisers are already putting STAGE 7 to work for them first run in many markets. It's selling a variety of products—from ball-point pen sets and gasoline to foods, drinks and department stores!

There are some markets still available on a first run basis—but you must hurry. Contact TPA now . . . PLaza 5-2100.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

**THEY LIKE TELEVISION
IN CENTRAL DEL-MAR-VA**

**1955 Retail Sales
\$400,000,000**

THEY LIKE ONE STATION

WBOC-TV
CHANNEL 16
Salisbury, Md

*SIX TIMES during the week "Sets-In-Use" exceed 90 per cent.

*SEVENTEEN TIMES during the week "Sets-In-Use" exceed 85 per cent.

*After 6:00 P.M., SEVENTY PER CENT of the TV homes are tuned most of the time to . . .

WBOC-TV
CHANNEL 16
Salisbury, Md

ABC and CBS NETWORKS

Daily live studio programs designed especially for audiences in this area.

This near-saturation audience in a one-station \$400 million market is yours at rates as low as \$2.45 per thousand TV homes (half-hour in peak audience periods).

Consult:

HEADLEY-REED COMPANY
National Representatives

OR CONTACT:

WBOC-TV
Radio-Tv Park
Salisbury, Md.

Affiliated with Radio Station WBOC

MARYLAND

BALTIMORE (Cont.)

WMAR-TV

LICENSEE: The A. S. Abell Co. Postal Zone: 3. Address: Charles & Redwood Sts. Phone: Mulberry 5-5670.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 591 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 27, 1947. Hours, 7 a.m.-12:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: Licensee publishes Baltimore Sunpapers.

EXECUTIVES:

William F. Schmick, pres.	R. B. Cochrane, pgm. dir.
William F. Schmick Jr., exec. vp.	C. G. Nopper, ch. engr.
E. K. Jett, vp.	D. V. Stickle, film buy. & news ed.
E. A. Lang, com. mgr.	Alexander Deitrich, prom. coord.

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,250; minute spot (live) \$275, (film) \$275; ID \$137.50. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 12

WTLF (TV)

(Target Date, Unknown)

LICENSEE: United Bcstg. Co. of Eastern Maryland Inc. Address: 912 N. Charles St.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 601 ft.

AFFILIATION: Stations, Am, WSID.

REPRESENTATIVES: Sales, United Bcstg. Co., New York; Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Richard Eaton and wife, 3%; Licensee United Bcstg. Co. controlled by Mr. Eaton, 97%. Mr. Eaton also owns WOOK-AM-TV and WFAN (FM) Washington, WANT Richmond, Va., WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland, Ohio. Purchase of WACH-AM-TV Newport News, Va., pending FCC approval.

EXECUTIVES:

Richard Eaton, pres. & film buyer.	Arthur A. Snowberger, ch. engr.
Marvin Mirvis, gen. mgr. & com. mgr.	

SALISBURY

(Wicomico County)

WBOC-TV

LICENSEE: The Peninsula Bcstg. Co. Address: Radio-Tv Park. Phone: 6131.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw. Operating Pow.: Visual 15.1 kw, Aural 8.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 647 ft.

OPERATION: Began July 15, 1954. Hours, Mon.-Fri., 3:25 p.m.-12:35 a.m.; Sat., 11:25 a.m.-12:35 a.m.; Sun., 1 p.m.-12:35 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WBOC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: John W. Downing, 16%; Lee W. Allen, 9%; I. L. Benjamin, 11%; Virginia Phillips Ward, 6%; Charles J. Truitt, 3%; Edward Webb, 3%, and others.

EXECUTIVES:

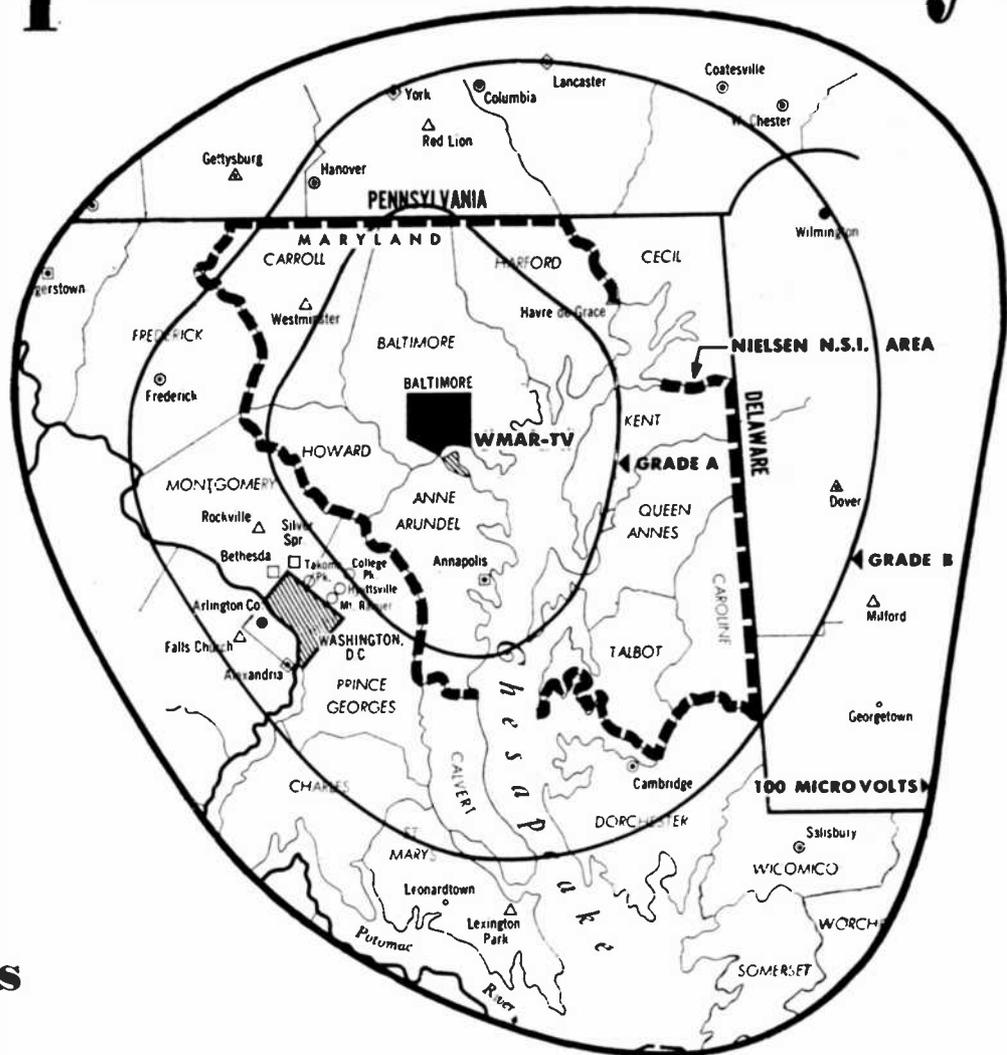
John W. Downing, pres.	John W. Downing Jr., pgm. dir.
Charles J. Truitt, gen. mgr. & com. mgr.	Jack W. Ward, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$20. ID Length 8 or 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

the map tells the story



WMAR-TV's coverage area encompasses more than 2,500,000 homes which means vast selling power for advertisers



The WMAR-TV story means a lot of wonderful things to a lot of people. To the viewer it means the top comedy, dramatic, and variety shows such as: I Love Lucy, The Jack Benny Show, Studio One, Climax, The Ed Sullivan Show, and Arthur Godfrey and his Friends.

To WMAR-TV's advertisers, it means Baltimore's largest audience. We list the Nielsen report figures for April, 1956, showing total station shares based on quarter-hour homes reached by Baltimore stations in one week between 6 A.M. and midnight.

	NSI Area	Total Area
WMAR-TV	40.2%	41.1%
Station B	34.5%	33.8%
Station C	25.3%	25.1%

Off-the-map coverage . . . WMAR-TV's signal extends clear off the map, reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it is increased potential for WMAR-TV advertisers. That additional audience, which includes most of Maryland's rich countryside, has a buying potential on a par with the per household potential in Baltimore.

Important services . . . WMAR-TV services bring your product to meet the buyer through intense coverage of a quality market, continuing leadership of Baltimore's top-rated local and national programs, vigorous merchandising and promotion, and vast technical facilities . . . studio, film (including color film) and remote.

In Maryland, most people watch

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
 Telephone MULberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
 Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Barnstable	17,300	77	13,290	95,877	24,879	3,609
Berkshire	42,100	82	34,480	159,960	39,341	4,381
Bristol	123,100	82	100,820	410,141	104,716	12,609
Dukes	1,800	80	1,430	11,495	4,528	468
Essex	169,500	82	138,480	617,837	160,760	20,425
Franklin	17,600	62	10,960	58,685	12,920	1,540
Hampden	118,400	80	94,130	482,174	106,056	15,986
Hampshire	25,100	67	16,920	85,354	19,948	2,689
Middlesex	324,600	82	266,500	1,237,403	313,557	39,286
Nantucket	1,100	71	780	7,649	2,072	262
Norfolk	126,900	80	101,650	451,284	109,142	15,424
Plymouth	64,300	82	52,660	242,125	63,871	7,854
Suffolk	270,400	84	226,050	1,476,057	343,744	39,538
Worcester	170,200	78	133,440	624,927	152,136	18,899
Total	1,472,400	81%	1,191,590	\$5,960,968	\$1,457,670	\$182,970

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ADAMS
(Berkshire County)

WMGT (TV) (PITTSFIELD)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row, Pittsfield, Mass. Phone: 2-1553.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 67.6 kw. Operating Pow.: Visual 115 kw, Aural 67.6 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 2,120 ft.; Above ground 251 ft.

OPERATION: Began Feb. 22, 1954. Hours, 4:30 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, WBRK.

REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Leon Podolsky, 36.06%; Gardner S. Morse, 11.56%; Lawrence R. Connor, 11.56%; Robert W. McCracken, 11.56%; Winnie Davis L. Crane, 10%, and others.

EXECUTIVES:

Leon Podolsky, pres.	Leonard Lavendol, ch. engr.
William P. Geary, gen. mgr.	M. Richard Bolender, film buy.
John Joyce Jr., sls. serv. mgr.	William McGowan, news dir.
Alan D. Vaber, pgm. dir. & prom. mgr.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 10% for 26 times up to 25% for 104 times. Rate Card No. 2.

BOSTON
(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Bcstg. Co., Inc. Postal Zone: 34. Address 1170 Soldiers Field Rd. Phone: Algonquin 4-5670.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 50 kw. Operating Pow.: Visual 95.5 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 470 ft.; Above ground 389 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began June 9, 1948. Hours, 6:45 a.m.-2:05 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, WBZ.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, John Steen.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

D. H. McGannon, pres.	W. H. Hauser, ch. engr.
W. C. Swartley, vp.	R. G. Duffield, film & traff. mgr.
F. A. Tooke, gen. mgr.	J. E. Allen, adv. & sls. prom. mgr.
C. H. Masse, sls. mgr.	F. E. Whitmarsh, news dir.
W. G. Swan, pgm. mgr.	Frances M. Corcoran, publicity dir.

RATE INFORMATION: Class AA one hour (live) \$2,250, (film) \$2,250; minute spot (live) \$450, (film) \$450; ID \$225. ID Length 8 sec. full screen or 10 sec. shared. Frequency discounts from 7 1/2% for 26 times up to 20% for 260 times. Rate Card No. 10.

WGBH-TV*

(*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Postal Zone: 39. Address 84 Mass. Ave., Cambridge. Phone: University 4-6400.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 233 ft.

OPERATION: Began May 2, 1955. Hours, 5:30 p.m.-9:30 p.m.

AFFILIATION: Station, Fm, WGBH-FM.

REPRESENTATIVES: Washington Attorney, Covington & Burling; Consulting Engineer, Jansky & Bailey.

EXECUTIVES:

Ralph Lowell, pres.	Frank W. Harvey, dir. of engr.
Parker Wheatley, gen. mgr.	Arthur W. Richardson, ch. engr.
Hartford N. Gunn Jr., asst. gen. mgr.	Paul Rader, prod. dir.
Edward G. Sherburne Jr., pgm. dir.	Peter H. Winn, pub. rel. dir.

WJDW (TV)

(Target Date, Unknown)

LICENSEE: J. D. Wrather Jr. Address: 162 Delfern Dr., Beverly Hills, Calif.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 145 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 539 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDER: Mr. Wrather also owns 38.89% of KFMB-AM-FM-TV San Diego, Calif., and 37.5% of WNEW New York, N. Y.

WMUR-TV (MANCHESTER, N. H.)

LICENSEE: Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: 5-5788. (For full listing see Manchester, N. H.)

WNAC-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 15. Address: 21 Brookline Ave. Phone: Commonwealth 6-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE & RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 428 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 21, 1948. Hours, 7 a.m.-2 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WNAC. Fm, WNAC-FM.

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

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas O'Neil, chm. of bd.	Proctor Jones, asst. sls. & sls. serv. dir.
John Poor, pres.	
Norman Knight, exec. vp. & gen. mgr.	Harry Whittemore, tech. dir.
George Steffy, vp., tv ops.	James Pike, film dir.
Tom Bateson, sls. & sls. serv. dir.	Phyllis Doherty, publicity dir.
	George Hallberg, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$2,600, (film) \$2,600; minute spot (live) \$550, (film) \$550; 20 sec. spot \$490; ID \$245. ID Length 10 sec. Full and share screen. Frequency discounts from 10% for 52 weeks up to 20% for 52 weeks. Rate Card No. 9.

WTAO-TV (CAMBRIDGE)

LICENSEE: Middlesex Bcstg. Co. Address: 439 Concord Ave., Cambridge. Phone: Elliot 4-0500. (For full listing see Cambridge.)

WXEL (TV)

(Target Date, Unknown)

LICENSEE: Ajax Enterprises. Address: P. O. Box 376, Greenwich, Conn.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 444 ft.

REPRESENTATIVES: Attorney, Martin W. Kramer, New York; Consulting Engineer, Thomas B. Friedman.

PRINCIPAL STOCKHOLDER: Herbert Mayer, 100%. Licensee also owns WPHD (TV) Philadelphia, Pa.

EXECUTIVES:

Herbert Mayer, pres. & gen. mgr.

BROCKTON
(Plymouth County)

WHEF-TV

(Target Date, Unknown)

LICENSEE: Trans-American Television Enterprises Inc. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 105 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 458 ft.

REPRESENTATIVES: Washington Attorney, Sam Miller; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDER: Harry E. Frank, 100%.

CAMBRIDGE
(Middlesex County)

WTAO-TV† (BOSTON)

LICENSEE: Middlesex Bcstg. Corp. Address: 439 Concord Ave., Cambridge. Phone: Eliot 4-0500.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 289 ft.

OPERATION: Began Sept. 1, 1953.

AFFILIATION: Station, Am, WTAO. Fm, WXHR-FM.

REPRESENTATIVES: Sales, Robert S. Keller Inc.; Washington Attorney, Cottone & Scheiner.

PRINCIPAL STOCKHOLDER: Frank Lyman Jr.

EXECUTIVES:

Frank Lyman Jr., pres. Wallace Dunlap, gen. mgr.

†WTAO-TV has suspended operation but has not returned its CP.

PITTSFIELD
(Berkshire County)

WMGT (TV) (ADAMS)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row, Adams, Mass. Phone: 2-1553. (For full listing see Adams.)

SPRINGFIELD
(Hampden County)

WHYN-TV

LICENSEE: Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Republic 4-1126.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 141 kw, Aural 72.4 kw. Operating Pow.: Visual 141 kw, Aural 72.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 995 ft.; Above ground 134 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 14, 1953. Hours, noon-11:15 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WHYN. Fm, WHYN-FM.

REPRESENTATIVES: Sales, Branham Co.; Weed Tv (New England); Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Republican Television Inc., 50%; William Dwight and family, 33 $\frac{1}{3}$ %; Charles N. DeRose and family, 16 $\frac{2}{3}$ %. Republican Tv Inc. is owned by the Employes' Beneficial Fund of Springfield Union and News. The Dwight and DeRose families own Holyoke Transcript and Telegram and Northampton Hampshire Gazette.

EXECUTIVES:

William Dwight, pres. Harold Schumacher, ch. engr.
Charles N. DeRose, vp. & gen. mgr. Michael C. Horn, prom. mgr.
Patrick J. Montague, bus. mgr. Noah LaMountain, news ed.
Kendall Smith, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$440, (film) \$400; minute spot (live) \$108, (film) \$100; ID \$40. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

WWLP (TV)

LICENSEE: Springfield Television & Bcstg. Corp. Postal Zone: 3. Address: 22 Pearl St. Phone: State 8-0971.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 369 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 17, 1953. Hours, 7 a.m.-1 a.m.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Roger L. Putnam, 24.55%; William L. Putnam, 5.35%; George Vadnas et al, 21%; James F. Fitzgerald, 8.8%; Joseph DeLiso, 5.24%; WSPR Inc. (WSPR Springfield), 8.14%, and others.

EXECUTIVES:

Roger L. Putnam, pres. Donald C. Shaw, ch. engr.
William L. Putnam, gen. mgr. Wallace Sawyer, film buy.
James H. Ferguson, com. mgr. Howard S. Keefe, prom. mgr.
Wallace I. Green, pgm. dir. Frederick Oginsz, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$90, (film) \$90; ID \$40. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 6.

WORCESTER
(Worcester County)

WAAB-TV

(Target Date, Not Set)

LICENSEE: Wilson Bcstg. Co. Address: 34 Mechanic St. Phone: Pleasant 2-5611.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 41.7 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 250 ft.

AFFILIATION: Station, Am, WAAB.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Felix D. Bonvouloir.

PRINCIPAL STOCKHOLDERS: George F. Wilson and family, 100%.

EXECUTIVES:

George F. Wilson, pres.

WWOR-TV†

LICENSEE: Salisbury Bcstg. Corp. Postal Zone: 1. Address: P. O. Box 609. Phone: Pleasant 7-8374.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 254 ft.

OPERATION: Began Dec. 4, 1953.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co., 30.4%; John Z. Buckley, 0.91%; Ansel E. Gridley, 2.26%; Kenneth P. Higgins, 0.91%; Milton P. Higgins, 4.9%, and others. Fox, Wells & Co. (Stamford, Conn.) owns 95.5% of KFSD-AM-FM-TV San Diego and 28% of Olympic Radio Co., set manufacturer.

EXECUTIVES:

John Z. Buckley, pres. Ansel E. Gridley, vp. & gen. mgr.

†WWOR-TV has suspended operation but has not returned its CP.



Lambda Pacific RCAX CONVERSION
0.1 WATT to 1.0 WATT

distributed nationally by
VISUAL ELECTRONICS CORP.
11 West 42nd Street, New York, N. Y.

MICHIGAN MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Alcona	1,600	60	950	6,758	1,654	412
Alger	2,900	17	500	8,360	2,912	221
Allegan	15,700	71	11,080	46,455	10,652	941
Alpena	6,700	20	1,330	27,297	7,232	934
Antrim	3,500	47	1,650	8,594	2,755	366
Arenac	2,900	67	1,930	11,137	2,333	283
Baraga	2,300	18	410	4,831	1,650	249
Barry	9,100	69	6,300	28,190	6,690	1,013
Bay	28,200	75	21,260	109,864	25,151	3,912
Benzie	2,500	35	880	8,384	2,220	392
Berrien	42,700	78	33,390	167,953	41,240	6,520
Branch	10,000	62	6,150	37,070	8,153	1,050
Calhoun	40,500	85	34,340	153,422	38,159	5,592
Cass	10,500	75	7,920	24,374	7,138	796
Charlevoix	4,000	30	1,200	16,040	3,654	422
Cheboygan	3,900	11	440	15,954	3,780	683
Chippewa	8,700	26	2,240	34,501	9,228	635
Clare	3,400	60	2,030	14,502	3,063	602
Clinton	9,700	67	6,510	28,931	6,461	599
Crawford	1,300	44	580	5,592	1,163	196
Delta	9,500	40	3,770	37,538	10,000	958
Dickinson	7,700	64	4,910	25,496	6,396	568
Eaton	13,700	60	8,170	41,530	10,834	1,381
Emmett	4,900	21	1,040	23,728	4,705	688
Genesee	92,600	77	70,930	503,160	107,548	18,709
Gladwin	2,500	78	1,960	10,282	2,495	281
Gogebic	8,100	39	3,130	26,410	7,210	640
Grand Traverse	8,600	44	3,810	48,344	9,551	1,360
Graziot	10,300	76	7,780	38,850	8,219	919
Hillsdale	11,900	50	6,000	36,484	7,634	671
Houghton	11,500	11	1,230	34,357	11,793	839
Huron	9,600	62	5,930	41,000	7,602	1,203
Ingham	59,400	81	48,350	285,208	57,287	9,122
Ionia	11,500	69	7,970	44,258	9,276	1,199
Iosco	3,800	51	1,940	19,785	4,992	1,010
Iron	5,600	18	1,000	16,906	4,680	521
Isabella	8,200	65	5,350	29,601	6,419	671
Jackson	35,400	76	26,900	148,193	32,355	5,266
Kalamazoo	43,700	82	35,920	183,948	37,717	7,509
Kalkaska	1,400	43	610	3,541	1,013	167
Kent	99,700	85	84,350	431,625	94,731	19,875
Keweenaw	700	13	90	1,407	722	...
Lake	1,800	35	630	4,204	1,332	185
Lapeer	10,100	68	6,870	41,223	8,301	1,233
Leelanau	2,500	30	760	5,930	1,939	238
Lenawee	22,000	72	15,880	88,500	19,359	2,473
Livingston	9,100	74	6,690	36,944	7,897	848
Luce	1,600	19	300	6,159	1,569	381
Mackinac	2,600	21	550	11,454	3,869	84
Macomb	68,700	85	58,530	300,830	85,846	9,384
Manistee	6,400	39	2,500	17,884	4,628	664
Marquette	14,900	18	2,650	47,734	16,766	905
Mason	6,600	53	3,470	24,080	6,356	734
Mecosta	5,800	68	3,960	16,583	4,202	629
Menominee	7,600	50	3,820	18,751	4,860	243
Midland	11,700	67	7,820	46,463	12,568	1,539
Missaukee	2,100	38	800	7,723	2,006	64
Monroe	25,400	83	21,060	88,767	19,451	2,191
Montcalm	10,700	70	7,500	40,966	10,076	1,248
Montmorency	1,200	23	280	5,613	1,337	310
Muskegon	41,800	78	32,480	155,769	41,196	5,803
Newaygo	7,100	64	4,570	20,238	5,064	617
Oakland	146,700	84	123,370	729,607	168,715	24,956
Oceana	5,200	40	2,100	17,046	4,904	478
Ogemaw	2,700	62	1,680	10,261	2,528	388
Ontonagon	3,000	24	730	9,647	2,792	193
Osceola	4,200	65	2,730	13,268	2,950	398
Oscoda	1,000	29	290	4,039	901	101
Otsego	1,700	60	1,010	10,067	2,213	320
Ottawa	24,800	70	17,430	93,500	21,853	2,480
Presque Isle	3,000	13	400	10,566	3,137	358
Roscommon	2,500	45	1,140	10,925	3,142	478
Saginaw	49,200	78	38,180	210,784	40,088	7,307
St. Clair	30,800	85	26,210	120,804	32,711	3,703
St. Joseph	12,300	79	9,770	41,943	8,891	1,413
Sanilac	9,400	56	5,220	32,972	7,520	885
Schoolcraft	2,500	24	590	10,860	2,665	347
Shiawassee	15,100	75	11,360	64,710	14,717	1,552
Tuscola	11,700	64	7,480	40,975	9,186	1,116
Van Buren	14,100	77	10,910	46,963	12,269	1,552
Washtenaw	41,400	77	31,880	185,370	42,446	7,487
Wayne	778,900	87	674,530	3,811,177	831,489	159,428
Wexford	5,900	51	3,010	20,452	4,903	690
Total	2,096,200	77%	1,623,370	\$9,271,611	\$2,107,109	\$344,775

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANN ARBOR
(Washtenaw County)

WPAG-TV

LICENSEE: Washtenaw Bcstg. Co. Address: Hutzel Bldg. Phone: Normandy 2-5517.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.55 kw. Operating Pow.: Visual 17 kw, Aural 9.55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 340 ft.; Above ground 274 ft.

OPERATION: Began April, 1953. Hours, 6 p.m.-midnight.

AFFILIATION: Station, Am, WPAG.

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Arthur E Greene, 50%, and Edward F. Baughn, 50%.

EXECUTIVES:

Edward F. Baughn, gen. mgr. Donald Bowdish, ch. engr.
Kenneth MacDonald, com. mgr. Albert Samborn, news ed.
David Pringle, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times.

WUOM-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Board of Regents, U. of Michigan. Address: 504 S. State St. Phone Normandy 3-1511.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,110 ft.; Above ground 1,047 ft.

REPRESENTATIVES: Attorney, Edmund A. Cummskey, U. of Mich.; Consulting Engineer, J. J. Swantek, U. of Mich.

EXECUTIVES:

W. K. Pierpont, vp.

BAY CITY
(Bay County)

WNEM-TV (MIDLAND, SAGINAW)

LICENSEE: North Eastern Michigan Corp. Address: 814 Adams St. Phone: 3-6505.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,056 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 16, 1954. Hours, 10 a.m.-2:15 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Michigan Spot Sales; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Gerity Bcstg. Co. (licensee of WABJ Adrian and WPON Pontiac), 100%. James Gerity Jr. is owner.

EXECUTIVES:

James Gerity Jr., pres. Robert Beurket, ch. engr.
O. W. Myers gen. mgr. Thomas Mathews, film buy.
D. Scott Hager, asst. mgr. Hugh Giesel, prom. mgr.
John Keenan, com. mgr. Frank Benesh, news ed.
Charles Carey, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$575, (film) \$575; minute spot (live) \$115, (film) \$115; ID \$57.50. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

WKNX-TV (MIDLAND, SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 W. Washington Ave., Saginaw. Phone: Saginaw 3-4471. (For full listing see Saginaw, Mich.)

Looking for a big, rich market?
Annual retail sales in Flint and the Saginaw Valley top
ONE BILLION DOLLARS!

over a billion dollar market

NBC abc

Michigan's 2nd richest market!

The stars shine on WNEM-TV. Smart advertisers know the potential of Michigan's second richest market . . . and the influence of its most important station.

Here, in the Flint-Saginaw market, average city family income is \$6,092.75. And retail sales are more than *one billion dollars*. That's a lot of spending . . .

- \$298,940,000 for food
- \$243,634,000 for automobiles and accessories
- \$51,806,000 for home furnishings
- \$36,387,000 for drug products

These big-talking dollars listen to WNEM-TV. 86.9% of the market homes are television homes—tuned to WNEM-TV for the best local and network picture. For WNEM-TV is the *only station completely covering* the 274,067-set Flint-Saginaw market. ARB and PULSE survey results put WNEM-TV in first place. Contact Headley-Reed or Michigan Spot Sales.

your direct channel to Michigan's Golden Valley

WNEM-TV

A GERITY STATION

serving Flint, Saginaw, Bay City, Midland



CADILLAC
(Wexford County)

WWTV (TV)

LICENSEE: Sparton Bcstg. Co. Address: 214 N. Mitchell St. Phone: Prospect 5-3478.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 104 kw, Aural 52 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 1,640 ft.; Above ground 1,282 ft.

OPERATION: Began Jan. 1, 1954. Hours, 10:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Robert F. Jones.

PRINCIPAL STOCKHOLDERS: Sparks-Withington Co., Jackson, Mich., 100%. John J. Smith, pres.

EXECUTIVES:

John J. Smith, pres.	A. M. Gordon, pgm supvr.
Gene Ellerman, gen. mgr.	Gloria Henry, women's dir.
Daryl Sebastian, asst. gen. mgr.	Pat Dakin, news dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$300; minute spot (live) \$68, (film) \$60; ID \$30. ID Length 10 or 8 sec. Full and share screen. Frequency discounts.

DETROIT
(Wayne County)

WBID-TV

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: 520 Bates St.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw.

Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 670 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Max Osnos, 93%. Woodward Bcstg. also owns WTOH-TV Toledo, Ohio. Mr. Osnos also 9% stockholder in WITI-TV Whitefish Bay (Milwaukee), Wis.

EXECUTIVES:

Max Osnos, pres.-treas.

WJBK-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 1. Address: 500 Temple St. Phone: Temple 3-7900.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,057 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1948. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WJBK. Fm, WJBK-FM.

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

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.	Paul O. Frincke, ch. engr.
Bill Michaels, vp. & mgng. dir.	George Kenyon, film mgr.
Keith T. McKenney, loc. com. mgr.	Bill Smith, prom. mgr.
Ralph R. Rust, pgm. ops. mgr.	Charles W. Bergeson, dir. news & spl. events

RATE INFORMATION: Class AA one hour (film) \$2,200; minute spot (film) \$550; ID \$220. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 12.

**THE DETROIT AREA'S
MOST POWERFUL TV STATION**

CHANNEL 9 CKLW-TV

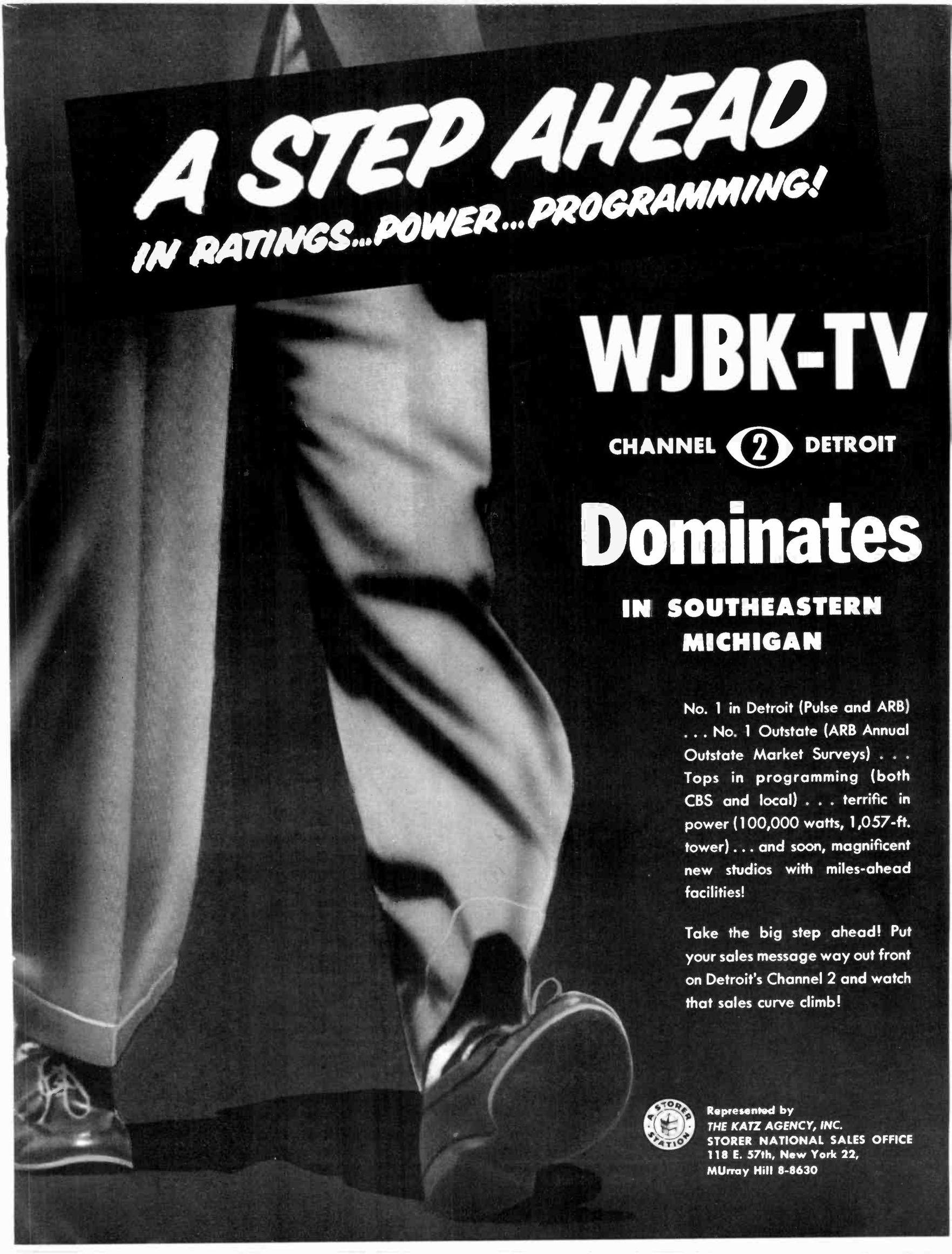
325,000 WATTS

CHANNEL 9
CKLW-TV

Young Television Corp. J. E. Campeau
National Rep. * President

CKLW-TV

Guardian Building • Detroit 26



A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!

WJBK-TV

CHANNEL **2** DETROIT

Dominates

**IN SOUTHEASTERN
MICHIGAN**

No. 1 in Detroit (Pulse and ARB)
... No. 1 Outstate (ARB Annual
Outstate Market Surveys) ...
Tops in programming (both
CBS and local) ... terrific in
power (100,000 watts, 1,057-ft.
tower) ... and soon, magnificent
new studios with miles-ahead
facilities!

Take the big step ahead! Put
your sales message way out front
on Detroit's Channel 2 and watch
that sales curve climb!



Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
MUrray Hill 8-8630



FOREIGN LEGIONNAIRE



starring **BUSTER CRABBE**
introducing **CULLEN "CUFFY" CRABBE**

Another winner!

from the portfolio of **TPA** Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted co-operation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal of the searing action of the Sahara . . . a smash attraction.

It stars Buster Crabbe, and for extra audience impact it introduces his son "Cuffy." Both are available for commercials.

It has again been renewed on NBC by the H. J. Heinz Company through Maxon, Incorporated under the network title of Captain Gallant of the Foreign Legion. Its rating record establishes it as the finest property of its kind available to local and regional advertisers.

For availabilities on this sure winner, check any TPA office.

Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



MICHIGAN

DETROIT (Cont.)

WTVS (TV)*

(*Non-Commercial Educational)

LICENSEE: Detroit Educational Television Foundation. Postal Zone: 26. Address: 131 E. Adams. Phone: Woodward 1-5650.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Operating Pow.: Visual 219 kw, Aural 120 kw. Transmitter: GE. Antenna Make: Stainless. Height: Above average terrain 540 ft.; Above ground 535 ft.

OPERATION: Began Aug. 8, 1955.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

EXECUTIVES:

C. Allen Harlan, pres., bd. of trustees

William A. Wood, mgng. dir.
Dean C. Cook, ch. engr.

WWJ-TV

LICENSEE: The Evening News Assn. Postal Zone: 31. Address: 622 W. Lafayette St. Phone: Woodward 2-2000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 50 kw. Operating Pow.: Visual 97.7 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,063 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Mar. 4, 1947. Hours, 6:55 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WWJ. Fm, WWJ-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Licensee publishes Detroit News.

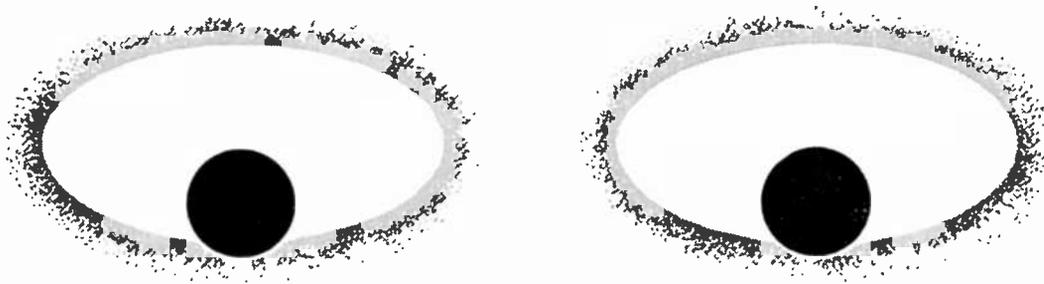
EXECUTIVES:

Warren S. Booth, pres. (The Detroit News)
Edwin K. Wheeler, gen. mgr.
Don DeGroot, asst. gen. mgr.
Henry C. Rogers, bus. mgr.
Ray W. Colie, natl. sls. mgr.
Douglas L. Sinn, loc. sls. mgr.
Wendell B. Parmelee, sls. development mgr.

Ian K. Harrower, pgm. mgr.
Frank A. Picard, film mgr.
Glenn Kyker, sls. prom. mgr.
James Schiavone, ops. mgr.
Edgar J. Love, gen. engr. mgr.
Russell P. Williams, ch. studio engr.
Patrick C. Ross, publicity mgr.
James Clark, news ed.

RATE INFORMATION: Class AA one hour (live) \$2,000, (film) \$2,000. Class A minute spot (live) \$320, (film) \$320; ID \$160. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 14.

LOOK BEHIND THE CALL LETTERS

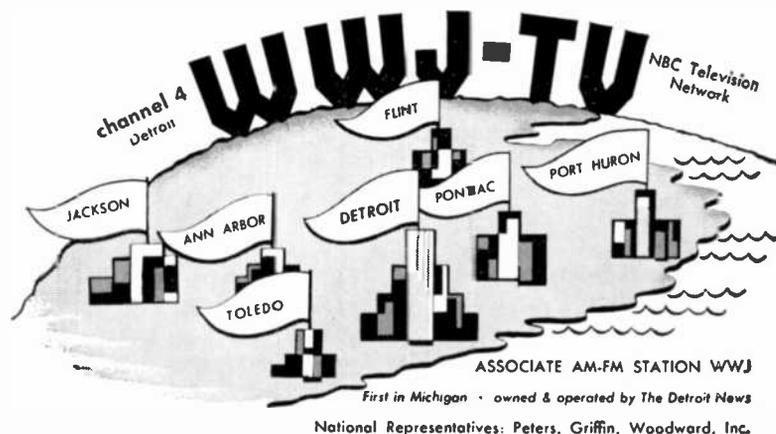


for **CONSISTENT** Coverage

Coverage really means people—men, women, and children who are genuinely interested and responsive. Within WWJ-TV's coverage area, there are 6,370,000 of them who tune 1,610,000 TV dials to Detroit's Channel 4 with consistent enthusiasm.

Careful analysis of survey data, reports from dealers, mail from viewers and other meaningful indicators of real coverage prove the impact of WWJ-TV on such big-spending markets as Flint, Pontiac, Port Huron, Jackson, Ann Arbor, and Toledo.

*When you consider Detroit, look behind the call letters.
Buy WWJ-TV for CONSISTENT coverage.*



DETROIT (Cont.)

WXYZ-TV

LICENSEE: WXYZ, Inc. Postal Zone: 26. Address: 1700 Mutual Building. Phone: Woodward 3-8321.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 468 ft.

OPERATION: Began Oct. 9, 1948. Hours, 7:30 a.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WXYZ. Fm, WXYZ-FM.

REPRESENTATIVES: Sales, Blair Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by American Broadcasting-Paramount Theatres Inc. See WABC-TV New York.

EXECUTIVES:

James G. Riddel, pres. & gen. mgr.	Charles Kocher, ch. engr.
John F. Pival, vp. chg. tv & film buy.	Page Heldenbrand, prom. mgr.
Ralph Dawson, sls mgr.	Dick Femmel, news ed.
John Lee, pgm. dir.	

RATE INFORMATION: Class AA one hour (live) \$1,800; minute spot (live) \$450, (film) \$450; ID \$180. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 11.

CKLW-TV (WINDSOR, ONT.)

LICENSEE: Western Ontario Bcstg. Co. Ltd. Address: Riverside Dr. W., Windsor, Ont., Canada. Sales off.: Guardian Bldg., Detroit. Postal Zone: 26. Phone: Windsor: Clearwater 4-1155; Detroit: Woodward 1-7200. (For full listing see Windsor Ont.)

**EAST LANSING
(Ingham County)**

WKAR-TV*

(*Non-Commercial Educational)

LICENSEE: Michigan State Board of Agriculture. Address: 600 Kalamazoo St. Phone: Edgewood 2-1511.

FACILITIES: Ch. 60. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 245 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 980 ft.; Above ground 1,034 ft.

OPERATION: Began Jan. 15, 1954. Hours, 2:30 p.m.-9:30 p.m.

AFFILIATIONS: Stations, Am, WKAR. Fm, WKAR-FM.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson.

EXECUTIVES:

Dr. Armand L. Hunter, dir. of tv. development	Carl W. Williams, film ed.
J. D. Davis, ops. mgr.	Irving R. Merrill, dir. of prom. & research
Charles S. Ruffing, pgm. dir.	David A. Smith, news ed.
Linn P. Towsley, ch. engr.	

**FLINT
(Genesee County)**

WJRT (TV)

(Target Date, Fall 1956)

LICENSEE: WJR, The Goodwill Station Inc. Postal Zone: 2. Address: 2302 Lapeer St. Phone: Cedar 2-0141.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 999 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WJR. Fm, WJR-FM, both Detroit.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Owned by Mrs. Walton Parker, widow of late G. A. Richards, and estate of G. A. Richards and others. President John F. Patt owns 13.84% of WINT (TV) Ft. Wayne, Ind.

EXECUTIVES:

John F. Patt, pres.	Franklin Mitchell, pgm. dir.
Worth Kramer, vp. & gen. mgr.	Clarence A. Jones, ch. engr.
A. Donovan Faust, ops. mgr. & film buy.	

**GRAND RAPIDS
(Kent County)**

WMCN (TV)

(Target Date, Unknown)

LICENSEE: Peninsular Bcstg. Co. Address: 123 Pearl St., N.W.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 445 ft.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: John D. Loeks, 40%; E. A. McCready and E. A. McCready Jr., 40%, and Howard W. Freck, 20%. Mr. Loeks and Mr. Freck are associated in the drive-in theatre business in Michigan. Pending FCC approval is sale of 50% of Peninsular Bcstg. to H. & E. Balaban Corp. If sale is approved, H. & E. Balaban Corp. will own 50%, Mr. Loeks, 33 $\frac{1}{3}$ %, and Mr. Freck, 16 $\frac{2}{3}$ %. H. & E. Balaban Corp. owns 50% of WICS (TV) Springfield and 50% of WTVO (TV) Rockford, both Ill.

EXECUTIVES:

John D. Loeks, pres.	Edward A. McCready Jr., vp.
Howard W. Freck, vp. & sec.	E. A. McCready, treas.

WOOD-TV

LICENSEE: Grandwood Bcstg. Co. Postal Zone: 2. Address: 120 College Ave., S.E. Phone: Glendale 9-4125.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 920 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 19, 1951. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WOOD.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WFMB-TV Indianapolis, Ind.

EXECUTIVES:

Harry M. Bitner Jr., pres.	Dick Lamoreaux, prod. mgr.
Willard Schroeder, gen. mgr.	Charles Robison, ch. engr.
Leonard Bridge, comp.	Clark Grant, prom. mgr.
Arthur Swift, gen. sls. mgr.	Dick Cheverton, news dir.
John Clay, sls. serv. mgr.	Dave Hoyle, cont. dir.
Frank Sissor, pgm. dir. & film buy.	
Robert Smith, asst. pgm. dir. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$1,175, (film) \$1,050; minute spot (live) \$200; (film) \$200; ID \$100. Class A one hour (live) \$1,100, (film) \$975; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

**IRONWOOD
(Gogebic County)**

WJMS-TV

(Target Date, Nov. 1, 1956)

LICENSEE: Upper Michigan-Wisconsin Bcstg. Co. Address: 124 E. McLeod Ave. Phone: 20.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual .794 kw, Aural .397 kw. Antenna height: Above average terrain 540 ft.; Above ground 293 ft.

AFFILIATION: Station, Am, WJMS.

REPRESENTATIVES: Sales, Walker Representation Co.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: William L. Johnson, 25.57%; Archie Johnson, 22.27%; Ray Lutwitz, 8.48%; George H. Lawyer, 6.71%; Jacob Kilponen, 5.98%, and others. Upper Michigan-Wisconsin also owns WATW Ashland, Wis., and 52% of WIKB Iron River, Mich. Sales of WATW pending FCC approval.

EXECUTIVES:

William L. Johnson, pres., gen. mgr., com. mgr., film buy. & prom. mgr.	Arne Dahlbacka, ch. engr.
Laura Johnson, pgm. dir.	Dick Williamson, news ed.

RATE INFORMATION: Class A one hour (live) \$100; minute spot (live) \$10; ID \$5. ID Length 10 sec. Frequency discounts from 10% for 26 times up to 20% for 260 times. Rate Card No. 1.



WXYZ

**tailors
detroit
to fit
you!**

If you're selling hay, an audience of 10 hay buyers beats an audience of 10,000 corn buyers every time.

The powerful moral in this maxim brings you face to face with the reason why WXYZ is the force it is in the Detroit market. For WXYZ can tailor Detroit to fit you by providing unequalled AUDIENCE SELECTIVITY . . . unequalled because no other Detroit station offers advertisers the program diversification enjoyed by WXYZ.

The tremendous variety of WXYZ shows delivers just the audience you need. This means less waste advertising and in a real sense fattens budgets without having to raise appropriations one cent.

We have the needle and thread and we know the pattern by heart. Say the word to our representatives and we're ready to start sewing up the dollar-packed Detroit market for you immediately!

WXYZ • TV channel 7

detroit

Represented
Nationally by
Blair-TV, Inc.

American Broadcasting Company



KALAMAZOO
(Kalamazoo County)

WKZO-TV

LICENSEE: Fetzer Bcstg. Co. Postal Zone: 99. Address: 124 W. Michigan Ave. Phone: 5-2101.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Federal. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 952 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1950. Hours, 7 a.m.-12 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WKZP.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: John E. Fetzer and wife, 100%. Fetzer also owns 100% of KOLN-AM-TV Lincoln, Neb.; WJEF-AM-FM Grand Rapids; minority interest in WMBD Peoria, Ill.

EXECUTIVES:

John E. Fetzer, pres.	Arthur E. Covell, ch. engr.
Carl E. Lee, vp. & mgng. dir.	Len Colby, news ed.
Donald W. DeSmit Jr., sls. mgr.	
Charles T. Lynch, pgm. dir., film buy. & prom. mgr.	

RATE INFORMATION: Class AA one hour (live) on request, (film) \$1,000; minute spot (film) \$200; ID \$100. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9A.

LANSING
(Ingham County)

WJIM-TV

LICENSEE: Gross Telecasting Inc. Postal Zone: 4. Address: 2820 E. Saginaw St. Phone: Ivanhoe 2-1333.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 30, 1950. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WJIM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Harold F. Gross and family, 51.35%, and others.

EXECUTIVES:

Harold F. Gross, pres.	Phil Sherck, film buy.
Howard K. Finch, vp. & gen. mgr.	Alice Bancroft, prom. mgr.
Wally Pierre, pgm. dir.	Richard Shubel, news ed.
Carl Musson, ch. engr.	

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 7.

WTOM-TV

LICENSEE: Inland Bcstg. Co. Postal Zone: 30. Address: 407 N. Washington Ave. Phone: Ivanhoe 7-5055.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.

OPERATION: Began October 1953. Hours, noon-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.

PRINCIPAL STOCKHOLDERS: Leased for two years at \$5,000 per month to Inland Tv Co. by Lansing Bcstg. Co. (Pomeroy family). Inland principals are Herbert H. Upton, 38.46%; J. A. Straus, 38.46%, and Joseph C. Hendley, 23.08%.

EXECUTIVES:

L. G. Christian, pres. & gen. mgr.	Ed Carson, pgm. dir.
L. P. Frankel, com. mgr.	Jerry Zruna, ch. engr.

RATE INFORMATION: Class A one hour (live) on request, (film) \$150; minute spot (film) \$30; ID \$7.50. ID Length 10 sec. Full and share screens. Frequency discounts. Rate Card No. 4.

MARQUETTE
(Marquette County)

WDMJ-TV

LICENSEE: Lake Superior Bcstg. Co. Address: 249 W. Washington St. Phone: Canal 6-2554.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 367 ft.

OPERATION: Began April 20, 1956.

AFFILIATIONS: Tv Network, CBS. Station, Am, WDMJ.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Licensee is 100% owned by Mining Journal Corp., publisher of Marquette Mining Journal. President Frank J. Russell owns 80% of WMIQ Iron Mountain, Mich., and publishes Iron Mountain News; owns 25% of Rhinelander Publishing Co. (Rhinelander News), which owns 8% of WSAU-AM-TV Wausau, Wis.

EXECUTIVES:

Frank J. Russell Jr., pres.	W. H. Treloar, prod. & prom. mgr.
Robert J. Luke, sls. dir.	Paul Anik, ch. engr.
Charles Zwemer, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

MIDLAND
(Midland County)

WKNX-TV (BAY CITY-SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave., Saginaw. Phone: 3-4471. (For full listing see Saginaw, Mich.)

WNEM-TV (BAY CITY-SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St., Bay City. Phone: 3-6505. (For full listing see Bay City.)



YOU MIGHT SWIM 100 YARDS IN 19.2 SECONDS*.

**BUT... YOU NEED WKZO-TV
TO MAKE A SPLASH**

IN WESTERN MICHIGAN!

THE MARCH ARB REPORT CREDITS WKZO-TV WITH ALL 20 OF THE "TOP 20" PROGRAMS!

AMERICAN RESEARCH BUREAU MARCH, 1956 REPORT GRAND RAPIDS-KALAMAZOO		
Number of Quarter Hours With Higher Ratings		
MONDAY THRU FRIDAY	WKZO-TV	Station B
	8:00 a.m. to 6:00 p.m.	136
	6:00 p.m. to 11:00 p.m.	87
SATURDAY & SUNDAY 10:00 a.m. to 11:00 p.m.		32
		72

NOTE: Survey based on sampling in the following proportions—Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It's Channel 3 with 100,000 watts from a 1000' tower. Delivers brilliant picture to almost 600,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America's top-20 TV markets!

New ARB figures (left) show that WKZO-TV is the BIG favorite—morning, afternoon and night, not only in Kalamazoo and Grand Rapids, but also in Battle Creek and Muskegon, as well!

100,000 WATTS • CHANNEL 3 • 1000' TOWER



The Felzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

**Kalamazoo-Grand Rapids
and Greater Western Michigan**

Avery-Knodel, Inc., Exclusive National Representatives

*Richard Cleveland set this world's record at Columbus, Ohio, in February, 1952.

SAGINAW
(Saginaw County)

WKNX-TV (BAY CITY-MIDLAND)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave. Phone: 3-4471.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 93.3 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 465 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 5, 1953. Hours, 7:55 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WKNX.

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, Page, Creutz, Steel & Waldschmitt

PRINCIPAL STOCKHOLDERS: William J. Edwards, 33 1/3%; Howard H. Wolfe, 33 1/3%, and Rep. Alvin M. Bentley (R.-Mich.), 33 1/3%.

EXECUTIVES:

William J. Edwards, pres. & gen. mgr.	Max W. Thomas, supvr. of tech. ops. & ch. engr.
Howard H. Wolfe, sta. mgr.	Otto Allen, film ed.
Robert M. Chandler, com. mgr.	John Otto, prod. coor.
Robert A. Oliver, pgm. dir. & film buy.	Boyd Harvey, news ed.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$375; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

WNEM-TV (BAY CITY-MIDLAND)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St., Bay City. Phone: 3-6505. (For full listing see Bay City.)

TRAVERSE CITY
(Leelanau County)

WPBN-TV

LICENSEE: Midwestern Bcstg. Co. Address: Paul Bunyan Bldg. Phone: 2700.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4 kw. Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 462 ft.

OPERATION: Began Sept. 13, 1954. Hours, 2:45 p.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, WTCM.

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Les Biederman, 30%; Edward Biederman, 22.5%; Drew McClay, 15%; William Kiker, 16.25%; Fred Zierle, 16.25%. Licensee also owns WATT Cadillac, WATZ Alpena, WBBN Petoskey, and WATC Gaylord, all Mich.

EXECUTIVES:

Les Biederman, pres.	Robert Detwiler, com. mgr.
John Anderson, gen. mgr. & pgm. dir.	William H. Kiker, ch. engr.

RATE INFORMATION: Class A one hour (live) \$144; minute spot (live) \$26.50; ID \$14.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 7 times up to 40% for 260 times. Rate Card No. 3.

... DELIVERING ALL THE MUSCLE OF THE BOOMING
SAGINAW MARKET
WITHOUT THE HIGH-COST-PER-THOUSAND *FAT!*
Power-Packed Saturation... In The Area... of Concentrated Population

EXCLUSIVE!

DETROIT TIGERS BASEBALL GAMES
DETROIT LIONS FOOTBALL GAMES
DETROIT REDWINGS HOCKEY GAMES



207,000 WATTS ERP.

CHANNEL 57

PRIMARY CBS-TV AFFILIATE
PLUS THE BEST FROM ABC-TV

REPRESENTED BY: GILL-PERNA, INC.

WKNX-TV

LAKE HURON BROADCASTING CORPORATION
SAGINAW MICHIGAN

MINNESOTA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Aitkin	3,900	44	1,710	10,027	2,548	216
Anoka	12,100	72	8,710	27,995	8,790	937
Becker	6,700	31	2,060	21,221	4,077	389
Beltrami	7,100	10	690	25,037	5,065	759
Benton	4,100	33	1,340	15,899	3,600	351
Big Stone	2,500	16	400	9,795	1,861	219
Blue Earth	11,500	75	8,630	59,392	10,769	1,452
Brown	7,600	62	4,740	34,215	5,431	1,076
Carlton	6,800	52	3,520	23,878	6,568	554
Carver	5,200	66	3,430	18,132	3,375	418
Cass	5,600	14	800	13,679	3,590	351
Chippewa	4,900	30	1,450	22,239	3,512	416
Chisago	3,900	78	3,030	12,410	2,403	274
Clay	9,600	74	7,080	32,651	5,674	701
Clearwater	2,600	11	300	7,718	1,080	167
Cook	900	31	280	4,081	1,227	138
Cottonwood	4,700	45	2,110	19,699	2,070	392
Crow Wing	9,500	24	2,290	34,698	8,636	731
Dakota	14,900	81	12,100	54,765	9,862	1,126
Dodge	3,600	52	1,870	12,291	2,002	352
Douglas	6,400	22	1,400	22,827	3,670	388
Fairbault	7,100	48	3,440	37,244	5,542	613
Fillmore	7,300	49	3,590	24,557	4,432	483
Freeborn	10,500	60	6,260	38,107	5,319	756
Goodhue	9,700	68	6,630	38,390	6,668	856
Grant	2,700	20	530	10,789	1,380	185
Hennepin	225,300	85	191,960	1,065,916	209,703	34,905
Houston	4,200	56	2,360	12,326	2,492	247
Hubbard	3,300	13	440	9,236	2,452	192
Isanti	3,100	79	2,440	11,922	1,930	345
Itasca	11,500	28	3,240	36,961	8,748	1,007
Jackson	4,700	50	2,350	17,086	3,361	407
Kanabec	2,700	39	1,040	6,952	1,208	167
Kandiyohi	8,100	50	4,080	36,111	5,514	622
Kittson	2,500	11	260	9,927	905	162
Koochiching	5,000	15	750	17,527	4,560	433
Lac Qui Parle	3,900	13	520	12,931	2,363	257
Lake	3,100	42	1,310	10,873	2,402	242
Lake of the Woods	1,200	13	150	4,128	701	143
Le Sueur	5,800	71	4,090	23,097	3,912	434
Lincoln	3,000	50	1,490	9,646	1,277	363
Lyon	6,600	35	2,320	30,092	5,314	719
McLeod	6,800	64	4,350	31,234	4,761	686
Mahnomen	1,500	26	380	5,026	951	146
Marshall	4,200	17	700	12,788	1,728	164
Martin	7,600	48	3,630	36,668	6,351	835
Meeker	5,400	49	2,670	19,109	2,801	482
Mille Lacs	4,400	45	1,990	15,472	2,547	291
Morrison	6,700	25	1,700	22,182	3,665	661
Mower	12,700	59	7,430	51,958	8,636	1,236
Murray	4,000	44	1,760	13,741	2,417	231
Nicollet	5,400	45	2,440	14,765	3,165	609
Nobles	6,500	70	4,570	35,008	6,067	447
Norman	3,500	71	2,490	11,154	1,921	187
Olmsted	14,000	74	10,350	70,386	9,243	3,136
Otter Tail	13,700	32	4,330	44,056	7,341	1,230
Pennington	3,700	31	1,160	16,807	2,876	578
Pine	4,900	39	1,910	14,545	2,427	265
Pipestone	4,000	58	2,340	20,932	3,374	299
Polk	10,000	30	2,970	38,216	7,740	872
Pope	3,500	19	650	8,545	1,891	215
Ramsey	117,700	84	98,400	508,703	109,331	17,042
Red Lake	1,600	30	480	6,092	965	547
Redwood	6,400	44	2,830	28,464	3,769	547
Renville	6,800	46	3,090	28,557	4,018	482
Rice	9,400	67	6,340	32,775	6,367	889
Rock	3,400	57	1,950	14,209	1,767	171
Roseau	3,900	12	450	11,485	1,996	251
St. Louis	67,500	64	43,340	247,717	59,737	6,756
Scott	4,500	71	3,190	19,314	2,874	324
Sherburne	2,700	69	1,870	9,097	1,452	201
Sibley	4,300	67	2,870	15,121	1,969	380
Stearns	17,800	53	9,400	78,690	11,419	2,598
Steele	6,600	65	4,280	28,224	5,060	639
Stevens	3,000	24	710	12,594	2,004	253
Swift	4,600	28	1,270	20,305	3,073	309
Todd	6,800	17	1,140	19,115	3,630	421
Traverse	2,300	26	600	10,025	1,512	186
Wabasha	4,900	68	3,320	17,884	3,548	304
Wadena	3,500	14	480	18,948	2,506	294
Waseca	4,800	55	2,620	16,975	2,907	347
Washington	11,100	70	7,790	32,721	8,091	984
Watsonwan	4,100	45	1,850	17,058	3,080	442
Wilkin	2,700	44	1,190	9,423	2,084	273
Winona	12,000	38	4,600	40,869	7,457	969
Wright	7,900	67	5,290	28,493	5,366	548
Yellow Medicine	4,700	13	620	15,766	3,187	398
Total	912,900	63%	574,980	\$3,718,743	\$715,064	\$103,423

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

AUSTIN
(Mower County)

KMMT (TV)

LICENSEE: Minnesota-Iowa Television Co. Address: Hiway No. 105 S. Phone: Hemlock 3-8836.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 7.41 kw. Operating Pow.: Visual 14.8 kw, Aural 7.41 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 445 ft.

OPERATION: Began Aug. 17, 1953. Hours, 12:45 p.m.-12 midnight.

AFFILIATION: Tv Network, ABC. Station, Am, KAUS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Chester A. Weseman, 20%; George Wilson, 20%; Martin Bustad, 20%; Harold O. Westby, 20%; and Albert W. Smith, 20%. (KWWL-TV Waterloo, Iowa, holds option to purchase KMMT and KAUS.)

EXECUTIVES:

Chester A. Weseman, pres. Don Jones, com. mgr.
Gene P. Loffler, gen. mgr., Leo Chen'er, ch. engr.
pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; Minute spot (live) \$30, (film) \$30; ID \$18; ID Length 8 sec. Frequency discounts. Rate Card No. 2.

DULUTH
(St. Louis County)

KDAL-TV (SUPERIOR, WIS.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg. Phone: Randolph 2-4466.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 816 1/2 ft.

OPERATION: Began Mar. 14, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KDAL.

REPRESENTATIVES: Sales Avery-Knodel Inc.; Harry Hyett (Minneapolis); Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Dalton LeMasurier, 70%; Robert A. Dettman, 10%; Odin S. Ramsland, 10%, and Charles LeMasurier, 10%.

EXECUTIVES:

Dalton LeMasurier, pres. & gen. mgr. Robert A. Dettman, vp. & ch. engr.
Odin S. Ramsland, vp. & com. mgr. Dale Cowles, prom. mgr.
Earl Henton, pgm. dir. & film buy. Richard Anthony, news ed.

RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WDSM-TV (SUPERIOR, WIS.)

LICENSEE: Northwest Publications Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: (Duluth) Randolph 7-6875. (For full listing see Superior, Wis.)

WFTV (TV)† (SUPERIOR, WIS.)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: 230 E. Superior St. Phone: 7-6881.

FACILITIES: Ch. 38 Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 483 ft.

OPERATION: Began June 4, 1953.

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

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. (Herbert Scheffel, pres.), which also owns 33 1/3% of WICS (TV) Springfield, Ill.

EXECUTIVES:

Herbert Scheffel, pres.

†WFTV (TV) has suspended operation but has not returned its CP.



LASSIE

starring LASSIE
and TOMMY RETTIG



Another winner!

from the portfolio of **TPA** Sales Builders

The story of LASSIE (Campbell Soup Company, through BBD&O) can be told in terms of awards—in two years it has won the EMMY twice, as well as the PEABODY.

It can be told in terms of ratings—it has the highest rating in its time period, with an average for this season of 32.2 Nielsen, and has in fact revolutionized programming in the early evening lead-in slots.

The story can be told in terms of merchandising—the Montgomery Ward & Company catalog, for example, features a full page of Lassie products.

It can be told in the most important terms—sales: According to Broadcasting-Telecasting, Campbell Soup, after its first thirteen weeks on the air, raised its sales in a market where it already had captured 75% of the business.

It's not surprising that the Campbell Soup Company through BBD&O has again renewed those super soup salesmen—LASSIE, the dog, and his boy master.

For your own quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.

Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



MINNESOTA

MINNEAPOLIS-ST. PAUL (Hennepin & Ramsey Counties)

KEYD-TV

LICENSEE: United TV Inc. Postal Zone: 2. Address: Foshay Tower, Minneapolis. Phone: Fillmore 8811.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 451 ft.; Above ground 601 ft.

OPERATION: Began Jan. 9, 1955.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson, 32.94%; Seymour Weintraub, 23.53%; William F. Adler, 11.77%; Donald C. Lott, 11.77%; Oliver Tyrone Corp., 5.88%; Henry O. Rea, 2.35%; Monroe H. Long, 2.35%; Lewis S. Greenberg, 9.41%. Messrs. Johnson and Lott, and Oliver Tyrone Corp. have varying interests in WENS (TV) Pittsburgh, Pa. Mr. Weintraub controls Flamingo Films Co., tv film producer-distributor. Mr. Adler is publisher of Pittsburgh edition of TV Guide, Messrs. Long and Greenberg have interests in The Branham Co., radio-tv station representatives. Oliver Tyrone Corp. and Mr. Rea have interests in WMTW (TV) Poland Springs, Me.; WPOR Portland, Me., and WABI-AM-TV Bangor, Me.

EXECUTIVES:

Thomas P. Johnson, bd. chmn. Larry H. Israel, vp.
Seymour Weintraub, pres. Don Menard, sta. mgr.

KSTP-TV

LICENSEE: KSTP Inc. Postal Zone: 14. Address: 3415 University Ave. St. Paul. Phone: Midway 5-2717.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw. Operating Pow.: Visual 100 kw, Aural 58.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 583 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 1948. Hours: Mon.-Fri. 6:10 a.m. to 12:30 a.m.; Sat.-Sun., 7:15 a.m. to 12:30 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KSTP.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Stanley E. Hubbard, 59.7%; Didrikke S. Hubbard, 15.2%; Thomas E. Bragg, 7.8%; Vera Bragg, 7.8%; Siems Bros. Inc., 5.28%; Paulette E. Godfrey, 5.4%. Licensee owns 23% of KWK-AM-TV St. Louis.

EXECUTIVES:

Stanley E. Hubbard, pres. & gen. mgr. William S. Sadler, ch. engr.
K. M. Hance, exec. vp. & treas. Del Franklin, prod. supvr. & film buy.
Marvin L. Rosene, vp. in chg. of sls. William P. Devey, prom. & publicity dir.
Stanley S. Hubbard, vp. in chg. research & development Julian Hoshal news dir.
James E. Blake, natl. tv. sls. mgr. Dick Nesbitt, sports dir.

RATE INFORMATION: Class AA one hour (live) \$1,450, (film) \$1,450; minute spot (live) \$320, (film) \$320; ID \$110. Class A one hour (live) \$900, (film) \$900; minute spot (live) \$225, (film) \$225; ID \$90. ID Length 10 sec. Frequency discounts. Rate Card No. 15.

WCCO-TV

LICENSEE: Midwest Radio-Television, Inc. Postal Zone: 2. Address: 50 S. 9 St., Minneapolis. Phone: Federal 8-0552.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 601 ft.

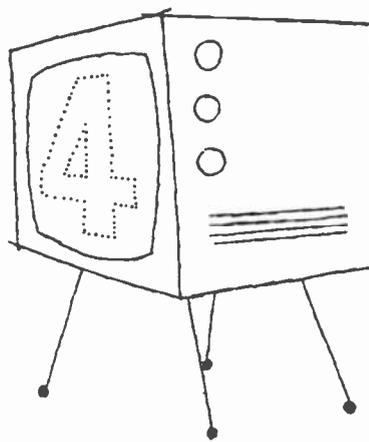
EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began July 1, 1949. Hours: 5:40 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, WCCO.

REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDERS: Mid-Continent Radio-Television Inc. 53% and Minneapolis Star & Tribune Co. 47%. Mid-Continent is 50% owned by Northwest Publications Inc. (Ridder) and 50% by Minnesota Tribune Co. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM-AM-TV Superior, Wis.), New York Staats-Zeitung and Herald, New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (KIL0), San Jose (Calif.) Mercury and Telegram, Long Beach (Calif.) Independent and Press-Telegram, minority interest in Seattle Times. Minnesota Tribune Co. owns 25% of WEMP Milwaukee. Minneapolis Star & Tribune Co. (Minneapolis Tribune and



**WCCO television has more
women viewers every day
than all other
Minneapolis - St. Paul
television stations
combined***



*WCCO Television has 89% more women viewers than the second station; 1000% more than the third channel from 6 a.m. to 6 p.m., average Monday through Friday. Source: ARB Metropolitan plus Outer Area Report of February, 1956.

CBS Television for the Northwest

WCCO television

MINNEAPOLIS - ST. PAUL

Represented by Peters, Griffin & Woodward

MINNEAPOLIS-ST. PAUL (Cont.)

WCCO-TV (Cont.)

Star) is a Cowles newspaper. For Cowles broadcast and newspaper interests, see KRNT-TV Des Moines, Iowa.

EXECUTIVES:

William J. McNally, chmn. of bd. Gwen Harvey, pgrn. dir.
 Robert B. Ridder, pres. Harry Jones, film dir.
 F. Van Konynenburg, exec. vp. & gen. mgr. C. D. Miller, prod. mgr.
 Sherman K. Headley, asst. mgr. for tv. Rollie Johnson, dir. news & sports.
 Robert N. Ekstrum, sls. mgr. Gene Godt, dir. prom. & publicity.
 Richard A. Jensen, reg. sls. rep. Don Gillies, dir. merc.
 Joseph Kronovich, natl. sls. rep. Charles H. Smith, dir. research
 John M. Sherman, dir. engr. H. W. Dornseif, controller

RATE INFORMATION: Class AA one hour (live) \$1,475, (film) \$1,475; minute spot (live) \$330, (film) \$330; ID \$115. ID Length 10 sec. Full and share screen. Frequency discounts from 4.85% for 26 times up to 14.85% for 260 times. Rate Card No. 9.

WTCN-TV

LICENSEE: Minnesota Television Public Service Corp. Postal Zone: 16. Address: 2925 Dean Blvd., Minneapolis. Phone: Walnut 7-881.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural, 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 601 ft.

OPERATION: Began Sept. 1, 1953. Hours, 9 a.m.-midnight.

AFFILIATIONS: Tv Network ABC. Stations, AM, WTCN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Kopolvitz; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Consolidated Television & Radio Broadcasters Inc., H. M. Bitner Jr. 100%. For Consolidated's other broadcast interests, see WFBM Indianapolis.

EXECUTIVES: Harry M. Bitner, Jr., pres. Joseph Kahnke, ch. engr.
 Miller C. Robertson, vp. & gen. mgr. Gene Wecker, film buy.
 David C. Cole, sls. mgr. M. J. Smith, prom. mgr.
 Fred Kaufman, pgrn. dir. Paul A. Severeid, news dir.

RATE INFORMATION: Class A one hour, \$750; minute spot, \$150. ID \$60. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: Twin City Area Educational Tv Corp. Address: 2070 W. Roselawn Ave., St. Paul.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 31.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 562 ft.

REPRESENTATIVES: Washington Attorney, Faegre & Benson, Minneapolis; Consulting Engineer, Berten A. Holmbere.

ROCHESTER
 (Olmsted County)

KROC-TV

LICENSEE: Southern Minnesota Bcstg. Co. Address: 100 1st Ave Bldg. Phone: 2-7721.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 14, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, KROC.

REPRESENTATIVES: Sales, Meeker Tv; Harry S. Hyett, (Minneapolis); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Mrs. G. P. Gentling and family, and estate of G. P. Gentling (100%).

EXECUTIVES: Mrs. G. P. Gentling, pres.
 G. David Gentling, gen. mgr. & com. mgr.
 Donald Perry, pgrn. dir. & film buy.
 Robert Cross, ch. engr.
 Jerry Reyneir, prog. mgr.
 Ray Thompson, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts. Rate Card No. 3.

MISSISSIPPI

MISSISSIPPI MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	9,300	22	2,070	34,559	7,196	1,236
Alcorn	7,400	29	2,160	21,107	3,384	665
Amite	4,200	21	890	7,577	1,062	130
Attala	6,100	26	1,560	13,938	3,435	327

MISSISSIPPI

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Benton	2,100	22	470	997	188	42
Bolivar	15,800	15	2,320	33,694	7,401	986
Calhoun	4,200	16	670	6,679	1,146	288
Carroll	3,200	10	320	2,301	890	66
Chickasaw	4,400	7,541	1,954	252
Choctaw	2,500	28	700	2,735	406	61
Claiborne	2,700	27	720	6,055	1,435	173
Clarke	4,600	22	990	7,464	1,713	197
Clay	4,100	9,351	2,352	391
Coahoma	14,300	19	2,670	32,447	8,974	814
Copiah	7,300	30	2,200	13,850	3,944	612
Covington	3,500	31	1,100	5,574	1,124	242
De Soto	5,600	53	2,960	7,573	1,831	97
Forrest	13,700	30	4,060	49,952	8,121	1,278
Franklin	2,600	16	410	3,846	1,057	189
George	2,500	40	990	7,182	1,576	161
Greene	1,900	14	270	2,396	766	110
Grenada	4,700	17	780	11,296	2,667	461
Hancock	3,000	71	2,130	7,853	2,397	264
Harrison	30,400	50	15,050	97,304	22,013	2,880
Hinds	43,000	49	21,160	166,700	34,725	5,418
Holmes	7,400	21	1,550	14,532	3,334	455
Humphreys	5,100	25	1,280	9,113	2,288	315
Issaquena	1,200	14	170	588	368	..
Itawamba	4,100	15	590	4,777	755	100
Jackson	10,500	50	5,220	31,560	9,627	1,134
Jasper	4,200	19	820	6,675	1,178	221
Jefferson	2,600	15	390	4,341	810	133
Jefferson Davis	3,600	20	710	5,682	1,200	193
Jones	16,500	32	5,300	38,151	8,248	1,296
Kemper	3,100	15	470	3,435	566	136
Lafayette	5,200	24	1,250	9,102	1,922	350
Lamar	3,400	30	1,030	4,064	1,392	316
Lauderdale	18,900	41	7,770	62,033	13,520	1,728
Lawrence	2,800	23	640	4,940	833	232
Leake	4,900	35	1,720	7,708	1,102	233
Lee	10,300	41	4,170	36,745	7,460	1,558
LeFlore	12,700	19	2,480	42,178	7,640	989
Lincoln	7,300	28	2,040	19,280	4,893	681
Lowndes	10,100	11	1,110	26,052	5,579	599
Madison	7,400	23	1,700	15,715	3,024	303
Marion	6,100	24	1,480	15,115	2,846	512
Marshall	5,500	34	1,890	8,217	2,366	250
Monroe	9,400	11	1,070	18,084	5,143	480
Montgomery	3,500	12	430	7,703	1,854	78
Neshoba	6,100	24	1,470	9,009	1,905	338
Newton	5,500	52	2,830	11,306	2,265	326
Noxubee	4,100	20	830	7,634	1,487	263
Oktibbeha	6,100	11,515	2,879	399
Panola	7,200	45	3,210	16,161	4,226	453
Pearl River	5,600	60	3,340	16,861	3,162	514
Perry	2,300	11	260	3,636	516	84
Pike	9,000	26	2,320	28,443	6,562	861
Pontotoc	4,900	18	880	8,450	1,218	302
Prentiss	4,900	24	1,180	8,410	1,372	420
Quitman	6,100	26	1,560	9,611	2,603	276
Rankin	5,900	21	1,260	8,837	1,778	222
Scott	5,200	33	1,710	19,742	1,682	401
Sharkey	2,800	32	890	7,570	973	125
Simpson	5,200	21	1,120	10,771	1,236	239
Stone	3,600	20	720	4,234	635	232
Sumner	1,500	28	430	5,724	1,502	187
Sunflower	12,700	25,477	4,993	826
Tallahatchie	7,000	18	1,250	8,981	2,104	278
Tate	4,200	40	1,700	11,000	2,176	200
Tippah	4,100	28	1,150	5,961	1,168	181
Tishomingo	3,900	16	640	5,962	1,284	215
Tunica	5,300	38	2,020	9,511	2,463	188
Union	5,400	30	1,600	11,100	2,386	351
Walthall	3,300	18	600	7,380	1,211	241
Warren	12,000	35	4,240	38,211	9,086	735
Washington	20,300	14	2,920	59,108	13,768	1,383
Wayne	3,700	14	510	9,771	1,553	287
Webster	2,600	8,051	1,070	208
Wilkinson	3,100	15	460	5,604	1,525	228
Winston	5,200	18	930	10,233	2,657	348
Yalobusha	3,600	19	670	6,200	1,630	250
Yazoo	8,600	20	1,750	18,719	3,937	659
Total	559,900	28%	*158,810	\$1,364,942	\$298,967	\$41,852

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

COLUMBUS
 (Lowndes County)

WCBI-TV

LICENSEE: Birney Imes Jr. Address: Columbus. Phone: Fairfax 8-5631.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 500 ft.

OPERATION: Began July 7, 1956. Hours, 3-11 p.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WCBI.

REPRESENTATIVES: Sales, Joseph Hershel McGillvra Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Birney Imes Jr., also owns WELO Tupelo, WNAG Grenada and WMOX Meridian. Eunice T. Imes owns WROK Clarksdale. Mr. Imes is owner-publisher of Columbus Commercial Dispatch.

EXECUTIVES:

Birney Imes Jr., own. Chris Everson, sta. mgr.
 Bob McRaney, gen. mgr. Thomas McFerrin, ch. engr.



**It's a
natural!**

When the stakes are a big share of a \$4,000,000,000.00
buying market, the wise man gambles on a "sure thing"!
In Twin City television that's Channel 11 . . . the "natural"
buy to reach people efficiently at a *low, low* cost-per-thousand!
Let your Katz representative prove to you that massive
audience and favorable rates make WTCN-TV your
best buy in Twin City television.

You Can't Afford To Overlook . . .

WTCN-TV Channel 11

Affiliated with WFDF, Flint;
WOOD AM and TV, Grand
Rapids; WFBM AM and TV,
Indianapolis.

"The Station of the Stars" 316,000 watts
ABC Network MINNEAPOLIS • ST. PAUL

HATTIESBURG
(Forrest County)

WDAM-TV

LICENSEE: Lion Television Corp. Address: P. O. Box 711. Phone: Juniper 4-8441.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 33.9 kw. Operating Pow.: Visual 57.5 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 537 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 8, 1956. Hours, 4:45-10 p.m.
AFFILIATIONS Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, John E Pearson Tv Co.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, George P. Adair Engineering Co.
PRINCIPAL STOCKHOLDERS: Dave A. Matison Jr., Harold M. Matison and Milton J. Fine each own 1/3 interest. Each of Matisons holds 28.35% interest in WAML Laurel and WABO Waynesboro, both Miss.
EXECUTIVES:
 D. A. Matison Jr., pres. Fitz Hooton, pgm. dir.
 Marvin Reuben, gen. mgr. & film buy. John Carroll, ch. engr.
 Tech Jones, com. mgr. Dave Waite, prom. mgr. & news ed.
RATE INFORMATION: Class A one hour (live) \$187.50, (film) \$175; minute spot (live) \$42.50, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications: 2x2 in. Transparency. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

JACKSON
(Hinds County)

WJTV (TV)

LICENSEE: Capitol Bcstg. Co. Postal Zone: 4. Address: P. O. Box 8187. Phone: 4-2512.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw. Operating Pow.: Visual 214 kw, Aural 112 kw. Transmitter GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 666 ft.
OPERATION: Began Jan., 1953. Hours, 8 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WSLI.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Kirkland, Fleming, Green Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Mississippi Publishers Corp., publisher of Jackson Clarion Ledger and Daily News, 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Mr. Lanford also owns KALB-TV Alexandria, La.; 33 1/3 of KPLC-AM-TV Lake Charles, La.; 48% of KRMD Shreveport, La.; 88% of KRRV Sherman, Tex. Mr. Sepaugh also has 33 1/3% interest in KPLC-AM-TV.

EXECUTIVES:

W. R. Newman Jr., chmn. of bd.	Ken Parks, pgm. dir.
T. M. Hederman Jr., pres.	C. A. Perkins Jr., ch. engr.
L. M. Sepaugh, exec. vp.	L. M. Sepaugh Jr., film buy.
Owens Alexander, gen. mgr.	Ken Jordan, prom. mgr.
Bill Carlier, com. mgr.	Bob Neblett, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$360; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

WLBT (TV)

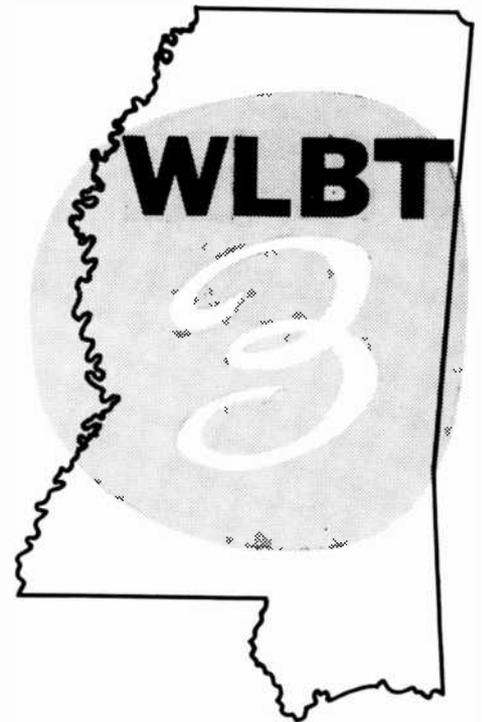
LICENSEE: Lamar Life Bcstg. Co. Address: 715 S. Jefferson St. Phone: 2-2691.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 681 ft.; Above ground 589 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 28, 1953. Hours, 6:55 a.m.-11:30 p.m.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WJDX. Fm, WJDX-FM.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: Wiley P. Harris, 20%; Fred L. Beard, 20%; Maurice Thompson, 20%; Peter Kock Lutken, 20%, and William Calvin Wells III, 20%.
EXECUTIVES:
 Wiley P. Harris, pres. Robert R. Smathers, ch. engr.
 Fred L. Beard, gen. mgr. Charles A. Allen, prom. mgr.
 Frank Gentry, com. mgr. Richard R. Sanders, news ed.
 Maurice Thompson, pgm. dir. film buy.
RATE INFORMATION: Class AA one hour (live) \$360, (film) \$360; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

Highest Returns* in Mississippi!

In every poll, WLBT gives widest state coverage with greatest set count! You are guaranteed the lowest cost-per-thousand in a growing market

*WLBT tops station B 65% total time; leads with 14 of top 20 night shows; leads with 9 of top 10 day shows according to ARB 36-county area survey, June, 1956.

George P. Hollingbery, National Representatives



WLBT  **channel 3** **FULL POWER**

MERIDIAN
(Lauderdale County)

WCOC-TV†

LICENSEE: Mississippi Bcstg. Co. Address: Threefoot Bldg.
 FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw.
 Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 319 ft.
 OPERATION: Began Dec., 1953.
 AFFILIATION: Station, Am, WCOC.
 REPRESENTATIVES: Washington Attorney, Harry J. Daly.
 PRINCIPAL STOCKHOLDERS: D. Withers Gavin and Mrs. R. S. Gavin, 100%. They also own WJQS Jackson, publish weeklies Meridian Record and Clarke County Tribune (Quitman, Miss.).
 EXECUTIVES:
 D. Withers Gavin, pres.

†WCOC-TV has suspended operation but has not returned its CP.

WTOK-TV

LICENSEE: Southern Television Corp. Address: Southern Bldg.; Phone: 3-1441.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw.
 Operating Pow.: Visual 316 kw, Aural 170 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 315 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 26, 1953. Hours, 6 a.m.-11:15 p.m.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WTKO.
 REPRESENTATIVES: Sales, Headley Reed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.
 PRINCIPAL STOCKHOLDERS: Robert F. Wright, 25.5%; William B. Crooks, 18%; I. A. Rosenbaum, 12%; S. A. Rosenbaum, 12%; James H. Skewes, 6.5%; H. M. Minniece, 6%; Thomas Y. Minniece, 6%, and others. Mr. Skewes is president-publisher of the Meridian Star.
 EXECUTIVES:
 Robert F. Wright, pres., gen. mgr. Joe H. Saxon, ch. engr.
 & film buy. George Shannon, prod. dir. & news ed.
 William B. Crooks, vp. & com. mgr.
 Cecil Germany, pgm. mgr. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$287.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 8 or 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

TUPELO
(Lee County)

WTWV (TV)

(Target Date, Summer 1956)

LICENSEE: Tupelo Citizens Television Co. Address: 553 Main St. Phone: 37.
 FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw.
 Transmitter: Composite. Antenna Make: GE. Height: Above average terrain 510 ft.; Above ground 529 ft.
 OPERATION: Hours, 3:30-11:30 p.m.
 REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.
 PRINCIPAL STOCKHOLDERS: F. K. Spain, 35%; W. D. Spain, 15%; Mrs. M. H. Spain, 10%; J. G. Petit, 25%, and Perrin Purvis, 15%.
 EXECUTIVES:
 Frank K. Spain, gen. mgr. Joseph G. Petit, ch. engr.
 Walter D. Spain, com. mgr. Margaret H. Spain, film buy.
 Bertha Petit, pgm. dir. Perrin Purvis, prom. mgr.

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Cape Girardeau	12,200	48	5,860	49,815	9,661	1,384
Carroll	5,200	52	2,700	13,110	2,674	289
Carter	1,400	20	280	2,315	428	57
Cass	6,700	59	3,970	22,371	4,826	949
Cedar	3,800	28	1,060	10,113	1,800	153
Chariton	4,900	36	1,770	12,450	2,312	253
Christian	4,000	42	1,660	7,103	835	181
Clark	3,000	53	1,580	7,287	1,283	111
Clay	19,500	79	15,390	124,530	17,457	5,057
Clinton	4,000	62	2,480	17,730	3,762	498
Cole	10,200	64	6,510	43,942	9,097	1,324
Cooper	5,300	53	2,800	14,024	2,465	502
Crawford	3,600	32	1,140	8,708	1,914	281
Dade	3,100	35	1,080	6,577	800	180
Dallas	3,300	38	1,240	8,140	1,133	200
Daviess	3,800	58	2,190	8,559	1,327	247
De Kalb	3,000	51	1,520	6,061	1,223	129
Dent	3,400	34	1,140	10,522	3,035	213
Douglas	3,700	30	1,100	6,167	823	245
Dunklin	13,200	36	4,690	41,007	7,564	987
Franklin	11,900	57	6,820	39,220	9,186	1,094
Gasconade	4,200	51	2,160	12,496	2,544	473
Gentry	3,500	54	1,880	9,873	1,848	295
Greene	37,600	72	27,070	130,021	25,455	4,219
Grundy	4,600	54	2,480	15,661	2,530	441
Harrison	4,500	37	1,670	16,722	2,391	326
Henry	6,900	66	4,520	20,794	4,424	821
Hickory	1,800	29	520	2,489	415	83
Holt	3,200	41	1,320	10,344	1,443	321
Howard	3,700	35	1,290	7,566	1,766	434
Howell	7,400	16	1,150	22,241	3,624	588
Iron	2,500	39	990	4,440	1,090	182
Jackson	198,200	85	167,880	980,543	158,734	49,259
Jasper	28,500	58	16,590	100,828	21,235	2,590
Jefferson	12,900	67	8,600	37,998	10,659	845
Johnson	7,700	59	4,550	19,422	4,281	740
Knox	2,600	52	1,340	6,038	1,080	147
Laclede	6,300	43	2,720	21,025	3,032	498
Lafayette	8,100	65	5,290	26,135	4,768	1,106
Lawrence	7,900	41	3,260	18,706	2,913	613
Lewis	3,600	56	2,010	10,528	1,432	132
Lincoln	5,000	67	3,350	15,471	2,155	191
Linn	6,700	32	2,130	17,597	3,886	624
Livingston	5,500	55	3,010	19,890	3,345	633
McDonald	4,400	34	1,470	12,413	1,519	198
Macon	6,300	41	2,610	16,199	2,688	500
Madison	3,200	51	1,620	9,040	2,039	228
Marion	2,100	38	810	3,773	460	87
Marion	10,200	67	6,830	33,270	7,795	976
Mercer	2,500	31	760	5,663	968	92
Miller	4,300	48	2,080	11,681	2,346	186
Mississippi	6,300	30	1,870	17,698	4,282	507
Moniteau	3,600	38	1,380	8,963	1,664	147
Monroe	3,900	53	2,070	10,509	1,918	189
Montgomery	4,000	68	2,720	10,698	1,634	364
Morgan	3,200	30	940	9,275	2,514	127
New Madrid	10,700	28	3,010	21,904	4,720	609
Newton	9,100	54	4,940	26,948	3,845	546
Nodaway	7,700	37	2,820	21,419	3,607	524
Oregon	3,500	10	360	7,294	1,773	249
Osage	3,100	55	1,720	7,034	955	49
Ozark	2,400	34	810	3,763	522	111
Pemiscot	12,700	42	5,280	27,806	6,407	678
Perry	4,300	41	1,770	11,742	1,639	240
Pettis	11,800	47	5,560	39,271	7,642	1,077
PHELPS	7,200	41	2,930	25,476	5,647	707
Pike	6,000	59	3,560	17,857	2,993	525
Platte	5,200	53	2,750	21,647	4,337	112
Polk	5,300	39	2,050	13,789	1,573	250
Pulaski	3,400	54	1,830	15,263	3,186	785
Putnam	3,000	22	660	5,594	918	208
Ralls	2,600	54	1,410	4,181	996	151
Randolph	8,200	50	4,120	27,520	5,034	712
Ray	5,600	56	3,150	12,311	2,424	521
Reynolds	1,600	21	330	3,209	519	21
Ripley	3,600	25	900	6,596	2,021	206
St. Charles	9,700	77	7,490	40,813	7,914	979
St. Clair	3,500	32	1,130	6,149	786	180
St. Francois	10,800	65	7,050	32,723	10,346	873
St. Louis	430,200	86	368,680	1,719,420	391,521	59,824
Ste. Genevieve	3,200	72	2,300	8,788	1,820	66
Saline	8,600	37	3,190	25,726	4,205	672
Schuyler	1,800	34	600	7,156	1,503	283
Scotland	2,500	51	1,270	6,087	1,096	220
Scott	10,200	38	3,840	33,786	7,458	712
Shannon	2,200	15	330	2,863	795	65
Shelby	3,700	58	2,150	9,460	1,704	193
Stoddard	9,700	38	3,640	23,884	4,774	378
Stone	2,900	42	1,200	4,768	740	58
Sullivan	3,600	25	900	6,592	1,121	213
Taney	3,100	43	1,340	9,008	1,516	289
Texas	6,000	18	1,060	12,306	2,787	310
Vernon	7,100	37	2,620	18,140	3,925	524
Warren	2,500	57	1,430	6,523	1,281	119
Washington	4,200	29	1,230	8,339	2,040	106
Wayne	2,900	18	530	4,339	978	87
Webster	4,700	36	1,700	9,461	1,409	224
Worth	1,600	51	810	4,416	536	74
Wright	5,000	36	1,810	12,975	1,793	257
Total	1,330,000	67%	885,130	\$4,821,512	\$961,919	\$169,650

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

MISSOURI MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	6,800	41	2,800	20,213	4,429	512
Andrew	4,000	60	2,390	8,840	1,760	126
Atchison	3,500	43	1,510	11,898	1,847	306
Audrain	8,500	49	4,170	28,751	5,634	783
Barry	6,800	37	2,520	20,270	3,686	556
Barton	4,400	46	2,040	11,365	2,148	281
Bates	6,300	53	3,350	15,553	3,244	330
Benton	2,600	35	900	6,893	880	177
Bollinger	3,200	64	2,060	5,810	1,012	29
Boone	14,300	47	6,740	45,126	9,384	1,564
Buchanan	32,200	69	22,090	110,932	23,867	5,040
Butler	11,900	33	3,930	33,072	6,579	805
Caldwell	3,600	57	2,040	10,031	1,702	115
Callaway	6,600	53	3,490	15,826	2,781	460
Camden	2,500	37	920	6,825	1,678	103

CAPE GIRARDEAU

(Cape Girardeau County)

KFVS-TV

LICENSEE: Hirsch Bcstg. Co. Address: 324 Broadway. Phone: 5-5511.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Federal. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 882 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 3, 1954. Hours, 6 a.m.-midnight.
AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, KFVS.
REPRESENTATIVES: Sales, Headley-Reed Tv.
PRINCIPAL STOCKHOLDERS: Oscar C. Hirsch and wife, 99.33%. Mr. Hirsch also owns KFMO Flat River and has a minority interest in KSIM Sikeston, both Mo.; WKRO Cairo and WHCO Sparta, both Ill.
EXECUTIVES:
 Oscar C. Hirsch, pres. Jack Ramey, com. mgr.
 Robert O. Hirsch, gen. mgr., & ch. Don McNeely, pgm. dir.
 engr.
RATE INFORMATION: Class A one hour \$400; minute spot \$80; ID \$40. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 27% for 312 times. Rate Card No. 3.

COLUMBIA

(Boone County)

KOMU-TV

LICENSEE: Curators, U. of Missouri. Address: Columbia. Phone: Gibson 2-1122.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 774 ft.
OPERATION: Began Dec. 21, 1953. Hours, noon-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.
EXECUTIVES:
 Dr. Edward C. Lambert, dir. of tv & Val Lebedeff, film dir.
 gen. mgr. Milton E. Gross, prom. mgr.
 John O. Conwell, com. mgr. Phil Berks, news dir.
 William Reagan, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$290, (film) \$250. Class A one hour (live) \$240, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID \$20. ID Length 10 sec. Specifications: slide or film. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

HANNIBAL

(Marion County)

KHQ-A-TV (QUINCY, ILL.)

LICENSEE: Lee Bcstg. Inc. Address: 510 Main St., Quincy, Ill. Phone: (Quincy) Baldwin 2-6200.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 890 ft.; Above ground 804 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 21, 1953. Hours, 7 a.m.-12:15 a.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WTAD. Fm, WTAD-FM.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Lee Radio Inc., 51.41%, and Hannibal Courier-Post, 20%. For Lee broadcasting and newspaper interests, see KGLO-TV Mason City, Iowa.
EXECUTIVES:
 Lee P. Loomis, pres. J. E. Gray, ch. engr.
 Walter J. Rothschild, gen. mgr. & Charles Lotz Jr., film buy. & ed.
 natl. sls. mgr. Richard Moore, prom. mgr.
 Paul Millen, asst. natl. sls. mgr. Donald Nicholson, news ed.
 Merritt Milligan, asst. mgr. & prm. dir.
RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$66, (film) \$60; ID \$30. ID Length 10 sec. shared. Specifications: 2x2 1/4 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WGEM-TV (QUINCY, ILL.)

LICENSEE: Quincy Bcstg. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840. (For full listing see Quincy, Ill.)

JEFFERSON CITY

(Cole County)

KRCG (TV)

LICENSEE: Jefferson Tv Co. Address: Callaway Hills Farm. Phone: 6-6188.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 573 ft.
OPERATION: Began Feb. 13, 1955. Hours, 10:15 a.m.-11:30 p.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Mrs. Betty G. Handy, 97.6%. Mrs. Handy is vp. and stockholder in KWOS Jefferson City, owned by her mother, Mrs. Lenore R. Goshorn, president of News Tribune Co. (Jefferson City Capitol News and Post-Tribune).
EXECUTIVES:
 Mrs. Betty Goshorn Handy, pres. A. Laney Lee, pgm. dir.
 Robert Blosser, gen. mgr. Edward J. Schuelein, ch. engr.
 Ron Maxwell, sls. mgr. Mrs. Katherine Simmons, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$310, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec. Specifications: 7/8 in. x 5/8 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

JOPLIN

(Jasper County)

KOAM-TV (PITTSBURG, KAN.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603, Pittsburg, Kan. Phone: (Joplin) Mayfair 4-0233, (Pittsburg) 2508. (For full listing see Pittsburg.)

KSWM-TV

LICENSEE: Air Time Inc. Address: 1928 W. 13th St. Phone: Mayfair 3-7260.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 35.5 kw. Operating Pow.: Visual 58.9 kw, Aural 35.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 440 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 25, 1954. Hours, 6:55 a.m.-midnight.
AFFILIATIONS: Tv Network, CBS. Station, Am, KSWM.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell.
PRINCIPAL STOCKHOLDERS: Austin A. Harrison and wife, 60.9%.
EXECUTIVES:
 Austin A. Harrison, pres., gen. mgr. & film buy. Ronald Robson, pgm. dir.
 DeWitt T. Knight, com. mgr. William Harned, prom. mgr.
 Kenneth Crowe, news ed.
RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$45, (film) \$45; ID \$25. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

KANSAS CITY

(Jackson County)

KCMO-TV

LICENSEE: Merocith Engineering Co. Postal Zone: 8. Address: 125 E. 31st St. Phone: Jefferson 1-6789.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,128 ft.; Above ground 1,042 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 27, 1953. Hours, 6 a.m.-1 a.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, KCMO. Fm, KCMO-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Owned 100% by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz.
EXECUTIVES:
 E. T. Meredith, pres. Karl Troeglen, ch. engr.
 E. K. Hartenbower, gen. mgr. T. R. Thompson, film buy.
 S. B. Tremble, com. mgr. F. C. Strawn, prom. mgr.
 Ken Heady, pgm. dir. Jim Monroe, news ed.
RATE INFORMATION: Class AA one hour (live) \$1,130, (film) \$1,200; minute spot (live) \$263.50, (film) \$250; ID \$125. ID Length 10 sec. Specifications: 4x5 in. telops or 2x2 in. glass slides. Full screen. Frequency discounts. Rate Card No. 4.

KANSAS CITY (Cont.)

KMBC-TV

LICENSEE: KMBC Bcstg. Co. Postal Zone: 5. Address: 11th & Central Sts. Phone: Harrison 1-2650.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 1,023 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1953. Hours, 9:30 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC-TV. Stations, Am, KMBC, KFRM Concordia, Kan.

REPRESENTATIVES: Sales, Peters, Griffin & Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Cook Paint & Varnish Co., 100%.

EXECUTIVES:

Donald D. Davis, 1st vp., com. mgr. & prom. mgr. Mori Greiner, sta. dir. & film buy.
John T. Schilling, vp. & gen. mgr. Henry Goldenberg, ch. engr.
George J. Higgins, vp. & sls. mgr. Claude Dorsey, news ed.

RATE INFORMATION: Class AA one hour (live) \$600, (film) \$600; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 10 sec. Specifications: 4x5 in. Telop: 2x2 in. slide, 16mm film. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WDAF-TV

LICENSEE: The Kansas City Star Co. Postal Zone: 8. Address: 3030 Summit St. Phone: Harrison 1-1200.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 755 ft.; Above ground 724 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 16, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, WDAF.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Greene, Martin & Ellis; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of the Kansas City Star.

EXECUTIVES:

H. Dean Fitzer, mgng. dir. Jay Barrington, pgm. dir. & film buy.
William A. Bates, mgr. Joseph A. Flaherty, ch. engr.
E. Manne Russo, com. mgr. Randall S. Jessee, news ed.

RATE INFORMATION: Class A one hour (live) \$960, (film) \$960; minute spot (live) \$192, (film) \$192; ID \$96. ID Length 10 sec. Specifications: 4x5 in. Telop; 2x2 in. slide. Full and share screen. Frequency discounts.

KIRKSVILLE
(Adair County)

KTVO (TV) (OTTUMWA, IOWA)

LICENSEE: KBIZ Inc. Address: 209 E. Second, Ottumwa, Iowa. Phone: Murray 2-4535.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,101 ft.; Above ground 1,101 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1955. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KBIZ.

REPRESENTATIVES: The Bolling Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: James J. Conroy, 66%, and Raymond E. Russell, 33 1/3%. Licensee also owns KBIZ Ottumwa, Iowa.

EXECUTIVES:

James J. Conroy, pres. & gen. mgr. Jim Bolen, pgm. dir. & film buy.
Berg Allison, sta. mgr. Monty Moncrieff, prom. mgr.
Charles Fellers, sls. mgr. Henry Magnusson, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

ST. JOSEPH
(Buchanan County)

KFEQ-TV

LICENSEE: Midland Bcstg. Co. Address: 40th & Faraon Sts. Phone: 3-2528.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw Operat-



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KFEQ-TV

Provides a ONE STATION coverage of the entire 4-STATE, 35 county Missouri Valley area between Kansas City and Omaha—an area not adequately served by any other television station.

Including

St. Joseph, Missouri

Third largest Metropolitan Market Area in Missouri
Nation's 7th Ranking Livestock Market—Total Annual Value of Livestock Handled—\$215,360,596.00
Missouri's No. 1 Livestock Market in Receipts
Home of World's Largest Animal Serum Plant
National Headquarters of American Angus Association
Agricultural, Industrial, Manufacturing and Wholesale Center.



*Missouri Valley Market
Facts and Figures

Total Population.....	606,600
Urban Population.....	229,000
Rural Population.....	377,600
Total Families.....	193,500
Total Effective Buying Income.....	\$831,102,000.00
Total Retail Sales.....	\$668,297,000.00
Total Farm Income.....	\$405,833,000.00

Source—Sales Management May 1956

National Representative
HOAG-BLAIR
Company

Channel
2

KFEQ-TV
St. Joseph, Missouri

C. B. S.
A. B. C.

ST. JOSEPH (Cont.)

KFEQ-TV (Cont.)

ing Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.

OPERATION: Began Sept. 27, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, KFEQ.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Kenyon Brown, 25%; Harry L. (Bing) Crosby Jr., 25%; George L. Coleman, 25%; Joseph A. Thomas, 25%. Mr Brown also owns 100% of KWFT Wichita Falls and KLYN Amarillo, Tex.; 50% of KANS Wichita, Kan.; 50% of KBYE Oklahoma City and 22.15% of KGLC Miami, both Okla. Mr. Crosby also owns 6.1% of KGLC, and Mr. Coleman 6.4% of KGLC.

EXECUTIVES:

Kenyon Brown, pres.	J. Wesley Koch, ch. engr.
Glenn G. Griswold, gen. mgr.	Aileen Hartigan, prom. mgr.
A. Wayne Beavers, com. mgr.	Lafe Williams, news ed.
Gene Milstien, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

ST. LOUIS
(Independent City)

KETC (TV)*

(*Non-Commercial Educational)

LICENSEE: St. Louis Educational Television Commission. Postal Zone: 5. Address: 6996 Milbrook Blvd. Phone: Volunteer 3-0995.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 600 ft.

OPERATION: Began Sept. 20, 1954. Hours, 9 a.m.-10 p.m.

EXECUTIVES:

Arthur H. Compton, exec. dir.	Jack A. Chenoweth, ch. engr.
George Arms, gen. mgr.	George Strella, film supvr.
John F. White, bus. mgr.	Louis T. Iglehart, pub. rel. dir.
Vincent Park, pgm. dir.	

KSD-TV

LICENSEE: The Pulitzer Publishing Co. Postal Zone: 1. Address: 1111 Olive St. Phone: Main 1-1111.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 544 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Feb. 8, 1947. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KSD.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Licensee publishes St. Louis Post-Dispatch.

EXECUTIVES:

Joseph Pulitzer Jr., pres.	Keith Gunther, film buy.
George M. Burbach, gen. mgr.	Fred Mueller, prom. mgr.
Harold Grams, pgm. dir.	Austin Bridgman, news ed.
J. E. Risk, ch. engr.	

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 11.

KTVI (TV)

LICENSEE: Signal Hill Telecasting Corp. Postal Zone: 10. Address: 5915 Berthold Ave. Phone: Mission 7-3600.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 417 kw, Aural 209 kw. Operating Pow.: Visual 417 kw, Aural 209 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 592 ft.

OPERATION: Began Aug., 1953. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Roberts & McInnis.

PRINCIPAL STOCKHOLDERS: Paul E. Peltason, 38.91%; Harry Tenenbaum, 38.91%, and others.

EXECUTIVES:

Paul E. Peltason, pres.	John Murdock, pgm. dir.
Harry Tenenbaum, vp.	Richard J. Trompeter, ch. engr.
Julius Schainblatt, gen. mgr.	Bruce Hayward, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$450; minute spot (live) \$60, (film) \$60; ID \$26. ID Length 8 sec. Specifications: 1/4 station ID. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 3.

KWK-TV

LICENSEE: KWK Inc. Postal Zone: 6. Address: 12th & Cole St. Phone: Main 1-9100.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 563 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION Began July 8, 1954. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KWK.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Robert T. Convey and associates, 28%; St. Louis Globe-Democrat (Newhouse), 23%; KSTP Inc. (KSTP-AM-TV Minneapolis, Minn.), 23%; 800 North Twelfth Inc. (Elzey Roberts), 23%; individual stockholders of former Missouri Valley Television, 3%. KWK Inc. also owns WGTO Haines City, Fla. For Newhouse interests see WSY-TV Syracuse, N. Y.

EXECUTIVES:

Robert T. Convey, pres. & gen. mgr.	N. J. Zehr, ch. engr.
Ray E. Dady, vp. & sta. dir.	John Traxler, film ed.
V. E. Carmichael, vp. & com. dir.	Jack Griffin, news ed.
James E. Goldsmith, sls. mgr. tv	
John W. Tinnea, asst. sta. dir. & exec. pgm. dir. & film buy.	

RATE INFORMATION: Class AA one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$330, (film) \$330. Frequency discounts. Rate Card No. 4.

SEDALIA
(Pettis County)

KDRO-TV

LICENSEE: KDRO-TV & Radio Inc. Address: 2100 W. Broadway. Phone: 4004-5.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 360 ft.; Above ground 321 ft.

OPERATION: Began July 8, 1954. Hours, 6-11 p.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, KDRO.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Milton J. Hinlein, 100%. (J. Albert Dear, publisher of Sedalia Capital and Democrat, holds option to purchase 50% interest.)

EXECUTIVES:

Milton J. Hinlein, pres. & prom. mgr.	Jack Call, pgm. dir.
Herbert W. Brandes, gen. mgr. & film buy.	Robert J. Klein, ch. engr.
Jimmy Glenn, com. mgr.	Dick Amos, news ed.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$32, (film) \$30; ID \$25. ID Length 20 sec. Specifications: 2x2 in. Full and share screen (either). Frequency discounts. Rate Card No. 1.

SPRINGFIELD
(Greene County)

KTTS-TV

LICENSEE: Independent Bcstg. Co. Postal Zone: 4. Address: P. O. Box 1716 SSS. Phone: 2-7474.

FACILITIES: Ch. '0. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 141 kw. Operating Pow.: Visual 240 kw, Aural 141 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 661 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 14, 1953. Hours, 8:30 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KTTS. Fm, KTTS-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: J. H. G. Cooper, 54.87%, and others.

EXECUTIVES:

J. H. G. Cooper, pres.	Kevin McAndrews, pgm. dir.
G. Pearson Ward, gen. mgr. & film buy.	William F. Curry, ch. engr.
Bob Burke, sls. mgr.	Ethel Strainchamps, prom. mgr.
	Bill Bowers, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$62.50, (film) \$62.50; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

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NBC SPOT SALES

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MISSOURI

SPRINGFIELD (Cont.)

KYTV (TV)

LICENSEE: Springfield Television Inc. Address: 999 West Sunshine. Phone: 6-2766.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.; Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 550 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Springfield Newspapers Inc. (T. W. Duvall, president; Tams Bixby Jr., vp.), 49.6%; Lester L. Cox, 24.96%; others. Springfield Newspapers publishes Springfield News and Leader and Press and owns KGBX Springfield. Mr. Bixby owns 40% of KBIX Muskogee, Okla. (Muskogee Phoenix and Times-Democrat).

EXECUTIVES:

Ralph L. Stufflebam, co-mgr. & com. mgr. Carl Fox, co-mgr., pgm. dir. & film buy. E. Dennis White, ch.engr.

RATE INFORMATION: Class A one hour (live) \$275, (film) \$275; minute spot (live) \$62.50, (film) \$62.50; ID \$25. ID Length 8 sec. Frequency discounts.

MONTANA

MONTANA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Beaverhead	2,500	13	340	10,401	1,598	101
Big Horn	2,500	18	460	8,853	1,963	171
Blaine	2,500			9,650	1,864	130
Broadwater	900	15	140	2,754	468	91
Carbon	3,300	23	760	7,287	1,504	291
Carter	600			1,782	311	41
Cascade	19,400	44	8,590	90,922	15,976	2,524
Chouteau	2,400	26	620	10,842	1,223	282
Custer	4,700			19,122	3,117	697
Daniels	1,000			6,342	918	178
Dawson	3,000			15,873	2,483	279
Deer Lodge	4,900	17	840	16,666	4,788	374
Fallon	1,000			4,395	847	221
Fergus	5,000	15	770	19,161	3,407	597
Flathead	10,800	27	2,960	43,768	9,505	1,143
Gallatin	7,100	12	840	29,480	5,799	832
Garfield	700			1,323	404	41
Glacier	2,900			14,652	2,884	108
Golden Valley	400	22	90	1,235	120	
Granite	1,000	15	150	4,949	659	113
Hill	4,600			27,974	4,699	562
Jefferson	1,000	18	180	3,375	510	101
Judith Basin	900	28	250	2,437	468	108
Lake	4,200	18	740	11,316	2,221	231
Lewis & Clark	8,800	18	1,620	32,768	7,624	793
Liberty	400	63	250	3,879	435	66
Lincoln	3,100	19	600	9,088	2,110	226
McCone	1,900			3,550	502	44
Madison	1,400	17	240	4,629	1,167	159
Meagher	800	13	100	2,001	383	40
Mineral	600	17	100	2,202	632	36
Missoula	12,200	25	3,010	51,535	10,015	1,378
Musselshell	1,900	26	490	5,633	1,225	223
Park	4,100	12	480	14,565	3,401	391
Petroleum	300	17	50	314	60	
Phillips	2,100			9,457	1,435	249
Pondera	1,800	26	460	12,116	1,708	210
Powder River	1,000			1,373	323	
Powell	1,800	13	230	6,999	1,791	270
Prairie	800			2,394	514	41
Ravalli	4,200	23	970	10,638	2,432	302
Richland	3,200			13,831	2,084	382
Roosevelt	3,000			20,201	3,018	616
Rosebud	1,800			5,360	1,042	76
Sanders	2,500	10	250	5,499	649	189
Sheridan	1,800			9,683	1,251	370
Silver Bow	18,700	52	9,710	71,663	17,308	1,557
Stillwater	1,600	46	730	4,972	1,038	231
Sweet Grass	1,100			3,765	637	176
Teton	2,400	32	760	9,865	1,584	289
Toole	2,100	21	440	13,346	2,053	191
Treasure	400	23	90	1,124	258	102
Valley	3,200			17,628	2,758	426
Wheatland	1,100	11	120	4,606	977	66
Wibaux	400			1,957	337	46
Yellowstone	21,800	48	10,510	102,717	18,641	2,994
Total	199,600	26%	*51,060	\$823,807	\$157,128	\$21,355

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncited. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BILLINGS
(Yellowstone County)

KGHL-TV

(Target Date, Unknown)

LICENSEE: Midland Empire Bcstg. Co. Address: 5th Ave. & N. Broadway. Phone: 2-2222.

MONTANA

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 330 ft.

AFFILIATION: Station, Am, KGHL.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: P. N. Fortin, 50%; Warren J. Hancock, 25%, and Kenneth L. Hancock, 25%.

EXECUTIVES:

P. N. Fortin, pres. W. J. Hancock, vp. & sec.-treas.

KOOK-TV

LICENSEE: The Montana Network Inc. Address: 1406 1st Ave. N. Phone: 9-7788.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 216 ft.

OPERATION: Began Nov. 9, 1953. Hours, 1:45 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KOOK.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, John Midlen; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: J. S. Sample, 10%; J. Carter Johnson, 31.55%; C. L. Crist, 21.6%, and others.

EXECUTIVES:

Joseph S. Sample, pres. & film buy. Ed Peiss, pgm. dir.
 V. V. Clark, gen. mgr. & film buy. Grant French, ch. engr.
 John H. Conner, com. mgr. & film buy. Conna May, prom. mgr.
 Francis Welsh, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

BUTTE

(Silver Bow County)

KXLF-TV

LICENSEE: Television Montana. Address: 1681 George St. Phone: 2-2696.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 2.04 kw, Aural 1.02 kw. Operating Pow.: Visual 2.04 kw, Aural 1.02 kw. Transmitter: RCA. Antenna Make RCA. Height: Above average terrain —690 ft.; Above ground 120 ft.

OPERATION: Began Aug. 14, 1953. Hours, 3 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KXLF.

REPRESENTATIVES: Sales, The Walker Representation Co.; Pacific Northwest Broadcasters (Western); Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: KXLF Butte, 59%; KXLJ Helena, 23%; KXLQ Bozeman, 4%; KXLL Missoula, 4.5%, and KXLL Great Falls, 2.27%. Ed Craney has controlling interest in KXLF (49%); KXLJ (42%); KXLQ (49%), and KXLL (30%), and also owns 48% of KXL Portland, Ore. Barkley Craighead owns 58% of KXLL.

EXECUTIVES:

E. B. Craney, pres. film buy. Gene Hogan, pgm. dir.
 Jim Manning, gen. mgr. Lloyd Scott, ch. engr.
 W. Jake Walker, com. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$150; minute spot (live) \$40, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 4.

GREAT FALLS

(Cascade County)

KFBB-TV

LICENSEE: Wilkin's Bcst. Inc. Address: P. O. Box 1139. Phone: 4-4377.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 440 ft.

OPERATION: Began Mar. 21, 1954. Hours, 1:30-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KFBB.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: J. P. Wilkins, 50.4%; Fairmont Corp. (subsidiary of Anaconda Copper Co.), 27%, and others. Fairmont Corp. publishes Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record, Billings Gazette and weekly Libby Western News.

EXECUTIVES:

J. P. Wilkins, pres., gen. mgr. & film buy. Paul Rahders, pgm. dir.
 W. C. Blanchette, sta. & com. mgr., Anthony Lopuch, ch. engr.
 & film buy. Walt Christensen, news ed.

W. E. Spahr, asst. sta. mgr., prom. mgr., & film buy.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

HELENA

(Lewis & Clark County)

KXLJ-TV

(Target Date, Unknown)

LICENSEE: Peoples Forum of the Air.

FACILITIES: Ch. 10.

PRINCIPAL STOCKHOLDERS: See KXLF-TV Butte, Mont.

KALISPELL
(Flathead County)

KGEZ-TV
(Target Date, Unknown)
LICENSEE: KGEZ Inc.
FACILITIES: Ch. 8.

MISSOULA
(Missoula County)

KGVO-TV
LICENSEE: Mosby's Inc. Postal Zone: I. Address: 127 E. Main St. Phone: 9-7668.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.9 kw. Operating Pow.: Visual 38 kw, Aural 20.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,030 ft.; Above ground 274 ft.
OPERATION: Began July 1, 1954. Hours, 3-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KGVO.
REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Archer Taylor.
PRINCIPAL STOCKHOLDERS: A. J. Mosby and family. Mr. Mosby also owns KANA Anaconda, Mont.

EXECUTIVES:
A. J. Mosby, pres., gen. mgr., com. mgr. & film buy.
Amos Hargrove, ch. engr.
Jeanne Peterson, prom. mgr.
Hugh Bader, pgm. dir.
Don Weston, news ed.
RATE INFORMATION: Class A one hour (live) \$165, (film), \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

KXLL-TV
(Target Date, Unknown)
LICENSEE: Western Montana Assoc.
FACILITIES: Ch.-21.
PRINCIPAL STOCKHOLDERS: See KXLF-TV Butte, Mont.

NEBRASKA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Platte	6,000	66	3,980	29,628	5,901	722
Polk	2,500	61	1,520	8,608	1,233	253
Redwillow	4,300	23	980	20,971	4,068	524
Richardson	5,600	47	2,600	17,953	3,180	494
Rock	900			3,456	412	41
Saline	4,800	55	2,630	15,830	2,697	500
Sarpy	5,200	83	4,330	9,312	2,465	296
Saunders	5,500	89	4,900	19,319	4,410	451
Scotts Bluff	11,000	13	1,440	50,216	9,127	1,270
Seward	4,100	65	2,670	13,361	2,721	369
Sheridan	3,000			12,389	1,996	371
Sherman	1,700	38	650	4,820	979	81
Sioux	900			703	51	43
Stanton	1,900	49	930	3,616	925	184
Thayer	3,500	42	1,480	9,897	1,681	251
Thomas	400			831	136	126
Thurston	2,500	64	1,600	7,423	1,106	108
Valley	2,300	22	510	7,607	1,455	250
Washington	3,700	82	3,020	10,703	2,558	194
Wayne	3,000	66	1,970	10,360	1,905	201
Webster	2,400	55	1,310	7,953	1,827	152
Wheeler	500	27	130	539	118	
York	4,700	59	2,770	17,972	2,097	356
Total	430,700	59%	252,490	\$1,679,222	\$298,827	\$48,925

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

HASTINGS
(Adams County)

KHAS-TV

LICENSEE: Nebraska Television Corp. Address: P. O. Box 476. Phone: 3-1321.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 730 ft.; Above ground 767 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 1, 1956. Hours, 12:30 p.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, KHAS.
REPRESENTATIVES: Sales, Weed Tv. Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by Seaton Publishing Co. (Fred A. Seaton, pres.; Richard M. Seaton, vp; Fred Seaton is Secretary of Interior). Seaton newspapers are Hastings Tribune, Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KGGF), Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S.D.) Pioneer-Times, Lead (S.D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver).
EXECUTIVES:
Fred A. Seaton, pres.
Duane L. Watts, gen. mgr.
Harry Packard, com. mgr.
W. L. Murray, pgm. dir.
Duane Allison, ch. engr.
Marsden Gary, film buy.
Bob Schnuelle, prom. mgr.
Russ Snow, news ed.

RATE INFORMATION: Class A one hour (live) \$230, (film) \$200; minute spot (live) \$40, (film) \$35; ID \$17.50. ID Length 8 sec. Specifications 2x2 in. or telop. Share screen. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 1.

HAYES CENTER
(Hayes Center County)

KHPL-TV (Satellite of KHOL-TV Holdrege, Neb.)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Neb. Phone: Sherwood 3-4541, Axtel, Neb.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 710 ft.; Above ground 583 ft.
OPERATION: Began Feb., 1956. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: See KHOL-TV Holdrege, Neb.
EXECUTIVES:
Jack Gilbert, sta. mgr.
John Siede, ch. engr.
RATE INFORMATION: Available as bonus on KHOL-TV Holdrege, Neb.

NEBRASKA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	9,400	65	6,070	41,605	8,001	1,136
Antelope	3,600	26	940	13,249	1,710	219
Arthur	200			336		
Banner	400	21	80	20		
Blaine	300	21	60	1,551	512	
Boone	3,300	35	1,160	9,408	1,521	301
Box Butte	4,200			18,394	3,458	608
Boyd	1,400	18	250	5,782	768	91
Brown	1,400			5,609	1,080	176
Buffalo	8,500	57	4,880	34,446	4,407	1,012
Burt	3,500	80	2,800	14,699	2,504	273
Butler	3,800	52	1,990	9,692	1,990	254
Cass	5,400	82	4,400	15,209	3,914	464
Cedar	3,800	73	2,780	12,252	2,158	349
Chase	1,600			5,999	1,058	262
Cherry	2,500			11,639	1,805	342
Cheyenne	4,300			21,583	4,069	499
Clay	3,000	53	1,590	7,495	1,019	126
Colfax	3,400	70	2,370	15,876	2,428	266
Cuming	3,900	59	2,290	15,483	2,073	433
Custer	5,900	30	1,790	17,066	3,419	586
Dakota	3,200	76	2,420	11,981	3,582	285
Dawes	3,000			11,881	2,586	342
Dawson	6,700	54	3,640	29,966	4,397	886
Deuel	1,000			5,597	773	126
Dixon	2,900	75	2,190	8,001	1,114	257
Dodge	9,600	89	8,520	45,167	7,252	701
Douglas	94,700	85	80,780	421,983	78,209	13,956
Dundy	1,200			4,508	1,060	169
Fillmore	3,200	51	1,630	10,292	1,472	407
Franklin	2,400	54	1,310	6,453	1,215	164
Frontier	1,300	25	330	3,539	250	121
Furnas	3,300	54	1,780	11,747	1,699	369
Gage	8,800	61	5,320	31,963	5,950	862
Garden	1,100			3,831	537	116
Garfield	900	25	230	3,749	683	88
Gosper	700	44	310	1,114	228	41
Grant	200	19	40	1,315	281	41
Greeley	1,500	33	490	5,431	741	203
Hall	11,100	64	7,140	47,116	8,401	1,921
Hamilton	3,000	66	1,970	9,449	1,692	124
Harlan	2,300	50	1,140	4,189	839	107
Hayes	800			640	151	124
Hitchcock	1,900			5,322	816	124
Holt	4,300	11	460	14,158	2,448	454
Hooker	300			2,121	91	87
Howard	2,200	36	780	6,348	818	87
Jefferson	4,300	45	1,930	14,671	2,847	395
Johnson	2,400	62	1,480	6,951	1,024	284
Kearney	2,100	53	1,120	6,212	1,725	201
Keith	2,400			13,008	2,557	230
Keya Paha	400			906	198	
Kimball	1,300	31	400	7,493	1,727	157
Knox	4,400	55	2,420	14,828	2,615	419
Lancaster	41,500	73	30,170	165,354	26,353	5,882
Lincoln	9,100	19	1,760	36,860	6,580	1,320
Logan	400	21	80	815	150	
Loup	400	23	90	458	30	41
McPherson	200			122	20	
Madison	7,800	58	4,550	40,878	6,759	731
Merrick	3,000	35	1,060	10,265	1,728	230
Morrill	2,300			8,013	1,688	209
Nance	1,900	33	620	5,280	827	162
Nemaha	3,300	73	2,400	9,874	1,630	360
Nuckolls	2,700	39	1,040	10,526	2,070	275
Otoe	5,400	83	4,480	21,897	4,169	454
Pawnee	2,100	48	1,010	3,891	1,065	178
Perkins	1,400			4,759	902	215
Phelps	3,100	63	2,100	19,125	2,648	391
Pierce	3,000	43	1,290	8,315	1,288	119

KEARNEY
(Kearney County)

KHOL-TV (HOLDREDGE)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Neb. Phone: Sherwood 3-4541, Axtell, Neb.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 204 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 581 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 24, 1953. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Dr. F. Wayne Brewster, 44.4%; Brewster Hospital Inc., 22.2%, and others.

EXECUTIVES:

Dr. F. Wayne Brewster, pres.	Jerry Granger, sports dir. & film buy.
Jack Gilbert, sta. mgr.	Violet Aspergren, prom. dir.
Fred Kempf, com. mgr.	K. Cooper, film dir.
Marlyn Milliken, pgm. dir., prod. mgr.	Maurine Eckhoff, traff. mgr.
George Jelinek, ch. engr.	
Art Eckdahl, news dir.	

RATE INFORMATION: Class AA one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications: 2x2 in. slides. Full screen. Frequency discounts from 10% for 26 times up to 35% for 312 times. Rate Card No. 3.

LINCOLN
(Lancaster County)

KOLN-TV

LICENSEE: Cornhusker Television Corp. Address: 40th & W Sts. Phone: 6-2367.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 999 ft.

OPERATION: Began Feb. 18, 1953. Hours, 6:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Fetzer Bcstg. Co. (John E. Fetzer). Fetzer stations are WJEF-AM-FM Grand Rapids and WKZO-AM-TV Kalamazoo, Mich. Mr. Fetzer is 33 1/3% stockholder of WMBD-AM-FM Peoria, Ill.

EXECUTIVES:

John E. Fetzer, pres.	Bill Hemke, prod. dir.
A. James Ebel, gen. mgr.	Donald Ray Taylor, ch. engr.
Thomas L. Young, com. mgr.	Rollie Barron, prom. mgr.
Robert L. Johnson, pgm. dir. & film buy.	Byron Krasne, news ed.

RATE INFORMATION: Class A one hour (live) \$310, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 10 sec. Specifications: standard. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

KUON (TV)

LICENSEE: Byron J. Dunn, Trustee for U. of Nebraska. Address: National Bank of Commerce. Phone: 5-3251.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Operating Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 407 ft.

OPERATION: Began Nov. 1, 1954. Hours, 9:00 a.m.-11:00 p.m. Radio Center, Ann Arbor, Mich.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Ray Taylor.

EXECUTIVES:

Jack G. McBride, gen. mgr. & pgm. dir.	Ronald Hull, film buy.
	Robert Schlater, prom. mgr.



KHOL-TV's New Satellite Station

Now Gives You 100,000 More People at No Added Cost in Nebraska's 2nd Big Market

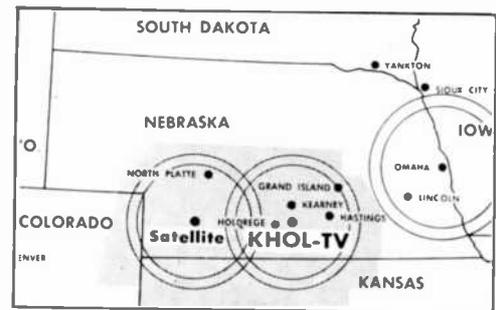
KHOL-TV and its satellite station now reach over a half-million people in rich Central Nebraska at as low a cost-per-thousand as any in TV.

KHOL-TV is strategically located in Nebraska's 2nd Big Market. Its signal picks up where Omaha leaves off. You buy *no duplicated* coverage.

KHOL-TV's new satellite tower

was built by voluntary contributions from TV-hungry viewers. Their high per capita income is based on ranching, irrigated farming, water power, and light industry.

Profit from the "television fever" in Nebraska's 2nd Big Market. Contact KHOL-TV or your Meeker representative today.



KHOL-TV and Satellite Station MARKET FACTS*

Population	501,700
Homes	161,715
Effective Buying Income	\$884,394,000
Total Retail Sales	\$597,924,000
Farm Homes	52,710
Gross Farm Income	\$538,313,000

*From SRDS "Consumer Markets, 1955"

KHOL-TV CBS ABC

CHANNEL 13 • KEARNEY, NEBRASKA

Satellite Station, Channel 6, Hayes Center, Nebr.

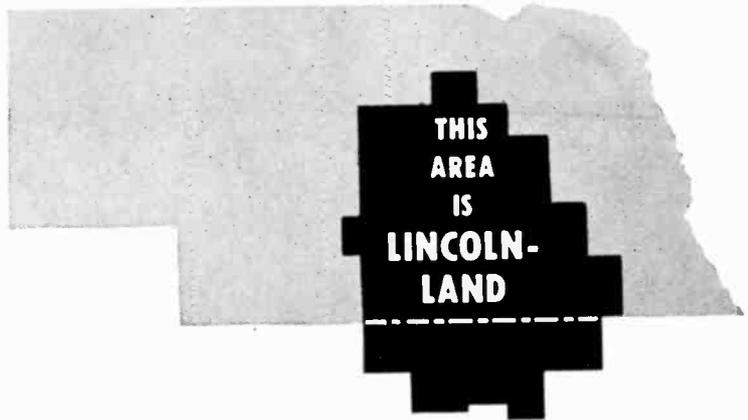
Owned and operated by
BI-STATES Co.

Represented nationally by
THE MEEKER COMPANY, INC.



ARE YOU HALF-COVERED

IN
NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Night-time averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV delivers Lincoln-Land — 200,000 families, 125,000 of them unduplicated by any Omaha signal!

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important 42-county market is as independent of Omaha as Hartford is of Providence, or Syracuse is of Rochester!

Telepulse figures show that KOLN-TV gets 138.1% more afternoon viewers than the second station . . . 194.4% more nighttime viewers!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's *other* big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives



The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

OMAHA
(Douglas County)

KETV (TV)

(Target Date, Unknown)

LICENSEE: Herald Corp. Address: 27th & Douglas.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 583 ft.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of World Pub. Co., publisher of Omaha World-Herald. H. Doorly, ch.; W. E. Christianson, p.; Ben H. Cowdery, vp. and publisher.
EXECUTIVES:
 Ben H. Cowdery, pres. Eugene S. Thomas, gen. mgr.

KMTV (TV)

LICENSEE: May Bcstg. Co. Postal Zone: 31. Address: 2615 Farnam St. Phone: Harvey 3333.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 550 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films.
OPERATION Began Sept. 1, 1949. Hours, 7 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KMA Shenandoah, Iowa.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Robert M. Silliman & Assoc.
PRINCIPAL STOCKHOLDERS: May Bcstg. Co. (licensee of KMA Shenandoah, Iowa), 75%, and Central Bcstg. Co., 25%. Central owns WOC-AM-TV Davenport and WHO-AM-TV Des Moines, both Iowa.
EXECUTIVES:
 Edward W. May, pres. Ray J. Schroeder, ch. engr.
 Owen L. Saddler, exec. vp. & gen. mgr. Amos Eastridge, prom. mgr.
 Arden E. Swisher, sls. mgr. Burt Mann, publicity dir.
 Glenn E. Harris, pgm. mgr. & film buy. Lew Jeffrey, prod. mgr.
 Floyd M. Kalber, news dir.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (live) \$200, (film) \$200; ID \$100. Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Frequency discounts 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 9B.

WOW-TV

LICENSEE: Meredith WOW Inc. Postal Zone: 2. Address: Insurance Bldg. Phone: Webster 3400.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 496 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 29, 1949. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Network, CBS. Station, Am, WOW.
REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns WHEN-AM-TV Syracuse, N. Y., KCMO-AM-FM-TV Kansas City, Mo., and KPHO-AM-TV Phoenix, Ariz.
EXECUTIVES:
 Fred Bohm, chmn. of bd. Bob Froemming, prod. mgr.
 E. T. Meredith, pres. Glenn Flynn, ch. engr.
 Payson Hall, vp. & treas. W. J. Kotera, engrg. dir.
 Frank P. Fogarty, vp. & gen. mgr. Mal Hansen, farm dir.
 Lyle DeMoss, asst. gen. mgr. Robert Seitzer, prom. mgr.
 Fred Ebener, sls. mgr. Jack Payne, sports dir.
 J. M. Wilson, local sls. mgr. James McGaffin, news ed.
 Bill McBride, pgm. dir. & film buy. Connie Cook, women's dir.
RATE INFORMATION: Class AA one hour (live) \$850, (film) \$850; minute spot (live) \$200, (film) \$200; ID \$95. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 10.

SCOTTSBLUFF
(Scotts Bluff County)

KSTF (TV) (Satellite of KFBC-TV Cheyenne, Wyo.)

LICENSEE: Frontier Bcstg. Co. Address: 2923 Lincolnway, Cheyenne, Wyo. Phone: 4-4461 (Cheyenne).
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.17 kw. Operating Pow.: Visual 12.3 kw, Aural 6.17 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 117 ft.
OPERATION: Began Aug. 7, 1955.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KFBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.
PRINCIPAL STOCKHOLDERS: See KFBC-TV Cheyenne, Wyo.
EXECUTIVES:
 William C. Grove, gen. mgr.
RATE INFORMATION: Sold in combination with KFBC-TV Cheyenne. Rates apply to simultaneous telecasts on both stations.

NEVADA

NEVADA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Churchill	1,800			11,007	1,991	467
Clark	27,000	49	13,340	153,228	33,366	5,705
Douglas	500	34	170	3,594	325	95
Elko	3,700			21,846	4,205	731
Esmeralda	200	13	30	173		
Eureka	300			657	21	128
Humboldt	1,300			9,916	2,423	166
Lander	400			2,258	291	129
Lincoln	900			3,685	307	322
Lyon	900	24	220	5,442	1,755	83
Mineral	3,000			7,244	1,407	399
Nye	900			3,977	928	101
Ormsby	1,200	29	350	6,564	1,374	354
Pershing	1,100			5,949	1,088	213
Storey	300	28	90	754	140	41
Washoe	20,600	63	12,920	120,649	18,697	9,073
White Pine	3,600			15,217	3,119	589
Total	67,700	41%	27,990	372,160	71,437	18,596

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

HENDERSON
(Clark County)

KLRJ-TV (LAS VEGAS)

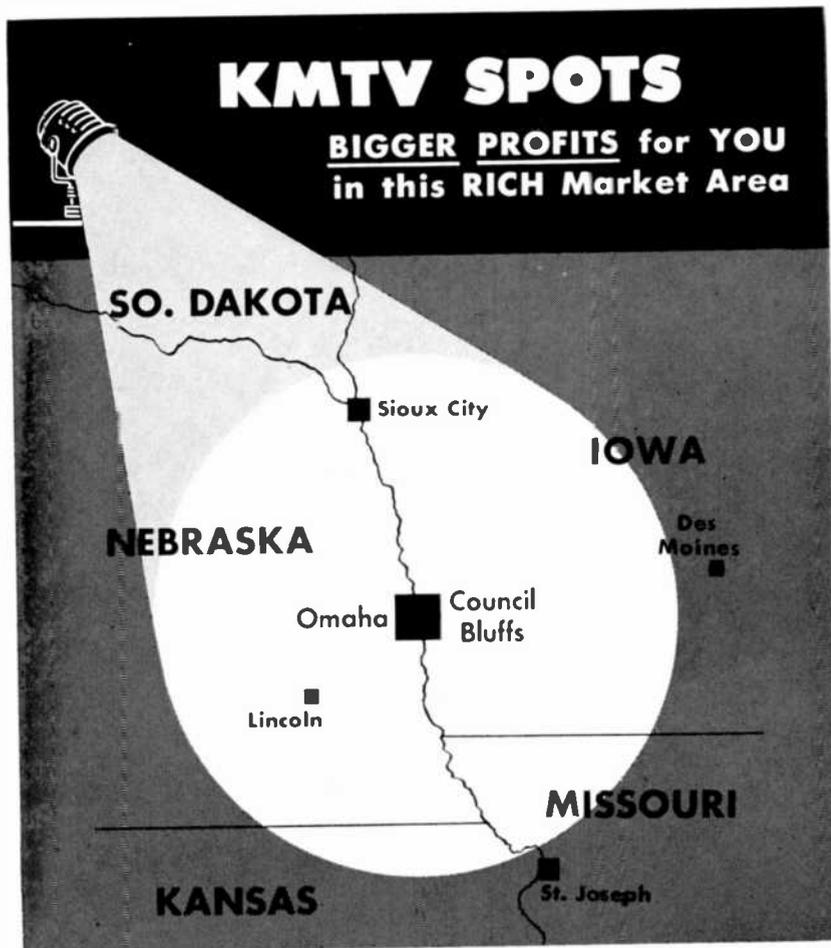
LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas, Nev. Phone: Dudley 2-1760.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.3 kw. Operating Pow.: Visual 12.2 kw, Aural 6.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 110 ft.; Above ground 324 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 17, 1955. Hours, noon-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KORK.
REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.
PRINCIPAL STOCKHOLDERS: See KFSA-TV Ft. Smith, Ark.
EXECUTIVES:
 Donald W. Reynolds, pres. Mark Smith, prod. dir.
 William D. Stiles, gen. mgr. & film buy. Anne Gibb, adv. dir.
 Stanley Sulek, ch. engr.
 Walter L. Dennis, com. mgr. Norwin S. Yoffie, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$225; minute spot (live) \$40, (film) \$30; ID \$22.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

LAS VEGAS
(Clark County)

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: 250 E. Desert Inn Road. Phone: Dudley 2-6138.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 27.5 kw. Operating Pow.: Visual 55 kw, Aural 27.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 130 ft.; Above ground 238 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 22, 1953. Hours, 12:45 p.m.-2:30 a.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Charles Theodore.
PRINCIPAL STOCKHOLDERS: R. G. Jolley, 41.5%; Herman M. Greenspun, publisher of Las Vegas Sun, 36.6%, and others. Mr. Jolley owns KLAS Las Vegas.

EXECUTIVES:
 H. M. Greenspun, pres. Jim Hart, pgm. dir. & news ed.
 Marian Y. Komar, gen. mgr., natl. sls. mgr. & film buy. Robert E. Leach, ch. engr.
 Ken O'Connell, prom. mgr.
 Alex Gold, loc. sls. mgr.
RATE INFORMATION: Class A one hour (live) \$287.50, (film) \$250; minute spot (live) \$46, (film) \$40; ID \$20. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 156 times. Rate Card No. 3.



ARB
study*
reveals
KMTV
delivers
**GIANT
BONUS
AUDIENCE**

Let KMTV send your TV sales message into the homes of tens of thousands of pre-sold television viewers. KMTV's low Channel 3, maximum power and the flat Nebraska-Iowa terrain mean a strong, dominating signal that reaches a GIANT BONUS AUDIENCE outside the Omaha metropolitan area. (See table and map.)

These bonus viewers, with their annual combined buying income of almost two-and-a-quarter billion dollars, are loyal, pre-sold KMTV followers, as results continuously prove.

Follow the lead of successful national and local advertisers. Select Omaha's Number One TV Station—KMTV—to reach and sell this Giant Bonus Audience in KMTV's rich Multi-State area. Contact KMTV direct or see Petry today.



Sample Bonus Cities in the KMTV Area	Est. Air Miles from Omaha	% of TV Homes which view KMTV more than three times weekly
LINCOLN, NEBRASKA	51	89%
NORFOLK, NEBRASKA	94	78%
COLUMBUS, NEBRASKA	77	88%
BEATRICE, NEBRASKA	79	79%

KMTV Market Data**

Population	1,536,900
TV Homes	373,000
Families	477,000
Retail Sales	\$1,716,560,000
Buying Income	\$2,236,230,000
**Survey of Buying Power 1955	

*ARB February 1956 Metropolitan Area Coverage Study

COLOR
TELEVISION
CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.



NEC-TV
ABC-TV

OMAHA

Represented by
Edward Petry & Co., Inc.

LAS VEGAS (Cont.)

KLRJ-TV (HENDERSON)

LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas. Phone: Dudley 2-1760. (For full listing see Henderson.)

KSHO-TV

LICENSEE: Moritz Zenoff. Address: Fremont Hotel. Phone: Dudley 4-7425.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 0.436 kw, Aural 0.218 kw. Operating Pow.: Visual 0.436 kw, Aural 0.218 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 140 ft.; Above ground 241 ft.
 OPERATION: Began May, 1956.
 AFFILIATION: Station, Am, KBMI Henderson.
 REPRESENTATIVES: Sales, Forjoe-Tv; Attorney, David Zenoff, Las Vegas; Consulting Engineer, Grant R. Wrathall.
 PRINCIPAL STOCKHOLDERS: Mr. Zenoff also owns KBMI Henderson. Purchase of 50% interest by Wilbur Clark (owner of Desert Inn, Las Vegas) pending FCC approval.
 EXECUTIVES: Moritz Zenoff, owner. Jim Hawthorne, ops. mgr.

RENO (Washoe County)

KAKJ (TV)

(Target Date, Unknown)

LICENSEE: Nevada Telecasting Corp. Address: Mapes Hotel.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 16.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —470 ft.; Above ground 245 ft.
 REPRESENTATIVES: Attorney, Clyde C. Sherwood, San Francisco; Consulting Engineer, James R. Bird.
 PRINCIPAL STOCKHOLDER: Robert C. Fisher, 100%.
 EXECUTIVES: Robert C. Fish, pres. Eldon E. Cory, sec.-treas. A. Laurence Tuma, vp.

KOLO-TV

LICENSEE: Nevada Radio-Television Inc. Address: 770 E. 5th St. Phone: 3-0721.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,920 ft.; Above ground 77 ft.
 OPERATION: Began Sept. 26, 1953. Hours, noon-12:30 a.m.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KOLO.
 REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.
 PRINCIPAL STOCKHOLDERS: See KFSA-TV Ft. Smith, Ark.
 EXECUTIVES: Donald W. Reynolds, pres. Thomas Hughes, ch. engr. Harry Huey, gen. mgr. Helen Busscher, prom. mgr. Edward Cardinal, pgm. dir. & news ed.
 RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 5.

NEW HAMPSHIRE

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Belknap	8,200	64	5,260	37,252	8,671	889
Carroll	4,900	68	3,360	20,934	5,503	477
Cheshire	11,300	57	6,460	40,912	10,869	1,116
Coos	10,700	65	6,990	40,682	11,269	823
Grafton	13,600	49	6,680	58,187	14,034	1,880
Hillsborough	49,200	74	36,310	201,837	52,477	3,868
Merrimack	18,100	68	12,220	71,554	15,744	2,255
Rockingham	22,300	80	17,730	96,566	24,053	1,755
Strafford	15,200	66	10,090	62,203	17,580	1,369
Sullivan	7,800	67	5,260	30,785	7,716	705
Total	161,300	68%	110,360	\$660,912	\$167,916	\$15,138

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

KEENE (Cheshire County)

WKNE-TV

(Target Date, Unknown)

LICENSEE: WKNE Corp. Address: 17 Dunbar St.
 FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 375 ft.
 AFFILIATION: Station, Am, WKNE.
 REPRESENTATIVES: Washnigton Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Josep K. Close and wife, 77%, and others. WKNE owns 51% of WKNY Kingston, N. Y.
 EXECUTIVE: Joseph K. Close, pres.

MANCHESTER (Hillsboro County)

WMUR-TV

LICENSEE: Radio Voice of New Hampshire Inc. Postal Zone: 1. Address: 1819 Elm St. Phone: National 3-8061.
 FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 155 kw. Operating Pow.: Visual 282 kw, Aural 155 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 237 ft.
 OPERATION: Began Mar. 28, 1954. Hours, 9 a.m.-1 a.m.
 AFFILIATIONS: Tv Networks, ABC, CBS.
 REPRESENTATIVES: Sales, Forjoe-Tv; Washington Attorney, Miller & Schroeder; Consulting Engineer, Gautney & Jones.
 PRINCIPAL STOCKHOLDERS: Francis P. Murphy, 96.66%. Sale to Storer Bcstg. Co. pending FCC approval.
 EXECUTIVES: Francis P. Murphy, own. Charles F. Halle, ch. engr. Norman A. Gittleson, exec. vp. & gen. mgr. John S. McSheehy, prom. mgr. Gordon E. Moore, sls. mgr. Tom Power, news ed. William A. Gildersleeve, pgm. mgr. & film buy.
 RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120; ID \$60. ID Length 8 sec. Specifications: 2x2 in. glass. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MT. WASHINGTON (Coos County)

WMTW (TV) (POLAND SPRING, ME.)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn, Poland Spring, Me. (For full listing see Poland Spring.)

NEW JERSEY

NEW JERSEY MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Atlantic	44,900	85	38,030	224,813	48,370	7,208
Bergen	207,600	80	166,080	785,573	210,788	19,337
Burlington	41,700	84	34,940	145,994	34,987	3,093
Camden	99,800	84	84,130	389,062	95,411	8,793
Cape May	13,700	80	10,930	83,118	22,199	1,821
Cumberland	30,300	82	24,970	144,997	30,897	2,604
Essex	292,800	83	243,020	1,234,660	273,899	29,897
Gloucester	32,100	82	26,260	106,995	24,736	2,692
Hudson	206,400	83	171,520	648,264	189,195	17,066
Hunterdon	14,500	84	12,150	57,310	12,536	976
Mercer	70,300	84	58,910	350,490	74,055	7,500
Middlesex	87,300	82	71,500	354,604	86,763	8,155
Monmouth	80,300	84	67,130	349,803	85,386	8,614
Morris	54,300	84	45,450	230,720	62,252	5,565
Ocean	22,800	83	18,810	136,543	34,176	3,220
Passaic	114,900	83	94,790	512,756	124,549	11,811
Salem	16,700	84	14,010	57,148	12,722	1,170
Somerset	32,700	82	26,880	110,569	27,720	2,656
Sussex	11,500	80	9,210	47,554	11,305	800
Union	133,700	85	113,110	590,497	149,436	15,116
Warren	18,200	80	14,560	61,505	13,107	1,247
Total	1,626,500	83%	1,346,390	\$6,622,975	\$1,624,489	\$159,341

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ASBURY PARK
(Monmouth County)

WRTV (TV)†

LICENSEE: Atlantic Video Corp. Address: Eatontown, N. J.
FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 440 ft.; Above ground 465 ft.
OPERATION: Began Jan., 1954.
REPRESENTATIVES: Washington Attorney, Cohen & Marks.
PRINCIPAL STOCKHOLDERS: Walter Reade Theatres Inc., 100%. Walter Reade
 Theatres is owned by Walter Read Jr., 51%, and Edwin and Suzanne Gage,
 49%.
EXECUTIVES:
 Walter Reade Jr., pres.
 †WRTV (TV) has suspended operation but has not returned its CP.

ATLANTIC CITY
(Atlantic County)

WFPG-TV†

LICENSEE: Neptune Bcstg. Corp. Address: Steel Pier. Phone: 2-3580.
FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 430 ft.; Above ground 448 ft.
OPERATION: Began Dec. 25, 1952.
AFFILIATION: Station, Am, WFPG.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin &
 Ellis; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Jack Berkman, 20%; Louis Berkman, 20%; Allen
 Berkman, 10%; John Laux, 10%, and WPIT Inc., 40%. For radio-tv holdings
 see WSTV-TV Steubenville, Ohio.
EXECUTIVES:
 Jack N. Berkman, pres. Louis Berkman, 1st vp.
 John J. Laux, exec. vp.
 †WFPG-TV has suspended operation but has not returned its CP.

WOCN (TV)

(Target Date, Unknown)

LICENSEE: David E. Mackey. Address: 207 W. Swissvale Ave., Pittsburgh 18, Pa.
 Phone: Churchill 1-8268.
FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 360 ft.; Above ground 378 ft.
REPRESENTATIVES: Washington Attorney, Scharfeld & Baron; Consulting Engineer,
 A. D. Ring & Assoc.

CAMDEN
(Camden County)

WKDN-TV

(Target Date, Unknown)

LICENSEE: South Jersey Bcstg. Co. Postal Zone: 4. Address: 2881 Mt. Ephraim
 Ave. Phone: Emerson 5-7200.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
 250 ft.; Above ground 311 ft.
AFFILIATION: Station, Am, WKDN.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engi-
 neer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Ranulf Compton and wife, 55.67%, and others.
 Comptons also control WGMA Hollywood, Fla.
EXECUTIVES:
 Ranulf Compton, pres.-treas. Florence J. Compton, vp.

NEWARK
(Essex County)

WATV (TV) (NEW YORK)

LICENSEE: Bremer Bcstg. Corp. Postal Zone: 1. Address: 1020 Broad St. Phone:
 Mitchell 2-6400.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw.
 Operating Pow.: Visual 180 kw, Aural 105 kw. Transmitter: DuM. Antenna
 Make: Andrews. Height: Above average terrain 1,190 ft.; Above ground
 1,200 ft.
OPERATION: Began Jan. 27, 1948. Hours, 9:45 a.m.-12:30 a.m.
AFFILIATIONS: Stations, Am, WAAT. Fm, WAAT-FM.

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, Forjoe Tv; Washington Attorney, Segal, Smith &
 Hennessey.

PRINCIPAL STOCKHOLDERS: Controlled by Irving R. Rosenhaus and family.
 Frank Bremer holds 5%.

EXECUTIVES:

Irving R. Rosenhaus, pres. & gen. George Green, pgm. dir. & news ed.
 mgr. Frank Bremer, vp. engng.
 Edmund S Lennon., adm. vp. Robt. Paskow, film buy.
 Edward L. Cossman, dir. of sls. Lou Frankel, prom. mgr.
 Sydney Kavaleer, tv sls. mgr.

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,250; minute spot
 (live) \$250, (film) \$250; ID \$125. ID Length 10 sec. Share screen. Fre-
 quency discounts from 2 1/2% for 39 times up to 25% for 500 times. Rate
 Card No. 6.

NEW BRUNSWICK
(Middlesex County)
 (*Non-Commercial Educational)

WTLV (TV)*

(Target Date, Unknown)

LICENSEE: New Jersey Dept. of Education. Address: State House, Trenton, N. J.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw.
 Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain
 780 ft.; Above ground 461 ft.
REPRESENTATIVES: Washington Attorney, Atty. General of New Jersey, Trenton;
 Consulting Engineer, Paul Godley Co.
EXECUTIVES:
 Chester Robbins, acting Comm. of Education.

NEW MEXICO

NEW MEXICO MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Bernalillo	52,100	62	32,090	240,978	47,856	7,903
Catron	700	17	120	1,175	454	..
Chaves	14,100	46	6,430	60,047	12,583	1,673
Colfax	4,000	12,756	2,563	393
Curry	8,100	21	1,680	29,666	4,954	966
De Baca	1,000	40	400	3,759	610	110
Dona Ana	11,000	54	5,980	35,635	7,880	1,002
Eddy	14,500	42	6,120	49,288	12,414	2,189
Grant	6,100	32	1,960	16,744	3,921	532
Guadalupe	1,500	38	570	7,451	732	207
Harding	500	1,134	65	55
Hidalgo	1,600	17	270	5,104	412	163
Lea	12,500	20	2,460	66,600	13,934	4,321
Lincoln	1,800	29	520	7,330	1,105	251
Los Alamos	3,800	33	1,260	9,441	4,899	482
Luna	2,800	45	1,270	13,611	3,088	1,068
McKinley	6,500	28,213	4,784	556
Mora	2,100	2,240	395	117
Otero	5,100	33	1,670	19,879	4,746	864
Quay	4,300	19	810	13,488	2,428	436
Rio Arriba	5,800	21	1,240	12,915	3,184	404
Roosevelt	4,900	13	640	13,836	2,859	544
Sandoval	2,400	30	730	2,312	425	108
San Juan	5,800	30,629	5,030	675
San Miguel	6,000	16	950	13,339	3,251	602
Santa Fe	10,400	40	4,160	44,574	10,164	1,724
Sierra	2,500	25	640	6,068	1,723	289
Socorro	2,500	29	720	7,117	1,448	228
Taos	3,600	17	620	9,285	2,086	254
Torrance	1,800	39	690	4,689	399	125
Union	2,100	13	270	6,219	1,151	256
Valencia	5,300	48	2,520	16,890	3,663	347
Total	207,200	38%	78,020	\$792,412	\$165,206	\$28,844

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALBUQUERQUE

(Bernalillo County)

KGGM-TV

LICENSEE: New Mexico Bcstg. Co. Address: P. O. Box 1294. Phone: 3-4543.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 7.59 kw, Aural 3.8 kw. Operating Pow.: Visual 7.59 kw, Aural 3.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,180 ft.; Above ground 143 ft.
OPERATION: Began Oct. 4, 1953.
AFFILIATIONS: Tv Network, CBS. Station, Am, KGGM.
REPRESENTATIVES: Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, 62%; S. P. Vidal, 21%, and others. Interlocking ownership with KVSF Santa Fe, N. M.

EXECUTIVES:
 A. R. Hebenstreit, pres. & gen. mgr. Leonard F. Dodds, ch. engr.
 Ralph C. Rhoads, com. mgr. & film buy. Jack West, news ed.
 Robert Van Driel, pgm. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60; ID \$30. ID Length 8 sec. Frequency discounts. Rate Card No. 3.

KOAT-TV

LICENSEE: Alvarado Television Co. Address: 122 Tuland S.E. Phone: 5-8716.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 44.7 kw. Operating Pow.: Visual 87.1 kw, Aural 44.7 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 4,270 ft.; Above ground 282 ft.
EQUIPPED TO COLORCAST network programs, local slides.

OPERATION: Began Oct. 3, 1953. Hours, 11 a.m.-1 a.m.
AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Alvarado Bcstg. Co. (KOAT), 32.65%; Benjamin G. Raskob, 16.14%; Francis A. Peloso, 12.91%; Dr. M. K. Wylder, 9.68%, and others.

EXECUTIVES:
 A. M. Cadwell, pres. Bob Watson, pgm. dir.
 Walter J. Stiles, vp., gen. mgr. & film buy. Roland Yount, dir. of engrg.
 William T. Wylder, asst. gen. mgr. Chuck Stanton, ch. engr.
 Dave Carpenter, com. mgr. Charles Berger, prom. mgr.
 Paul Bain, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$52.50, (film) \$52.50; ID \$22.50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 4.

KOB-TV

LICENSEE: Albuquerque Bcstg. Co. Address: 1430 Coal Ave. S.W. Phone: 3-4411.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.13 kw. Operating Pow.: Visual 10.2 kw, Aural 5.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,200 ft.; Above ground 183 ft.
OPERATION: Began Nov., 1948. Hours, noon-11:30 p.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KOB.
REPRESENTATIVES: Sales, Branham Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Time Inc. (Time, Fortune, Life, Sports Illustrated), 50%; Wayne Coy, 50%. Time Inc. also owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City and 100% of KLZ-AM-TV Denver, Colo.

EXECUTIVES:
 Wayne Coy, pres. & gen. mgr. George S. Johnson, ch. engr.
 Rolf S. Nielson, com. mgr. Dallas Wyant, prom. mgr.
 Al Jarrett, pgm. & prod. mgr. George Morrison, news ed.

RATE INFORMATION: Class A one hour \$300. Class AA minute spot \$60; Class AA ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

CARLSBAD

(Eddy County)

KAVE-TV

(Target Date, August 1956)

LICENSEE: Voice of the Caverns Inc. Address: 601 N. Canal St. Phone: Tuexedo 5-41-1.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 341 ft.

OPERATION: Hours, 5 p.m.-11 p.m.
AFFILIATIONS: Tv Network, CBS. Station, Am KAVE.
REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Philip M. Baker.

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PRINCIPAL STOCKHOLDERS: Nancy H. Battison, 73.04%; Edward P. Talbott, 18.3%; Philip H. Baker, 5%, and Charles D. Cole, 3.66%.

EXECUTIVES:
 Nancy H. Battison, pres. Wilbur Carnahan, ch. engr.
 John H. Battison, gen. mgr., com. I. Biby, prom. mgr.
 mgr. & film buy. Bob Fuller, news ed.
 Jack Rathbun, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$14. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

CLOVIS

(Curry County)

KICA-TV

(Target Date, Oct. 1, 1956)

LICENSEE: KICA Inc. Address: P. O. Box 111. Phone: 5511.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 16.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 210 ft.; Above ground 240 ft.

OPERATION: Hours, 5-11 p.m.

AFFILIATION: Station, Am, KICA.

REPRESENTATIVES: Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Mae Strauss, 33 $\frac{1}{3}$ %; Garfield C. Packard, 33 $\frac{1}{3}$ %, and Frank Lesley, 33 $\frac{1}{3}$ %.

EXECUTIVES:
 Garfield C. Packard, pres., gen. mgr. & film buy. James W. Richardson, com. mgr.
 M. S. O'Dell, ch. engr.

ROSWELL

(Chaves County)

KSWs-TV

LICENSEE: John A. Barnett. Address: 1723 W. 2nd St. Phone: Main 2-6450.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Standard Electronics. Antenna Make: Federal. Height: Above average terrain 1,790 ft.

OPERATION: Began June 24, 1953. Hours, 11 a.m.-11 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KSWs.

REPRESENTATIVES: Sales, Meeker Tv; Clyde Melville Co. (Southwest); Washington Attorney, Koteen & Burt; Consulting Engineer, Gautney & Jones.

EXECUTIVES:
 John A. Barnett, own. & gen. mgr. Owen Moore, prod. dir.
 W. L. Shackelford, asst. gen. mgr. Ray R. Summersgill, ch. engr.
 Paul B. McEvoy, sls. mgr., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8-10 sec. Specifications: 35mm. Frequency discounts from 5% for 13 times to 30% for 260 times. Rate Card No. 6.

SANTA FE

(Santa Fe County)

KVIT (TV)

(Target Date, Unknown)

LICENSEE: Video Independent Theatres Inc. Address: P. O. Box 1334, Oklahoma City, Okla.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 0.49 kw, Aural .246 kw. Transmitter: ACL Products. Antenna Make: Prodelin. Height: Above average terrain 20 ft.; Above ground 249 ft.

REPRESENTATIVES: Attorney, John A. Johnson, Oklahoma City; Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: Henry S. Griffing, 50%; C. F. Motley, 12%; C. O. Fulgham, 12%; C. R. Guthrie, 12%, and others. Same interests own KSPS-TV Hot Springs, Ark.; 12.5% of KWTV (TV) Oklahoma City, Okla.

EXECUTIVES:
 Henry S. Griffing, pres. C. O. Fulgham, vp.
 C. F. Motley, vp.

NEW YORK MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Albany	80,900	82	66,580	363,943	76,468	8,129
Allegany	13,600	62	8,400	37,170	8,650	898
Bronx	462,400	80	367,610	1,107,131	409,966	28,260
Broome	59,300	81	47,910	240,401	53,429	6,536
Cattaraugus	24,500	83	20,430	85,730	19,775	2,259
Cayuga	21,700	82	17,770	80,183	18,033	1,551
Chautauqua	47,200	77	36,110	165,638	39,791	3,868
Chemung	29,400	63	18,610	105,931	24,946	2,526
Chenango	12,500	74	9,280	46,234	10,013	736
Clinton	13,300	84	11,150	52,747	12,948	1,050
Columbia	14,100	83	11,630	50,859	12,779	968
Cortland	11,800	74	8,730	49,746	10,090	830
Delaware	14,000	67	9,350	52,478	9,939	898
Dutchess	37,700	77	28,920	179,865	39,995	4,360
Erie	287,300	83	239,320	1,203,051	288,056	34,105
Essex	10,500	64	6,680	34,738	8,596	1,133
Franklin	12,800	54	6,960	53,122	11,382	1,505
Fulton	17,700	75	13,200	56,982	14,160	1,224
Genesee	14,700	83	12,260	64,102	13,142	1,581
Greene	9,100	77	6,970	40,475	9,491	910
Hamilton	1,300	79	1,030	5,072	929	118
Herkimer	19,600	79	15,520	66,298	17,878	1,311
Jefferson	26,900	60	16,250	107,693	22,001	2,960
Kings	840,400	85	710,370	2,345,041	765,885	62,756
Lewis	6,500	71	4,590	20,336	3,943	394
Livingston	11,100	75	8,340	43,487	9,527	799
Madison	14,600	74	10,790	56,210	11,076	1,878
Monroe	163,500	83	135,210	663,481	148,435	19,338
Montgomery	19,300	75	14,400	66,541	17,058	1,467
Nassau	306,300	80	246,570	1,479,111	385,282	35,229
New York	668,100	80	533,810	4,122,696	629,466	101,902
Niagara	62,300	82	50,900	246,666	58,342	6,826
Oneida	69,200	82	56,950	259,218	59,886	6,791
Onondaga	113,000	83	93,900	475,635	109,909	12,395
Ontario	18,300	81	14,790	81,063	15,755	1,963
Orange	47,600	81	38,700	218,714	55,263	4,971
Orleans	9,600	84	8,050	33,305	8,602	803
Oswego	24,000	80	19,320	75,136	19,274	2,462
Otsego	17,000	70	11,900	67,542	12,310	1,448
Putnam	6,900	74	5,110	33,850	7,005	919
Queens	535,600	84	449,900	1,745,108	577,818	42,682
Rensselaer	42,900	81	34,880	147,232	38,028	3,272
Richmond	57,300	82	47,100	177,499	61,403	4,810
Rockland	25,100	81	20,460	104,137	29,074	2,466
St. Lawrence	27,900	57	15,820	102,681	24,141	2,339
Saratoga	24,500	75	18,300	77,445	21,680	1,798
Schenectady	49,800	81	40,390	190,724	49,555	4,979
Schoharie	7,300	76	5,540	26,801	4,974	413
Schuyler	4,600	79	3,640	13,576	3,520	203
Seneca	7,300	80	5,820	29,038	6,950	829
Steuben	28,500	54	15,330	93,495	22,862	2,079
Suffolk	104,100	79	82,340	520,028	137,190	11,704
Sullivan	13,400	75	10,040	82,917	20,283	2,499
Tioga	9,800	74	7,230	33,933	7,627	463
Tompkins	18,700	68	12,790	68,076	16,293	2,147
Ulster	30,500	75	22,970	117,664	27,690	3,043
Warren	12,900	80	10,350	72,061	16,208	2,180
Washington	13,900	73	10,120	40,803	11,302	1,052
Wayne	18,300	82	15,040	128,248	25,991	23,920
Westchester	200,900	82	165,540	1,000,973	259,991	23,920
Wyoming	9,300	77	7,150	36,654	7,726	770
Yates	5,800	77	4,450	20,745	5,484	466
Total	4,888,400	81%	3,949,570	\$19,367,459	\$4,814,690	\$485,680

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALBANY

(Albany County)

WCDA (TV) (SCHENECTADY-TROY)

(Parent station of satellite WCBD (TV) Hageman)

LICENSEE: Hudson Valley Bcstg. Co. Inc. Postal Zone: 4. Address: P. O. Box 4100. Phone: Albany 3-2225.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Operating Pow.: Visual 269 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 690 ft.

OPERATION: Began Oct., 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, WROW.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Lowell Thomas, 21.11%; Frank M. Smith, 18.07% (business mgr. for Thomas); Alger B. Chapman, 7.95%; John P. McGrath, 7.21%; Dean P. Taylor, 4.97% (U. S. Congressman); William J. Casey, 4.51%; Louis H. Gross, 4.33%; John P. Sawyer, 3.15%; remainder held by 29 others, none with more than 3%. Licensee also owns WCDB (TV) Hageman, N. Y.

EXECUTIVES:

Frank M. Smith, pres.
Thomas S. Murphy, gen. mgr.
William J. Lewis, sls. mgr.
Charles G. Pogan, pgm. dir. & film buy.

Charles R. Heisler, ch. engr.
Harry L. Goldman, prom. mgr.
Arthur Harris, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Full and share screen. Rate Card No. 5.

BROADCASTING • TELECASTING

WPTR-TV (SCHENECTADY-TROY)

(Target Date, Unknown)

LICENSEE: Patroon Bcstg. Co. Postal Zone: 7. Address: Sheraton-Ten Eyck Hotel. Phone: 5-3345.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 135 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,010 ft.;

Above ground 248 ft.

AFFILIATION: Station, Am, WPTR.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Schine Chain Theatres Inc. (J. Myer Schine, pres.), 55%; Harold E. Blodgett, 30%; Bertha Asch, 10%; W. R. David Sr., 2.5%; M. L. Prescott, 2.5%.

EXECUTIVES:

J. Meyer Schine, pres.

Leo Rosen, gen. mgr.

WRGB-TV (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Postal Zone: 5. Address: I River Road. Phone: 7-2261. (For full listing see Schenectady, N. Y.)

WTRI (TV) (SCHENECTADY-TROY)

LICENSEE: Van Curler Bcstg. Corp. Address: 15 N. Pearl St. Phone: Albany 5-5291.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Operating Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 542 ft.

OPERATION: Began Feb. 28, 1954; suspended operation Jan. 31, 1955; resumed operation July, 1956. Hours, 2 p.m.-11 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Venard, Rintoal & McConnell; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Stanley-Warner Corp. (theatre chain), 100%.

EXECUTIVES:

William A. Ripple, gen. mgr.
Fred Shavor, pgm. dir.
Stephen Stanley, ch. engr.

Kal Ross, film buy.
Phil Dean, prom. mgr.
Al Straus, film ed.

WTVZ (TV)*

(Target Date, Unknown)

(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,410 ft.; Above ground 541 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

BINGHAMTON

(Broome County)

WINR-TV

(Target Date, Unknown)

LICENSEE: Southern Tier Radio Service Inc. Address: 58 Exchange St. Phone: 4-4318.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 405 ft.

AFFILIATION: Station, Am, WINR.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Donald W. Kramer, 27.6%; Dr. James Colella, 22.5%, and others.

EXECUTIVES:

Donald W. Kramer, pres.

BINGHAMTON (Cont.)

WVBF-TV

LICENSEE: Triangle Publications Inc. (Radio & Tv Div.). Address: One Henry St. Phone: 3-7311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 83.2 kw. Operating Pow.: Visual 166 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 1,200 ft.; Above ground 785 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WVBF.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia, Pa.

EXECUTIVES:

Roger W. Clipp, gen. mgr. (Radio & Tv Div., Triangle Publications Inc.)	Andrew G. Hubbell, sls. mgr.
George R. Dunham, gen. mgr.	Clark Pollock, pgm. dir.
	Sherman Egan, ch. engr.
	E. William Farneti, bus. mgr.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (live) \$185, (film) \$185; ID \$80. ID Length 10 sec. Share screen. Frequency discounts from 2½% for 26 times up to 10% for 156 times. Rate Card No. 8.

WQTV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 531 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

BUFFALO
(Erie County)

WBEN-TV

LICENSEE: WBEN Inc. Postal Zone: 2. Address: Hotel Statler. Phone: Mohawk 0930.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain, 1,200 ft.; Above ground 1,001 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began May 14, 1948. Hours, 6 a.m.-1:30 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WBEN. Fm, WBEN-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Owned by Buffalo Evening News.

EXECUTIVES:

A. H. Kirchofer, pres.	Ralph Kingsley, tech. dir.
C. Robert Thompson, gen. mgr.	Glenn Beerbower, asst. tech. dir.
N. J. Malter, sls. mgr.	in charge of tv
Fred Keller, pgm. dir. & film buy.	Joseph Haeffner, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$950, (film) \$950; minute spot (live) \$175, (film) \$175; ID \$90. ID Length 8 sec. Specifications: 16mm film, 35mm slide. Full screen. Rate Card No. 8.

WBUF (TV)

LICENSEE: National Broadcasting Co. Postal Zone: 2. Address: 344 Delaware Ave. Phone: Mohawk 1733.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 724 kw, Aural 363 kw. Operating Pow.: Visual 149 kw, Aural 79 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 742 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 17, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Attorney, Cahill, Gordon, Reindel & Ohl, New York.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York, N. Y.

EXECUTIVES:

Sylvester L. Weaver Jr., chmn. of bd.	William Decker, sls. mgr.
Robert W. Sarnoff, pres.	Alfred E. Jackson, ops. dir.
Charles R. Denny, vp.	Jack L. Begon, news & sp. events dir.
Charles C. Bevis Jr., gen. mgr.	

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; 20 second spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WGR-TV

LICENSEE: WGR Corp. Postal Zone: 13. Address: 184 Barton St. Phone: Summer 7115.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 66.1 kw. Operating Pow.: Visual 100 kw, Aural 66.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 436 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began August 14, 1954. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WGR.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Pierson, Ball, Dowd; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George F. Goodyear, 7.5%; Seymour H. Knox, 2.3%; J. Fred Schoellkopf IV, 7.3%; Myron P. Kirk, 3.13% Mrs. Alanson C. Deuel, 8.3%; Paul A. Schoellkopf, 7.5%, and others. Interlocking ownership with WHAM-TV Rochester, N. Y., and WSVA-AM-TV Harrisonburg, Va.

EXECUTIVES:

George F. Goodyear, chmn. of bd. & pres.	Karl B. Hoffman,
J. J. Bernard, vp. & gen. mgr.	vp. in chg. engr.
G. P. Swift, sls. mgr.	Oliver C. Howard, pub. rel. dir.
Van Beuren W. DeVries,	Charles Warren, news ed.
pgm. mgr. & film buy.	

RATE INFORMATION: Class A one hour (live) \$841.25, (film) \$800; minute spot (live) \$150, (film) \$140; ID \$70. ID Length 10 sec. Share screen. Frequency discounts from 1.42% for 53 times up to 4.29% for 157 times. Rate Card No. 2.

WNYT-TV

(Target Date, Unknown)

LICENSEE: Frontier Television Inc. Address: 355 Ellicott Square Bldg.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 13.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 429 ft.

REPRESENTATIVES: Attorney, Bernard I. Oblatz, Buffalo; Consulting Engineer, Frank B. Ridgeway.

PRINCIPAL STOCKHOLDERS: Equal partners Bernard I. Oblatz, Richard Levy and Daniel A. Roblin.

EXECUTIVES:

Bernard I. Oblatz, pres.	Daniel A. Roblin, sec.-treas.
Richard S. Levy, vp.	

WTVF (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Educational Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 539 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

CARTHAGE
(Jefferson County)

WCNY-TV (WATERTOWN)

LICENSEE: The Brockway Co. Address: P. O. Box 211, Watertown, N. Y. Phone: 27.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 91.2 kw. Operating Pow.: Visual 174 kw, Aural 91.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 574 ft.

OPERATION: Began Oct. 22, 1954. Hours, 2:55 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WWCNY. Fm, WWCNY-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: John B. Johnson, 74.93%, and estate of Jessie R. Johnson, 13.63%. Licensee publishes Watertown Daily Times and owns WMSA-AM-FM Massena.

EXECUTIVES:

John B. Johnson, pres.	David M. Graves, pgm. mgr.
Louis Saiff Jr., gen. mgr.	& film buy.
James W. Higgins, dir. of tv	Glenn H. Hall, prod. mgr.
Alfred M. Tauroney, sls. mgr.	Michael R. Yonkovig, ch. engr.
	William E. Haley, news ed.

RATE INFORMATION: Class A one hour (live) \$255, (film) \$200; minute spot (live) \$51, (film) \$40; ID \$20. ID Length 10 sec. Specifications on shared, prefer right hand corner for ID. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

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ANY STATION IN BALTIMORE

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WNBF-TV, BINGHAMTON, N.Y.

DELIVERS DAY AND NIGHT

SEVEN DAYS A WEEK-AT

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* Also more audience than any station in Kansas City, Buffalo, Minneapolis-St. Paul, Houston, Milwaukee and other major markets; at lower cost than every station in eight out of the ten major markets. Telepulse, December, 1955.



Channel 12

NBC-TV • ABC-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM-FM-TV, Philadelphia, Pa. / **WNBF-AM-TV** Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa. / **WFBG-AM-TV**, Altoona, Pa.

ELMIRA

(Chemung County)

WSYE-TV (Satellite of WSYR-TV Syracuse, N. Y.)

(Target Date, Sept. 15, 1956)

LICENSEE: Central New York Bcstg. Corp. Address: 224 Harrison St., Syracuse, N. Y.
FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 8.13 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 700 ft.; Above ground 324 ft.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: See WSYR-TV Syracuse, N.Y.
EXECUTIVES: E. R. Vadeboncoeur, pres.

WTVE (TV)

LICENSEE: WTVE Inc. Address: 159 Madison Ave. Phone: 3-6624.
FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 7.94 kw, Aural 4.27 kw.
 Operating Pow.: Visual 7.94 kw, Aural 4.27 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1140 ft.; Above ground 463 ft.
OPERATION: Began June 1, 1953. Hours, noon-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Forjoe-Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: T. K. Cassel, 34.8%; John S. Booth, 25.2%; W. W. Scranton, 30%; Bela C. Tifft, 2.5%; Charles W. Perry, 2.5%; Charles F. Kennedy, 2.5; Josef Stein, 2.5%. Messrs. Cassel and Booth control WCHA-AM-FM Chambersburg, Pa. Mr. Cassel owns 100% of WATS Sayre, Pa., has minority interests in WDBF Delray, Fla., and WOND Pleasantville, N. J., and is an applicant for an am station in Newark, N. Y.
EXECUTIVES:
 Thompson K. Cassel, pres., gen. mgr. & film buy. David Ridenour, pgm. dir. James Orre, ch. engr.
 John S. Booth, vp. Jack Dorn, prom. mgr.
 Howard Green, com. mgr. Jim Panama, news ed.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

HAGAMAN

(Montgomery County)

WCDB (TV) (Satellite of WCDA (TV) Albany, N. Y.)

LICENSEE: Hudson Valley Bcstg. Co., Inc. Postal Zone: 4. Address: P. O. Box 4100. Phone: Albany 3-2225.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 246 ft.
OPERATION: Began April 2, 1956. Hours, 7-1 a.m.
AFFILIATIONS: Tv Network, CBS. Station, Am, WROW.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, Frank H. McIntosh & Assoc.
PRINCIPAL STOCKHOLDERS: See WCDA (TV) Albany.
EXECUTIVES:
 Frank M. Smith, pres. William J. Lewis, sls. mgr.
 Thomas S. Murphy, gen. mgr.
RATE INFORMATION: Sold in combination with parent station WCDA (TV) Albany.

ITHACA

(Tompkins County)

WHCU-TV

(Target Date, Unknown)

LICENSEE: Cornell U. Address: Savings Bank Bldg. Phone: 4-6301.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,220 ft.; Above ground 440 ft.
AFFILIATION: Station, Am, WHCU.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Howard G. Smith.
EXECUTIVES: Michael R. Hanna, gen. mgr.

WIET (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State. Phone: Education Dept., Albany.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,290 ft.; Above ground 544 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

KINGSTON

(Ulster County)

WKNY-TV (POUGHKEEPSIE)†

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500. (For full listing see Poughkeepsie.)
 †WKNY-TV has suspended operation but has not returned its CP.

LAKE PLACID

(Clinton County)

WPTZ (TV) (PLATTSBURG)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St., Plattsburg, N. Y. Phone: Plattsburg 3070.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Operating Pow.: Visual 20 kw, Aural 12 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,200 ft.; Above ground 183 ft.
OPERATION: Began Dec. 8, 1954. Hours, 7 a.m.-11:30 p.m.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Joseph H. McGillvra; Radio & Tv Sales (Canada); Washington Attorney, Cohn & Marks; Consulting Engineer, R. G. Chambers.
PRINCIPAL STOCKHOLDERS: O. Wayne Rollins, 50%; John W. Rollins, 45%; Katherine E. Rollins, 5%. Rollinses also own WAMS Wilmington, Del.; WJWL Georgetown, Del.; WNJR Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WIRI Indianapolis, Ind., and have application pending for an am station in Philadelphia, Pa.
EXECUTIVES:
 O. Wayne Rollins, pres. Carl Stohn Jr., pgm. dir.
 George Barenbregge, gen. mgr. James H. Sharman, ch. engr.
 & film buy. Bird Berdan, news ed.
 Al LaFrance, sls. mgr.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

NEW YORK CITY

(New York County, Bronx County, Richmond County, Kings County, Queens County)

WABC-TV

LICENSEE: American Bcstg.-Paramount Theaters, Inc. Postal Zone: 23. Address: 7 West 66 St. Phone: Susquehanna 7-5000.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Operating Pow.: Visual 110 kw, Aural 55 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,378 ft.; Above ground 1,465 ft.
OPERATION: Began Aug. 10, 1948. Hours, 7:45 a.m.-1 a.m.
AFFILIATION: Tv Network, ABC. Stations, Am, WABC. Fm, WABC-FM.
REPRESENTATIVE: Sales, Blair Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Licensee owns chain of theatres throughout U. S. and also owns following broadcast stations in addition to operating ABC network: WABC-AM-FM-FV New York, WLS (50%), WENR-FM and WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, and WXYZ-AM-FM-TV Detroit.
EXECUTIVES:
 Leonard H. Goldenson, pres. Joseph Stampler, sls. mgr.
 (AB-PT) George Rice, pgm. dir. & film buy.
 Robert E. Kintner, pres. G. Edward Hamilton, ch. engr.
 (ABC Div.) Jay Hoffer, prom. mgr.
 Robert L. Stone, gen. mgr.
RATE INFORMATION: Class A one hour (live) \$3,750, (film) \$3,750; 20 seconds spot (live) \$675, (film) \$675; ID \$425. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13-25 times up to 20% for 208 or more times. Rate Card No. 9.

WABD (TV)

LICENSEE: Du Mont Bcstg. Corp. Postal Zone: 21. Address: 205 E. 67th St. Phone: Lehigh 5-1000.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 37.1 kw, Aural 18.6 kw. Operating Pow.: Visual 37.1 kw, Aural 18.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,330 ft.; Above ground 1,465 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began May 2, 1944. Hours, 8:45 a.m.-12:30 p.m.
REPRESENTATIVE: Sales, Paul H. Raymer Co.
PRINCIPAL STOCKHOLDERS: Paramount Pictures Corp., 26.6%; Allen B. DuMont, 1.6%; Carl M. Loeb, Rhoades & Co., 8%; Merrill Lynch, Pierce, Fenner & Beane, 2.3%; Carothers & Clark, 1.7%; Rule & Co., 1.5%; Hurley & Co., 1.2%, and others none owning more than 1%.

EXECUTIVES:

Bernard Goodwin, pres. J. A. Kieran Jr., pgm. dir.
 Ted Cott, gen. mgr. A. D. Smith Jr., ch. engr.
 Williams Adler, com. mgr. Ted Yates, news ed.
RATE INFORMATION: Class A one hour (live) \$2,200, (film) \$2,200; minute spot (live) \$500, (film) \$500; ID \$212.50. ID Length 8 sec. Specifications 2x2 in. slide. Share screen. Frequency discounts from 2.5% for 13-25 times up to 25% for 260 times. Rate Card No. 9.

NEW YORK CITY (Cont.)

WATV-TV (NEWARK, N. J.)

LICENSEE: Bremer Bcstg. Co. Postal Zone: 1. Address: 1020 Broad St., Newark. Phone: Mitchell 2-6400. (For full listing see Newark, N. J.)

WCBS-TV

LICENSEE: Columbia Bcstg. System, Inc. Postal Zone: 22. Address: 485 Madison Ave. Phone: Plaza 1-2345.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw. Operating Pow.: Visual 42 kw, Aural 21 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,300 ft.; Above ground 1,465 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began July 1, 1941. Hours, 6:45 a.m.-1:45 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WCBS. Fm, WCBS-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales.

PRINCIPAL STOCKHOLDERS: Licensee owns following stations in addition to Operating CBS network: WCBS-AM-FM-TV New York, KNXT-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEL-AM-FM Boston and WXIX(TV) Milwaukee. CBS Inc. also owns CBS-Columbia Inc., radio-tv receiver manufacturer; CBS-Hytron Inc., tube manufacturer; Columbia Records Inc., and 25% of Bing Crosby Enterprises Inc. CBS also owns WGTH-TV Hartford, Conn., but this purchase is in litigation.

EXECUTIVES:

William S. Paley, chmn. of bd.
Frank Stanton, pres., CBS, Inc.
J. L. VanVolkenburg, pres., CBS-TV
Sam Cook Digges, gen. mgr.
Frank Shakespeare, gen. sls. mgr.

Hal Hough, pgm. dir.
R. G. Thompson, ch. engr.
William Lacey, mgr. film dept.
Robert G. Patt, dir. adv.
& sls. prom.

RATE INFORMATION: Class AA one hour (live) \$8,000, (film) \$8,000; minute spot (live) \$2,000, (film) \$2,000; ID \$1,000. Class A one hour (live) \$7,500 (film) \$7,500; minute spot (live) \$1,500, (film) \$1,500; ID \$750. ID Length 10 sec. Specifications on request. Full and share screen. Frequency discounts. Rate Card No. 16.

WGTV (TV)*

(Target Date, Unknown)

(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis

A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 712 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

WNYC-TV

(Target Date, Unknown)

LICENSEE: Municipal Bcstg. System, City of New York. Postal Zone: 7. Address: 2500 Municipal Bldg. Phone: Whitehall 3-3600.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 628 ft.

AFFILIATIONS: Stations, Am, WNYC. Fm, WNYC-FM.

REPRESENTATIVES: Washington Attorney, Rhyne, Mullin, Connor & Rhyne; Consulting Engineer, Lohnes & Culver.

EXECUTIVES:

Hon. Robert F. Wagner, mayor
Seymour N. Siegel, dir.
John De Prospeo, exec. ofcr.

Bernard R. Buck, pgm. mgr.
William H. Pitkin, ch. engr.

WOR-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 18. Address: 1440 Broadway. Phone: Longacre 4-8000.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Operating Pow.: Visual 129 kw Aural 64.6 kw. Transmitter: Standard Electronics. Antenna Make: Alford. Height: Above average terrain 1,240 ft.; Above ground 1,231.

OPERATION: Began Oct 5, 1947. Hours, 10 a.m.-1:30 a.m.

AFFILIATIONS: Stations, Am, WOR. Fm, WOR-FM.

REPRESENTATIVES: Sales, H-R Television (West Coast).

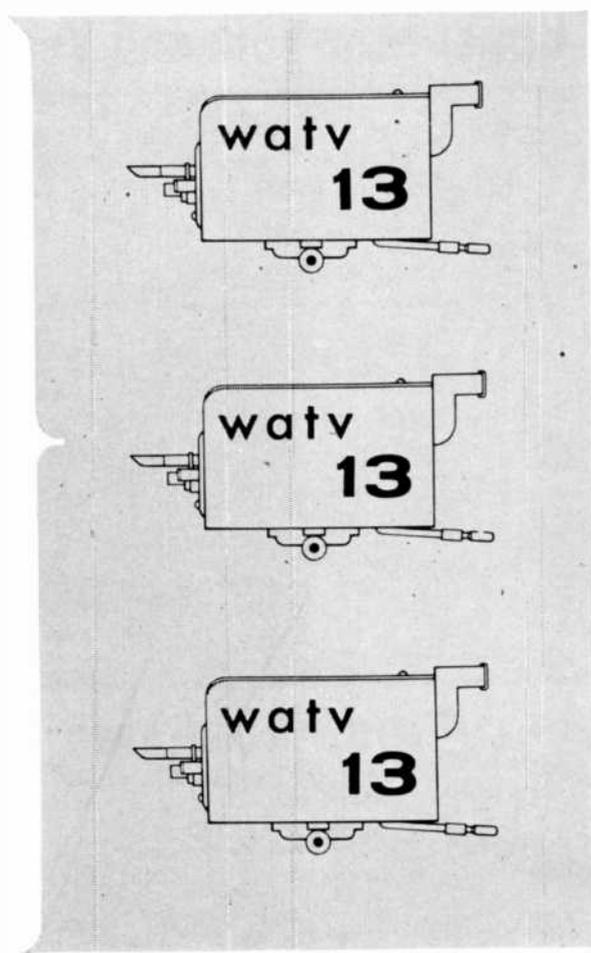
PRINCIPAL STOCKHOLDER: Owned by General Tire & Rubber Co. RKO Teleradio Pictures Inc. is majority stockholder of Mutual Bcstg. Systems, owns RKO Radio Pictures Inc., and the following broadcast properties: WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., and WGTH Hartford, Conn. RKO Teleradio Pictures Inc. also operates the Don Lee Network on the west coast and the Yankee Network in New England.

**TIME TO USE
THIRTEEN**

the **FIRST** local TV station
in the metropolitan N. Y.
- N. J. market.



**TELEVISION CENTER
NEWARK 1, NEW JERSEY**
national rep.: **FORJOE-TV, inc.**



NEW YORK CITY (Cont.)

WOR-TV (Cont.)

EXECUTIVES:

Thomas F. O'Neil, pres.
Gordon Gray, exec. vp. & gen. mgr.
William Dix Jr., com. mgr.
Ivan Reiner, pgm. dir.

Harry Tilley, ch. engr.
Milford Fenster, film buy.
Robert Hoffman, prom. mgr.
George Brown, news ed.

RATE INFORMATION: Class A one hour (live) \$1,500; (film) \$1,500; minute spot (live) \$500, (film) \$500; ID \$300. ID Length 20 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 55% for 520 times. Rate Card No. 8.

WPIX (TV)

LICENSEE: WPIX Inc. Postal Zone: 17. Address: 220 E. 42nd St. Phone: Murray Hill 2-6500.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,405 ft.; Above ground 1,464 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 15, 1948. Hours, 11 a.m.-midnight.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by News Syndicate Co. (New York News), wholly-owned subsidiary of The Tribune Co. (Chicago Tribune). Same ownership as WGN-TV Chicago.

EXECUTIVES:

F. M. Flynn, pres.
Fred M. Thrower, vp. & gen. mgr.
L. J. Popé, asst. gen. mgr. & ops. mgr.
T. E. Mitchell, controller
A. G. Hartigan, pgm. mgr.

J. A. Patterson, sls. mgr.
W. Engels, news & sp. events mgr.
O. Freeman, ch. engr.
L. Hollingsworth, pub. rel. mgr.
K. Culverhouse, adv., research & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$1,750, (film) \$1,750; minute spot (live) \$425, (film) \$425; ID \$135. ID Length 10 sec. shared, 8 sec. split. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

WRCA-TV

LICENSEE: National Bcstg. Co., Inc. Postal Zone: 20. Address: 30 Rockefeller Plaza. Phone: Circle 7-8300.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Operating Pow.: Visual 25.7 kw, Aural 12.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,440 ft.; Above ground 1,465 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began April 30, 1939. Hours, 6:30 a.m.-1:15 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WRCA. Fm, WRCA-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Attorney, Cahill & Gordon, Reindel & Ohl, New York.

PRINCIPAL STOCKHOLDERS: Owned by Radio Corporation of America. RCA manufactures electronic equipment, including broadcast transmitters, antennas, tubes, and studio apparatus, phonograph records, owns RCA Communications Inc. and Radiomarine Corp. of America (communications), RCA Institutes Inc. (school) and RCA Service Co. NBC owns the following stations in addition to operating the NBC network; WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, KNBC-AM-FM San Francisco, WRCV-AM-TV Philadelphia, KRCA (TV) Los Angeles, and WBUF-TV Buffalo, N. Y. Purchase of WKNB-AM-TV New Britain, Conn., pending approval.

EXECUTIVES:

Sylvester L. Weaver Jr., chmn. of bd.
Robert W. Sarnoff, pres.
Thomas McFadden, gen. mgr.
William M. Davidson, asst. gen. mgr.

Steve Krantz, pgm. dir.
Sherman Hildreth, ch. engr.
George Vales, film buy.
Max Buck, prom. mgr.
William Berns, news ed.

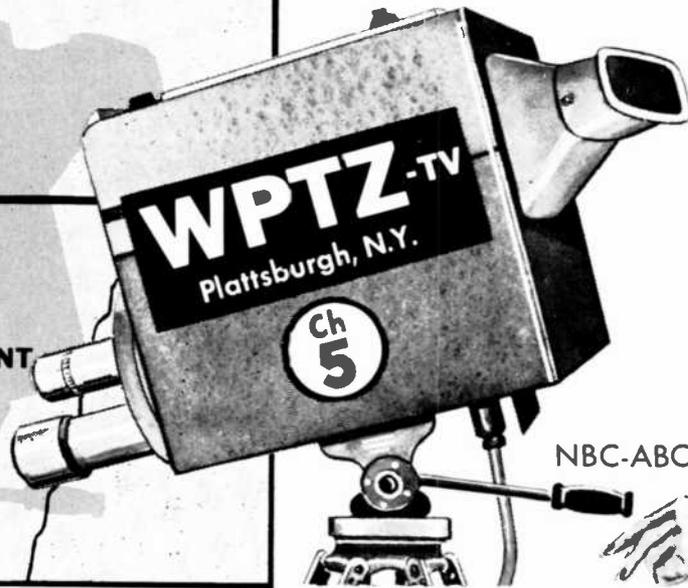
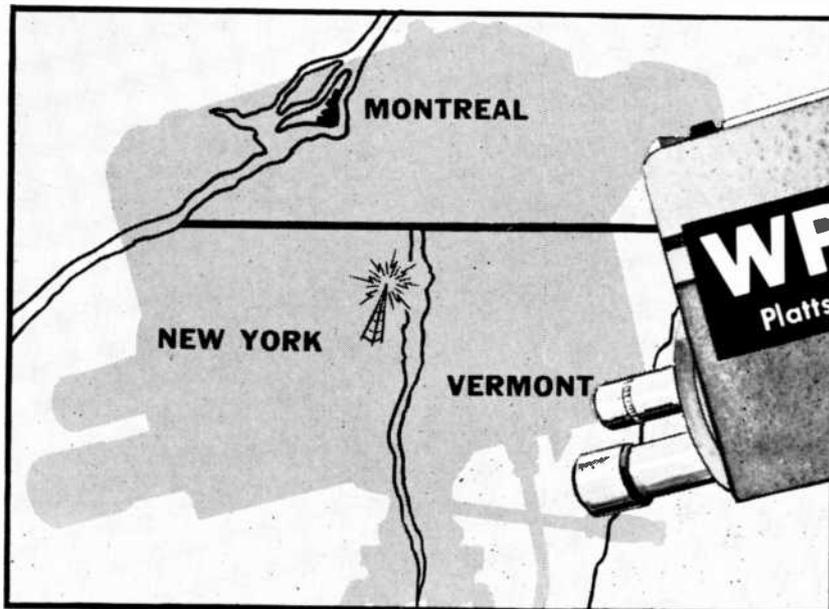
RATE INFORMATION: Class AAA one hour \$9,200. Class AA one hour \$5,200. Class A one hour \$4,500. Class AAA, AA and A 20 sec. spot, \$2,300, \$1,500, and \$1,100. ID (AAA, AA, A) \$1,150, \$750, and \$550. ID Length 10 sec. Frequency discounts. Rate Card No. 16.

PLATTSBURG
(Clinton County)

WPTZ-TV (LAKE PLACID)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St. Phone: 3070. (For full listing see Lake Placid.)

DOMINANT COVERAGE (Unduplicated)
All of Upper New York and Vermont...plus Montreal!



MORE BIG PROGRAMS
Now all the top NBC-ABC shows

MORE AUDIENCE
At low rates

NEW CALL LETTERS
(formerly WIRI)

NEW OWNERSHIP
ROLLINS BROADCASTING, INC.

NEW MANAGEMENT
George L. BarenBregge, Gen. Mgr.

Get the facts today → → →

HOAG-BLAIR CO. National Representatives

POUGHKEEPSIE
(Dutchess County)

WKNY-TV (KINGSTON)

LICENSEE: WKNY-TV Corp. Address: 601 Broadway, Kingston. Phone: Kingston 4500.

FACILITIES: Ch. 66. Authorized Eff. Rad. Pow.: Visual 24.4 kw, Aural 11.5 kw. Operating Pow.: Visual 24.4 kw, Aural 11.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 616 ft.; Above ground 646 ft. [CP for Ch. 21.]

OPERATION: Began May 24, 1954.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WKNY.

REPRESENTATIVES: Sales, Robert Meeker Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: WKNE Corp. (WKNE-AM-TV Keene, N. H.). 18%; Joseph K. Close, 11%; N. LeVan Haver, 6.5%; George W. Smith, 2.8%; Arthur H. Wicks, 5.5%; Gerald V. C. Baker, 5.5%; Arthur L. Baker, 5.5%. and others. Mr. Close controls WKNE Corp.

EXECUTIVES:

Joseph K. Close, pres.	Gil Martin, pgm. dir. & film buy.
Robert M. Peebles, gen. mgr. & com. mgr.	Joseph Amashowsky Jr., ch. engr.
	Joel Levy, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$140, (film) \$100; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

ROCHESTER
(Monroe County)

WCBF-TV

(Target Date, Unknown)

LICENSEE: Star Bcstg. Co. Address: 87 Seneca St., Geneva, N. Y.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 151 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 325 ft.

AFFILIATION: Station, Am, WBBF.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Maurice Forman, 71.59%, and others. Licensee also owns WGVA Geneva, N. Y. and WBBF Rochester.

EXECUTIVES:

Maurice R. Forman, pres.	Thomas L. Brown, vp.
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BROADCASTING • TELECASTING



the
COUNT of MONTE CRISTO
starring
GEORGE DOLENZ

Another winner!

from the portfolio of **TPA** Sales Builders

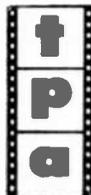
Monte Cristo is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press . . . a best-seller as a book . . . a smash hit as a play—and one of the Top Ten when Edward Small produced it as a full-length motion picture.

As a half-hour series on television, The Count of Monte Cristo is continuing its tradition of success. Videodex gave it the highest rating of any syndicated program, on any station, on any day—in 7-station New York (May, 1956).

In Buffalo, the program is winning viewers for Pepsi-Cola and Bison Dairy at a cost of less than 54c per thousand. And from New England, an advertising agency reports "The Count of Monte Cristo is selling bread as well as delivering an audience."

Some good availabilities are still open—perhaps in the very markets where you need a proved program which can deliver audiences and sell goods.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



Another winner!

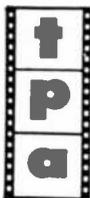
from the portfolio of **TPA** Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've even seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 488 Madison Avenue
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

NEW YORK

ROCHESTER (Cont.)

WHAM-TV

LICENSEE: Transcontinent TV Corp. Postal Zone: 3. Address: 201 Humboldt St. Phone: Hubbard 1221.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 503 ft.; Above ground 353 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 11, 1949. Hours, 6:57 a.m.-1:05 a.m.

AFILIATION: Tv Network, NBC. Stations, Am, WHAM. Fm, WHAM-FM.

REPRESENTATIVES: Sales: George P. Hollingbery Co.; Washington Attorney: Covington & Burling.

PRINCIPAL STOCKHOLDERS: Transcontinent also owns 50% of WSVA-AM-TV Harrisonburg, Va. Transcontinent is owned by Paul A. Schoellkopf Jr., 12.5%; David Channing Moore, 0.27%; J. Fred Schoellkopf IV, 12.5%; David Forman, 12.5%; Seymour Knox III, 4.2%, and General Railway Signal Corp. (which owns 50% of Class A stock. \$1.9 million in debentures and 200,000 Class B shares which permits it to elect three of the nine Transcontinent directors). Messrs. Schellkopf and Knox also own interests in WGR-TV Buffalo, N. Y.

EXECUTIVES:

David Channing Moore, pres.
William Fay, gen. mgr.
J. W. Kennedy Jr., com. mgr.
Charles W. Siverson, pgm. dir.

Kenneth J. Gardner, ch. engr.
David Manning, film buy.
E. Walton Smith, prom. mgr.
David E. Kessler, news ed.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$700; minute spot (live) \$185, (film) \$160; ID \$80. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 10.

When you are in New York stop by

444 Madison Avenue

for your current issue of



Plaza 5-8355

WHERE EVERY SPOT IS A PRODUCTION

Designed and executed to make **SALES**

WHAM-TV, Rochester, N. Y.,
offers advertisers three sales-
making factors:

COVERAGE—

17 prime Western N. Y. coun-
ties

MARKET—

1 million people in 365,000
TV homes who spend 2 billion
in one of the 1st 50 markets
in the nation

QUALITY PROGRAMS—

NBC and top-rated local area
The sales potential and attention
to detail, coupled with care and
craftsmanship that goes into pro-
ducing every WHAM-TV spot an-
nouncement makes the difference
between just another spot and a
WHAM-TV sales-getter.

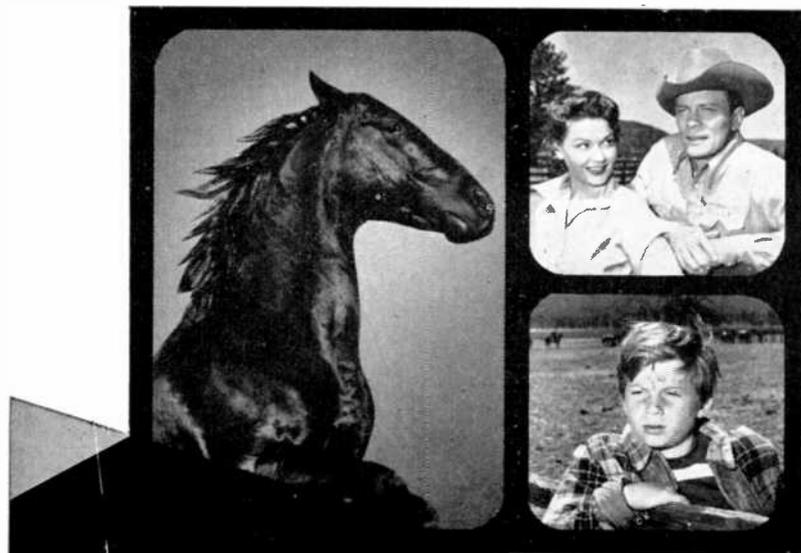
Represented Nationally by
George P. Hollingbery Company



Rochester's FIRST Station

WHAM-TV CHANNEL 5

THE STATION OF QUALITY PROGRAMS



FURY
starring "Fury"—a jet-black stallion, and
Bobby Diamond
Peter Graves
Ann Robinson

Another winner!

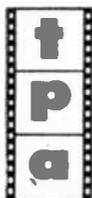
from the portfolio of **TPA** Sales Builders

Here's a show that proudly carries the TPA mark of success. It's the story of a city boy and a wild horse. Eleven-year-old Bobby Diamond is the boy; "Fury," an untamed black stallion, is the horse—the greatest trick horse in Hollywood. Together, they make a team that sends youngsters dreaming of a free life on a wide-open range with a horse that's almost human in its understanding.

Peter Graves plays the ranch owner who takes the boy under his roof. Ann Robinson is the eye-filling girl friend. Benton & Bowles grabbed this one for General Foods as soon as they saw the audition print. Co-sponsor is Borden's, via Young & Rubicam. The program is aired over NBC-TV Saturdays at 11 a.m.

"Fury" is another example of TPA's proved ability to develop unique, quality programs. While this program has already posted the SRO sign, we have others which can do a great job for you.

Call TPA for market availabilities on audience-winning, sales-building television programs.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

NEW YORK

ROCHESTER (Cont.)

WHEC-TV

LICENSEE: WHEC Inc. Postal Zone: 4. Address: 40 Franklin St. Phone: Baker 6740.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 353 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-1 a.m. (Shares time with WVET-TV.)

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WHEC.

REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Owned by Garnett Co., publisher of Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser, Binghamton Press, Niagara Falls Gazette, all New York; Hartford (Conn.) Times Plainfield (N. J.) Courier-News, Danville (Ill.), Commercial News, Gannett also owns WHDL-FM Olean (minority), WENY Elmira, both New York; and WDAN-AM-TV Danville, Ill.

EXECUTIVES:

Frank E. Gannett, pres.	R. Blackburn, ch. engr.
Glover DeLaney, gen. mgr.	Lowell MacMillan, film buy.
L. C. Wheeler, com. mgr.	W. J. Adams, prom. mgr. & news ed.
W. J. Adams, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$780, (film) \$700; minute spot (live) \$160, (film) \$160; ID \$80. ID Length 10 sec. Specifications: 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WROH (TV)*

(Target Date, Unknown)
 (*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 540 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

WVET-TV

LICENSEE: Veterans Bcstg. Co. Postal Zone: 4. Address: 17 S. Clinton Ave. Phone: Hamilton 4820.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 353 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-1:30 p.m. (Shares time with WHEC-TV.)

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WVET.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: E. F. Lyke, 6.7%; H. W. Bennett, 4.8%; W. B. Maillefert, 4.8%; Hal James, 4.8%; F. W. Geib, 3.8%; John S. Houseknecht, 3.4%; Frank W. Lovejoy, 3%, and others.

EXECUTIVES:

Ervin F. Lyke, pres., & gen. mgr.	Raymond Jobs, ch. engr.
Arthur Murrellwright, gen. sls. mgr.	Art Cook, film buy.
Paul C. Louther, vp., pgm. dir. & film buy.	Don Kallock, prom. mgr.
	Dave Roberts, news ed.

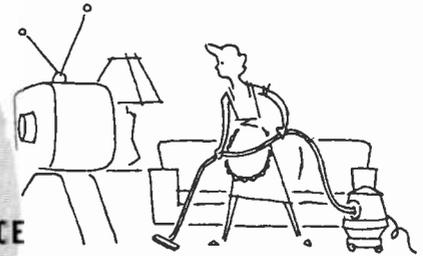
RATE INFORMATION: Class A one hour (live) \$780, (film) \$700, minute spot (live) \$180, (film) \$160; ID \$80. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

**AT ANY TIME OF DAY
CHANNEL 10 GETS THE
BIGGEST ROCHESTER
AUDIENCES!**

MORNINGS ...

63.4%

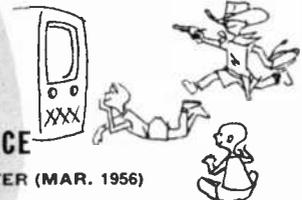
AVERAGE WEEKLY SHARE OF AUDIENCE
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



AFTERNOONS ...

54.6%

AVERAGE WEEKLY SHARE OF AUDIENCE
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



EVENINGS ...

52.0%

AVERAGE WEEKLY SHARE OF AUDIENCE
LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)



WRITE US TODAY FOR
CHOICEST AVAILABILITIES
IN ROCHESTER!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHCC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

SCHENECTADY
(Schenectady County)

WRGB (TV) (ALBANY-TROY)

LICENSEE: General Electric Co. Postal Zone: 5. Address: 1 River Road. Phone: Franklin 7-2261.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 314 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1947. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WGY. Fm, WGFM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Licensee is manufacturer of electronics and communications equipment, including broadcast transmitters, antennas, tubes and studio apparatus, radio-tv receivers, home appliances, electrical power generating equipment, electric light bulbs, etc.

EXECUTIVES:

R. B. Hanna, mgr. (GE Bcstg. sta. dept.)
R. W. Welpott, mgr. WRGB (TV)
Robert F. Reid, mgr. sls.
Albert G. Zink, pgm. mgr. & film buy.

Willard J. Purcell, engrg. mgr.
James Q. Cobb, mgr. prom. & publicity
Lansing Christman, news bcstg. dir.

RATE INFORMATION: Class A one hour (live) \$950, (film) \$950; minute spot (live) \$190, (film) \$190; ID \$95. ID Length 8 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 2 1/2% for 13-25 times up to 20% for 260 times. Rate Card No. 9.

SYRACUSE
(Onondaga County)

WHEN-TV

LICENSEE: Meredith Syracuse Television Corp. Postal Zone: 8. Address: 101 Court St. Phone: 74-5711.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 960 ft.; Above ground 554 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WHEN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Hales, Doty & Wollenburg.

PRINCIPAL STOCKHOLDERS: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns KCMO-AM-FM-TV Kansas City; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.

EXECUTIVES:

E. T. Meredith Jr., pres.
Paul Adanti, vp.
Fred Menzies, com. mgr.
Gordon Alderman, pgm. dir. & film buy.

Frank Spain, ch. engrg.
Bob Peel, prom. mgr.
Ray Owens & George Brush, news staff

RATE INFORMATION: Class A one hour (live), \$720, (film) \$700; minute spot (live) \$160, (film) \$140; ID \$60. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 9.

WHTV (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 532 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

WSYR-TV (Parent station of satellite WSYE-TV Elmira, N. Y.)

LICENSEE: Central New York Bcstg. Corp. Postal Zone: 2. Address: Syracuse-Kemper Bldg. Phone: Syracuse 3-7111.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,000 ft.; Above ground 597 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Feb. 15, 1950. Hours, 6:55 a.m.-1:05 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WSYR. Fm, WSYR-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: S. I. Newhouse and family. Newhouse newspapers are Syracuse Post-Standard and Herald-Journal, Newark (N.J.) Star-Ledger, Jersey City (N.J.) Journal, Long Island (N.Y.) Press and Star-Journal, Staten Island (N.Y.) Advance, Nassau (N.Y.) Review Star; Harrisburg (Pa.) Patriot and News, Portland (Ore.) Oregonian, and St. Louis Globe-Democrat. Newhouse broadcast properties are WSYR-AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; KWK-AM-TV St. Louis, 23%; WAPI-WABT (TV) Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala.

EXECUTIVES:

E. R. Vadeboncouer, pres. & gen. mgr.
W. R. Alford Jr., com. mgr.
William V. Rothrum, vp., pgm. & film buy.

Albert J. Eicholzer, ch. engrg.
Louis Switzer, prom. mgr.
Fred Hillegas, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$175, (film) \$175; ID \$87.50. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 9.

UTICA
(Oneida County)

WKTV (TV)

LICENSEE: Copper City Bcstg. Corp. Address: Smith Hill Road. Phone: 3-0404.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 447 ft.

EQUIPPED TO COLORCAST network programs.

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

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WKAL.

REPRESENTATIVES: Sales, Donald Cooke; Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Myron J. Kallet, who operates Kallet Theatres Inc., movie theater chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, pres.
William T. MacNeilly, exec. vp.
Michael C. Fusco, gen. mgr., com. mgr. & film buy.

Jack Fredericks, pgm. dir.
DeForest T. Layton Jr., ch. engrg.
Steve Purcell, prom. mgr.
Lyle Bosley, news ed.

RATE INFORMATION: Class A one hour (live) \$550; minute spot (live) \$100; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 7.

NORTH CAROLINA

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Total Households	Television Households		Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
		%	No.			
Alamance	19,700	69	13,530	73,255	17,041	2,097
Alexander	3,400	58	1,970	9,067	2,084	23
Alleghany	2,100	37	790	4,070	515	215
Anson	6,000	52	3,140	13,293	2,806	232
Ashe	5,000	44	2,230	6,209	947	182
Avery	3,000	30	920	3,190	370	196
Beaufort	8,800	61	5,410	29,284	6,551	644
Bertie	5,900	40	2,340	12,661	2,366	210
Bladen	6,600	17	1,120	17,179	3,076	226
Brunswick	4,400	19	820	6,955	1,836	346
Buncombe	34,000	45	15,300	128,114	26,603	5,079
Burke	11,200	63	7,110	26,198	7,317	739
Cabarrus	16,700	66	10,970	60,309	15,447	1,997
Caldwell	10,900	54	5,840	30,721	8,383	927
Camden	1,400	61	860	924	481	...
Carteret	6,500	31	2,030	20,069	5,423	672
Caswell	4,300	41	1,780	5,495	896	126
Catawba	17,000	68	11,610	68,783	16,285	1,711
Chatham	6,100	52	3,150	23,428	4,128	429
Cherokee	4,200	23	950	11,533	2,338	298
Chowan	2,800	46	1,290	9,188	2,148	163
Clay	1,300	13	170	2,836	440	66
Cleveland	15,900	55	8,820	44,842	10,125	1,161
Columbus	11,700	21	2,430	34,832	6,453	966
Craven	13,000	64	8,330	45,090	10,014	1,359
Cumberland	23,700	26	6,260	107,382	21,162	2,273
Currituck	1,800	53	950	3,092	583	...
Dare	1,300	34	440	6,296	1,738	470
Davidson	17,000	62	10,470	60,000	13,769	1,396
Davie	3,800	59	2,250	10,030	2,938	377
Duplin	9,400	31	2,900	20,799	4,295	577
Durham	27,900	61	17,070	111,625	22,065	3,716
Edgecombe	11,500	49	5,670	40,258	10,014	739
Forsyth	43,500	66	28,710	168,723	33,619	5,030
Franklin	6,900	37	2,540	13,228	2,881	421
Gaston	30,300	65	19,630	94,259	24,257	2,706
Gates	2,000	59	1,350	5,093	440	...
Graham	1,700	17	300	2,522	292	...
Granville	6,800	47	3,200	18,772	3,869	525
Greene	3,600	37	1,320	6,418	1,141	43
Guilford	54,200	62	33,880	281,724	52,777	7,489
Hallifax	12,500	36	4,540	42,597	9,821	985
Harnett	11,300	27	3,060	33,322	5,452	1,240
Haywood	9,600	34	3,260	27,503	4,685	1,124
Henderson	9,000	39	3,490	30,870	7,617	981
Hertford	4,700	61	2,850	16,741	2,360	487
Hoke	3,200	34	1,090	6,567	1,648	123
Hyde	1,400	30	420	1,501	400	...
Iredell	14,600	55	8,090	43,448	11,085	1,187

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SPOT SALES



NORTH CAROLINA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Jackson	4,300	36	1,570	9,957	1,948	276
Johnson	15,400	34	5,190	39,690	8,402	1,102
Jones	2,400	24	570	3,350	852	85
Lee	6,100	44	2,710	25,566	5,000	881
Lenoir	11,000	49	5,370	50,230	7,963	1,501
Lincoln	6,800	59	3,980	17,606	5,286	432
McDowell	6,500	52	3,390	15,935	3,383	762
Macon	3,800	23	870	10,933	1,532	319
Madison	4,300	27	1,180	7,006	1,328	224
Martin	6,000	61	3,680	18,765	2,909	308
Mecklenberg	57,800	68	39,480	294,138	46,603	11,048
Mitchell	3,400	51	1,740	8,645	1,362	201
Montgomery	4,200	52	2,190	10,571	2,285	264
Moore	8,100	40	3,220	29,443	6,554	1,056
Nash	13,700	33	4,510	49,070	7,705	1,431
New Hanover	19,500	47	9,220	86,035	17,624	3,263
Northampton	5,900	38	2,230	8,492	2,117	295
Onslow	10,300	37	3,840	36,039	7,556	1,063
Orange	8,500	52	4,450	24,921	5,821	842
Pamlico	2,400	21	510	2,659	981	
Pasquotank	6,700	56	3,740	27,686	6,639	531
Pender	4,200	24	1,020	5,294	1,491	216
Perquimans	2,400	56	1,330	8,469	1,124	71
Person	5,200	57	2,980	18,032	3,143	461
Pitt	14,300	71	10,140	55,391	9,042	1,229
Polk	3,000	63	1,900	5,774	1,640	228
Randolph	13,600	52	7,030	47,282	10,658	1,304
Richmond	9,900	57	5,640	28,370	6,886	612
Robeson	19,500	34	6,550	57,933	11,069	1,469
Rockingham	17,100	55	9,340	50,655	13,431	1,579
Rowan	20,600	56	11,540	66,801	15,820	1,411
Rutherford	11,400	63	7,240	32,845	7,360	804
Sampson	11,300	26	2,890	24,652	4,191	1,012
Scotland	6,100	30	1,820	19,092	5,461	261
Stanly	10,300	73	7,570	32,064	7,211	762
Stokes	4,800	57	2,720	7,270	1,729	178
Surry	11,500	56	6,420	43,911	8,931	1,141
Swain	2,300	17	400	6,887	1,354	327
Transylvania	3,800	39	1,470	11,920	3,617	57
Tyrell	1,200	28	340	2,041	389	42
Union	10,200	55	5,650	29,419	5,840	883
Vance	7,600	42	3,210	25,111	5,495	607
Wake	36,800	55	20,310	174,613	34,974	5,214
Warren	4,900	27	1,300	9,090	1,919	247
Washington	2,900	42	1,220	9,354	2,678	110
Watauga	4,100	32	1,300	10,033	1,393	336
Wayne	15,300	55	8,350	55,273	8,770	1,161
Wilkes	10,700	40	4,290	33,475	4,856	541
Wilson	12,600	56	7,020	45,671	9,050	1,112
Yadkin	5,500	64	3,500	12,016	1,851	123
Yancey	3,500	21	740	4,479	1,033	135
Total	1,027,600	51%	525,490	\$3,550,339	\$729,273	\$101,470

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ASHEVILLE
(Buncombe County)

WISE-TV

LICENSEE: WISE-TV Inc. Address: 100 Lookout Road. Phone: 3-5381.
 FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 13 kw. Operating Pow.: Visual 23 kw, Aural 13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1140 ft.; Above ground 154 ft.
 OPERATION: Began August 1953. Hours: 6:30-11 p.m.
 AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WISE.
 REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney Krieger & Jorgensen.
 PRINCIPAL STOCKHOLDERS: Harold Thoms and wife, 100%. Mr. Thoms owns 25% interest in WAYS Charlotte and WCOG Greensboro, 71% of WEAM Arlington, Va., has applications pending for new am stations in Marshall, N. C., and Manassas, Va., and holds 20% interest in applicant for new am station in Wilmington, N. C.
 EXECUTIVES: Harold H. Thoms, pres. & gen. mgr. John Randolph, ch. engr. Joseph J. Master, com. mgr., pgm. dir. & prom. mgr.
 RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

WLOS-TV

LICENSEE: Skyway Bcstg. Co. Address: P. O. Box 2150. Phone: 2-2431.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.1 kw. Operating Pow.: Visual 170 kw, Aural 85.1 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 2,850 ft.; Above ground 340 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 18, 1954. Hours: 6:55 a.m.-12:30 a.m.
 AFFILIATIONS: Tv Network, ABC. Stations, Am, WLOS, Fm, WLOS-FM.
 REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; James S. Ayers Co. (Southeast); Washington Attorney, Spearman & Roberson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Joe H. Britt, 19.1%; Charles M. Britt, 9.5%; T. Frank Carr, 5.4%; W. H. B. Simpson, 4.5%; G. Curtis Crump, 4.1%, and others, none holding more than 3%. Asheville Citizens-Times Publishing Co. (Asheville Citizen and Times-WWNC) holds option to purchase one-third interest. Asheville Citizens-Times Publishing Co. owned by Greenville News-Piedmont Co., which owns 46% of WFBC-TV Greenville, S. C.

EXECUTIVES:

Charles B. Britt, exec. vp. Tom Gaul, ch. engr.
 George I. Norman Jr., com. mgr. Jo Ann Allison, prom. mgr.
 Sterling Wright, pgm. dir. & film Fred Brown, news ed.
 buy.

RATE INFORMATION: Class A one hour (live) \$440, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

CHAPEL HILL
(Orange County)

WUNC-TV*

(*Non-Commercial Educational)

LICENSEE: U. of North Carolina. Address: Chapel Hill. Phone: 8423.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 798.6 ft.
 OPERATION: Began Jan. 8, 1955. Hours, 12:45-9 p.m.
 AFFILIATION: Station, Fm, WUNC (FM).
 REPRESENTATIVES: Consulting Engineer, A. D. Ring & Assoc.
 EXECUTIVES: William Friday, acting pres. Roy Johnston, dir. of tv. (Raleigh)
 Duff Browne, dir. of tv (Chapel Hill) Alan B. MacIntyre, ch. engr.
 David M. Davis, dir. of tv (Greensboro) Emily Kellam, film buy. Wesley Wallace, news ed.

CHARLOTTE
(Mecklenburg County)

WBTV (TV)

LICENSEE: Jefferson Standard Bcstg. Co. Postal Zone: 8. Address: One Jefferson Pl. Phone: Edison 3-8833.
 FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 562 ft.
 EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
 OPERATION: Began July 15, 1949. Hours: 6:45 a.m.-1:30 a.m.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WBT.
 REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Jefferson Standard Life Insurance Co., 100%, which also owns WBTW (TV) Florence, S. C., WBIG Greensboro, N. C., and 16 2/3% of WFMY-TV Greensboro.
 EXECUTIVES: Joseph M. Bryan, pres. Lacy S. Sellars, pgm. mgr.
 Charles H. Crutchfield, exec. vp. & gen. mgr. Thomas E. Howard, vp. in charge of engrg.
 Kenneth I. Tredwell Jr., vp. & mgng. dir. of WBTV J. Nathan Tucker, film supvr.
 Wallace J. Jorgensen, asst. mgng. dir. in charge of sls. Robert L. Rierson, prod. mgr.
 John P. Dillon, prom. mgr. Nelson Benton, news ed.
 RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 10.

WQMC (TV)†

LICENSEE: WQMC Television Inc. Address: 3229 S. Blvd.
 FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 70.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 542 ft.
 REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Hugh Deadwyler and wife, 100%.
 EXECUTIVES: Hugh Deadwyler, pres.

†WQMC (TV) has suspended operation but has not returned its CP.

DURHAM

(Durham County)

WTVD-TV

LICENSEE: Durham Bcstg. Enterprises Inc. Address: 1750 Newton Road. Phone: 2-2111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Operating Pow.: Visual 47.8 kw, Aural 21.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 783 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 2, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC.

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

PRINCIPAL STOCKHOLDERS: Harmon L. Duncan, 12.5%; Floyd Fletcher, 24.9%; Durham Radio Corp. (WDNC Durham), 25%, and others.

EXECUTIVES:

Harmon L. Duncan, pres. & gen. mgr.	Henry Cronin, ch. engr.
Floyd Fletcher, vp. & sec.	Dale Baum, film buy.
Mike Thompson, com. mgr.	Clyde Knight, film dir.
Ernie Greup, pgm. mgr.	Charles Cash, prom. mgr.
Harry Middleton, prod. mgr.	Scott Jarrett, news ed.

RATE INFORMATION: Class A one hour (live) \$550; minute spot (live) \$110; ID \$55. ID Length 10 sec. Full and share screen. Frequency discounts from 2½% for 13 times up to 15% for 260 times. Rate Card No. 4.

FAYETTEVILLE

(Cumberland County)

WFLB-TV

LICENSEE: Fayetteville Bcstrs. Inc. Address: 1332 Bragg Blvd. Phone: 2-7136.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.41 kw. Operating Pow.: Visual 13.2 kw, Aural 7.41 kw. Transmitter: Continental. Antenna Make: GE. Height: Above average terrain 350 ft.; Above ground 405 ft.

OPERATION: Began Aug. 29, 1955. Hours, 2 p.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WFLB.

REPRESENTATIVES: Sales, Young Tv; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Eight each holding 11.2%: Harry B. Stein, Neill A. Currie Jr., W. M. K. Bender, John W. Hensdale, John D. Currie, T. D. Hatcher, J. B. Stein, and R. B. Minges, and L. W. Allen with 10.4%.

EXECUTIVES:

Harry B. Stein, pres.	Marvin Rosenberg, pgm. dir.
W. D. Bailey, gen. mgr. & film buy.	J. H. Buck, ch. engr.
W. B. Belche, com. mgr.	

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$20. ID Length 8 sec. Specifications: 2x2 in. slide. Frequency discounts.

BROADCASTING • TELECASTING

GASTONIA

(Gaston County)

WTVX (TV)

(Target Date, Unknown)

LICENSEE: Air Pix Corp. Address: Lowell, N. C.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.59 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 900 ft.; Above ground 113 ft.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Cclt M. Robinson, 24.31%; C. C. Dickson, 12.57%, and others.

EXECUTIVES:

Colt M. Robinson, pres.	Colt M. Robinson Jr., sec.-treas.
W. C. Bivens, vp.	

GREENSBORO

(Guilford County)

WFMY-TV

LICENSEE: Greensboro News Co. Address: Phillips Ave. & White St. Phone: 4-0114.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 759 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 22, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16⅔% owned by Jefferson Standard Life Insurance Co., owner of WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C. and WBIG Greensboro, N. C.

EXECUTIVES:

Gaines Kelley, gen. mgr.	William E. Neill, ch. engr.
Joe E. Lake, com. mgr.	Jack Wiggins, film buy.
Gomer R. Lesch, pgm. dir.	Bob Stroh, news ed.

RATE INFORMATION: Class A one hour (live) \$825; minute spot (live) \$130; ID \$65. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 7.

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GREENVILLE
(Pitt County)

WNCT (TV)

LICENSEE: Carolina Bcstg. System Inc. Address: P. O. Box 898. Phone: 6181.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 860 ft.; Above ground 873 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 22, 1953. Hours, 6 a.m.-1 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Earl Westbrook, 27%; Josh Horne, 5%; Herbert Brauff, 10%; Penn Watson, 10%, and others. Mr. Horne is publisher of Rocky Mount (N. C.) Telegram. Mr. Brauff is publisher of Wilson (N. C.) Times.

EXECUTIVES:

Earl McD. Westbrook, pres.	Eccles Wall, pgm. dir.
A. Hartwell Campbell, gen. mgr. & film buy.	Hank Tribbley, ch. engr.
John G. Clark Jr., com. mgr.	Dave Mosier, prom. mgr.
	Gene Hodges, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 4.

NEW BERN
(Craven County)

WNBE-TV

(Target Date, Unknown)

LICENSEE: Nathan Frank. Address: P. O. Box 810, Henderson, N. C.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 26.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 493 ft.

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REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Mr. Frank owns WHNC Henderson, N. C.

RALEIGH
(Wake County)

WNAO-TV

LICENSEE: Sir Walter Television Co. Address: 2128 Western Blvd. Phone: 4-8282.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 102 kw. Operating Pow.: Visual 182 kw, Aural 102 kw. Transmitter: Federal. Antenna Make: Gabriel. Height: Above average terrain 460 ft.; Above ground 349 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 12, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WKIX. Fm, WKIX-FM.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Equal 12.5% holdings by John W. English; Frank A. Daniels (for Raleigh News & Observer and Times); Mrs. Lydia McBrier Jarecki, James R. McBrier; Mrs. Jean Devine Jarecki; Mary Evelyn Mead & John J. Borland Jr. as trustees; with other minor owners. Interlocking ownership with WSEE (TV) Erie, Pa. (Erie Times).

EXECUTIVES:

John W. English, pres.	Joseph F. McGinley, reg. sls. mgr.
John H. Bone, gen. mgr. & film buy.	Leo A. Ribitzki, pgm. dir.
Earl W. Welde, gen. sls. mgr.	Joe Cutter, prom. mgr.
Herman Soero, sls. mgr.	Arthur Humphrey, ch. engr.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$325; minute spot (live) \$75, (film) \$65; ID \$32.50. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

WRAL-TV

(Target Date, Unknown)

LICENSEE: Capitol Bcstg. Co. Address: 130 S. Salisbury St. Phone 4-6401.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 61.34 kw. Transmitter: DuM. Antenna Make: DuM. Height: Above average terrain 1,171 ft.; Above ground 1,170 ft.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Owned by A. J. Fletcher and family.



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No. 1 TV Station

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channel 9 PRIMARY CBS AFF.

316,000 watts full time
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George P. Hollingbery Co., Nat'l. Rep.

*JAN. '56 PULSE—19 counties

WASHINGTON
(Beaufort County)

WITN (TV)

LICENSEE: North Carolina Television Inc. Address: Washington, N. C. Phone: 1760.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 870 ft.; Above ground 919 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 28, 1955. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Roberts & McInnis; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: W. R. Roberson and family, 62.59%; William E. Barnes, 8.90%; William S. Page, 24.30%, and Marie S. Page, .91%. Mr. Roberson and family own WRRF Washington, N. C. Mr. Page and wife own WELS Kinston, N. C.

EXECUTIVES:

W. R. Roberson Jr., pres. & gen. mgr. Hal Wilson, ops. dir., film buy. & prom. mgr.
T. H. Patterson, sls. vp. L. E. Hiland, ch. engr. Sandy Pfoutz, news ed.

RATE INFORMATION: Class A one hour (live) \$365, (film) \$325; minute spot (live) \$75, (film) \$65; ID \$32.50. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 1.

WILMINGTON
(New Hanover County)

WMFD-TV

LICENSEE: WMFD-TV Inc. Address: 225 Princess St. Phone: 3-4666.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 16.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 359 ft.

OPERATION: Began April 8, 1954.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WMFD.

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: R. A. Dunlea and wife, 66 2/3%; Dan D. Cameron, 33 1/3%.

EXECUTIVES:

Richard A. Dunlea Sr., pres. & gen. mgr. Clinton Long, pgm. dir. E. I. Herring, ch. engr.
Richard A. Dunlea Jr., sta. mgr. & film buy. Wayne Jackson, prom. & publicity dir.
Claud O'Shields, sls. mgr. Bob West, news dir.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

WINSTON-SALEM
(Forsyth County)

WSJS-TV

LICENSEE: Triangle Bcstg. Corp. Postal Zone: 1. Address: 419-21 N. Spruce St. Phone: 5-2311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,000 ft.; Above ground 692 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 29, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WSJS. Fm, WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fly, Shuebruk, Blume & Gaugine; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Piedmont Pub. Co. (Winston-Salem Journal and Twin City Sentinel), 66.75%; Mary Pickford Rogers, 18.3%, and Charles (Buddy) Rogers, 15%.

EXECUTIVES:

W. K. Hoyt, pres. Nick Reisenweaver, ch. engr. John Comas, film buy.
Harold Essex, exec. vp. & gen. mgr. Phil Hedrick, ops. mgr. F. O. Carver Jr., news ed.
Harry B. Shaw, sls. mgr. James Prendergast, pgm. dir. Richard Barron, prom. mgr.

RATE INFORMATION: Class A one hour (film) \$550; minute spot (film) \$110; ID \$55. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

WTOB-TV

LICENSEE: Winston-Salem Bcstg. Co. Inc. Address: 300 S. Stratford Rd. Phone: 3-4353.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 37.2 kw. Operating Pow.: Visual 13.7 kw, Aural 8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 547 ft.

OPERATION: Began September 1953. Hours, 9:30 a.m.-11 p.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WTOB.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: James W. Coan, 14.4%; Robert V. Brawley, 7.9%; John G. Johnson, 12.6%; Archibald Craige, 7.8%; Jonas S. Rice, 8.99%; Earl F. Slick, 17.9%; Thomas B. Rice, 9.8%; Albert L. Butler Jr., 13.5%; Gordon Hanes, 3.6%; Agnew H. Bahnsen Jr., 1.6%; Katherine K. Bahnsen, .002%, and Kenneth Mountcastle Jr., 1.9%. Same ownership as WOTV (TV) Richmond, Va.; WSGN-AM-FM Birmingham, Ala., WLOW Portsmouth, Va.

EXECUTIVES:

James W. Coan, pres. & film buy. Tracy Lounsbury, pgm. dir.
John G. Johnson, gen. mgr. James H. Hoke, ch. engr.
L. G. Long com. mgr. George Thomas, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40 (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 1.

NORTH DAKOTA

NORTH DAKOTA MARKET DATA BY COUNTIES

County	Television Households		Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
	Total Households	%			
Adams	1,200		5,474	1,038	142
Barnes	4,400	70	18,884	3,484	350
Benson	2,400	18	4,846	1,154	131
Billings	500		103		
Bottineau	3,100	36	11,068	1,884	276
Bowman	1,000		6,192	802	109
Burke	1,800	21	5,005	850	163
Burleigh	8,000	62	43,905	6,858	1,495
Cass	18,200	63	114,410	14,260	2,464
Cavalier	2,700	11	300	8,134	1,302
Divide	1,400		7,057	817	149
Dickey	2,500	35	7,923	1,355	260
Dunn	1,600		3,477	752	66
Eddy	1,200	33	5,895	1,074	157
Emmons	2,100	36	760	5,981	1,288
Foster	1,500	49	730	6,513	738
Golden Valley	900		3,918	851	85
Grand Forks	11,800	39	4,630	63,773	8,981
Grant	1,600	27	430	3,667	648
Griggs	1,300	65	850	5,907	937
Hettinger	1,800	16	290	6,365	1,044
Kidder	1,500	38	560	4,421	580
La Moure	2,400	45	1,070	9,012	1,561
Logan	1,300	30	380	3,577	536
McHenry	3,200	30	950	8,572	1,848
McIntosh	1,700	33	550	6,754	839
McKenzie	1,800			4,760	758
McLean	5,300	26	1,390	13,639	3,093
Mercer	2,100	28	590	7,044	1,059
Morton	5,300	64	3,400	21,121	4,120
Mountrail	2,500	21	540	10,200	1,487
Nelson	1,800	45	810	6,410	890
Oliver	500	39	190	651	129
Pembina	3,600	14	490	13,426	2,338
Pierce	2,100	29	610	8,810	1,050
Ramsey	3,500	24	820	18,954	3,304
Ransom	2,300	56	1,294	8,676	1,530
Renville	1,500	46	690	5,742	728
Richland	5,200	56	2,910	20,420	3,325
Rolette	2,300	14	310	8,252	1,507
Sargent	1,800	32	580	3,545	787
Sheridan	1,200	30	350	3,412	458
Sioux	600	16	100	1,229	82
Slope	500			387	113
Stark	4,100	13	510	20,326	2,693
Steele	1,200	57	680	2,669	564
Stutsman	6,700	37	2,510	28,837	4,796
Towner	1,400	11	160	5,292	806
Trail	3,000	61	1,830	13,017	1,813
Walsh	4,700	21	1,000	21,380	3,298
Ward	10,400	50	5,210	57,194	8,014
Wells	2,600	29	760	9,547	1,811
Williams	8,700			28,553	4,753
Total	167,800	37%	62,300	\$700,345	\$110,787

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BISMARCK
(Burleigh County)

KBMB-TV

LICENSEE: North Dakota Bcstg. Co. Address: 4000 Main Ave., Fargo, N. D. Phone: 5-4461.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 19.1 kw. Operating Pow.: Visual 38 kw, Aural 19.1 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 320 ft.; Above ground 279 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 19, 1955. Hours 4 p.m.-midnight.

AFFILIATION: Tv Network CBS.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Lloyd R. Amoo.

PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (58.7%), owned by John Boler. North Dakota Bcstg. is licensee of KSJB Jamestown, KCJB-AM-TV Minot, and KXJB-TV Valley City, all N. D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr.	Thomas Ahner, ch. engr.
Chester Rietan, com. mgr.	Judy Lawton, film buy.
Pete Emerson, pgm. dir. & news ed.	

RATE INFORMATION: Class A one hour (live) \$150 (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Specifications: 3/4 screen. Share screen. Frequency discounts from 25% for 13 times up to 260 times. Rate Card No. 1.

KFYR-TV

LICENSEE: Meyer Bcstg. Co. Address 200 1/2 Fourth St. Phone: Capitol 3-0900.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 667 ft.

OPERATION: Began Dec. 7, 1953. Hours, 1:45 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KFYR.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Etta Hoskins Meyer and family, 94.35%; F. E. Fitzsimonds, 5.3%, and others. Same ownership as KMOT (TV) Minot, N. D.

EXECUTIVES:

Etta Hoskins Meyer, pres.	Cal Culver, sta. mgr.
E. A. Fitzsimonds, exec. vp.	Larry Kindle, pgm. dir.
William A. Ekberg, gen. mgr.	Ivar Nelson, ch. engr.
A. L. Anderson, com. mgr. & film buy.	Jack Swenson, prom. mgr. & news ed.

RATE INFORMATION: Class A one hour (live) \$230, (film) \$200; minute spot (live) \$46, (film) \$40; ID \$20. ID Length 10 sec. Specifications: 2x2 slides or 4x5 telop. Full and share screen. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 3.

DICKINSON
(Stark County)

KDIX-TV

(Target Date, Unknown)

LICENSEE: Dickinson Radio Assn. Address: 119 Second Ave. W.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 25.88 kw, Aural 12.94 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 837 ft.; Above ground 621 ft.

AFFILIATION: Station, Am, KDIX.

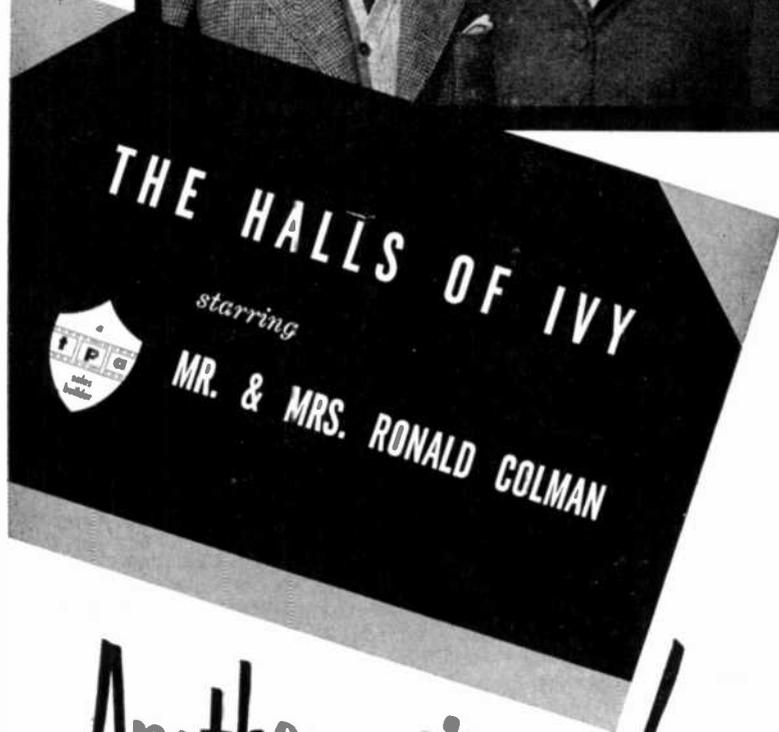
REPRESENTATIVES: Washington Attorney, Eugene L. Burke.

PRINCIPAL STOCKHOLDERS: Dr. P. J. Weir, 17.2%; F. P. Whitney, 17.2%; Orville F. Burda, 7.6%; W. K. Johnson, 17.2%; William O. Rabe, 17.2%; L. W. Veigel, 13.4%, and P. J. Baseflug, 10.1%.

EXECUTIVES:

P. J. Weir, pres.	Orville F. Burda, gen. mgr.
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Another winner!

from the portfolio of **TPA** Sales Builders

Here's a show—THE HALLS OF IVY—showered with superlatives from every source. As a radio program, it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a television series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting.

Critics say: "Keeps me glued to the chair in front of my TV set" . . . "brings literacy to the screen" . . . "great intelligence and charm" . . . "Colmans add class to TV" . . . "Bright and witty" . . . "most delightful and certainly the most humorous and best written."

You can bank on THE HALLS OF IVY attracting the higher-income, intelligent buyers who "enjoy adult television comedy."

For details on availabilities, get in touch with TPA . . . PLaza 5-2100.



Television Programs of America, Inc.

*New York: 488 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard*

FARGO
(Cass County)

KXJB-TV (VALLEY CITY)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 Main Ave. Phone: 5-4461. (For full listing see Valley City, N. D.)

WDAY-TV

LICENSEE: WDAY Inc. Address: American Life Bldg. Phone: 2-3371.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 66 kw, Aural 33 kw. Operating Pow.: Visual 66 kw, Aural 33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 392 ft.; Above ground 433 ft

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1953. Hours, 11:30 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WDAY.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessy.

PRINCIPAL STOCKHOLDERS: E. C. Reineke and wife, 55%; N. D. Black Jr. and family, 35.5%, and others. Mr. Black is pres.-publisher of Fargo Forum and Moorehead (Minn.) News.

EXECUTIVES:

Earl C. Reineke, pres. Julius Hetland, tech. dir.
Tom Barnes, gen. mgr. & com. mgr. Roy Pedersen, prom. mgr.
Ken Kennedy, pgm. dir. & film buy. Norm Schrader, news ed.

RATE INFORMATION: Class AA one hour (live) \$400, (film) \$400; minute spot (live) \$85, (film) \$80; ID \$40. ID Length 10 sec. Specifications: 4x5 in. telop. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

GRAND FORKS
(Grand Forks County)

KNOX-TV

LICENSEE: Community Radio Corp. Address: P. O. Box 142. Phone: 4-4611.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 252 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 11, 1955. Hours, 4:30-11 p.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KNOX.

REPRESENTATIVES: Sales, William G. Rambeau Co.; Bulmer & Johnson (Minneapolis); Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, C. J. Thomforde.

PRINCIPAL STOCKHOLDERS: Elroy H. Schroeder, 20%, Arthur Tweet, 20%; Don Whitman, 20%; Adolph Lund, 20%, and Fern Day, 20%.

EXECUTIVES:

Elroy Schroeder, pres. Lyle Gilbertson, ch. engr.
Robert C. Lukkason, natl. sls. mgr. & Margaret J. Bundlie, prom. mgr.
film buy. Charles K. Bundlie, news ed.
Bo West, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$255.50, (film) \$200; minute spot (live) \$48.25, (film) \$40; ID \$15. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 1.

MINOT
(Ward County)

KCJB-TV

LICENSEE: North Dakota Bcstg. Co. Postal Zone: 1. Address: 4000 W. Front St., Fargo. Phone: 51-161.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Operating Pow.: Visual 28.8 kw, Aural 14.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 416 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 4, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KCJB.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Lloyd R. Amoo.

PRINCIPAL STOCKHOLDERS: See KBMB-TV Bismarck, N. D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr. William H. Johnson, dir. news &
Chester Rietan, res. mgr. pub. rel.
Joe Main, tech. dir.

KMOT (TV)

(Target Date, Unknown)

LICENSEE: Meyer Bcstg. Co. Address: 200 1/2 Fourth St., Bismarck, N. D. Phone: Capital 3-0900.

FACILITIES: Ch 10. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.78 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 90 ft.; Above ground 130 ft.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: See KFVR-TV Bismarck, N. D.

EXECUTIVES:

Etta Hoskins Meyer, pres. F. E. Fitzsimonds, exec. vp. & treas.

VALLEY CITY
(Barnes County)

KXJB-TV (FARGO)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 Main Ave., Fargo, N. D. Phone: Phone: 5-4461.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 57.5 kw. Operating Pow.: Visual 100 kw, Aural 57.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 1,085 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Aug. 12, 1954. Hours, 9:30 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, KSJB.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Lloyd R. Amoo.

PRINCIPAL STOCKHOLDERS: See KBMB-TV Bismarck, N. D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr. Robert Ridgway, studio, ch. engr.
William L. Hurley, sls. vp. Lloyd Erickson, trans. ch. engr.
Judy Lawton, pgm. dir. & film buy. Robert Dunnom, prom. mgr.
Lloyd Amoo, vp. & ch. engr. Hal Kennedy, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$450; minute spot (live) \$98, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5 to 25% for 26 times up to 25% for 260 times. Rate Card No. 4.

WILLISTON
(Williams County)

(CP)

(Target Date, Unknown)

LICENSEE: Meyer Bcstg. Co.

FACILITIES: Ch. 8.

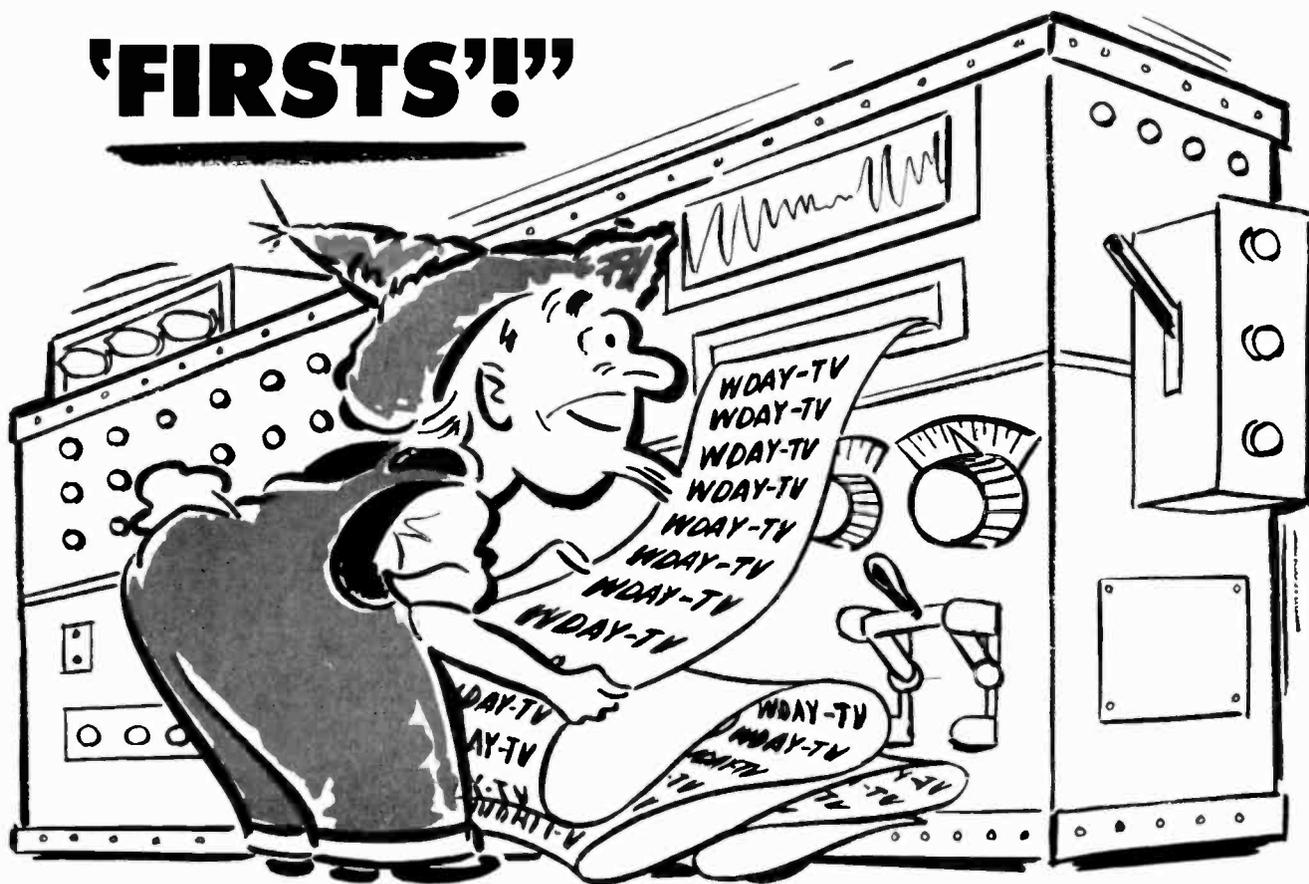
PRINCIPAL STOCKHOLDERS: See KFVR-TV Bismarck, N. D.

OHIO

OHIO MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	6,700	67	4,490	16,991	3,412
Allen	29,400	68	20,110	115,750	25,186
Ashland	11,100	79	8,770	40,324	7,644
Ashtabula	26,300	84	22,040	113,737	25,409
Athens	12,600	56	7,090	36,659	8,843
Auglaize	10,100	75	7,560	37,056	8,506
Belmont	27,000	75	20,200	72,545	26,492
Brown	7,300	73	5,350	18,153	3,728
Butler	47,800	86	40,920	199,248	43,157
Carroll	5,800	82	4,740	14,869	3,873
Champaign	8,800	73	6,420	29,885	6,119
Clerk	37,200	85	31,430	148,122	32,550
Clermont	13,500	82	11,120	51,936	12,630
Clinton	8,600	74	6,340	33,139	6,941
Columbiana	32,400	77	24,850	118,549	29,554
Coshocton	10,400	52	5,420	30,911	6,857
Crawford	13,000	73	9,460	49,105	9,561
Cuyahoga	455,600	89	404,120	2,005,983	470,684
Darke	13,500	83	11,180	48,121	9,510
Defiance	8,500	74	6,300	41,192	7,682
Delaware	9,200	78	7,190	30,588	6,059
Erie	17,700	81	14,390	71,338	17,144
Fairfield	17,100	79	13,420	62,711	15,168
Fayette	7,700	70	5,410	31,997	6,013
Franklin	167,100	86	143,540	761,591	164,157
Fulton	8,300	81	6,730	38,731	5,721
Gallia	6,800	70	4,780	22,645	5,509
Geauga	8,300	66	5,440	28,025	6,837
Greene	20,200	80	16,100	71,668	16,188
Guernsey	11,700	61	7,140	29,963	7,238
Hamilton	251,500	87	218,550	1,049,383	232,688
Hancock	15,600	77	12,070	57,945	11,618
Hardin	9,300	75	6,990	27,822	6,563
Harrison	5,900	66	3,920	13,254	3,478
Henry	7,100	76	5,410	30,011	6,766
Highland	9,600	69	6,640	34,931	7,371
Hocking	5,700	76	4,350	19,480	4,237
Holmes	5,400	74	4,010	12,789	3,006
Huron	12,900	72	9,340	47,333	9,799
Jackson	8,600	73	6,280	29,225	5,999
Jefferson	28,300	84	23,860	117,609	32,230
Knox	11,600	74	8,530	40,025	8,472
Lake	27,000	85	22,980	130,967	31,339
Lawrence	14,800	78	11,510	43,071	12,599
Licking	23,800	62	14,730	88,905	21,123
Logan	10,700	74	7,910	44,157	10,391
Lorain	48,700	86	41,980	205,992	52,526
Lucas	131,500	86	112,700	567,984	127,120
Ludlow	6,500	77	4,990	32,336	5,752
Mahoning	78,300	82	63,970	345,598	86,550
Marion	17,200	79	13,520	66,095	13,726
Medina	13,700	85	11,660	53,002	11,739
Meigs	7,100	67	4,770	21,005	4,591
Mercer	8,800	63	5,570	37,467	6,168
Miami	21,000	83	17,470	83,150	18,586
Monroe	4,600	59	2,700	7,864	1,647
Montgomery	134,400	88	117,600	602,477	135,155
Morgan	4,200	61	2,550	10,644	2,001
Morrow	5,300	77	4,070	13,432	2,567

"LOOKIT ALL THEM WDAY-TV 'FIRSTS'!"



YOU don't need an electronic brain to figure WDAY-TV's audience preference. Just look at the ARB figures!

WDAY-TV gets more than FOUR TIMES as many afternoon viewers as the next station — more than TWICE as many nighttime viewers!

WDAY-TV has 23 of the 25 most popular NETWORK shows in the area—14 of the top 15 FILM shows—all 10 top DAYTIME shows!

In addition to Fargo-Moorhead, the Survey covered four other metropolitan areas — each between 40 and 50 miles away!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives



AMERICAN RESEARCH BUREAU, INC.
NORTH DAKOTA: Fargo, Valley City, Hillsboro, Wahpeton
MINNESOTA: Moorhead, Fergus Falls, Breckenridge
November 13-19, 1955

	AVERAGE WEEKLY RATINGS	
	WDAY-TV	Station B
12:00 - 5:00 p.m. Monday thru Friday	18.6	4.0
5:00 - 6:00 p.m. Monday thru Friday	33.8	8.7
6:00 - 10:30 p.m. Sunday thru Saturday	40.5	17.6

EXCLUSIVE WDAY-TV

"SHOPPER STOPPER" MERCHANDISING PLAN!

Our foodstore plan featuring mass, end-of-aisle displays in Fargo-Moorhead super-markets is **PRODUCING RESULTS**. Want some yourself?

Plan includes:

- 1 Free mass displays in all participating "supers" in one-week period — simultaneously.
- 2 Free daily mention of Shopper Stopper Plan, with product identification, on WDAY-TV.
- 3 Free mats, shelf-talkers and price cards — all with Shopper Stopper trademark — for use as tie-in material.

OHIO MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Muskingum	24,200	64	15,510	85,936	19,527	3,074
Noble	3,600	61	2,190	9,001	1,133	155
Ottawa	9,800	77	7,500	36,924	8,547	581
Paulding	4,800	63	3,010	15,073	2,510	217
Perry	8,700	79	6,840	20,286	5,576	361
Pickaway	8,000	80	6,380	32,474	5,694	692
Pike	6,700	70	4,700	21,862	5,248	494
Portage	20,200	83	16,690	82,334	21,618	2,176
Preble	8,900	81	7,200	25,713	5,163	485
Putnam	7,700	73	5,630	25,518	4,351	460
Richland	30,300	80	24,300	129,939	36,387	3,048
Ross	16,500	78	12,890	57,931	14,218	1,538
Sandusky	15,900	71	11,290	66,950	13,197	1,253
Scioto	29,700	72	21,440	92,748	21,764	2,134
Seneca	17,000	80	13,670	61,179	13,525	1,702
Shelby	9,000	74	6,630	32,636	8,031	662
Stark	92,100	84	77,640	373,689	92,617	9,636
Summit	136,500	87	118,210	581,548	139,360	17,792
Trumbull	50,600	85	42,960	199,624	52,447	5,449
Tuscarawas	23,000	81	18,610	79,456	18,692	1,714
Union	6,700	77	5,150	26,654	4,313	526
Van Wert	9,200	71	6,500	29,391	6,786	672
Vinton	2,900	73	2,100	5,310	1,339	98
Warren	12,500	79	9,810	47,613	11,794	877
Washington	14,400	57	8,180	43,268	9,935	1,294
Wayne	18,200	74	13,400	71,965	14,084	1,866
Williams	9,000	77	6,970	30,932	6,436	831
Wood	18,700	85	15,840	65,143	15,532	1,487
Wyandot	6,500	79	5,150	22,520	4,312	600
Total	2,610,100	82%	2,149,070	\$10,579,152	\$2,438,305	\$311,133

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

AKRON

(Summit County)

WAKR-TV

LICENSEE: Summit Radio Corp. Postal Zone: 20. Address: 853 Copley Rd. Phone: Portage 2-8811.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 58.9 kw. Operating Pow.: Visual 110 kw, Aural 58.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 488 ft.

OPERATION: Began July 19, 1953. Hours, 1 p.m.-12:35 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WAKR. Fm, WAKR-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer: Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Beacon Journal Publishing Co. (Akron Beacon-Journal—Knight), 45%; Viola G. Berk, 45%. For other Knight broadcast and newspaper interests see WIND-TV Chicago.

EXECUTIVES:

S. Bernard Berk, pres. Robert I. Bostian, pgm. dir.
 Roger G. Berk, vp., & prom. mgr.
 gen. mgr. & film buy. Irwin L. Knopp, ch. engr.
 Kenneth M. Keegan, vp. & dir. sls. Edward T. McDonald, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications: Block letter upper right hand corner. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

ASHTABULA

(Ashtabula County)

WICA-TV†

LICENSEE: WICA Inc. Address: Jefferson Road. Phone: 32-126.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 19.2 kw, Aural 12 kw. Transmitter: RCA. Antenna Height: Above average terrain 330 ft.; Above ground 358 ft.

OPERATION: Began Sept. 18, 1953.

AFFILIATIONS: Stations, Am, WICA. Fm, WICA-FM.

REPRESENTATIVES: Washington Attorney, Robert F. Jones; Consulting Engineer, Gautney & Jones.

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PRINCIPAL STOCKHOLDERS: D. C. Rowley, 52% and Olive D. Rowley and family, 48%. Same ownership as Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph, all Ohio.

EXECUTIVES:

D. C. Rowley, pres. John Strasen, pgm. dir. & film buy.
 John A. Colin, vp. & gen. mgr. George Murray, traff. & off. mgr.
 D. W. Fasset, bus. mgr. Frank Bernato, ch. engr.

WICA-TV† has suspended operation but has not returned its CP.

CANTON
(Stark County)

WTLC (TV)

(Target Date, Unknown)

LICENSEE: Tri-Cities Telecasting Inc. Address: 848 Market Ave. N.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 107 kw. Transmitter: GE. Antenna Make: Workshop. Height: Above average terrain 673 ft.; Above ground 640 ft.

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

PRINCIPAL STOCKHOLDERS: Morton Frank and wife, 28%; following, each with 9.4%: W. R. Persons Jr., F. W. Danner, Oral S. Pflug, Ethel M. Pritz, S. M. Sparks, Michael Rocco, D. M. Stein; D. B. Hanna, 5%; and others. Mr. Frank publishes weekly Canton Economist and Stark County Times. Mr. Pflug owns weekly Steubenville (Ohio) Jeffersonian.

EXECUTIVES:

Frank Morton, pres. Wallace R. Persons Jr., vp.

CINCINNATI

(Hamilton County)

WCET (TV)*

(*Non-Commercial Educational)

LICENSEE: Greater Cincinnati Television Educational Foundation. Postal Zone: 10. Address: 1243 Elm St. Phone: Dunbar 1-4033.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 15.1 kw, Aural 8.13 kw. Operating Pow.: Visual 15.1 kw, Aural 8.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 583 ft.

OPERATION: Began July 26, 1954. Hours, 8:30 a.m.-9 p.m.

REPRESENTATIVES: Consulting Engineer, R. J. Rockwell, (Crosley Bcstg. Corp.)

EXECUTIVES:

Dr. Claude V. Courter, John D. Morris, pgm. dir.
 chmn. bd. of trustees James R. Leonard, ch. engr.
 Uberto T. Neely, gen. mgr. Fred Thomas, pub. rel. dir.

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Postal Zone: 6. Address: 2345 Symmes St. Phone: Capitol 1-0777.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 158 kw. Operating Pow.: Visual 309 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 665 ft.; Above ground 545 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WCPO. Fm, WCPO-FM.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: E. W. Scripps Co. is majority owner. For Scripps broadcast and newspaper interests see WEWS (TV) Cleveland, Ohio.

EXECUTIVES:

Jack R. Howard, pres. Paul Adams, ch. engr.
 M. C. Watters, vp. & gen. mgr. Harvey Freeman, film dir.
 Ed Weston, asst. gen. mgr. Dave Wilson, prom. mgr.
 Glenn C. Miller, sta. mgr. Jack Fogarty, news ed.
 C. L. Doty, pgm. dir.

RATE INFORMATION: Class A minute spot (live) \$200, (film) \$200; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 8.

CINCINNATI (Cont.)

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Postal Zone: 2. Address: 800 Broadway. Phone: Garfield 1-1331.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 523 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 4, 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WKRC. Fm, WKRC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Koteen & Burt; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Cincinnati Times-Star Co. (Cincinnati Times-Star). Publishing firm is principally owned by Taft family. Licensee owns WTVN-AM-TV Columbus, Ohio, and 30% of WBIR-AM-FM-TV Knoxville, Tenn.

EXECUTIVES:

Hulbert Taft Jr., pres.	Ralph Mleska, ch. engr.
David G. Taft, exec. vp. & gen. mgr.	George Rogers, com. prod. mgr.
Robert T. Schlinkert, gen. sls. mgr.	Barry Hersh, film buy.
Kenneth W. Church, vp. & natl. sls. mgr.	John J. Walsh, prom. mgr.
Paul E. Shumate, pgm. dir.	Don L. Chapin, New York sls. rep.
	Pat Boisseau, news dir.

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$250, (film) \$250; ID \$125. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. T-10.

WLWT (TV)

LICENSEE: Crosley Bcstg. Corp. Postal Zone: 2. Address: 140 W. Ninth St. Phone: Cherry 1-1822.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Height: Above average terrain 680 ft.; Above ground 583 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 9, 1948. Hours, 6:45 a.m.-1:05 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, WLW.

REPRESENTATIVES: Sales, Crosley Sales; NBC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Owned by Avco Manufacturing Corp. (which owns appliance and electronics companies, manufactures airplane engines, farm implements, heavy machinery.) Crosley Broadcasting Co. also owns WLWC (TV) Columbus, WLWD (TV) Dayton, both Ohio, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, chmn. of bd.	Steve Crane, com. mgr.
Robert E. Dunville, pres. & gen. mgr.	Abe Cowan, pgm. dir.
John T. Murphy, tv vp.	Mary Renn, pgm. adm.
K. T. Murphy, vp. & treas.	R. J. Rockwell, ch. engr.
H. P. Lasker, vp. in chg. of sls.	Howard Lepple, tv tech. adm. asst.
Gilbert Kingsbury, vp. in chg. pub. rel.	R. K. Jones, dir. client serv. dept.
George Henderson, gen. tv. sls. mgr.	Ray Shannon, prom. mgr.
	Terry Flynn, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,000; minute or 20 second spot \$250; ID \$125. Class A one hour (live) \$900; minute or 20 second spot (live) \$100; ID \$40. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 10.

WQXN-TV

(Target Date, Unknown)

LICENSEE: R. W. Rounsaville. Postal Zone: 36. Address: 3165 Mathieson Dr., N.E., Atlanta, Ga.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 67.6 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 489 ft.

AFFILIATION: Station, Am, WCIN.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville, 100%. For Mr. Rounsaville's broadcast interests see WQXI-TV Atlanta, Ga.

EXECUTIVES:

Robert W. Rounsaville, own.	Ralph B. Johnson, gen. mgr.
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BROADCASTING • TELECASTING

CLEVELAND
(Cuyahoga County)

KYW-TV

LICENSEE: Westinghouse Bcstg. Co. Inc. Postal Zone: 14. Address: 815 Superior Ave., N.E. Phone: Cherry 1-0942.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 905.5 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began October 1948. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KYW. Fm, KYW-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, John W. Steen, New York.

PRINCIPAL STOCKHOLDERS: For WBC interests, see KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

Rolland V. Tooke, vp. & gen. mgr.	Sidney V. Stadig, ch. engr.
John L. McClay, asst. to vp.	Edward Wallis, adv. & sls. prom. mgr.
Albert P. Krivin, sls. mgr.	
Albert Downing, merch. dir.	Sanford Markey, news ed.
E. Preston Stover, pgm. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,400; minute spot (live) \$300, (film) \$300; ID \$150. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 9.

WERE-TV

(Target Date, Unknown)

LICENSEE: Cleveland Bcstg. inc. Postal Zone: 15. Address: Bulkley Bldg. Phone: Superior 1-9600.

FACILITIES: Ch. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 434 ft.

AFFILIATIONS: Stations, Am, WERE. Fm, WERE-FM.

REPRESENTATIVES: Washington Attorney, Spearman & Roberson; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ray T. Miller and family, 45%, and others.

EXECUTIVES:

Ray T. Miller, pres.	Edwin Stevens, pgm. dir.
Richard M. Klaus, gen. mgr.	Harry Dennis, ch. engr.
Charles A. Dunbar, com. mgr.	Jerry Bowman, news ed.

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Postal Zone: 14. Address: 1816 E. 13th St. Phone: Tower 1-5454.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 60.3 kw. Operating Pow.: Visual 93.3 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,020 ft.; Above ground 851 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 17, 1947. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dempsey & Koplovitz.

PRINCIPAL STOCKHOLDERS: E. W. Scripps Co. is majority stockholder. Scripps-Howard Radio Inc. is the licensee of WCOPO-AM-FM-TV Cincinnati, Ohio, and WNOX Knoxville, Tenn. Memphis Pub. Co., a Scripps company, is owner of WMC, WMCF (FM) and WMCT (TV) Memphis, Tenn. Scripps-Howard Radio Inc. also is the licensee of WCOPO-AM-FM-TV Cincinnati, Cincinnati Post, Pittsburgh Press, Columbus (Ohio) Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald.

EXECUTIVES:

Jack R. Howard, pres.	John H. Foley, loc. adv. mgr.
James C. Hanrahan, gen. mgr.	Joseph B. Epperson, ch. engr.
J. Harrison Hartley, sta. dir.	John J. Richards, film dir.
Floyd E. Weidman, gen. exec.	Donald L. Perris, news dir. & sp. events dir.
Betty Cope, exec. pgm. mgr.	
Jay S. Kerekes, natl. adv. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,250, (film) \$1,150; minute spot (live) \$400, (film) \$400; ID \$165. ID Length 10 sec. Frequency discounts. Rate Card No. 12.

CLEVELAND (Cont.)

WHK-TV

(Target Date, Unknown)

LICENSEE: Forest City Pub. Co. Address: 5000 Euclid Ave.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 219 kw. Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 759 ft.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: Forest City Pub. Co. (Cleveland Plain Dealer and News) also owns 40% of WKBN-AM-FM-TV Youngstown, Ohio.

EXECUTIVE:

Sterling E. Graham, pres.

WJW-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 15. Address: 1630 Euclid Ave. Phone: Tower 1-6080.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 775 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 17 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WJW. Fm, WJW-FM.

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

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.
Ben Wickham, mgng. dir.
Maurice McMurray, natl. sls. mgr.
Frank Barron, loc. sls. mgr.
Richard C. Wright, pgm. ops. dir.
& film buy.H. A. Brinkman, ch. engr.
Ted Anthony, dir. of prom. &
publicity
Ken Armstrong, news ed.

RATE INFORMATION: Class A one hour (live) \$1,700, (film) \$1,700; minute spot (film) \$400; ID \$200. ID Length 8/10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

COLUMBUS

(Franklin County)

WBNS-TV

LICENSEE: Dispatch Printing Co. Postal Zone: 15. Address: 34 S. 3rd St. Phone: Capital 4-9265.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 123 kw. Operating Pow.: Visual 219 kw, Aural 123 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 839 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began October 1949. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WBNS. Fm, WBNS-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned by the Wolfe family. Licensee publishes Ohio State Journal and Columbus Dispatch.

EXECUTIVES:

Preston Wolfe, pres.
Richard A. Borel, gen. mgr.
R. D. Thomas, com. mgr.
Jerome R. Reeves, pgm. dir.Lester Nafzger, ch. engr.
Betty Dixon, film buy.
Barbara Haddox, prom. mgr.
Chet Long, news ed.

RATE INFORMATION: Class AA one hour (live) \$825, (film) \$825; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 10 sec. Specifications: 16mm, 35mm slide. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 6.

WHAT MAKES COLUMBUS A MARKET?

Last year in Columbus . . . 551,000 people spent 146 million dollars on food alone!

Each day in Columbus . . . WBNS-TV's influence is reflected in the sales volume of 3,774 drug, food and variety stores.

Each week in Columbus . . . 7 major shopping centers serve over a million customers.

Every year in Columbus . . . WBNS-TV is first choice with advertisers and viewers in Mid-Ohio, where both market and station are too important to overlook.

WBNS-TV
channel 10
columbus, ohio

CBS-TV NETWORK—Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office, 33 North High St.

REPRESENTED BY BLAIR TV

WBNS-TV

COVERAGE FACTS

Total population . . . 1,872,900
Total Families . . . 556,000
Total TV homes . . . 500,400

LEADING CITIZEN
in a LAND OF PROMISE...

WJW-TV



*Industrial expansion nearing \$3 Billion!
Unequaled transportation facilities!
Vast, well-trained working force!
Superb geographical situation!*

A vital part of booming Cleveland is WJW-TV, now housed in a handsome new Williamsburg colonial structure in the heart of the downtown area. Presenting the tops in television programming and public service to the market that tops the country in television set saturation, this basic CBS outlet will carry your sales story to new heights in the Best Location in the Nation.

WJW-TV Channel 8 (Formerly WXEL)

Represented Nationally by The Katz Agency

COLUMBUS (Cont.)

WLWC (TV)

LICENSEE: Crosley Bcstg. Corp. Postal Zone: 2. Address: 3165 Olentangy River Road. Phone: Amherst 3-5441.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 576 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 3, 1949. Hours, 6:45 a.m.-1:05 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Crosley Bcstg. Corp.; Bomar Lowrance & Assoc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.
Robert E. Dunville, pres. Charles Sloan, ch. engr.
James Leonard, vp. & gen. mgr. Mary Renn, film buy.
Charles Dodsworth, sls. mgr. Jack Kavanaugh, prom. mgr.
Bud Gillis, pgm. dir. M. A. Durea, news ed.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$175, (film) \$175; ID \$60. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 weeks up to 10% for 26 weeks. Rate Card No. 8.

WOSU-TV*

(*Non-Commercial Educational)

LICENSEE: Ohio State U. Postal Zone: 8. Address: Corner W. Land & N. Starr Rd. Phone: Axminster 9-3148.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 115 kw. Operating Pow.: Visual 214 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 593 ft.

OPERATION: Began Feb. 20, 1956. Hours, 3-9:30 p.m.

AFFILIATIONS: Stations, Am, WOSU. Fm, WOSU-FM.

REPRESENTATIVES: Attorney, Attorney General of Ohio.

EXECUTIVES:
Richard B. Hull, dir. William G. Wilcox, prom. mgr.
G. Robert Holsinger, pgm. dir. Ted Toews, news ed.

WTVN-TV

LICENSEE: WTVN Inc. Postal Zone: 23. Address: 753 Harmon Ave. Phone: Capital 8-5801.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 643 ft.

OPERATION: Began Aug. 30, 1949. Hours, 9 a.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WTVN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Koteen & Burt.

PRINCIPAL STOCKHOLDERS: Owned by Radio Cincinnati Inc. (see WKRC-TV Cincinnati).

EXECUTIVES:
Hulbert Taft Jr., pres. Joseph A. Jenkins, pgm. dir.
Kenneth W. Church, exec. vp. William H. Hansher, ch. engr.
J. W. McGough, gen. mgr. J. W. McGough, film buy.
R. C. Wiegand, asst. gen. mgr. & Bruce M. Johns, prom. mgr.
natl. sls. mgr. Earl Green, news ed.
Edwin G. Richter, loc. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$160, (film) \$160; ID \$64. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 or 26 times up to 30% for 260 times. Rate Card No. 10.

DAYTON
(Montgomery County)

WHIO-TV

LICENSEE: Miami Valley Bcstg. Corp. Postal Zone: 1. Address: 1414 Wilmington Ave. Phone: Madison 6581.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 1,096 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began January 1949. Hours, 9 a.m.-1:15 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WHIO Fm, WHIO-FM.

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REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Owned by former Ohio Gov. James M. Cox and family. Other Cox properties are WSB-AM-FM-TV Atlanta, Ga.; and 42.5% of WCKR and WCKT (TV) Miami, Fla. Cox newspapers are Dayton (Ohio) News and Journal-Herald, Atlanta (Ga.) Journal and Constitution, Springfield (Ohio) News and Sun, and Miami (Fla.) News.

EXECUTIVES:

James M. Cox Jr., pres. Chuck Gay, pgm. dir., film buy. & prom. mgr.
Robert H. Moody, gen. mgr. Ernest L. Adams, ch. engr.
Harvey R. Young Jr., com. mgr. Don Wayne, news ed.

RATE INFORMATION: Class AA one hour (live) \$850; minute spot (live) \$200; ID \$75. Class A one hour (live) \$750; minute spot (live) \$150, (film) \$150; ID \$55. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.

WIFE (TV)†

LICENSEE: Skyland Bcstg. Corp. Postal Zone: 2. Address: 380 W. First St. Phone: Michigan 5601.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 650 ft.

OPERATION: Began October 1953.

AFFILIATION: Station, Am, WONE.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ronald B. Woodyard, 29.1%; Loren M. Berry, 16.71%; Gustav Hirsch, 16.71%; Fred L. Krumholtz, 4.55%; Wm. E. Stoecklein, 5.33%, and others. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 50% of WTVQ (TV) Pittsburgh, Pa. Mr. Berry also owns 21.21% and Mr. Hirsch 7.9% of WEOL-AM-FM-TV Elyria, Ohio.

EXECUTIVES:

Ronald B. Woodyard, pres. & gen. mgr.

†WIFE (TV) has suspended operation but has not returned its CP.

WLWD (TV)

LICENSEE: Crosley Bcstg. Corp. Postal Zone: 9. Address: 4595 S. Dixie Hwy. Phone: Walnut 2101.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 459 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 15, 1949. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Crosley Sales; Bomar Lowrance & Assoc.; NBC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati.

EXECUTIVES:

Robert E. Dunville, pres. Lester Sturgill, ch. engr.
Dale A. Smith, com. mgr. Dorothy Sanders, prom. mgr.
Robert Provence, pgm. dir. Alan Herbert, news ed.

RATE INFORMATION: Class AA one hour (live) \$800; minute and 20 second spot (live) \$175; ID \$70. ID Length 8 sec. Full screen. Frequency discounts.

ELYRIA
(Lorain County)

WEOL-TV

(Target Date, Unknown)

LICENSEE: Elyria-Lorain Bcstg. Co. Address: Elyria Savings & Trust Bldg. Phone: 2255.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 85.2 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 280 ft.; Above ground 317 ft.

AFFILIATION: Stations, Am, WEOL. Fm, WEOL-FM.

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

PRINCIPAL STOCKHOLDERS: Roy W. Ammel, 24.09%; Loren M. Berry, 21.21%; Gustav Hirsch, 7.9%, and others. Messrs. Berry and Hirsch each own 16.71% of WIFE (TV) Dayton, Ohio.

EXECUTIVES:

Roy W. Ammel, pres. Harold E. Kane, ch. engr.
Richard E. Barrett, sta. mgr.

How to really make friends

and influence sales . . .

for as low as **42¢ per thousand**

HERE'S A GREAT MARKET

Market Data

Set Count	511,310
Families	593,200
Retail Sales	\$3,361,973,000 (Sales Management)
Coverage	26 Ohio Counties, 10 Indiana Counties

WE'VE CAPTURED* THE MARKET

High Ratings

ARB, Pulse and Nielsen—an average of all three—gives WHIO-TV a rating of 9 or better out of the first 10 shows for February, March, April and May.

YOURS—AT A LOW, LOW COST PER THOUSAND

Low Cost per Thousand (examples)

Little Rascals (participating) with a 21.6 rating* delivers for 42c per thousand per spot. Four nights at 6 P. M.

Roy Rogers Ranch, from 5 to 6 P. M. Saturday with a 23.9 rating* delivers the full hour show for \$1.69 per thousand.

National Representative, George P. Hollingbery

*All ratings are an average of Pulse, ARB and Nielsen.

CHANNEL **7** DAYTON, OHIO



One of America's
great area stations

LIMA
(Allen County)

WIMA-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 53010.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 9.55 kw.
Operating Pow.: Visual 16.2 kw, Aural 9.55 kw. Transmitter: GE. Antenna
Make: GE. Height: Above average terrain 340 ft.; Above ground 348 ft.

OPERATION: Began April 17, 1953. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WIMA. Fm, WIMA-FM.

REPRESENTATIVES: Sales, H-R Tv; Washington Attorney, Bingham, Collins, Porter &
Kistler; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George E. Hamilton, 50%, and R. W. and F. E.
Mack, 50%.

EXECUTIVES:

George E. Hamilton, pres.

R. W. Mack, gen. mgr.

J. L. Spring, com. mgr. & prom.
mgr.

Easter Straker, pgm. dir.

Maury Lamb, ch. engr.

Don Sherwood, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot
(live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts from
5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MANSFIELD

(Richland County)

WTVG (TV)

(Target Date, Unknown)

LICENSEE: Fergum Theatres Inc. Address: Madison Theatre.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw.
Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain
710 ft.; Above ground 542 ft.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engi-
neer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: William N. Skirball, 40.7%; Jack N. Skirball, 40.7%,
and others.

EXECUTIVES:

William N. Skirball, pres.

Jack H. Skirball, vp.

MASSILLON

(Stark County)

WMAC-TV

(Target Date, Unknown)

LICENSEE: Midwest Tv Co. Address: 500 Security Bldg., Toledo, Ohio.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 50 kw.
Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.;
Above ground 524 ft.

AFFILIATION: Station, Am, WMAC.

REPRESENTATIVES: Washington Attorney, McGrath & Brown; Consulting Engineer,
Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Edward Lamb Enterprises, 100%. For other Lamb
broadcast properties see WICU (TV) Erie, Pa.

EXECUTIVES:

Edward Lamb, pres.



Here's Toledo at Deadline...

WSPD-TV's newest daily show, "Deadline,"
has become a viewing must in Northwestern
Ohio's Billion Dollar Market.

All in one smoothly blended half hour pro-
gram, 4 well known WSPD-TV person-
alities colorfully deliver national news,
local news, sports news and weather,
at a fast-moving pace.

Buy a participation in "Deadline" and
your sales results will show you just how
conscientiously Northwestern Ohioans
keep every "Deadline" date.

Call Katz or Cherry 8-6201, Toledo, direct.

WSPD

RADIO
TELEVISION
TOLEDO, OHIO

Represented Nationally
by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

OXFORD

(Butler County)

(Target Date, Unknown)

(*Non-Commercial Educational)

WMUB-TV*

LICENSEE: Miami U., Oxford.

FACILITIES: Ch. 14.

STUEBENVILLE

(Jefferson County)

WSTV-TV

LICENSEE: WSTV Inc. Address: 428 Market St. Phone: Atlantic 2-6265.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw.
 Operating Pow.: Visual 234 kw, Aural 117 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 950 ft.; Above ground 881 ft.

OPERATION: Began Dec. 10, 1953. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WSTV. Fm, WSTV-FM.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Kirkland, Fleming,
 Green, Martin & Ellis; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Jack N. Berkman, 15.31%; Louis Berkman, 15.31%;
 Allen H. Berkman, 8.12%; John J. Laux and Selma Laux, 12.49%, and others.
 Same interests own WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS
 Boston. Purchase of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkers-
 burg, both W. Va., pending FCC approval.

EXECUTIVES:

Jack Berkman, pres.	Clyde Higgins, pgm. coord.
John J. Laux, gen. mgr.	Charles Shepherd, ch. engr.
Joseph M. Troesch, com. mgr. & film buy.	Bill McClinton, prom. mgr.
George Wilson, pgm. coord.	Scott McMurray, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot
 (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full screen. Frequency
 discounts. Rate Card No. 1.

TOLEDO

(Lucas County)

WSPD-TV

LICENSEE: Storer Bcstg. Co. Postal Zone: 4. Address: 136 Huron St. Phone:
 Cherry 8-6201.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
 Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Standard Elec-
 tronics. Antenna Make: Blaw-Knox. Height: Above average terrain 970 ft.;
 Above ground 999 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1948. Hours, 8 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WSPD. Fm, WSPD-FM.

BROADCASTING • TELECASTING

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes &
 Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.	Bill Stringfellow, ch. engr.
Allen L. Haid, vp. & mgng. dir.	Elaine Phillips, film buy.
Bill Ashworth, natl. sls. mgr.	Liz Wagner, prom. mgr.
Al Ruhfel, pgm. dir.	Jim Uebelhart, news ed.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot
 (live) \$170, (film) \$170; ID \$85. ID Length 7 sec. Full and share screen.
 Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate
 Card No. 12.

WTOH-TV

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: 3315 Cadillac Tower, Detroit, Mich.

FACILITIES: Ch. 79. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 87.1 kw.
 Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.;
 Above ground 437 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Con-
 sulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: See WBID-TV Detroit, Mich.

EXECUTIVES:

Max Osnos, pres. & treas.	Jacob Kellman, vp. & sec.
---------------------------	---------------------------

YOUNGSTOWN

(Mahoning County)

WFMJ-TV

LICENSEE: The Vindicator Printing Co. Postal Zone: 3. Address: 101 W. Boardman
 St. Phone: Riverside 4-8611.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 91.2 kw, Aural 45.7 kw. Oper-
 ating Pow.: Visual 91.2 kw, Aural 45.7 kw. Transmitter: RCA. Antenna Make:
 RCA. Height: Above average terrain 960 ft.; Above ground 1,015 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 8, 1953.

AFFILIATION: Station, Am, WFMJ.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd;
 Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Licensee publishes Youngstown Vindicator.

EXECUTIVES:

William F. Maeg Jr., pres.	Frank A. Dieringer, ch. engr.
Mitchell F. Stanley, gen. mgr. & com. mgr.	Gene Donahay, film buy.
Warren S. Park, pgm. dir.	Bill Landsay, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot
 (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Share screen. Frequency
 discounts. Rate Card No. 2.

YOUNGSTOWN (Cont.)

WKBN-TV

LICENSEE: WKBN Bcstg. Corp. Postal Zone: I. Address: 3930 Sunset Blvd. Phone: Sterling 2-1145.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50 kw. Operating Pow.: Visual 93.3 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 539 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WKBN. Fm, WKBN-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Page, Cruetz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr., 59.37%, and Forest City Pub. Co. (Cleveland Plain Dealer and News-WHK-AM-FM-TV Cleveland), 40.63%.

EXECUTIVES:

W. P. Williamson Jr., pres. & gen. mgr.
 B. T. Wilkens, ch. engr.
 J. L. Bowden, sta. dir. & film buy.
 Warren P. Williamson III, pub. rel. dir.
 Paul Turner, pgm. dir.
 Sidney Davis, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Specifications: 2x2 in. slide. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 3.

WXTV (TV)

(Target Date, Unknown)

LICENSEE: Community Telecasting Co. Address: P. O. Box 150, Farrell, Pa.

FACILITIES: Ch. 73. Authorized Eff. Rad. Pow.: Visual 16.6 kw, Aural 10 kw. Transmitter: Continental Electronics. Antenna Make: Gabriel. Height: Above average terrain 320 ft.; Above ground 335 ft.

REPRESENTATIVES: Washington Attorney, Carl L. Shipley.

PRINCIPAL STOCKHOLDERS: Sanford A. Schafitz, 50%, and Guy W. Gully, 50%. Mr. Schafitz also owns WFAR Farrell, Pa.

ZANESVILLE

(Muskingum County)

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg. N. Fifth St. Phone: Gladstone 2-5431.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Operating Pow.: Visual 14.8 kw, Aural 8.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 506 ft.

OPERATION: Began May 23, 1953. Hours, 1:45 p.m.-12:30 a.m.

AFFILIATION: Tv Network, ABC, CBS, NBC. Stations, Am, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Robert F. Jones; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Zanesville Pub. Co. (Zanesville Times Recorder and Signal), 63%; Southeastern Ohio Bcstg. System (WHIZ), 20%; Ernest B. Graham, 11%; Clarence A. Graham, 6%. Zanesville Pub. also owns WTAP (TV) Parkersburg, W. Va., and 60% of WHIZ Zanesville.

EXECUTIVES:

Clay Littick, pres.
 Allan Land, gen. mgr.
 Nate Milder, com. mgr.
 Reed Mellon, pgm. dir.
 William A. Hunt Sr., ch. engr.
 Edward F. Fisher, film buy.
 Naomi Lorton, prom. mgr.
 Arthur Schreiber, news ed.

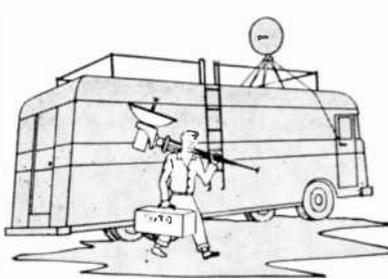
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$18. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

OKLAHOMA

OKLAHOMA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adair	3,700	25	910	5,955	1,274	191
Alfalfa	3,000	51	1,530	8,931	1,693	407
Atoka	3,300	25	830	5,675	1,465	166
Beaver	2,100			3,832	764	215
Beckham	6,900	16	1,090	23,257	5,647	763
Blaine	4,100	66	2,700	12,176	2,692	371
Bryan	7,400	24	1,780	23,172	5,297	617
Caddo	9,500	57	5,390	24,574	6,162	882
Canadian	7,300	69	5,000	24,505	4,685	652
Carter	12,100	41	4,990	52,746	12,321	1,458
Cherokee	4,600	31	1,430	9,629	2,370	316
Choctaw	4,800	13	620	8,885	2,787	218
Cimarron	1,400			4,357	899	262
Cleveland	11,100	61	6,750	32,051	7,905	1,276
Coal	1,700	58	990	3,694	995	120
Comanche	18,000	64	11,610	69,094	13,204	2,409
Cotton	2,600	53	1,390	6,131	1,400	133
Craig	4,500	61	2,740	13,696	1,886	247
Creek	11,800	68	8,050	32,667	8,312	1,098
Custer	6,100	51	3,140	23,904	3,880	927
Delaware	3,800	39	1,500	4,972	1,585	105
Dewey	2,400	42	1,000	4,418	1,256	155
Ellis	2,300			5,124	1,255	248
Garfield	17,200	62	10,610	77,599	20,153	2,700
Garvin	8,300	59	4,900	28,634	6,981	774
Grady	9,800	63	6,220	33,430	7,133	1,041
Grant	2,800	47	1,310	9,524	2,237	274
Greer	3,100	23	720	7,191	1,626	297
Harmon	2,200	23	510	6,877	1,838	256
Harper	1,800	17	300	3,744	1,153	188
Haskell	3,000	25	750	5,143	1,588	188
Hughes	5,200	39	2,050	12,438	3,291	420
Jackson	6,100	33	1,990	23,696	4,185	762
Jefferson	2,800	50	1,410	8,875	2,072	300
Johnston	2,500	39	970	4,496	1,679	154
Kay	15,800	55	8,750	57,795	13,333	2,121
Kingfisher	3,700	69	2,560	11,968	2,428	333
Kiowa	5,400	45	2,440	14,726	3,391	619
Latimer	2,400	13	310	2,827	1,164	80
Le Flore	8,700	15	1,290	14,241	4,349	451
Lincoln	6,000	52	3,140	18,764	3,638	484
Logan	6,600	56	3,680	18,783	3,730	660
Love	1,800	33	600	3,701	1,239	119
McClain	3,800	59	2,250	9,089	2,266	254
McCurtain	7,500	23	1,710	13,178	3,745	538
McIntosh	4,100	43	1,780	7,693	1,687	153
Major	3,000	40	1,190	5,572	1,328	92
Marshall	2,200	49	1,070	5,015	1,204	198
Mayes	5,300	60	3,190	15,660	3,424	479
Murray	3,000	70	2,100	12,667	2,403	276
Muskogee	19,100	59	11,290	53,405	13,662	2,095
Noble	3,500	63	2,210	10,740	1,962	354
Nowata	3,600	61	2,180	9,381	2,451	246
Okfuskee	4,100	46	1,900	8,308	2,380	155
Oklahoma	115,300	78	90,280	506,348	101,389	18,321
Okmulgee	12,300	55	6,750	32,380	8,412	997
Osage	9,300	63	5,890	27,314	7,016	964
Ottawa	9,300	58	5,380	27,710	7,043	876
Pawnee	3,800	57	2,150	11,119	2,367	338
Payne	13,400	48	6,490	39,468	10,350	1,157
Pittsburg	10,700	38	4,080	31,088	8,852	1,029
Pontotoc	8,300	62	5,110	32,757	7,169	1,077
Pottawatomie	12,400	54	6,680	44,258	9,869	1,723
Pushmataha	2,900	15	440	5,280	1,258	183
Roger Mills	2,000	14	290	4,091	1,364	164
Rogers	5,500	59	3,230	14,090	3,387	451
Seminole	9,900	58	5,720	27,523	6,023	916
Sequoyah	4,700	29	1,350	5,533	1,431	310
Stephens	11,500	56	6,470	42,154	10,308	1,315
Texas	4,700	13	600	15,317	2,974	524
Tillman	4,700	51	2,400	14,856	2,754	500
Tulsa	86,500	80	69,460	404,603	75,049	13,693
Wagoner	4,100	62	2,550	9,778	2,378	316
Washington	10,600	63	6,640	41,163	10,187	1,574
Washita	4,800	47	2,170	10,723	2,391	252
Woods	4,500	27	1,200	13,439	2,401	504
Woodward	4,000	15	620	12,131	2,125	434
Total	663,900	58%	385,250	\$2,291,628	\$499,953	\$77,751

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.



Lambda LPF Pacific

ultra-portable

KU BAND

COLOR MICROWAVE SYSTEM

distributed nationally by

VISUAL ELECTRONICS CORP.

11 West 42 Street New York, N. Y.

Pick your Survey..

IT'S WKBN-TV!

HIGH-RATED PROGRAMS

PULSE: 25 of 29 highest-rated shows.
(March, 1956)

A.R.B.: 18 of 23 highest-rated shows.
(Feb., 1956)

WEEKLY QUARTER-HOUR FIRSTS

PULSE: 402 of 464 quarter-hour firsts.
(March, 1956)

A.R.B.: 283 of 468 quarter-hour firsts.
(Feb., 1956)

★ 202,581 sets now receiving Channel 27

★ Represented nationally by
Paul H. Raymer Co.

A TELEPULSE REPORT

YOUNGSTOWN METROPOLITAN AREA
TELEPULSE

Vol. IV

No. 1

MARCH

2, 3, 4, 5, 6, 7, 1956

6 AM to 12 Midnight

the YOUNGSTOWN television audience

AN A.R.B. TELEPULSE REPORT

FEBRUARY, 1956

AMERICAN
NATIONAL PRESS

WKBN-TV Ch. 27 YOUNGSTOWN, OHIO'S
TELEVISION PIONEER

CBS

SERVING A "MUST-BUY" MARKET!

ABC

ADA
(Pontotoc County)

KTEN (TV)

LICENSEE: Eastern Oklahoma Television Co. Inc. Address: P. O. Box 10. Phone: 1010.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 141 kw. Operating Pow.: Visual 251 kw, Aural 141 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 725 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 3, 1954. Hours, noon-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KADA.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Spearman & Roberson; Consulting Engineer, Vandevere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Bill Hoover, 42.9%; Brown Morris, 42.9%, and others. Interlocking ownership with KADA Ada and KWSH Seminole, Okla.

EXECUTIVES:

Bill Hoover, pres., gen. mgr. & film buy.	Doc Bowen, pgm. dir.
Brown Morris, sec.-treas., sta. mgr., com. mgr. & film buy.	Fred Smith, ch. engr.
	Jack Hoover, prom. mgr.
	George Miller, news ed.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 or 10 sec. shared. Frequency discounts. Rate Card No. 2.

ARDMORE
(Carter County)

KVSO-TV

(Target Date, August 15, 1956)

LICENSEE: John F. Easley. Address: Ardmore. Phone: 3030.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 355 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 4-10:30 p.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KVSO.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Mr. Easley is publisher of Ardmore Ardmoreite.

EXECUTIVES:

Albert Riesen, gen. mgr.	Bill Kolb, ch. engr.
Douglas C. Dillard, mgr.	Barbara Winkler, prom. mgr.
J. Galy Varnell, pgm. dir. & film buy.	William McGalliard, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$48, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

ENID
(Garfield County)

KGEO-TV

LICENSEE: Streets Electronics Inc. Address: 206 E. Randolph. Phone: Adams 4-5000.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,390 ft.; Above ground 1,356 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 24, 1954. Hours, 1-11:30 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: P. R. Banta, 21.3%; Bruce E. Wallace, 10.37%; George Streets, 20.01%; Walter P. Scheffe, 4.39%; L. D. Banta, 20.33%; James Cummins, 10.37%, and Ed McGivney, 5.98%. Enid Radiophone Co. (KCRC Enid) has option to buy 20%.

EXECUTIVES:

P. R. Banta, pres.	William Teitzel, ch. engr.
George Streets, gen. mgr., com. mgr. & film buy.	Casey Cholmia, prom. mgr. & news ed.
Armyn Streets, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$270, (film) \$225; minute spot (live) \$36.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

LAWTON
(Comanche County)

KSWO-TV

LICENSEE: Oklahoma Quality Bcstg. Co. Postal Zone: 1. Address: P. O. Box 779. Phone: 7725.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 520 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began: Mar. 8, 1953. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, KSWO.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Lyon, Wilner & Bergson.

PRINCIPAL STOCKHOLDERS: R. H. Drewry, 53.5%; T. R. Warkentin, 15.5%; J. R. Montgomery, 15.5%, and R. P. Scott, 15.5%. Partnership owns KMID-TV Midland, Tex., and 90% of KRHD Duncan, Okla.

EXECUTIVES:

R. H. Drewry, pres.	Willard Cochran, ch. engr.
Ross B. Baker, gen. mgr. & film buy.	P. N. Goode, film buy.
C. A. Shore, com. mgr.	Len Morton, prom. mgr.
B. J. Wheatley, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) \$30; ID \$15. ID Length 8 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

There will be a tremendous amount of blank coverage area in the Oklahoma market if you fail to use KTEN which covers Oklahoma's third television market exclusively with ABC—CBS—NBC programming.

For Further Facts Contact
(equipped for network color)

Bill Hoover, President
K T E N
Box 10
Ada, Oklahoma
or
Venard, Rintoul & McConnell

Channel 10 **K T E N** 252 kw

MUSKOGEE
(Muskogee County)

KTVX (TV) (TULSA)

LICENSEE: Tulsa Bcstg. Co. Address: 720 Eastside Blvd., Muskogee; Business Office: P. O. Box 9697, Tulsa. Phone: (Muskogee) Murray 7-4447; (Tulsa) Hickory 6-6184.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 719 ft.

OPERATION: Began Sept. 18, 1954. Hours, noon-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, KTUL, Tulsa.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Spearman & Robinson; Consulting Engineer, Paul Godley Jr.

PRINCIPAL STOCKHOLDERS: John T. Griffin, 56.5%; James C. Leake, 3.61%; Marjory Griffin Leake, 39.45%, and others. Some interests own KAT (TV) Pine Bluff, Ark.; KWTU (TV) Oklahoma City, 50%; KOMA Oklahoma City, KFPW-AM-FM Fort Smith, Ark., KTUL Tulsa, Okla.

EXECUTIVES:

John T. Griffin, pres.	Ben January, sta. mgr., pgm. dir. & film buy.
James C. Leake, exec. vp.	Robert Meade, prom. mgr.
L. A. Blust Jr., vp. & gen. mgr.	Robert E. Snider, dir. of engrg.
Ben Holmes, natl. sls. mgr.	Louis O. Brown, ch. engr.
William D. Swanson, loc. & reg. sls. mgr.	Jack Morris, news dir.
	Ruben Cohen, cont. dir.

RATE INFORMATION: Class AA one hour \$500; minute or 20-second spot \$100; ID \$50. Class A one hour (film) \$400; minute or 20-second spot (film), \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

OKLAHOMA CITY
(Oklahoma County)

KETA (TV)*

(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: P. O. Box 2005. Phone: Jefferson 4-6900.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 74.02 kw, Aural 44.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,440 ft.; Above ground 1,572 ft.

OPERATION: Began April 13, 1956. Hours, 6:30-8:30 p.m.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

EXECUTIVES:

Dr. C. F. Spencer, chmn, OETA	Marcus W. Fuller, pgm. dir.
John W. Dunn, gen. mgr.	Keith E. Stagg, ch. engr.

KTVQ (TV)†

LICENSEE: Republic Television & Radio Co. Address: 1901 Classen. Phone: Jackson 5-1561.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Transmitter: GE. Antenna Height: Above average terrain 460 ft.; Above ground 500 ft.

OPERATION: Began Nov. 1, 1953.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Duke Duvall and John Esau, trustees.

†KTVQ (TV) has suspended operation but has not returned its CP.

KWTU (TV)

LICENSEE: Oklahoma Television Corp. Postal Zone: 14. Address: 7401 N. Lincoln Blvd. Phone: Victor 3-6641.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,520 ft.; Above ground 1,572 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 20, 1953. Hours, 6:45 a.m.-11 45 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KOMA.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Spearman & Robinson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Roy J. Turner, 12.5%; Luther T. Dulaney, 12.5%; F. E. Harper, 12.5%; Video Independent Theatre Inc., 11.9%, and KOMA Inc. (KOMA Oklahoma City), 50%. KOMA interests (John T. Griffin) own KATV (TV) Pine Bluff, Ark, KTVX (TV) Muskogee, Okla., KFPW-AM-FM Fort Smith, Ark., and KTUL Tulsa, Okla.

EXECUTIVES:

Roy J. Turner, pres.	Morris W. Thomas, ch. engr.
Edgar T. Bell, gen. mgr.	Montez Tjaden, prom. mgr.
Fred L. Vance, com. mgr.	Bruce Palmer, news ed.
W. Perry Dickey, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$925, (film) \$800; minute spot (film) \$200; ID \$100. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 weeks up to 10% for 52 weeks. Rate Card No. 6.

TWO

modern studios

KTVX is the only television station in Oklahoma having two complete studios in two separate cities. With the transmitter halfway between Tulsa and Muskogee, KTVX covers the second and third largest cities in the state, and hundreds of smaller communities in Northeastern Oklahoma. KTVX originates the top live, local programs, choice syndicated films and shows of the progressive ABC Television Network.



KTVX's Tulsa Studios atop Lookout Mountain. One of the most modern facilities anywhere.



KTVX's Muskogee studio where many popular local programs are telecast live every week.

KTVX, Owned and operated by Tulsa Broadcasting Company, L. A. (Bud) Blust, V. P. and General Manager; Ben Holmes, National Sales Manager, P. O. Box 9697, Tulsa, Oklahoma.



TULSA

Now the **43rd***
TELEVISION MARKET!

KOTV

Completely

DOMINATES

the **43rd** Television Market!

● RATINGS...

Consistently highest ratings.
(ARB and Telepulse)

● VIEWING HABITS...

A five year lead in viewing habits

● NETWORK...

A basic CBS affiliate.

● COVERAGE...

403,500 families and 1,314,300 people,
excluding Oklahoma County.
(Source: Television Magazine Research Dept.)

*CBS report to FCC, December 1955
(Larger than Omaha, Denver, Oklahoma City, San Diego)

KOTV 6

channel  TULSA

Represented By .. **Edward Petry & Co., Inc.**

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OKLAHOMA

OKLAHOMA CITY (Cont.)

WKY-TV

LICENSEE: WKY Radiophone Co. Postal Zone: 14. Address: 500 E. Britton Rd. Phone: Trinity 8-2161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 961 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began June 6, 1949. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WKY.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by Oklahoma Publishing Co. (Oklahoma City Oklahoman and Times, Farmer-Stockman). Licensee also owns WSFA-AM-TV Montgomery, Ala. and WTVT (TV) Tampa, Fla.

EXECUTIVES:

E. K. Gaylord, pres. & gen. mgr.

P. A. Sugg, exec. vp. & sta. mgr.

Eugene B. Dodson, asst. sta. mgr.

John Haberman, com. mgr. & natl. sls. mgr.

Robert Olson, pgm. dir. & film buy.

H. J. Lovell, ch. engr.

Keith Mathers, prom. mgr.

Robert Gamble, news ed.

RATE INFORMATION: Class A one hour (live) \$920, (film) \$920; minute spot (live) \$225, (film) \$225; ID \$113. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10.

TULSA

(Tulsa County)

KCEB (TV)†

LICENSEE: Elfred Beck. Address: 108 Wright Annex. Phone: 50-6126.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 494 ft.

OPERATION: Began Mar. 13, 1954.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

EXECUTIVES:

Elfred Beck, pres. & ch. own.

†KCEB (TV) has suspended operation but has not returned its CP.

KOED-TV*

(Target Date, Unknown)

(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: State Capitol, Oklahoma City.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 75.9 kw, Aural 45.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,133 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

KOTV (TV)

LICENSEE: KOTV Inc. Postal Zone: 20. Address: 302 S. Frankfort. Phone: Cherry 2-9233.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,330 ft.; Above ground 1,133 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov., 1949. Hours, 6:40 a.m.-12:15 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: J. H. Whitney & Co., 90%; William H. Jackson, 10%. Whitney company owns a number of community television systems, has purchased 90% of KGUL-TV Galveston, Tex., which pends FCC approval. Mr. Jackson is special assistant to President Eisenhower.

EXECUTIVES:

C. Wrede Petersmeyer, pres. & gen. mgr.

James C. Richdale Jr., com. & asst. gen. mgr.

Dick Campbell, ops. dir. & film buy.

Lavoy Hooker, ch. engr.

George Jacobs, dir. of engrg. & development

Robert V. Freeland, prom. mgr.

Cy Tuma, news ed.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$175, (film) \$175; ID \$87.50. ID Length 8 sec. Frequency discounts from 2 1/2% for 26 times up to 15% for 260 times. Rate Card No. 8.

BROADCASTING • TELECASTING

TULSA (Cont.)

KSPG (TV)

(Target Date, Unknown)

LICENSEE: Arthur R. Olson. Address: P. O. Box 2680.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 117 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 860 ft.; Above ground 651 ft.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George P. Adair.

KTVX-TV (MUSKOGEE)

LICENSEE: Tulsa Bcstg. Co. Address: P. O. Box 9697, Tulsa; Muskogee: 720 East-side Blvd. (For full listing see Muskogee.)

KVOO-TV

LICENSEE: Central Plains Enterprises Inc. Postal Zone: 3. Address: 311 S. Denver. Phone: Luther 4-7204.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,330 ft.; Above ground 1 175 1/2 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 5, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, KVOO.

REPRESENTATIVES: Sales Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Southwestern Sales Corp. (William Skelley pres. and majority stockholder), 38.88%; Dean A. McGee, 7.14%; U. S. Sen. Robert S. Kerr, 13.1%; Grayce B. Kerr, 6.9%; Harold C. Stuart, 12%, and others. Southwestern Sales owns KVOO Tulsa. Messrs. McGee and Kerr own WEEK-AM-TV Peoria, Ill.

EXECUTIVES:

W. G. Skelly, pres. John M. Bushnell, ch. engr.
C. B. Akers, gen. mgr. & film buy. Sam B. Schneider, prom. mgr.
John Devine, com. mgr. Ken Miller, news ed.
Wm. H. Sadler, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$770, (film) \$700; minute spot (live) \$180, (film) \$150; ID \$75. ID Length 8 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts from 3% for 26 times up to 10% for 260 times. Rate Card No. 1.

OREGON

OREGON MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Baker	5,000	32	1,610	17,838	3,597	645
Benton	10,200	32	3,280	29,427	6,826	733
Clackamas	29,800	49	14,470	67,670	17,067	2,168
Clatsop	10,900	33	3,610	32,961	8,174	734
Columbia	7,000	34	2,380	17,704	4,632	579
Coos	17,300	12	2,150	63,227	16,642	2,184
Crook	2,800			11,565	2,580	354
Curry	2,700	18	480	10,015	3,110	280
Deschutes	6,700	13	870	28,649	6,445	1,016
Douglas	21,100	16	3,400	75,749	20,668	1,502
Gilliam	1,000	19	190	5,209	648	153
Grant	2,800			8,872	1,975	307
Harney	2,000			9,327	1,793	179
Hood River	3,800	42	1,580	15,908	4,073	351
Jackson	22,100	47	10,410	83,527	18,925	1,901
Jefferson	2,100	24	500	6,634	1,707	161
Josephine	10,100	34	3,410	37,286	8,311	1,106
Klamath	13,000	19	2,470	59,815	12,927	1,255
Lake	2,000	11	220	9,541	2,501	414
Lane	46,400	45	20,650	177,273	44,849	4,019
Lincoln	7,900	17	1,360	25,933	7,583	543
Linn	19,400	34	6,560	60,242	13,805	1,801
Malheur	6,300	47	2,950	28,956	4,722	699

BROADCASTING • TELECASTING

OREGON MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Marion	31,900	52	16,590	121,833	22,905	4,078
Morrow	1,400	33	470	6,144	1,344	96
Multnomah	171,200	66	112,480	784,383	176,167	17,254
Polk	7,800	44	3,460	18,068	4,975	1,151
Sherman	700	23	160	3,299	647	
Tillamook	7,000	29	2,050	20,969	4,681	645
Umatilla	15,300	25	3,790	57,544	12,638	1,546
Union	5,800	17	980	19,017	4,629	813
Wallowa	2,100			8,299	1,651	421
Wasco	6,400	24	1,550	32,265	5,844	1,105
Washington	22,700	56	12,620	64,228	17,675	1,678
Wheeler	1,100	13	140	1,342	320	77
Yamhill	10,400	32	3,360	34,234	7,389	1,037
Total	535,600	45%	240,766	\$2,056,951	\$474,425	\$52,965

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

EUGENE

(Lane County)

KVAL-TV

(Parent Station of Satellite KPIC (TV) Roseburg, Ore.)

LICENSEE: Eugene Television Inc. Address: Blanton Heights. Phone: Diamond 4-3245.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 32.4 kw. Operating Pow.: Visual 55 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 400 ft.

OPERATION: Began April 16, 1954. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: C. H. Fisher and wife, 26.6%, and the following with 6.66% each: Robert P. Booth, Lee P. Bishop, Thomas Winn, W. D. Abel, Harvey S. Benson, Willis B. Shepard, C. Philip Tillman, William N. Russell, E. T. Gardner, J. Don Smith and Harry Thomas. The Fishers also own KUMA Pendleton, KHR Hood River and KDLS The Dalles, all Ore., and KAGT Anacortes, Wash. The Fishers also have applied for ch. 3 Salem, Ore. (now held by KSLM-TV there). Mr. Bishop and associates also own KORE Eugene and KCOV Corvallis, both Ore. Eugene Television also owns 5% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

Robert P. Booth, pres. Robert E. Anderson, pgm. dir.
S. W. McCready, gen. mgr. & film Alvin H. Barnard, ch. engr.
buy. Beverly Brunton Green, prom. mgr.
Glenn Nickell, com. mgr. Phil George, news ed.

RATE INFORMATION: Class A one hour (live) \$390, (film) \$300; minute spot (live) \$78, (film) \$60; ID \$31. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

KLAMATH FALLS

(Klamath County)

KOTI (TV)

(Target Date, Unknown)

LICENSEE: California-Oregon Tv Inc. Address 2000 Crater Lake Hwy., Medford, Ore. Phone: Medford 3-4581.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.46 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,050 ft.; Above ground 109 ft.

REPRESENTATIVES: Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Same ownership as KBES-TV Medford, Ore.

2 heads are better than 1



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And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!**

TOP RATINGS

- 52.8% Share of Audience in Metropolitan Portland.
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Mon.-Fri. Shows.
- 86% Preference at 45-Mile Radius.

(1956 ARB Reports for Portland and Salem, Oregon)

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TOWER
MAXIMUM
POWER**

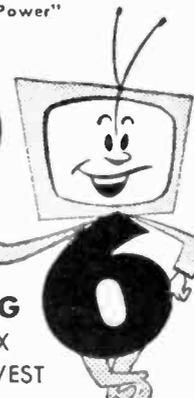
EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- \$2,694,644,000 in Total Effective Buying Income who spent
- \$1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Statistics: May 10, 1956, Sales Management
"Survey of Buying Power"

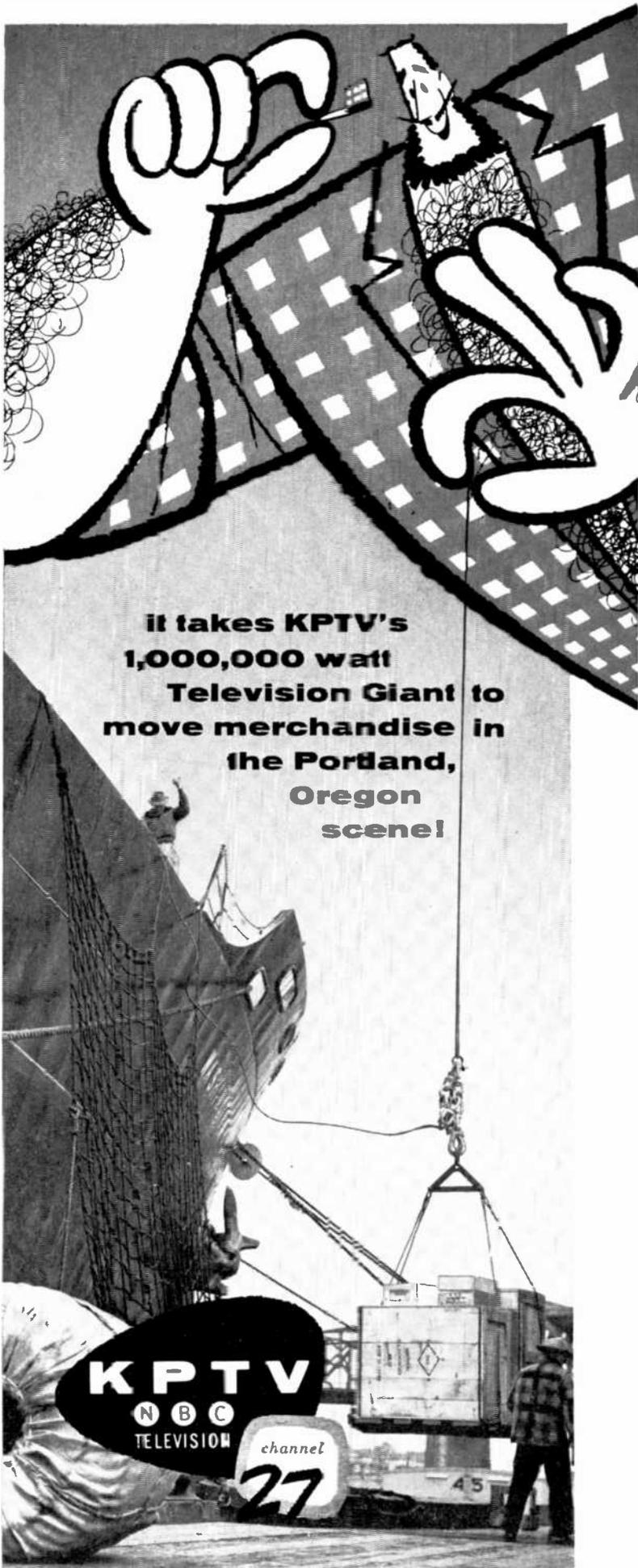
KOIN-TV

Channel 6 — Portland, Oregon



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**It takes KPTV's
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Oregon
scene!**

KPTV
NBC
TELEVISION

channel
27

STORER NATIONAL SALES HEADQUARTERS

TOM HARKER, Vice President in Charge of Sales, 118 East 57th Street, New York . . . MUrray Hill 8-8630
BOB WOOD, National Sales Manager, 118 East 57th Street, New York . . . MUrray Hill 8-8630
LEW JOHNSON, Midwest TV Sales Manager, 230 North Michigan Avenue, Chicago . . . FRanklin 2-6498
GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter Street, San Francisco . . . SUtter 1-3631

Represented Nationally by NBC Spot Sales



OREGON

PORTLAND (Cont.)

KOIN-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Theodore R. Gamble, C. Howard Lane, and associates, 50%; Central New York Bcstg. Co. (WSYR-AM-FM-TV Syracuse, N. Y.-Newhouse), 50%. Mr. Gamble also owns 30% of KOMO-TV Seattle, Wash. Mr. Lane owns 3.3% of KOMO-TV Seattle, Wash., and 24.75% of KFBI Wichita, Kan. For Newhouse interests see WSYR-TV Syracuse, N. Y.

EXECUTIVES:

Ted R. Gamble, pres. & film buy.	Ted W. Cooke, pgm. dir.
C. Howard Lane, mgng. dir.	Louis S. Bookwalter, ch. engr.
John L. Palmer, natl. sls. mgr.	Robert McGill, prom. mgr.
Frank H. Coffin, loc. sls. mgr.	Tal Tripp, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$700; minute spot (live) \$215, (film) \$200; ID \$100. ID Length 8 sec. Full and share screen. Rate Card No. 4-A.

KPTV (TV)

LICENSEE: Storer Bcstg. Co. Postal Zone: 5. Address: 735 S.W. 20th Pl. Phone: Capitol 2-9921.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 646 kw, Aural 324 kw. Operating Pow.: Visual 646 kw, Aural 324 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,280 ft.; Above ground 534 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 20, 1952. Hours, 7 a.m.-11:45 pm.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Moore & Lund (Seattle); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.	Thomas Myers, pgm. dir.
F. J. Riordan, mgng. dir. & film buy.	Eugene Phelps, ch. engr.
Donald Tykeson, natl. sls. mgr.	Albert McLaughlin, prom. mgr.
D. Donald Lonie Jr., loc. sls. mgr.	Ivan Smith, news ed.

RATE INFORMATION: Class AA one minute spot (live) \$207.50, (film) \$180; ID \$90. Class A one hour (live) \$800, (film) \$700. ID Length 8-10 sec. Share screen. Frequency discounts. Rate Card No. 5.

ROSEBURG

(Douglas County)

KPIC (TV) (Satellite of KVAL-TV Eugene, Ore.)

LICENSEE: South-West Oregon Television Bcstg. Corp. Address: P. O. Box 670. Phone: Orchard 2-1721.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 173 ft.

OPERATION: Began April 1, 1956. Hours, 2 p.m.-midnight.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: KVAL-TV Eugene, 50%; KBES-TV Medford, 50%, both Ore.

EXECUTIVES:

C. H. Fisher, pres.	Gene Pierce, res. mgr. & prom. mgr.
S. W. McCready, gen. mgr. & film buy.	Jim Platz, ch. engr.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 1.

SALEM

KSLM-TV

(Target Date, Unknown)

LICENSEE: Oregon Radio Inc. Address: P. O. Box 631.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.5 kw, Aural 2.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 224 ft.

AFFILIATION: Station Am, KSLM.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duval & Southmayd; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDER: Glenn E. McCormick, 100%. Also owns 50% of KYOS Merced, Calif., and 40% of KCOV Corvallis, Ore. Application for sale of KSLM-TV to Storer Bcstg. Co. pending FCC approval.

EXECUTIVES: Glenn E. McCormick, pres. & gen. mgr.

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	13,000	57	7,380	44,529	7,706	1,020
Allegheny	456,100	82	374,000	1,849,647	479,072	58,839
Armstrong	23,800	77	18,270	64,109	16,946	1,568
Beaver	51,900	82	42,660	183,655	48,300	5,099
Bedford	11,300	82	9,270	41,931	7,030	463
Berks	78,000	80	62,320	310,800	73,634	6,362
Blair	41,100	82	33,580	129,235	33,945	2,977
Bradford	15,700	70	11,040	49,953	10,428	957
Bucks	67,800	81	55,120	227,978	54,744	5,503
Butler	28,800	80	23,100	101,886	21,723	2,338
Cambria	57,000	81	46,460	183,199	44,029	3,309
Cameron	1,900	60	1,130	8,485	2,194	149
Carbon	16,100	73	11,740	46,030	12,415	824
Centre	17,300	75	13,060	60,601	14,069	1,847
Chester	44,500	85	37,740	188,464	39,727	4,936
Clarion	10,600	74	7,840	34,277	7,591	659
Clearfield	23,700	80	18,960	69,728	17,295	1,365
Clinton	10,700	58	6,230	33,545	8,919	743
Columbia	15,900	63	9,950	50,947	13,645	1,372
Crawford	24,000	61	14,690	80,685	18,732	1,475
Cumberland	30,800	63	19,310	109,766	25,821	2,646
Dauphin	62,800	81	51,120	272,270	47,657	8,384
Delaware	134,200	83	111,120	478,643	130,479	15,991
Elk	9,700	43	4,220	30,961	10,339	795
Erie	69,400	84	58,500	274,282	62,523	6,531
Fayette	52,600	80	42,080	148,130	40,741	3,944
Forest	1,300	40	520	3,672	663	56
Franklin	22,900	67	15,320	89,431	16,988	1,859
Fulton	2,900	55	1,600	7,511	1,113	55
Greene	12,500	56	7,060	26,986	6,637	590
Huntingdon	11,400	74	8,490	29,148	7,681	477
Indiana	21,200	67	14,250	60,750	15,439	1,278
Jefferson	14,200	72	10,300	42,319	11,183	849
Juniata	4,400	45	1,960	12,065	1,982	56
Lackawanna	73,600	78	57,330	234,621	61,247	5,613
Lancaster	70,600	83	58,250	292,873	56,364	5,577
Lawrence	31,700	78	24,850	107,582	28,234	2,741
Lebanon	26,500	82	21,680	94,625	20,238	1,551
Lehigh	59,900	83	49,660	258,189	49,141	5,630
Luzerne	107,100	73	78,500	331,967	86,419	6,763
Lycoming	32,000	46	14,620	106,718	25,080	2,316
McKean	17,100	59	10,050	54,319	14,579	1,742
Mercer	33,800	73	24,780	132,938	32,691	3,484
Mifflin	12,700	66	8,360	37,938	9,010	1,137
Monroe	10,600	75	7,920	43,625	9,382	1,044
Montgomery	107,300	86	92,390	480,680	113,499	14,530
Montour	3,700	73	2,710	10,719	2,867	309
Northampton	54,600	82	44,770	206,483	54,395	5,994
Northumberland	33,700	51	17,250	104,923	26,003	3,037
Perry	7,400	52	3,830	18,413	4,831	422
Philadelphia	637,500	81	518,290	2,610,769	539,103	75,078
Pike	3,100	63	1,950	7,665	1,336	69
Potter	4,800	49	2,360	15,852	2,992	272
Schuylkill	56,400	78	43,940	156,940	40,916	1,240
Snyder	6,400	51	3,290	20,185	3,682	244
Somerset	22,800	66	15,030	62,094	14,664	1,240
Sullivan	1,700	54	920	3,821	1,325	25
Susquehanna	9,000	76	6,830	25,471	7,961	355
Tioga	10,700	55	5,890	31,092	6,336	652
Union	6,100	47	2,870	17,385	4,389	330
Venango	18,800	58	10,850	54,547	16,006	1,315
Warren	12,300	58	7,150	54,425	9,042	918
Washington	61,500	81	50,000	205,638	54,236	4,602
Wayne	8,000	62	4,990	24,551	5,883	511
Westmoreland	91,500	82	74,940	298,580	82,735	7,365
Wyoming	4,900	75	3,670	18,640	3,561	392
York	64,800	81	52,620	262,319	49,929	4,374
Total	3,161,900	78%	2,472,930	\$11,731,605	\$2,749,466	\$309,500

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ALLENTOWN

(Lehigh County)

WFMZ-TV†

LICENSEE: Penn-Allen Bcstg. Co. Address: N. 7th St. P'ka. Phone: Hemlock 5-6733.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 79.4 kw, Aural 43.6 kw. Transmitter: DuM. Antenna Make: Gabriel. Height: Above average terrain 970 ft.; Above ground 495 ft.

OPERATION: Began Dec. 4, 1954.

AFFILIATION: Station, Fm, WFMZ (FM).

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment.

PRINCIPAL STOCKHOLDERS: WWDC Inc. (WWDC Washington, D. C.), 32%; Raymond F. Kohn, 3.6%; Earl J. Kohn, 3.3%; Horace W. Gross, 4.2% and others.

EXECUTIVES:

Raymond F. Kohn, pres., gen. mgr. & pgm. dir. Frank J. Lucidon, com. mgr. Fred Si'frin, ch. engr.

†WFMZ-TV has suspended operation but has not returned its CP.

WQCY (TV)

(Target Date, Unknown)

LICENSEE: WKAP Inc. Address: P. O. Box 689. Phone: Hemlock 3-3166.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 710 ft.; Above ground 349 ft.

AFFILIATION: Station, Am, WKAP.

REPRESENTATIVES: Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: N. Joe Rahall, 23.4%; Ferris E. Rahall, 23.4%; Sam G. Rahall, 23.4%; Sam G. Rahall and N. Joe Rahall, admin. of estate of Deem F. Rahall, deceased. The Rahalls also own WNAR Norristown, Pa.; WWNR Beckley and 40% of WCHS-TV Charleston, W. Va., and WFEA Manchester, N. H.

EXECUTIVES:

O. R. Davies, gen. mgr. & com. mgr. Marshall Cleaver, pgm. dir. C. Frank Cordaro, ch. engr. Alan Raber, news ed.

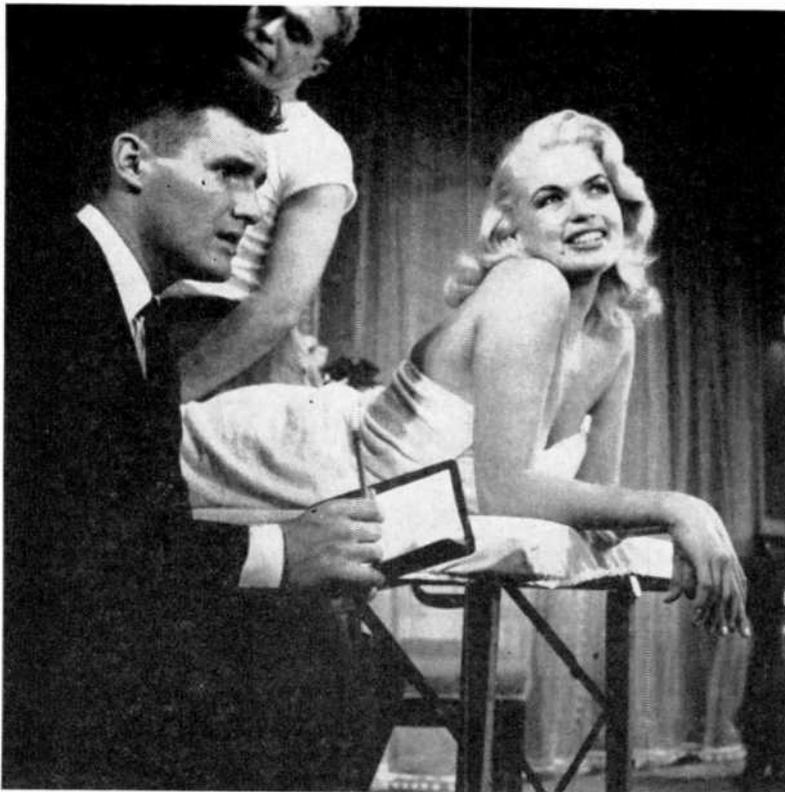
Lambda LPF Pacific 1 MILLIWATT

short-haul color microwave system

distributed notionally by

VISUAL ELECTRONICS CORP.

11 West 42 Street New York, N. Y.



"WILL SUCCESS SPOIL ROCK HUNTER?" Starring Jayne Mansfield, Orson Bean

"A PACKED HOUSE EVERY PERFORMANCE"

According to the Telepulse for February 1956, WICU—Erie's Pioneer Television Station—certainly succeeds in earning sensational ratings and rave reviews.

The best programming from NBC-TV and ABC-TV totes up the high score in Erie County, Pa., when WICU pre-sells over 225,000 homes in Pennsylvania, New York and Ohio. Talk about "standing room only"—just compare these box office tabulations. Then stand up and take notice!

A LOOK AT THE BOX OFFICE*

	NATIONAL	WICU
PLAYHOUSE OF STARS	23.4	57.5
PERRY COMO	36.3	52.6
DRAGNET	39.0	54.0
GROUCHO MARX	35.4	55.3
EDDIE FISHER	9.0	44.3

*Telepulse, February, 1956

For your own "packed house every performance" . . . for award-winning promotion for your campaign . . . for record sales . . . it's WICU, Erie. Erie—the nation's No. 1 test market.

WICU now in its 8th year
NBC and ABC Television Networks

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York, Chicago, Detroit, San Francisco, St. Louis, Los Angeles

PENNSYLVANIA

ALTOONA (Blair County)

WFBG-TV

LICENSEE: Triangle Publications Inc. Address: 1320 Eleventh Ave. Phone: 4-2031.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 990 ft.; Above ground 163 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WFBG.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Lyon, Wilner & Bergson.

PRINCIPAL STOCKHOLDERS: Triangle Publications Inc. See WFIL-TV Philadelphia, Pa.

EXECUTIVES:

Roger W. Clipp, gen. mgr. Radio & Thomas Martin, sls. mgr.
Tv Div., Triangle Publications Inc. Edward M. Scala, pgm. dir.
Jack Snyder, sta. mgr. Harley Shook, film dir.
George Burgoon, asst. sta. mgr. K. R. Brubaker, ch. engr.

RATE INFORMATION: Class AA one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Share screen. Frequency discounts from 10% for 26 times up to 30% for 156 times. Rate Card No. 6.

BETHLEHEM (Northampton County)

WLEV-TV

LICENSEE: Associated Broadcasters Inc. Address: P. O. Box 111. Phone: Hemlock 4-6278.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.98 kw. Operating Pow.: Visual 7.41 kw, Aural 3.98 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 235 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 21, 1953. Hours, 3 p.m.-11:30 p.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WEST. Fm, WEST-FM.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: See WGAL-TV Lancaster, Pa.

EXECUTIVES:

Clair R. McCollough, pres. J. E. Mathiot, ch. engr.
J. Robert Gulick, natl. sls. mgr. Paul Woodland, prom. mgr.
Elwood C. Anderson, sta. mgr. & film buy.

RATE INFORMATION: Class A one hour \$200; minute spot \$30. ID Length 8 sec. Share screen. Frequency discounts.

EASTON (Northampton County)

WGLV (TV)

LICENSEE: WGLV Inc. Address: 2857 Nazareth Rd. Phone: 3-3557.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 83 kw, Aural 44 kw. Operating Pow.: Visual 83 kw, Aural 44 kw. Transmitter: DuM. Antenna Make: DuM. Height: Above average terrain 1,060 ft.; Above ground 465 ft.

OPERATION: Began Aug. 15, 1953. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WEEX. Fm, WEEX-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: Owned by Easton Pub. Co. (Easton Express).

EXECUTIVES:

J. L. Stackhouse, pres. Peter F. Gallagher, pgm. dir. & film buy.
Charles R. Thon, gen. mgr. Robert A. Francett, ch. engr.
Martin Barsky, natl. sls. mgr. Jack Rattigan, news ed.
William Latham Jr., loc. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$175, (film) \$175; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Specifications: 2x2 in. Share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

ERIE (Erie County)

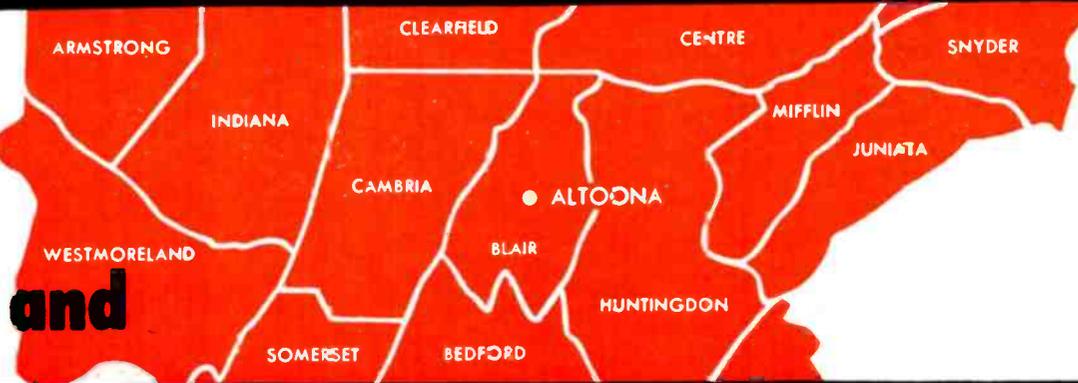
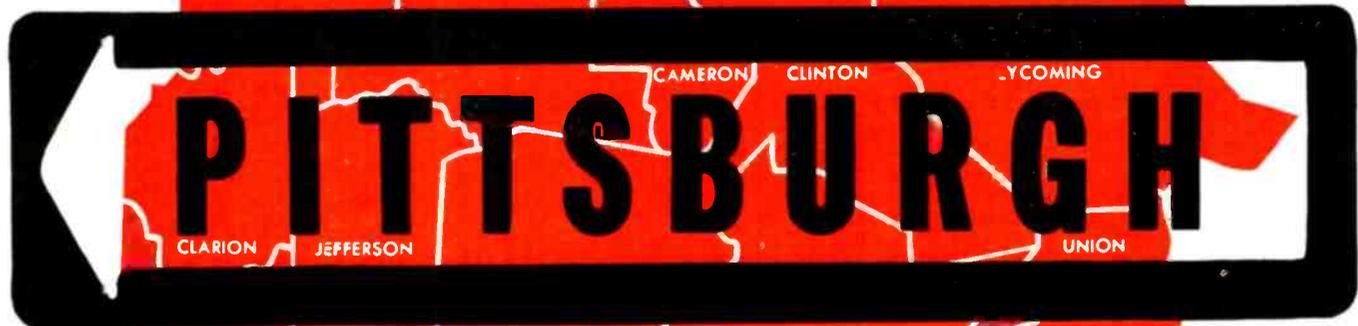
WICU (TV)

LICENSEE: Dispatch Inc. Postal Zone: 1. Address: 3514 State St. Phone: 45201.

FACILITIES: Ch. 12. Authorized Eff. Radial Pow.: Visual 2 kw, Aural 1.5 kw. Operating Pow.: Visual 2 kw, Aural 1.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 110 ft.; Above ground 309 ft.

EQUIPPED TO COLORCAST network programs.

only factual coverage study between



and

451,808 TV homes

Twenty-nine counties in central and western Pennsylvania ... consistently viewing Top CBS-TV programs seven days a week. American Research Bureau, in the most comprehensive coverage study ever undertaken in the industry, proves once and for all that the best buy between Pittsburgh and Harrisburg is WFBG-TV, Channel 10, Altoona. For details of this March, 1956 ARB study, call your H-R man today.

THE ONLY BASIC CBS-TV STATION SERVING THE AREA



Channel 10
ABC-TV • NBC-TV

Represented by H-R Television, Inc.

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM-FM-TV, Philadelphia, Pa. / **WBNF-AM-TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa. / **WFBG-AM-TV**, Altoona, Pa.

ERIE (Cont.)

WICU (TV) (Cont.)

OPERATION: Began March 15, 1949. Hours, 6:45 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WIKK.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McGrath & Brown; Consulting Engineer, Frank H. McIntosh & Assoc.
PRINCIPAL STOCKHOLDERS: Licensee publishes Erie Dispatch. Owned by Edward Lamb Enterprises, which also owns WMAC-TV Massillon, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Sales of WTOD-WTRT (FM) to Booth Radio & Tv Stations Inc. pending FCC approval.
EXECUTIVES:
 Edward Lamb, pres. Michael Csop, ch. engr.
 Ben McLaughlin, gen. mgr. John Cook, film buy.
 Karl Nelson, com. mgr. Jack Schumaker, prom. mgr.
 Bob Lunquist, pgm. dir. Joe Laconi, news ed.
RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Specifications: 35mm 2x2 in. Full and share screen. Frequency discounts up to 15% for 312 times. Rate Card No. 9.

WSEE (TV)

LICENSEE: Great Lakes Television Co. Address: 1220 Peach St. Phone: 5-7575.
FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.2 kw. Operating Pow.: Visual 170 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 732 ft.
OPERATION: Began April 25, 1954. Hours, 11:10 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Jacob A. Young, 11.1%; George J. Mead, 16.6%; Charles E. Denny, 4.9%; James R. McBrier, 6%; A. R. Minadeo, 12.2%; B. Walker Sennett, 4.9%; John J. Mead, 13%; J. T. Simmons 8%; John W. English, 6.9%; John J. Boland Jr., 6.9%, and others. Interlocking ownership with WNAO-AM-FM-TV Raleigh, N. C. The Meads own Erie Times.
EXECUTIVES:
 George J. Mead, pres. Arthur R. Hook, pgm. dir.
 Frank B. Palmer, gen. mgr. & film buy. Edward G. Zellefrow, ch. engr.
 Don M. Boyce, com. mgr. Leo A. Urbanowicz, prom. mgr.
 Richard L. Sprague, news dir.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Specifications: film or slides. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

HARRISBURG
(Dauphin County)

WCMB-TV

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: Cedar 4-3005.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 105 kw. Operating Pow.: Visual 186 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 400 ft.
OPERATION: Began Sept. 8, 1954. Hours, 5 p.m.-midnight.
AFFILIATION: Station, Am, WCMB.
REPRESENTATIVES: Sales, Gill-Perna; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Frank H. McIntosh & Assoc.
PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr., 66.6%, and Edgar K. Smith, 33.4%.
EXECUTIVES:
 Edgar T. Shepard Jr., pres. Chuck Zink, pgm. dir.
 Ed K. Smith, vp., gen. mgr., com. mgr. & film buy. J. Howard Bair, ch. engr.
 Ed Conway, news ed.
RATE INFORMATION: Class A one hour (live) \$320, (film) \$200; minute spot (live) \$48, (film) \$30; ID \$18.50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 1.

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone: Cedar 4-3211.
FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 123 kw. Operating Pow.: Visual 182 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 910 ft.; Above ground 203 ft.
OPERATION: Began April 1, 1953.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WHP. Fm, WHP-FM.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Owned by Telegraph Press Inc. (printing).

EXECUTIVES:

A. K. Redmond, gen. & com. mgr. E. Daniel Liebensperger, ch. engr.
 Dick Redmond, pgm. mgr. & film buy. George Gottschalk Jr., prom. dir.
 Beatrice Potteiger, sls. serv. dir. Joe Harper, news ed.

RATE INFORMATION: Class A one hour (film) \$325; minute spot (film) \$65; ID \$32.50. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 3.

WTPA (TV)

LICENSEE: Patriot-News Co. Address: 3235 Hoffman St. Phone: Cedar 8-7171.
FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 439 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 19, 1953. Hours, 2:30-11:30 p.m.
AFFILIATION: Tv Network, ABC.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Licensee publishes Harrisburg Patriot and News (Newhouse newspaper). For other Newhouse broadcast and newspaper interests see WSyr-TV Syracuse, N. Y.
EXECUTIVES:
 Donald D. Wear, gen. mgr. Paul D. Gross, ch. engr.
 Allen P. Solada, com. mgr. Rick Riker, prom. mgr.
 Mac McCauley, pgm. dir. & film buy. Gladys Swift, news ed.
RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Full screen. Frequency discounts from 30% for 5 times up to 50% for 10 times. Rate Card No. 3.

HAZLETON
(Luzerne County)

WAZL-TV

(Target Date, Unknown)

LICENSEE: Hazleton Television Corp. Address: 708 Hazleton Natl. Bank Bldg. Phone: 5400.
FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft. Above ground 408 ft.
AFFILIATIONS: Stations, Am, WAZL. Fm, WAZL-FM.
REPRESENTATIVES: Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.
PRINCIPAL STOCKHOLDERS: Victor C. Diehm, 25%; Hilda M. Deisroth, 25%; E. H. Whitney, 25%, and George M. Chisnell, 25%. Same interests own WVDA Boston; WIDE Biddeford, Me.; WHOL Allentown, Pa., and WHLM Bloomsburg, Pa.
EXECUTIVE:
 Victor C. Diehm, pres.

JOHNSTOWN
(Cambria County)

WARD-TV

LICENSEE: Rivoli Realty Co. Address: Porch Bldg. Phone: 8-1216.
FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 542 ft.
OPERATION: Began Oct. 15, 1953. Hours, 5:30-11:15 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WARD. Fm, WARD-FM.
REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Fisher, Wayland Duvall & Southmayd; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Dr. George D. Gartland and family, 79%; Walter M. Thomas, 21%.
EXECUTIVES:
 Richard J. Butterfield, gen. mgr., com. mgr., film buy. & prom. mgr. William Wilson, pgm. dir.
 Robert R. Nelson, exec. vp. Richard Kline, ch. engr.
 Frank Jordan, news ed.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$42.50, (film) \$37.50; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

JOHNSTOWN (Cont.)

WJAC-TV

LICENSEE: WJAC Inc. Address: 329 Main St. Phone: 5-1262.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 35.4 kw. Operating Pow.: Visual 70.8 kw, Aural 35.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,120 ft.; Above ground 175 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Sept 15, 1949. Hours, 6:55 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WJAC. Fm, WJAC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Owned by Johnstown Tribune Co. (Johnstown Tribune).

EXECUTIVES:

Walter W. Krebs, pres.	Theodore Campbell, ch. engr.
Alvin D. Schrott, gen. mgr.	Nevin Straub, dir. of tech. ops.
John H. Hepburn, com. mgr.	Edward Klym, news ed.
Frank P. Cummins, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$68. ID Length 8 sec. Specifications: 35mm film. Full screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.

LANCASTER
(Lancaster County)

WGAL-TV

LICENSEE: WGAL Inc. Address: 24 S. Queen St. Phone: 3-5851.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 480 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 18, 1949. Hours, 6:30 a.m.-1:05 a.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Stations, Am, WGAL. Fm, WGAL-FM.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Duke M. Patrick; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Owned by J. Hale and J. F. Steinman, who also own WDEL-AM-FM Wilmington, Del.; WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WRAW Reading, and WEST-AM-FM Easton, all Pa. Steinmans also own Lancaster Intelligencer-Journal and New Era.

EXECUTIVES:

Clair R. McCollough, pres. & gen. mgr.	Paul C. Rodenhauser, pgm. dir. & film buy.
J. Robert Gulick, asst. gen. mgr. in chg. sls.	J. E. Mathiot, tech. dir.
Harold E. Miller, sta. mgr.	Paul I. Woodland, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$240, (film) \$240; ID \$120. Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 10.

LEBANON
(Lebanon County)

WLBR-TV†

LICENSEE: Lebanon Television Corp. Address: 8th & Cumberland Sts. Phone: 2-7651.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 880 ft.; Above ground 572 ft.

OPERATION: Began Oct. 15, 1953.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Triangle Publications Inc. (See WFIL-TV Philadelphia, Pa.). FCC approval of purchase of WLBR-TV by Triangle stayed pending outcome of protest hearing.

†WLBR-TV has suspended operation but has not returned its CP.

AMERICA'S 10TH TV MARKET

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

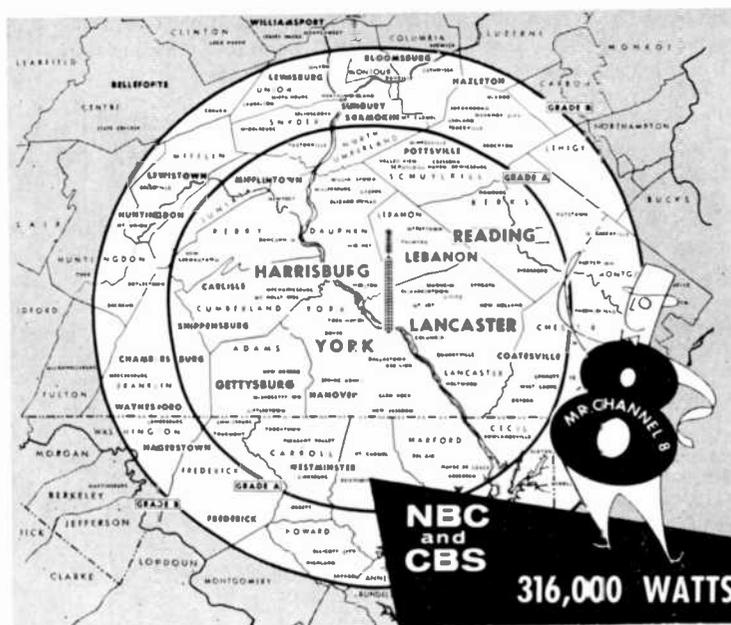
- 3½ million people
- 917,320 TV sets
- \$5½ billion to spend yearly
- America's 10th largest market in TV homes

STEINMAN STATION
Clair McCollough, Pres.

Representative

The MEEKER Company, Inc.
New York San Francisco Los Angeles Chicago

CHANNEL 8 MULTI-CITY MARKET



nothing succeeds like success!



out in front...
every month—six consecutive months

WFIL-TV was rated 1st*
20.2% more than Station B
156.8% more than Station C

Monday thru Friday, 2:30-11:00 PM... the heart of the TV day.

MORE PEOPLE WATCH CHANNEL 6 MORE OFTEN
THAN ANY OTHER PHILADELPHIA TV STATION

*American Research Bureau, December 1955-May 1956 average


WFIL-TV
PHILADELPHIA, PENNSYLVANIA

CHANNEL **6**

ABC-TV •• BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM-FM-TV, Philadelphia, Pa. / **WNBF-AM-TV**, Binghamton, N.Y. / **WHQB-AM**, Harrisburg, Pa. / **WFBG-AM-TV**, Altoona, Pa.

PHILADELPHIA (Cont.)

WHYY-TV*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Delaware Valley Educational Television Corp. Address: Administration Bldg., 21st & Parkway.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 11.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 585 ft.

REPRESENTATIVES: Attorney, Saul, Ewing, Remick & Saul, Philadelphia; Consulting Engineer, George P. Adair Engineering Co.

EXECUTIVE: Walter Biddle Saul, pres.

WPFH (TV) (WILMINGTON, DEL.)

LICENSEE: WPFH Bcstg. Co. Address: Suburban Station Bldg., Philadelphia. Phone: Locust 8-2262. (For full listing see Wilmington, Del.)

WPHD (TV)

(Target Date, Unknown)

LICENSEE: Ajax Enterprises. Address: P. O. Box 376, Greenwich, Conn.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 537 kw, Aural 288 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 299 ft.

REPRESENTATIVES: Attorney, Martin W. Kramer, New York; Consulting Engineer, Adler Communications Labs.

PRINCIPAL STOCKHOLDERS: 100% owned by Herbert Mayer, who also owns WHMB (TV) Boston, Mass. Mr. Mayer is former owner of Empire Coil Co., New Rochelle, N. Y., licensee of WXEL (TV) (now WJW-TV) Cleveland and KPTV (TV) Portland, Ore., sold to Storer Bcstg. Co. in 1954.

EXECUTIVE: Herbert Mayer, own.

WRCV-TV

LICENSEE: National Bcstg. Co. Postal Zone: 3. Address: 1619 Walnut St. Phone: Locust 4-3700.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 602 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 1, 1941. Hours, 6:45 a.m.-1:15 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, WRCV.

REPRESENTATIVES: Sales, NBC Spot Sales; Consulting Engineer, NBC Engineering.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver, bd. chmn. (NBC)	Stan Lee Broza, pgm. dir.
Robert W. Sarnoff, pres. (NBC)	William A. Howard, ops. supvr.
Lloyd E. Yoder, vp. & gen. mgr.	Edward Murray, film buy.
Curtis D. Peck, ops. dir.	John P. Wiley, prom. mgr.
Theodore H. Walworth Jr., sls. mgr.	William S. Dallmann, merc. mgr.
George W. Cyr, pgm. mgr.	Edward R. Wallace, supvr. news & sp. events

RATE INFORMATION: Class AA one hour (live) \$3,200, (film) \$3,200; minute spot (live) \$825, (film) \$825; ID \$415. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WSES (TV)

(Target Date, Unknown)

LICENSEE: Philadelphia Bcstg. Co. Inc. Address: Western Savings Fund Bldg.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 707 ft.

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

PRINCIPAL STOCKHOLDERS: William L. Jones, 57%; Isadore B. Sley, 29%; Murray Borkon, 14%.

EXECUTIVES: Murray Borkon, vp. Isadore B. Sley, treas.

PITTSBURGH (Allegheny County)

WENS (TV)

LICENSEE: Telecasting Inc. Postal Zone: 19. 700 Ivory Ave. Phone: Express 1-1545.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 870 ft.; Above ground 552 ft.

OPERATION: Began Aug. 25, 1953.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson, 14.9%; L. H. Israel, 5%; Henry Oliver Rea and family, 7.2%; Oliver Tyrone Corp., 6%; Donald C. Lott, 3%; Robert F. Prince, 2.3%; A. Donovan Faust, 4.5%, and others. Mr. Israel has negative control by virtue of ownership of all Class B stock. Mr. Rea and family control Oliver Tyrone Corp., and have varying interests in WPOR Portland, Me.; WABI-AM-TV Bangor, Me., and WMTW (TV) Poland Spring, Me.

EXECUTIVES:

Thomas P. Johnson, pres.	Vera Oldenburg, sls. serv. mgr.
Larry Israel, vp. & gen. mgr.	Betty Jane Wylie, traff. mgr.
William H. Rea, sec.-treas.	James Hurlay, ch. engr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Frequency discounts. Rate Card No. 2A.

WIIC (TV)

(Target Date, Unknown)

LICENSEE: WWSW Inc. Address: Hotel Sheraton.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 850 ft.; Above ground 700 ft.

REPRESENTATIVES: Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Henry R. Kaiser.

PRINCIPAL STOCKHOLDERS: Owned by P.G. Pub. Co. (Pittsburgh Post-Gazette-Block). Same interests own WWSW-AM-FM Pittsburgh and publish Toledo (Ohio) Blade. Pittsburgh Radio Supply House (WJAS-AM-FM Pittsburgh) holds option to purchase 50% interest, but must sell WJAS before exercising option. Pittsburgh Radio Supply House principals also own WHJB Greensburg, Pa. Grant of WIIC has been stayed pending outcome of protest hearing.

EXECUTIVE:

Oscar M. Schloss, pres. & gen. mgr.

WKJF-TV†

LICENSEE: Agnes J. Reeves Greer. Postal Zone: 11. Address: 1715 Grandview Ave. Phone: Hubbard 1-2626.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 426 ft.

OPERATION: Began Aug. 1, 1953.

AFFILIATION: Station, Fm, WKJF-FM.

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

PRINCIPAL STOCKHOLDERS: Mrs. Greer also owns WAJR-AM-FM Morgantown, W. Va.; WJER Dover, Ohio, and Morgantown Dominion News and Post and weekly New Martinsville (W. Va.) Wetzel Republican.

EXECUTIVES:

Agnes J. Reeves Greer, pres.	Thomas J. Daugherty, gen. mgr.
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†WKJF-TV has suspended operation but has not returned its CP.

WQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Metropolitan Pittsburgh Educational Television Station. Postal Zone: 13. Address: 4337 Fifth Ave. Phone: Museum 3-1300.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 138 kw, Aural 69.2 kw. Operating Pow.: Visual 25 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 537 ft.

OPERATION: Began April 1, 1954.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer.

EXECUTIVES:

John F. White, gen. mgr.	Edward Hortsman, ch. engr.
John Ziegler, pgm. dir.	Harriet Ackerman, publicity dir.

WTVQ (TV)

(Target Date, Unknown)

LICENSEE: Golden Triangle Television Corp. Postal Zone: 2. Address, 380 W. First St. Phone: Michigan 6501.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 430 ft.

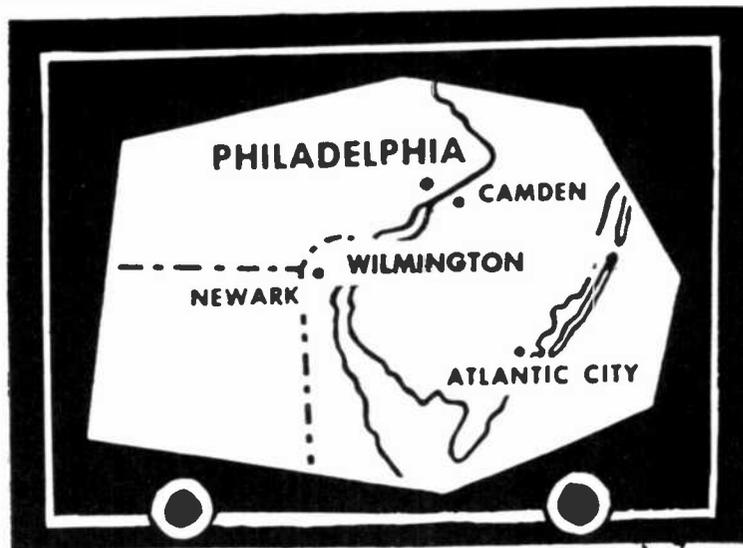
REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Loren Berry and Ronald B. Woodyard, 50%. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 29.1% of WIFE (TV) Dayton, Ohio. Mr. Berry owns 16.7% of WIFE (TV) and 21.21% of WEOL-AM-FM-TV Elyria, Ohio.

EXECUTIVE:

Ronald B. Woodyard, pres.

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MARKET...**



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SELL...**



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Paul Raymer Co., Inc.

WPFH
TELEVISION

CHANNEL
12

It's a big market, and it's all yours! Channel 12 effectively presents your sales message to a steadily increasing Delaware Valley audience. 316,000 watts are ready to net you tremendous per-viewer acceptance at low per-viewer cost. Contact your Raymer representative today for availabilities.

SERVING GREATER DELAWARE VALLEY

SEE LISTING UNDER WILMINGTON, DELAWARE ON PAGE 74

PITTSBURGH (Cont.)

KDKA-TV

LICENSEE: Westinghouse Bcstg. Co. Inc. Postal Zone: 22. Address: 1 Gateway Center. Phone: Express 1-3000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 990 ft.; Above ground 684 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1949. Hours, 6:30 a.m.-2 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, KDKA-AM. Fm, KDKA-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Attorney, J. W. Steen, New York.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Westinghouse Electric Corp., which manufactures electronics and communications equipment, including broadcast transmitters and tubes, radio-tv receivers, home appliances, air brakes, x-ray machines, electric light bulbs, elevators, etc. WBC owns WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield, Mass., WOWO Fort Wayne, KEX-AM-FM Portland, Ore.

EXECUTIVES:

D. H. McGannon, pres.	Ray Rodgers, ch. engr.
Harold C. Lund, vp. & gen. mgr.	Richard Dreyfuss, film buy.
Lloyd G. Chapman, sls. mgr.	David N. Lewis, prom. mgr.
Byron Dowty, pgm. dir.	Bill Burns, news ed.

RATE INFORMATION: Class A one hour (live) \$1,400, (film) \$1,400; minute spot (live) \$300, (film) \$300; ID \$150. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 11.

READING
(Berks County)

WEEU-TV†

LICENSEE: Hawley Bcstg. Co. Address: 433 Penn St. Phone: Reading 6-7335.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 165 kw, Aural 87 kw. Operating Pow.: Visual 165 kw, Aural 87 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,030 ft.; Above ground 408 ft.

OPERATION: Began April 15, 1953.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WEEU.

REPRESENTATIVES: Sales, Headley Reed Tv; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Reading Eagle Co. (Reading Eagle).

EXECUTIVES:

Hawley Quier, bd. chmn. & treas.	Jack Gounder, pgm. dir.
William J. Rohn, pres.	John Gable, ch. engr.
K. Richard Creitz, gen. mgr. & com. mgr.	

†WEEU-TV has suspended operation but has not returned its CP.

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: 214 S. 5th St. Phone: 4-4805.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Operating Pow.: Visual 260 kw, Aural 135 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,770 ft.; Above ground 1,034 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 22, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WHUM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Humbolt J. Greig, 38.2%; Jessie P. Greig, 25%, and others.

EXECUTIVES:

Robert G. Magee, gen. mgr.	Ann Lubas, pgm. dir.
Allan Kerr, natl. sls. mgr.	Joseph A. Risse, ch. engr.
John E. Schuler, asst. gen. mgr. & film buy.	Paul Barclay, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (film) \$90; ID \$45. ID Length 10 sec. Specifications: 2x2 in. slide. Share screen. Frequency discounts. Rate Card No. 2.

SCRANTON
(Lackawanna County)

WARM-TV

LICENSEE: Union Bcstg. Co. Postal Zone: 3. Address: 333 Madison Ave. Phone: Diamond 3-1245.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 346 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb., 1954. Hours, 12:45 p.m.-1 a.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WARM.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: William W. Scranton, 80%, and Martin F. Memolo, 20%.

EXECUTIVES:

Martin F. Memolo, pres.	Ross Parker, ch. engr.
William M. Dawson, vp. & gen. mgr.	Allen Hedgcock, film buy.
Sam Feigenbaum, com. mgr.	Helen McLaughlin, prom. mgr.
Art Bolin, pgm. dir.	John VonBergen, news ed.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$45, (film) \$45; ID \$22.50. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WGBI-TV

LICENSEE: Scranton Bcstrs. Inc. Postal Zone: 9. Address: 1000 Wyoming Ave. Phone: Diamond 2-7634.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 794 kw, Aural 398 kw. Operating Pow.: Visual 215.5 kw, Aural 107.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,380 ft.; Above ground 418 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 7, 1953. Hours, Mon.-Thurs., 6:55 a.m.-1:30 a.m.; Fri., 6:55 a.m.-3 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WGBI. Fm, WGBI-FM.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Mrs. M. E. Megargee and estate of Frank Megargee, 85%. Licensee holds option to purchase WRAK-TV Williamsport, Pa.

EXECUTIVES:

Mrs. M. E. Megargee, pres.	Mort Rosenthal, pgm. dir. & film buy.
Madge Holcomb, vp.	K. R. Cooke, ch. engr.
George D. Coleman, gen. mgr. & com. mgr.	Douglas Holcomb, prom. mgr.
R. E. McDowell, sta. mgr.	Tom Powell, news ed.

RATE INFORMATION: Class AA one hour (live) \$500; minute spot (live) \$100; ID \$50. Class A one hour (live) \$400; minute spot (live) \$80; ID \$40. ID Length 8 sec. Specifications: 2x2 inches. Full and share screen. Frequency discounts. Rate Card No. 4.

WTVU (TV)†

LICENSEE: Appalechian Co. Inc. Address: Hotel Jermyn. Phone: Diamond 7-3334.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.08 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 1,280 ft.; Above ground 371 ft.

OPERATION: Began Aug. 17, 1953.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Jane C. Collins, 49%, and Frank Collins, 49%.

EXECUTIVES:

Frank J. Collins, pres.	Jane C. Collins, treas.
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†WTVU (TV) has suspended operation but has not returned its CP.

SUNBURY
(Northumberland County)

WKOK-TV

(Target Date, Unknown)

LICENSEE: Sunbury Bcstg. Corp. Address: 1150 N. Front St.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.92 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 880 ft.; Above ground 341 ft.

AFFILIATION: Station, Am, WKOK.

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

PRINCIPAL STOCKHOLDERS: Harry H. Haddon, 37.5%; Basse A. Beck, 45.5%; George S. Beck, 8%, and others. Messrs. Haddon and Beck own Sunbury Daily Item.

EXECUTIVES:

Harry H. Haddon, pres.	Homer R. Smith, gen. mgr.
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WILKES-BARRE
(Luzerne County)

WBRE-TV

LICENSEE: WBRE-TV Inc. Address: 62 S. Franklin St. Phone: Valley 3-3101.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Operating Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 426 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WBRE. Fm, WBRE-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Hogan & Hartson; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Louis G. and David M. Baltimore and family, 100%. Also owns WSCR Scranton, Pa.

EXECUTIVES:

Louis G. Baltimore, pres.	Charles Sakoski Sr., ch. engr.
David M. Baltimore, vp. & gen. mgr.	Fred Foerster, prom. mgr.
Ernest Lewis, com. mgr.	Robert Gibson, news ed.
Franklin D. Coslett, ops. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$550, (film) \$450; minute spot (live) \$100, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

The Golden Buy-Angle

in
the

**Golden
Triangle**

KDKA 2 TV
PITTSBURGH

KDKA-TV's clear, channel-2 picture carries a powerful sales story into three states.

The cream of net-work and regional talent makes KDKA-TV the "most-watched" station in an area populated by over four and a half million people, which means . . .

1.2 million television homes
\$6.9 billion effective buying income
\$4.5 billion total retail sales
\$1.6 billion food sales
\$1.3 million drug sales
\$8.3 million automotive sales
\$1.8 million gross farm income

To check sales results call any of KDKA-TV's hundreds of pleased advertisers. For information about them, and about KDKA-TV's availabilities, call Lloyd Chapman, Sales Manager, at EXpress 1-3000, Pittsburgh, or A. W. "Bink" Dannenbaum, WBC Vice President—Sales, MURray Hill 7-0808, New York.



WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WILKES-BARRE (Cont.)

WILK-TV

LICENSEE: Wyoming Valley Bcstg. Co. Address: 88 N. Franklin St. Phone: Valley 4-4666.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 776 kw, Aural 389 kw. Operating Pow.: Visual 776 kw, Aural 389 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,100 ft.; Above ground 243 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 16, 1953. Hours, noon-1 a.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WILK.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Equal 12.5% ownership by Mitchell Jenkins, Roy E. Morgan, Thomas P. Shelburne, Harold Gray, Leon Schwartz, Vernon Wise, Gerald Wise and Mrs. I. C. Morgan. Mr. Gray is 25% owner of WCED DuBois, Pa. (DuBois Courier-Express). The Messrs. Wise and family own Butler (Pa.) Eagle.

EXECUTIVES:

Mitchell Jenkins, pres. Hal Berg, pgm. dir. & film buy.
Roy E. Morgan, exec. vp. Theodore French, ch. engr.
Thomas P. Shelburne, treas., mgng. Nancy Lynch, prom. mgr.
dir. & film buy. Thomas A. Bigler, news ed.
Malcolm Dale, com. mgr.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WILLIAMSPORT
(Lycoming County)

WRAK-TV

(Starting Date, late 1956)

LICENSEE: WRAK Inc. Postal Zone: 61. Address: 1561 W. 4th St. Phone: 2-6116.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,280 ft.; Above ground 242 ft.

AFFILIATIONS: Stations, Am, WRAK. Fm, WRAK-FM.

REPRESENTATIVES: Sales, Everett-McKinney; Washington Attorney, Spearman & Roberson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Margaretta T. Steele, 41.9%; George E. Joy and wife, 29.9%. Option to buy WRAK-TV by Scranton Bcstrs. Inc. (WGBI-AM-FM-TV Scranton, Pa.).

EXECUTIVES:

George E. Joy, pres. & gen. mgr. Irving A. Berndt Jr., pgm. dir.
J. Wright Mackey, com. mgr. Glenn Sherman, ch. engr.

YORK
(York County)

WNOW-TV

LICENSEE: Bcst. Div., Helm Coal Co. Address: P. O. Box 306. Phone: 27821.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 52.5 kw. Operating Pow.: Visual 97.7 kw, Aural 52.5 kw. Transmitter: DuM. Antenna Make: Workshop. Height: Above average terrain 660 ft.; Above ground 384 ft.

OPERATION: Began Nov., 1953. Hours, 5-11:30 p.m.

AFFILIATIONS: Stations, Am, WNOW. Fm, WNOW-FM.

REPRESENTATIVES: Sales, Robert S. Keller Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Howard J. Williams, 30.4%; Morgan E. Cousler, 43.5%, and Lowell W. Williams, 26.1%.

EXECUTIVES:

Lowell W. Williams, gen. mgr. Glenn M. Winter, ch. engr.
Richard E. Burg, sta. mgr., com. Ned Clarke, news ed.
mgr. & film buy.
Richard R. Getz, pgm. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 2.5% for 13 times up to 30% for 312 times. Rate Card No. 2.

WSBA-TV

LICENSEE: Susquehanna Bcstg. Co. Address: S. Queen St. Extended. Phone: York 25-531.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 86 kw. Operating Pow.: Visual 170 kw, Aural 86 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 417 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec., 1952. Hours, 2:20-11:10 p.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, WSBA.

REPRESENTATIVES: Sales, Adam Young Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Estate of Louis J. Appell.

EXECUTIVES:

Louis J. Appell Jr., pres. Jeanne A. Padden, prom. mgr.
Jim Curtiss, pgm. dir. & film buy. Otis B. Morse IV, news ed.
Llewellyn Jones, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

RHODE ISLAND MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Bristol	8,800	81	7,170	25,386	8,660	1,249
Kent	27,200	82	22,360	91,966	24,079	3,457
Newport	17,900	83	14,890	63,476	17,205	2,494
Providence	177,600	84	149,180	692,020	144,148	24,527
Washington	15,100	74	11,160	54,421	13,726	1,305
Total	246,600	83%	204,760	\$927,269	\$207,818	\$33,032

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

PROVIDENCE
(Providence County)

WJAR-TV

LICENSEE: The Outlet Co. Postal Zone: 2. Address: 176 Weybosset St. Phone: Gaspee 1-8255.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 920 ft.; Above ground 853 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 10, 1949. Hours, 6:40 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WJAR.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: The Outlet Co., a department store.

EXECUTIVES:

George O. Griffith, vp. William L. Cooper Jr., film buy.
Peter B. James, mgr. Frederick R. Griffiths, ops. mgr.
Edward Boghosian, sls. mgr. Warren S. Walden, news ed.
Seymour Horowitz, pgm. dir. Dody Sinclair, pub. rel. dir.
Thomas C. J. Prior, ch. engr.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$240, (film) \$240; ID \$120. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

WNET (TV)†

LICENSEE: Channel 16 of Rhode Island Inc. Postal Zone: 1. Address: P. O. Box 1533. Phone: Blackburn 2-3316.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 453 ft.

OPERATION: Began Mar. 23, 1954.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Harold C. Arcaro, Samuel Hamin and John Dunne, each 33.04%, and others.

EXECUTIVE:

Harold C. Arcaro, pres.

†WNET (TV) has suspended operation but has not returned its CP.

WPRO-TV

LICENSEE: Cherry & Webb Bcstg. Co. Postal Zone: 2. Address: 24 Mason St. Phone: Plantations 1-9776.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 182 kw. Operating Pow.: Visual 309 kw, Aural 182 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 557 ft.

OPERATION: Began Mar. 27, 1955. Hours, 6:45 a.m.-12:20 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WPRO. Fm, WPRO-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: William S. Cherry Jr., 44.9%; Anna Cherry Gross, 44.9%; Charles W. Knowles, 10.2%. Following merger agreement with other applicants for ch. 12 a new television corporation will be formed. This will be owned, after all options are taken up, 44% by Cherry & Webb Bcstg. Co.; 23% by Hope Bcstg. Co.; 20% by Greater Providence Bcstg. Co., and 13% by George Taylor and Robert T. Engles jointly.

EXECUTIVES:

William S. Cherry Jr., pres. John V. Ferri, ch. engr.
Arnold F. Schoen Jr., gen. mgr. E. Paul Abert, ops. mgr.
Eugene W. Wilkin, com. mgr.

RATE INFORMATION: Class AA minute spot (live) \$240, (film) \$240; ID \$120. Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Specifications: 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MAP

Means

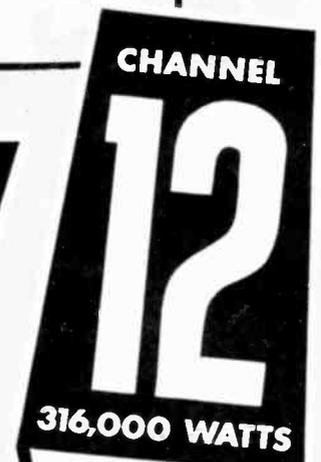
MAXIMUM AUDIENCE PENETRATION

...and that's exactly what WPRO-TV (channel 12, Providence, R. I.) delivers in a Southeastern New England area of over 1 million television homes. WPRO-TV offers survey-proved Maximum Audience Penetration of not one, but three major markets - PROVIDENCE, R. I., *plus* FALL RIVER and NEW BEDFORD, MASS. For proof, ask BLAIR-TV! For results, use WPRO-TV.



PROVIDENCE, RHODE ISLAND

Ask your Blairman



SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955 (\$000)	1955 (\$000)	1955 (\$000)
Abbeville	5,500	60	3,310	12,121	2,947	662
Aiken	23,800	36	8,500	45,812	14,736	1,880
Allendale	3,200	43	1,370	6,953	1,737	188
Anderson	23,200	47	10,810	74,746	15,582	2,441
Bamberg	3,900	20	780	11,019	2,371	280
Barnwell	6,500	26	1,720	10,520	3,181	278
Beaufort	6,600	53	3,470	18,852	4,582	546
Berkeley	6,700	50	3,360	10,931	3,603	364
Calhoun	3,200	39	1,250	6,462	1,844	132
Charleston	48,600	63	30,760	176,742	41,121	5,981
Cherokee	8,300	55	4,550	19,433	6,130	841
Chester	7,700	49	3,760	18,265	4,551	621
Chesterfield	7,900	42	3,350	19,930	4,582	591
Clarendon	6,500	21	1,370	16,232	4,625	391
Colleton	7,000	36	2,550	14,930	3,891	646
Darlington	11,900	38	4,550	33,411	8,867	887
Dillon	6,800	47	3,080	21,075	4,868	527
Dorchester	5,500	60	3,300	13,871	4,091	531
Edgefield	3,800	56	2,010	12,164	1,829	442
Fairfield	4,700	54	2,530	10,544	3,233	322
Florence	19,600	53	10,430	74,887	14,016	2,045
Georgetown	7,600	50	3,820	22,673	5,401	692
Greenville	48,900	61	29,580	193,172	41,804	5,630
Greenwood	10,700	51	5,420	35,727	8,998	1,182
Hampton	4,300	41	1,750	11,409	3,034	284
Horry	13,700	17	2,360	56,489	11,274	1,693
Jasper	2,500	47	1,180	7,215	1,815	158
Kershaw	7,300	55	4,040	23,913	6,644	856
Lancaster	8,800	48	4,220	24,141	6,707	541
Laurens	11,400	34	3,900	25,556	6,928	751
Lee	4,600	48	2,210	9,846	2,165	269
Lexington	12,100	45	5,410	36,263	9,456	904
M McCormick	2,100	44	930	3,815	1,121	127
Marion	7,500	46	3,490	22,364	3,992	777
Marlboro	7,000	37	2,630	17,617	4,825	468
Newberry	8,000	40	3,220	21,445	5,461	739
Oconee	9,100	30	2,720	22,684	5,932	620
Orangeburg	15,900	37	5,960	45,824	12,094	1,355
Pickens	10,000	33	3,260	29,112	8,244	1,213
Richland	40,900	55	22,500	177,349	33,309	4,830
Saluda	3,600	32	1,130	5,255	1,175	148
Spartanburg	39,900	53	21,190	117,847	27,778	4,050
Sumter	13,800	41	5,620	43,260	11,070	1,150
Union	7,400	53	3,940	18,051	5,503	591
Williamsburg	8,800	46	4,070	22,781	4,941	407
York	18,500	48	8,860	56,521	14,341	1,677
Total	544,900	48%	260,220	\$1,678,229	\$396,404	\$51,708

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ANDERSON
(Anderson County)

WAIM-TV (GREENVILLE)

LICENSEE: Wilton E. Hall, Address: 321 Kingsley Road. Phone: Canal 6-1511.
FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Operating Pow.: Visual 170 kw, Aural 93.3 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 380 ft.; Above ground 418 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 15, 1953. Hours, 10 a.m.-11:30 p.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WAIM. Fm, WCAC (FM).
REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Licensee is publisher of Anderson Independent and Mail.
EXECUTIVES:
 Wilton E. Hall, own. John Willis, ch. engr.
 Glenn P. Warnock, gen. mgr. Virginia Barath, film buy.
 John McCallum, com. mgr. G. Paul Browne, prom. mgr.
 Ray Barath, pgm. dir. Al Joseph, news ed.
RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$25. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

CAMDEN
(Kershaw County)

WACA-TV

(Target Date, Unknown)

LICENSEE: Camden Bcstg. Corp. Address: Camden. Phone: Hemlock 2-2311.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 45 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.
AFFILIATION: Station, Am, WACA.
REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, William E. Bennis Jr.

PRINCIPAL STOCKHOLDERS: Haygood S. Bowden, 31%; Thomas J. Richards, 2%; Harold W. Funderburk, 8%; Woodrow R. Bowden, 15%, and others.

EXECUTIVES:

Haygood S. Bowden, pres. Harold J. Richards, vp. & gen. mgr.

CHARLESTON
(Charleston County)

WCSC-TV

LICENSEE: WCSC Inc. Postal Zone: 21. Address: 485 E. Bay. Phone: 3-8371.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 515 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 19, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, WCSC. Fm, WSCS-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: John M. Rivers, 63.74%, and others.

EXECUTIVES:

John M. Rivers, pres. & gen. mgr. Charles E. Hall, pgm. dir.
 Roland Weeks, sta. mgr. & natl. Wilbur R. Albee, ch. engr.
 com. mgr. Annie Lee Small, prom. mgr.
 Ralph E. Thornley, reg. com. mgr. & film buy. Kenneth Klyce, news ed.

RATE INFORMATION: Class A one hour (film) \$300; minute spot (live) \$80.50, (film) \$75; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 3.

WUSN-TV

LICENSEE: Southern Bcstg. Co. Address: P. O. Box 879. Phone: Mount Pleasant 4141.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 53.7 kw. Operating Pow.: Visual 100 kw, Aural 53.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 842 ft.
OPERATION: Began Sept., 1954. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, H-R Television; James S. Ayers (Southeast); Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.
PRINCIPAL STOCKHOLDERS: J. Drayton Hastie, 10%; Sara C. Hastie, 5.9%; George L. Buist, 2.9%; Theodore D. Maybank, 4%, and others.

EXECUTIVES:

J. Drayton Hastie, pres. & gen. mgr. Grange S. Cuthbert Jr., com. mgr.
 Douglass M. Bradham, asst. gen. Clark Davis, prod. dir.
 mgr. & sec. Walter Nelson, ch. engr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$75, (film) \$75; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times.

COLUMBIA
(Richland County)

WIS-TV

LICENSEE: WIS-TV Corp. Address: 1111 Bull St. Phone: 3-6431.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 582 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 7, 1953. Hours, 9 a.m.-11:20 p.m.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WIS. Fm, WIS-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Broadcasting Co. of the South (B. Calhoun Hipp, pres.), 81.4%. Broadcasting Co. of the South also owns WIST Charlotte, N. C.

EXECUTIVES:

G. Richard Shafto, pres. Barnett Goldberg, ch. engr.
 Charles A. Batson, mgng. dir. John Bondeson, prom. mgr.
 Low Epps, sls. mgr. Gren Seibels, news ed.
 Ardian R. Munzell, pgm. coor. & film buy.

RATE INFORMATION: Class AA one hour (live) \$400, (film) \$400; minute spot (live) \$100; ID \$50. ID Length 8 sec. Full and share screen. Frequency discounts up to 25% for 312 times. Rate Card No. 3.

COLUMBIA (Cont.)

WNOK-TV

LICENSEE: Palmetto Radio Corp. Postal Zone: 1. Address: 1811 Main St. Phone: 27737.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 741 kw, Aural 372 kw. Operating Pow.: Visual 93.5 kw, Aural 47 kw. Transmitter: DuM. Antenna Make: Gabriel. Height: Above average terrain 630 ft.; Above ground 536 ft.

OPERATION: Began Sept. 1, 1953.

AFFILIATIONS: Tv Network, CBS. Station, Am, WNOK.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Covington & Burling; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Irwin Kahn, 30.9%; W. Croft Jennings, 6%; Jules W. Lindau III, 10.3%; Samuel Litman, 9.7%; Carlisle Roberts, 6.7%; H. Moody McElveen, 2.8%; Lewie G. Merritt, 2.5%, and others. Mr. Kahn is 49.8% owner of WORD and WDXY (FM) Spartanburg, S. C.

EXECUTIVES:

H. Moody McElveen Jr., gen. mgr. & com. mgr.	R. L. Brown, film buy.
Bill Routh, pgm. dir.	Pat Conder, prom. mgr.
Charlton W. Bowers, ch. engr.	Don Robertson, news ed.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

FLORENCE
(Florence County)

WBTW (TV)

LICENSEE: Jefferson Standard Bcstg. Co. Address: New Cashua Ferry Road. Phone: 2-1566.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 824 ft.

OPERATION: Began Oct. 18, 1954. Hours, 3 p.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: See WBTW (TV) Charlotte, N. C.

EXECUTIVES:

J. M. Bryan, pres.	George B. Burnette, pgm. mgr. & film buy.
Charles H. Crutchfield, exec. vp.	Emil A. Sellers, ch. engr.
J. William Quinn, mgng. dir.	Whiteford Smith, prom. mgr.
Melvin H. Purvis, mgr.	
John H. Brock, sls. mgr.	

RATE INFORMATION: Class A one hour (live) \$374, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Specifications: 2x2 in. slides. Share screen. Frequency discounts from 2.5% for 26 times up to 5% for 52 times. Rate Card No. 2.

GREENVILLE
(Greenville County)

WAIM-TV (ANDERSON)

LICENSEE: Wilton E. Hall. Address: 321 Kingsley Road. Phone: Canal 6-1511. (For full listing see Anderson.)

For efficient TV coverage

PLANNED
170 YEARS AGO

In 1786 Columbia's site was chosen and the city planned to make the capital equally accessible to all South Carolinians.

Today, time buyers who wish to reach South Carolinians by television can follow the plan set out 170 years ago by buying WIS-TV in Columbia, accessible to more South Carolinians.

For centered Carolina coverage
that fits natural distribution
your only answer is
WIS-TV.

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA



President, G. Richard Shafto

Managing Director, Charles A. Batson



PETERS GRIFFIN.
WOODWARD, INC.
Exclusive National Representatives



GREENVILLE (Cont.)

WFBC-TV

LICENSEE: WMRC Inc. Address: P. O. Box 1140. Phone: 9-1321.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: TF 6 AL. Height: Above average terrain 1,140 ft.; Above ground 158 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 31, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WFBC. Fm, WFBC-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (Greenville News and Piedmont), 46%; Robert A. Jolley and family, 11.886%; and others. Greenville News-Piedmont Co. owns Asheville Citizens-Times (WWNC Asheville, N. C.) Asheville Citizen-Times has option to buy one-third of WLOS-TV Asheville, N. C.

EXECUTIVES:

R. A. Jolley, pres.
 Wilson C. Wearn, asst. to pres. & film buy.
 Kenneth Beachboard, gen. mgr.
 Robert Q. Glass Jr., com. mgr.

William E. Garrison, ch. engr.
 Robert W. Edwards, prom. mgr.
 Norvin C. Duncan, pgm. dir. & news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$112.50, (film) \$112.50; ID \$56.25. ID Length 10 sec. Specifications: slide or film. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 3.

WGVL (TV)†

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.52 kw. Operating Pow.: Visual 17 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,130 ft.; Above ground 131 ft.

OPERATION: Began July 15, 1953.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Edgar M. Norris, 6.7%; R. M. Caine, 40.7%; Calvin F. Teague, 3.4%; Ben K. McKinnon, 2.2%; Lewis Village, 5%; Vivian M. Manning, 5%; Burnet R. Maybank, 3%; and others.

EXECUTIVES:

R. M. Caine, exec. vp.
 Ben K. McKinnon, vp., gen. mgr. & com. mgr.

†WGVL (TV) has suspended operation but has not returned its CP.

SPARTANBURG
 (Spartanburg County)

WSPA-TV

LICENSEE: Spartan Radiocasting Co. Address: 224 E. Main St. Phone: 3-3621.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 144 kw. Operating Pow.: Visual 200 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,180 ft.; Above ground 445 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 29, 1956. Hours, 1:30-11 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WSPA. Fm, WSPA-FM.

REPRESENTATIVES: Sales, George P. Hollinbery Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Walter J. Brown, 50.48%; D. S. Burnside, 4.1%; and others.

EXECUTIVES:

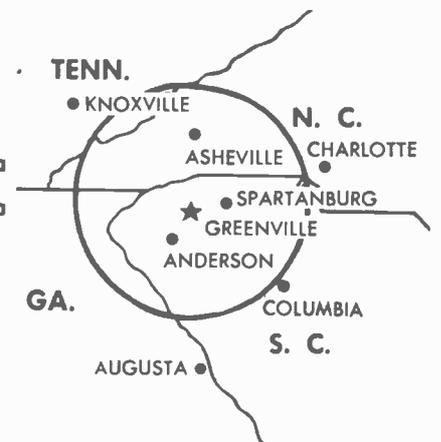
Walter J. Brown, pres.
 Charles E. Bell, natl. sls. mgr.
 Robert H. Walton, loc. sls. mgr.
 James B. Hobbs Jr., pgm. dir.

Peter W. Swanson Jr., prod. mgr.
 H. Duncan Peckham Jr., ch. engr.
 William A. Adams, prom. mgr.
 Charles Newcomb, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



"The Giant of Southern Skies"

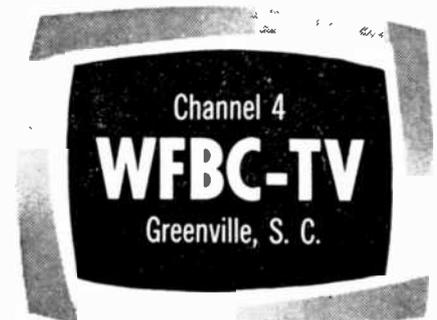
Video—100,000 Watts (FCC MAXIMUM)
 Audio—50,000 Watts
 Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

Population	1,991,700
Incomes	\$2,115,295,000.
Retail Sales	\$1,467,678,000.
Television Homes	367,230

Here is one of the South's great markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports prove WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

Represented by WEED TELEVISION CORP.

Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.



NBC NETWORK

BROADCASTING • TELECASTING

SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Aurora	1,300	12	160	2,852	493	103
Beadle	6,800	10	680	25,398	4,879	497
Bennett	800			2,961	569	36
Bon Homme	2,600	57	1,480	7,120	1,789	234
Brookings	5,300	29	1,510	19,011	3,220	517
Brown	10,400	16	1,630	43,944	7,878	1,146
Brule	1,700			9,108	1,402	301
Buffalo	400			327	129	
Butte	2,500			13,005	2,234	400
Campbell	900	12	110	1,591	253	33
Charles Mix	4,700			11,508	2,458	181
Clark	2,500			5,053	859	131
Clay	3,500	59	2,050	8,059	1,853	283
Codington	6,100	19	1,170	28,775	4,043	597
Corson	1,400	11	150	3,596	623	70
Custer	1,600	13	200	4,361	1,067	99
Davison	5,300	29	1,540	27,959	4,068	707
Day	3,400	11	380	8,332	1,326	253
Deuel	1,800	13	230	5,070	732	68
Dewey	1,200			3,000	490	118
Douglas	1,200	20	240	4,394	687	157
Edmunds	1,800			4,714	608	51
Fall River	3,200			9,179	1,446	365
Faulk	1,500	11	160	3,774	737	203
Grant	2,700	11	310	8,067	1,097	236
Gregory	2,500			73,600	1,410	161
Haakon	700			4,712	610	30
Hamlin	2,100	23	490	3,995	852	99
Hand	1,800			6,019	583	103
Hanson	1,300	31	400	2,406	384	119
Harding	700			1,242	174	48
Hughes	2,400			12,805	2,547	466
Hutchinson	3,300	40	1,320	10,002	1,387	196
Hyde	700			2,239	500	29
Jackson	500			2,148	456	66
Jerauld	1,200	26	310	3,325	813	102
Jones	800			2,049	293	40
Kingsbury	2,900	43	1,240	8,593	1,657	147
Lake	3,100	61	1,900	11,388	2,229	244
Lawrence	4,800			18,806	4,931	763
Lincoln	3,800	70	2,660	11,401	934	328
Lyman	1,100			3,120	554	86
McCook	2,500	50	1,260	8,337	1,204	137
McPherson	1,700	11	190	4,946	773	192
Marshall	2,100	33	700	5,909	467	160
Meade	3,200			8,719	2,567	252
Mellette	800			925	237	25
Miner	1,700	61	1,030	4,419	971	186
Minnehaha	23,600	77	18,270	109,854	17,522	3,466
Moody	2,500	48	1,200	5,953	1,125	87
Pennington	17,300	16	2,730	69,496	11,472	2,278
Perkins	1,800	12	220	8,314	1,236	161
Potter	1,300			5,687	987	97
Roberts	3,800	24	930	8,510	1,194	259
Sanborn	1,400	17	240	4,432	670	77
Shannon	1,100			1,009	269	31
Spink	3,400			10,577	2,227	265
Stanley	400			3,734	232	181
Sully	800			2,239	354	76
Todd	1,000			1,050	286	
Tripp	2,400			14,336	1,840	236
Turner	3,500	66	2,320	9,757	1,683	318
Union	3,300	82	2,710	9,210	1,146	409
Walworth	2,200			9,869	1,718	230
Washabaugh	200			116	93	
Yankton	4,300	58	2,490	23,422	4,006	648
Ziebach	700			936	247	62
Total	195,300	29%	*57,080	\$704,524	\$119,850	\$19,646

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

FLORENCE
(Codington County)

KDLO-TV (Satellite of KELO-TV Sioux Falls)

LICENSEE: Triple-City Bcstg. Co. Address: Florence. Phone: Clark 6161 or Sioux Falls 4-5841.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 856 ft.

OPERATION: Began Sept. 27, 1955. Hours, 6:30 a.m.-1:30 a.m.

AFFILIATIONS: Tv Networks: ABC, CBS, NBC. Station, Am, KELO Sioux Falls.

REPRESENTATIVES: Sales, H-R Television; Bulmer & Johnson (Minneapolis); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: See KELO-TV Sioux Falls, S. D.

EXECUTIVES:

Joe Floyd, pres. & film buy. Lester C. Froke, ch. engr.
 Evans A. Nord, gen. mgr. Jim Molohon, prom. mgr.
 & com. mgr. Paul Beckstrand, news ed.
 Jack Townsend, pgm. dir.

RATE INFORMATION: Sold in combination with KELO-TV Sioux Falls. Rates apply to simultaneous telecasts on both stations.

RAPID CITY
(Pennington County)

KOTA-TV

LICENSEE: Black Hills Bcst. Co. of Rapid City. Address: 1819 W. St. Joe St. Phone: Fillmore 2-2000.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 42.7 kw. Operating Pow.: Visual 1.32 kw, Aural .794 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 350 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1955. Hours, 4:30-11 p.m.

AFFILIATIONS: Tv Networks: ABC, CBS, NBC. Stations, Am, KOTA.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Helen S. Duhamel, 91.11%; and others.

EXECUTIVES:

Mrs. Helen S. Duhamel, pres. Robert Mausfeldt, ch. engr.
 Leo Borin, gen. mgr. & com. mgr. Arthur L. Jones, prom. mgr.
 Norman Heffron, pgm. dir. Stuart Stelle, news ed.
 & film buy.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$30, (film) \$25; ID \$12. ID Length 8 sec. Specifications. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SIOUX FALLS
(Minnehaha County)

KELO-TV (Parent station of satellite KDLO-TV Florence)

LICENSEE: Midcontinent Bcstg. Co. Address: 8th St. at Phillips Ave. Phone: 4-5841.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 123 kw. Operating Pow.: Visual 219, Aural 123 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 980 ft.; Above ground 1,032 ft.

OPERATION: Began April 2, 1953. Hours, 6:30 a.m.-1:30 a.m.

AFFILIATIONS: Tv Networks: ABC, CBS, NBC. Stations, Am, KELO.

REPRESENTATIVES: Sales, H-R Television; Bulmer & Johnson (Minneapolis); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned one-third each by Joseph L. Floyd; N. L. Bentson; Edmund R. Ruben. Same interests own KDLO-TV Florence, S. D., WL0L St. Paul, Minn., and 10% of WRFW Eau Claire, Wis.

EXECUTIVES:

Joe Floyd, pres. & film buy. Lester C. Froke, ch. engr.
 Evans A. Nord, gen. mgr. Jim Molohon, prom. mgr.
 & com. mgr. Paul Beckstrand, news ed.
 Murray Stewart, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$425, (film) \$425; minute spot (live) \$85, (film) \$85; ID \$42.50. ID Length 10 sec. Full screen. Frequency discounts.

TENNESSEE

TENNESSEE MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Anderson	14,900	58	8,630	45,872	15,072	1,782
Bedford	6,600	49	3,240	16,353	3,674	424
Benton	2,900	29	850	6,873	1,000	158
Bledsoe	1,700	36	610	2,655	748	65
Blount	14,900	54	8,060	50,026	15,967	1,253
Bradley	8,500	43	3,660	31,465	6,212	1,085
Campbell	8,000	31	2,490	18,254	5,557	620
Cannon	2,200	51	1,120	3,473	782	103
Carroll	7,300	32	2,300	16,916	3,809	412
Carter	10,700	48	5,180	24,444	6,896	638
Cheatham	2,100	65	1,360	4,748	848	94
Chester	2,700	41	1,090	5,621	1,596	205
Claiborne	5,300	19	1,040	6,690	990	120
Clay	2,000	33	660	1,986	485	55
Cocke	5,100	26	1,330	10,860	2,901	415
Coffee	6,900	52	3,620	20,324	4,642	429
Crockett	4,100	42	1,700	7,186	2,234	234
Cumberland	4,500	19	840	13,292	2,631	313
Davidson	95,300	71	67,280	424,948	88,716	11,005
Decatur	2,400	20	470	3,842	940	139
De Kalb	2,600	41	1,080	4,536	897	190
Dickson	5,000	56	2,780	12,199	3,019	275
Dyer	8,800	49	4,350	26,746	6,314	703
Fayette	5,800	55	3,220	8,375	1,964	162
Fentress	3,200	19	600	4,865	974	141
Franklin	6,100	24	1,480	14,802	3,219	278
Gibson	13,700	34	4,620	35,947	8,405	1,535
Giles	6,800	14	980	16,702	3,988	364
Grainger	2,800	26	710	3,309	1,057	50
Greene	10,300	24	2,510	24,495	3,394	872
Grundy	2,800	33	910	4,917	1,259	
Hamblen	6,800	36	2,450	26,276	5,552	562
Hamilton	60,200	55	33,410	263,065	60,495	6,800
Hancock	1,900	23	430	1,402	81	83
Hardeman	4,900	48	2,360	8,569	1,880	197
Hardin	4,000	26	1,040	9,168	1,577	165
Hawkins	7,300	23	1,680	12,183	2,507	189
Haywood	5,900	52	3,040	12,422	2,519	267
Henderson	4,100	28	1,140	7,755	1,748	178
Henry	6,500	28	1,840	16,128	4,074	500
Hickman	3,000	44	1,320	4,866	1,127	201
Houston	1,200	41	500	1,661	777	93
Humphreys	2,700	56	1,510	6,432	2,040	220
Jackson	2,500	36	900	3,809	1,803	38
Jefferson	4,800	43	2,050	10,884	3,189	339
Johnson	2,600	31	800	3,588	648	95
Knox	63,600	58	37,080	271,354	54,333	7,998
Lake	2,700	34	920	7,103	2,319	298
Lauderdale	6,400	53	3,370	14,289	3,021	394

TENNESSEE MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Lawrence	7,000	25	1,750	16,473	2,452	372
Lewis	1,500	41	610	3,207	753	98
Lincoln	6,400	21	1,350	15,430	3,141	481
Loudon	6,100	48	2,920	16,923	4,164	530
McMinn	8,100	34	2,730	20,984	4,907	450
McNairy	5,000	39	1,960	11,505	1,754	242
Macon	3,400	44	1,500	4,260	850	206
Madison	17,000	46	7,820	49,563	11,981	1,289
Marion	4,900	61	3,000	12,734	3,384	294
Marshall	5,000	45	2,250	13,305	3,196	441
Maury	10,700	40	4,250	31,660	8,012	593
Meigs	1,300	29	380	1,215	162	
Monroe	5,500	48	2,620	13,840	3,191	398
Montgomery	11,400	56	6,340	46,000	10,254	1,110
Moore	1,200	14	170	747	176	
Morgan	3,100	27	840	2,961	1,084	
Obion	7,900	33	2,620	21,283	4,620	572
Overton	3,900	22	840	6,440	1,028	212
Perry	1,500	20	310	2,237	677	45
Pickett	1,000	22	220	1,197	138	55
Polk	3,000	44	1,310	4,948	954	126
Putnam	7,800	41	3,200	17,587	2,843	490
Rhea	3,800	40	1,520	11,015	2,592	381
Roane	8,100	51	4,120	25,987	7,356	1,023
Robertson	6,900	59	4,090	17,579	4,354	417
Rutherford	10,900	63	6,820	32,610	7,998	752
Scott	3,900	25	990	6,967	1,760	
Sequatchie	1,300	36	460	2,630	616	123
Sevier	5,400	27	1,430	17,090	3,679	474
Shelby	146,200	76	111,840	678,403	140,470	18,391
Smith	3,600	43	1,550	6,404	1,094	353
Stewart	1,900	49	940	3,820	855	43
Sullivan	27,900	47	13,200	97,614	21,915	2,362
Sumner	8,800	60	5,270	21,423	4,822	499
Tipton	7,300	57	4,190	15,094	4,084	443
Trousdale	1,600	40	650	2,963	573	127
Unicoi	3,800	28	1,060	7,535	1,570	28
Union	1,900	31	590	3,264	842	
Van Buren	800	21	170	842	82	
Warren	6,300	39	2,440	16,447	3,188	445
Washington	15,300	55	8,480	57,428	12,688	1,430
Wayne	3,200	12	390	5,246	856	67
Weakley	7,500	27	2,060	12,119	3,122	546
White	3,900	35	1,370	7,804	2,142	244
Williamson	5,800	57	3,310	18,117	4,347	370
Wilson	7,400	53	3,960	18,414	4,105	271
Total	883,400	53%	464,500	\$2,954,989	\$654,711	\$79,509

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BRISTOL
(Sullivan County)

WCYB-TV (BRISTOL, VA.)

(Target Date, Sept. 1, 1956)

LICENSEE: Appalachian Bcstg. Co. Address: 100 Front St., Bristol, Va. Phone: North 3560. (For full listing see Bristol, Va.)

CHATTANOOGA
(Hamilton County)

WDEF-TV

LICENSEE: WDEF Bcstg. Co. Postal Zone: 2. Address: Volunteer Bldg. Phone: 7-3399.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw, Aural 63.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 994 ft.; Above ground 379 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 25, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks: ABC, CBS. Stations, Am, WDEF.

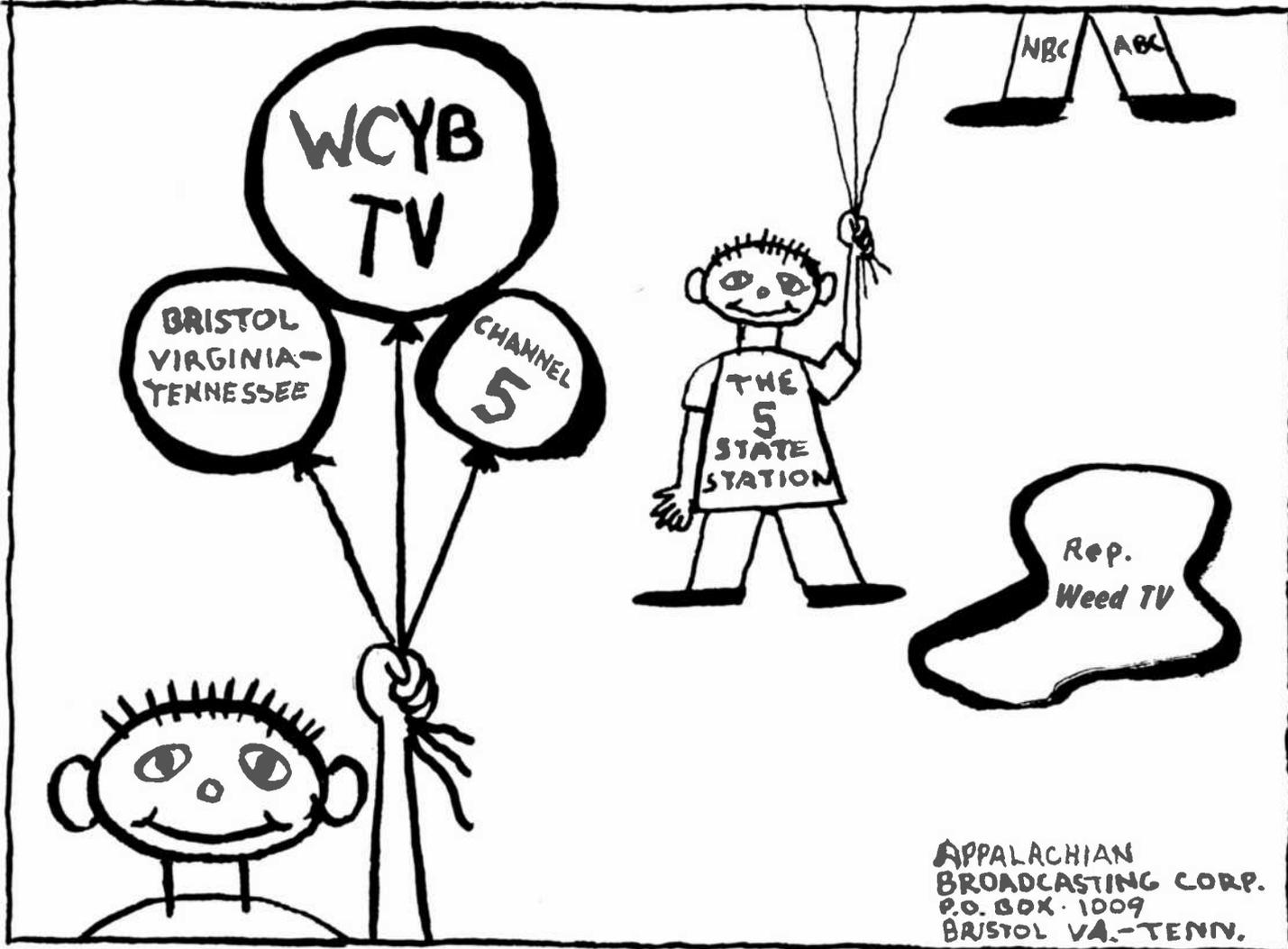
REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: Carter M. Parham, 21.79%; Edward Finlay Jr., 13.58%; and others.

EXECUTIVES:

Carter M. Parham, pres. B. C. Baker, ch. engr.
Harold E. Anderson, gen. mgr. Mort Lloyd, news ed.
Otis H. Segler, com. mgr.
Morris Quave, pgm. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$490; (film) \$450; minute spot (live) \$108, (film) \$100; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.



CHATTANOOGA (Cont.)

WRGP-TV

LICENSEE: Mountain City Television Inc. Address: 1214 McCallie Ave. Phone: 98-1505.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA Antenna Make: IDECO. Height: Above average terrain 1,070 ft.; Above ground 301 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 6, 1956. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC, NBC.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Ramon G. Patterson, 50%; Will Cummings, 50%. Mr. Patterson also owns 20% of WAPO Chattanooga, Tenn.

EXECUTIVES:

R. G. Patterson, pres. B. B. Barnes, ch. engr.
Harry Stone, sta. mgr. & film buy. Steve Conrad, news ed.
Helen Patterson, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

JACKSON
(Madison County)

WDXI-TV

LICENSEE: Dixie Bcstg. Co. Postal Zone: 1. Address: Williams Bldg. Phone: 7-9611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 41.7 kw. Operating Pow.: Visual 83.2 kw, Aural 41.7 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 630 ft.; Above ground 56C ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 6, 1955. Hours, 2 p.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WDXI.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Aaron B. Robinson, 57.33%; Frank M. Davis, 6.6%; Harley H. Moses, 6.6%; David M. Palmer Jr., 6.6%; Cecil G. Murdock, 6.6%; D. F. Prince, 6.6%; Harold I. Simpson, 6.6%; James W. Hoppers, 2%; T. J. Williams, .66%. Mr. Robinson and associates also own WDXE Lawrenceburg, WDXN Clarksville, WENK Union City, WTPR-AM-FM Paris, all Tenn.; WCMA Corinth, Miss. Mr. Prince also owns 25% of WBSR Pensacola, Fla.; 9.9% of KQUE Albuquerque and 9.9% of KRSN Los Alamos, both New Mexico.

EXECUTIVES:

Aaron B. Robinson, pres. James Thomas, ch. engr.
John E. North, gen. mgr. Larry Dunne, prom. mgr.
& com. mgr. John Knight, news ed.

Jim Hoppers, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$250; (film) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

JOHNSON CITY
(Washington County)

WJHL-TV (BRISTOL-KINGSPORT)

LICENSEE: WJHL Inc. Address: 145 W. Main St. Phone: 2780.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 309 kw, Aural 155 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 629 ft.

OPERATION: Began Oct. 26, 1953. Hours, 7:55 a.m.-midnight.

AFFILIATIONS: Tv Networks: ABC, CBS. Stations, Am, WJHL. Fm, WJHL-FM. REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDERS: W. H. Lancaster and wife, 48.8%; W. H. Lancaster Jr., 34.5%; T. E. Dooley and wife, 16.7%; Mr. Dooley owns 400 shares of Class A and 1,200 shares of Class B stock in WTVD(TV) Durham, N. C.

EXECUTIVES:

W. Hanes Lancaster Jr., pres. Rowland Medler, ch. engr.
& gen. mgr. W. A. McDonald, prom. mgr.
Jack Sausman, pgm. dir. & film buy. Ralph Price, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 3.

KNOXVILLE
(Knox County)

WATE (TV)

LICENSEE: Greater East Tennessee Tv Inc. Postal Zone: 2. Address: 612 S. Gay St. Phone: 2-7111.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks: ABC, NBC. Stations, Am, WROL.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Paul Mountcastle, 37.43%; W. Henry Linebaugh, 5.04%; Cowan Rodgers Jr., 4.91%; Frank A. Tucker, 4.28%; Clarence Beaman Jr., 14.2%; and others. Messrs. Mountcastle, Linebaugh and John A. Ayers hold half of stock in voting trust; Messrs. Rodgers, Tucker and Herbert J. Madden vote other half. Mr. Mountcastle owns 57.1% of WROL Knoxville and is chairman of the board of Life & Casualty Insurance Co., 50% owner of WLAC-AM-TV Nashville, Tenn. Mr. Linebaugh is 17.1% owner of WROL.

EXECUTIVES:

Paul Mountcastle, pres. F. M. Andrews, ch. engr.
W. H. Linebaugh, gen. mgr. Rebecca Moulder, prom. mgr.
J. T. McCloud, com. mgr. Hal Ernest, pgm. supvr. & news ed.
John H. Reese, sta. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$720, (film) \$600; minute spot (live) \$164, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

KNOXVILLE
(Target Date August 1, 1956)

WBIR-TV

LICENSEE: Radio Station WBIR Inc. Postal Zone: 2. Address: 618 S. Gay St. Phone: 4-3321.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 704 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 8 a.m.-12:15 a.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WBIR. Fm, WBIR-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, William P. Hansher.

PRINCIPAL STOCKHOLDERS: Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) 30%; Gilmore N. Nunn, 30%; Robert L. Ashe and wife, 30%; John P. Hart, 10%. Radio Cincinnati, owned by Cincinnati Times-Star, also owns WTVN-AM-TV Columbus, Ohio. Mr. Nunn is 51% owner of WLAP-AM-FM Lexington and 50% owner of WCMI-AM-FM Ashland, both Kentucky.

EXECUTIVES:

John P. Hart, pres. & gen. mgr. J. Rex Horton, engrg. dir.
R. S. Quinn, loc. sls. mgr. Gloria Fisher, prom. mgr.
Neal W. Branch, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$60. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

WTVK (TV)

LICENSEE: South Central Bcstg. Corp. Address: P. O. Box 1388. Phone: 5-2113.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: Workshop. Height: Above average terrain 480 ft.; Above ground 257 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 18, 1953. Hours, 8 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks: ABC, CBS.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: John A. Englebrecht and wife, 40.1%; George F. Stoltz and wife, 40.1%; Leighman D. Groves, 19.8%. Licensee also owns WIKY-AM-FM Evansville, Ind.

EXECUTIVES:

John A. Englebrecht, pres., Joseph E. Broyles, ch. engr.
gen. mgr., com. mgr. & film buy. Norman Stone, prom. mgr.
William E. Eckstein, pgm. dir. Jack Joyner, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MEMPHIS
(Shelby County)

WHBQ-TV

LICENSEE: RKO Teleradio Pictures Inc. Postal Zone: 1. Address: 1381 Madison Ave. Phone: Broadway 2-3441.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,073 ft.

OPERATION: Began Sept. 27, 1953. Hours, 8 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Station, Am, WHBQ.

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

PRINCIPAL STOCKHOLDERS: See WOR-TV New York City.

EXECUTIVES:

Thomas F. O'Neil, pres., Mark Forrester, pgm. dir. & film buy.
RKO Teleradio Pictures, Inc. Welton M. Roy, ch. engr.
John H. Cleghorn, vp. & gen. mgr. William C. Rucker, prom. mgr.
Tom W. Ragland, com. mgr. Gene Roper, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$62.50. ID Length 8 sec. Specifications 2x2 in. transparencies. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MEMPHIS (Cont.)

WKNO-TV*

(*Non-Commercial Educational)

LICENSEE: Memphis Community Tv Foundation. Postal Zone: 3. Address: 268 Jefferson Ave. Phone: Jackson 6-6826.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw. Operating Pow.: Visual 26.9 kw, Aural 13.5 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 650 ft.: Above ground 637 ft.

EQUIPPED TO COLORCAST local live programs, local films, local slides.

OPERATION: Began June 25, 1956. Hours, 6-9 p.m.

REPRESENTATIVES: Attorney, Robert W. Pharr, Memphis; Consulting Engineer, George C. Davis.

EXECUTIVES:

Julian B. Bondurant, pres. William B. Gould, film mgr.
Admiral Harold M. Martin, gen. mgr. George Sissler, pub. rel. dir.
Keith J. Nighbert, pgm. dir. Howard Holst, prod. mgr.
C. E. LaFond, ch. engr.

WMCT (TV)

LICENSEE: Memphis Publishing Co. Postal Zone: 3. Address: 495 Union Ave. Phone: Jackson 6-7464.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.: Above ground 1,088 ft.

EQUIPPED TO COLORCAST network program.

OPERATION: Began Dec. 11, 1948.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WMC. Fm, WMCF.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Part of Scripps-Howard group, see WEWS (TV) Cleveland, Ohio.

EXECUTIVES:

Enoch Brown, pres. E. C. Frase Jr., ch. engr.
H. W. Slavick, gen. mgr. Walter E. Frase, prom. mgr.
Earl Moreland, sta. mgr. Ed White, news ed.
Wilson Mount, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$860, (film) \$800; minute spot (live) \$175, (film) \$160. ID \$72.50. ID Length 8 sec. Specifications 16mm film. Share screen. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 10-B.

WREC-TV

LICENSEE: WREC Bcstg. Service. Postal Zone: 3. Address: Hotel Peabody Bldg. Phone: Jackson 5-1313.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.: Above ground 1,077 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1956. Hours, 6 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, WREC.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Hoyt B. Wooten, 100%.

EXECUTIVES:

Hoyt B. Wooten, pres. & gen. mgr. Wilson Raney, ch. engr.
Charles Brakefield, com. mgr. Fred Munson, prom. mgr.
Jack Michael, pgm. dir. & film buy. Russ Hodge, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$175, (film) \$175. ID \$88. ID Length 8 sec. Specifications 2x2 in. slides. Share screen. Frequency discounts. Rate Card No. 2.

THE MEMPHIS MARKET IS
2 billion
dollars big
... to sell this big market, you need
Memphis' First station, WMCT.

Yes, the Memphis Market is *billions big*, with over two billion dollars in effective buying income. It's the tenth wholesale market in the nation, the Cotton Capital of the world, and the shopping center for 431,428 television home viewers* in the Mid-South territory.

In a word, it's a market of big importance to you. And WMCT can best sell this big market for you. In every sense of the word, WMCT is Memphis' first television station. A 41 county survey, (conducted by American Research Bureau in February, 1956) proves conclusively that most people prefer WMCT in Memphis and the Mid-South.

Dominate this great market with Memphis' dominant TV station, WMCT.

*According to latest distributors' figures, June 1, 1956

BIG ANY WAY YOU LOOK AT IT!

Population:.....	1,837,800
Households:.....	497,190
Consumer Spendable Income..	\$2,070,551,000
Consumer Spendable Income Per Family:.....	\$4,164
Retail Sales:.....	\$1,495,402,000
Food Sales:.....	\$342,092,000
Drug Sales:.....	\$ 38,659,000
General Merchandise Sales:.....	\$170,936,000
Home Furnishing Sales:.....	\$ 69,319,000
Automotive Sales:.....	\$355,186,000
Gross Farm Income:	\$695,086,000

(Source: SRDS Estimate of Consumer Markets, June, 1956)

WMCT
MEMPHIS
Channel 5

WMC—WMCF—WMCT MEMPHIS' FIRST TV STATION

100,000 WATTS • NBC BASIC

National Representatives Blair TV | Owned and operated by THE COMMERCIAL APPEAL

Tailored...

**TO DELIVER
TOP COVERAGE
OF THE GREAT
MEMPHIS and
MID-SOUTH MARKET**



TOP SHOWS!



HIGHEST ANTENNA!

(1349 Feet Above Mean Sea Level)



FULL POWER!



Here Are The Ratings!*

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	187	4,438.7
STATION "B"	63	3,815.0
STATION "C"	60	3,239.7

* Pulse, May 1-7, 1956, 6 AM to 12 Midnight

WREC-TV
CHANNEL 3 MEMPHIS



Represented Nationally by The Katz Agency

NASHVILLE
(Davidson County)

WLAC-TV

LICENSEE: WLAC-TV Inc. Postal Zone: 3. Address: 159 4th Ave. N. Phone: Chapel 2-4331.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,370 ft.; Above ground 1,179 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 6, 1954. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: Life & Casualty Insurance Co. of Tennessee, 50%; T. B. Baker Jr., 25%; A. G. Beaman, 25%. Paul Mountcastle, ch. of board, Life & Casualty Insurance Co., is 37.43% owner of WATE (TV) Knoxville, and 57.1% owner of WROL Knoxville.

EXECUTIVES:
T. B. Baker Jr., exec. vp. & gen. mgr. Edward M. Tink, ch. engr.
Ruth C. Holly, asst. to gen. mgr. James G. Wharton, prom. mgr.
Robert M. Reuschle, natl. sls. mgr. Jack Drake, news ed.
Roy A. Smith, ops. mgr. & film buy.

RATE INFORMATION: Class AA one hour (live) on request, (film) \$650; minute spot (live) \$150, (film) \$140; ID \$70. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WSIX-TV

LICENSEE: WSIX Inc. Postal Zone: 3. Address: Nashville Trust Bldg. Phone Alpine 5-5431.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 89 kw. Operating Pow.: Visual 178 kw, Aural 89 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,360 ft.; Above ground 941 ft.

OPERATION: Began Nov. 29, 1953. Hours, 9 a.m.-midnight.
AFFILIATIONS: Tv Network, ABC. Station, Am, WSIX.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: R. D. Stanford Jr. 33 1/3%; W. H. Criswell, 33 1/3%; Louis R. Draughon, 33 1/3%.

EXECUTIVES:
R. D. Stanford Jr., pres. & gen. mgr. Charles Duke, ch. engr.
James L. Harper, ops. dir. & film buy Dave White, prom. mgr.
E. S. Tanner, com. mgr. Larry H. Munson, news ed.
James Lynch, prod. dir.

RATE INFORMATION: Class A one hour (live) \$425, (film) \$425; minute spot (live) \$89, (film) \$75; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WSM-TV

LICENSEE: WSM Inc. Postal Zone: 3. Address: 301 Seventh Ave., N. Phone: Alpine 4-5656.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Sept. 30, 1950. Hours, 6:45 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, WSM.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.
PRINCIPAL STOCKHOLDER: National Life & Accident Insurance Co. 100%.

EXECUTIVES:
Edwin W. Craig, chmn. of bd. George Reynolds, vp. & tech. dir.
John H. DeWitt Jr., pres & gen. mgr. Elmer Cartwright, film buy.
Irving Waugh, exec. asst. to Aaron Shelton, ch. engr.
pres. & com. mgr. William R. McDaniel, pub. rel. dir.
Brad Crandall, ops. mgr. Harold Baker, dir. news & sp. events

RATE INFORMATION: Class AA one hour (live) \$875, (film) \$825; minute spot (live) \$175, (film) \$165; ID \$75. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 8.

TEXAS

TEXAS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Anderson	8,200	22	1,830	23,606	5,568	770
Andrews	2,600	46	1,210	10,059	2,602	257
Angelina	10,400	27	2,860	33,270	8,168	1,103
Aransas	1,200	37	440	5,647	2,026	201
Archer	1,900	51	970	6,550	1,396	129
Armstrong	600	52	310	1,500	308	52
Atascosa	4,700	54	2,530	14,121	2,526	339
Austin	4,200	43	1,790	14,749	3,933	389
Bailey	2,200	63	1,380	12,556	2,659	309
Bandera	1,200	52	620	2,798	942	131
Bastrop	5,200	38	1,990	12,107	3,675	394

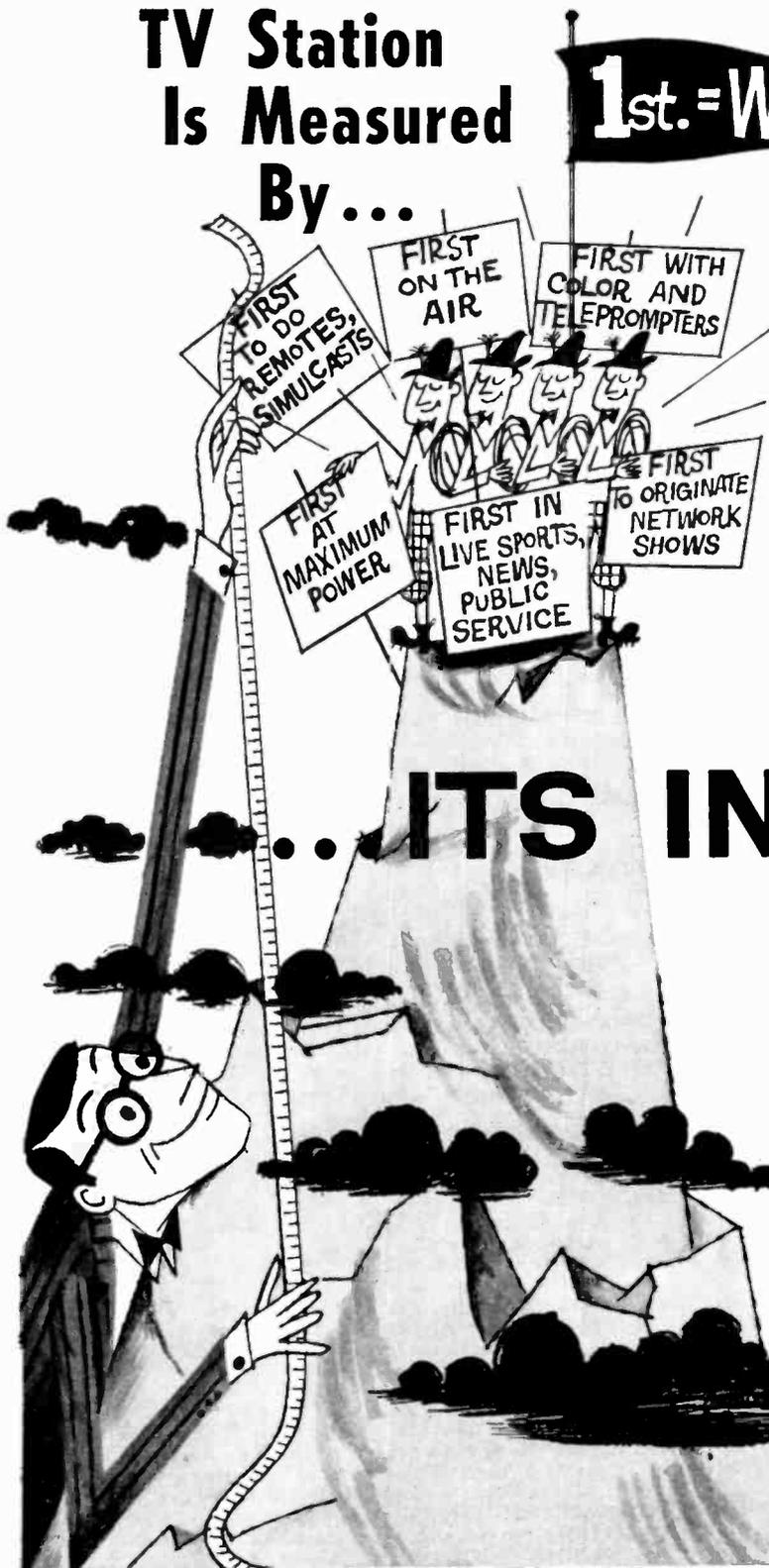
TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Baylor	2,200	40	880	9,222	2,062	199
Bee	4,900	42	2,050	18,385	4,497	656
Bell	22,800	53	12,130	85,632	18,221	3,252
Bexar	139,900	76	107,020	631,713	38,155	17,422
Blanco	1,300	42	540	4,633	1,229	127
Borden	200	58	120	215	63	35
Bosque	3,200	40	1,280	10,776	2,172	602
Bowie	19,300	46	8,860	53,513	12,215	2,200
Brazoria	16,100	63	10,190	71,978	21,136	2,213
Brazos	11,000	30	3,300	45,167	13,202	1,365
Brewster	1,900			6,297	1,418	286
Briscoe	900	39	350	2,622	889	176
Brooks	2,700	17	460	7,357	1,860	286
Brown	8,600	33	2,820	28,304	7,574	1,449
Burleson	3,200	32	1,030	7,854	2,224	266
Burnet	2,800	38	1,070	7,493	1,356	240
Caldwell	4,800	49	2,330	20,293	3,784	505
Callahan	3,000	18	550	11,308	3,013	393
Calloway	2,400	46	1,110	6,749	2,015	215
Cameron	38,800	37	14,320	112,299	128,354	2,651
Camp	2,400	45	1,070	7,047	1,616	115
Carson	1,900	53	1,020	6,609	1,087	360
Cass	6,400	51	3,230	18,578	5,078	540
Castro	1,600	37	600	7,627	1,890	130
Chambers	2,300	58	1,330	6,575	1,838	259
Cherokee	9,300	24	2,190	27,383	5,971	1,081
Childress	3,500	23	800	10,584	2,253	365
Clay	2,600	63	1,650	8,172	1,736	212
Cochran	1,700	54	930	7,691	2,033	227
Coke	1,200	25	300	4,641	921	320
Coleman	4,000	45	1,810	12,810	3,167	524
Collins	11,800	54	6,420	35,341	9,830	1,048
Collingsworth	2,300	21	490	7,774	2,389	234
Colorado	5,100	44	2,240	22,867	3,768	377
Comal	5,100	57	2,900	22,607	4,167	447
Comanche	4,100	16	660	11,271	2,005	465
Concho	1,500	28	430	4,404	480	52
Cooke	6,000	66	3,940	29,374	5,825	806
Coryell	4,400	60	2,630	14,256	3,318	448
Cottle	1,500	25	380	4,846	1,300	186
Crane	1,400	49	690	6,110	1,171	217
Crockett	1,200			4,544	842	158
Crosby	2,500	61	1,540	12,567	2,468	178
Culberson	500	31	160	3,740	515	105
Dallas	2,400	68	1,640	9,966	2,080	387
Dallas	228,000	77	175,140	1,231,752	230,643	36,357
Dawson	5,800	33	1,930	25,086	5,242	606
Deaf Smith	3,100	43	1,330	19,184	3,142	310
Delta	2,000	23	450	4,895	1,376	91
Denton	10,500	65	6,830	45,137	9,856	1,558
De Witt	6,400	39	2,490	25,732	5,047	728
Dickens	1,800	32	580	6,298	1,264	109
Dimmit	2,400	30	720	5,292	918	164
Donley	1,600	49	790	5,603	1,302	180
Duval	3,300	27	900	7,357	2,347	408
Eastland	7,000	38	2,700	24,698	5,698	814
Ector	17,000	48	8,480	100,793	21,937	2,503
Edwards	800	15	120	1,582	516	168
Ellis	12,300	66	8,120	38,346	10,654	1,183
El Paso	59,900	74	44,510	282,533	61,992	8,357
Erath	5,200	32	1,670	18,943	3,562	510
Falls	6,700	42	2,840	20,181	4,749	604
Fannin	8,100	32	2,620	18,813	5,791	626
Fayette	6,200	36	2,220	20,051	4,818	422
Fisher	2,600	36	940	6,600	1,909	303
Floyd	3,000	64	1,910	14,444	3,592	427
Foard	1,100	34	370	2,709	568	124
Fort Bend	7,500	50	3,780	38,975	8,379	458
Franklin	1,500	29	440	5,606	458	62
Freestone	3,900	40	1,550	10,836	2,959	363
Frio	2,700	51	1,360	6,596	1,350	220
Gaines	2,400	63	1,510	16,774	3,417	407
Galveston	37,900	55	20,970	134,342	33,037	5,270
Garza	1,800	47	860	6,622	1,464	178
Gillespie	3,100	30	940	13,773	1,629	273
Glasscock	200	44	90	170	46	20
Goliad	1,400	25	350	3,831	1,366	104
Gonzales	4,900	51	2,500	26,409	6,097	418
Gray	7,400	54	4,000	38,268	8,370	1,524
Grayson	21,200	46	9,730	80,970	18,443	2,002
Gregg	18,900	45	8,490	101,332	16,304	2,647
Grimes	3,800	44	1,670	11,921	3,201	367
Guadalupe	6,900	70	4,800	39,716	4,927	499
Hale	9,200	59	5,440	56,227	10,586	1,512
Hall	2,800	19	530	7,373	2,257	345
Hamilton	3,000	42	1,260	8,475	1,339	245
Hansford	1,200	61	740	6,229	1,151	230
Hardeman	3,000	41	1,230	8,585	2,203	236
Hardin	5,700	33	1,890	17,096	3,712	691
Harris	287,100	72	208,140	1,340,018	308,506	40,807
Harrison	12,200	36	4,360	36,630	8,258	899
Hartley	500	50	250	1,058	31	31
Haskell	3,600	41	1,460	10,059	2,767	406
Hays	4,500	53	2,400	17,033	3,082	533
Hemphill	1,300	26	340	4,383	848	105
Henderson	5,800	25	1,470	19,148	4,466	602
Hidalgo	44,500	37	16,380	122,768	27,896	3,863
Hill	8,600	63	5,400	23,690	5,686	660
Hockley	7,000	56	3,910	25,142	5,979	515
Hood	1,400	57	800	6,627	1,189	137
Hopkins	6,200	28	1,710	21,671	4,285	561
Houston	5,600	21	1,190	16,289	3,993	438
Howard	8,200	56	4,620	48,986	9,990	1,288
Hudspeth	1,300	50	650	2,501	307	95
Hunt	11,300	71	8,060	41,773	9,193	1,326
Hutchinson	11,400	71	8,140	39,607	9,533	1,721
Irion	500	19	90	589	188	42
Jack	2,100	58	1,220	6,833	1,460	202
Jackson	3,600	38	1,370	14,216	2,908	469
Jasper	5,300	27	1,430	18,447	3,064	637
Jeff Davis	500			608	266	21
Jefferson	62,000	52	31,990	268,539	64,986	8,475
Jim Hogg	1,300	37	480	3,934	760	141
Jim Wells	7,700	19	1,480	29,548	6,374	604
Johnson	9,600	65	6,240	27,832	6,281	781
Jones	6,500	48	3,100	23,280	5,502	670
Karnes	3,900	46	1,780	13,906	3,373	411
Kaufman	7,300	63	4,610	30,282	6,339	640

A TV Station Is Measured By...

1st. = WSM-TV

Every field has its pacesetters, and this is especially true of TV. In most multi-station markets, one station leads (and forces the others to follow by sheer pressure of competition). That's the primary significance of the many WSM-TV firsts, only partially illustrated here.



WSM-TV was the first TV station to set up shop in this market by a margin of more than three years. And WSM-TV built the longest privately owned television relay system in the world in order to bring its viewers live network TV three years before public transmission facilities could be provided.

... ITS INITIATIVE!

In that pioneering tradition, WSM-TV continues to lead the way.

Two current examples:

WSM-TV's entirely new type tall tower, now under construction, that will be not only the tallest tower in the South, but will also do a coverage job that no other tall tower now in existence can do.

The latest Pulse survey of this market (April, 1956) showing WSM-TV with 12 of the top 15 once-a-week shows, 8 of the top 10 multi-weekly shows.

WSM-TV { Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station - Clear Channel 50,000-watt WSM Radio - is the only single medium that covers completely the rich Central South market.

TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Kendall	1,700	65	1,100	5,794	1,039	227
Kenedy	100	28	30	68
Kent	500	29	140	1,062	318	81
Kerr	4,200	31	1,300	19,272	3,771	364
Kimble	1,200	16	190	4,361	761	63
King	200	22	40	322
Kinney	500	13	70	1,448	208	82
Kleberg	7,300	28	2,050	28,113	6,364	615
Knox	2,600	38	990	10,725	3,034	335
Lamar	11,900	13	1,500	32,020	7,146	1,325
Lamb	5,900	62	3,670	31,084	8,227	621
Lampasas	2,900	48	1,390	11,498	1,923	328
La Salle	1,900	38	720	4,154	772	298
Lavaca	5,700	44	2,530	17,126	5,886	350
Lee	2,500	38	960	7,371	1,231	173
Leon	2,900	20	590	6,599	1,788	231
Liberty	7,700	64	4,940	37,318	8,216	930
Limestone	6,100	41	2,490	17,030	4,509	540
Lipscomb	1,100	19	210	4,306	676	153
Live Oak	2,100	44	910	6,195	1,743	316
Llano	1,800	32	570	6,464	1,023	202
Loving	100	22	20	43
Lubbock	39,900	60	24,020	204,452	36,488	5,182
Lynn	2,800	47	1,330	11,011	2,436	235
McCulloch	3,100	16	490	11,074	2,054	330
McLennan	40,100	57	22,740	159,691	35,700	5,944
McMullen	500	28	140	191	47	...
Madison	1,900	44	840	9,470	1,574	103
Marion	2,400	33	790	6,261	1,411	198
Martin	1,400	53	740	7,483	1,286	137
Mason	1,600	19	300	3,693	680	104
Matagorda	6,400	42	2,710	28,626	6,852	1,184
Maverick	3,000	18	550	11,605	2,838	224
Medina	4,600	64	2,930	13,302	3,287	421
Menard	1,100	18	190	4,331	614	130
Midland	12,500	55	6,840	73,276	16,319	2,643
Milam	5,900	37	2,180	21,885	6,187	479
Mills	1,600	22	350	5,569	2,459	124
Mitchell	4,100	27	1,090	12,114	3,290	380
Montague	4,700	60	2,820	20,188	4,104	669
Montgomery	7,100	60	4,240	22,012	5,443	584
Moore	6,300	66	4,150	17,355	4,186	275
Morris	2,500	53	1,330	8,539	2,402	362
Motley	1,100	28	310	2,812	791	112
Nacogdoches	7,500	19	1,440	23,961	5,783	860
Navarro	10,600	47	4,990	34,407	9,355	1,031
Newton	2,400	32	770	5,523	1,273	194
Nolan	6,100	44	2,710	24,526	5,765	595
Nueces	56,300	37	20,770	239,459	52,597	6,901
Ochiltree	2,000	35	690	16,220	1,909	218
Oldham	400	59	240	2,088	406	47
Orange	14,800	44	6,590	46,602	13,274	1,067
Palo Pinto	5,800	54	3,140	22,795	5,127	684
Panola	4,400	25	1,080	12,873	3,187	380
Parker	6,800	64	4,350	21,491	3,602	454
Parmer	1,800	22	400	9,038	1,918	264
Pecos	2,600	11,382	2,271	430
Polk	4,000	53	2,110	11,718	3,398	347
Potter	29,700	78	23,230	192,318	29,220	6,185
Presidio	1,600	5,746	1,360	174
Rains	900	36	330	1,511	499	104
Randall	6,100	66	4,030	15,411	3,867	602
Reagan	900	37	330	4,968	1,402	213
Real	700	27	190	1,087	384	85
Red River	5,500	21	1,140	11,005	3,175	454
Reeves	4,000	22,547	5,241	660
Refugio	2,600	30	790	10,923	2,292	408
Roberts	300	55	170	1,649	153	82
Robertson	4,900	29	1,420	16,504	2,993	502
Rockwall	1,500	71	1,060	6,753	1,070	151
Runnels	4,600	46	2,130	19,243	3,990	516
Rusk	10,600	30	3,180	32,187	6,310	790
Sabine	2,000	16	320	5,138	1,299	230
San Augustine	1,900	11	200	6,219	1,745	100
San Jacinto	1,700	36	610	1,423	406	104
San Patricio	9,400	41	3,890	36,219	8,554	1,235
San Saba	2,400	16	390	7,598	1,866	234
Schleicher	700	22	160	3,873	735	223
Scurry	8,500	27	2,340	26,335	7,249	893
Shackelford	1,200	36	440	5,097	1,247	177
Shelby	5,900	13	790	20,713	3,873	427
Sherman	700	65	450	3,462	526	352
Smith	21,500	40	8,600	94,638	19,913	4,969
Somervell	800	37	290	1,760	595	84
Starr	3,100	10	310	7,236	1,766	232
Stephens	3,000	26	770	13,569	3,712	480
Sterling	400	43	170	1,797	274	83
Stonewall	900	33	300	2,762	818	69
Sutton	1,000	5,354	1,138	126
Swisher	2,400	46	1,100	13,093	2,273	484
Tarrant	147,000	71	105,100	629,862	115,271	23,359
Taylor	20,600	61	12,460	101,977	20,515	3,153
Terrill	900	2,868	439	89
Terry	4,000	63	2,510	22,230	4,403	409
Throckmorton	900	55	500	2,338	450	126
Titus	4,800	34	1,640	17,081	4,264	512
Tom Green	20,000	51	10,280	90,093	19,045	2,506
Travis	47,200	61	28,600	210,886	42,489	6,674
Trinity	2,500	50	1,250	7,816	1,644	176
Tyler	2,900	25	730	9,780	1,831	227
Upshur	5,000	34	1,690	13,750	3,842	277
Upton	1,700	35	600	6,868	1,777	208
Uvalde	4,600	25	1,160	17,481	3,185	757
Val Verde	4,200	20,260	4,695	529
Van Zandt	5,700	61	3,500	16,623	3,750	440
Victoria	9,700	28	2,760	61,460	15,028	1,238
Walker	4,400	58	2,410	12,901	3,159	425
Waller	3,000	59	1,780	12,179	2,184	304
Ward	4,300	18	800	16,645	3,881	338
Washington	5,300	45	2,370	16,779	3,663	666
Webb	14,000	51,448	12,101	1,524
Wharton	9,800	45	4,460	42,908	9,247	1,122
Wheeler	2,500	29	720	10,528	2,318	376
Wichita	32,500	70	22,590	152,897	28,437	5,057
Wilbarger	5,800	54	3,110	24,760	6,524	847
Willacy	6,400	28	1,800	16,124	3,889	415
Williamson	10,400	55	5,700	35,545	7,919	972
Wilson	3,300	52	1,720	9,185	1,839	257

TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Winkler	3,800	23	870	15,492	3,825	461
Wise	4,400	57	2,510	14,180	3,720	416
Wood	5,400	37	1,980	20,314	4,134	450
Yoakum	1,100	52	570	5,658	1,447	206
Young	4,700	51	2,400	22,412	4,727	597
Zapata	1,000	39	390	998	536	...
Zavala	2,700	24	650	6,906	1,998	119
Total	2,392,700	56%	*1,337,330	\$10,071,936	\$2,170,587	\$306,687

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

ABILENE (Taylor County)

KRBC-TV

LICENSEE: Abilene Radio & Television Co. Address: 4510 S. 14th St. Phone: 2-8491. FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.8 kw. Operating Pow.: Visual 27.5 kw, Aural 14.8 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 772 ft.; Above ground 437 ft.

OPERATION: Began Aug. 30, 1953. Hours, 7 a.m.-midnight. AFFILIATIONS: Tv Network, NBC. Station, Am, KRBC. REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co. PRINCIPAL STOCKHOLDERS: Dale Ackers, 25%; Lewis J. Ackers and wife, 25%; Jack Andrews, 25%; Christine Ackers Cagle, 25%. Mrs. Cagle is wife of Gene Cagle, president, Texas State Network (see KFJZ-TV Fort Worth, Tex.) EXECUTIVES: Dale Ackers, pres. & gen. mgr. Bill Kessel, ch. engr. John Higgins, com. mgr., Forest Lane, natl. sls. & prom. mgr. pgm. dir. & film buy. Don Wilson, news ed.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$46.50, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. trans. Full and share screen. Frequency discounts from 2 1/2 for 13 times up to 20% for 365 times. Rate Card No. 5.

AMARILLO

KFDA-TV

(Potter County)

LICENSEE: Amarillo Bcstg. Co. Address: P. O. Box 1400. Phone: Drake 4-5343. FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 126 kw. Operating Pow.: Visual 250 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 465 ft.

OPERATION: Began April 4, 1953. Hours, 7 a.m.-midnight. AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KFDA. REPRESENTATIVES: Sales, H-R Television; Clarke Brown Co. (South); Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co. PRINCIPAL STOCKHOLDERS: Texas State Network, 75%; Charles B. Jordan, 25%. For TSN holdings see KFJZ-TV Fort Worth, Tex. Mr. Jordan is a vice president of Texas State Network.

EXECUTIVES: Gene Cagle, pres. Bill Spiller, ch. engr. Ed Moore, gen. mgr. Bill Johns, news ed. Dan Hayslett, com. mgr., pgm. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

KGNC-TV

LICENSEE: Globe-News Pub. Co. Address: 2000 N. Polk St. Phone: Drake 4-4601. FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 770 ft.; Above ground 833 ft.

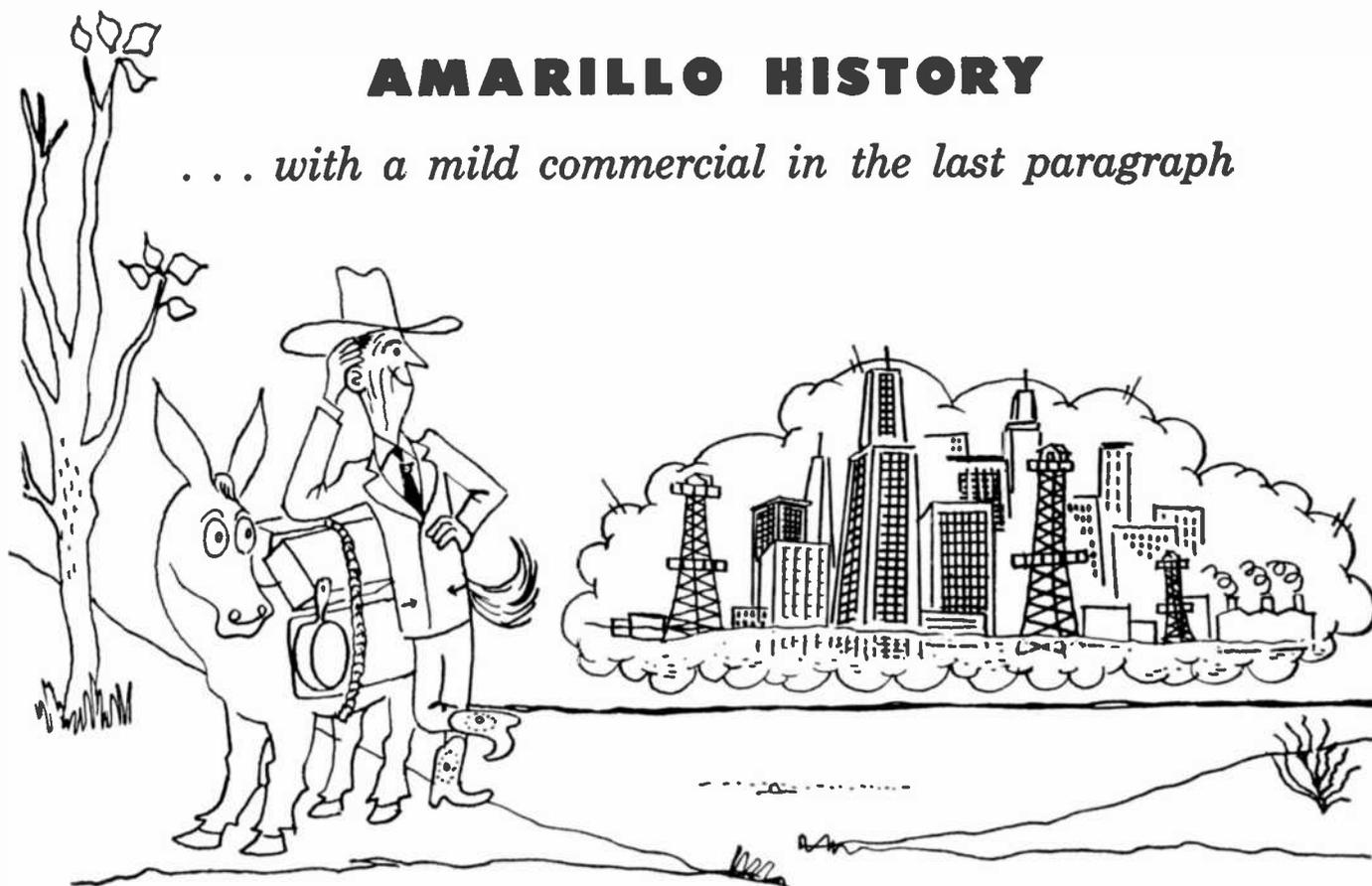
EQUIPPED TO COLORCAST network programs. OPERATION: Began March, 1953. Hours, 7 a.m.-midnight. AFFILIATIONS: Tv Network, NBC. Station, Am, KGNC. REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr. PRINCIPAL STOCKHOLDERS: Controlled by Roy N. Whittenburg and family. Licensee publishes Amarillo News and Globe-Times, has same ownership as Lubbock Avalanche and Journal. Licensee owns 81% of KGNC Amarillo and KFYO Lubbock.

EXECUTIVES: Parker F. Prouty, pres. William H. Torrey, ch. engr. Wesley S. Izzard, gen. mgr. Kindred Raley, prom. mgr. Aubrey Jackson, asst. gen. mgr. Bob Izzard, news dir. Bob Watson, sta. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$340; minute spot ((live) \$85, (film) \$85; ID \$42.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

AMARILLO HISTORY

... with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads

crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in retail sales per household, is close to the stuff an advertiser looks for when he wants business. KGNC gives its advertisers a clean shot at Panhandle hospitality and loyalty.



NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$34.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

BROWNWOOD
(Brown County)

(CP) (Target Date, Unknown)
LICENSEE: Brownwood Television Co. Address: 911 St. Joseph St., Dallas.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 0.45 kw, Aural .323 kw. Transmitter: Continental. Antenna Make: Electron. Height: Above average terrain 180 ft.; Above ground 310 ft.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Electronics Corp.
PRINCIPAL STOCKHOLDERS: O. L. Nelms, who also holds permit for ch. 9 in Flagstaff, Ariz.

CORPUS CHRISTI
(Nueces County)

KRIS-TV
LICENSEE: Gulf Coast Bcstg. Co. Address: P. O. Box 840. Phone: Tulip 4-6354.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4. Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 683 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began May 22, 1956. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, KRIS.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: T. Frank Smith and family, 100%.
EXECUTIVES:
 T. Frank Smith, pres. & gen. mgr. Harry Abbott, film buy.
 W. M. Eikner, com. mgr. Hugh Gray, prom. mgr.
 Charles Nethery, pgm. dir. Paul Young, news ed.
 Joseph Wilbur Collier, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$300, (film) \$300; 20 seconds spot (live) \$75, (film) \$75; ID \$37.50. Class A one hour (live) \$250, (film) \$250; minute or 20 seconds spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

KSIX-TV
(Target Date, Not Set)

LICENSEE: K-SIX Television. Address: Show Room Bldg. Phone: Tulip 2-9242.
FACILITIES: Ch. 10. [Construction authorization withheld pending determination of deintermixture proposal.]

KVDO-TV
LICENSEE: Coastal Bend Television Co. Address: P. O. Box 2223. Phone: Tulip 2-7468.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 16.6 kw, Aural 8.91 kw. Operating Pow.: Visual 16.6 kw, Aural 8.91 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 310 ft.; Above ground 323 ft.
OPERATION: Began June 13, 1954. Hours, 12:30 p.m.-12:30 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS.
REPRESENTATIVES: Sales, Adam Young Television; Clarke Brown Co. (South); Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Gabriel Lozano, 7%; Arnold O. Lerma, 7%; M. L. Ramirez, 7%, and others. Messrs. Lozano and Lerma each own 20% of KCCT Corpus Christi, Tex.
EXECUTIVES:
 Gabriel Lozano, pres. Nestor Cuesta Jr., ch. engr.
 L. W. Smith, gen. mgr. & film buy. Jo Beth Baird, prom. mgr.
 R. B. Williams, com. mgr. Ken Cessna, news ed.
 A. O. Lerma, asst. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. slides. Share screen. Frequency discounts from 2 1/2% for 26 times up to 12 1/2% for 260 times. Rate Card No. 2.

DALLAS
(Dallas County)

KRLD-TV
LICENSEE: KRLD Radio Corp. Address: Herald Square. Phone: Randolph 6811.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Dec. 3, 1949. Hours, 6 a.m.-12:30 a.m.
AFFILIATIONS: Tv Network, CBS. Stations, Am, KRLD. Fm, KRLD-FM.
REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Elliott C. Lovett; Consulting Engineer, Lohnes & Culver.
PRINCIPAL STOCKHOLDER: Owned by Times-Herald Printing Co. (Dallas Times-Herald). John W. Runyon, 14.3%; Clyde A. Taber, 8.9%; Mrs. Ruth DeVarney, 28.7%; Mrs. Ralph W. Ater, 10.5%.
EXECUTIVES:

C. W. Rembert, pres. B. B. Honeycutt, ch. engr.
 R. M. Flynn, sta. mgr. Nick Mueller, film buy.
 Gene Cuny, com. mgr. Lloyd Price, mgr. spec. servs.
 Ves Box, pgm. dir. Larry Rasco, news ed.
RATE INFORMATION: Class AA one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$225, (film) \$225; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts up to 75 for 260 times. Rate Card No. 10.

**NO OTHER TV STATION
IN TEXAS**

gives you as much coverage as

KRLD-TV

1521
FEET

CHANNEL 4

KRLD-TV's Channel 4 enables it to reach farther with a strong, clear signal... Channel 4 is the lowest-frequency channel in the Dallas-Fort Worth area.

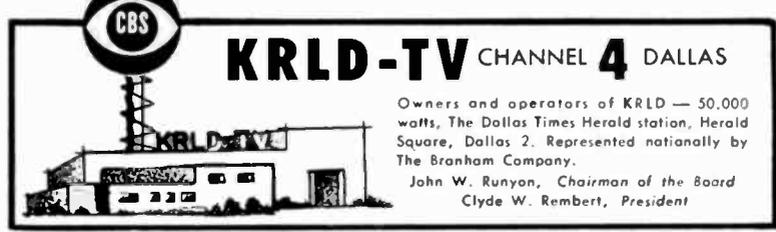
MAXIMUM POWER

KRLD-TV operates on 100,000 watts, the maximum power of a low-VHF frequency allowed by the FCC. KRLD-TV beams 100 microvolts or more to 28,500 square miles of the most densely populated and richest area in Texas... a 30% greater area than is covered with a comparable signal by Dallas' station "B."

TEXAS' TALLEST TOWER

KRLD-TV telecasts from atop Texas' Tallest Tower, jutting 1,521 feet above its hilltop base... 1,685 feet above average terrain. From this second tallest man-made structure in the world, KRLD-TV serves the Top O' Texas Market, in which live more than 2,250,000 people who watch in excess of 564,080 television sets.

an unbeatable combination that makes
KRLD-TV
the Biggest buy in the Biggest market
in the Biggest state!



KRLD-TV CHANNEL 4 DALLAS
 Owners and operators of KRLD — 50,000 watts, The Dallas Times Herald station, Herald Square, Dallas 2. Represented nationally by The Branham Company.
 John W. Runyon, Chairman of the Board
 Clyde W. Rembert, President

DALLAS (Cont.)

WFAA-TV

LICENSEE: A. H. Belo Corp. Postal Zone: 1. Address: 3000 Harry Hines Blvd. Phone: Riverside 3315.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 150 kw. Operating Pow.: Visual 300 kw, Aural 150 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 17, 1949. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WFAA.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum.

PRINCIPAL STOCKHOLDERS: Licensee publishes Dallas News.

EXECUTIVES:

E. M. Dealey, pres.
James M. Moroney, treas.
Alex Keese, dir. of radio-tv
Ralph W. Nimmons, gen. mgr.
Mike Shapiro, com. mgr.
Robert King, pgm. dir.

Jim W. Cooper, ch. engr.
George Krutilek, tech. supvr. tv
Dunlap Clark, film buy.
Charles Larkins, prom. mgr.
Bob Tripp, news dir.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$245, (film) \$225; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 11.

EL PASO
(El Paso County)

KILT (TV)

(Target Date August 15, 1956)

LICENSEE: McLendon Investment Corp. Address: 2104 Jackson St., Dallas. Phone: Randolph 7121.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 17 kw. Operating Pow.: Visual 28.2 kw, Aural 17 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 130 ft.; Above ground 352 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 6:30-11 p.m.

AFFILIATION: Station, Am, KELP.

REPRESENTATIVES: Sales, H-R Television: Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, 50%; Gordon B. McLendon, 49%; Cecil Hobbs, 1%. Licensee also owns KLIF Dallas, KERP El Paso, both Tex.; WRIT Milwaukee, Wis., and is 66.4% owner of WGLS Decatur, Ga. McLendon's purchase of KTSA-AM-FM San Antonio stayed by FCC pending protest hearing.

EXECUTIVES:

Gordon B. McLendon, pres. Edward Winton, pgm. dir. & film buy.
Joe Roddy Jr., gen. mgr. David Mott, ch. engr.
Walter DePuy, com. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$285; minute spot (live) \$40, (film) \$33. Frequency discounts. Rate Card No. 1.

KROD-TV

LICENSEE: El Paso Times Inc. Address: 2201 Wyoming St. Phone: 2-6551.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 28 kw. Operating Pow.: Visual 56 kw, Aural 28 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 285 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 14, 1952. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KROD.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey.

PRINCIPAL STOCKHOLDERS: Same ownership as El Paso Times. Dorrance D. Roderick, 75%.

EXECUTIVES:

Dorrance D. Roderick, pres. Bernie Bracher, pgm. dir.
Val Lawrence, vp. & gen. mgr. Edward P. Talbott, ch. engr.
Dick Watts, gen. sls. mgr. & film buy. Gordon R. Phillips, prom. mgr.
Louie Hendricks, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Share screen. Frequency discounts from 10% for 52 times up to 25% for 260 times. Rate Card No. 4.



in the EL PASO Southwest

KROD-TV'S GOT IT!

KROD-TV's transmitter, atop Mt. Franklin, beams a strong, clear picture over the El Paso Southwest, including 5 Southern New Mexico and 3 Texas counties, as well as blanketing El Paso and Juarez, Mexico.

Its 17 hour schedule of superior television is built around the best CBS and ABC Network shows. The finest in local talent and the best filmed programs round out the most looked-at-television in El Paso (Telepulse, 1956).

And, KROD-TV's EFFECTIVE PROMOTION backs up this coverage and programming with regularly scheduled newspaper ads, billboards, on-the-air announcements, Texas-size post cards and point-of-purchase displays.

That's why you'll always
Sell more on Channel 4

KROD-TV

CBS and ABC
Television Networks
Channel 4
EL PASO, TEXAS

Owned and operated by
the El Paso Times, Inc.
Roderick Broadcasting Co.
Affiliated with KROD—
600 KC—5,000 Watts
Represented Nationally
by the Branham Co.

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen Sales Mgr.

FACTS in a "nutshell"

... about WFAA-TV's
rich 42-county

Dallas-Fort Worth market!

A great market grows even greater as Sales Management's Survey of Buying Power (May 10, 1956) reveals an upward trend in all major marketing statistics year after year. A money-making, big-spending, area blanketed by WFAA-TV's maximum power from atop Texas' tallest structure — 1,521' from concrete base to antenna tip.



FACTS and what they mean:

POPULATION:	2,344,800	And 72% TV set penetration!
URBAN POPULATION:	1,741,600	3 out of 4 families are "city dwellers."
EFFECTIVE BUYING INCOME:	\$ 3,559,408,000	27½ % of the entire State of Texas.
RETAIL SALES:	\$ 2,909,268,000	80¢ out of every income dollar changed hands.
AUTO SALES:	\$ 725,963,000	Would provide 41% of the families with a \$2,500 new car!
DRUG SALES:	\$ 94,383,000	Nearly 31% of the total drug sales for the state.
FOOD SALES:	\$ 584,367,000	Or, \$1,873,000 spent on groceries every shopping day.
GENERAL MERCHANDISE:	\$ 459,495,000	37.22% of Texas' total.

SET COUNT - 564,080

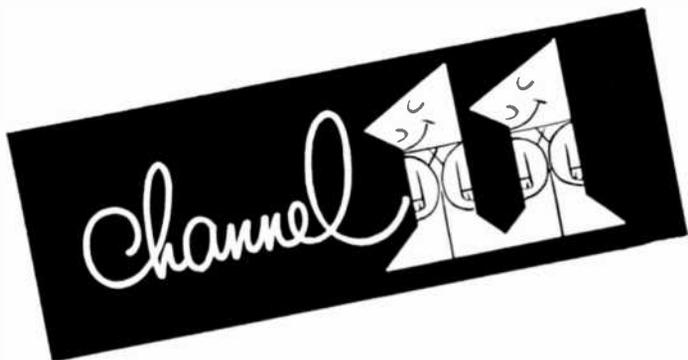
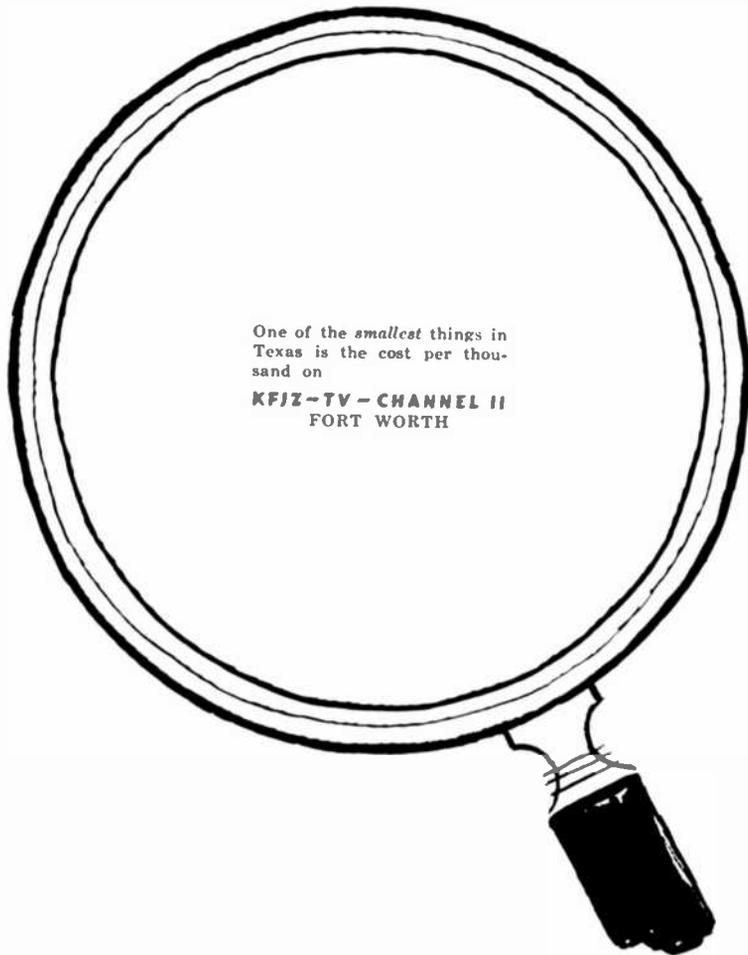
Call your PETRYMAN for availabilities, market data and complete coverage information

NBC-ABC

Television Service of The Dallas Morning News
Ralph Nimmons, Station Manager



**Texas talk is usually BIG...
but...**



REPRESENTED NATIONALLY
BY H-R TELEVISION, INC.
REGIONALLY BY
CLARKE BROWN COMPANY

**FORT WORTH,
TEXAS**

TEXAS

EL PASO (Cont.)

KTSM-TV

LICENSEE: Tri-State Bcstg. Co. Address: 801 N. Oregon St. Phone: 2-5423.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5. Operating Pow.: Visual 59 kw, Aural 29.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 100 ft.; Above ground 458 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 4, 1953. Hours, noon-11:30 p.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, KTSM.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George P. Adair.
PRINCIPAL STOCKHOLDERS: Karl O. Wyler, 75%; Karl O. Wyler Jr., 10%; F. L. Koons, 10%; W. G. Bailey, 5%.
EXECUTIVES:
Karl O. Wyler, pres. & gen. mgr. Kenneth J. Walton, ch. engr.
Roy T. Chapman, com. mgr. John Phelan, prom. mgr.
Jack Rye, pgm. dir. & film buy. Conrey Bryson, news ed.
RATE INFORMATION: Class A one hour (live) \$406.25, (film) \$325; minute spot (live) \$81.25, (film) \$65; ID \$32.50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

XEJ-TV (JUAREZ, MEXICO)

LICENSEE: Television de la Frontera, S. A. Address: P. O. Box 442, El Paso. (For full listing see Foreign Stations.)

**FORT WORTH
(Tarrant County)**

KFJZ-TV

LICENSEE: Texas State Network Inc. Address: 4801 W. Freeway. Phone: Pershing 7-6631.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 107 kw. Operating Pow.: Visual 209 kw, Aural 107 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain, 1,020 ft.; Above ground 1,074 ft.
OPERATION: Began Sept. 11, 1955. Hours, 2:30 p.m.-midnight.
AFFILIATION: Station, Am, KFJZ.
REPRESENTATIVES: Sales, H-R Television; Clarke Brown Co. (South); Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Gene L. Cagle, 19.59%; Sid. W. Richardson, 62.07%; Perry Bass, 15.76%. Licensee also owns KRIO McAllen and 75% of KFDA-AM-TV Amarillo. Mrs. Cagle owns 25% of KRBG-AM-TV Abilene, Tex.
EXECUTIVES:
Gene L. Cagle, pres. Arno Mueller, pgm. dir. & film buy.
Charles B. Jordan, gen. mgr. Joseph B. Haigh, ch. engr.
John Hopkins, asst. gen. mgr. Robert Lidz, prom. mgr.
Joe Evans, local sls. mgr. Porter Randall, news ed.
RATE INFORMATION: Class A one hour (live) \$600; minute spot (live) \$150; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WBAP-TV

LICENSEE: Carter Pubs. Inc. Postal Zone: 3. Address: Fort Worth. Phone: Jefferson 6-1981.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 1,113 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Sept. 29, 1948. Hours, 6:50 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WBAP. Fm, WBAP-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Licensee publishes Fort Worth Star-Telegram. A. G. Carter Jr., 16 2/3%; estate of Amon G. Carter, 16 2/3%; Ruth Carter Johnson, 16 2/3%; B. N. Honea, 14 1/3%; Nenetta Burton Carter, 13 1/3%, and others.
EXECUTIVES:
Amon Carter Jr., pres. R. C. Stinson, ch. engr.
George Cranston, gen. mgr. Lynn Trammell, film buy.
Roy Bacus, com. mgr. Margaret McDonald, prom. mgr.
Robert Gould, pgm. dir. James A. Byron, news ed.
RATE INFORMATION: Class AA one hour (live) \$1,000; minute spot (live) \$225, (film) \$225; ID \$100. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 11-G.

WBAP-TV *Land* 48 RICH TEXAS COUNTIES*



WBAP-TV Land – a luxuriant 53-county area in North Central Texas and Southern Oklahoma, centered around two great metropolitan areas, Fort Worth and Dallas . . . rich in natural resources and friendly progressive people who have the money to buy your product. WBAP-TV Land – top industrial market, busy producing automobiles, aircraft, work clothes, the latest in women's fashions, a variety of foods, and countless other articles in light and heavy industry. WBAP-TV Land – populated by easy going, informal folks who believe in doing big things to uphold the tradition of the biggest state! Southwesterners like comfort – are ready to buy what they want.

WBAP-TV Land – NUMBER ONE MARKET IN THE SOUTH

WBAP-TV 53 COUNTY MARKET TOTALS

POPULATION	2,671,900
FAMILIES	811,400
1955 EFFECTIVE BUYING INCOME (NET DOLLARS)	\$4,012,343,000
1955 EFFECTIVE BUYING INCOME PER FAMILY (NET)	3,495
1955 RETAIL SALES	3,188,047,000
FARM POPULATION	397,400
NUMBER OF FARMS	100,934
GROSS FARM INCOME	425,349,000

Source: Sales Management Survey of Buying Power, May 10, 1956
Standard Rate & Data Service Inc. May 10, 1956

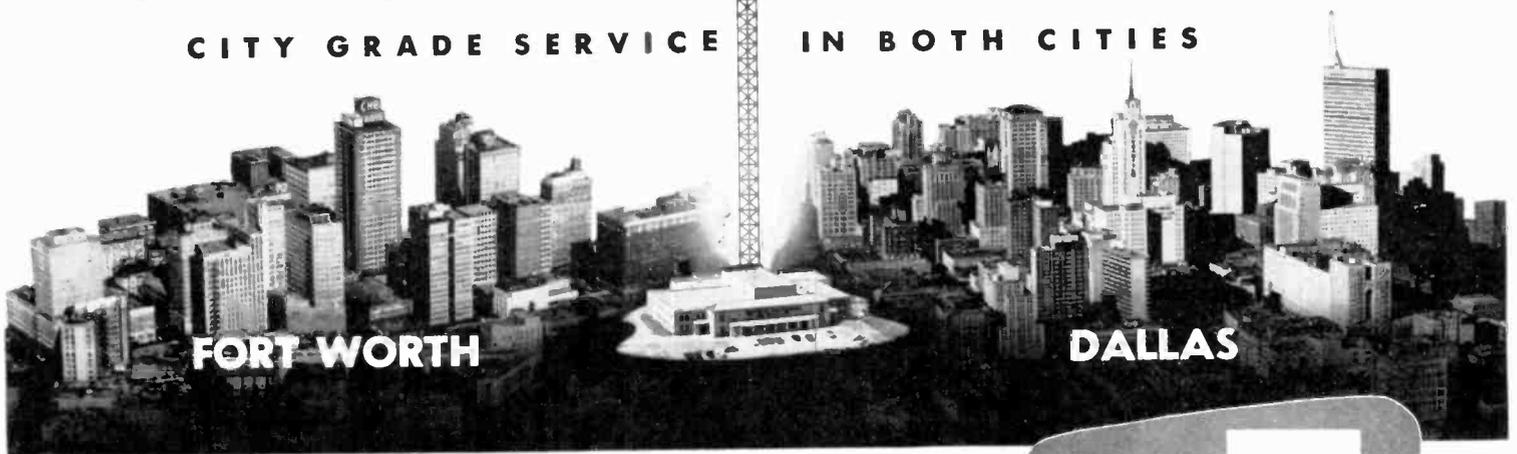


WBAP-TV is the pioneer station of the South, serving 53 counties with maximum power of 100,000 watts on low-band channel 5 – as powerful as any television station in the United States. The antenna towering 1,113 feet in the air is strategically located between the Fort Worth and Dallas skylines. In addition to offering the largest studio facilities in the Southwest, WBAP-TV is the only station in the area offering complete COLOR telecasting facilities. WBAP-TV delivers top quality programs from both NBC-TV and ABC-TV Networks combined, plus outstanding live studio presentations – including award-winning News and Weather programs.

*Plus 5 Counties in Oklahoma

FORT WORTH & DALLAS METROPOLITAN MARKETS

CITY GRADE SERVICE IN BOTH CITIES



WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives



Another winner!

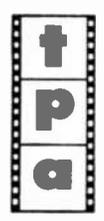
from the portfolio of **TPA** Sales Builders

Here's the television series now being produced in Hollywood with the same high-quality direction, casts, and scripts for first run local market viewing as when it was produced for network use.

It stars such favorites as Thomas Mitchell, Angela Lansbury, Ricardo Montalban, Jan Sterling, Lloyd Bridges, Diana Lynn, John Ericson, Marilyn Erskine, James Whitmore, Dane Clark, and many other performers whose names are your assurance of big audiences and high ratings.

Local and regional advertisers are already putting STAGE 7 to work for them first run in many markets. It's selling a variety of products—from ball-point pen sets and gasoline to foods, drinks and department stores!

There are some markets still available on a first run basis—but you must hurry. Contact TPA now . . . PLaza 5-2100.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

TEXAS

GALVESTON
 (Galveston County)

KGUL-TV (HOUSTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane. Phone: 3-1607.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 132 kw. Operating Pow.: Visual 263 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,170 ft.; Above ground 1,196 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Mar. 22, 1953. Hours, 6:30 a.m.-1 a.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, Vandivere, Cohen & Wearn.
PRINCIPAL STOCKHOLDERS: Owned by Lone Star Television Corp., in turn owned by J. H. Whitney & Co. 80%; Paul E. Taft, 10%. Whitney Co. holds option to purchase Wesley West's 10% in licensee. Whitney Co. owns KOTV (TV) Tulsa, Okla., and a number of community television systems.
EXECUTIVES:
 Paul E. Taft, pres. & gen. mgr. M. B. Johnson, film buy.
 Robert S. Wilson, gen. sls. mgr. John L. Eisele, dir. research & pub.
 Thomas L. Thompson, pgm. dir. Frank Holloway, news ed.
 William R. Sloat, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (film) \$200; ID \$100. ID Length 8 & 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

HARLINGEN
 (Cameron County)

KGBT-TV (BROWNSVILLE, McALLEN, WESLACO)

LICENSEE: Harbenito Bcstg. Co. Address: P. O. Box 711. Phone: Garfield 3-4880.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50.1 kw. Operating Pow.: Visual 93.3 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 410 ft.; Above ground 428 ft.
OPERATION: Began Oct. 3, 1953. Hours, noon-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KGBT.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: McHenry Tichenor, 26%; McHenry Tichenor Jr., 25%; James Cullen Looney, 14%; Troy McDaniel, 10%; Margaret L. Looney, 25%.
EXECUTIVES:
 McHenry Tichenor, pres. I. S. Roberts, com. mgr.
 Troy McDaniel, gen. mgr., pgm. dir. & film buy. A. L. Beck, ch. engr. & prom. mgr.
 Jerry Fisher, news ed.
RATE INFORMATION: Class A one hour (film) \$300; minute spot (live) \$72, (film) \$60; ID \$35. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 4.

HOUSTON
 (Harris County)

KGUL-TV (GALVESTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane. Phone: (Galveston) 3-1607. (For full listing see Galveston.)

KNUZ-TV†

LICENSEE: KNUZ Television Co. Address: 4701 Caroline St. Phone: Jackson 3-2581.
FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: Workshop. Height: Above average terrain 680 ft.; Above ground 700 ft.
OPERATION: Began Oct. 10, 1953.
AFFILIATION: Station, Am, KNUZ.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
PRINCIPAL STOCKHOLDERS: Max H. Jacobs, 40%; Irvin Shlenker, 40%; Douglas Hicks, 5%; David H. Morris, 5%; Leon Green, 5%; Bailey A. Swenson, 5%. Messrs. Jacobs, Hicks, Green and Swenson own KNUZ Houston.
EXECUTIVES:
 Max H. Jacobs, pres. David H. Morris, vp. & gen. mgr.
 †KNUZ-TV has suspended operation but has not returned its CP.

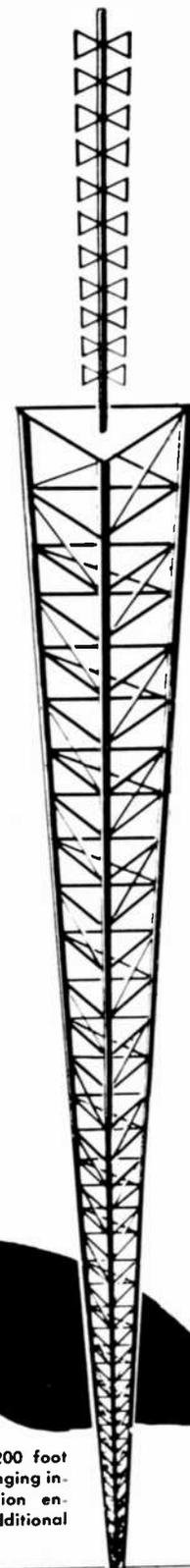


WHEN YOU THINK OF TEXAS TELEVISION THINK OF KGUL-TV

**ITS NEW SUPER
TOWER SERVES
1/4 OF TEXAS...**

**THE RICH GULF
COAST AREA**

KGUL-TV's section of Texas, Galveston, Houston and the Gulf Coast, represents one-fourth of the State's families and buying power. The only station delivering primary city service to both Galveston and Houston.



GALVESTON, TEXAS



Represented
Nationally
by CBS
Television
Spot Sales



KGUL's new 1200 foot tower now bringing increased television enjoyment to additional thousands.

Area charted in proportion to buying power

HOUSTON (Cont.)

the BIG families

In the Houston area, KTRK-TV's listeners are multiplying! It's the BIG families... the families that TvB has shown buy more... look more... use more... that are watching KTRK-TV's better shows and better showmanship for ALL the family. In the full family viewing time between the hours of 4 to 8 P.M. KTRK-TV racks up an impressive 36.1% share and viewers per set are consistently higher. Reach TvB's famous 'Fifth Quintile' through KTRK-TV... Houston's best buy!

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY CO.
500 Fifth Ave., New York 36, New York



KPRC-TV

LICENSEE: Houston Post Co. Postal Zone: 1. Address: P. O. Box 1234. Phone: Madison 3-9271.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 686 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Jan. 1, 1949. Hours, 6:40 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KPRC. Fm, KPRC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Licensee publishes Houston Post. W. P. Hobby, chief stockholder, holds option to purchase 32.5% of KFDM-AM-TV Beaumont, Tex.

EXECUTIVES:

W. P. Hobby, pres.

Jack W. Harris, vp. & gen. mgr.

Jack McGrew, asst. gen. mgr. & com. mgr.

Bert Mitchell, pgm. dir.

Paul Huhndorff, ch. engr.

Nadine Hammer, film buy.

Kirt Harris, prom. mgr.

Pat Flaherty, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$850; minute spot (live) \$195, (film) \$170; ID \$85. ID Length 10 sec. Specifications: 2x2 in. slides. Full and share screen. Frequency discounts from 2 1/2% for 52 times up to 15% for 260 times. Rate Card No. 9.

KTRK-TV

LICENSEE: Houston Consolidated Television Co. Postal Zone: 1. Address: 4513 Cullen Blvd. Phone: Jackson 6-1313.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw.

Operating Pow.: Visual 316 kw, Aural 170 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 978 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 20, 1954. Hours, 7:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: KTRH Bcstg. Co. (KTRH-Houston Chronicle), 32%;

Roy Hofheinz, 16%, and others. Mr. Hofheinz, ex-mayor of Houston, owns 25% of KTH Houston.

EXECUTIVES:

John T. Jones Jr., pres

Willard E. Walbridge, exec. vp. & gen. mgr.

Bill Bennett, com. mgr.

John E. Hill, pgm. dir.

Tom L. Hiner, ch. engr.

Hugh C. Pickett, film dir.

Lee Curran, prom. mgr.

Ray Conaway, news ed.

RATE INFORMATION: Class AA one hour (live) \$850, (film) \$850; minute spot (live) \$170, (film) \$170; ID \$85. Class A one hour (live) \$720, (film) \$720; minute spot (live) \$144, (film) \$144; ID \$72. ID Length 8 & 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

RATE INFORMATION: Class AA one hour (live) \$850, (film) \$850; minute spot (live) \$170, (film) \$170; ID \$85. Class A one hour (live) \$720, (film) \$720; minute spot (live) \$144, (film) \$144; ID \$72. ID Length 8 & 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

KUHT (TV)*

(*Non-Commercial Educational)

LICENSEE: U. of Houston & Houston Independent School District. Postal Zone: 4. Address: 3801 Cullen Blvd. Phone: Capitol 4-0141.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw.

Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 640 ft.; Above ground 700 ft.

OPERATION: Began May 25, 1953.

AFFILIATION: Station, Fm, KUHF-FM.

REPRESENTATIVES: Consulting Engineer, George P. Adair.

EXECUTIVES:

A. D. Bruce, pres. U. of Houston

John C. Schwarzwald, sta. mgr.

Paul Owen, pgm. dir.

James Byrd, ch. engr.

Roy Barthold, pgm. coor.

Richard Uray, film dir. & news ed.

Dean Johnston, prom. mgr.

KXYZ-TV

(Target Date, Unknown)

LICENSEE: Shamrock Bcstg. Co. Address: Gulf Bldg.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw.

Transmitter: GE. Antenna Make: GE. Height: Above average terrain 670 ft.; Above ground 698 ft.

AFFILIATION: Station, Am, KXYZ.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Glenn H. McCarthy and family, 100%.

EXECUTIVES:

Glenn H. McCarthy, pres.

LAREDO

(Webb County)

KHAD-TV

LICENSEE: Vidicon Industries of America. Address: 820 Convent Ave. Phone: 3-3674.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.14 kw, Aural 1.07 kw.

Operating Pow.: Visual 2.14 kw, Aural 1.07 kw. Transmitter: Gates. Antenna Make: Prodelin. Height: Above average terrain 150 ft.; Above ground 233 ft.

OPERATION: Began Jan. 5, 1956. Hours, 5 p.m.-11 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Ross K. Prescott;

Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: H. C. Avery Jr., 50%; David H. Cole, 50%.

FACILITIES including five studios spread over 46,000 square feet make KPRC-TV one of the nation's largest independent stations.

EXPERIENCE in programming, production, promotion and engineering results in KPRC-TV's unquestioned leadership in the Houston Market.



RESULTS for advertisers after advertiser over a seven-year period have documented KPRC-TV's wide acceptance and tremendous selling power.



KPRC-TV ... MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET*



NEWS COVERAGE by Houston's largest TV news staff includes on-the-spot local and regional reporting plus national coverage using ALL AP wire services.



LOCAL SHOWS using top talent are programmed with a Southwestern accent to appeal to Houston Gulf Coast viewers of all income groups.



FARM NEWS of interest to Houston Gulf Coast farmers and ranchers is covered by two of the nation's most experienced farm reporters.

*According to all Houston surveys since first telecast in 1949.

Jack Harris, Vice President and General Manager
Jack McGrew, National Sales Manager
Nationally represented by Edward Petry & Co.

First in TV — with over 700 man-years experience

KPRC-TV **2**
HOUSTON · CHANNEL

LUFKIN
(Angelina County)

KTRE-TV

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

MIDLAND
(Midland County)

KMID-TV

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

ODESSA
(Ector County)

KOSA-TV

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

SAN ANGELO
(Tom Green County)

KTXL-TV

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

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CHANNEL 9

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The Only Non-Metropolitan Market With Basic NBC Programming Live*
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REPRESENTATIVES
Venard, Rintoul & McConnell, Inc.
New York, Chicago, San Francisco, Los Angeles and Boston

SOUTHWEST
REPRESENTATIVE
Clyde Melville
Company of Dallas



LOOK at the Audience KENS-TV Delivers

Average Share of Audience*			
Monday through Friday			
	7AM- 12N	12N- 6PM	6PM- 11:30PM
KENS-TV	69	59	56
Station A	31	41	41
Station B			3

*May Telepulse

May Telepulse also shows KENS-TV with thirteen of the top fifteen once-a-week shows and this audience leadership has been consistent with the station's history as a CBS affiliate.

All of this adds up to one thing . . . greater advertising value for your clients when you use KENS-TV.

Figure it any way you want . . . ratings . . . coverage . . . cost per thousand . . . to SELL SAN ANTONIO AND SOUTH TEXAS it's KENS-TV.

Contact
Peters, Griffin, Woodward, Inc.
for more information



SAN ANTONIO, TEXAS

TEXAS

SAN ANTONIO
(Bexar County)

KCOR-TV

LICENSEE: KCOR Inc. Address: 111 Martinez St. Phone: Capitol 5-2751.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 11, Aural 6.03 kw. Operating Pow.: Visual 11, Aural 6.03 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 598 ft.

OPERATION: Began June 2, 1955.

AFFILIATION: Station, Am, KCOR.

REPRESENTATIVES: Sales, Richard O'Connell; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: R. A. Cortez, 58%; William P. Smythe, 10%, and others.

EXECUTIVES:

Raoul A. Cortez Sr., pres.

Nathan Safir, vp. & gen. mgr.

Raoul A. Cortez Jr., vp.

Ben Tamborello, com. mgr.

Emilio Nicolas, pgm. & prod. mgr.

Marvin L. Fiedler, ch. engr.

KENS-TV

LICENSEE: Express Publishing Co. Postal Zone: 5. Address: Ave. E & 4th St. Phone: Capitol 5-7411.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. & GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 548 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 15, 1950. Hours, 6:55 a.m.-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KENS.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Licensee publishes San Antonio Express and News. Frank G. Huntress Jr., 20% owner, controls licensee.

EXECUTIVES:

Frank G. Huntress Jr., pres.

Albert D. Johnson, gen. mgr.

Wayne Kearn, com. mgr.

Edward Uhler, pgm. dir. & film buy.

William J. Jackson, ch. engr.

Robert W. Miller, prom. mgr.

John W. Scott, news dir.

RATE INFORMATION: Class AA one hour (film) \$700; 20 seconds spot (film) \$175; ID \$90. Class A one hour (film) \$600; minute (or 20 seconds) spot (film) \$120; ID \$60. ID Length 8 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 9.

KONO-TV

(Target Date, Unknown)

LICENSEE: Mission Telecasting Corp. Address: 317 Arden Grove.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 485 ft.; Above ground 573 ft.

AFFILIATIONS: Stations, Am, KONO. Fm, KONO-FM.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George W. Ing.

PRINCIPAL STOCKHOLDERS: Mission Bcstg. Co. (KONO-AM-FM San Antonio), 50%; Joe R. Straus, 13%; L. A. Douglas, 5%, and others.

WOAI-TV

LICENSEE: Southland Industries Inc. Postal Zone: 6. Address: 1031 Navarro St. Phone: Capitol 7-4221.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 569 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Dec. 11, 1949. Hours, 6:55 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WOAI.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, A. D. Ring & Assoc.

SAN ANTONIO (Cont.)

WOAI-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Hugh A. L. Halff personally and as executor of the estate of the late G. A. C. Halff, owns and controls 77.5%.

EXECUTIVES:

Hugh A. L. Halff, pres.	Charles L. Jeffers, dir. engrg.
James M. Gaines, vp. & gen. mgr.	Faye Leavitt, film dir.
Edward V. Cheviot, com. mgr.	Bill N. Yancy, prom. dir.
Robert Reed, pgm. mgr.	Henry Howell, news ed.

RATE INFORMATION: Class AA one hour (live) \$700, (film) \$700; minute or 20 second spot (live) \$175, (film) \$175; ID \$105. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 13.

SWEETWATER

(Nolan County)

KPAR-TV (Satellite of KDUB-TV Lubbock)

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave. Phone: Sherwood 4-2345.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 689 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 31, 1956. Hours, 6:40 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Elliott C. Lovett; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: Same ownership as KDUB-TV Lubbock, Tex.

EXECUTIVES:

W. D. Rogers, pres. & gen. mgr.	E. A. Hassett, natl. sls. mgr.
Jimmie Isaacs, vp. & gen. sls. mgr.	Ray Trent, pgm. dir. & film buy.
W. H. Shipley, vp. & adm. asst.	Rudy Starnes, ch. engr.
Dan C. Guthrie, sta. mgr.	Duncan Ellison, news ed.
Walter Grubbs, asst. sta. mgr.	

RATE INFORMATION: Class A one hour (film) \$200; minute spot (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

TEMPLE

(Bell County)

KCEN-TV

LICENSEE: Bell Pub. Co. Address: P. O. Box 188. Phone: Prospect 3-6868.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 830 ft.; Above ground 833 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours. 7 a.m.-11:30 p.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Clyde Melville Co. (Dallas); Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Licensee publishes Temple Telegram and Sherman Democrat. Frank W. Mayborn, 95% owner of licensee, is also 85% owner of KTEM-AM-FM Temple, Tex.

EXECUTIVES:

Frank W. Mayborn, pres.	Gene Lewis, sta. mgr. & pgm. dir.
Burton Bishop, gen. mgr. & film buy.	Curtis M. Casey, ch. engr.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$30. ID Length 8 & 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

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This unique property has everything any sponsor wants. It's as authentic as the unstinted co-operation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal of the searing action of the Sahara . . . a smash attraction.

It stars Buster Crabbe, and for extra audience impact it introduces his son "Cuffy." Both are available for commercials.

It has again been renewed on NBC by the H. J. Heinz Company through Maxon, Incorporated under the network title of Captain Gallant of the Foreign Legion. Its rating record establishes it as the finest property of its kind available to local and regional advertisers.

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Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

TEXARKANA

(Bowie, Tex. & Miller Ark. Counties)

KCMC-TV (TEXARKANA, ARK.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 32-8201.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 391 ft.; Above ground 380 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 16, 1953. Hours, 6 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS. Stations, Am, KCMC. Fm, KCMC-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Clyde Melville Co. (Southwest); James S. Ayers Co. (Southeast); Washington Attorney, Eugene F. Burke; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Camden News Publishing Co. (Camden [Ark.] News-Walter E. Hussman), 50%; C. E. Palmer and wife, 42%, and others. Texarkana Newspapers Inc. (Texarkana Gazette and News), owned by Mr. Palmer, owns all Class B non-voting stock. Texarkana Newspapers also owns Hot Spring Sentinel and Record & New Era, Eldorado News and Times, 50% of Hope Star and 50% of Magnolia Banner News, all Ark., and 25% of Jacksonville (Tex.) Progress.

EXECUTIVES:

Clyde E. Palmer, pres.	Richard M. Peters, natl. s's. & prom dir.
Walter E. Hussman, exec. vp.	Charles E. Wade, pgm. dir.
Walter M. Windsor, gen. mgr.	William R. Atkinson, ch. engr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$260; minute spot (live) \$69, (film) 60; ID \$30. ID Length Standard SRA. Full and share screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 3.

Lambda LPF Pacific

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heavy-duty color microwave system

distributed nationally by

VISUAL ELECTRONICS CORP.

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TYLER

(Smith County)

KLTV (TV)

LICENSEE: Lucille Ross Lansing. Address: P. O. Box 957. Phone: Tyler 2-3875.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 495 ft.

OPERATION: Began Oct. 15, 1954. Hours, 11 a.m.-11:45 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KGKB.

REPRESENTATIVES: John E. Pearson Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Lucille Ross Lansing, 100%.

EXECUTIVES:

Lucille Ross Lansing, pres.	Hudson C. Collins, ch. engr.
Marshall H. Pengra, gen. mgr.	Sam Matthews, news ed.
Robert Norris, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$30. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

WACO

(McLennan County)

KWTX-TV

LICENSEE: KWTX Bcstg. Co. Address: P. O. Box 3128. Phone: 3-7331.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 53.7 kw. Operating Pow.: Visual 107 kw, Aural 53.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 461 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 3, 1955. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, KWTX.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: W. W. Naman, 13.76%; Hilton E. Howell, 10.12%; Ross M. Sams, 9.78%; Milford N. Bostick, 9.10%; W. W. Callan, 9.78%; Robert E. Levy, 8.62%; Thomas D. Stribling, 6.26%; Ellender S. Chase, 3.53%; L.B.J. Co., 29.05%. L.B.J. Co. owns KTBC-AM-TV Austin and holds option to buy 50% of KRGV-AM-TV Weslaco, both Tex.

EXECUTIVES:

W. W. Naman, pres.	Curtis B. Matties, pgm. dir.
M. N. Bostick, vp., gen. mgr. & film buy.	Jesse Dove, ch. engr.
John M. Brinegar, com. mgr.	Charles H. Boland, prom. mgr.
	Reed Collins, news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WESLACO
(Hidalgo County)

KRGV-TV (BROWNSVILLE, HARLINGEN, McALLEN)

LICENSEE: KRGV Television Inc. Address: 309 Missouri Ave. Phone: 517.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.5 kw. Operating Pow.: Visual 28.8 kw, Aural 14.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 750 ft.; Above ground 791 ft.

EQUIPPED TO COLORCAST local films, local slides.

OPERATION: Began April 11, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, KRGV.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, W. G. Egerton.

PRINCIPAL STOCKHOLDERS: L.B.J. Co. (KTBC Austin, Tex.), 50%; O. L. (Ted) Taylor, 50%. Mr. Taylor owns KRGV Weslaco, Tex. For L.B.J. Co. interests, see KTBC-TV Austin, Tex.

EXECUTIVES:

O. L. Taylor, pres. & gen. mgr.	O. Lewis Hariwig, ch. engr.
Kenneth Markel, com. mgr.	Ted Cressner, prom. mgr.
Bill Rucker, pgm. dir. & film buy.	Brad Smith, news ed.

RATE INFORMATION: Class AA one hour (live) \$274, (film) \$250; minute spot (live) \$51, (film) \$45; ID \$22.50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

WICHITA FALLS
(Wichita County)

KFDX-TV

LICENSEE: Wichtex Radio & Television Co. Address: P. O. Box 2040. Phone: 2-8668.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 505 ft.; Above ground 550 ft.

EQUIPPED TO COLORAST network programs, local films, local slides.

OPERATION: Began April 12, 1953. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Darrold A. Cannan, 55.96%; Darrold A. Cannan Jr., 14.1%; Howard H. Fry, 7.1%, and others. Messrs. Cannan and Fry own 26.28% of KFDM-AM-TV Beaumont, Tex.

EXECUTIVES:

D. A. Cannan, pres.	John Adams, ch. engr.
Howard H. Fry, exec. vp. & gen. mgr.	D. A. Cannan Jr., film buy. & prom. mgr.
Robert Walker, com. mgr.	Norman Duncan, news ed.
Warren Silver, pgm. dir.	

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$36. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

NOW INTERCONNECTED

KRGV-TV CHANNEL 5

7:00 A.M. TO SIGN OFF

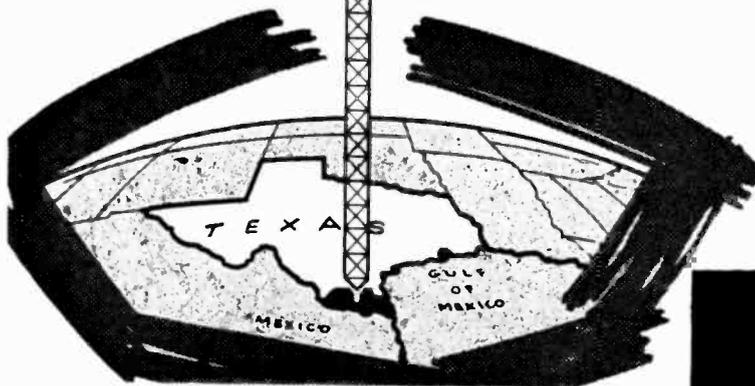
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TEXAS' 5th MARKET-POP.402,600

Affiliate of
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KRGV-TV
CHANNEL 5

Represented by
John E. Pearson Co.



- Effective Buying Income .. **\$379,166,000**
- Gross Cash Farm Income .. **\$125,400,000**
- Retail Sales .. **\$258,427,000**

KRGV-TV CHANNEL 5
WESLACO, TEXAS

WICHITA FALLS (Cont.)

KSYD-TV

LICENSEE: KSYD Television Co. Address: P. O. Box 2130. Phone: 2-6957.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 465 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Feb. 26, 1953. Hours, 7 a.m.-midnight.
 AFFILIATIONS: Tv Network, CBS. Station, Am, KSYD.
 REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Lyon, Wilner & Bergson.

PRINCIPAL STOCKHOLDERS: Sidney A. Grayson, 5%; Nat Levine, 25%; Irving L. Gold, 12.5%; Ben Aaron, 6.67%; Theodore Shanbaum, 25%, and others

EXECUTIVES:
 Sidney A. Grayson, pres., gen. mgr. & film buy. Herbert T. Wiley, ch. engr. Paralee F. Norman, prom. mgr.
 Bob Cain, com. mgr. Bill Richie, natl. news ed.
 Don Brown, pgm. dir. Bill Hood, loc. news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$36. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955 (\$000)	1955 (\$000)	1955 (\$000)
Sanpete	3,800	40	1,530	7,668	1,442	294
Sevier	3,300	34	1,110	14,677	1,968	448
Summit	1,800	58	1,040	5,502	328	231
Tooele	5,300	68	3,620	11,873	3,061	466
Uintah	2,800			7,673	1,094	88
Utah	23,500	77	18,020	81,102	18,336	3,156
Wasatch	1,000	64	840	5,866	1,118	125
Washington	2,700			11,369	1,660	211
Wayne	300			674	72	
Weber	27,400	73	21,450	96,834	23,542	3,309
Total	207,900	68%	*142,350	\$810,956	\$161,846	\$28,141

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

SALT LAKE CITY
(Salt Lake County)

KSL-TV

LICENSEE: Radio Service Corp. of Utah. Postal Zone: I. Address: 145 Social Hall Ave. Phone: Elgin 5-4611.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 3,970 ft.; Above ground 90 ft. EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 1, 1949. Hours, 7:15 a.m.-12:15 a.m.
 AFFILIATIONS: Tv Network, CBS. Stations, Am, KSL. Fm, KSL-FM.
 REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Wilkinson, Boyden, Cragun & Barker; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Corp. of President, Church of Jesus Christ of Latter Day Saints (Mormon), 63.5%. Church Corp. and subsidiaries own 40% of KID-AM-TV Idaho Falls, Idaho; 6.73% of KGMB-AM-TV Honolulu, T. H. Radio Service Corp. owns KSUB Cedar City, Utah, and 5.5% of KBOI Boise, Idaho.

EXECUTIVES:
 Jay W. Wright, exec. vp. Vincent E. Clayton, ch. engr.
 D. Lennox Murdoch, vp. & gen. mgr. Richard V. Thiriot, film buy.
 Edward B. Kimball, com. mgr. A. Richard Robertson, prom. mgr.
 Wayne F. Richards, pgm. dir. Paul Alexander, news ed.

RATE INFORMATION: Class A one hour (live) \$575, (film) \$575; minute spot (live) \$150, (film) \$150; ID \$87.50. ID Length 8 sec. Specifications: 2 1/4 x 2 1/4 in. slides. Share screen. Frequency discounts from 5% for 3 times per week up to 20% for 6 times per week, 52 weeks. Rate Card No. 6.

UTAH

UTAH MARKET DATA BY COUNTIES

County	Total	Television	Households	Retail Sales	Food Sales	Drug Sales
	Households	%	No.	1955 (\$000)	1955 (\$000)	1955 (\$000)
Beaver	1,300			3,756	296	106
Box Elder	5,500	73	3,990	17,612	3,158	423
Cache	9,400	62	5,780	27,926	3,942	622
Carbon	7,200	30	2,170	21,488	4,108	479
Daggett	100	22	20	87		
Davis	10,200	76	7,740	31,267	8,609	1,367
Duchesne	2,100	30	640	5,720	904	488
Emery	1,400			2,696	442	109
Garfield	900	13	120	2,356	300	78
Grand	500			5,432	351	99
Iron	2,600			12,865	1,941	470
Juab	1,500	54	810	4,732	874	206
Kane	600			1,735	202	84
Millard	2,500	38	950	9,002	860	173
Morgan	600	71	430	3,222	800	156
Piute	500			461	144	
Rich	500	54	270	803	60	
Salt Lake	87,200	81	70,810	410,563	81,642	14,874
San Juan	1,100			5,995	592	79

IN WICHITA FALLS,
TEXAS

KSYD-TV

**DOMINATES
THE MARKET**

from

SIGN ON TO SIGN OFF 7 DAYS A WEEK

10 OUT OF THE
TOP 15 SHOWS*

7 OUT OF THE
TOP 10 SHOWS*

NUMBERS 1, 2, 3*
AND 4 SHOWS

173 TOP-RATED QUARTER HOURS FOR KSYD-TV

ALL ON

KSYD-TV
100,000 WATTS

SYD GRAYSON: Gen. Mgr.

channel **6**
CBS TELEVISION

HOAG-BLAIR Nat'l. Rep.

*Reference: May Pulse 1956

SALT LAKE CITY (Cont.)

KTVT (TV)

LICENSEE: Intermountain Bcstg. & Television Corp. Postal Zone: 11. Address: 130 Social Hall Ave. Phone: Davis 2-5681.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 14.4 kw. Operating Pow.: Visual 26.9 kw, Aural 14.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,080 ft.; Above ground 182 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 1, 1948. Hours, 6 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KDYL. Fm, KDYL-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Owned 80% by Time Inc. (Time, Life, Fortune), and 20% by G. Bennett Larson. Time Inc. also owns 100% of KLZ-AM-FM-TV Denver, Colo., and 50% of KOB-AM-TV Albuquerque, N. M.

EXECUTIVES:

G. Bennett Larson, pres. & gen. mgr. Allen Gunderson, ch. engr.
 Hack Woolley, com. mgr. Hal Child, film buy.
 Dan Rainger, pgm. dir. Del Leeson, prom. mgr.
 Jack Goodman, news ed.

RATE INFORMATION: Class A one hour (live) \$600; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Share screen. Frequency discounts from 5 1/2% for 26 times up to 25% for 260 times. Rate Card No. 11.

KUTV (TV)

LICENSEE: Utah Bcstg. & Television Corp. Address: 179 Social Hall Ave. Phone: Davis 2-2505.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 45.71 kw, Aural 25.1 kw. Operating Pow.: Visual 45.71 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 3,060 ft.; Above ground 229 ft.

OPERATION: Began Sept. 10, 1954. Hours, 11:30 a.m.-12:30 a.m.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KUTA. Fm, KUTF (FM).

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Frank C. Carman.

PRINCIPAL STOCKHOLDERS: Standard-Examiner Pub. Co. (Ogden [Utah] Standard-Examiner-A. L. Glasmann), 51%; Kearns-Tribune Corp. (Salt Lake City Tribune), 35%; Mr. and Mrs. George C. Hatch, 14%. Glasmann interests also include KLIX-AM-TV Twin Falls, and KGEM Boise, both Idaho; KIMN Denver, Colo.; KLO Ogden, Utah, and KMON Great Falls, Mont.

EXECUTIVES:

A. L. Glasmann, pres. Herbert Holthouser, ch. engr.
 George Hatch, vp. Sid Cohen, film buy.
 Jack Gallivan, treas. Dick Westman, prom. mgr. & pub. rel. dir.
 John Brophy, sec. Doug Mitchell, news ed.
 Brent Kirk, gen. mgr. & sls. mgr.
 Pat Hession, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 8 sec. Share screen. Frequency discounts.

VERMONT

VERMONT MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Addison	5,100	53	2,710	16,538	4,025	425
Bennington	7,700	54	4,130	29,303	6,985	616
Caledonia	7,100	54	3,830	25,604	5,488	630
Chittenden	18,400	70	12,840	76,322	16,754	1,552
Essex	1,800	48	870	3,379	1,544	52
Franklin	8,300	63	5,240	29,239	8,442	683
Grand Isle	800	55	440	2,020	632	683
Lamoille	3,000	59	1,770	12,150	2,141	339
Orange	4,700	27	1,250	15,243	2,176	428
Orleans	5,700	52	2,950	22,002	4,243	435
Rutland	13,200	59	7,840	50,968	11,749	1,072
Washington	12,000	63	7,520	45,308	10,463	882
Windham	8,500	21	2,030	37,804	8,996	892
Windsor	12,600	37	4,660	46,471	11,199	787
Total	108,900	53%	58,080	\$412,351	\$94,837	\$8,793

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BURLINGTON (Chittenden County)

WCAX-TV

LICENSEE: Mt. Mansfield Television Inc. Address: 135 Main St. Phone: Burlington 2-5761.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.77 kw. Operating Pow.: Visual 18.2 kw, Aural 9.77 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,730 ft.; Above ground 116 ft.

OPERATION: Began Sept. 26, 1954. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Station, Am, WCAX.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Stuart T. Martin.

PRINCIPAL STOCKHOLDERS: C. P. Hasbrook, 53.3%; S. T. Martin, 16.5%, and others. Mr. Hasbrook owns WCAX Burlington, Vt.

EXECUTIVES:

C. P. Hasbrook, pres. J. W. Tierney, ch. engr.
 S. T. Martin, gen. mgr. C. S. Lewis, prom. mgr.
 J. A. Dobson, com. mgr. A. S. Rutter, film buy.
 R. Huntley, pgm. dir. J. A. Sullivan, news ed.

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$60; ID \$30. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

VIRGINIA

VIRGINIA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Accomack	10,000	31	3,060	28,610	7,831	592
Albemarle	13,400	40	5,310	64,702	15,650	1,741
Alexandria*						
Alleghany	7,500	57	4,280	26,316	7,648	821
Amelia	1,700	44	750	3,642	252	104
Amherst	4,300	49	2,120	7,513	2,774	173
Appomattox	1,900	45	850	6,399	791	183
Arlington	69,600	80	55,470	332,128	87,510	15,667
Augusta	17,400	41	7,190	67,764	12,235	1,662
Bath	1,500	39	590	4,158	375	184
Bedford	7,400	44	3,250	17,222	4,472	204
Bland	1,400	42	590	2,619	880	...
Botetourt	3,900	41	1,580	7,344	1,929	147
Bristol*						
Brunswick	4,300	38	1,630	11,432	1,705	224
Buchanan	8,000	20	1,600	14,727	3,178	468
Buckingham	2,600	29	750	5,773	653	186
Buena Vista*						
Campbell	21,000	61	12,730	93,940	19,178	3,345
Caroline	2,600	55	1,420	8,514	1,200	151
Carroll	6,800	30	2,030	20,125	3,875	353
Charles City	900	63	570	552	397	...
Charlotte	3,100	37	1,160	5,675	535	103
Charlottesville*						
Chesterfield	13,300	63	8,340	12,358	2,644	98
Clarke	1,800	57	1,030	7,681	3,537	250
Clifton Forge*						
Colonial Heights*						
Craig	800	59	470	1,529	368	...
Culpeper	3,200	66	2,120	15,197	2,923	459
Cumberland	1,600	38	600	2,021	681	41
Danville*						
Dickenson	5,100	17	880	7,890	1,920	154
Dinwiddie	13,400	66	8,820	65,164	14,074	2,277
Elizabeth City*						
Essex	1,400	66	920	8,738	836	221
Fairfax	32,300	79	25,420	94,343	31,691	4,407
Falls Church*						
Fauquier	5,400	66	3,590	18,759	3,552	463
Floyd	2,600	38	990	5,282	755	92
Fluvanna	1,800	51	920	2,476	430	245
Franklin	5,700	44	2,500	13,433	2,145	279
Frederick	9,100	62	5,670	48,455	6,660	1,240
Fredericksburg*						
Giles	4,900	61	2,960	15,039	3,445	575
Gloucester	2,900	56	1,630	8,957	2,223	196
Goochland	1,700	48	810	2,263	634	54
Grayson	5,600	34	1,880	6,017	1,011	182
Greene	1,100	31	340	2,210	238	...
Greensville	3,800	39	1,500	13,846	2,931	380
Halifax	9,600	54	5,160	24,182	4,283	715
Hampton*						
Hanover	5,600	57	3,210	14,803	2,921	365
Harrisonburg*						
Henrico	85,900	75	64,340	435,855	90,505	14,455
Henry	12,400	56	6,920	47,873	11,591	1,089
Highland	800	43	340	1,385	105	...
Hopewell*						
Isle of Wight	3,500	49	1,710	10,314	2,052	211
James City	2,700	74	1,990	17,182	4,021	684
King and Queen	1,400	55	770	2,298	300	...
King George	1,800	55	990	3,347	932	11
King William	1,900	65	1,230	8,714	2,109	180
Lancaster	2,300	47	1,070	10,548	2,394	241
Lee	8,000	21	1,660	10,610	2,165	253
Loudoun	5,100	74	3,790	23,040	4,678	426
Louisa	3,000	49	1,460	8,560	1,477	242
Lunenburg	3,400	40	1,350	8,177	1,628	264
Lynchburg*						
Madison	2,100	31	660	2,817	406	134
Martinsville*						
Mathews	1,800	70	1,260	4,798	869	103
Mecklenburg	8,000	43	3,440	29,309	4,655	701
Middlesex	1,900	61	1,160	5,596	1,575	331
Montgomery	10,300	63	6,500	35,844	8,288	1,241
Nansemond	9,800	59	5,810	36,074	8,256	1,150
Nelson	3,200	45	1,440	4,544	1,619	41
New Kent	1,000	58	580	2,464	481	...
Newport News*	45,400	71	32,190	184,049	45,042	5,376
Norfolk	128,600	74	95,550	502,997	111,546	15,982
Norfolk (city)*						
Northampton	4,600	35	1,630	15,126	5,033	500
Northumberland	2,400	46	1,090	5,219	1,068	126
Nottoway	4,300	57	2,460	15,665	3,084	583
Orange	3,100	42	1,290	12,812	2,667	418
Page	3,800	41	1,560	9,407	2,248	272
Patrick	3,600	29	1,030	6,223	1,112	163
Petersburg*						
Pittsylvania	26,600	39	10,400	86,568	18,707	2,176
Portsmouth*						
Powhatan	1,200	41	490	3,526	407	...
Prince Edward	3,700	52	1,910	16,391	2,363	484
Prince George	6,900	65	4,490	31,600	9,810	547
Prince William	5,200	76	3,930	26,212	5,845	1,191
Princess Anne	12,700	62	7,910	45,139	13,181	1,367
Pulaski	7,400	49	3,600	22,011	5,468	639
Radford*						

VIRGINIA MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1955(\$000)	Food Sales 1955(\$000)	Drug Sales 1955(\$000)
Rappahannock	1,400	48	670	2,347	697	466
Richmond	1,400	64	890	14,289	1,157	466
Richmond (city)*						
Roanoke	38,700	64	24,810	170,404	34,123	5,733
Roanoke (city)*						
Rockbridge	71,00	35	2,510	20,730	4,870	619
Rockingham	12,400	47	5,790	65,755	6,011	1,113
Russell	6,100	28	1,710	8,204	2,385	213
Scott	6,700	28	1,880	11,605	2,912	308
Shenandoah	5,600	49	2,720	19,197	2,933	616
Smyth	7,100	35	2,460	22,014	4,206	672
Southampton	6,300	44	2,740	19,866	4,453	508
South Norfolk*						
Spotsylvania	6,400	66	4,250	43,901	8,028	1,255
Stafford	3,200	51	1,620	4,109	1,489	...
Saunton*						
Suffolk*						
Surry	1,500	54	810	2,022	533	174
Sussex	2,700	56	1,510	9,285	1,680	267
Tazewell	11,500	30	3,400	28,170	8,263	876
Warren	4,300	53	2,300	15,550	3,569	477
Warwick*						
Washington	13,100	25	3,310	43,651	10,016	1,045
Waynesboro*						
Westmoreland	2,700	58	1,570	10,019	1,953	264
Williamsburg*						
Winchester*						
Wise	13,600	30	4,030	33,180	8,099	831
Wythe	5,800	37	2,150	18,629	3,524	408
York	3,300	59	1,940	8,484	1,559	1,091
Total	912,700	59%	537,760	\$3,383,503	\$753,117	\$107,518

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BRISTOL

(Washington County)

WCYB-TV

(Target Date, Sept. 1, 1956)

LICENSEE: Appalachian Bcstg. Co. Address: 100 Front St. Phone: North 3560.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 42.7 kw. Operating Pow.: Visual 70.8 kw, Aural 42.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,219 ft.; Above ground 120 ft. EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Hours, 7 a.m.-midnight.
 AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WCYB.
 REPRESENTATIVES: Sales, Gill-Perna; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, George C. Davis.
 PRINCIPAL STOCKHOLDERS: Robert H. Smith, 25%; J. Fey Rogers, 25%; Charles M. Gore, 16 2/3%; Harry M. Daniel, 16 2/3%; Frank W. DeFriece Jr., 16 2/3%.
 EXECUTIVES: Robert H. Smith, pres., gen. mgr. & film buy. Frank Spaulding, pgm. & prom. suvr. Russell Robinson, ch. engr. J. Fey Rogers, com mgr. Walter Crockett, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

DANVILLE

(Pittsylvania County)

WBTM-TV†

LICENSEE: Piedmont Bcstg. Corp. Address: 710 Grove St. Phone: 2350.
 FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 273 ft.
 OPERATION: Began Feb. 21, 1954.
 AFFILIATIONS: Stations, Am, WBTM. Fm, WBTM-FM.
 REPRESENTATIVES: Washington Attorney, John Midlen; Consulting Engineer, George C. Davis.
 PRINCIPAL STOCKHOLDERS: L. N. Dibrell, 39.6%; estate of James W. Ray, 5.8%; Landon R. Wyatt, 4.76%, and others.

EXECUTIVE: L. N. Dibrell, pres.

†WBTM-TV has suspended operation but has not returned its CP.

HAMPTON

(Independent City)

WVEC-TV (NORFOLK)

LICENSEE: Peninsula Bcstg. Corp. Postal Zone: 10. Address: 812 W. 21st St., Norfolk. Phone: (Norfolk) Madison 7-7774.
 FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Operating Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 505 ft.; Above ground 500 ft. EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 19, 1953. Hours, 7 a.m.-1 a.m.
 AFFILIATIONS: Tv Network, NBC. Station, Am, WVEC.
 REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.
 PRINCIPAL STOCKHOLDERS: Thomas P. Chisman, 15.23%; Harrol A. Brauer Jr., 8.6%; James E. Swafford, 15.23%; J. W. W. Chisman, 19.03%, and others.

BROADCASTING • TELECASTING

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Channel 15

LARGEST UHF CIRCULATION ON THE EAST COAST NEW YORK to MIAMI

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WVEC-TV

- the number one Virginia Market
- lowest cost per thousand
- a basic NBC Station



represented by AVERY-KNODEL

HAMPTON (Cont.)

WVEC-TV (Cont.)

EXECUTIVES:

Thomas P. Chisman, pres., gen. mgr. film buy.
 Harrol A. Brauer Jr., vp. & dir. sls.
 L. W. Kliever, ops. mgr.

Jim Gray, pgm. dir.
 W. C. King Jr., ch. engr.
 Jane Winne, prom. mgr.
 Lewis T. Jester, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$350; minute spot (live) \$80.50, (film) \$70; ID \$35. ID Length 10 sec. Full screen. Frequency discounts from 5% for 52 times up to 25% for 312 times. Rate Card No. 3.

HARRISONBURG

(Rockingham County)

WSVA-TV

LICENSEE: Shenandoah Valley Co. Address: Rawley Pike. Phone: 4-4431.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.32 kw, Aural 4.17 kw. Operating Pow.: Visual 8.32 kw, Aural 4.17 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,130 ft.; Above ground 349 ft.

OPERATION: Began Oct. 19, 1953. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WWSA. Fm, WWSA-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Covington & Burling.

PRINCIPAL STOCKHOLDERS: Hamilton Shea, 50%; Trancontinent Tv Corp., 50%. Trancontinent is composed of principals some of whom have interests in WGR-AM-TV Buffalo, N. Y.

EXECUTIVES:

Hamilton Shea, pres. & gen. mgr.
 Howard C. Evans, gen. sls. mgr.
 Lee Dechert, local sls. mgr.
 Robert E. Lee, pgm. mgr. & film buy.

Warren L. Braun, bgr. engng.
 R. L. Johnson, mgr. adv., prom. & merc.
 Wip Robinson, news ed.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

LYNCHBURG

(Campbell County)

WLVA-TV

LICENSEE: Lynchburg Bcstg. Corp. Address: 925 Church St. Phone: 2-1242.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 1,100 ft.; Above ground 574 ft.

OPERATION: Began Feb., 1953. Hours, 2 p.m.-12:30 a.m.
AFFILIATIONS: Tv Network, ABC. Station, Am, WLVA.
REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Geo. O. Sutton; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Edward A. Allen, 25.5%; Philip P. Allen, 25.5%; John P. Read Jr., 4.20%; Thomas S. Kirkpatrick, 3.18%, and others.

EXECUTIVES:

Edward A. Allen, pres.
 Philip P. Allen, vp., gen. mgr. & com. mgr.

Warren Uttal, pgm. dir. film buy. & prom. mgr.
 John T. Orth, ch. engr.

RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$66, (film) \$60; ID \$30. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

NEWPORT NEWS

(Independent City)

WACH-TV†

LICENSEE: United Bcstg. Co. of Eastern Virginia Inc. Address: 114 24th St. Phone: 3-1631.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 10.5 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 310 ft.; Above ground 319 ft.

OPERATION: Began Oct. 3, 1953.
AFFILIATION: Station, Am, WACH.
REPRESENTATIVES: Washington Attorney, Eugene L. Burke; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: See WOOK-TV Washington, D. C.

EXECUTIVES:

John Doley, pres.
 H. A. Seville, gen. mgr.

†WACH-TV has suspended operation but has not returned its CP.

NORFOLK

(Norfolk County)

WTAR-TV

LICENSEE: WTAR Radio Corp. Postal Zone: 10. Address: 720 Boush St. Phone: Madison 5-6711.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 980 ft.; Above ground 1,029 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began April 2, 1950. Hours, 7 a.m.-1 a.m.
AFFILIATIONS: Tv Networks, ABC, CBS. Station, Am, WTAR.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch).

EXECUTIVES:

Campbell Arnoux, pres. & gen. mgr.
 John C. Pepper, asst. gen. mgr.
 Robert M. Lambe, gen. sls. mgr.
 Harold Soldingier, pgm. dir. & film buy.

Richard L. Lindell, ch. engr.
 Ward Powell, prom. mgr.
 C. MacLeod, news ed.

RATE INFORMATION: Class AA one hour (live) \$935 (film) \$875; minute spot (live) \$230, (film) \$200; ID \$100. ID Length 3 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 52 times up to 15% for 260 times. Rate Card No. 13.

WTOV-TV

LICENSEE: Tim Brite Inc. Address: 1318 Spartley St., Portsmouth, Va. Phone: Export 3-5681.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Operating Pow.: Visual 166 kw, Aural 89.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 410 ft.

OPERATION: Began Oct. 22, 1953. Hours, 2 p.m.-midnight.
REPRESENTATIVES: Sales, Joseph Hershey McGillvra, Inc.

PRINCIPAL STOCKHOLDERS: Temus R. Bright, 95.3%; Anna C. Bright, 4.7%.

EXECUTIVES:

Temus R. Bright, pres.
 Anna C. Bright, sec.-treas.
 Tovey Lee, gen. mgr. & pgm. dir.
 Dorothy Kern, com. mgr.

James Richardson, ch. engr.
 Madeline Shockley, film buy.
 Charles R. Adams, prom. mgr.
 Clem Sineburger, news ed.

RATE INFORMATION: Class A one hour (live) \$124.65 (film) \$124.65; minute spot (live) \$17, (film) \$17; ID \$8.75. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

WVEC-TV

LICENSEE: Peninsula Bcstg. Co. Postal Zone: 10. Address: 812 W. 21st St. Phone: Madison 7-7774. (For full listing see Hampton Va.)

PETERSBURG

(Dinwiddie County)

WXEX-TV

LICENSEE: Petersburg Television Corp. Address: 124 W. Tabb St. Phone: Regent 3-7876.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 979 ft.

OPERATION: Began Aug. 15, 1955.
AFFILIATIONS: Tv Network, NBC. Stations, Am, WLEE Richmond. Fm, WLEE-FM Richmond.

REPRESENTATIVES: Sales, Forjoe Tv; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Lee Bcstg. Co. (WLEE-AM-FM Richmond, Va.), 43.5%; Irvin J. Abeloff, 6.26%, and others. Thomas G. Tinsley and family control Lee Bcstg. Co. and also WITH-AM-FM-TV Baltimore, Md.

EXECUTIVES:

Thomas G. Tinsley, pres.
 Irving G. Abeloff, vp. gen. mgr. & natl. sls. mgr.
 George R. Oliviere, local sls. mgr.

Paul Jensen, ops. mgr.
 James L. Dodd Jr., pgm. dir.
 John Costello, ch. engr.

RATE INFORMATION: Class AA one hour (live) \$750, (film) \$750. Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. Frequency discounts.

PORTSMOUTH

(Norfolk County)

WAVY-TV

(Target Date, Unknown)

LICENSEE: Portsmouth Radio Corp. Address: 205 Professional Bldg.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,026 ft.

AFFILIATION: Station, Am, WAVY.
REPRESENTATIVES: Arnold, Fortas & Porter; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Hunter C. Phelan, 3.05%; Carl J. Burkland, 1.64%; George T. McLean, 11.97%; Henry Clay Hofheimer II, 7.86 and others. Mr. Burkland is former CBS executive.

EXECUTIVES:

Hunter C. Phelan, pres.
 Carl J. Burkland, vp. & gen. mgr.

RICHMOND

(Henrico County)

WOTV (TV)

(Target Date, Unknown)

LICENSEE: Winston-Salem Bcstg. Co. Address: Box 5176, Ardmore P. O., Winston-Salem, N. C.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.33 kw. Transmitter: RCA. Height: Above average terrain 540 ft.; Above ground 546 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.
PRINCIPAL STOCKHOLDERS: See WTOB-TV Winston-Salem, N. C.

EXECUTIVES:

James W. Coan, pres.
 Robert V. Brawley, vp.

John G. Johnson, sec.-treas.

Proof of dominance!

June 1956 figures* give WXEX-TV

16%

more viewers per rating point



- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

**The dominant station serving Richmond,
Petersburg and Central Virginia**

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

RICHMOND (Cont.)

WRVA-TV

LICENSEE: Richmond Television Corp. Postal Zone: 18. Address: P. O. Box 2370. Phone: 83-5461.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 230 kw, Aural 115 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 790 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 29, 1956. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WRVA. Fm, WRVB (FM).

REPRESENTATIVES: Sales, Harrington Righter & Parsons; Washington Attorney, Fisher, Weyland, Duval & Southmayd; Cohn & Marks; Consulting Engineer, Paul Godley.

PRINCIPAL STOCKHOLDERS: Larus & Bro. Co., 60%; Neighborhood Theatres Inc., 14.9%; and others. Larus & Bro. Co. owns WRVA and WRVB (FM) Richmond, and WRVC Norfolk, both Va.

EXECUTIVES:

C. T. Lucy, pres.	Sanford Terry Jr., ch. engr.
Barron Howard, gen. mgr.	Boe Pié, film buy.
James D. Clark Jr., com. mgr.	John L. Stone Jr., prom. mgr.
Sam Carey, pgm. dir.	George Passage, news ed.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. Frequency discounts. Rate Card No. 1.

WTVR (TV)

LICENSEE: Havens & Martin Inc. Postal Zone: 20. Address: 3301 W. Broad St. Phone: 5-8611.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 844 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 22, 1948. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WMBG. Fm, WCOD (FM).

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, John H. Midlen; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Wilbur M. Havens, 100%.

EXECUTIVES:

Wilbur M. Havens, pres., gen. mgr. & com. mgr.	John V. Shand, pgm. dir.
Walter A. Bowry Jr., asst. gen. & com. mgr. & prom. mgr.	James W. Kyle, ch. engr.
	G. Conrad Rianhard Jr., film buy. Roy Roman, news ed.

RATE INFORMATION: Class A one hour (live) \$875, (film) \$875; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. K.

WXEX-TV (PETERSBURG)

LICENSEE: Petersburg Television Corp. Address: 124 W. Tabb St., Petersburg; 6200 Broad St. Road, Richmond. Phone: (Petersburg) Regent 3-7876. (For full listing see Petersburg.)

**ROANOKE
(Roanoke County)**

WDBJ-TV

LICENSEE: Times-World Corp. Postal Zone: 11. Address: 201 W. Campbell Ave. Phone: 3-8031.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 2,000 ft.; Above ground 146 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 3, 1955. Hours 7 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WDBJ. Fm, WDBJ-FM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Licensee publishes Roanoke Times and World-News. Owned by heirs of late J. B. Fishburn.

EXECUTIVES:

M. W. Armistead III, pres., Times-World Corp.	Charles A. Ballou, pgm. mgr.
Ray P. Jordan, mgng. dir.	J. Edward Newman, ch. engr.
John W. Harkrader, asst. mgng. dir.	Mike Schaffer, prom. mgr.
Blake H. Brown, sls. mgr.	Don Murray, news ed.
Paul E. Reynolds, pgm. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$140, (film) \$140; ID \$60. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

We've Moved TO THE TOP!

TOP POWER
316,000 watts

TOP ELEVATION
2,000 Ft. above average
terrain - 3,936 Ft.
above sea level

EXCLUSIVE CBS
AFFILIATE



For 32 years, WDBJ has been the favorite name in Radio in Western Virginia, CBS for 27 years. Now—it's TOP HEIGHT—TOP POWER for WDBJ-TV—with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

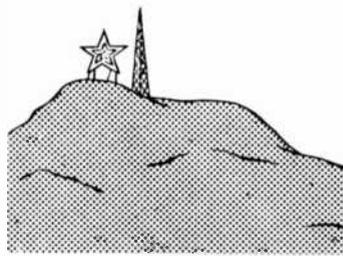
Roanoke is one of the fastest growing markets in the U. S. in the over—100,000 population class.

Ask Peters, Griffin, Woodward, Inc.

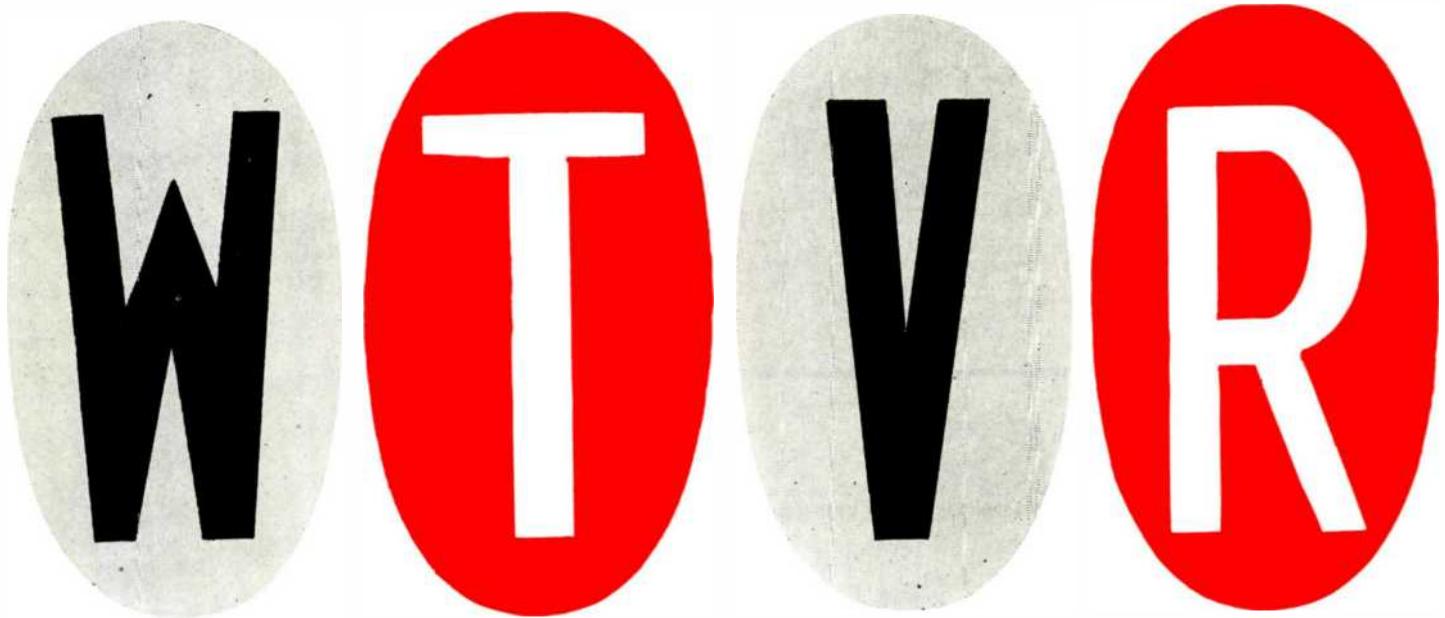


ROANOKE, VIRGINIA
Owned and operated by
TIMES-WORLD CORPORATION

Peters, Griffin, Woodward, Inc., National Representatives



*in Richmond, Virginia it's . . .
the south's first tv station*



YOUR campaign in Virginia isn't complete unless you use **BIG WTVR**, "The Wide Area Station." From Richmond . . . Virginia's Capital City, **WTVR IS COMPLETELY DOMINATING WITH OR WITHOUT AN AERIAL**, and you have the assurance your campaign is in the capable hands of a **PIONEER TELECASTER WITH SKILL, KNOWLEDGE AND ABILITY**, backed-up by a **PROVEN SUCCESS FORMULA** that assures **AN ALWAYS QUALITY JOB**. Don't be satisfied with less than the best . . . **BUY BIG WTVR**, "The South's First Television Station."

**MAXIMUM POWER
100,000 WATTS**

**MAXIMUM HEIGHT
1049 FEET**



WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
AFFILIATED WITH ABC-TV



ROANOKE (Cont.)

WSLS-TV

LICENSEE: Shenandoah Life Stations Inc. Address: Radio-Television Center. Phone: 4-9227.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,970 ft.; Above ground 174 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Dec. 11, 1952.

AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WSLS. Fm, WSLS-FM.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Elliot C. Lovett; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDER: Shenandoah Life Insurance Co., 100%.

EXECUTIVES:

Paul C. Buford, pres. George W. Chernaull, pgm. mgr.
James H. Moore, exec. vp. J. P. Briggs, ch. engr.
& gen. mgr. Charles Garrison, sls. prom. mgr.
Horace Fitzpatrick, asst. mgr. Fred L. Corstaphney, prom. mgr.
& film buy. Thomas S. Wright, news dir.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 3 sec. Share screen. Frequency discounts. Rate Card No. 6.

WASHINGTON

WASHINGTON MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Adams	2,500	43	1,070	16,535	2,602	971
Asotin	3,600	35	1,270	6,019	1,765	369
Benton	21,000	24	5,120	68,604	21,020	4,146
Chelan	12,900	32	4,080	62,877	14,123	2,173
Clallam	8,400	61	5,080	34,489	10,036	934
Clark	27,900	62	17,380	79,199	20,507	2,777
Columbia	1,400	43	600	6,067	1,179	290
Cowlitz	17,800	45	8,030	60,930	14,280	2,106
Douglas	3,700	24	900	5,785	1,513	198
Ferry	900	45	410	1,866	352	98
Franklin	6,900	38	2,640	38,685	6,605	1,120
Garfield	900	38	350	5,662	870	59
Grant	9,300	32	2,960	51,423	10,332	1,536
Grays Harbor	17,200	39	6,690	67,360	16,914	1,611
Island	4,100	73	3,010	9,158	2,171	281
Jefferson	3,300	68	2,260	7,392	2,669	293
King	260,100	70	183,110	1,071,272	219,877	32,967
Kitsap	28,500	77	22,060	86,523	23,132	1,790
Kittitas	6,400	24	1,520	26,699	5,400	614
Klickitat	3,700	32	1,190	11,467	2,681	336
Lewis	13,800	49	6,790	53,500	11,885	1,121
Lincoln	3,300	72	2,360	15,607	2,259	386
Mason	5,100	66	3,360	14,090	4,379	165
Okanogan	8,800	15	1,360	24,347	5,639	742
Pacific	5,400	33	1,760	14,564	4,470	512
Pend Oreille	2,500	50	1,240	8,131	2,079	300
Pierce	89,300	68	60,550	311,766	73,798	10,001
San Juan	1,200	60	720	2,387	897	50
Skagit	13,500	51	6,870	72,734	14,891	1,760
Skamania	1,600	40	630	2,586	751	152
Snohomish	43,100	66	28,230	138,012	35,673	2,902
Spokane	78,600	71	55,650	336,760	70,420	10,059
Stevens	5,500	46	2,540	16,984	3,830	537
Thurston	15,300	63	9,700	58,903	13,807	5,428
Wahkiakum	900	48	430	1,871	365	40
Walla Walla	12,600	31	3,910	48,378	8,910	1,431
Whatcom	21,700	44	9,550	78,589	16,326	2,028
Whitman	8,700	45	3,950	41,200	7,221	1,426
Yakima	43,700	48	21,150	174,206	37,604	4,931
Total	815,100	60%	490,480	\$3,131,817	\$693,232	\$100,640

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BELLINGHAM (Whatcom County)

KVOS-TV

LICENSEE: KVOS Inc. Address: 1151 Ellis St. Phone: 790

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 36.3 kw, Aural 19.5 kw. Operating Pow.: Visual 36.3 kw, Aural 19.5 kw. Transmitter: GE. Antenna Make: Composite. Height: Above average terrain 2,380 ft.; Above ground 140 ft.

OPERATION: Began June, 1954. Hours, 1:45-11:59 p.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, KVOS.

REPRESENTATIVES: Sales, Forjoe Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George Frese.

PRINCIPAL STOCKHOLDERS: Rogan Jones, 92.38%; David Mintz, 4% Ernest E. Harper, 2%; Joseph Bloom, 1%. Mr. Jones is also chairman of board of KPQ Wenatchee, Wash.

WASHINGTON

EXECUTIVES:

Rogan Jones, pres. John Sherman, pgm. dir.
David Mintz, gen. mgr. & film buy. Ernest Harper, ch. engr.
Fred Elsethagen, com. mgr. Alice Griffith, prom. mgr.

RATE INFORMATION: Class A one hour (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 to 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

EPHRATA

(Grant County)
(Target Date, Unknown)

KBAS-TV (Satellite of KIMA-TV Yakima)

LICENSEE: Basin Tv Co. Address: 1411 Fourth Ave. Bldg., Seattle.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 660 ft.; Above ground 139 ft.

REPRESENTATIVES: Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDER: Cascade Bcstg. Co.; see KIMA-TV Yakima, Wash. Thomas C. Bostic, pres. & gen. mgr.

PASCO

(Franklin County)

KEPR-TV (Satellite of KIMA-TV Yakima)

LICENSEE: Cascade Bcstg. Co. Address: Kennewick, Wash. Phone: Justice 6-6184.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 8.91 kw, Aural 4.79 kw. Operating Pow.: Visual 8.91 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,247 ft.; Above ground 351 ft.

OPERATION: Began Dec. 30, 1954. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Network, Same as KIMA-TV Yakima.

PRINCIPAL STOCKHOLDERS: See KIMA-TV Yakima, Wash.

EXECUTIVES:

Thomas C. Bostic, vp. & gen. mgr. Don Hayes, pgm. dir.
Monte Strohl, sta. & com. mgr. Bernard Baillie, ch. engr.
Herchel Cary, gen. sls. mgr. Bob Parnell, news ed.

RATE INFORMATION: Sold only in combination with parent station KIMA-TV Yakima.

SEATTLE-TACOMA

(King and Pierce Counties)
(*Non-Commercial Educational)

KCTS (TV)*

LICENSEE: U. of Washington. Postal Zone: 5. Address: Seattle. Phone: Melrose 0630.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 17.8 kw. Operating Pow.: Visual 30.2 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 287 ft.

OPERATION: Began Dec. 7, 1954. Hours, 1:15-2:10 p.m. & 6-9 p.m.

AFFILIATION: Station, Fm, KUOW.

EXECUTIVES:

Dr. Henry Schmitz, pres. U. of Washington Kenneth Yeend, pgm. dir. & film buy.
Loren B. Stone, gen. mgr. John Boor, ch. mgr.
Gordon Tuell, prod. mgr.

KING-TV

LICENSEE: KING Bcstg. Co. Postal Zone: 9. Address: 320 Aurora Ave., Seattle. Phone: Mutual 3555.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 570 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 25, 1948. Hours, 8:40 a.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KING. Fm, KING-FM.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt is principal stockholder. Licensee also owns 62% of KGW-AM-TV Portland Ore.

EXECUTIVES:

Mrs. A. Scott Bullitt, pres. Robert A. Ferguson, ch. engr.
Henry B. Owen, exec. vp. Robert F. Prins, pub. aff. dir.
Otto P. Brandt, vp. & gen. mgr. Gloria Chandler, pub. serv. dir.
A. P. Hunter, com. mgr. Betty Evans, educ. dir.
James Neidigh, natl. sls. mgr. Mel Anderson, prom. dir.
John Pindell, loc. sls. mgr. G. W. Parker, merc. dir.
Lee Schulman, pgm. dir. & film buy. Charles Herring, news dir.
Tom Dargan, pgm. ops. mgr. Richard Ross, assoc. news dir.
Bernie Carey, prod. mgr. Bill O'Mara, sports dir.
James L. Middlebrooks, engrg. dir.

RATE INFORMATION: Class A one hour (live) \$1,150, (film) \$900; ID \$100. ID Length Video 7 1/2 sec., Audio 6 sec. Specifications 35 mm slide, 16 mm film. Full and share screen. Frequency discounts. Rate Card No. 14.

KOMO-TV

LICENSEE: Fisher's Television Co. Postal Zone: 9. Address: 100 Fourth Ave. N., Seattle. Phone Seneca 6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 550 ft.

**anyone here
in the
dark?**



ARB:

"most everyone watches WSLs-TV"
(station's share of sets in use . . . 73.2%)

TELEVISION MAGAZINE:

"WSLS-TV made Roanoke . . .
Virginia's No. 1 TV Market"

OUR ADVERTISERS:

"We're spending our budgets on
the right station for results"

for more light on the subject...call Avery-Knodel

wsls-tv

ROANOKE, VIRGINIA

Channel 10



***316,000 WATTS**

SEATTLE-TACOMA (Cont.)

KOMO-TV (Cont.)

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Dec. 10, 1953. Hours, 7:45 a.m.-12:15 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KOMO.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Fisher's Blend Station Inc. (KOMO Seattle), 66 2/3%; Theodore R. Gamble, 30%; C. Howard Lane, 3 1/3%. For other interests of Messrs. Gamble and Lane, see KOIN-TV Portland, Ore.

EXECUTIVES:

O. D. Fisher, pres.	Tom Rogstad, pgm. dir.
W. W. Warren, exec. vp. & gen. mgr.	C. E. Miller, ch. engr.
Bill Hubbach, com. mgr.	Margaret Frey, prom. mgr.
Dave Crockett, pgmg. mgr. & film buy.	Herb Robinson, news ed.

RATE INFORMATION: Class AA one hour (film) \$1,025; minute spot (film) \$210; ID \$65. ID Length 10 sec. Full and/or share screen. Frequency discounts. Rate Card No. 5.

KTNT (TV)

LICENSEE: Tribune Pub. Co. Postal Zone: 5. Address: S. 11th & Grant Sts., Tacoma. Phone: Fulton 2561.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 800 ft.; Above ground 580 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1953. Hours, 9 a.m.-midnight. Stations, Am KTNT. Fm, KTNT-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: Licensee publishes Tacoma (Wash.) News-Tribune. Frank S. Baker, 62.5%; Alton F. Baker, 12.46%; Elbert H. Baker Jr., 12.46%; Louis B. Hastings, 12.46%. Alton F. Baker is 63.5% owner of Eugene (Ore.) Register-Guard (KERG Eugene).

EXECUTIVES:

Len Higgins, gen. mgr.	Max Bice, ch. engr.
Larry Carino, com. mgr.	Bob Lyte, prom. mgr.
Burke Ormsby, pgm. dir. & film buy.	Sam Rinaker, news ed.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$900; minute spot (live) \$205, (film) \$180; ID \$90. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

KTVW (TV)

LICENSEE: J. Elroy McCaw. Postal Zone: 7. Address: 5544 N. 35th St., Tacoma; 230 8th Ave. N., Seattle 9. Phone (Tacoma) Skyline 3544; (Seattle) Seneca 3113.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 533 ft.

OPERATION: Began Sept. 22, 1954. Hours, 2 p.m.-3 a.m.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDER: Mr. McCaw also owns KORC Mineral Wells, Tex.; 37.5% of KVTR (TV) Denver, Colo.; 75% of WINS New York, N. Y.; 50% of KELA Centralia, Wash.; 50% of KYA San Francisco, Calif.; 33 1/3% of KALE Richland, Wash.; 33 1/3% of KYAK Yakima, Wash., and 25% of KONA (TV) Honolulu, T. H. Mrs. McCaw owns KAPA Raymond, Wash.

EXECUTIVES:

J. Elroy McCaw, own.	Charles R. Morris, ch. engr.
William Veneman, gen. mgr.	Howard C. Perkins, film dir.
Robert A. Kilpatrick, com. mgr.	Edna K. Hanna, prom. & pub. dir.
Don Wood, pgm. & ops. dir.	Art Primm, news ed.
John Jarstad, sports & sp. events dir.	Cy Flory, sls. serv. mgr.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$600; minute spot (live) \$156.25, (film) \$125; ID \$65. ID Length 8 sec. Specifications 2v2 in. slides. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

SPOKANE

(Spokane County)

KHQ-TV

LICENSEE: KHQ Inc. Postal Zone: 4. Address: Radio Central Bldg. Phone: Madison 5131.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: IDECO. Height: Above average terrain 941 ft.; Above ground 826 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area

KTNT-TV CHANNEL 11

the Combined population of Boston and Columbus is less than that within KTNT-TV's "A" Contour

SWIM SUIT BY JANTZEN



More than 2 million people live in the ENTIRE area covered by KTNT-TV

... and what's more - Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- SEATTLE • TACOMA • EVERETT • BREMERTON • OLYMPIA

The "A" contour area of KTNT-TV contains OVER HALF the population of Washington State, and it accounts for OVER HALF the retail sales of the state.



CBS Television for Seattle, Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

CHANNEL ELEVEN

BASIC

Represented nationally by WEED TELEVISION

More Help! More Sales! on KXLY-TV!

SHASTA canned beverages are a new product on the Spokane market. We were appointed sales representatives on SHASTA canned beverages in June of this year.

Reliable surveys indicate that SHASTA canned beverages now have well over half of the Spokane canned beverage market.

We feel that the featuring of canned SHASTA on the KXLY "Parade of Products" recently has been a major factor in developing the excellent distribution and volume we have on SHASTA canned beverages.

Sincerely,

C. S. Graham (signed)
C. S. GRAHAM & CO.

Available at a discount when published in conjunction with the "XL" Network.

SPOKANE **KXLY-TV** WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep. - AVERY-MODEL
Moore & Lund: seattle, portland

SPOKANE (Cont.)

KHQ-TV (Cont.)

OPERATION: Began Dec. 22, 1952. Hours, 7:45 a.m.-11:30 p.m.
 AFFILIATIONS: Tv Network, NBC. Station, Am, KHQ.
 REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George C. Davis.
 PRINCIPAL STOCKHOLDER: Owned by Spokane Chronicle Co. (Spokane Spokesman-Review and Chronicle).

EXECUTIVES:
 Richard O. Dunning, pres. & gen. mgr. Al G. Sparling, ch. engr.
 J. Birney Blair, com. mgr. Rex Gerlach, prom. mgr.
 William A. Neilson, pgm. dir. & film buy. Patrick J. Cullen, news ed.
 RATE INFORMATION: Class A one hour (live) \$730, (film) \$550; minute spot (live) \$137.50, (film) \$137.50; ID \$68.75. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 7.

KREM-TV

LICENSEE: Louis Wasmer. Postal Zone: 34. Address: S. 4103 Regal St. Phone: Keystone 0466.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 837 ft.; Above ground 747 ft.
 EQUIPPED TO COLORCAST network programs, local films, local slides.
 OPERATION: Began Oct. 31, 1954. Hours, 11:30 a.m.-midnight.
 AFFILIATIONS: Tv Network, ABC. Stations, Am, KREM. Fm, KREM-FM.
 REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A Earl Cullum Jr.
 PRINCIPAL STOCKHOLDER: Mr. Wasmer also owns 43% of KOL Seattle and 22% of KXLL Missoula, Mont.

EXECUTIVES:
 Louis Wasmer, own. & film buy. Walter Schaar, pgm. supvr.
 Robert H. Temple, gen. mgr., Hommer W. Mead, ch. engr.
 com. mgr. & film buy. Richard Hoover, news ed.
 RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 2.

KXLY-TV

LICENSEE: Northern Pacific Television Corp. Postal Zone: 4. Address: 315 W. Sprague Ave. Phone: Madison 4291.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 48 kw, Aural 26.9 kw. Operating Pow.: Visual 48 kw, Aural 26.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,070 ft.; Above ground 150 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Feb., 1952. Hours, 9 a.m.-midnight.
 AFFILIATIONS: Tv Network, CBS. Station, Am, KXLY.
 REPRESENTATIVES: Sales, Avery-Knodel; Moore & Lund (Seattle & Portland); Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.
 PRINCIPAL STOCKHOLDERS: Norman E. Alexander, 45%; Joseph Harris, 45%; Richard E. Jones, 10%.

EXECUTIVES:
 Richard E. Jones, vp., gen. mgr. & Gene Roth, pgm. dir.
 film buy. Dave Green, ch. engr.
 James Agostino, sls. mgr. Robert J. Moore, prom. mgr.
 RATE INFORMATION: Class AA one hour (film) \$600; minute spot (film) \$130; ID \$65. ID Length 10 sec. Full and/or share screen. Frequency discounts.

TACOMA
 (See Seattle-Tacoma)

KVAN-TV

VANCOUVER
 (Clark County)
 (Target Date, Unknown)

LICENSEE: KVAN-TV Inc. Address: 707 1/2 Main St.
 FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 61.7 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 254 ft.
 AFFILIATION: Station, Am, KVAN.
 REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Sheldon F. Sackett, 75%; D. Elwood Caples, 20%; estate of Fred F. Chitty, 5%. Mr. Sackett owns 65% of KROW Oakland, Calif., and 95% of KOOS Coos Bay, Ore.

EXECUTIVES:
 Sheldon F. Sackett, pres. D. Elwood Caples, vp.

YAKIMA
 (Yakima County)

KIMA-TV (Parent station of Satellite KEPR-TV Pasco, KBAS-TV Ephrata)

LICENSEE: Cascade Bcstg. Co. Address: Radio & Television Center. Phone: Glencourt 2-9111.
 FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 63.1 kw. Operating Pow.: Visual 126 kw, Aural 63.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 166 ft.
 OPERATION: Began July 19, 1953. Hours 1 p.m.-midnight.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, KIMA.
 REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Prince, Taylor & Cramp-ton; Consulting Engineer, Frank H. McIntosh & Assoc.

PRINCIPAL STOCKHOLDERS: A. W. Talbot, 73.5%; Thomas C. Bostic, 16.5%; Ralph Sundquist, 8%, and others. Licensee also owns satellite stations KEPR-TV Pasco, KBAS-TV Ephrata, both Wash.; KLEW-TV Lewiston, Idaho, and 40% of KW E Kennewick, Wash.

EXECUTIVES:
 A. W. Talbot, pres. J. Barry Watkinson, ch. engr.
 Thomas C. Bostic, vp. & gen. mgr. Ed Morrissey, prom. & pub. rel. dir.
 H. R. Cary, sls. mgr. John Knievel, news ed.
 Jim Nolan, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$400; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 5.

KRSM (TV)

(Target Date, Unknown)

LICENSEE: Chinook Television Co. Address: P. O. Box 172.
 FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 150 ft.

AFFILIATION: Station, Am, KYAK.
 REPRESENTATIVE: Consulting Engineer, John Walker.
 PRINCIPAL STOCKHOLDER: Robert S. McCaw, who also owns KWIQ Moses Lake, Wash., and 33 1/3% of KALE Richland and KYAK Yakima, Wash. Latter two stations are principally owned by Mr. McCaw's cousin, J. Elroy McCaw (see KTVW [TV] Seattle).

EXECUTIVE:
 Robert S. McCaw, pres.

WEST VIRGINIA

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Barbour	4,700	43	2,010	7,487	2,157	187
Berkeley	8,000	65	5,210	29,228	7,494	1,059
Boone	7,500	55	4,120	16,949	5,331	206
Braxton	3,800	28	1,070	8,844	1,909	157
Brooke	6,900	81	5,560	18,004	4,459	379
Cabell	32,700	81	26,450	130,159	27,850	3,925
Calhoun	2,100	39	810	2,877	638	63
Clay	3,200	45	1,440	4,026	1,335	42
Doddridge	2,100	22	460	3,558	1,067	90
Fayette	18,800	48	9,060	46,800	14,240	1,098
Gilmer	2,100	21	450	2,916	710	65
Grant	2,200	26	570	5,558	1,031	182
Greenbrier	9,200	44	4,060	30,490	6,547	678
Hampshire	2,900	25	710	7,016	1,306	91
Hancock	8,800	81	7,140	26,559	5,470	876
Hardy	2,300	31	710	7,458	947	98
Harrison	22,300	29	6,510	78,844	18,831	3,343
Jackson	3,600	43	1,550	9,071	1,915	123
Jefferson	4,300	62	2,650	15,498	3,640	314
Kanawha	64,500	73	47,280	261,699	63,395	7,306
Lewis	4,600	22	1,000	11,928	3,007	393
Lincoln	4,700	71	3,360	7,659	1,732	44
Logan	17,500	62	10,900	44,080	12,765	1,105
McDowell	21,200	50	10,680	56,027	16,547	906
Marion	19,400	58	11,160	58,358	16,212	1,493
Marshall	9,000	68	6,150	20,438	7,375	621
Mason	6,000	75	4,490	13,857	4,139	383
Mercer	18,300	51	9,280	64,627	15,156	1,766
Mineral	5,700	41	2,320	12,525	3,171	386
Mingo	10,800	63	6,780	35,167	8,388	915
Monongalia	15,600	50	7,830	49,953	12,913	1,535
Monroe	2,900	39	1,130	5,297	933	79
Morgan	2,300	37	840	3,775	1,073	45
Nicholas	6,500	42	2,720	16,032	4,452	218
Ohio	20,600	83	17,120	111,417	18,992	2,658
Pendleton	2,000	44	870	4,019	379	81
Pleasants	1,600	48	770	5,212	1,330	191
Pocahontas	2,700	30	820	6,269	1,514	40
Preston	7,400	40	2,970	12,952	3,558	347
Putnam	5,000	71	3,570	8,943	2,152	28
Raleigh	22,700	37	8,420	53,431	14,919	1,273
Randolph	7,000	28	1,990	23,262	5,030	531
Ritchie	3,000	31	920	6,208	1,363	166
Roane	3,900	43	1,680	7,979	1,992	252
Summers	4,300	45	1,960	9,189	2,496	202
Taylor	4,400	30	1,340	10,200	2,948	276
Tucker	2,400	31	750	4,402	1,368	85
Tyler	2,600	41	1,060	6,479	2,356	139
Upshur	4,800	16	780	12,695	3,043	321
Wayne	8,100	64	5,210	13,252	4,450	212
Webster	3,900	34	1,340	7,412	2,553	60
Wetzel	4,700	43	2,040	15,270	3,817	304
Wirt	1,200	36	440	1,277	30	41
Wood	18,800	39	7,410	67,296	15,845	1,954
Wyoming	8,700	41	3,520	23,822	5,078	327
Total	496,300	55%	271,440	\$1,520,762	\$ 373,978	\$ 39,659

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

BECKLEY
 (Raleigh County)

WOAY-TV (CAK HILL)

LICENSEE: Robert R. Thomas Jr. Address: P. O. Box 251, Oak Hill, W. Va. (For full listing see Oak Hill.)

BLUEFIELD
 (Mercer County)

WHIS-TV

LICENSEE: Daily Telegraph Printing Co. Address: Municipal Bldg. Phone: Davenport 7-7115.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 28.8 kw. Operating Pow.: Visual 50 kw, Aural 28.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 185 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began July, 1955. Hours 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, WHIS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, John Mulaney.

PRINCIPAL STOCKHOLDERS: Licensee publishes Bluefield Telegraph and Sunset News. Jim H. Shott and family own license.

EXECUTIVES:

Hugh Shott Jr., gen. mgr.

P. T. Flanagan, sta. mgr.

O. C. Young, pgm. dir.

John Byers, ch. engr.

Hugh Shott, film buy.

Janie Marie Lamber, prom. mgr.

Don Reed, news ed.

RATE INFORMATION: Class A one hour (live) \$256, (film) \$200; minute spot (live) \$48, (film) \$40; 1D \$20. 1D Length 8 & 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

CHARLESTON
 (Kanawha County)

WCHS-TV

LICENSEE: WCHS-TV Inc. Postal Zone: 24. Address: 1111 Virginia St. E. Phone: 65-358.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Aug. 15, 1954. Hours, 8 a.m.-12:45 a.m.

AFFILIATIONS: Tv Network, CBS. Station, Am, WCHS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Tierney Co. (WCHS Charleston, W. Va.), 60%; Capital Tv Inc., 40%. Sam G. Rahall is president of Capital Tv Inc. For Rahall interests see WQCY (TV) Allentown, Pa.

EXECUTIVES:

Hawthorne D. Battle, pres.

John T. Gelder Jr., vp. & gen. mgr.

John L. Sinclair Jr., com. mgr.

Morton S. Cohn, ogm. dir. & film buy.

Frank Annand, prod. dir.

Phil Sheridan, prom. mgr.

William E. Dixon, ch. engr.

Bob Boaz, news ed.

Harry Brawley, educ. & pub. aff. dir.

RATE INFORMATION: Class AA one hour (film) \$550; minute spot (film) \$140; 1D \$70. 1D Length 8 sec. Specifications: 2x2 in. slides. Full screen. Frequency discounts: from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WKNA-TV†

LICENSEE: Joe L. Smith Jr. Inc. Postal Zone: 1. Address: 804½ Kanawha Blvd., Beckley, W. Va. Phone: 3-9971.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 337 ft.

OPERATION: Began Oct. 12, 1953.

AFFILIATIONS: Stations, Am, WKNA. Fm, WKNA-FM.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Mr. Smith also owns WJLS Beckley, W. Va., and holds option to purchase 40% of WOAY-TV Oak Hill, W. Va.

EXECUTIVE:

Joe E. Smith Jr., pres.

†WKNA-TV has suspended operation but has not returned its CP.

WSAZ-TV (HUNTINGTON)

LICENSEE: WSAZ Inc. Postal Zone: 18. Address: 201 Ninth St., Huntington, W. Va. (For full listing see Huntington.)

CLARKSBURG
 (Harrison County)

WBLK-TV

(Target Date, August 1956)

LICENSEE: Ohio Valley Bcstg. Corp. Address: 211½ Fifth St., Parkersburg, W. Va.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.36 kw, Aural 2.19 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 420 ft.

AFFILIATION: Station, Am, WBLK.

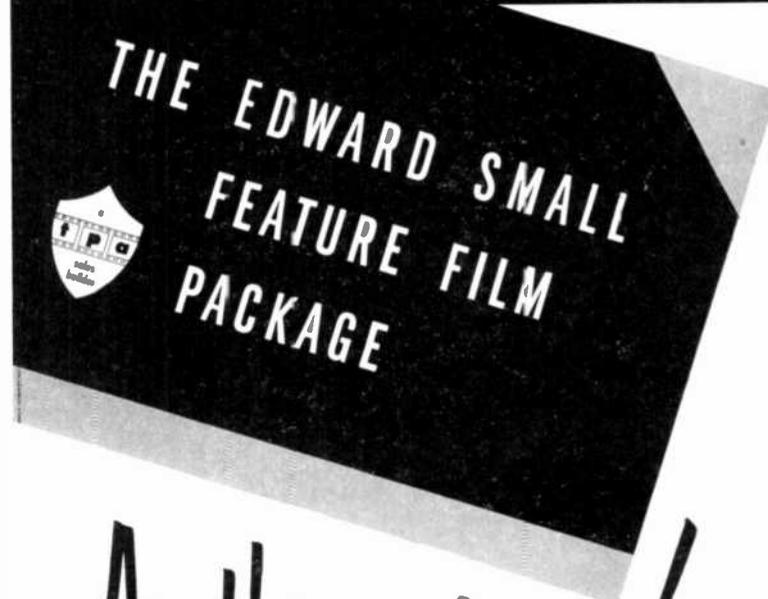
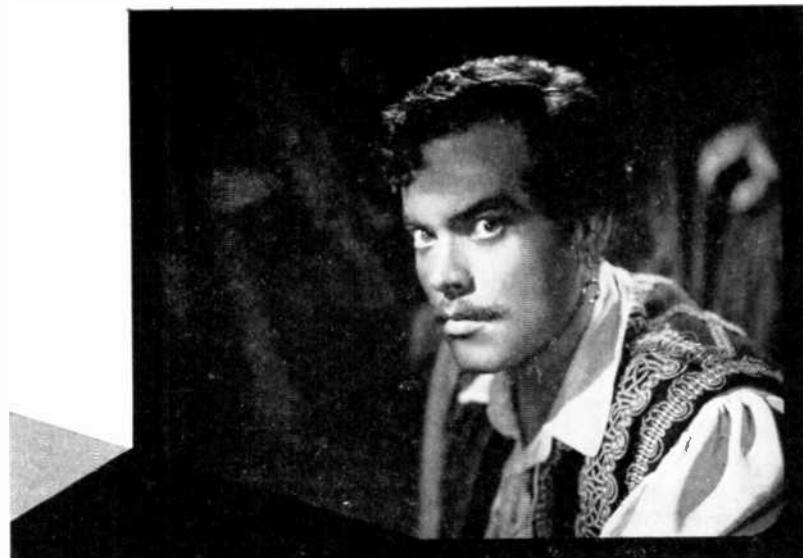
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer: Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: News Pub. Co., 89%, and others. Licensee also owns WPAR-AM-FM Parkersburg, W. Va. News Pub. Co. owns 34% of WTRF-TV Wheeling, W. Va., and publishes Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News. Sale of WBLK and WPAR stations to WSTV Inc. (WSTV-AM-TV Steubenville, Ohio) pending FCC approval.

EXECUTIVES:

Austin V. Wood, pres.

George H. Clinton, vp. & gen. mgr.



Another winner!

from the portfolio of **TPA** Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 488 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Hollywood: 5746 Sunset Boulevard

FAIRMONT
(Marion County)

WJPB-TV†

LICENSEE: WJPB-TV Inc. Postal Zone: 2. Address: 108 Gaston Ave. Phone: Fairmont 93.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 7.08 kw, Aural 3.8 kw. Transmitter: GPL-Continental. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 222 ft.

OPERATION: Began Mar., 1954.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned by J. Patrick Beacom, who also owns 10% of WCTS Fairmont, 10% of WETZ New Martinsville, both W. Va., and 100% of WBUT-AM-FM Butler, Pa. Mr. Beacom publishes weekly Mannington (W. Va.) Times.

EXECUTIVES:

J. Patrick Beacom, pres. & gen. mgr. Robert Frazier, pgm. dir. & film buy.
George Fowler, com. mgr. Joseph Sterloski, ch. engr.

†WJPB-TV has suspended operation but has not returned its CP.

HUNTINGTON
(Cabell County)

WCHS-TV (CHARLESTON)

LICENSEE: WCHS-TV Inc. Postal Zone: 1. Address: 1111 Virginia St., E. Charleston, Phone 65-358. (For full listing see Charleston.)

WHTN-TV

LICENSEE: Cowles Bcstg. Co. Address: 625 4th Ave. Phone: Jackson 5-7661.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA & GE. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,074 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began Oct. 2, 1955. Hours, noon-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WHTN. Fm, WHTN-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Cowles Bcstg. Co. For Cowles interests see WCCO-TV Minneapolis, Minn.

EXECUTIVES:

George Miller Jr., com. mgr. Jerome Cales, film buy.
Milton Slater, pgm. dir. Fanny Ruth Ross, prom. mgr.
Harold Sturm, ch. engr. Marc Jennings, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Specifications: 2x2 in. slides. Share screen. Frequency discounts.

WSAZ-TV

LICENSEE: WSAZ Inc. Postal Zone: 18. Address: 201 9th St., Huntington. Phone: 44126.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,250 ft.; Above ground 1,069 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Nov. 15, 1949. Hours, 6:45 a.m.-1 a.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, WSAZ.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Huntington Pub. Co. (Huntington Herald-Dispatch and Advertiser), 89%; Mrs. Eugene Katz (wife of president of The Katz Agency, station representatives), 11%. Interlocking ownership WGKV Charleston, W. Va.

EXECUTIVES:

Col. J. H. Long, pres. Ned R. Brooke, prod. mgr.
Lawrence H. Rogers II, vp. & gen. mgr. Bert Shimp, educ., pub. serv. & pub. affairs dir.
Leroy E. Kilpatrick, vp. & tech. dir. W. D. Click, farm dir.
C. T. Garten, asst. gen. mgr. John P. Clay, ch. engr.
James H. Ferguson, pgm. dir. Gayle E. MacCracken, film dir.
Robert E. White, sls. mgr. Jack Williams, prom. & merc. dir.
Elizabeth Conaty, natl. sls. dir. John Hurd, supvng. news ed.
William R. Murray, Charleston reg. mgr. Nick Basso, news & pub. rel. dir.

RATE INFORMATION: Class AA one hour (live) \$875, (film) \$800; minute spot (live) \$167.50, (film) \$160; ID \$80. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.

OAK HILL
(Fayette County)

WOAY-TV (BECKLEY)

LICENSEE: Robert R. Thomas Jr. Address: Box 251. Phone: 651.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Operating Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 700 ft.; Above ground 688 ft.

OPERATION: Began Dec. 14, 1954. Hours, 1 p.m.-midnight.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WOAC. Fm, WOAY-FM.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Barnes & Neilson; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Personally owned by Mr. Thomas. Joe L. Smith Jr. (WKNA-AM-TV Charleston and WJLS Beckley, both W. Va.) has option to purchase 40% of WOAY-TV.

EXECUTIVES:

Robert R. Thomas Jr., pres., gen. mgr. & film buy. James Fridemore, pgm. dir.
Ken Rice, ch. engr.
Vic Ludington, com. & prom. mgr.

RATE INFORMATION: Class one hour (live) \$240, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

PARKERSBURG
(Wood County)

WTAP (TV)

LICENSEE: Zanesville Pub. Co. Address 121 W. Seventh St. Phone: Hudson 5-4589.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.5 kw. Operating Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: Gabriel. Height: Above average terrain 570 ft.; Above ground 450 ft.

OPERATION: Began Oct. 8, 1953. Hours, 1 p.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Tv; Washington Attorney, Robert F. Jones; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Licensee publishes Zanesville (Ohio) Time-Recorder and Signal. Clay Littick, 87.5%; Arthur S. Littick, 3.3%; William O. Littick, 9.2%. Licensee owns 63% of WHIZ-TV and 60% of WHIZ Zanesville, Ohio.

EXECUTIVES:

Clay Littick, pres. William Hunt, ch. engr.
Allan Land, gen. mgr. Ed Fisher, film buy.
Milton Komito, sta. mgr. Robert Lefko, prom. mgr.
John Perry, pgm. dir. John Perry, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$12.50. ID Length 8 sec. Full and share screen. Frequency discounts from 11 1/2% for 26 times up to 25% for 260 times. Rate Card No. 1.

WHEELING
(Ohio County)

WLTV (TV)

(Target Date, Unknown)

LICENSEE: Polan Industries. Address: 321 Eighth St., Huntington, W. Va.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 67.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 170 ft.; Above ground 241 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr., equal partners. Polan Industries also owns WPTV (TV) Ashland, Ky.

WTRF-TV

LICENSEE: Tri-City Bcstg. Co. Postal Zone: 7. Address: 1329 Market St. Phone: Cedar 2-7777.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 50 kw. Operating Pow.: Visual 309 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 358 ft.

EQUIPPED TO COLORCAST Network programs.

OPERATION: Began Oct. 24, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Thomas M. Bloch and family, 30%; Albert V. Dix and family, 30%; News Pub. Co., 31%; Robert W. Ferguson, 7.1%; Mr. Dix owns Wooster Record (WWST), Martins Ferry-Bellaire Times-Leader, Defiance Crescent-News, Ravenna-Kent Record and Courier-Tribune, all Ohio. For News Pub. Co. properties see WBLK Clarksburg, W. Va.

EXECUTIVES:

Robert W. Ferguson, exec. vp. & gen. mgr. Howard Daubenmeyer, ch. engr.
Greg Van Camp, prom. mgr.
H. Needham Smith, com. mgr. George Diab, news ed.
By Williams, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$500; minute spot (live) \$120, (film) \$100; ID \$45. ID Length 8 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

STANDOUT...



That's what *your* product message can now be in this great Industrial Heart of America when you enlist the help of WSAZ-TV's new, *fully-equipped* facilities for color telecasting. As the nation's 12th non-network-owned station to install complete color equipment, WSAZ-TV now offers viewers in five states the standout programming of network color shows, plus films, slides and *live local color production*.

Take full advantage of WSAZ-TV's exciting, new colorcasting. The nearest Katz office can paint you the whole bright picture.

Huntington-
Charleston,
West Virginia
CHANNEL 3
Maximum Power
NBC BASIC
NETWORK
affiliated ABC

TELEVISION

also affiliated with Radio Stations WSAZ,
Huntington & WGKY, Charleston
Lawrence H. Rogers, Vice President and
General Manager, WSAZ, Inc.
represented nationally by
The Katz Agency

WISCONSIN MARKET DATA BY COUNTIES

County	Households		No. Households	1955 (\$000)		
	Total	% Television		Retail Sales	Food Sales	Drug Sales
Adams	2,500	20	510	5,778	943	122
Ashland	5,400	41	2,210	20,916	4,707	588
Barron	10,400	46	4,760	38,801	5,531	906
Bayfield	3,900	32	1,240	7,214	1,658	225
Brown	29,400	80	23,520	134,102	27,346	3,162
Buffalo	4,400	51	2,260	10,795	1,488	246
Burnett	3,000	44	1,310	6,440	1,561	126
Calumet	5,400	68	3,680	16,349	2,320	334
Chippewa	11,900	56	6,710	50,483	8,401	1,246
Clark	9,200	29	2,660	24,933	3,752	601
Columbia	10,700	45	4,760	47,403	8,029	1,303
Crawford	5,000	30	1,490	13,586	3,265	152
Dane	52,300	61	31,800	241,153	46,507	5,411
Dodge	17,300	69	11,900	54,212	10,421	1,124
Door	6,600	61	4,050	26,795	5,347	510
Douglas	14,300	61	8,750	45,545	12,472	1,437
Dunn	7,800	60	4,700	25,996	3,116	512
Eau Claire	17,300	60	10,410	63,136	11,509	1,336
Florence	1,200	32	380	2,339	360	42
Fond Du Lac	20,600	66	13,550	83,619	16,851	2,330
Forest	2,300	36	820	6,914	1,997	158
Grant	12,500	41	5,130	42,888	7,454	1,010
Green	7,600	44	3,310	38,542	5,837	793
Green Lake	4,700	46	2,180	19,890	3,825	358
Iowa	5,700	34	1,930	16,540	2,651	295
Iron	2,500	26	640	7,623	2,326	191
Jackson	4,900	32	1,590	14,486	2,530	240
Jefferson	13,500	71	9,610	58,394	11,720	1,323
Juneau	5,500	25	1,370	20,013	3,219	388
Kenosha	25,100	81	20,410	96,845	24,804	2,986
Kewaunee	4,800	64	3,070	14,477	2,377	287
La Crosse	21,100	53	11,230	90,820	18,417	1,666
Lafayette	5,300	34	1,790	16,814	2,772	183
Langlade	6,100	53	3,230	21,145	5,236	384
Lincoln	6,600	38	2,530	24,030	5,673	651
Manitowoc	20,700	72	14,990	77,221	16,537	1,157
Marathon	23,100	46	10,560	81,522	16,545	1,567
Marinette	10,500	54	5,650	35,593	8,419	479
Marquette	2,700	37	990	8,385	1,770	145
Milwaukee	277,800	88	243,080	1,241,748	277,036	35,952
Monroe	8,800	42	3,670	29,348	6,370	701
Oconto	7,400	63	4,670	21,846	3,931	354
Oneida	6,500	29	1,870	29,181	7,478	809
Outagamie	24,900	76	18,950	109,114	21,809	2,580
Ozaukee	7,600	85	6,450	31,124	5,653	682
Pepin	2,100	53	1,110	8,874	1,432	244
Pierce	6,300	74	4,690	21,691	3,932	540
Polk	7,500	70	5,240	26,055	3,480	659
Portage	9,300	46	4,280	32,072	7,139	1,072
Price	4,700	19	890	14,408	3,299	352
Racine	35,700	83	29,670	146,775	35,137	4,983
Richland	5,300	36	1,890	20,572	3,652	414
Rock	30,700	57	17,380	130,866	25,314	3,280
Rusk	4,600	38	1,730	12,261	2,188	261
St. Croix	7,800	77	6,010	27,355	5,097	681
Sauk	12,000	28	3,360	44,465	8,885	917
Sawyer	3,000	39	1,180	9,815	2,518	262
Shawano	9,700	52	5,010	29,650	5,572	518
Sheboygan	25,500	74	18,870	91,923	20,089	2,112
Taylor	4,800	33	1,560	13,341	2,802	240
Trempealeau	6,900	64	4,440	22,484	3,650	399
Vernon	7,800	38	2,990	20,718	4,387	573
Vilas	3,000	19	580	13,462	3,583	241
Walworth	14,400	71	10,180	64,816	12,958	1,603
Washburn	3,300	42	1,390	13,364	2,202	373
Washington	10,700	86	9,220	42,417	9,246	674
Waukesha	28,700	85	24,280	107,672	24,923	3,071
Waupaca	10,600	65	6,880	39,263	7,255	882
Waushara	4,300	30	1,270	15,306	2,256	252
Winnebago	29,100	60	17,430	112,145	24,661	2,690
Wood	15,200	47	7,140	62,208	12,992	1,729
Total	1,059,800	67%	709,040	\$4,218,076	\$880,619	\$106,074

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

EAU CLAIRE
(Eau Claire County)

WEAU-TV

LICENSEE: Central Bcstg. Co. Address: 2415 Hasings Way. Phone: Temple 2-3474.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 144 kw, Aural 72.4 kw. Operating Pow.: Visual 144 kw, Aural 72.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 479 ft.
 EQUIPPED TO COLORCAST Network programs.
 OPERATION: Began Dec. 23, 1953. Hours, 7 a.m.-12 midnight.
 AFFILIATIONS: Tv Networks, ABC, NBC. Stations, Am, WEAU. Fm, WEAU-FM.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Scharfeld & Baron.
 PRINCIPAL STOCKHOLDERS: Morgan and Elizabeth Murphy, 54.6%; W. C. Bridges, 18.6%; Eau Claire Press Co. (Eau Claire Leader and Telegram), 23%. The Murphys also own 50% of KVOL-AM-FM Lafayette, La.; 100% of KGTV (TV) Des Moines, Iowa; and control WECB Duluth, WMFG Hibbing, and WHLB Virginia, all Minn.; and 50% of WISC-AM-FM-TV Madison, Wis. Mr. Bridges also owns 78% of WJMC-AM-FM Rice Lake, Wis., and 10% of WECB, WMFG and WHLB. Murphy newspapers are Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and weekly Range Facts, and Lafayette (La.) Advertiser.

LA CROSSE
(LaCrosse County)

EXECUTIVES:

Walter C. Bridges, pres. T. O. Jorgenson, ch. engr.
 Leo Howard, gen. mgr.
 Wayne F. McNulty, loc. sls. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 4.

GREEN BAY
(Brown County)

WBAY-TV

LICENSEE: Norbertine Fathers. Address: 115 S. Jefferson St. Phone: Hemlock 2-3331.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.
 EQUIPPED TO COLORCAST Network programs.
 OPERATION: Began Mar. 17, 1953. Hours, 7 a.m.-1 a.m.
 AFFILIATIONS: Tv Network, CBS. Station, Am, WBAY.
 REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Hogan & Hartson.
 PRINCIPAL STOCKHOLDERS: Norbertine Fathers (religious order) also own WHBY Appleton, Wis.

EXECUTIVES:

Rev. M. J. Beemster, mgng. dir. Wallace Stangel, ch. engr.
 Haydn R. Evans, gen. mgr. James Krause, film buy.
 R. C. Nelson, com. mgr. Bob Meister, prom. mgr.
 Burkett Farquhar, pgm. dir. Don C. Wright, news ed.

RATE INFORMATION: Class A one hour (live) \$400, minute spot (live) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 5.

WFRV-TV

LICENSEE: Valley Telecasting Co. Address: Bellin Bldg. Phone: Hemlock 7-5411.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 394 ft.
 EQUIPPED TO COLORCAST Network programs.
 OPERATION: Began May 23, 1955. Hours, 1 p.m.-midnight.
 AFFILIATIONS: Tv Networks, ABC, CBS.
 REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: Neenah-Menasha Bcstg. Co. (WNAM), 100%. Samuel N. Pickard, 48.5%; Clayton Ewing, 9.46%; George N. Burridge, 9.4% and others.

EXECUTIVES:

Clayton Ewing, pres. Harry Hill, ch. engr.
 Soren H. Munkhof, vp. & gen. mgr. W. C. Porsow, prom. mgr.
 Robert Kranz, pgm. dir. & film buy. Warren Rhyner, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

WMBV-TV (MARINETTE)

LICENSEE: M&M Bcstg. Co. Address: Madison & Cherry Sts., Green Bay. Phone: Hemlock 2-6631. (For full listing see Marinette, Wisc.)

WKBT (TV)

LICENSEE: WKBH Television Inc. Address: 141 S. 6th St. Phone: 2-4678.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 578 ft.
 OPERATION: Began August 1, 1954. Hours, 2:30-11:30 p.m.
 AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WKBH.
 REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.
 PRINCIPAL STOCKHOLDERS: WKBH Inc., 40%; Howard Dahl, 9%; LaCrosse Tribune, 41% and others. LaCrosse Tribune is a Lee newspaper. For other Lee interests see KGLC-TV Mason City, Iowa.

EXECUTIVES:

Howard Dahl, pres. Al Leeman, ch. engr.
 Robert Z. Morrison Jr., com. mgr. Leonard Anderson, prom. mgr.
 Ray Skaran, pgm. dir. & film buy.

RATE INFORMATION: Class AA one hour (live) \$360, (film) \$360; minute spot (live), \$72, (film) \$72; ID \$36. ID Length 10 sec. Frequency discounts. Rate Card No. 4.

MADISON
(Dane County)

(*Non-Commercial Educational)

WHA-TV*

LICENSEE: Wisconsin State Radio Council. Postal Zone: 6. Address: Radio Hall, U. of Wisconsin, Madison. Phone: Alpine 5-2988.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Operating Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 230 ft.; Above ground 273 ft.
OPERATION: Began May 3, 1954.
AFFILIATIONS: Stations, Am, WHA. Fm, WMA-FM.
REPRESENTATIVES: Attorney, Vernon W. Thomson, Wis. Attorney General; Consulting Engineer, Glenn Koehler, U. of Wisconsin.
EXECUTIVES:
 H. B. McCarty, exec. dir. John H. Stiehl, ch. engr.
 William G. Harley, pgm. dir.

WISC-TV

LICENSEE: Radio Wisconsin Inc. Postal Zone: 3. Address: Commercial State Bank Bldg. Phone: Alpine 7-2588.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 716 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began June 24, 1956.
AFFILIATIONS: Tv Network, CBS. Stations, Am, WISC. Fm, WISC-FM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward, Washington Attorney, Scharfeld & Baron; Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: Ralph M. Immell, 17.5%; Morgan Murphy, 15.2%, Superior (Wis.) Evening Telegram (controlled by Mr. Murphy), 34.8%; Harry Sauthoff, 12.5%, and the following with 5% each: Russell A. Nelsen, Ralph R. O'Connor, H. Kenneth Harley, George H. Johnson, 5%. For other Murphy interests, see WEAU-TV Eau Claire, Wis.
EXECUTIVES:
 Ralph Immell, pres. Richard Kepler, ops. mgr. & film buy.
 Ralph O'Connor, gen. mgr. Walter Hariu, ch. engr.
 Richard Nickeson, com. mgr.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live), \$80, (film) \$80; ID \$40. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

WKOW-TV

LICENSEE: Monona Bcstg. Co. Postal Zone: 3. Address: 215 W. Washington Ave. Phone: Alpine 7-2261.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Operating Pow.: Visual 162 kw, Aural 87.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 596 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July, 1953. Hours, 8:30 a.m.-midnight.
AFFILIATIONS: Tv Network, CBS. Station Am, WKOW
REPRESENTATIVES: Sales, Headley Reed Tv; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Jess Nickles.
PRINCIPAL STOCKHOLDERS: Stewart Watson, 9.86%; E. C. Severson, 10.33%; B. W. Huiskamp, 8.91%; E. B. Rundell, 8.22%; Otto Sanders, 6.68%; George Icke, 5.9%; J. R. Feldman, 6.23%, and others.
EXECUTIVES:
 Stewart Watson, pres. Cloren Smith, tech. supr.
 Ben F. Hovel, gen. mgr. Frank Bignell, film buy.
 Clark Hogan, pgm. dir. Ed Backus, news ed.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WMTV (TV)

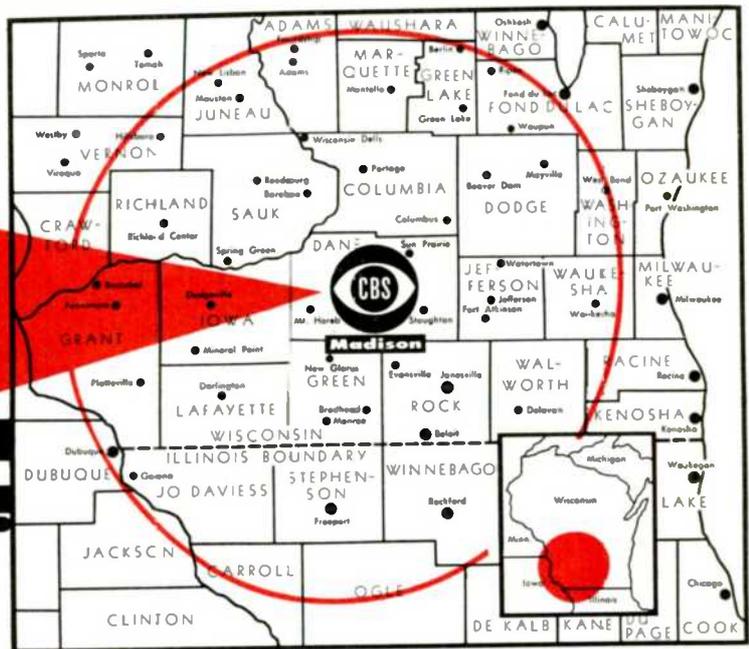
LICENSEE: Bartell Television Corp. Postal Zone: 1. Address: Box 168. Phone: Cedar 3-5381.
FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 112 kw. Operating Pow.: Visual 209 kw, Aural 112 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 594 ft.
OPERATION: Began July 19, 1953. Hours, 7 a.m.-12:30 a.m.
AFFILIATIONS: Tv Networks ABC, NBC.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Samuel Miller; Consulting Engineer, Ralph Evans.
PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, 42.56%; Lee B. Bartell, 23.74%; David Bartell, 23.62%. Bartell's also own WOKY Milwaukee and WAPL Appleton, Wis.; WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; KRUX Phoenix, Ariz. One-third interest in WMTV being bought by WIBA Madison (Capital Times and Wisconsin State Journal).
EXECUTIVES:
 Gerald A. Bartell, pres. W. W. Edwards, film buy.
 Peter P. Theg, com. mgr. Wanda Montz, prom. mgr.
 Claire Roelandt, pgm. dir. Michael Griffin, news ed.
 L. Stanley Sadler, ch. engr.
RATE INFORMATION: Class AA one hour (live) \$280, minute spot (live) \$56; ID \$28. Share screen. Frequency discounts. Rate Card No. 3.

WISC-TV Channel 3 VHF offers you a rich area market! It includes the cream of America's Dairyland, the home of the University of Wisconsin, Wisconsin's Capital City of Madison, a northern section of agricultural Illinois. It is an area of diversified industry—a leading medical center.

NO OTHER station offers you this TV coverage in WISCONSIN and ILLINOIS!

COVERAGE FACTS

- TV Sets in Area** 300,170 (1956)
 - Total Families** 409,800 (1956)
 - Total Population** 1,389,100 (1956)
 - Total Retail Sales** \$1,681,147,000 (1955)
-
- County Coverage** 30 (Wisc., Ill., Iowa)
 - Power** 100,000 Watts
 - Antenna Height** 1826 Ft. A.S.L.



WISC-TV
CHANNEL 3 VHF
 MADISON, WISCONSIN

Represented Nationally by
**PETERS, GRIFFIN,
 WOODWARD, INC.**



MARINETTE
(Marinette County)

WMBV-TV (GREEN BAY)

LICENSEE: Guild Films Co. Inc. Address: Madison & Cherry Sts. Phone: 2-6631.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 132 kw. Operating Pow.: Visual 234 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 818 ft.
OPERATION: Began Sept. 10, 1954. Hours 7 a.m.-11:30 p.m.
AFFILIATIONS: Tv Network, NBC. Station, Am, WMAM.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring Assoc.
PRINCIPAL STOCKHOLDERS: Licensee is tv film production and distribution firm.

EXECUTIVES:
Reub Kaufman, pres.
Patrick Kehoe, pgm. dir. & film buy.
Alister Alexander, ch. engr.
Wallace N. MacBriar Jr., prom. mgr.
Thomas J. Reading, news ed.
RATE INFORMATION: Class A one hour (live) \$290, (film) \$250; minute spot (live) \$55 (film) \$50; ID \$25. ID Length 8 & 10 sec. Specifications 1/4 screen for ID if shared. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MILWAUKEE
(Milwaukee County)

WCAN-TV†

LICENSEE: Lou Poller. Address: 704 W. Wisconsin Ave. Phone: Broadway 6-2154.
FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 138 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 680 ft.
OPERATION: Began Sept. 5, 1953.
AFFILIATION: Station, Am, WCAN.
REPRESENTATIVES: Washington Attorney, Philip M. Baker, and Cottone & Scheiner; Consulting Engineer, Russell P. May.
PRINCIPAL STOCKHOLDER: Lou Poller.
EXECUTIVES:
Lou Poller, pres. & gen. mgr.
†WCAN-TV has suspended operation but has not returned its CP.

(Target Date, Unknown)

WFOX-TV

LICENSEE: Business Management Inc. Address: 4531 W. Forest Home Ave.
FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12. kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 350 ft.; Above ground 434 ft.
AFFILIATION: Station, Am, KFOX.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.
PRINCIPAL STOCKHOLDER: Joseph A. Clark, 100%.
EXECUTIVES:
Joseph A. Clark, pres.

WISN-TV

LICENSEE: The Hearst Corp. Postal Zone: 1. Address: 710 N. Plankinton Ave. Phone: Broadway 1-4644.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,105 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Oct. 27, 1954. Hours, 9 a.m.-midnight.
AFFILIATIONS: Tv Network, ABC. Station, Am, WISN.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Kiplovitz; Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: For Hearst interests see WBAL-TV Baltimore, Md.
EXECUTIVES:
John B. Soell, gen. mgr. & com. mgr.
R. E. Shireman, local sls. mgr.
Mel Quinn, pgm. dir.
Lionel Wittenberg, ch. engr.
Sydney Barbet, film buy.
Louis Riepenhoff, prom. mgr.
Carl Zimmermann, news ed.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$160, (film) \$160; ID \$60. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 4.

WITI-TV (WHITEFISH BAY)

LICENSEE: Independent Television Inc. Postal Zone: 3. Address: 212 W. Wisconsin Ave. Phone: Flagstone 2-6600.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 63.1 kw. Operating Pow.: Visual 100 kw, Aural 63.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 980 ft.; Above ground 1,046 ft.
EQUIPPED TO COLORCAST local live programs, local films, local slides.
OPERATION: Began May 21, 1956. Hours, 4:40 p.m.-midnight.
REPRESENTATIVES: Sales, Branham Co.; Washington Attorney, Roberts & McInnis.
PRINCIPAL STOCKHOLDERS: Jack Kahn, 33.2%; Lawrence Fleischman, 11.7%; Max Osnos, 10.56%; Sol Kahn, 7% and others. Mr. Osnos owns WBID-TV Detroit and WTOH-TV Toledo.

EXECUTIVES:

Jack Kahn, pres.
J. I. Meyerson, gen. mgr.
J. G. Sandison, com. mgr.
Dean McCarthy, pgm. dir. & film buy.
Dan Gellerup, tech. dir.
Bob Truscott, ch. engr.
Leon A. Dolnick, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 2.

WMVS-TV*

(*Non-Commercial Educational)
(Target Date, Unknown)

LICENSEE: Milwaukee Board of Vocational & Adult Education. Address: 1015 N. Sixth St.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 64.6 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 473 ft.
REPRESENTATIVES: Sales, Harrison, Righter & Parsons; Washington Attorney, Walter J. Mattison, Milwaukee City Attorney; Consulting Engineer, Glen Koehler.
EXECUTIVE:
William F. Rasche, dir.

WTMJ-TV

LICENSEE: The Journal Co. Postal Zone: 1. Address: 333 W. State St. Phone: Broadway 1-6000.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,032 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Dec. 3, 1947. Hours, Mon-Thurs. 6:45 a.m.-midnight; Fri. 6:45 a.m.-1:30 a.m.; Sat. 7:45 a.m.-1:30 a.m.; Sun. 8:45 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, WTMJ.
REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson.
PRINCIPAL STOCKHOLDERS: Licensee publishes Milwaukee Journal.
EXECUTIVES:

Walter J. Damn, vp. & gen. mgr. of radio & tv, The Journal Co.	Bruce Wallace, mgr. pub. serv. bcsts & prom.
George R. Comet, mgr. of radio & tv	Maurice Kipen, music dir.
Robert J. Heiss, asst. mgr.	Jack Krueger, news ed.
G. J. Nicoud, asst. to mgr.	Edwin Stenzel, art dept. mgr.
L. W. Herzog, research & development coor.	Phillip B. Laeser, mgr., am. & tv engrng.
Neale V. Bakke, sls. mgr.	Edwin L. Cordes, tv ch. engr.
Sprague Vonier, pgm. mgr.	Henry Goeden, field supvr.
Hugo Birmingham, prod. mgr.	Alva Van Alstyne, tv transmitter supvr.
James Fitzgerald, film ed.	Nick Brauer, studio supvr.
Wendell Palmer, cont. mgr.	Herman Lache, audio supvr.

RATE INFORMATION: Class AA 30 second spot \$375; 20 second spot \$250; 10 second spot \$100. Class A one hour \$1,150, 20 second spot \$200; ID \$80. ID Length 8 sec. Full screen. Rate Card No. 18.

WXIX (TV)

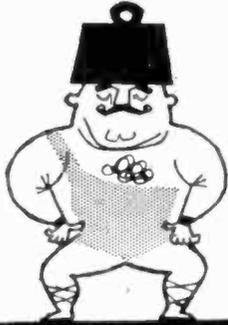
LICENSEE: Columbia Bcstg. System Inc. Postal Zone: 9. Address: 5445 W. 27th St. Phone: Uptown 3-1919.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 141 kw. Operating Pow.: Visual 257 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 530 ft.; Above ground 661 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 27, 1953. Hours, 6:45 a.m.-1 a.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, CBS Tv Spot Sales.
PRINCIPAL STOCKHOLDERS: For CBS holdings see WCBS-TV New York, N. Y.
EXECUTIVES:
Frank Stanton, pres., CBS Inc.
J. L. Van Volkenburg, pres., CBS-Television
Edmund C. Bunker, gen. mgr.
Theodore F. Shaker, gen. sls. mgr.
Arthur F. Schoenfuss, ops. dir.
J. Lathrop Viemeister, bus. mgr.
Leon Drew, pgm. dir. & film buy.
F. R. Heuberger, ch. engr.
Bob Van Roo, prom. & publicity dir.
Jerry Dunphy, news dir.
RATE INFORMATION: Class A one hour (film) \$600, 20 second spot (film) \$100; ID \$50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 3.

SUPERIOR
(Douglas County)

WDSM-TV (DULUTH, MINN.)

LICENSEE: Northwest Publications Inc. Postal Zone: 2. Address: 230 E. Superior St. Phone: Randolph 7-6875.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 584 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 1, 1954. Hours, 7 a.m.-midnight.
AFFILIATIONS: Tv Network, NBC. Station, Am, WDSM.
REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fly, Shuebrunk, Blume & Gaguine; Consulting Engineer, John Sherman.
PRINCIPAL STOCKHOLDERS: Licensee is owned by Ridder newspaper interests. For Ridder holdings see WCCO-TV Minneapolis, Minn.

12 IS BIG IN MILWAUKEE



GREATEST POWER HIGHEST TOWER

AT 316,000 watts, Milwaukee's TV Strong Man provides perfect pictures, bright and clear, on new sets or old, close to the transmitter or far away.

At 1,105 feet, Wisconsin's tallest structure and Milwaukee's top TV tower offers the greatest aerial performance in the market for your sales messages.

TREMENDOUS COVERAGE



With WISN-TV you blanket Milwaukee and 23 rich surrounding counties. Within our coverage area is a bustling population of over 2½ million people with an effective buying income of almost five billion dollars. Just look at these retail sales estimates for five store groups:

FOOD—\$773,871,000
GENERAL MERCHANDISE—\$354,986,000
FURNITURE-HOUSE-RADIO-TV—\$151,944,000
AUTOMOTIVE—\$598,242,000
DRUG—\$85,707,000



- ★ TOP-RATED ABC, FILM, LOCAL SHOWS
- ★ COMPLETE MERCHANDISING PROGRAM
- ★ EXTENSIVE PROMOTION, PUBLICITY
- ★ COMPLETE TECHNICAL, PRODUCTION FACILITIES
- ★ LOW, LOW COST-PER-THOUSAND

WISN-TV

CHANNEL 12 MILWAUKEE

BASIC ABC AFFILIATE

Represented by

John B. Soell, Director

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



WSAU-TV

WAUSAU, WIS.
CHANNEL 7

Gives North Central Wis.

*A
Shot
in
the
Arm!*



1921'
above
sea level

539,700
population

153,680 homes

*Midland Coop's
shot in the arm
cost them only \$1.30
per thousand viewers.

STOCKHOLDERS:

Newspapers:

Wausau Daily Record Herald
Marshfield News Herald
Wis. Rapids Daily Tribune
Merrill Daily Herald
Rhineland Daily News
Antigo Daily Journal

Radio Stations:

WSAU-WFHR-WATK

OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

Represented by:
MEEKER TV
New York, Chi., Los
Angeles, San, Fran.
HARRY HYETT
Minn. - St. Paul

WISCONSIN

SUPERIOR (Cont.)

WDSM-TV (Cont.)

EXECUTIVES:

Robert Ridder, pres.
Rodney Quick, gen. mgr.
Tom Gavin, gen. sls. mgr.
Martin Olson, com mgr.
Lew Martin, pgm. dir.
George Carlson, ch. engr.
Edwin Conrad, film buy.
Paul Andresen, prom. mgr.
Bob Ball, news ed.

RATE INFORMATION: Class AA one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WFTV (TV)† (DULUTH, MINN.)

LICENSEE: Great Plains Tv Properties of Minnesota Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: 7-6881. (For full listing see Duluth, Minn.)

†WFTV (TV) has suspended operation but has not returned its CP.

KDAL-TV (DULUTH, MINN.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg., Duluth, Minn. Phone: Randolph 2-4466. (For full listing see Duluth, Minn.)

WAUSAU (Marathon County)

WSAU-TV

LICENSEE: Wisconsin Valley Television Corp. Address: 5th & Franklin Sts. Phone: 2-1021.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 421 ft.

OPERATION: Began Oct. 24, 1954. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WSAU.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

PRINCIPAL STOCKHOLDERS: Wausau Record-Herald, 25%; Charles Lemke, 25%; Wisconsin Rapids Tribune-WFHR, 12.5%; Marshfield News-Herald, 12.5%; Antigo Journal-WATK, 8.32%; Rhinelander News, 8.32%; Merrill Herald, 8.32%, all Wis.

EXECUTIVES:

John C. Sturtevant, pres.
Geo. T. Frechette, vp., gen. mgr.
& film buy.
Richard D. Dudley, com. & prom. mgr.
Bart Kellhauser, pgm. dir.
Roland W. Richardt, ch. engr.
Walter J. Chilsen, news ed.

RATE INFORMATION: Class A one hour (live) \$280, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Specifications 16mm film; 2x2 in slides. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

WHITEFISH BAY (Milwaukee County)

WITI-TV

LICENSEE: Independent Television Inc. Address: 212 W. Wisconsin, Milwaukee. Phone: Flagstone 2-6600. (For full listing see Milwaukee.)

WYOMING

WYOMING MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1955 (\$000)	Food Sales 1955 (\$000)	Drug Sales 1955 (\$000)
Albany	5,900	28	1,660	25,858	5,962	633
Big Horn	3,600	13	480	11,498	2,439	466
Campbell	1,400	6,218	1,258	104
Carbon	5,000	21,329	4,149	836
Converse	1,700	8,028	1,501	263
Crook	1,200	3,710	679	52
Fremont	5,900	26,252	4,436	802
Goshen	3,600	17	610	14,524	3,098	483
Hot Springs	1,800	7,236	1,317	351
Johnson	1,400	5,809	1,313	203
Laramie	15,700	58	9,090	71,283	14,675	2,284
Lincoln	2,400	21	490	10,817	1,951	350
Natrona	13,300	18	2,390	70,872	14,397	2,216
Niobrara	1,200	5,666	1,067	67
Park	5,200	13	660	19,914	3,327	600
Platte	2,400	19	470	10,561	1,884	549
Sheridan	6,200	25,097	4,739	749
Sublette	900	2,854	533	183
Sweetwater	6,300	20,364	5,155	971
Teton	800	46	370	6,038	1,430	200
Uinta	1,700	33	560	8,570	1,849	286
Washakie	2,100	22	460	11,365	1,853	381
Weston	2,400	11,996	2,116	407
Yellowstone
Nat'l Park	100	27	30	6,461
Total	92,200	21%	18,920	\$412,320	\$81,128	\$13,436

Note: Food, drug and retail sales copyright 1956 by Sales Management. Further reproduction unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of June 1955 and shows total number of households in each county, number of households with one or more tv set and percentage of households with tv. — Indicates percentage of tv households is less than 10%. * Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

CHEYENNE
(Laramie County)

KFBC-TV (Parent Station of Satellite KSTF (TV) Scottsbluff, Neb.)

LICENSEE: Frontier Bcstg. Co. Address: 2923 E. Lincoln Way. Phone: 4-4461.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 483 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 21, 1954. Hours, 4:45-11 p.m.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Stations, Am KFBC.
REPRESENTATIVES: Sales, George P. Hollingberry Co.; Washington Attorney, Kooten & Burt.

PRINCIPAL STOCKHOLDERS: William C. Grove, 9.58%; Tracy S. McCracken and wife, 10.56%; Raymond F. List, 3.69%; W. A. Corson, 8.85%; D. E. Woodson, 3.29%; A. E. Stoddard, 11%; O. B. Kierfer, 2.56%; F. H. Ricketson, 9.21%; Cheyenne Newspapers Inc., 38.82%, and others. Licensee is parent station of KSTF (TV) Scottsbluff, Neb. Cheyenne Newspapers, 47% owned by McCracken family, publishes Cheyenne Eagle and State Tribune, Laramie Bulletin and Republican Boomerang, Rawlins Times (KRAL), Rock Springs Rocket (KVRS), Worland Northern Wyoming News, all Wyoming. Mr. Grove is majority stockholder in KSID Sidney, Neb.

EXECUTIVES:
Robert S. McCracken, pres. & film buy. Charles P. Cahill, com. mgr. Joyce Pratt, pgm. dir. William C. Grove, exec. vp., gen. mgr. & ch. engr. Bill Brach, prom. mgr. Kirk Knox, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

ALASKA

ANCHORAGE

KENI-TV

LICENSEE: Midnight Sun Bcstg. Co. Address: Box 1160. Phone: 5-2201.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 70 ft.; Above ground 173 ft.

OPERATION: Began Oct. 15, 1953. Hours, 3 p.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC, Station, Am, KENI.
REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day, (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Charles Gray.

PRINCIPAL STOCKHOLDERS: See KFAR-TV Fairbanks, Alaska.

EXECUTIVES:
Austin G. Cooley, pres. Bill Harris, ch. engr. Alvin O. Bramstedt, gen. mgr. Mirem Kinsey, film buy. James Duncan, com. mgr. Barbara Harrison, prom. mgr. Richard Rand, pgm. dir. Ty Clark, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$33, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

KTVA (TV)

LICENSEE: Northern Television Inc. Address: 4th & Denali Sts. Phone: 5-4321.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 3.24 kw, Aural 1.62 kw. Operating Pow.: Visual 3.24 kw, Aural 1.62 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 168 ft.; Above ground 230 ft.

OPERATION: Began Dec. 11, 1953. Hours, 3:30 p.m.-11:30 p.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

PRINCIPAL STOCKHOLDERS: Same as KTVF (TV) Fairbanks, Alaska.

EXECUTIVES:
A. G. Hiebert, pres. & gen. mgr. LaVerne Farnham, prom. mgr. Paul West, pgm. dir. Del Malkie, news ed. Jack M. Walden, ch. engr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$150; minute spot (live) \$38.50, (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 2.5% for 13 times up to 20% for 260 times. Rate Card No. 1.

FAIRBANKS

KFAR-TV

LICENSEE: Midnight Sun Bcstg. Co. Address: P. O. Box 910. Phone: 2125.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 40 ft.; Above ground 200 ft.

OPERATION: Began March 1, 1955. Hours, 3 p.m.-midnight.
AFFILIATIONS: Tv Networks, ABC, NBC, Station, Am, KFAR.
REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Lathrop Co., 81.1%; Richard Rollins, 15.36% and others. Licensee also owns KENI-AM-TV Anchorage, KJNO Juneau and KABI Ketchikan, all Alaska.

EXECUTIVES:

Austin G. Cooley, pres. Bob Johnson, com. mgr.
Alvin O. Bramstedt, gen. mgr. John Miller, pgm. dir.
Don McCune, sta. mgr. Charles M. Gray, ch. engr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

KTVF (TV)

LICENSEE: Northern Television Inc. Address: Box 590. Phone: 3636.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.5 kw. Operating Pow.: Visual 11 kw, Aural 5.5 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain —50 ft.; Above ground 168 ft.

OPERATION: Began Feb. 17, 1955. Hours, 3-11 p.m.
AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

PRINCIPAL STOCKHOLDERS: A. G. Hiebert, 16.3%; Jack M. Walden, 3.99%; William J. Wagner, 9.86%; M. B. Kirkpatrick, 4.93%; B. J. Gottstein, 2.465%; and others. Licensee also owns KTVA (TV) Anchorage. Mr. Wagner also owns KFQD Anchorage, KFRB Fairbanks, KINY-AM-TV Juneau, KTKN Ketchikan, KIH B Seward, and KIFW Sitka, all Alaska.

EXECUTIVES:
A. G. Hiebert, pres. Wm. Holman, ch. engr. Walt Welch, gen. mgr. Norman Nissen, prom. mgr. John Griffin, com. mgr. Jack Gourley, news ed. Vernon Francis, pgm. dir.

RATE INFORMATION: Class A one \$135; minute spot \$27; ID \$13.50. ID Length 10 sec. Full screen or share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

JUNEAU

KINY-TV

LICENSEE: Alaska Bcstg. System Inc. Postal Zone: 1. Address: 830 Securities Bldg., Seattle 1, Wash. Phone: Seneca 6333.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 0.263 kw, Aural 0.132 kw. Operating Pow.: Visual 0.263 kw, Aural 0.132 kw. Transmitter: Adler. Antenna Make: Adler. Height: Above average terrain —960 ft.; Above ground 35 ft.

OPERATION: Began Feb. 19, 1956. Hours, 6:30-10 p.m.
AFFILIATIONS: Tv Network, CBS, Station, Am, KINY.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales; Washington Attorney, Philip M. Baker; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: William J. Wagner. Mr. Wagner owns 9.86% of KTVF (TV) Fairbanks, and 100% of KFQD Anchorage, KFRB Fairbanks, KTKN Ketchikan, KIBH Seward and KIFW Sitka, Alaska.

EXECUTIVES:
Wm. J. Wagner, pres., gen. mgr. & film buy. Richard Peter, pgm. dir. & news ed. Joseph Mangan, com. mgr. J. W. McKinley, ch. engr. Irving W. Lusk, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$60; (film) \$60; minute spot (live) \$12; (film) \$12; ID \$7.20. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

GUAM

AGANA

KUAM-TV

LICENSEE: Radio Guam. Address: P. O. Box 68. Phone: 7-2365.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual .436 kw, Aural .218 kw. Transmitter: Adler. Antenna Make: Prodelin. Height: Above average terrain 70 ft.; Above ground 302 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Aug. 5, 1956.
AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Station, Am, KUAM.

REPRESENTATIVES: Sales, Young Television; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, T & T Radio Measurements Co.

PRINCIPAL STOCKHOLDERS: Harry Michael Engel Jr., 45.5%; Phil Berg, 45.5%; William B. Duce, 4%; John P. Hearne, 5%. Mr. Hearne and wife have 20.3% interest in KVEN Ventura and 33 1/3 interest in KAFY Bakersfield, both Calif.

EXECUTIVES:
Harry M. Engel Jr., pres. Claude Turner, ch. engr. H. Richard Maguire, mgng. dir. Stuart Rider, prom. mgr. Donald C. Brown, ops. mgr. & film buy. John Barton, news ed.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$24, (film) \$24; ID \$12. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 1.

HILO

(Hawaii County)

KHBC-TV (Satellite of KGMB-TV Honolulu)

LICENSEE: Hawaiian Bcstg. System Ltd. Postal Zone: 9. Address: P. O. Box 581, Honolulu T. H. Phone: Honolulu 9-2011.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 1 kw, Aural 0.5 kw. Operating Pow.: Visual 1 kw, Aural 0.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —290 ft.; Above ground 258 ft.

OPERATION: Began May 15, 1955. Hours, 11 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu, T. H.

EXECUTIVES & RATE INFORMATION: See KGMB-TV Honolulu.

HONOLULU

(Honolulu County)

KGMB-TV (Parent Station of Satellites) KHBC-TV Hilo, KMAU (TV) (Wailuku)

LICENSEE: Hawaiian Bcstg. System Ltd. Postal Zone 9. Address: P. O. Box 581, Honolulu T. H. Phone: 9-2011.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw, Aural 63.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —150 ft.; Above ground 338 ft.

OPERATION: Began Dec. 1, 1952. Hours, 11 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co., 68.72%; Honolulu Star-Bulletin, 24.55%; Corp. of President, Church of Jesus Christ of Latter Day Saints (Mormon), 6.73%. Licensee also owns KHBC-AM-TV Hilo, and KMAU (TV) Wailuku, both T. H. For Mormon church holdings, see KSL-TV Salt Lake City.

EXECUTIVES:

J. Howard Worrall, pres. & gen. mgr.

Melvin B. Wright, sta. mgr.

Charles C. Crockett, sls. mgr.

Robert O. Costa, pgm. dir. & film buy.

Daniel O. Hunter, ch. engr.

John T. Quinlan, prom. mgr.

Wayne L. Collins, news ed.

RATE INFORMATION: Class A one hour (live) \$405, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Specifications film or slide. Full screen. Frequency discounts from 5% for 13 times up to 30% for 312 times. Rate Card No. 3.

Note: Rates include satellite operation of KHBC-TV Hilo and KMAU (TV) Wailuku, and applies to simultaneous telecasts on all three stations.

KONA (TV) (Parent Station of Satellite KMVI-TV Wailuku)

(Honolulu County)

LICENSEE: Radio Honolulu Ltd. Postal Zone: 13. Address: 206 Koula St. Phone: 6-2366.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —150 ft.; Above ground 350 ft.

OPERATION: Began Dec., 1952. Hours, 2-11 p.m.

AFFILIATIONS: Tv Network, NBC. Station, Am, KGU.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Advertiser Publishing Co. (Honolulu Advertiser-KGU), 50%; Island Broadcasting Co. (J. Elroy McCaw and John D. Keating), 50%. For Mr. McCaw's interests, see KTVW (TV) Seattle, Wash.

EXECUTIVES:

Lorrin P. Thurston, bd. chmn.

John D. Keating, pres. & gen. mgr.

James A. Gunn, gen. sls. mgr.

James W. Spencer, natl. sls. mgr.

James Washburn, pgm. dir. & film buy.

Lawrence Trombly, ch. engr. & asst. sta. mgr.

Gene Terrell, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$405, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

KULA-TV

LICENSEE: Television Corp. of America. Address: 1290 Ala Moana Blvd. Phone: 6-3666.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain —130 ft.; Above ground 365 ft.

OPERATION: Began April 16, 1954. Hours, 4:30-11 p.m.

AFFILIATIONS: Tv Network, ABC. Station, Am, KULA.

REPRESENTATIVES: Sales, Young Television.

PRINCIPAL STOCKHOLDERS: Owned 25% each by Albert Zugsmith, Arthur B. Hogan, Richard C. Simonton and Jack Burnett. Messrs. Zugsmith, Hogan and Simonton have varying interests in KRKD-AM-FM Los Angeles, KITO San Bernardino, KFOX Long Beach, KVSM San Francisco, all Calif. Purchase of KULA-AM-TV by Crowell-Collier Corp. pending FCC approval.

EXECUTIVES:

Jack Burnett, gen. mgr. & film buy.

M. Franklyn Warren, com. mgr.

Bob Sevey, pgm. dir.

Ronald Miyahira, ch. engr.

Paul Yamamoto, prom. mgr.

Wright Esser, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Share screen. Frequency discounts.

WAILUKU

KMAU (TV) (Satellite of KGMB-TV Honolulu)

LICENSEE: Hawaiian Bcstg. System Ltd. Postal Zone 9. Address: P. O. Box 581, Honolulu T. H. Phone: (Honolulu) 9-2011.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.89 kw, Aural 4.7 kw. Operating Pow.: Visual 5.89 kw, Aural 4.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 5,960 ft.; Above ground 74 ft.

OPERATION: Began April 24, 1955. Hours 11 a.m.-11:30 p.m.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu, T. H.

EXECUTIVES & RATE INFORMATION: See KGMB-TV Honolulu.

KMVI-TV (Satellite of KONA (TV) Honolulu)

(Maui County)

LICENSEE: Maui Pub. Co. Address: P. O. Box 374. Phone: 3-3981.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 15.1 kw. Operating Pow.: Visual 30.2 kw, Aural 15.1 kw. Transmitter: GE. Height: Above average terrain 5,940 ft.; Above ground 100 ft.

OPERATION: Began Dec. 4, 1955. Hours, 1:30-11:30 p.m.

AFFILIATION: Tv Network NBC. Stations, Am, KMVI.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lawrence Trombly.

PRINCIPAL STOCKHOLDERS: J. Walter Cameron, 41.7%; Maui Pineapple Co., 41.2%; Kahului Railroad Co., 8.4%. Mr. Cameron is purchasing interests of Maui Pineapple Co., to give him 82.9% ownership; this is pending FCC approval.

EXECUTIVES:

J. Walter Cameron, pres.

Ezra J. Crane, gen. mgr.

Richard E. Mawson, sta. mgr.

George Tam, ch. engr.

W. J. Belknap, prom. mgr.

RATE INFORMATION: Class A minute slide \$27; 30 second slide \$18; ID \$13.50. ID Length 10 sec. Frequency discounts from 20% for 13 times up to 40% for 260 times. Rate Card No. 1.

NOTE: Sold in combination with KONA (TV) Honolulu from where programs originate. KMVI (TV) originates only slide commercials with audio.

PUERTO RICO

CAGUAS

(Guayama County)

WKBM-TV

(Target Date, Unknown)

LICENSEE: American Colonial Bcstg. Corp. Address: P. O. Box 4189, San Juan, P. R.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 2.67 kw, Aural 1.35 kw. Transmitter: Gates. Antenna Make: RCA. Height: Above average terrain 1,180 ft.; Above ground 237 ft.

REPRESENTATIVES: Sales, Pan American Bcstg. (New York); Washington Attorney, Frank Stollenwerck; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Owned by Ralph Perez Perry, who also owns WKVM San Juan, and WSUR-TV Ponce, both P. R.

EXECUTIVES:

Ralph Perez Perry, pres.

Mariano Angelet Escudero, com. mgr.

Rafael Jose Acosta, ch. engr.

MAYAGUEZ

(Mayaguez County)

WORA-TV

LICENSEE: Supreme Bcstg. Co. Inc. of Puerto Rico. Address: Darlington Bldg. Phone: 1151.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 1.48 kw, Aural 0.891 kw. Transmitter: Gates. Antenna Make: GE. Height: Above average terrain 1,994 ft.; Above ground 141 ft.

OPERATION: Began Oct. 1, 1955. Hours, 4 a.m.-10 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Station, Am, WORA.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George Mayoral.

PRINCIPAL STOCKHOLDERS: Alfred R. deArellano Jr., 63.9%, and Supreme Bcstg. Co. (WJMR-AM-TV New Orleans), 30%.

EXECUTIVES:

Alfredo R. deArellano Jr., pres. & gen. mgr.

George Mayoral, exec. vp.

Reinaldo M. Dupont, asst. gen. mgr., com. mgr. & film buy.

Ramon T. Medina, pgm. dir.

Jesus M. Aviles, ch. engr.

Mario Quintero Jr., prom. mgr.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$20; ID \$10. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

PONCE
(Ponce County)

WSUR-TV

(Target Date, Unknown)

LICENSEE: American Colonial Bcstg. Corp. Address: P. O. Box 4189, San Juan.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 0.832 kw, Aural 0.417 kw.
Transmitter: Adler. Antenna Make: RCA. Height: Above average terrain 2,520 ft.; Above ground 237 ft.
REPRESENTATIVES: Sales, Pan American Bcstg. (New York); Washington Attorney, Frank Stollenwerck; Consulting Engineer, Kear & Kennedy.
PRINCIPAL STOCKHOLDERS: Ralph Perez Perry, who also owns WKVM San Juan and WKBM-TV Caguas, both P. R.
EXECUTIVES:
Ralph Perez Perry, pres. Rafael Jose Acosta, ch. engr.
Mariano Angelet Escudero, com. mgr.

SAN JUAN
(San Juan County)

WAPA-TV

LICENSEE: Ponce de Leon Bcstg. Co. Address: P. O. Box 2050. Phone: 3-3006.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw.
Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 260 ft.
OPERATION: Began May 1, 1954. Hours, 12:30-11:30 p.m.
AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WAPA.
REPRESENTATIVES: Sales, Caribbean Networks Inc.; Washington Attorney, Dow Lohnes & Albertson; Consulting Engineer, Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Jose Ramon Quinones, 83%; Goar Mestre and associates (CMQ-TV Havana), 17%.
EXECUTIVES:
José Ramón Quiñones, pres. Luis Domínguez, pgm. dir.
David H. Polinger, gen. mgr. George F. Sprague, ch. engr.
Camilo Fraticelli, com. mgr. Benigno Nosti, film buy.

RATE INFORMATION: Class A one hour (live) \$200, (film), \$200; minute spot (live) \$45, (film) \$45; ID \$18. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WIPR-TV*

(Target Date, Feb. 1957)
(*Non-Commercial Educational)

LICENSEE: Dept. of Education of Puerto Rico. Address: San Juan, P. R.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,120 ft.; Above ground 485 ft.
AFFILIATION: Station, Am, WIPR.
REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.
EXECUTIVES:
Mariano Villaronga, sec. of education. Rafael Delgado Marquez, gen. mgr.
Rafael Rodriguez, ch. engr.

WKAQ-TV

LICENSEE: El Mundo Inc. Address: P. O. Box 1072. Phone: 3-3800.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,270 ft.; Above ground 284 ft.
OPERATION: Began Mar. 28, 1954.
AFFILIATIONS: Tv Network, CBS. Station, Am, WKAQ.
REPRESENTATIVES: Sales, Inter-American Publications Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: Angel Ramos, publisher of El Mundo.
EXECUTIVES:
Angel Ramos, pres. Edwin Janer, pgm. dir.
Delfín Fernández, gen. mgr. Jack Tudor, ch. engr.
Oscar Reinosó, com. & prom. mgr. Carlos Garcia de Quevedo, film buy.
RATE INFORMATION: Class A one hour \$300; minute spot \$65; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

TELEVISION STATIONS FOR THE DOMINION OF CANADA

ALBERTA

CALGARY

CHCT-TV

LICENSEE: Calgary Television Ltd. Address: 955 Rideau Road. Phone: 3-3491.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 989 ft.; Above ground 675 ft.
OPERATION: Began Oct. 8, 1954. Hours, 3:30 p.m.-midnight.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Stations, Am, CFAC, CFCN and CKXL.
REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv; Consulting Engineer, K. A. MacKinnon.
PRINCIPAL STOCKHOLDERS: Jointly owned by Calgary Bcstg. Co. (CFAC), Voice of the Prairies Inc. (CFCN) and Albertan Bcstg. Co. (CKXL).
EXECUTIVES:
Gordon Love, pres. E. J. M. Crawley, ch. engr.
Herbert S. Stewart, gen. mgr. R. D. Watson, film buy.
Robert D. Watson, com. mgr. Barry Nicholls, prom. mgr.
R. S. Carson, pgm. dir. & ops. mgr. E. B. Whalen, news ed.
E. A. Bissland, prod. mgr.
RATE INFORMATION: Class A one hour (live) \$280; minute spot (live) \$70; ID \$42. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

EDMONTON

CFRN-TV

LICENSEE: Sunwapta Bcstg. Co. Ltd. Postal Zone: 1. Address: 102 C.P.R. Bldg. Phone: 892572.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 180.3 kw, Aural 90.4 kw. Operating Pow.: Visual 27.4 kw, Aural 13.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 488 ft.; Above ground 488 ft.
OPERATION: Began Oct. 17, 1954. Hours, 1:30-midnight.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Stations, Am, CFRN. Fm, CFRN-FM.
REPRESENTATIVES: Sales, Canadian Station Representatives; Television Representatives; Broadcast Sales; Harlan Oaks (California only); Consulting Engineer, George Mather & Assoc.

PRINCIPAL STOCKHOLDER: G. R. A. Rice, 100%.

EXECUTIVES:

G. R. A. Rice, pres. & gen. mgr. Frank G. Makepeace, ch. engr.
Sidney S. Lancaster, sta. mgr. Ted Wadson, ops. engr.
Bruce D. Alloway, com. mgr. Keith Naale, film ed.
George Kidd, pgm. dir. J. Isobel McDonald, prom. mgr.
Don Brinton, prod. dir.

RATE INFORMATION: Class AA minute spot (live) \$96, (film) \$80; ID \$42.50. Class A one hour (live) \$390, (film) \$325; minute spot (live) \$75, (film) \$62.50; ID \$32.50. ID Length 8 sec. Specifications: 2x2 in. pos. transp. or film. Full screen. Frequency discounts. Rate Card No. 3.

LETHBRIDGE

CJLH-TV

LICENSEE: Lethbridge Television Ltd. Address: 1015 Third Ave. S. Phone: Fairfax 71521.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 85.5 kw. Operating Pow.: Visual 171 kw, Aural 85.5 kw. Transmitter: Standard Electronics. Antenna Make: Alford. Height: Above average terrain 668 ft. Above ground 635 ft.
OPERATION: Began Nov. 20, 1955. Hours, 5 p.m.-midnight.
AFFILIATIONS: Tv Network, CBC. Station, Am, CJOC.
REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv; Consulting Engineer, K. A. MacKinnon.
PRINCIPAL STOCKHOLDERS: CJOC and Lethbridge Herald equal owners.
EXECUTIVES:
H. P. Buchanan, pres. R. B. Ranson, prod. mgr. & film buy.
N. Botterill, mgn. dir. R. A. Reagh, tech. dir.
D. W. Keough, sls. mgr.
RATE INFORMATION: Class A one hour (live) \$190, (film) \$160; minute spot (live) \$48, (film) \$40; ID \$24. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

BRITISH COLUMBIA

VANCOUVER

CBUT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 701 Hornby St. Phone: Marine 6121.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 89.4 kw, Aural 47.8 kw.
 Operating Pow.: Visual 47.6 kw, Aural 25.4 kw. Transmitter: Marconi. Antenna
 Make: Marconi. Height: Above average terrain 2,400 ft.; Above ground
 190 ft.

OPERATION: Began Dec. 16, 1953.
 AFFILIATIONS: Tv Network, CBC. Stations, Am, CBU. Fm, CBU-FM.
 REPRESENTATIVES: Sales, CBC Commercial Div.

EXECUTIVES:

Peter McDonald, tv dir. R. L. Elson, newsreel ed.
 M. L. Munro, pgm. dir. Don Lytle, film dir.
 Ross Whiteside, tech. dir.

RATE INFORMATION: Class AA minute spot \$145. Class A one hour (live) \$580,
 (film) \$580. ID Length 8 sec. Full screen. Frequency discounts from 5% for
 26 times up to 15% for 104 times. Rate Card No. 7.

VICTORIA

(Target Date, Late 1956)

LICENSEE: David M. Armstrong. Address: 1450 Douglas St.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 1.8 kw. Aural .9 kw. Antenna
 Height: Above average terrain 269.5 ft.
 AFFILIATIONS: Tv Network, CBC. Station, Am, CKDA.
 PRINCIPAL STOCKHOLDER & EXECUTIVE: David M. Armstrong, pres.

MANITOBA

BRANDON

CKX-TV

LICENSEE: Western Manitoba Bcstrs. Ltd. Address: 2940 Victoria Ave. Phone: 5393.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 19.3 kw, Aural 9.65 kw.
 Operating Pow.: Visual 19.3 kw, Aural 9.65 kw. Transmitter: GE. Antenna
 Make: GE. Height: Above average terrain 259 ft.; Above ground 306 ft.
 OPERATION: Began Jan. 28, 1955. Hours, 5 p.m.-midnight.
 AFFILIATIONS: Tv Network, CBC. Station, Am, CKX.
 REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.

EXECUTIVES:

J. B. Craig, pres. & gen. mgr. E. H. Davies, ch. engr.
 Archie Olsen, com. mgr. Harold Pullaw, film buy.
 D. A. Lee, pgm. dir. Jim Struthers, news ed.

RATE INFORMATION: Class A one hour (live) \$170, (film) \$170; minute spot
 (live) \$37, (film) \$37; ID \$20. ID Length 8 sec. Frequency discounts from
 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

WINNIPEG

CBWT (TV)

LICENSEE: Canadian Bcstg. Corp. Postal Zone: 2. Address: 541 Portage Ave.
 Phone: 742.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.7 kw.
 Operating Pow.: Visual 56.2 kw, Aural 33.7 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 196 ft.; Above ground 203 ft.
 OPERATION: Began May 30, 1954. Hours, 2:30 p.m.-1 a.m.
 AFFILIATIONS: Tv Network, CBC. Station, Am, CBW.
 REPRESENTATIVES: Sales, CBC Commercial Div.

EXECUTIVES:

W. G. Carpentier, dir. H. C. Heywood, tech. dir.
 G. W. Atkinson, pgm. dir. R. L. Horley, sls. rep.

RATE INFORMATION: Class AA minute spot (live) \$100, (film) \$100. Class A
 one hour (live) \$400, (film) \$400. Frequency discounts from 5% for 26 times.
 up to 15% for 104 times. Rate Card No. 5.
 Rate Card No. 5.

NEW BRUNSWICK

MONCTON

CKCW-TV

LICENSEE: Moncton Bcstg. Ltd. Address: Knights of Pythias Bldg. Phone: 4-9601.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 15 kw. Operat-
 ing Pow.: Visual 5 kw, Aural 2.9 kw. Transmitter: RCA. Antenna Make: RCA.
 Height: Above average terrain 990 ft.; Above ground 325 ft.
 OPERATION: Began Dec. 4, 1954. Hours, 3 p.m.-1 a.m.
 AFFILIATIONS: Tv Network, CBC. Station, Am, CKCW.
 REPRESENTATIVES: Sales, Canadian Station Representatives; Horace N. Stovin &
 Co.

PRINCIPAL STOCKHOLDERS: F. A. Lynds, Dr. C. H. Blakeny, C. E. Leger, R. M.
 Palmer, C. L. Peters.

EXECUTIVES:

F. A. Lynds, pres. & gen. mgr. H. Button, prod. mgr.
 Don O'Hanley, com. mgr. Arnold Brewster, ch. engr.

ST. JOHN

CHSJ-TV

LICENSEE: New Brunswick Bcstg. Co. Ltd. Address: 14 Church St. Phone: 3-3304.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operat-
 ing Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Canadian General Electric.
 Height: Above average terrain 1,200 ft.; Above ground 1,560 ft.
 OPERATION: Began Mar., 1954. Hours, 2:30 p.m.-12:45 a.m.
 AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Station, Am, CHSJ.
 REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.

EXECUTIVES:

T. F. Drummie, pres. John G. Bishop, ch. engr.
 G. A. Cromwell, gen. mgr. Mary H. Nagle, prom. mgr.
 Dennis Townsend, pgm. dir. William Stewart, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$300; minute spot
 (live) \$82, (film) \$70; ID \$35. ID Length 8 sec. Frequency discounts from
 5% for 26 times up to 15% for 104 times. Rate Card No. 4.

NEWFOUNDLAND

ST. JOHN'S

CJON-TV

LICENSEE: Newfoundland Bcstg. Co. Ltd. Address: Radio & Tv Bldg. Phone: 7105.
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 21.04 kw, Aural 11.0 kw.
 Operating Pow.: Visual 21.04 kw, Aural 11.0 kw. Transmitter: GE. Antenna
 Make: GE. Height: Above average terrain 594 ft.; Above ground 1,200 ft.
 OPERATION: Began Sept., 1955. Hours, 2 p.m.-1 a.m.
 AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Station, Am, CJON.
 REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.

EXECUTIVES:

Geoff Stirling, pres. & gen. mgr. O. Hierhily, ch. engr.
 C. Jamieson, com. mgr. J. Baird, prom. mgr.
 D. Jamieson, pgm. dir. & film buy. B. Walsh, news ed.

RATE INFORMATION: Class A one hour (live) \$245, (film) \$200; minute spot
 (live) \$57, (film) \$45; ID \$23. ID Length 8 sec. Full screen. Frequency
 discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

NOVA SCOTIA

HALIFAX

CBHT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 27 College St.
 FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw.
 Operating Pow.: Visual 56.2 kw, Aural 33.7 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 692 ft.; Above ground 446 ft.
 OPERATION: Began Dec. 20, 1954.
 AFFILIATIONS: Tv Networks, CBC, CBS. Station, Am, CBH.
 REPRESENTATIVES: Sales, CBC Commercial Div.

EXECUTIVES:

G. F. Brickenden, dir. J. Simonsen, tech. dir.
 Donald G. LeBlanc, sls. rep. Herman Noelle, film dir.
 Carl MacCaull, pgm. dir.

RATE INFORMATION: Class AA minute spot (live) \$75, (film) \$75. Class A one
 hour (live) \$300, (film) \$300. Frequency discounts from 5% for 26 times
 up to 15% for 104 times. Rate Card No. 4.

SYDNEY

CJCB-TV

LICENSEE: Cape Breton Bcstrs Ltd. Address: Hardwood Hill. Phone: 5596.
 FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 150 kw, Aural 80 kw.
 Operating Pow.: Visual 150 kw, Aural 80 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 399 ft.; Above ground 300 ft.
 OPERATION: Began Oct., 1954. Hours, 5 p.m.-12:15 a.m.
 AFFILIATIONS: Tv Network, CBC. Stations, Am, CJCB. Fm, CJCB-FM.
 REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.

EXECUTIVES:

J. M. Nathanson, pres. & gen. mgr. Ron Demers, film buy.
 Mrs. M. C. MacQuarrie, com. mgr. Muriel MacLean, prom. mgr.
 J. C. McVicar, pgm. dir. Ed Smith, news ed.
 R. J. Norton, ch. engr.

RATE INFORMATION: Class A one hour (live) \$290, (film) \$240; minute spot
 (live) \$62, (film) \$50; ID \$28. ID Length 10 sec. Frequency discounts from
 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

ONTARIO

BARRIE

CKVR-TV

LICENSEE: Ralph Snelgrove Tv Ltd. Address: P. O. Box 69. Phone: 5585.
 FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14 kw, Aural 7 kw. Operat-
 ing Pow.: Visual 14 kw, Aural 7 kw. Transmitter: GE. Antenna Make:
 Stainless. Height: Above average terrain 369 ft.; Above ground 200 ft.
 OPERATION: Began Sept. 28, 1955. Hours, 4:30 a.m.-midnight.
 AFFILIATIONS: Tv Network, CBC. Station, Am, CKBB.
 REPRESENTATIVES: Sales, Canadian Station Representatives; Paul Mulvihill & Co.
 PRINCIPAL STOCKHOLDERS: Ralph Snelgrove, pres., holds 56% interest in
 CKVR-TV. Also 98% of CKBB Barrie and minority interest in CFOS Owen
 Sound, Ont.



Just four years ago . . . in September, 1952 . . . the first Canadian TV stations came into operation in Toronto and Montreal. Coverage: approximately 91,000 TV homes.

Within two years this number had increased to 13 stations covering approximately 700,000 TV homes.

Today, the CBC Television Networks . . . including CBC-owned stations and privately-owned affiliates . . . comprise 31 English and 6 French stations serving more than 2,000,000 TV homes.

17 stations are now connected . . . and the extension of microwave service continues steadily.

Over 80% of the Canadian population is now within the service range of television stations. Of this number, more than 50% have television sets.

More live television programs are now produced in Canada than in any country other than the United States.

Through CBC Television Networks . . . English and French . . . the tremendous impact of TV is available to advertisers in 35 important market areas from Victoria, B. C. to St. John's, Newfoundland.

The Canadian Broadcasting Corporation extends to advertising agencies and their clients the fullest possible cooperation in the effective use of Canadian network television . . . and in the creation and production of Canadian programs, in both French and English. For complete information, get in touch with CBC.

CBC Television Network (English)

atlantic region:

CJON-TV	St. John's, Nfld.
CFCY-TV	Charlottetown, P.E.I.
CBHT	Halifax, N.S.
CJCB-TV	Sydney, N.S.
CKCW-TV	Moncton, N.B.
CHSJ-TV	Saint John, N. B.

mid-eastern region:

CBLT	Toronto, Ont.
CHEX-TV	Peterboro, Ont.
CKWS-TV	Kingston, Ont.
CBOT	Ottawa, Ont.
CBMT	Montreal, P.Q.
CHCH-TV	Hamilton, Ont.
CKCO-TV	Kitchener, Ont.
CFPL-TV	London, Ont.
CKNX-TV	Wingham, Ont.
CKLW-TV	Windsor, Ont.
CKVR-TV	Barrie, Ont.
CKGN-TV	North Bay, Ont.
CKSO-TV	Sudbury, Ont.
CFCL-TV	Timmins, Ont.
CJIC-TV	Sault Ste. Marie, Ont.
CFPA-TV	Port Arthur, Ont.

prairie region:

CBWT	Winnipeg, Man.
CKX-TV	Brandon, Man.
CKCK-TV	Regina, Sask.
CFQC-TV	Saskatoon, Sask.
CHCT-TV	Calgary, Alta.
CFRN-TV	Edmonton, Alta.
CJLH-TV	Lethbridge, Alta.

..cific region:

CBUT	Vancouver, B.C.
CHEK-TV	Victoria, B.C.

CBC Television Network (French)

CBFT	Montreal, P.Q.
CBOFT	Ottawa, Ont.
CHLT-TV	Sherbrooke, P.Q.
CFCM-TV	Quebec, P.Q.
CKRS-TV	Jonquiere, P.Q.
CJBR-TV	Rimouski, P.Q.

CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis Street, Toronto 5, Ont.

1425 Dorchester Street, W., Montreal 25, P.Q.

ONTARIO (Cont.)

CKVR-TV (Cont.)

EXECUTIVES:

Ralph Snelgrove, pres. & gen. mgr. Joan Atken, prom. mgr.
Charles Tierney, com. mgr. Bill Harrington, news ed.
Jack Mattenley, ch. engr. & film
buy

RATE INFORMATION: Class A one hour (live) \$280, (film) \$240; minute spot (live) \$60, (film) \$48; ID \$24. ID Length 8 sec. Specifications: 2x2 in. slides. Full screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

HAMILTON

CHCH-TV

LICENSEE: Niagara Tv Ltd. Address: 163 Jackson St. W. Phone: Jackson 2-1121.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw.
Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna
Make: RCA. Height: Above average terrain 540 ft.; Above ground 536 ft.

OPERATION: Began June 7, 1954. Hours, 1:45 p.m.-1 a.m.
AFFILIATION: Tv Network, CBC, Stations, Am, CHML, CKOC. Fm, CJSH (FM).

REPRESENTATIVES: Sales, All-Canada Tv; Adam Young Tv.

PRINCIPAL STOCKHOLDERS: Kenneth Soble, pres. (operator of CHML), 33 1/3%;
Wentworth Bcstg. Co. (H. R. Carson) operators of KCOC, 33 1/3%; Hamilton
Spectator (St. Clair Balfour Jr.) operators of CJSH FM, 33 1/3%. Clifford
Sifton, operator of CKCK-TV Regina, minority owner.

EXECUTIVES:

Kenneth D. Soble, pres. & gen. mgr. W. E. Jaynes, ch. engr.
S. J. Bibby, asst. mgr. Doug Gale, film buy.
J. R. Peters, com. mgr. S. F. Habberfield, prom. mgr.
A. R. Arsenaault, prod. mgr. Dave Rogers, news ed.
J. S. Purvis, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times Rate Card No. 2.

KINGSTON

CKWS-TV

LICENSEE: Frontenac Bcstg. Co. Ltd. Address: 170 Queen St. Phone: 24977.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 154 kw.
Operating Pow.: Visual 257 kw, Aural 154. Transmitter: RCA. Antenna Make:
RCA. Height: Above average terrain 900 ft.; Above ground 400 ft.

OPERATION: Began Dec. 9, 1954. Hours, 2:15 p.m.-12:30 a.m.

AFFILIATIONS: Tv Network, CBC, Stations, Am, CKWS. Fm, CKWS-FM.

REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.

PRINCIPAL STOCKHOLDERS: Senator W. Rupert Davies, pers., 51%; Roy Thom-
son, vp., 49%. CHEX-AM-TV Peterborough, Ont., have same ownership.
Affiliated with Kingston Whig-Standard and Peterborough Examiner. Mr.
Thomson is newspaper chain publisher.

EXECUTIVES:

Sen. W. R. Davies, pres. A. Cobb, ch. engr.
Roy W. Hofstetter, mgr. W. Luxton, prom. mgr.
Harry Edgar, com. mgr. H. Tate, news ed.
Don Nairn, pgm. dir.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50;
ID \$25. ID Length 8 sec. Share screen. Frequency discounts. Rate Card
No. 2.

KITCHENER

CKCO-TV

LICENSEE: Central Ontario Television Ltd. Address: 864 King St. W. Phone:
Sherwood 3-4335.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 29.5 kw.
Operating Pow.: Visual 57.5 kw, Aural 29.5 kw. Transmitter: GE. Antenna
Make: GE. Height: Above average terrain 987 ft.; Above ground 651 ft.

OPERATION: Began Mar. 1 1954. Hours 2:55 p.m.-12:30 a.m.

AFFILIATIONS: Tv Network, CBC.

REPRESENTATIVES: Sales, Joseph A. Hardy & Co.; John N. Hunt & Assoc.; Weed Tv.

PRINCIPAL STOCKHOLDERS: Famous Players Canadian Corp., 50% (theaters);
Kitchener-Waterloo Bcstg. Co., 25% (licensee of CKCR Kitchener); Carl A.
Pollock, 25% (pres. CKCO-TV).

EXECUTIVES:

Carl A. Pollock, pres. A. G. Day, ch. engr.
E. E. Fitzgibbons, gen. mgr. Neil McDonald, prom. mgr.
W. D. McGregor, ops. mgr. Alan G. Hodge, news ed.
Don Martz, pgm. dir. Tom Rafferty, sports ed.

RATE INFORMATION: Class A one hour (live) \$400; minute spot (live) \$80;
ID \$40. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 4.

LONDON

CFPL-TV

LICENSEE: London Free Press Printing Co. Ltd. Address: Commissioners Road.
Phone: 4-2115.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 325 kw, Aural 195 kw.
Operating Pow.: Visual 325 kw, Aural 195 kw. Transmitter: RCA. Antenna
Make: RCA. Height: Above average terrain 576 ft.; Above ground 575 ft.

OPERATION: Began Nov. 28, 1953. Hours, 1 p.m.-12:30 a.m.
AFFILIATIONS: Tv Network, CBC, Stations, Am, CFPL, Fm, CFPL-FM.
REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv; Consulting Engineer, Keith
MacKinnon.

PRINCIPAL STOCKHOLDERS: London Free Press Printing Co., publishers of London
Free Press.

EXECUTIVES:

W. J. Blackburn, pres. & mgng. dir. K. Knight, prod. coor.
M. T. Brown, gen. mgr. G. Robitaille, ch. engr.
R. A. Reinhart, sta. mgr. & film buy. R. Laidlaw, supvr. photographic
W. C. Wingrove, asst. mgr.; dir of dept.
sls. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$120, (film) \$100; ID \$50. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 4.

NORTH BAY

CKGN-TV

LICENSEE: Tel-Ad Co. Ltd. Address: 491 Worthington St. E. Phone: 3209.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 51.5 kw, Aural 25.75 kw.
Operating Pow.: Visual 51.5 kw, Aural 25.75 kw. Transmitter: GE. Antenna
Make: GE. Height: Above average terrain 459 ft.; Above ground 459 ft.

OPERATION: Began Dec. 23, 1955. Hours, 4-11:15 p.m.

AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Paul Mulvihill & Co.

EXECUTIVES:

Gerald A. Alger, pres. Walter J. Totman, ch. engr.
Russ J. Eastcott, gen. mgr. Clive Capey, film buy.
William B. Hart, pgm. dir. Thomas J. Kervin, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$160; minute spot (live) \$43, (film) \$35; ID \$17. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

OTTAWA

CBOFT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: Chateau Laurier. Phone: 8-1771.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 31 kw. Operat-
ing Pow.: Visual 31 kw, Aural 17 kw. Transmitter: RCA. Antenna Make:
RCA. Height: Above average terrain 403 ft.; Above ground 488 ft.

OPERATION: Began June 21, 1955.

AFFILIATION: Tv Network, CBC.

REPRESENTATIVES: Sales, CBC Commercial Div.

EXECUTIVES:

C. P. Wright, sta. mgr. Maxted Gilbert, ch. engr.
W. E. Powell, com. mgr. (Toronto) J. H. Book, tech. dir.
Georges Huard, mgr. tv ops.

RATE INFORMATION: Class AA minute spot (live) \$75, (film) \$75. Class A one
hour (live) \$300, (film) \$300. Frequency discounts from 5% for 26 times
up to 15% for 104 times. Rate Card No. 2.

CBOT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: Cheateau Laurier.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 26.7 kw.
Operating Pow.: Visual 50.1 kw, Aural 26.7 kw. Transmitter: Marconi. Antenna
Make: Marconi. Height: Above average terrain 321 ft.; Above ground 406 ft.

OPERATION: Began June 2, 1953.

AFFILIATIONS: Tv Network, CBC, Stations, Am, CBO, Fm, CBO-FM.

REPRESENTATIVES: Sales, CBC Commercial Div.

EXECUTIVES:

C. P. Wright, sta. mgr. Bruce McPherson, pgm. dir.
Georges Huard, mgr. tv ops. Maxted Gilbert, ch. engr.
W. E. Powell, com. mgr. (Toronto) J. H. Book, tech. dir.

RATE INFORMATION: Class AA minute spot (live) \$100, (film) \$100. Class A
one hour (live) \$400, (film) \$400. Frequency discounts from 5% for 26
times up to 15% for 104 times. Rate Card No. 8.

PETERBOROUGH

CHEX-TV

LICENSEE: Kawartha Bcstg. Co. Address: P. O. Box 657. Phone: Riverside 2-0451.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 156 kw.
Operating Pow.: Visual 260 kw, Aural 156 kw. Transmitter: RCA. Antenna
Make: RCA. Height: Above average terrain 1,200 ft.; Above ground 400 ft.

OPERATION: Began Mar. 28, 1956. Hours, 3 p.m.-11:20 p.m.

AFFILIATIONS: Tv Network, CBC, Station, Am, CHEX.

REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv; Consulting Engineer, George
McCurdy.

PRINCIPAL STOCKHOLDERS: See CKWS-TV Kingston, Ont.

EXECUTIVES:

Sen. R. S. Davies, pres. A. Crump, ch. engr.
J. M. Davidson, gen. mgr. R. Kinsman, film buy.
D. R. Lawrie, sta. mgr. D. Manning, prom. mgr.
D. T. Manning, com. mgr. G. Shale, news ed.
William H. Straiton, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$270, (film) \$230; minute spot (live) \$58, (film) \$46; ID \$23. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 2.

PORT ARTHUR

CFPA-TV

LICENSEE: Ralph H. Parker Ltd. Address: 87 N. Hill St. Phone: 4-2404.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5-10 kw, Aural 2.55 kw.
 Operating Pow.: Visual 5.10 kw, Aural 2.55 kw. Transmitter: RCA. Antenna
 Make: Stainless. Height: Above average terrain —19 ft.; Above ground 225 ft.
OPERATION: Began Sept., 1954. Hours, 4:30 p.m.-midnight.
AFFILIATIONS: Tv Networks, CBC, CBS, NBC. Station, Am, CFPA.
REPRESENTATIVES: Sales, All-Canada; Weed Tv.
PRINCIPAL STOCKHOLDER: Ralph H. Parker, 100%.
EXECUTIVES:
 Ralph H. Parker, pres. & gen. mgr. G. Beutow, ch. engr.
 Garnet Conger, pgm. dir. K. McGray, news ed.
RATE INFORMATION: Class A one hour (live) \$170 (film) \$170; minute spot
 (film) \$35; ID \$17. ID Length 8 sec. Full screen. Frequency discounts.
 Rate Card No. 2.

SAULT STE. MARIE

CJIC-TV

LICENSEE: Hyland Radio-Tv Ltd. Address: 119 East St. Phone: Algoma 6-7494.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.16 kw, Aural 2.58 kw.
 Operating Pow.: Visual 5.16 kw, Aural 2.58 kw. Transmitter: RCA. Antenna
 Make: Stainless. Height: Above average terrain —19 ft.; Above ground 225 ft.
OPERATION: Began Nov. 29, 1954. Hours, 4 p.m.-midnight.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Station, Am, CJIC.
REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.
PRINCIPAL STOCKHOLDER: J. G. Hyland, 100%.
EXECUTIVES:
 J. G. Hyland, pres. Don Taylor, pgm. dir.
 R. H. Ramsay, gen. mgr. D. Irwin ch. engr.
 E. G. Plouffe, com. mgr. & film buy. Lionel McAuley, news ed.
RATE INFORMATION: Class A one hour (live) \$205, (film) \$170; minute spot
 (live) \$42, (film) \$37; ID \$20. ID Length 8 sec. Frequency discounts.
 Rate Card No. 2.

SUDBURY

CKSO-TV

LICENSEE: CKSO Radio Ltd. Address: 336 Ash St. Phone: Osborne 4-0711.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 2.02 kw, Aural 1.21 kw.
 Operating Pow.: Visual 2.02 kw, Aural 1.21 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 250 ft.; Above ground 309 ft.
OPERATION: Began Oct., 1953. Hours, 2 p.m.-1 a.m.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Station, Am, CKSO.

REPRESENTATIVES: Sales, All-Canada, Tv; Weed Tv.
PRINCIPAL STOCKHOLDER: George M. Miller, Q. C. (Queen's Counsel).
EXECUTIVES:

Geo. M. Miller, pres. J. McRae, ch. engr.
 W. J. Woodill, gen. mgr. Barry Penhale, prom. mgr.
 Frank Paterson, com. mgr. Robert Evans, news ed.
 J. A. Boyd, pgm. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$220; minute spot
 (live) \$44, (film) \$44; ID \$22. ID Length 8 sec. Frequency discounts from
 5% for 26 times up to 15% for 104 times. Rate Card No. 4.

TIMMINS

CFCL-TV

LICENSEE: J. Conrad Lavigne Enterprises Ltd. Address: Box 620 Timmins. Phone:
 577.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.25 kw.
 Operating Pow.: Visual 18.5 kw, Aural 9.25 kw. Transmitter: GE. Antenna
 Make GE. Height: Above average terrain 150 ft.; Above ground 350 ft.
OPERATION: Began July 1, 1956. Hours, 6 p.m.-midnight.
AFFILIATIONS: Tv Network, CBC. Station, Am, CFCL.
REPRESENTATIVES: Sales, Omer Renaud & Co.
EXECUTIVES:
 J. Conrad Lavigne, pres. Jean DeVilliers, pgm. dir. & film
 Rene Barrette, gen. mgr. buy.
 Roch DeMers, ch. engr.
RATE INFORMATION: Class A one hour (live) \$195, (film) \$160; minute spot
 (live) \$42, (film) \$35; ID \$17. ID Length 8 sec. Frequency discounts.
 Rate Card No. 1.

TORONTO

CBLT (TV)

LICENSEE: Canadian Bestg. Corp. Address: 354 Jarvis St. Phone: Walnut 3-5481.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw.
 Operating Pow.: Visual 25.6 kw, Aural 12.7 kw. Transmitter: GE. Antenna
 Make: GE. Height: Above average terrain 382 ft.; Above ground 481 ft.
OPERATION: Began Sept. 8, 1952.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Stations, Am, CBL & CJBC.
 Fm, CBL-FM.
REPRESENTATIVES: Sales, CBC Commercial Div.

**In Canada, Television gets you business
 . . . and business is going up!**

Sales in Canada are going up . . . up . . . up. This is what happened in the first quarter of 1956, as reported by the Dominion Bureau of Statistics:

	% Increase over 1955
Retail sales	9.2
Department store sales	11.1
New motor vehicle sales	11.8
Chain store sales	12.5
Sales by wholesale establishments	15.6

And because the number of television receivers is steadily increasing, advertisers are finding it still easier to benefit from the rich Canadian market, where \$12,760,098,000* was spent in retail sales last year.

In Canada, 49% of its 3,989,100 households already have television. Twenty-five CARTB television stations and almost 2,000,000 TV sets are at-the-ready to present your sales message.

Television is a potent salesman in Canada. Why not investigate its use?

*Sales Management's Survey of Buying Power, Canadian Edition, May, 1956

CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa 4, Canada

200 St. Clair Ave. W., Toronto, Ontario

ONTARIO (Cont.)

CBLT (TV) (Cont.)

EXECUTIVES:

Fergus Nutrie, dir. W. H. Clark, supvr. com. sls.
J. R. W. Graham, asst. dir. Reginald Horton, tech. dir.
R. W. McGall, pgm. dir. W. K. Moyer, film buy.

RATE INFORMATION: Class AA minute spot (live) \$250, (film) \$250. Class A one hour (live) \$1,000, (film) \$1,000. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 8.

WINDSOR

CKLW-TV (DETROIT, MICH.)

LICENSEE: Western Ontario Bcstg. Co. Ltd. Address: 825 Riverside Dr. W. Phone: Clearwater 4-1155.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 325 kw, Aural 180 kw. Operating Pow.: Visual 325 kw, Aural 180 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 631 ft.; Above ground 650 ft.

OPERATION: Began Sept. 1, 1954. Hours, noon-1 a.m.

AFFILIATIONS: Tv Network, CBC. Stations, Am, CKLW. Fm, CKLW-FM.

REPRESENTATIVES: Sales, All-Canada Tv; Young Tv.

EXECUTIVES:

J. E. Campeau, pres. & gen. mgr. William Carter, ch. engr.
E. W. Wardell, gen. sls. mgr. Arthur MacCall, film buy.
W. N. Hawkins, natl. tv sls. mgr. Austin Grant, news ed.
S. C. Ritchie, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$220, (film) \$220; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

WINGHAM

CKNX-TV

LICENSEE: Radio Station CKNX Ltd. Address: Carling Terrace. Phone: 158.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 36 kw, Aural 19.5 kw. Operating Pow.: Visual 36 kw, Aural 19.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 793 ft.; Above ground 650 ft.

OPERATION: Began Nov. 18, 1955. Hours, 4-12 p.m.

AFFILIATIONS: Tv Network, CBC. Station, Am, CKNX.

REPRESENTATIVES: Sales, All-Canada Tv; Young Tv.

EXECUTIVES:

W. T. Cruickshank, pres. Ralph Nelson, prom. mgr.
G. W. Cruickshank, gen. mgr. John Strong, news ed.
Ross Hamilton, com. mgr. Bob Carbert, farm ed.
Don Hildebrand, pgm. dir. & film Marg Brophy, women's ed.
buy. Ed Blake, sports ed.
Scott Reid, ch. engr. Gene Scheifle, trans. engr.

RATE INFORMATION: Class A one hour (live) \$275, (film) \$235; minute spot (live) \$60, (film) \$50; ID \$30. ID Length 8 sec. Specifications: 2x2 in. slide and 16mm. Full screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY-TV

LICENSEE: Island Radio Bcstg. Co. Ltd. Address: 85 Kent St. Phone: 7347.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 79.0 kw, Aural 39.5 kw. Operating Pow.: Visual 79.0 kw, Aural 39.5 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 771 ft.; Above ground 586 ft.

OPERATION: Began June, 1956.

AFFILIATIONS: Tv Network, CBC. Station, Am, CFCY.

REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.

EXECUTIVES:

R. F. Large, sta. mgr., com. mgr. & W. McMillan, traff. mgr.
film buy. M. E. Large, prom. mgr.
A. L. Finley, tech. supvr.

RATE INFORMATION: Class A one hour (live) \$190, (film) \$190; minute spot (live) \$33, (film) \$33; ID \$18. ID Length 20 sec. Frequency discounts. Rate Card No. 1.

QUEBEC

JONQUIERE

CKRS-TV

LICENSEE: Radio Saguenay Limitee. Address: 735 St. Hubert St. Phone: 2-3551.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw. Operating Pow.: Visual 42 kw, Aural 21 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 312 ft.; Above ground 334 ft.

OPERATION: Began Dec. 1, 1955. Hours, 4-11:15 p.m.

AFFILIATIONS: Tv Network, CBC. Station, Am, CKRS.

REPRESENTATIVES: Sales, Joseph A. Hardy & Co.; Young Tv.

PRINCIPAL STOCKHOLDER: Henri Lepage.

EXECUTIVES:

Henri Lepage, pres. Gerard Lemieux, ch. engr.
Tom Burham, sta. mgr. Eugene Michaud, film buy.
Larry Taillefer, com. & prom. mgr. Lionel Tremblay, news ed.
Paul J. Audette, pgm. dir.

RATE INFORMATION: Class A one hour (live) \$230, (film) \$200; minute spot (live) \$48, (film) \$40; ID \$20. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

MONTREAL

CBFT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 1425 Dorchester St. Phone: University 6-2571.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 15.7 kw, Aural 8.28 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 912 ft.; Above ground 259 ft.

OPERATION: Began Sept. 6, 1952.

AFFILIATIONS: Tv Networks, CBC, French Network. Stations, Am, CBM. Fm, CBM-FM.

REPRESENTATIVES: Sales, CBC Commercial Div.

EXECUTIVES:

Alphonse Ouimet, gen. mgr. Jean-Paul Lepailleur, film buy.
Maurice Valiquette, com. mgr. Robert Elie, press & information dir.
Fernand Guerd, pgm. dir. Roger Bourbonnais, news ed.
Henri Audet, ch. engr.

RATE INFORMATION: Class AA minute spot (live) \$250, (film) \$250. Class A one hour (live) \$1,000, (film) \$1,000. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 9.

CBMT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 1425 Dorchester St. W. Phone: University 6-2571.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 43.8 kw, Aural 26.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 820 ft.; Above ground 167 ft.

OPERATION: Began Jan. 10, 1954. Hours, 3:30 p.m.-midnight.

AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Stations, Am, CBM. Fm, CBM-FM.

REPRESENTATIVES: Sales, CBC Commercial Div.

EXECUTIVES:

Alphonse Ouimet, gen. mgr. Jean-Paul Lepailleur, film buy.
Maurice Valiquette, com. mgr. Robert Elie, press & information dir.
Herb Capozzi, pgm. dir. Roger Bourbonnais, news ed.
Henri Audet, ch. engr.

RATE INFORMATION: Class AA minute spot (live) \$187.50, (film) \$187.50. Class A one hour (live) \$750, (film) \$750. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 7.

QUEBEC

CFCM-TV

LICENSEE: Television de Quebec (Canada) Ltd. Address: 200 Ave. St. Jean, Ste. Foy. Phone: Murray 3-4985.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 12.75 kw, Aural 6.35 kw. Operating Pow.: Visual 12.75 kw, Aural 6.35 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 473 ft.; Above ground 442 ft.

OPERATION: Began July 17, 1954. Hours, 1:45 p.m.-1 a.m.

AFFILIATIONS: Tv Networks, CBC, CBS.

REPRESENTATIVES: Sales, Joseph A. Hardy & Co.; John N. Hunt & Assoc.; Weed Tv.

PRINCIPAL STOCKHOLDERS: Famous Players Canadian Corp., 50%; CHRC Quebec, 20%; CKCV Quebec, 20%; A. C. Picard, 10%.

EXECUTIVES:

Gaston Pratte, pres. Jacques Filteau, pgm. mgr.
A. C. Picard, exec. dir. Marcel Chabot, ch. engr.
E. W. Miller, ops. dir. Louis Roberge, news ed.
A. P. Fitzgibbons, com. mgr. & Benoit de Margerie, publicity dir.
prom. mgr.

RATE INFORMATION: Class A one hour (live) \$460, (film) \$460; minute spot (live) \$92, (film) \$92; ID \$46. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 5.

RIMOUSKI

CJBR-TV

LICENSEE: Central Public Service Corp. Ltd. Address: 6 St. John St. Phone: 2217.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 60.6 kw, Aural 34.5 kw. Operating Pow.: Visual 60.6 kw, Aural 34.5 kw. Transmitter: RCA. Antenna Make: Wavestock. Height: Above ground 120 ft.

OPERATION: Began Nov. 21, 1954. Hours, 4-11:15 p.m.

AFFILIATIONS: Tv Network, CBC. Stations, Am, CJBR. Fm, CJBR-FM.

REPRESENTATIVES: Sales, Horace N. Stovin & Co.; Young Tv.

EXECUTIVES:

Jacques Brillant, pres. Real Therrien, ch. engr.
Andre Lecomte, gen. mgr. Paul Ratte, film buy.
Roasrio Levesque, com. mgr. Harry A. Willis, prom. mgr.
Francois Raymond, pgm. dir. Sandy Burgess, news ed.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$240; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Frequency discounts from 2 1/2% for 26 times up to 22 1/2% for 260 times. Rate Card No. 2.

SHERBROOKE

CHLT-TV

LICENSEE: La Tribune Ltd. Address: 221 Dufferin St. Phone: Lorraine 9-2525.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 100 kw.
 Operating Pow.: Visual 170 kw, Aural 100 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 1,848 ft.; Above ground 71 ft.
OPERATION: Began July 8, 1956. Hours, 3 p.m.-midnight.
AFFILIATIONS: Tv Network, CBC. Station, Am, CHLT.
REPRESENTATIVES: Sales, Joseph A. Hardy & Co.

EXECUTIVES:
 Paul Desruiseaux, pres. Leo Guilbealt, ch. engr.
 Alpheé Gauthier, gen. mgr.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot
 (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts from
 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

SASKATCHEWAN

REGINA

CKCK-TV

LICENSEE: Trans-Canada Communications Ltd. Address: Leader Post Bldg. Phone:
 Lakeside 3-6671.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 53.5 kw.
 Operating Pow.: Visual 19.5 kw, Aural 10 kw. Transmitter: GE. Antenna
 Make: GE. Height: Above average terrain 670 ft.; Above ground 634 ft.
OPERATION: Began July 27, 1954. Hours, 3:30 p.m.-midnight.
AFFILIATIONS: Tv Networks, CBC. Station, Am, CKCK.
REPRESENTATIVES: Sales, All-Canada Tv; Weed Tv.; Consulting Engineer, Keith
 MacKinnon.
PRINCIPAL STOCKHOLDERS: Trans-Canada also operates CKRC Winnipeg. Clif-
 ford Sifton, pres., has interest in CHCH-TV Hamilton and publishes Regina

Leader-Post and Saskatoon Star Phoenix. Trans-Canada also operates CKCK
 radio.

EXECUTIVES:

Mr. Clifford Sifton, pres. Ernie Strong, ch. engr.
 Mr. Harold Crittenden, gen. mgr. Bill Rees, prom. mgr.
 Lloyd Westmoreland, com. mgr. Betty Neizsner, news ed.
 Larry Glover, prod. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$65,
 (film) \$55; ID \$27.50. ID Length 8 sec. Specifications: 35mm slide. Share
 screen. Frequency discounts from 5% for 104 times up to 15% for 260 times.
 Rate Card No. 4.

SASKATOOON

CFQC-TV

LICENSEE: A. A. Murphy & Sons Ltd. Address: 216 1st Ave. N. Phone: 2-6611.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw.
 Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 866 ft.; Above ground 650 ft.
OPERATION: Began Dec. 5, 1954. Hours, 2 p.m.-midnight.
AFFILIATIONS: Tv Networks, CBC, ABC, CBS, NBC. Station, Am, CFQC.
REPRESENTATIVES: Sales, Canadian Stations Reps.; Television Reps.; Harlan Oakes
 (California).
PRINCIPAL STOCKHOLDERS: A. M. Murphy, pres., and G. Blair Nelson, vp.

EXECUTIVES:
 A. A. Murphy, pres. Lyn Hoskins, ch. engr.
 G. Blair Nelson, vp. & sta. mgr. Kay McVeigh, prom. mgr.
 Walter Romanow, pgm. dir., prod. Bill Cameron, news ed.
 dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$260 (film) \$230; minute spot
 (live) \$54, (film) \$46; ID \$23. ID Length 8 sec. video, 6 sec. audio. Full
 screen. Frequency discounts from 5% for 26 times up to 15% for 104 times.
 Rate Card No. 2.

CANADIAN BROADCASTING CORP.

**Executive Offices: 140 Wellington St.
 Ottawa, Ont. Phone: Central 6-7331**

**Business Offices and Studios: 354 Jarvis
 St., Toronto, Ont. Phone: Walnut 3-5461.**

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 Marcel Ouimet, asst. dir. of prog.; J. M. Beaudet, dir.
 of prog. planning & prod. (Toronto); J. P. Gilmore,
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 mgr., bcst. regulations; D. C. McArthur, dir., spec.
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Andrew Cowan, sup., troop bcsts.; Hugh Kemp,
 script sup. (Toronto); C. E. Stiles, dir., personnel &
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 ronto); A. E. Powley, sup. of sp. events (Toronto);
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 Brodie, sup., bcst. language (Toronto); R. G.
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* All headquarter in Ottawa unless otherwise noted.

CBC REGIONAL OFFICERS

Newfoundland Region: T. A. Bldg., St. John's, W. F.
 Galgay, dir. for Province of Newfoundland.

Maritime Region: United Services Bldg., 100 Sack-
 ville St., Halifax. W. E. S. Briggs, dir. for Mari-
 time Provinces.

Prairie Region: 541 Portage Ave., Winnipeg, Man.
 J. R. Finlay, dir. for Prairie Provinces.

British Columbia Region: 701 Hornby St., Vancou-
 ver, B. C. K. P. Caple, dir. for Province of Brit-
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Quebec Region: 1425 Dorchester St., Montreal. Ge-
 rard Lamarche, dir. for Province of Quebec.

Ontario Region: 354 Jarvis St., Toronto. Ira Dilworth,
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 dir. for Province of Ontario.

European Offices: 200 Oxford St., West London, W. 1,
 England. Bernard Trotter, European rep.; M.
 Halton, correspondent, London; D. Lachance,
 correspondent, Paris.

United Nations: c/o United Nations, New York, N. Y.
 V. M. Tovell, CBC rep.

CANADIAN TELEVISION STATIONS BY CALL LETTERS

(Corrected to June 1)

CBFT—Montreal, Que., ch. 2	CBUT—Vancouver, B. C., ch. 2	CFQC-TV—Saskatoon, Sask., ch. 6	CHSJ-TV—St. John, N. B., ch. 4	CKCK-TV—Regina, Sask., ch. 2	CKNX-TV—Wingham, Ont., ch. 8
CBHT—Halifax, N. S., ch. 3	CBWT—Winnipeg, Man., ch. 4	CFRN-TV—Edmonton, Alta, ch. 2	CJBC-TV—Sydney, N. S., ch. 4	CKCO-TV—Kitchener, Ont., ch. 13	CKRS-TV—Jonquiere, Que., ch. 12
CBLT—Toronto, Ont., ch. 9	CFCM-TV—Quebec City, Que., ch. 4	CHCH-TV—Hamilton, Ont., ch. 11	CJBR-TV—Rimouski, Que., ch. 3	CKCW-TV—Moncton, N. B., ch. 2	CKSO-TV—Sudbury, Ont., ch. 5
CBMT—Montreal, Que., ch. 6	CFCY-TV—Charlottetown, P.E.I., ch. 13	CHCT-TV—Calgary, Alta., ch. 2	CJIC-TV—Sault Ste. Marie, Ont., ch. 2	*CKDA-TV—Victoria, B. C., ch. 6	CKVR-TV—Barrie, Ont., ch. 3
CBOT—Ottawa, Ont., ch. 4	CFFA-TV—Port Arthur, Ont., ch. 2	CHEX-TV—Peterborough, Ont., ch. 12	CJLH-TV—Lethbridge, Alta., ch. 7	CKGN-TV—North Bay, Ont., ch. 10	CKWS-TV—Kingston, Ont., ch. 11
CBOFT—Ottawa, Ont., ch. 9	CFPL-TV—London, Ont., ch. 10	CHLT-TV—Sherbrooke, Que., ch. 7	CJON-TV—St. John's, Nfld., ch. 6	CKLW-TV—Windsor, Ont., ch. 9	CKX-TV—Brandon, Man., ch. 5

* Construction permit.

FOREIGN TELEVISION STATIONS

ARGENTINA

Standards: 625 lines, 25 frames, 6 mc, fm. Receivers estimated at 75,000, spring, 1956.

Buenos Aires—LR3-TV. Frequency: 175.25 mc video, 179.75 mc audio. ERP: 40 kw video, 20 kw audio. Radio Belgrano.

Radio El Mundo and Radio Splendid also plan to build tv stations in Buenos Aires and the Argentine government proposes one there and others in Cordoba, Mendoza and Rosario.

AUSTRALIA

Standards: 625 lines, 25 frames, 7 mc, fm.

A dual system of tv, like that in radio, is being instituted in Australia. Four commercial stations, ATN and TCN Sydney and GTV and HSV Melbourne, are due to start operations this fall, with a noncommercial station operated by the Australian Broadcasting Commission also on the air in each of these cities before the end of 1956. Telecasts of the Olympic Games, to be held in Melbourne, are expected to speed set sales so that a mass tv audience will be available almost from the beginning. Plans for extension of tv service to other parts of Australia are being considered by the government.

AUSTRIA

Standards: 625 lines, 25 frames, 7 mc, fm. All telecasting operated by Osterreichischer Rundfunk (Government). Noncommercial. Receivers estimated at 3,000 as of Jan. 1, 1956.

Graz-Schoeckl—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 4 kw video, 0.8 kw audio.

Linz—Frequency: 182.25 mc video, 187.75 mc audio. ERP: 0.3 kw video, 0.06 kw audio.

Salzburg-Galsberg—Frequency: 196.25 mc video, 201.75 mc audio. ERP: 2 kw video, 0.4 kw audio.

Vienna-Kahlenberg—Frequency: 175.25 mc video, 180.75 mc audio. ERP: 5 kw video, 1 kw audio.

AZORES

Standards: 525 lines, 30 frames, 6 mc, fm.

Lajes Field—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Air Force.

BELGIUM

Standards: 625 lines, 25 frames, 7 mc, am (Flemish); 819 lines, 25 frames, 7 mc, am (French). Institut National Belge de Television (government) operates all telecasting. Receivers estimated at 60,000 to 70,000 at the end of 1955.

Antwerp—Frequency: 48.25 mc video, 53.75 mc audio. Power: 6 kw video, 1.5 kw audio. 625 lines, Flemish.

Brussels—Frequency: 196.25 mc video, 201.75 mc audio. Power: 2 kw video, 0.5 kw audio. 819 lines, French.

Brussels—Frequency: 210.25 mc video, 215.75 mc audio. Power: 2 kw video, 0.5 kw audio. 625 lines, Flemish.

Liege—Frequency: 55.25 mc video, 60.75 mc audio. Power: 6 kw video, 1.5 kw audio. 819 lines, French.

BERMUDA

Standards: 525 lines, 30 frames, 6 mc, fm.

Kindley Field—Frequency: 193.25 mc video, 197.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Armed Forces Radio & Tv Services.

BRAZIL

Standards: 525 lines, 30 frames, 6 mc, fm. Sets in use estimated at 250,000 in June, 1956.

Belo Horizonte—PRH6-TV. Frequency: 67.25 mc video, 71.75 mc audio. Power: 5 kw video, 2.5 kw audio. Emissoras Associadas.

Rio de Janeiro—PRG3-TV. Frequency: 83.25 mc video, 87.75 mc audio. Power: 5 kw video, 2.5 kw audio. Emissoras Associadas.

Rio de Janeiro—Radio Record-TV. Frequency: 211.25 mc video, 215.75 mc audio. Emissoras Unidas.

Sao Paulo—PRF3-TV. Frequency: 61.25 mc video, 65.75 mc audio. ERP: 15 kw video, 7.5 kw audio. Emissoras Associadas.

Sao Paulo—Frequency: 77.25 mc video, 81.75 mc audio. ERP: 15 kw video, 7.5 kw audio. Radio Televisa Paulista S.A.

Sao Paulo—PRB9-TV. Frequency: 175.25 mc video, 179.75 mc audio. ERP: 32 kw video, 16 kw audio. Radio Record S.A.

Four commercial stations and one educational station are reported under construction in Rio de Janeiro and four commercial stations in Sao Paulo.

BULGARIA

Standards: 625 lines, 25 frames, 8 mc, fm. Telecasting is government operated. Noncommercial.

Sofia—Frequency: 59.25 mc video, 65.75 mc audio. Power: 0.5 kw video, 0.25 kw audio.

COLOMBIA

Standards: 525 lines, 30 frames, 6 mc, fm. Radio-difusora Nacional de Colombia (government) operates all telecasting. Number of receivers estimated at 20,000 as of Jan. 1, 1956.

Bogota—HJRN-TV. Frequency: 181.25 mc video, 185.75 mc audio. Power: 1 kw video, 0.25 kw audio. Although government-owned, HJRN-TV carries commercially sponsored programs as well as sustaining shows.

Manizales—Frequency: 193.25 mc video, 197.75 mc audio. Power: 0.25 kw video. Satellite, rebroadcasting programs of HRJN-TV.

CUBA

Standards: 525 lines, 30 frames, 6 mc, fm. Receivers estimated at 200,000 as of the end of 1955.

Camaguey—CMJL-TV. Frequency: 83.25 mc video, 87.75 mc audio. ERP: 1.8 kw video, 0.9 kw audio. Circuito CMQ S.A.

Guantanamo Bay—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Armed Forces Radio & Tv Services.

This list includes all foreign countries except Canada (for which see page 261), with telecasting currently operative and all stations actually in operation, according to information received from the stations themselves, from government sources, both U.S. and foreign, from the United Nations, from various industry reference works and from news reports.

Standards are reported for each country by line structure, frames per second, channel width in megacycles and type of modulation (am or fm). Station power is output at the transmitter unless identified as ERP (effective radiated power) and is reported in kilowatts. Frequency is reported in megacycles. Standard systems are:

American (in use throughout the Western Hemisphere and in Japan): 525 lines, 30 frames, 6 mc, fm.

European (used in most European countries and in Australia): 625 lines, 25 frames, 7 mc, fm.

British (used in the United Kingdom): 405 lines, 25 frames, 5 mc, am.

French (used in France, Morocco, Tunisia): 819 lines, 25 frames, 14 mc, am.

Russian (used in USSR and its satellite countries): 625 lines, 25 frames, 8 mc, fm.

Havana—CMA-TV. Frequency: 55.25 mc video, 59.75 mc audio. Power: 5 kw video, 2.5 kw audio. Telemundo S.A.

Havana—CMUR-TV. Frequency: 67.25 mc video, 71.75 mc audio. Power: 5 kw video, 2.5 kw audio. Radio Television Nacional S.A.

Havana—CMQ-TV. Frequency: 83.25 mc video, 87.75 mc audio. ERP: 18.8 kw video, 9.4 kw audio. Circuito CMQ S.A.

Havana—CMBF-TV. Frequency: 175.25 mc video, 179.75 mc audio. Power: 5 kw video, 2.5 kw audio. Radio Universal S.A.

Havana—CMTV (TV). Frequency: 199.25 mc video, 203.75 mc audio. Power: 5 kw video, 2.5 kw audio. Telediarlo.

Matanzas—CMGQ-TV. Frequency: 187.25 mc video, 191.75 mc audio. ERP: 3 kw video, 2.5 kw audio. Circuito CMQ S.A.

Santa Clara—CMH-TV. Frequency: 61.25 mc video, 65.75 mc audio. Power: 5 kw video, 2.5 kw audio. Radio Television Nacional S.A.

Santa Clara—CMHQ-TV. Frequency: 77.25 mc video, 81.75 mc audio. ERP: 16.9 kw video, 8.4 kw audio. Circuito CMQ S.A.

Santiago—CMKU-TV. Frequency: 55.25 mc video, 59.75 mc audio. ERP: 15.6 kw video, 7.8 kw audio. Circuito CMQ S.A.

Telemundo has stations under construction at Holguin, Matanzas, Santa Clara and Santiago. Five more stations are planned by Circuito CMQ S.A. and one by Telemundo.

CZECHOSLOVAKIA

Standards: 625 lines, 25 frames, 8 mc, fm. Ceskoslovensky Rozhlas (government) operates all Czech telecasting. Receivers estimated at 15,000 at the end of 1955.

Prague—Frequency: 49.75 mc video, 56.25 mc audio. Power: 5 kw video, 3 kw audio.

A second tv station at Ostrava, with 12.5 kw power, was scheduled to begin operations in mid-summer 1956, with a third, at Bratislava, due to start transmissions in November. A fourth, planned for Brno, will be connected to the Prague-Bratislava relay line.

DENMARK

Standards: 625 lines, 25 frames, 7 mc, fm. Danish State Radio operates all broadcasting, noncommercial. There were 22,000 sets registered June 1, 1956.

Arhus—Frequency: 196.25 mc video, 201.75 mc audio. ERP: 10 kw video, 3 kw audio.

Copenhagen—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 10 kw video, 3 kw audio.

Fyn—Frequency: 55.25 mc video, 60.75 mc audio. ERP: 10 kw video, 3 kw audio.

Stations are planned for Aalborg, Aarhus, Bornholm, Noestved, Skive, Soenderjylland.

DOMINICAN REPUBLIC

Standards: 525 lines, 30 frames, 6 mc, fm. Commercial. Receivers estimated at 7,000 in May 1956.

Ciudad Trujillo—HIT-TV. Frequency: 67.25 mc video, 71.75 mc audio. ERP: 16 kw video, 8 kw audio. La Voz Dominicana.

EL SALVADOR

Standards: 525 lines, 30 frames, 6 mc, fm. Commercial.

San Salvador—YSEB-TV. Ch. 6. ERP: 1.5 kw video, 0.75 kw audio. La Voz de Latino America.

ERITREA

Standards: 525 lines, 30 frames, 6 mc, fm.

Asmara—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Armed Forces Radio & Tv Services.

FINLAND

Standards: 625 lines, 25 frames, 7 mc, fm.

Helsinki—Frequency: 203.25 mc video, 208.75 mc audio. Power: 0.04 kw video, 0.025 kw audio. Experimental. Tv Club of Helsinki.

FRANCE

Standards: 819 lines, 25 frames, 14 mc, am. Radio-diffusion-Television Francaise (French government) operates all telecasting. Noncommercial. Official number of tv receivers in France was 333,327 at end of April, 1956.

Paris—Frequency: 185.25 mc video, 174.10 mc audio. ERP: 100 kw video, 25 kw audio. (Production headquarters for the national network.)

Dijon—Frequency: 199.70 mc video, 188.55 mc audio. ERP: 0.1 kw video, 0.025 kw audio.

Grenoble—Frequency: 199.70 mc video, 188.55 mc audio. ERP: 1 kw video, 0.25 kw audio.

Lille—Frequency: 185.25 mc video, 174.10 mc audio. ERP: 200 kw video, 50 kw audio. (Also has studio facilities for producing local programs in addition to network programming.)

Lyon-Ville—Frequency: 164 mc video, 175.15 mc audio. ERP: 0.1 kw video, 0.025 kw audio. (Also has studio facilities for producing local programs.)

Lyon-Mt. Pilat—Frequency: 212.85 mc video, 175.40 mc audio. ERP: 200 kw video, 50 kw audio.

Marseille—Frequency: 186.55 mc video, 175.40 mc audio. ERP: 50 kw video, 12 kw audio. (Also has studio for producing local programs.)

Metz—Frequency: 173.40 mc video, 162.25 mc audio. ERP: 0.1 kw video, 0.025 kw audio.

Mulhouse—Frequency: 186.55 mc video, 175.40 mc audio. ERP: 200 kw video, 50 kw audio.

Nancy—Frequency: 177.15 mc video, 188.30 mc audio. ERP: 0.1 kw video, 0.025 kw audio.

Reims—Frequency: 164 mc video, 175.15 mc audio. ERP: 0.1 kw video, 0.025 kw audio.

Strasbourg—Frequency: 164 mc video, 175.15 mc audio. ERP: 20 kw video, 5 kw audio. (Also has studio facilities for producing local programs.)

In addition to these 12 transmitters, reported to cover 38% of the French population, 10 more are to be built this year, reaching 50%, and a total of 45 transmitters are to be operating by the end of 1959, bringing tv to 95% of the people. Operations of a second Paris transmitter on the prewar standard of 441 lines were to have been continued through 1958, but were halted in January 1956 when a fire damaged the transmitter. Owners of 441-line sets have been granted up to 20,000 francs (about \$60) by RDTF toward the purchase of 819-line sets, plus allowances by manufacturers and dealers.

GERMANY (East)

Standards: 625 lines, 25 frames, 8 mc, fm. Staatliches Rundfunk-Komitee (government) operates all telecasting. Noncommercial. Receivers estimated at 30,000 the end of 1955.

Berlin—Frequency: 41.75 mc video, 48.25 mc audio. ERP: 30 kw video, 3 kw audio.

Berlin—Frequency: 99.9 mc video, 106.4 mc audio. ERP: 2 kw video, 0.4 kw audio.

Brocken—Frequency: 169.25 mc video, 175.75 mc audio.

Brotterode—Frequency: 185.25 mc video, 191.75 mc audio.

Dresden—Frequency: 145.25 mc video, 151.75 mc audio. ERP: 3 kw video, 0.6 kw audio.

Fichtelberg—Frequency: 201.25 mc video, 207.75 mc audio.

Leipzig—Frequency: 59.25 mc video, 65.75 mc audio. ERP: 3 kw video, 0.6 kw audio.

Marlow—Frequency: 153.25 mc video, 159.75 mc audio.

GERMANY (West)

Standards: 625 lines, 25 frames, 7 mc, fm. Estimated receivers: 310,000 licensed, 500,000 total, as of Feb. 1, 1956.

Telecasting in West Germany is operated by a number of regional state-owned organizations: Bayerischer Rundfunk (Bavarian Radio), Hessischer Rundfunk (Hesse Radio), Nordwestdeutscher Rundfunk (Northwest German Radio), Radio Bremen, Sender Freies Berlin (Radio Free Berlin), Sueddeutscher Rundfunk (South German Radio), Sudwestfunk (Southwest German Radio). Operation is non-commercial at present, but Bavarian Radio has announced plans to introduce commercial segments into its schedule this fall and if this is successful the other groups may do the same.

Aalen—Frequency: 196.25 mc video, 201.75 mc audio. ERP: 0.4 kw video, 0.08 kw audio. Sueddeutscher Rundfunk.

Baden Baden—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.6 kw video, 0.12 kw audio. Relay. Sudwestfunk.

Berlin (West)—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 1 kw video, 0.25 kw audio. Sender Freies Berlin.

Biedenkopf—Frequency: 175.25 mc video, 180.75 mc audio. ERP: 0.75 kw video, 0.15 kw audio. Hessischer Rundfunk.

Bielstein—Frequency: 217.25 mc video, 222.75 mc audio. ERP: 100 kw video, 20 kw audio. Nordwestdeutscher Rundfunk. NWDR also has an experimental uhf station at Bielstein, operating at 485.25 mc video and 490.75 mc audio, with 0.4 kw video and 0.08 kw audio.

Bonn—Frequency: 175.25 mc video, 180.75 mc audio. ERP: 0.25 kw video, 0.05 kw audio. Relay. Nordwestdeutscher Rundfunk.

Braunschweig—Frequency: 210.25 mc video, 215.75 mc audio. ERP: 100 kw video, 20 kw audio. Relay. Nordwestdeutscher Rundfunk.

Bremen—Frequency: 55.25 mc video, 60.75 mc audio. ERP: 1 kw video, 0.02 kw audio. Radio Bremen.

Coblenz—Frequency: 182.25 mc video, 187.75 mc audio. ERP: 70 kw video, 14 kw audio. Sudwestfunk.

Cologne—Frequency: 217.25 mc video, 222.75 mc audio. ERP: 5 kw video, 1 kw audio. Nordwestdeutscher Rundfunk.

Feldburg—Frequency: 196.25 mc video, 201.75 mc audio. ERP: 100 kw video, 20 kw audio. Sudwestfunk.

Frankfurt—Frequency: 196.25 mc video, 201.75 mc audio. ERP: 100 kw video, 20 kw audio. Hessischer Rundfunk.

Freiburg—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.6 kw video, 0.12 kw audio. Relay. Sudwestfunk.

Hamburg—Frequency: 203.25 mc video, 208.75 mc audio. ERP: 92 kw video, 18 kw audio. Nordwestdeutscher Rundfunk.

Hannover—Frequency: 196.25 mc video, 201.75 mc audio. ERP: 4.3 kw video, 0.9 kw audio. Nordwestdeutscher Rundfunk.

Hechingen—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 40 kw video, 8 kw audio. Sudwestfunk.

Hornisgrinde—Frequency: 203.25 mc video, 208.75 mc audio. ERP: 100 kw video, 15 kw audio. Sudwestfunk.

Kaiserslautern—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.6 kw video, 0.12 kw audio. Relay. Sudwestfunk.

Kiel—Frequency: 217.25 mc video, 222.75 mc audio. ERP: 5 kw video, 1 kw audio. Nordwestdeutscher Rundfunk.

Langenberg—Frequency: 203.25 mc video, 208.75 mc audio. ERP: 92 kw video, 18 kw audio. Nordwestdeutscher Rundfunk.

Meißen—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 100 kw video, 20 kw audio. Hessischer Rundfunk.

Munich—Frequency: 210.25 mc video, 215.75 mc audio. ERP: 100 kw video, 20 kw audio. Bayerischer Rundfunk.

Neustadt—Frequency: 210.25 mc video, 215.75 mc audio. ERP: 50 kw video, 10 kw audio. Sudwestfunk.

Nuremberg—Frequency: 182.25 mc video, 187.75 mc audio. ERP: 100 kw video, 20 kw audio. Bayerischer Rundfunk.

Stuttgart—Frequency: 217.25 mc video, 222.75 mc audio. ERP: 100 kw video, 20 kw audio. Relay. Suddeutscher Rundfunk.

Trier—Frequency: 182.25 mc video, 187.75 mc audio. ERP: 0.6 kw video, 0.12 kw audio. Relay. Sudwestfunk.

Zweibruecken—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.8 kw video, 0.15 kw audio. Relay. Sudwestfunk.

GREENLAND

Standards: 525 lines, 30 frames, 6 mc, fm. All stations operated by the U.S. Armed Forces Radio & Tv Services.

Narsarsuaq—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio.

Sondrestrom—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio.

Thule—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio.

GUATEMALA

Standards: 525 lines, 30 frames, 6 mc, fm. Receivers estimated as 5,000 in May, 1956.

Guatemala City—TG-BOL-TV. Frequency: 61.25 mc video, 65.75 mc audio. ERP: 15 kw video, 7.5 kw audio. Radio-TV Guatemala S.A. Commercial. Programs four hours nightly.

HUNGARY

Standards: 625 lines, 25 frames, 8 mc, fm. Hungarian Radio-TV Dept. (government). Noncommercial.

Budapest—Frequency: 59.25 mc video, 67.75 mc audio. ERP: 1 kw video, 0.5 kw audio.

ICELAND

Standards: 525 lines, 30 frames, 6 mc, fm. U.S. Armed Forces Radio & Tv Services handles all telecasting. Noncommercial.

Keflavik—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio.

ITALY

Standards: 625 lines, 25 frames, 7 mc, fm. Radiotelevisione Italiana (government) in charge of all telecasting.

Florence—Frequency: 201.25 mc video, 206.75 mc audio. ERP: 1 kw video, 1 kw audio. Satellite relay.

Genoa—Frequency: 210.25 mc video, 215.75 mc audio. ERP: 127 kw video, 50 kw audio.

Incisa Valdarno—Frequency: 201.25 mc video, 206.75 mc audio. ERP: 0.53 kw video, 0.265 kw audio. Satellite relay.

Milan—Frequency: 201.25 mc video, 206.75 mc audio. ERP: 28 kw video, 7 kw audio.

Monte Paganella—Frequency: 201.25 mc video, 206.75 mc audio. Satellite relay.

Monte Peglia—Frequency: 210.25 mc video, 215.75 mc audio. ERP: 32 kw video, 10 kw audio.

Monte Penice—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 100 kw video, 10 kw audio.

Monte Serra—Frequency: 175.25 mc video, 180.75 mc audio. ERP: 200 kw video, 70 kw audio.

Naples—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 50 kw video, 25 kw audio.

Rome—Frequency: 201.25 mc video, 206.75 mc audio. ERP: 100 kw video, 35 kw audio.

Trieste—Frequency: 201.25 mc video, 206.25 mc audio. ERP: 15 kw video, 4.5 kw audio. Satellite relay.

Turin—Frequency: 82.25 mc video, 87.75 mc audio. ERP: 17.5 kw video, 9 kw audio.

Venice—Frequency: 175.25 mc video, 180.75 mc audio. ERP: 80 kw video, 40 kw audio.

JAPAN

Standards: 525 lines, 30 frames, 6 mc, fm. Nippon Hoso Kyokai (public corporation like England's BBC) operates 6 non-commercial stations; there are also two privately owned commercial stations. Sets registered as of May 10, 1956 were 189,340, but with many sets not registered the total was estimated as much higher.

Fukuoka—JOLK-TV. Frequency: 103.25 mc video, 107.75 mc audio. Power: 0.5 kw video, 0.25 kw audio. NHK.

Hiroshima—JOFK-TV. Frequency: 103.25 mc video, 107.75 mc audio. Power: 5 kw video, 2.5 kw audio. NHK.

Nagoya—JOCK-TV. Frequency: 103.25 mc video, 107.75 mc audio. Power: 10 kw video, 5 kw audio. NHK.

Osaka—JOBK-TV. Frequency: 171.25 mc video, 175.75 mc audio. Power: 10 kw video, 5 kw audio. NHK.

Sendai—JOHK-TV. Frequency: 103.25 mc video, 107.75 mc audio. Power: 5 kw video, 2.5 kw audio. NHK.

Tokyo—JOAK-TV. Frequency: 103.25 mc video, 107.75 mc audio. Power: 10 kw video, 5 kw audio. NHK.

Tokyo—JOAX-TV. Frequency: 171.25 mc video, 175.75 mc audio. Power: 10 kw video, 5 kw audio. Nippon Television Broadcasting Network Co. Commercial.

Tokyo—JOKR-TV. Frequency: 183.25 mc video, 187.75 mc audio. Power: 10 kw video, 5 kw audio. Radio Tokyo. Commercial.

Commercial stations are scheduled to start operations in December 1956 in Nagoya and Osaka, while NHK is planning stations for Sapporo and Kagoshima.

LIBYA

Standards: 525 lines, 30 frames, 6 mc, fm. Tripoli (Wheelus Field)—AJG-TV. Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Armed Forces Radio & Tv Services.

LUXEMBOURG

Standards: 819 lines, 25 frames, 7 mc, am. Cie Luxembourgeoise Radiodiffusion operates the commercial tv station.

Luxembourg (Dudelage)—Frequency: 189.25 mc video, 194.75 mc audio. ERP: 30 kw video, 8 kw audio.

MEXICO

Standards: 525 lines, 30 frames, 6 mc, fm. Commercial, privately owned stations. Receivers estimated at 200,000 in May 1956.

Juarez—XEJ-TV. Frequency: 77.25 mc video, 81.75 mc audio. Power: 0.5 kw video, 0.25 kw audio. Tv de la Frontera S.A.

Mexico City—XEW-TV. Frequency: 55.25 mc video, 59.75 mc audio. ERP: 25 kw video, 10 kw audio. Telesistema Mexicano S.A.

Mexico City—XHTV (TV). Frequency: 67.25 mc video, 71.75 mc audio. Power: 5 kw video, 2.5 kw audio. Telesistema Mexicano S.A.

Mexico City—XHGC-TV. Frequency: 77.25 mc video, 81.75 mc audio. ERP: 3.5 kw video, 2.5 kw audio. Telesistema Mexicano S.A.

Monterrey—XEFB-TV. Frequency: 193.25 mc video, 197.75 mc audio. ERP: 0.3 kw video. Emisoras Incorporadas de Monterrey.

Paso Cortes—XEQ-TV. Frequency: 187.25 mc video, 191.75 mc audio. ERP: 100 kw video, 25 kw audio. Relay satellite of XEW-TV Mexico City. Telesistema Mexicano S.A.

Puebla—XEX-TV. Frequency: 175.25 mc video, 179.75 mc audio. Power: 0.6 kw video, 0.25 kw audio. Satellite relay of XHTV Mexico City. Telesistema Mexicano S.A.

Tijuana—XETV (TV). Frequency: 83.25 mc video, 87.75 mc audio. ERP: 38 kw video, 17 kw audio. Radio Television S.A.

MONACO

Standards: 819 lines, 25 frames, 14 mc, am. Monte Carlo—Frequency: 199.7 mc video, 188.55 mc audio. ERP: 35 kw video, 9 kw audio. Commercial. Radio Monte Carlo.

MOROCCO

Standards: 819 lines, 25 frames, 14 mc, am. Compagnie Marocaine de Television has exclusive telecasting rights. Commercial. Receivers estimated at 4,000 the end of 1955.

Casablanca—Frequency: 212.85 mc video, 201.7 mc audio. ERP: 20 kw video, 5 kw audio.

Rabat—Frequency: 186.55 mc video, 175.4 mc audio. ERP: 20 kw video, 5 kw audio. Relay.

NETHERLANDS

Standards: 625 lines, 25 frames, 7 mc, fm. Non-commercial. Receivers estimated at 57,500 in April 1956.

Eindhoven—Frequency: 48.25 mc video, 53.75 mc audio. ERP: 4 kw video, 2.5 kw audio. Experimental. Philips Ltd.

Utrecht (Lopik)—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 22.5 kw video, 12 kw audio. Nederlandse Televisie Stichting.

NTS, which also proposes to operate tv stations at Goes, Heerenveen, Hengelo, Kootwijk and Roermond, is made up of five cultural and political groups, privately financed with some government aid. Proposal for a commercial tv network has been made by Televisie Exploiteer Maatschappij N.V., an independent company.

NORWAY

Standards: 625 lines, 25 frames, 7 mc, fm. Norsk Rikskringkasting (government) is engaged in a two-year testing program.

Oslo—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 1.3 kw video, 0.67 kw audio. Experimental.

PHILIPPINES

Standards: 525 lines, 30 frames, 6 mc, fm. Privately owned commercial stations. Receivers estimated at 7,000 in May 1956.

Manila—DZAQ-TV. Frequency: 61.25 mc video, 65.75 mc audio. ERP: 13.5 kw video, 3.6 kw audio. Aito Broadcasting System.

POLAND

Standards: 625 lines, 25 frames, 8 mc, fm. A regular telecasting center was opened May 1, 1956, in the Palace of Culture and Science in Warsaw, where the Television Board of the Ministry of Communications had been operating an experimental station on an intermittent basis. A second station is reported to be under construction at Lodz.

PORTUGAL

Standards: 625 lines, 25 frames, 7 mc, fm. Portugal has no tv service at present, but a commission has recommended that the government introduce it as soon as possible. A semi-commercial operation is proposed, with a main station at Lisbon feeding programs to other transmitters at Oporto and Coimbra, the three areas comprising about half of the country's population.

RUMANIA

Standards: 625 lines, 25 frames, 8 mc, fm. Bucharest—A government station is reported to be operating experimentally.

RYUKYU ISLANDS

Standards: 525 lines, 30 frames, 6 mc, fm. Okinawa—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Armed Forces Radio & Tv Services.

SAAR

Standards: 819 lines, 25 frames, 14 mc, am. Saarländisches Fernsehen A.G. has tv monopoly. Commercial.

Saarbruecken (Eschberg)—Frequency: 177.15 mc video, 188.3 mc audio. ERP: 0.5 kw video, 0.2 kw audio.

A second station with an ERP of 100 kw video and 50 kw audio is reported under construction.

SAUDI ARABIA

Standards: 525 lines, 30 frames, 6 mc, fm. Daharan (Airfield)—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Armed Forces Radio & Tv Services.

SPAIN

Standards: 625 lines, 30 frames, 7 mc, fm. Radio Nacional de Espana (government) operates all telecasting. Noncommercial.

Madrid—Frequency: 55.25 mc video, 60.75 mc audio. Power: 0.5 kw video, 0.1 kw audio. Experimental.

SWEDEN

Standards: 625 lines, 25 frames, 7 mc, fm. Royal Television Commission operates all telecasting. Noncommercial. Receivers estimated at 8,000 March, 1956.

Stockholm—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 1 kw video, 0.3 kw audio. Experimental.

Stockholm—Frequency: 175.25 mc video, 180.75 mc audio. ERP: 30 kw video, 15 kw audio. Experimental.

Plans for a government supported tv network, reported in 1954, have not been acted on. In March 1956 a business group proposed a plan to make tv nationwide by having stations jointly financed by business and government, with limited commercialization permitted.

SWITZERLAND

Standards: 625 lines, 25 frames, 7 mc, fm. Swiss Television Service (government). Registered receivers as of April 30, 1956, were 14,530.

Basel (St. Chrischona)—Frequency: 210.25 mc video, 215.75 mc audio. Power: 0.5 kw video, 0.1 kw audio. German language programming.

Berne (Bantiger)—Frequency: 48.25 mc video, 53.75 mc audio. ERP: 30 kw video, 15 kw audio. German language programming.

Geneva (La Dole)—Frequency: 62.25 mc video, 67.75 mc audio. ERP: 100 kw video, 20 kw audio. French language programming.

Zurich (Uetliberg)—Frequency: 55.25 mc video, 60.75 mc audio. ERP: 25 kw video, 5 kw audio. German language programming.

Three more stations are scheduled to begin operations during 1957: Saentis (German language programming), San Salvatore and Monte Ceneri (Italian language programming). Experimental period is to end Dec. 31, 1957, but no decision has been made as to regular service.

THAILAND

Standards: 525 lines, 30 frames, 6 mc, fm. Bangkok—HSI-TV. Power: 10 kw video, 5 kw audio. Government Dept. of Public Relations. Broadcasts four days a week, three hours each time.

Bangkok—Experimental station of Chulalongkorn U. Frequency: 174-216 mc. Power: 30 w video.

TUNISIA

Standards: 819 lines, 25 frames, 14 mc, am. Radiodiffusion-Television Francaise (government). Noncommercial.

Tunis—Frequency: 212.85 mc video, 201.7 mc audio. ERP: 20 kw video, 5 kw audio. Due to begin program service in summer 1956.

TURKEY

Standards: 625 lines, 25 frames, 7 mc, fm. Receivers estimated at 150 in June, 1956.

Istanbul—Frequency: 62.25 mc video, 67.75 mc audio. Power: 0.1 kw video, 0.1 kw audio. Experimental. Technical University of Istanbul.

UNITED KINGDOM

Standards: 405 lines, 25 frames, 5 mc, am.
 British Broadcasting Corp. operates a network of noncommercial tax-supported stations. Independent Television Authority operates a network of commercial stations, programmed by firms of contractors who buy time from ITA and sell advertising announcements to British advertisers. Program sponsorship is forbidden.
Aberdeen (Meldrum)—Frequency: 61.75 mc video, 58.25 mc audio. ERP: 12 kw video, 3 kw audio. BBC.
Belfast (Divis)—Frequency: 45 mc video, 41.5 mc audio. ERP: 12 kw video, 3 kw audio. BBC.
Birmingham (Sutton Coldfield)—Frequency: 61.75 mc video, 58.25 mc audio. ERP: 100 kw video, 24 kw audio. BBC.
Brighton (Truleigh Hill)—Frequency: 51.75 mc video, 48.25 mc audio. ERP: 0.3 kw video, 0.1 kw audio. BBC. Provisional.
Cardiff (Wenvoe)—Frequency: 66.75 mc video, 63.25 mc audio. ERP: 100 kw video, 24 kw audio. BBC.
Channel Isles (Les Platons)—Frequency: 61.75 mc video, 58.25 mc audio. ERP: 0.5 kw video. BBC. Provisional.
Douglas (Isle of Man)—Frequency: 66.75 mc video, 63.25 mc audio. ERP: 1 kw video. BBC. Provisional.
Edinburgh (Kirk O' Shotts)—Frequency: 56.75 mc video, 53.25 mc audio. ERP: 100 kw video, 24 kw audio. BBC.
Litchfield (Midlands)—Frequency: 189.75 mc video, 186.25 mc audio. ERP: 50 kw video, 15 kw audio. ITA. Programmed weekdays by Associated Television, weekends by Associated British Cinemas (television).
London (Crystal Palace)—Frequency: 45 mc video, 41.5 mc audio. ERP: 60 kw video, 15 kw audio. BBC.
London (Croydon)—Frequency: 194.75 mc video, 191.25 mc audio. ERP: 60 kw video, 15 kw audio. ITA. Programmed weekdays by Associated Rediffusion, weekends by Associated Television.

Manchester (Holme Moss)—Frequency: 51.75 mc video, 48.25 mc audio. ERP: 100 kw video, 24 kw audio. BBC.
Newcastle (Pontop Pike)—Frequency: 66.75 mc video, 63.25 mc audio. ERP: 12 kw video, 3 kw audio. BBC.
Norwich (Tacolneston)—Frequency: 56.75 mc video, 53.25 mc audio. ERP: 0.14 -1.3 kw video. BBC. Temporary.
Plymouth (North Hessary Tor)—Frequency: 51.75 mc video, 48.25 mc audio. ERP: 0.8-15 kw video. BBC.
Rowbridge (Isle of Wight)—Frequency: 56.75 mc video, 53.25 mc audio. ERP: 1-32 kw video. BBC.
Winter Hill (Lancashire)—Frequency: 194.75 mc video, 191.25 mc audio. ERP: 100 kw video, 25 kw audio. ITA. Programmed weekdays by Granada TV Network, weekends by Associated British Cinemas (television).
 ITA's Yorkshire station is scheduled to start operations in November, with stations serving South Scotland, South Wales and Northern Ireland tentatively planned to go on the air in 1957. BBC's plans call for stations at Carlisle, Dover, Inverness, Londonderry and Aberystwyth.

URUGUAY

Standards: 525 lines, 30 frames, 6 mc, fm.
Montevideo—Frequency: 83.25 mc video, 67.75 mc audio. Power: 5 kw video, 2.5 kw audio. Servicio Oficial de Difusion Radio Electrica (government).

U.S.S.R.

Standards: 625 lines, 25 frames, 8 mc, fm. Government. The ministry of communications reported 20 million tv receivers in use in July.
Kharkov—Frequency: 49.75 mc video, 56.75 mc audio. Power: 5 kw video, 2.5 kw audio. (Programs relayed by a satellite station at Sumy.)

Kiev—Frequency: 77.25 mc video, 83.75 mc audio. Power: 5 kw video, 2.5 kw audio. (Programs relayed by a satellite station at Vinnitsa.)
Leningrad—Frequency: 59.25 mc video, 65.75 mc audio. ERP: 20 kw video, 4 kw audio.
Moscow—Frequency: 49.75 mc video, 56.25 mc audio. ERP: 20 kw video, 4 kw audio. (Programs from Moscow are relayed by a station at Kalinin with 2 kw video power and 1 kw audio.)
Odessa—Frequency: 49.75 mc video, 56.25 mc audio. Power: 0.5 kw video, 0.3 kw audio.
Riga—Frequency: 59.25 mc video, 65.75 mc audio.
Tallinn—Frequency: 59.25 mc video, 65.75 mc audio.
 Experimental stations are reported at Blagoveshensk, Gorky, Kazan, Omsk, Saratov, Tomsk, Vladivostock and Yaroslavl, and an experimental color station in Moscow. Stations were reported under construction in some 30 cities.

VENEZUELA

Standards: 625 lines, 25 frames, 6 mc, fm. Estimated receivers: 75,000 in May 1956.
Caracas—YVKA-TV. Frequency: 77.25 mc video, 81.75 mc audio. ERP: 37.2 kw video, 18.6 kw audio. Televisora Nacional (government). Noncommercial.
Caracas—YVLV-TV. Frequency: 67.25 mc video, 71.75 mc audio. ERP: 15 kw video, 7.5 kw audio. Televisa. Commercial.
Caracas—YVKS-TV. Frequency: 55.25 mc video, 59.75 mc audio. ERP: 62.6 kw video, 31.3 kw audio. Radio Caracas. Commercial.
 Another commercial tv station was reported to be under construction in Caracas and two in Maracaibo.

YUGOSLAVIA

Standards: 625 lines, 25 frames, 7 mc, fm. Radiodifusion Jugoslave (government).
Belgrade—Frequency: 48.25 mc video, 53.75 mc audio. Power: 5 kw video, 2.5 kw audio. Experimental.

PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION

College marked with * have reported G. I. Approval. For information on others write to registrar.

SCHOOLS AND INSTITUTES SPECIALIZING IN RADIO-TV

American Institute of the Air,* 3123 E. Lake St., Minneapolis 6, Minn. Tel.: Parkway 1-1639. Courses: Electronics; announcing. Registrar: Helen Brown. Registration: Monday of each week.
California Institute of Radio & Tv,* 5910 Sunset Blvd., Hollywood 28. Tel.: Hollywood 9-1938. Courses: Curriculum in all phases of a tv operation. Registrar: Henry C. Kurn. Registration: Jan. 10; April 10; July 10; Oct. 10.
Cambridge School of Radio-TV Broadcasting,* 1481 Broadway, New York 36. Tel.: Bryant 9-9295. Courses: Production; programming; studio operations; announcing-script-demonstrators. Director: Dexter Halle. Registration: Every six weeks.
Capital Radio Engineering Institute Inc.,* 3224 16th St. N.W., Washington 10. Tel.: Hobart 2-1520. Courses: Electronics (home, residence courses); tv & service engineering (home, residence); tv studio operations (home). Registrar: E. A. Corey. Registration: Eight-week intervals.
Central Technical Institute,* 1644 Wyandotte St., Kansas City 8, Mo. Tel.: Harrison 1-5852. Courses: Radio-tv servicing; broadcasting; technology; ECPD-accredited engineering technician program; A.S. degree awarded. Registrar: R. W. Harriman. Registration: Continuous; residential, every eight weeks.
Coyne Electrical School,* 500 S. Paulina St., Chicago 12. Tel.: Seeley 3-7722. Courses: Tv-radio service. Registrar: C. A. Ginter. Registration: Every six weeks.
Delehanty Tv School,* 113-117 E. 11th St., New York 3. Tel.: Gramercy 3-6900. Courses: Basic tv; tv technician. Registrar: Robert Ward. Registration: Monthly.
DeVry Technical Institute,* 4141 Belmont Ave., Chicago 41, Ill. Tel.: Kildare 5-2700. Courses: Tv-radio servicing; nuclear instrumentation; electronic technology & design; tv-radio communications; industrial electronics; home training programs in radio-tv servicing; industrial electronics; communications. Registrar: William R. McGowen. Registration: Residential—every six weeks.
Don Martin School of Radio & Television Arts & Sciences,* 1653 N. Cherokee, Hollywood 28, Calif. Tel.: Hollywood 2-3281. Courses: Tv engineering; tv production. Registrar: Robert G. Devine. Registration: Monthly. Approved for foreign students attending under student visa.
Geller Theatre Workshop,* 6040 Wilshire Blvd., Los Angeles 36, Calif. Tel.: Webster 6-5205. Courses: Stage-Screen-Radio course covers basic training in all fields, including tv. Registrar: Leon Lord, pres. Registration: June 19, Sept. 17, 1956. (New course starts every three months.)
Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago,* Michigan Ave. at Adams, Chicago 3, Ill. Tel.: Central 6-2337. Courses: Acting; voice & diction; body technique; makeup. Registrar: Elizabeth Capwell. Registration: Sept. 17, 1956; Feb. 4, 1957.
Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, Calif. Tel.: Hollywood 2-1411. Courses: Preparation for FCC operator license exams (residence & correspondence). Registrar:

Don Grantham. Registration: Continuous.
Washington, D. C. Div., 737 11th St. N.W., Washington 1. Tel.: Sterling 3-3614. Registrar: Howard C. McKewen.
Lincoln School of Radio & Television Inc.,* 1851 Broadway, New York 23. Tel.: Circle 6-5300. Courses: Fm & tv technician; courses in radar (electronic technician). Registrar: Fay Gallo. Registration: First two weeks of each month.
Midwestern Broadcasting School,* 228 S. Wabash Ave., Chicago 4, Ill. Tel.: Wabash 2-0712. Courses: Radio-tv announcing; script writing; advertising. Registrar: Barbara Mefert. Registration: Continuous.
National Academy of Broadcasting Inc.,* 3338 16th St. N.W., Washington 10, D. C. Tel.: Decatur 2-5580. Courses: Radio-tv announcing; preliminary courses in radio writing; speaking; foreign language pronunciation; music programming; journalism; publicity and management. Registrar: Alice Keith. Registration: Feb. 1, June 1, Oct. 1.
New School for Social Research,* 66 W. 12th St., New York 11. Tel.: Oregon 5-2700. Courses: Tv writing workshop (Gilbert Seldes, director); script writing clinic. Registrar: Charles F. Godley. Registration: Fall term: Sept. 24, 1956. Students may work for academic, general, or B.A. degree credits, or for Certificate of Proficiency in Public Relations.
New York Technical Institute Inc.,* 500 Pacific St., Brooklyn 17. Tel.: Main 5-6220. Courses: Radio-tv servicing; electronics technician; FCC preparation. Registrar: S. J. Spina. Registration: Monthly.
Northwest Radio & Television School, 1221 N.W. 21st Ave., Portland 9, Ore. Tel.: Capital 3-7246. Courses: Tv production; tv broadcasting—principles & practices; radio-tv service & maintenance; FCC license preparation; radio-tv copywriting; radio-tv announcing & production. Registrar: E. O. Lee. Registration: Continuous.
William B. Ogden Radio Operational Engineering School, 1150 W. Olive Ave., Burbank, Calif. Tel.: Thornwall 2-8291. Courses: Five- to six-week intensive courses leading to FCC first phone licenses. Registrar: Tally Ogden. Registration: Continuous.
Pathfinder Radio Services,* 737 11th St. N.W., Washington 1, D. C. Tel.: Metropolitan 8-5255. Courses: Tv announcing, newscasting. Registrar: Nancy McFarland. Registration: Any Monday.
Penn Technical Institute,* 5440 Penn Ave., Pittsburgh 6, Pa. Tel.: Hiland 1-3502. Courses: Black & White, color tv; servicing; transmitters; basic design considerations. Registrar: Walter G. Whipple. Registration: June, Oct. 1956; Jan., April 1957.
Pierce School of Radio & Television,* 52 E. 19th St., New York 3, N. Y. Tel.: Oregon 7-7390. Courses: Radio & tv servicing; radio & tv technician. Registrar: William Popkin. Registration: Every five weeks.
Portland Tv College,* 1017 S.W. Washington St., Portland 5, Ore. Tel.: Capitol 8-7777. Courses: Radio-tv repair & service; electronics; radio-tv broadcasting engineering. Registrar: Dona E. Richardson. Registration: Continuous. All courses given in both full-time days, and half-time

evening classes. Course 1: 2,340 hrs. in length; course 2: 2,340 hrs.; course 3: 1,560 hrs.
Leland Powers School Inc.,* 31 Evans Way, Boston 15, Mass. Tel.: Aspinwall 7-2900. Courses: Acting, announcing, directing, writing. Registrar: Carol Whiting. Registration: Sept., 1956.
Radio Institute of Chicago,* 188 W. Randolph, Chicago 1, Ill. Tel.: Andover 3-6767. Courses: All phases of professional & technical telecasting. Registration: Monthly.
Radio-Television Institute,* 127 Columbus Ave., New York 23, N. Y. Tel.: Lyceum 5-4856. Courses: Detailed training as radio-tv technician. Registration: Continuous.
RCA Institutes 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. Registrar: C. E. Tomson. Registration: Sept. 4, Nov. 20, 1956; Feb. 26, May 20, 1957.
Radio-Television Training Assn.,* 52 E. 19th St., New York 3, N. Y. Tel.: Oregon 7-7390. Courses: Radio & tv technician; tv cameraman & studio operation. Registrar: D. Rastetter. Registration: Continuous.
SRT Television Studios,* 316 W. 57th St., New York 19, N. Y. Tel.: Plaza 7-3211. Courses: Tv broadcasting; tv production & programming; radio-tv announcing. Registrar: Winifred S. Van Sickle. Registration: Continuous. Equipment: completely equipped tv studios.
Frederick H. Speare, Professional Radio & Television School Inc.,* 6251 Santa Monica Blvd., Hollywood 38, Calif. Tel.: Hollywood 9-2325. Courses: Staff announcing; speech; camera technique & operation; acting. Registrar: D. B. Speare. Registration: Every six weeks.
Tennessee School of Broadcasting,* 1800 West End Ave., Nashville 4, Tenn. Tel.: Alpine 4-3755. Courses: Radio-tv servicing (color tv); radio announcing & production. Registrar: Pauline Linville. Registration: First Monday in Feb., June, Oct.
Western Television Institute,* 341 W. 18th St., Los Angeles 15, Calif. Tel.: Prospect 9-8855. Courses: Practical tv servicing. Registrar: R. B. Murray. Registration: Every five weeks.
YMCA Trade & Technical School,* 15 W. 63rd St., New York 23. Tel.: Endicott 2-8117. Courses: Tv servicing; radio communications; radiotelephone and radiotelegraph license preparation. Registrar: Albert J. Lender. Registration: Continuous. Day and evening sessions offered.

COLLEGES

Alabama Polytechnic Institute,* Auburn, Ala. Tel.: Auburn 960. Courses: Radio workshop; orientation; speech; communications engineering; sound engineering; electronics; transmitter operation; uhf circuits; tv engineering. Registrar: Charles W. Edwards. Registration: Quarterly (fall, winter, spring, summer).
American River Junior College,* 1333 Grand Ave., Del Paso Heights, Calif. Tel.: Wabash 5-3568. Courses: Applied electronics 54A,B; 55A, 56A. Registrar: K. D. Boettcher. Registration: Sept. 11-12, 1956.

- Arizona State College,*** Tempe, Ariz. Tel.: Woodland 7-3311.
Courses: Elementary, advanced principles of tv; speech, radio-tv drama; tv writing and production. Registrar: Alfred Thomas Jr. Registration: Sept. 13-17, 1956.
- Ball State Teachers College,*** Muncie, Ind. Tel.: 3-8492.
Courses: Introduction to radio-tv; acting; writing; education. Director: R. J. Robbins. Registration: Sept. 4-8, 1956.
- Beloit College,*** Beloit, Wis. Tel.: Emerson 5-6641.
Courses: Introduction to radio-tv; tv lab at WREX-TV Rockford, Ill., ch. 13; seminar in communications; special projects; honors thesis. Registrar: Bessie M. Weirick. Registration: Sept. 16-21, 1956.
- Case Institute of Technology,** Cleveland 6, Ohio. Tel.: Sweetbriar 5-1000.
Courses: Fundamentals of communications; engineering; microwave engineering; radio-tv engineering; electronics. Registrar: Willard E. Nudd. Registration: Sept., Feb.
- Chico State College,*** W. First St., Chico, Calif. Courses: Radio-tv production; broadcasting & telecasting; radio & tv performance. Registrar: Wallin J. Carlsen. Registration: Sept. 10, Jan. 31, June 18, 1956-57.
- City College of San Francisco,*** 50 Phelan Ave., San Francisco 12, Calif. Tel.: Juniper 7-7272.
Courses: Radio-tv speech; announcing; script writing; survey; radio & electronics; tv engineering. Registrar: Mary Jane Learned. Registration: Sept. 4-6, 1956.
- College of Music of Cincinnati,*** 1229 Elm St., Cincinnati, 10. Tel.: Parkway 1-0539.
Courses: Two-year certificate course, four-year bachelor of fine arts in radio-tv education degree course; video equipment; public speaking; tv artistic technique; announcing; tv production; speech; tv directing; radio-tv script writing; radio-tv law; radio-tv continuity writing; tv sales and promotion. Registrar: Marjora W. Shank. Registration: summer: June 13-14, 1956; fall: Sept. 1-15, 1956. Summer term: Tv studio participation; tv studio operation; tv station administration & management.
- College of the Pacific,*** Stockton, Calif. Tel.: Howard 4-7781.
Courses: Film for tv; tv production lab; applied radio-tv; tv drama writing; continuity writing; radio-tv fundamentals; radio-tv station management; radio-tv drama. Registrar: Elliott Taylor. Registration: Sept. 9-13, 1956.
- College of San Mateo,*** San Mateo, Calif. Tel.: Diamond 2-1421.
Courses: Industrial electronics & tv. Registrar: Martha E. Burrill. Registration: Sept. 6-7, 1956.
- Technical Institute,*** College of William and Mary, Hampton Blvd., Norfolk 8, Va. Tel.: Madison 7-5401.
Courses: Principles of tv; tv servicing; color tv. Registrar: E. B. Richards. Registration: Sept. 4-5, 1956; March 4-5, 1957.
- Columbia College,*** 207 S. Wabash Ave., Chicago 4, Ill. Tel.: Wabash 2-6762.
Courses: Tv production; fundamentals of tv; announcing; acting; sports; educ. tv; studio, camera technique; dramatic production; musical production; news; writing; programming; advertising; sales; directing; film for tv; motion picture production; scene design; staging; set construction; graphics; special effects; makeup; costuming. Registrar: Robert Borlek. Registration: Sept. 26, 1956; Jan. 7, April 1, June 23, 1957.
- Curry College,*** 848 Brush Hill Rd., Milton 86, Mass. Tel.: Hyde Park 3-3209.
Courses: Introduction to radio-tv operation; introductory radio-tv technical operations; tv news & special events; tv-radio sales & audience research; radio-tv publicity & promotion; radio-tv writing; documentary workshop. Registrar: Emma M. Miller. Registration: Sept. 18, 1956; Jan. 28, 1957. Professional radio-tv layout & liberal arts correlation enable student to earn A.B. or S.B. degree.
- East Los Angeles Junior College,*** 5357 E. Brooklyn Ave., Los Angeles 22, Calif. Tel.: Angelus 3-7261.
Courses: Acting; announcing; basic tv engineering; production; speech. Registrar: Walter S. Hertzog Jr., Dean of Admissions & Records. Registration: Sept. 17-21, 1956.
- Emerson College,*** 130 Beacon St., Boston 16, Mass. Tel.: Kenmore 6-3340.
Courses: Introductory tv; performance; acting; production; commercials; news; continuity writing; tv for women; creative writing; programming; announcing; workshop; stagecraft; film; educational uses. Registrar: Clara F. Fraser. Registration: Sept. 17-19, 1956; Feb. 4, 1957.
- Evansville College,*** Evansville, Ind. Tel.: Greenleaf 6-1341.
Courses: Tv techniques; advanced tv techniques. Registrar: G. R. McCoy. Registration: Sept. 11-12, 1956.
- Fresno State College,*** Shaw & Cedar Aves., Fresno, Calif. Tel.: 7-8461.
Courses: Elementary tv production; projects in production; advanced radio-tv direction & production; seminar in radio-tv communications. Registrar: Wilma Wight. Registration: Sept. 20-21, 1956.
- Hampton Institute,*** Hampton, Va. Tel.: 3-6581.
Courses: Radio workshop; speech; radio in education; basic principles of radio engineering; electronics; uhf techniques; principle & practices of tv engineering; advanced radio-tv principles of engineering. Registrar: Collis H. Davis. Registration: Sept. 17-18, 1956; Jan. 29-30, 1957.
- Hofstra College,*** 1000 Fulton Ave., Hempstead, N. Y. Tel.: Ivanhoe 9-7000.
Courses: Educ. radio & tv for teachers (survey of program materials); educ. radio-tv production. Registrar: Charles Meixel. Registration: Sept. 10-17.
- Idaho State College (School of Trade & Industrial Education),*** Pocatello. Tel.: 4360.
Courses: Radio & electronics & tv. Registrar: Mrs. Anna C. Nunn. Registration: Sept. 13-15, 1956.
- Iowa State College,*** Ames, Iowa. Tel.: Cedar 2-3400.
Courses: Tv art & operational techniques; radio-tv writing; tv demonstration techniques; radio-tv music; tv workshop & labs; principles of radio-tv broadcasting; radio-tv speech; radio-tv advertising; radio-tv news writing and program building. Registrar: Arthur M. Gowan. Registration: Sept. 19-20, 1956.
- Ithaca College,*** Ithaca, N. Y. Tel.: Ithaca 8770.
Courses: Introduction to radio-tv; current radio-tv developments; program production; radio-tv writing; radio-tv announcing; radio-tv in society; radio-tv in education; radio-tv advertising; radio-tv news writing; radio-tv acting; radio-tv field work; station administration; senior seminar in radio-tv. Registrar: Florence M. Howland. Registration: Sept. 17, 1956; Jan. 26, 1957.
- Kansas State College,*** Manhattan, Kan. Tel.: Prescott 6-8811.
Courses: Industry; announcing; production; management; techniques; writing; advertising; programming; audience; women's programs; tv engineering; vacuum tubes. Registrar: Ellsworth M. Gerritz. Registration: Sept., Feb., June.
- Kansas State Teachers College,*** 1701 S. Broadway, Pittsburg, Kan. Tel.: 761.
Courses: Tv; educational use of radio-tv; related speech courses. Registrar: C. R. Baird. Registration: June 4, Aug. 4, 1956; Jan. 28, 1957.
- Los Angeles Trade Technical Junior College,*** 1646 S. Olive St., Los Angeles 15, Calif. Tel.: Richmond 9-7021.
Courses: Tv & radio servicing. J. N. McCaghren. Registration: Continuous.
- Marjorie Webster Junior College (girl's college),** Washington 12, D. C. Tel.: Tuckerman 2-4400.
Courses: Tv technique, production & management; fundamentals of tv; continuity writing. Registrar: Mrs. Annette Murray. Registration: Sept. 24, 1956.
- Marshall College,*** Huntington, W. Va. Tel.: 3-3411.
Courses: Fundamentals of radio & tv; radio, tv & society. Registrar: Luther E. Bledsoe. Registration: June 4, Sept. 14, Feb. 28, 1957.
- North Texas State College,*** Denton, Tex. Courses: Radio workshop; speech; production & direction of radio-tv programs. Registrar: Alex Dickie. Registration: June 5, Sept. 17, 1956.
- Occidental College,*** Los Angeles 41, Calif. Tel.: Clinton 5-5151.
Courses: Tv growth; development, organization & operation; televised broadcasts from standpoint of studio operation; observation in connection with planned visits to tv studios. Registrar: Florence N. Brady. Registration: Sept. 20-21, 1956.
- Orange Coast College,*** 19951 S. Harbor Blvd., Costa Mesa, Calif. Tel.: Kimberly 5-1151.
Courses: Tv servicing.
- San Diego Junior College & Vocational School,*** 14th and Russ Sts., San Diego 2, Calif. Tel.: Belmont 9-9151.
Courses: Radio-tv receiver maintenance; radio-tv communications; industrial electronics. Registrar: Leonard Eimon. Registration: Aug. 15 to Sept. 15, 1956; Jan. 5 to Feb. 5, 1957. School operates educ. KSDC (FM) San Diego.
- San Francisco State College,*** 1600 Holloway Ave., San Francisco, Calif. Tel.: Juniper 4-2300.
Courses: Introduction; studio operation; production fundamentals; acting; directing; announcing; advanced production; sales; continuity; educational tv; news. Four- and five-year program leading to A.B. & M.A. Registrar: Harold Soeters. Registration: Sept. 15, 1956; Feb. 10, 1957.
- San Francisco Theological Seminary,*** 3 Kensington Rd., San Anselmo, Calif. Tel.: Glenwood 3-2280.
Courses: Elementary tv production; tv writing; advanced broadcasting projects; introduction to radio-tv. Registrar: Gurdon C. Oxtoby. Registration: Sept. 17, 1956; Jan. 2, Mar. 3, 1957.
- San Jose State College,*** San Jose 14, Calif. Tel.: Cypress 4-6414.
Courses: Radio-tv production; directing; acting; writing & announcing. Registrar: Leslie W. Ross. Registration: Sept. 20-21, 1956; Feb. 11-12, 1957. A.B. in radio-tv; two-camera closed-circuit chain; live productions through KPX & KNTV. Northern Calif. Academy of Tv Award (1955); complete radio-tv studios and professional staff.
- Stephens College (for women),** Columbia, Mo. Tel.: Gibson 2-2211.
Courses: Introduction to radio-tv; writing for broadcasting; announcing for broadcasting; tv programming; marketing, advertising & production; tv production. Admissions: Machin Gardner. Registration: Pre-registration required.
- Stockton College,*** 3301 Kensington Way, Stockton 4, Calif. Tel.: 6-4241.
Courses: Tv receiver maintenance & repair; FCC license preparation. Registrar: Louis L. Windmiller. Registration: Sept. 1956; Jan. 1957.
- Texas State College for Women,*** P. O. Box 3775, T.S.C.W. Station, Denton, Tex. Tel.: Central 2315.
Courses: Radio-tv workshops; radio-tv writing; station organization & management. Registrar: Francis W. Emerson. Registration: Sept. 17-18, 1956.
- Tri-State College,*** Angola, Ind. Tel.: 600.
Courses: Tv engineering (1 & 2). Registrar: Vern R. Jones. Registration: Sept. 24-25, 1956. Degree: B.S. in radio engineering.
- West Contra Costa Junior College,** 1305 Central Drive, Richmond 4, Calif. Tel.: Beacon 5-7800.
Courses: Introduction to radio & electronics; radio; radio-tv. Registrar: A. S. Gelston. Registration: Sept., 1956; Feb., 1957.
- Western Michigan College,*** Kalamazoo 45, Mich. Tel.: 3-4611.
Courses: Introduction to tv (technical); tv service, color tv. Registrar: Clayton J. Maus.
- Women's College, U. of North Carolina,** Spring Garden St., Greensboro, N. C. Tel.: 2-5661.
Courses: Tv production, writing. Registrar: Rollin E. Godfrey. One studio of WUNC-TV Chapel Hill, N. C., located at women's college.

UNIVERSITIES

- American U.,*** Massachusetts & Nebraska Aves. N.W., Washington 16. Tel.: Woodley 6-6800.
Courses: Tv-radio survey; tv-radio writing; tv-radio dramatic writing; tv writing, advanced; tv-radio music; public service broadcasting; tv-radio newswriting; tv-radio announcing; tv-radio speech; tv-radio acting; tv-radio production & direction; radio station operation; tv studio procedures; tv workshop; tv production lab; tv-radio station management; tv-radio advertising; tv programming; tv film production; modern picture workshop; tv & radio in educ.; teaching with tv; seminar in telecommunications. Registrar: Willett M. Kempton. Registration: January, June, September. Degrees: B.A. & M.A. for radio-tv majors.
- Baylor U.,*** Waco, Tex. Tel.: 3-4511.
Courses: Production (internship with commercial stations). Registrar: Alton B. Lee. Registration: Sept. 13-14, 1956.
- Boston University School of Public Relations & Communications,*** 84 Exeter St., Boston 16, Mass. Tel.: Commonwealth 6-6230.
Courses: Tv studio skills; radio-tv advertising; radio-tv news writing & editing; tv performance; radio-tv sales; tv directing; tv programming; tv design; tv production. Registrar: Ethel Webster. Registration: Sept. 12-14, 1956; Jan. 30, 1957.
- John Brown U.,*** Siloam Springs, Ark. Tel.: 77.
Courses: Radio & tv writing (1 & 2); radio & tv operation & management (1 & 2); advanced radio workshop. Registrar: Roger F. Cox. Registration: Sept. 13, 14, 1956.
- Butler U.,*** Radio-Tv Dept., 1204 N. Delaware, Indianapolis 12, Ind. Tel.: Melrose 4-7511.
Courses: Complete radio-tv curriculum. Chairman: Robert L. Montgomery. Registration: Sept., Jan., June, 1956.
- Columbia U., School of Dramatic Arts,*** 420 W. 117th St., New York 27, N. Y. Tel.: University 5-4000.
Courses: Radio workshop; basic radio-tv; radio-tv acting; radio-tv announcing; radio drama workshop; dramatic radio-tv writing; radio reporting & commentary; radio documentary workshop; radio-tv publicity; radio-tv promotion; radio-tv sales; radio-tv audience research; law & literary property; public opinion & communication; radio-tv & 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 & special events. Registrar: Charles P. Hurd. Registration: Sept., 21-26, 1956; Feb. 1957.
- Creighton U.,*** 2410 California St., Omaha 31, Neb. Tel.: Jackson 7400.
Courses: Introduction; law of press, radio & tv; announcing; continuity writing; playwriting; news writing, editing; programming; production procedures; advanced production; educational tv; program planning. Registrar: Jack N. Williams. Registration: Sept. 13-15, 1956; Jan. 31, Feb. 1-2, 1957.
- DePaul U.,*** 64 E. Lake St., Chicago 1, Ill. Tel.: Financial 6-4000.
Courses: Tv advertising; radio-tv broadcasting. Registrar: Edward M. Stout. Registration: Sept. 13-20, 1956.
- DePauw U.,*** Greencastle, Ind. Tel.: 1100.
Courses: Tv programming. Registrar: Value M. Williams. Registration: Sept. 13-14, 1956; Feb. 6, 1957.
- Florida State U.,*** Tallahassee, Fla. Tel.: 2-8000.
Courses: Theatre, radio & cinema techniques in tv; principles of design for stage & tv; cinematography; tv news; tv information program production; tv in the school & community. Registrar: Charles H. Walker. Registration: Sept. 13, 1956; Feb. 5, 1957.
- Fordham U.,*** Bronx 58, N. Y., Third Ave. & Fordham Rd. Tel.: Fordham 7-5400.
Courses: Tv writing, production; station operation & management. Registrar: Patricia Darby. Registration: September.
- Indiana U.,*** Bloomington, Ind. Tel.: 6811.
Courses: Introduction to radio-tv; elementary announcing; radio-tv regulations; radio-tv advertising; radio-tv script writing; audio production & direction; tv production; thesis; radio-tv & facsimile; special projects in radio-tv; radio-tv in educ.; educ. writing for radio-tv; radio reporting & news writing; practical work in radio newscasting; radio newswriting; radio-tv theatre. Registrar: C. E. Harrell. Registration: Sept. 10-15, 1956.
- Kent State U.,*** Kent, Ohio. Tel.: Orchard 3-3411.
Courses: Radio-tv survey; radio-tv history & law; contemporary problems; radio-tv audiences; educational radio-tv. Registrar: C. E. Atkinson. Registration: Sept. 19, 1956; Jan. 22, Mar. 5, 1957.
- Marquette U. School of Speech,*** 625 N. 11th St., Milwaukee 3, Wis. Tel.: Division 4-1000.
Courses: Introduction to tv; tv production; tv direction; commercial tv; tv workshop (1 & 2), radio-tv research. Registrar: George E. Vander Beke. Registration: Sept. 10, 11, 12, 1956.
- Miami U.,*** Oxford, Ohio. Tel.: Oxford 3-5217.
Courses: Tv & modern society; tv workshop; station management; seminar in tv. Registrar: William C. Smyser. Registration: Sept. 17, 1956.
- Michigan State University,*** East Lansing, Mich. Tel.: Edgewood 2-1511.
Courses: Introduction to tv; studio operations; control room operations; directing; production problems; advanced production problems; research; programming; management; announcing;

- writing; educational programming; news; advertising; tv seminar. Training given in connection with WKAR-TV East Lansing. School is member of the Association for Professional Broadcasting Education. M.A. & Ph.D. offered in speech with emphasis on radio-tv. Registrar: Robert S. Linton. Registration: Quarterly.
- New York U., Division of General Education,*** 100 Washington Sq. E., New York 3. Tel.: Spring 7-2000.
Courses: Fundamentals of tv; radio-tv publicity; tv script writing (1 & 2); tv programming & production; tv studio operations; tv direction; tv acting; motion pictures for tv; tv color workshops. Registrar: Warren Bower. Registration: Sept. 1956; Jan., May, June 1957.
- Northwestern U.,* Medill School of Journalism,** Fisk Hall, Evanston, Ill. Tel.: University 4-1900.
Courses: Principles of radio-tv; radio-tv news-writing & editing; radio & tv news; radio-tv continuity writing; tv news; radio-tv news operation; radio-tv special events; tv newsfilm production; tv news program preparation & production; radio-tv advertising; radio-tv graduate research seminar. Registrar: Elizabeth MacPherson. Registration: Sept. 1956; Jan., Mar., June 1957.
- Ohio State U.,* N. High St.,** Columbus 10, Ohio. Tel.: Axminster 9-3148.
Courses: Radio-tv drama; program planning; tv programs; radio-tv program policies; tv writing; program direction; program production; advanced tv production & directing; tv scenery & design; seminar in radio-tv programming. Registrar: Ronald B. Thompson. Registration: June 19, July 26, Oct. 22, 1956; Jan. 3, March 26, 1957.
- Ohio U.,* Athens, Ohio,** Tel.: 3-1011.
Courses: Principles of tv production; introduction to radio-tv; radio-tv newswriting; radio-tv advertising & management; seminar in radio-tv; writing for radio-tv. Registrar: Robert E. Mahn. Registration: Sept. 1956; Feb., June 1957.
- Ohio Wesleyan U.,* Delaware, Ohio,** Tel.: Delaware 3-1261.
Courses: Radio-tv interdepartmental major. Registrar: Allan C. Ingraham. Registration: Sept. 13-15, 1956.
- Oklahoma City U.,* 24th & Blackwelder,** Oklahoma City 6, Okla. Tel.: Jackson 5-5461.
Courses: Tv circuits; diagnosis; principles; introduction to color; electron tubes; advanced tv principles. Registrar: L. A. Jones, dean. Registration: June 11, July 23, Sept. 10, 1956.
- Pennsylvania State U.,* University Park,** Pa. Tel.: 8441.
Courses: Principles of television speech. Registrar: C. O. Williams. Registration: Sept., Feb., June.
- St. Mary's U.,* San Antonio 1,** Tex. Tel.: Pershing 3-8161.
Courses: Introduction to tv; radio-tv workshop; radio communication. Registrar: Thomas J. Treadway. Registration: Sept. 5-11, 1956.
- Southern Methodist U.,* Dallas, Tex.** Tel.: Lakeside 2141.
Courses: Tv writing; tv production; tv news; tv general workshop. Registrar: Douglas Connor. Registration: June 5, 1956.
- Stanford U., Stanford Radio-Tv Institute,*** Stanford, Calif. Tel.: Davenport 3-9411.
Courses: Broadcasting & telecasting in U.S.; applications of radio-tv for school & community; radio broadcasting lab; radio announcing & production; music in radio-tv; radio-tv writing; advanced radio-tv dramatic writing; radio news & special events; tv selling & advertising; tv program planning & scheduling; survey of tv; tv studio & remote production problems; tv writing & production; film for tv; design, lighting and staging for tv; tv station management; tv lab at educational KQED (TV) San Francisco. Registrar: Harvey Hall. Registration: Fall 1956; Sept. 24, 25; Winter 1957; Jan. 3; Spring 1957; April 1.
- State U. of Iowa,*** Television Center, Iowa City, Iowa. Tel.: 8-0511.
Courses: Basic tv techniques; speech in radio-tv; radio-tv broadcasting, rehearsal & performance; the tv & radio program; planning & construction; educ. uses of radio-tv; cinematography techniques; theatre techniques in tv; production methods in tv & radio. Registrar: Ted McCarrel. Registration: June 12, Sept. 17, 1956.
- State U. of New York, College for Teachers,** 1300 Elmwood Ave., Buffalo, N. Y. Tel.: Summer 2320.
Courses: Radio-tv in education. Registrar: Nicholas J. Carriero. Registration: Sept. 10-12, 1956.
- Syracuse U., Radio & Tv Center,*** Syracuse 10, N. Y. Tel.: 76-5571.
Courses: Tv principles & practice; tv organization & operations; psychology of tv communications; tv news; program planning & building; studio operation; tv research; writing & production; tv problems. Registrar: Eugene S. Foster. Registration: Sept. 1956.
- Temple U.,* Broad St. and Montgomery Ave.,** Philadelphia 22, Pa. Tel.: Stevenson 7-4000.
Courses: Fundamentals of tv broadcasting; tv production (1 & 2); tv announcing; tv acting; tv news; tv writing; tv dramatic writing; tv directing; tv program planning. Graduate course in tv. Director: John B. Roberts. Registration: Sept. 18, 1956; Feb. 5, 1957. Uses WFIL-TV Philadelphia studios for training, including elaborate campus facilities.
- Texas Christian U.,* University Dr., S.,** Fort Worth 9, Tex. Tel.: Walnut 4-4241.
Courses: B.A. degree with a major in radio-tv. Registrar: Calvin A. Cumbie. Registration: Sept. 17, 1956; Jan. 28, June 3, 1957.
- U. of Alabama,*** University, Ala. Tel.: Plaza 2-7441.
Courses: Introduction; announcing; continuity writing; production; advertising; film production; station procedures; women's features; programming; tv & society; tv program seminar; fundamentals of viewing; station management; public relations; sales. Registrar: William F. Adams. Registration: Sept. 13-15, 1956.
- U. of Arizona,*** Tucson, Arizona. Tel.: 4-8181.
Courses: Tv writing; tv news editing; radio-tv fundamentals; radio-tv acting; electrical engineering and electronics. Registrar: C. Zaner Leshner. Registration: Sept. 14-15, 1956. Equipment: fully equipped tv & film studio.
- U. of Baltimore,*** 847 N. Howard St., Baltimore 1, Md. Tel.: Saratoga 7-6350.
Courses: Radio-tv writing & production. Registrar: Kathleen C. Joyce.
- U. of Bridgeport,*** Bridgeport, Conn. Tel.: Forest 6-3611.
Courses: Radio-tv writing; radio-tv station operation. Registrar: Donald Kern. Registration: Sept. 1956; Feb. 1957.
- U. of California, Dept. of Theater Arts, Radio-Tv Division,*** Los Angeles 24, Calif. Tel.: Granite 3-0971.
Courses: UCLA-industry summer radio-tv workshop; introductory & advanced radio-tv courses; straight & dramatic radio-tv writing; radio-tv acting; radio-tv news writing; radio-tv programming & station operation; social aspects of mass communications; special experimental tv projects. Graduate courses in radio-tv leading to M.A. degree. Registrar: William C. Pomeroy. Registration: Sept. 10-12, 1956; Jan. 29-30, 1957.
- U. of Denver,*** University Park Campus, Denver 10, Colo. Tel.: Sherman 4-1811.
Courses: Introduction to mass communications; tv principles; introduction to tv; tv production; tv writing; radio-tv advertising; radio-tv law; radio-tv workshop. Registrar: Marjorie M. Cutler. Registration: June 18-19, Sept. 20-21, 1956; Jan. 3-4, April 1-2, 1957.
- U. of Florida, School of Journalism & Communications,*** Gainesville, Fla. Tel.: Franklin 6-3261.
Courses: Survey of communications; elements of news; radio-tv announcing; tv programming & production. Graduate courses: Radio-tv audience research (1 & 2); analysis & development of radio-tv program resources; problems & policies of education. Registrar: R. S. Johnson. Registration: Sept. 10-15, 1956.
- Henry W. Grady School of Journalism, U. of Georgia,*** Athens, Ga. Tel.: Liberty 3-2511.
Courses: Radio-tv in journalism; radio-tv news; radio-tv programming; radio-tv advertising; radio-tv workshop. Registrar: Walter N. Danner. Registration: June 12, July 23, Sept. 27-28, 1956; Jan. 2, March 25, 1957.
- U. of Houston, Radio-Tv Department,*** Houston 4, Tex. Tel.: Capitol 4-0141.
Courses: Radio workshop; introduction to broadcasting; radio-tv news writing; ad lib announcing; sportscasting; station management; advertising; communications ethics; radio in education; control room operations; advanced radio engineering; tv survey; tv production; tv program planning; tv direction; tv studio operations. Registrar: Raymond A. Vitulli. Registration: Jan., May 1957. Classes use KUHT (TV), U. of Houston educ. station.
- U. of Idaho,*** Moscow, Idaho. Tel.: 8141.
Courses: Radio-tv lectures; recording & broadcasting techniques; station writing; commercial broadcasting; radio-tv news; program planning; radio-tv field work. Registrar: J. J. DuSaut. Registration: Sept. 20-22, 1956.
- University of Illinois School of Journalism & Communications,*** 119 Gregory Hall, Urbana, Ill. Tel.: 7-6611.
Courses: Tv lab; principles of radio-tv broadcasting; radio announcing; tv script writing; tv directing; tv news; cinematography; radio-tv station management; advanced radio-tv practices; radio-tv regulation; radio-tv advertising. Registrar: G. P. Tuttle. Registration: Sept. 13-15, 1956; Feb. 4-6, 1957.
- U. of Kansas School of Journalism,*** Flint Hall, Lawrence, Kan. Tel.: Viking 3-2700.
Courses: Tv introduction; announcing; continuity writing; news & special events; advertising; program planning; laboratory; production; cinematography. Registrar: James K. Hitt. Registration: Sept. 10, 1956. B.A., B.S., M.A., M.S. degrees. Sequence accredited by American Council of Association for Professional Broadcasting Education. Television studios and sound film.
- U. of Kentucky,*** WBKY, McVey Hall, Lexington, Ky. Tel.: 2-2200.
Courses: Studio operations; script writing; production; advertising; cinematography; tv news film (tba); announcing; regulations. Registrar: Camille Halyard. Registration: Sept. 15, 1956; Feb. 5, June 15, 1957. WBKY operated by staff & faculty.
- U. of Louisville,*** Belknap Campus, Louisville 8, Ky. Tel.: Melrose 7-2531.
Courses: Radio-tv continuity writing; radio-tv broadcasting. Registrar: John M. Houchens.
- U. of Maryland,*** College Park, Md. Tel.: Warfield 7-3800.
Courses: Introduction to radio and tv; radio continuity writing; tv production principles. Registrar: G. Watson Algire. Registration: Sept. 18-21, 1956.
- University of Miami,*** Radio-Tv Film Department, Coral Gables, Fla.
Courses: Tv production; direction; writing; news; sales; studio operations; film production; law; programming. Registrar: Sydney W. Head. Registration: Sept., Feb., June. Courses lead to A.B. degree. Special summer three-week workshops offered.
- U. of Minnesota,*** Minneapolis 14, Minn. Tel.: Federal 2-8177.
Courses: Radio-tv speech; tv production; tv drama; radio-tv research; radio-tv survey; radio-tv journalism. Registrar: True Pettingill. Registration: Quarterly.
- U. of Missouri,*** Columbia, Mo.
Courses: Tv principles; radio-tv news; radio-tv news processing; newscasting; communications law; radio-tv advertising; tv commercial copy & promotion; tv news laboratory; special events in radio-tv; tv problems; advanced tv laboratory; tv research; radio-tv production. Registrar: Dr. Charles W. McLane. Registration: Sept. 17, 1956; Feb. 4, June 10, 1957.
- U. of Nebraska,*** 12th & R Sts., Lincoln, Neb. Tel.: 2-7631.
Courses: Introduction to radio-tv; radio-tv production; radio-tv announcing; radio-tv directing; radio-tv acting; camera operation. Registrar: George W. Rosenlof. Registration: Sept. 14-16, 1956.
- U. of North Carolina, Dept. of Radio-Tv & Motion Pictures,*** Chapel Hill, N. C. Tel.: 9-2451.
Courses: Introduction to radio-tv (1 & 2); radio production arts; tv production arts; writing for radio-tv and motion pictures. Graduate courses: studio operation; tv writing & production; tv & motion picture photography; creative programming for radio-tv; station management; staging for tv & motion pictures; radio writing & production. Registrar: Roy Armstrong. Registration: Sept. 18-19, 1956. Uses facilities of WUNC-AM-TV Chapel Hill, university outfit.
- University of Oklahoma,*** Norman, Okla. Tel.: Jefferson 4-6900.
Courses: Continuity; announcing; survey, backgrounds; research; sales; news; production; promotion; management; related work in stagecraft & design. Registrar: John E. Fellows. Registration: Sept. 11, 1956.
- U. of Omaha,*** 60th and Dodge, Omaha 1, Neb. Tel.: Glendale 4700.
Courses: Introduction to radio and tv, radio-tv announcing; radio-tv production; advanced production; radio-tv program planning. Registrar: Alice C. Smith. Registration: Sept. 12-14, 1956; Jan. 28-29, 1957.
- U. of Oregon School of Journalism,*** Eugene, Ore. Tel.: Diamond 5-1511.
Courses: Tv news photography; station policies; radio-tv news writing; programming; advertising. Registrar: C. L. Constance. Registration: Sept. 16-22, 1956. The University is on the quarter system.
- University of Pennsylvania,*** Philadelphia, Pa. Tel.: Evergreen 6-0100.
Courses: Radio-tv journalism; radio-tv writing. Registrar: Dr. Newpher. Registration: Fall and winter, 1956-57.
- U. of Southern California,*** 3518 University Ave., Los Angeles 7, Calif. Tel.: Richmond 8-2311.
Courses: Various tv courses. Registrar: H. W. Patmore. Registration: Sept., Feb., June 1956-57. Degrees: B.A., M.A. (telecommunications).
- U. of South Dakota,*** Vermillion, S. D. Tel.: 923.
Courses: Tv production, tv direction; tv writing; tv news; tv acting. Registrar: H. W. Frankendorf. Registration: Sept. 15-19, 1956. The U. of S. D. is installing closed-circuit tv equipment for student use by September, 1956.
- U. of Texas,*** University Station, Austin, Tex. Tel.: Greenwood 6-8371.
Courses: Introduction to tv; programming & production; tv writing. Work in tv is offered as a major in the Drama Department of the College of Fine Arts as part of a four-year college degree program. Registrar: W. B. Shipp. Registration: Sept. 18-21, 1956.
- U. of Tulsa,*** 7th & College, Tulsa 4, Okla. Tel.: Webster 9-6351.
Courses: Tv control room techniques; tv production. Registrar: George V. Metzel. Registration: Sept. 5-8, 1956.
- U. of Washington,*** Seattle 5, Wash. Tel.: Melrose 0630.
Courses: Programming; performance; film techniques; staging & graphics; production; workshop. Registrar: Ethelyn Toner. Registration: Sept. 1, 1956; Jan. 2, 1957.
- Western Reserve U.,*** Cleveland 6, Ohio. Tel.: Cedar 1-7700.
Courses: Elements of tv; tv production; special problems in tv. Registrar: Edward T. Downer. Registration: Sept. 17-18, 1956; Feb. 4-5, 1957.

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(For Film Distributors, see Listing, Page 284)

SYMBOLS

A—tv live programs; B—tv film shows; C—live commercials; D—tv film commercials; E—soundies; F—educational shorts; G—industrial shorts; H—religious films; I—newsreels; J—animation, black & white; K—animation, color; L—music effects; M—package tv live shows; N—package tv film shows; O—tv talent; P—tv scripts; Q—syndicate tv film; R—syndicate sound effects library; S—export film; T—import film; U—rent studios & facilities; V—sound or laboratory facilities & services; W—process film.

A

NAT M. ABRAMSON
1440 Broadway, New York 18. Tel.: Longacre 4-8000.
Nat Abramson, mgr.
Services: MO.

ACADEMY FILM PRODUCTIONS INC.
123 W. Chestnut St., Chicago 10. Tel.: Michigan 2-0128. Bernard Howard, pres.
Services: ABCDFGHJKMNPQRUVW; agency consultant, writing, planning.

ACADEMY FILMS
800 N. Seward St., Hollywood 38. Tel.: Hollywood 2-0741. James A. Larsen, pres.
Services: BDFGJKLNRVW.

ACADEMY PICTURES INC.
588 Fifth Ave., New York 36. Tel.: Plaza 7-0744.
Edward L. Gershman, pres.
Services: CDFGJK.

ACME FILM LABS INC.
1161 N. Highland Ave., Hollywood 38. Tel.: Hollywood 4-7471. Samuel Sawelson, pres.
Services: VW.

ADVERTISERS' BROADCASTING CO.
117 W. 46th St., New York 36. Tel.: Plaza 7-3560.
Sholom Rubenstein, pres.
Services: ABCDLV.

AFFILIATED PROGRAM SERVICE INC.
535 Fifth Ave., New York 17. Tel.: Murray Hill 7-1881. Paul F. Adler, pres.
Services: CDFGJK.

ALADDIN TELEVISION PRODUCTIONS INC.
346 N. Larchmont Blvd., Los Angeles 4. Tel.: Hollywood 2-6686. Julius F. Tuchler, vp.
Services: A.

ALCONA PRODUCTIONS
4211 Gaston Ave., Dallas 10, Tex. Tel.: Taylor 5001.
Charles H. Edwards, pres.
Services: BDFGHIJKMNOPQSTUVW.

ALEXANDER FILM CO.
Alexander Film Bldg., Colorado Springs 1. Tel.: Melrose 3-1771. Earl Austin, tv sls. mgr.
Services: D.

M & A ALEXANDER PRODUCTIONS INC.
6040 Sunset Blvd., Hollywood 28. Tel.: Hollywood 4-3414. Arthur Alexander, pres.
Services: BQ.

ALL-CANADA TELEVISION
80 Richmond St. W., Toronto, Ont. Tel.: Empire 6-9236. Reo Thompson, mgr.
Services: Q; film editing & shipping.

Montreal—922 Dominion Sq. Tel.: University 6-9868.
Burt Hall, mgr.

Winnipeg, Man.—706 Electric Railway Chambers Bldg. Tel.: 926-861. R. F. Tait, western sls. supvr.

Calgary, Alta.—Taylor-Pearson & Carson Bldg. Tel.: 2-7691. J. E. Cavanaugh, mgr.

Vancouver, B. C.—1161 Melville St. Tel.: Tatlow 7461. J. E. Baldwin, mgr.

ALLENDOR PRODUCTIONS INC.
607 N. La Brea Ave., Los Angeles 36, Calif. Tel.: Webster 8-2191. Algernon G. Walker, exec. dir.; Jack Siegal, sls. dir.
Services: DFG; editing services.

ALLEN-MORE PRODUCTIONS INC.
7936 Santa Monica Blvd., Hollywood 46. Tel.: Hollywood 2-6319. Larry E. Layos, pres.
Services: F.

PAUL ALLEY PRODUCTIONS
619 W. 54th St., New York 19. Tel.: Judson 6-2393.
Paul Alley, pres.
Services: BDFGHJKLPST.

ALL-SCOPE PICTURES INC.
8949 Sunset Blvd., Hollywood 46. Tel.: Crestview 4-6943. Gordon S. Mitchell, pres.
Services: DFGHJK; complete production 35mm or 16mm.

ALPHA FILM PRODUCTIONS
P. O. Box 5325, Baltimore 9, Md. Tel.: Valley 3-6617. W. Ernest Wood, own.
Services: DEFGIKVW.

ALPHA TELEVISION PRODUCTIONS INC.
7324 Santa Monica Blvd., Los Angeles 46. Tel.: Oldfield 4-2800. Chester Erskine, pres.
Services: R.

AMENIC TELEVISION AGENCY
2421 N. Ramsey, Springfield, Mo. Tel.: 5-1367. Reat R. Younger, bus. mgr.
Services: DEFG; talking trademark commercials.

AMERICAN FILM CO.
1329 Vine St., Philadelphia 7. Tel.: Walnut 2-1800.
Ben Harris, mgr.
Services: BDFGHIJKLNQRUVW; storage, advertising.

AMERICAN FILM PRODUCERS
1600 Broadway, New York 19. Tel.: Plaza 7-5915.
Robert Gross, exec. prod.
Services: BDEFGJKN; film inserts for live shows.

AMERICAN FORUM
1627 K St., N.W., Washington 6, D. C. Tel.: National 8-4600. Theodore Granik.
Services: A.

AMERICAN PUPPETRY WORKSHOP
439 E. 76th St., New York. Tel.: Regent 4-6900.

CLYDE ANDERSON MOTION PICTURES
334 "A" St., Salt Lake City 3. Tel.: Empire 3-5337.
Clyde Anderson, own.-mgr.
Services: DEFGIJKV; stills and slides.

TOBY ANGUISH MOTION PICTURE PRODUCTIONS
8470 Melrose Ave., Los Angeles. Tel.: Webster 3-8301.
Toby Anguish, gen. mgr.
Service: R.

ANIMATED FILM PRODUCERS OF AMERICA
159 E. Chicago Ave., Chicago 11, Ill. Tel.: Whitehall 3-2424. Cal Dunn, exec. prod.
Services: DFGJK.

ANIMATION INC.
8564 Melrose Ave., Hollywood 46. Tel.: Olympia 2-3540. Earl Klein, pres.
Services: BDFGJK.

Detroit—14005 Fenkell Ave. Tel.: Broadway 3-3040.
Ted Petok.

New York 17—424 Madison Ave. Tel.: Plaza 8-2740.
Eric Pomerance.

San Francisco—488 Pine St. Tel.: Yukon 2-0665.
Dick Danner.

ANIMATION EQUIPMENT CORP.
38 Hudson St., New Rochelle, N. Y. Tel.: 6-8138.
A. Kip Livingston, vp. & gen. mgr.
Services: GF.

ANIMATION SERVICE CO.
(Subsidiary of Victor Kayfetz Productions Inc.)
1780 Broadway, New York 19. Tel.: Circle 5-4830.
Douglas Baker, gen. sls. mgr.
Services: JKV; slides.

ARCO FILM PRODUCTIONS INC.
580 Fifth Ave., New York 36. Tel.: Columbus 5-6968.
R. J. Oulmann, pres.
Services: BDKJNT.

Paris, France—20 Rue de la Paix. Tel.: Opera 99-55.
Pierre Gradwohl, vp.

J. ARMSTRONG & CO.
19 W. 44th St., New York 36. Tel.: Murray Hill 7-0669. Joseph Armstrong, own.
Services: DJR.

ARROWHEAD PRODUCTIONS
(See Harriscope Inc.)
355 N. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 6-3728. Burt I. Harris, ptrn.
Service: B.

ARROW PRODUCTIONS INC.
5746 Sunset Place, Hollywood. Tel.: Hollywood 2-6071. Leon Fromkess, prod.
Services: BN.

ART RUSH INC.
357 N. Canon Dr., Beverly Hills, Calif. Tel.: Crestview 4-6841. W. Arthur Rush, pres.
Services: ABMNO.

ARTISTS PRODUCTIONS INC.
9125 Sunset Blvd., Los Angeles 46. Tel.: Crestview 4-7057. Arthur S. Lyons, pres.
Services: ABCEFGMNQ.

ARTISTS RECORDING STUDIOS
818 Grand Ave., Kansas City 6, Mo. Tel.: Harrison 1-6109. Bill L. Godden, pres.
Services: LRV; sound track production.

ASSOCIATED BROADCASTING CO.
1139 Bay St., Toronto 5, Ont., Can. Tel.: Walnut 4-1111. Adele Evans, gen. mgr.
Services: ABCDFNOPQTUVW.

ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111.
John A. Aspinwall, radio news ed.
Services: News wire, wire photo service.

ASSOCIATED PROGRAM SERVICE
(Div. of Muzak Corp.)
221 Fourth Ave., New York 3. Tel.: Orchard 4-7400.
Edward Hochhauser, vp.-gen. mgr.
Services: BFNQV; slides.

ASSOCIATED SCREEN NEWS LTD.
2000 Northcliffe Ave., Montreal 28, Que. Tel.: Dexter 1186. Murray Briskin, exec. asst. to pres.
Services: BDEFGHIJKLNOPQUVW.

Toronto—108 Peter St. Tel.: Empire 6-3054. J. J. Chisholm.

Vancouver, B. C.—579 Granville St. Ross Beesley.

ATLAS FILM CORP.
1111 S. Blvd., Oak Park, Ill. Tel.: Austin 7-8620.
L. P. Mominee, vp.-gen. mgr.
Services: BDFGHIJKLNORVW.

Washington—501 13th St., N.W. Tel.: Republic 7-2203.
R. C. Barrett.

Hollywood—1931 Rodney Dr. Tel.: Normandy 1-7680.
L. J. Marlowe.

Chicago—228 N. LaSalle St. Tel.: Andover 3-5672.
J. E. Anderson.

ATLAS TELEVISION CORP.
15 W. 44th St., New York 36. Tel.: Murray Hill 7-5535. Dr. Henry Brown, pres.
Hollywood—3746 Sunset Blvd. Thomas Carradine, western sls. rep.

ATV FILM PRODUCTIONS INC.
3501 Northern Blvd., Long Island City, N. Y. Tel.: Exeter 2-4949. Mickey Schwarz, pres.
Services: BDFGHUV.

Long Island City, N. Y.—37-15 35th St. Tel.: Stillwell 6-5825. Milton Cohen, prod. mgr.

AUDIO-MASTER CORP.
17 E. 45th St., New York 17. Tel.: Oxford 7-0725.
Herbert Rosen, pres.
Services: BLNR.

AUDIO PICTURES LTD.
310 Lakeshore Rd., Toronto 14, Ontario, Can. Tel.: Clifford 1-5211. Murray Briskin, asst. to pres.
Services: BW.

AUDIO PRODUCTIONS INC.
630 Ninth Ave., New York 36. Tel.: Plaza 7-0760.
Harold R. Lipman, mgr. tv dept.
Services: CG.

AUDIO VISUAL ASSOC.
1459 N. Seward, Hollywood 28. Tel.: Hollywood 5-8444. Hubbard Hunt, prod. mgr.
Services: ABCDGJKLRV.

AURVID PRODUCTIONS
(Div. Radio's Reliable Resources)
1237 Vine St., Philadelphia 7, Pa. Tel.: Locust 4-4429. Franklin O. Pease, gen. mgr.
Services: ABMNOP.

AUSLENDER PRODUCTIONS
139 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 1-2131. Leland I. Auslander, mgng. dir.
Services: ABFGKMNOP.

AUSTIN PRODUCTIONS INC.
232 N. Main St., Lima, Ohio. Tel.: 97881. B. Otto Austin, pres.
Services: BDGQ.

AUTHORS PLAYHOUSE INC.
650 N. Bronson Ave., Los Angeles 4. Tel.: Hollywood 2-7141. Brewster B. Morgan, prod.
Services: BDR.

AVIS FILMS INC.
904 E. Palm Ave., Burbank, Calif. Tel.: Thornwall 8-1666. Leslie Helhena, own.
Services: BDFKSV.

B

BOB BAKER MARIONETTE PRODUCTIONS
6087 Sunset Blvd., Hollywood 28. Tel.: Hollywood 9-2045. Robert Baker and Alton Wood, co-mgrs.
Services: Puppets.

BALDWIN ORGANIZATION INC.
270 Park Ave., New York 17. Tel.: Plaza 5-9830.
Ted Baldwin, ptrn.
Services: BFGHKNTU; tv distribution.

THOMAS J. BARBRE PRODUCTIONS
2130 S. Bellaire St., Denver 22, Colo. Tel.: Skyline 6-8383. Thomas J. Barbre, own.-mgr.
Services: CDFGHJKLUV.

BARNETT INTERNATIONAL FORWARDERS INC.
723 Seventh Ave., New York 19. Tel.: Circle 5-6080.
Norman Barnett, vp.
New York—119 W. 24th St. Tel.: Chelsea 3-1977.
Charles Eck.

Jamaica, N. Y.—Idlewild Airport. Tel.: Ol. 6-5740.
Carl Matthiesen.

Los Angeles—6364 Santa Monica Blvd. Tel.: Hollywood 4-8221. Lewis Barnett, Hector Santiestevan.

BARRY & ENRIGHT PRODUCTION INC.
667 Madison Ave., New York 21. Tel.: Templeton 2-8600. Jack Berry, pres.
Services: ABMN.

BARRY-GRAFMAN & ASSOC.
203 N. Wabash Ave., Chicago 1. Tel.: Central 6-1805.
Ben Barry, Howard Grafman, ptrns.
Services: BQT.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17. Tel.: Murray Hill 2-8877.
Charles J. Basch Jr., ptrn.
Services: ABCDGJKMN.

BASS FILMS INC.
200 Fourth Ave., New York 3. Tel.: Gramercy 5-0684.
Roger Bass, pres.
Services: Air check, kinescope.

BEACON TELEVISION FEATURES INC.
118 Newbury St., Boston 16. Tel.: Commonwealth 6-6881. J. L. Sanderson, pres.
Services: BDFGJKLNQ; creative production consultants on radio-tv commercials.

V. S. BECKER PRODUCTIONS
551 Fifth Ave., New York 17. Tel.: Murray Hill 2-0777. Viola S. Becker, own.
Services: ABCDGKMNOPQ; represents out-of-town companies in tv.

A. H. BELO CORP.
(WFAA-TV)
3000 Harry Hines Blvd., Dallas 1, Tex. Tel.: Riverside 3315. Ralph W. Nimmons, sta. mgr.
Services: ACIMOU.

BEMILLER PRODUCTIONS
2350 Hyperion Ave., Hollywood 27. Tel.: Normandy 5-5137. Bill Brinkley, sls. mgr.
Services: BDFGHJKLN.

- BENGAL PICTURES**
3833 Brunswick, Los Angeles 39. Tel.: Normandy 2-7808. Phil E. Cantonwine, prod. dir. Services: BCDEFGINPQR; tv spots.
- BERKELEY MARIONETTES INC.**
1123 Broadway, New York. Tel.: Chelsea 3-9476. Services: Puppets.
- GUY BIDDICK CO.**
1046 S. Olive St., Los Angeles 15. Tel.: Richmond 8-6184. Guy Biddick, mgr. Services: DJK.
- BIG D PICTURES INC.**
4211 Gaston Ave., Dallas, Tex. Tel.: Victor 1341. Charles H. Edwards, pres. Services: ABCDEFGHIJKLMNOPQRSTUVWXYZ.
- BIOGRAPH TELEVISION CO.**
5 E. 57th St., New York 22. Tel.: Plaza 9-8620. Paul Killiam, pres. Services: B.
- FRITZ BLOCKI PRODUCTIONS**
7266 1/4 Fountain Ave., Hollywood 46. Tel.: Hollywood 2-8971. Fritz Blocki, pres. Services: AM.
- BONDED TV FILM SERVICE INC.**
904 N. La Cienga Blvd., Los Angeles 46. Tel.: Oleander 5-7506. Stanley Halperin, gen. mgr. Services: After-production services for tv film. New York—630 Ninth Ave. Tel.: Judson 6-1030. Manny Kandel, vp.-gen. mgr.
- BRAY STUDIOS INC.**
729 Seventh Ave., New York. Tel.: Circle 5-4582. Paul A. Bray, vp. Services: DFGHJK.
- BRISCOE, GOLDSMITH & ARTHUR INC.**
522 Fifth Ave., New York 18. Tel.: Murray Hill 2-6244. Johnson Briscoe, George Goldsmith, Hartney Arthur. Service: O.
- BRITISH INFORMATION SERVICE**
45 Rockefeller Plaza, New York 20. Tel.: Circle 6-5100. Rodney C. Chalk, dir., radio-tv div. Services: Film rental & sales; weekly matt tv picture service. Chicago—720 N. Michigan Ave. Tel.: Whitehall 3-1480. Stafford Bariff. Los Angeles—448 S. Hill St. Tel.: Madison 6-4411. M. Miller. San Francisco—2516 Pacific Ave. Tel.: Filmore 6-3033. Donald Stokes. Washington, D. C.—903 Natl. Press Bldg. Tel.: Hobart 2-1340. Charles Campbell.
- BROADCASTING & FILM COMMISSION, NATIONAL COUNCIL OF CHURCHES OF CHRIST IN USA**
220 Fifth Ave., New York 1. Tel.: Oregon 9-2968. S. Franklin Mack, exec. dir. Services: ABLMNOP. Hollywood—5746 Sunset Blvd. George Heimrich, dir.
- BERNARD S. BRODY & ASSOC.**
120 El Camino, Beverly Hills, Calif. Tel.: Crestview 4-4077. Bernard S. Brody, own. Services: Music clearance service for tv films.
- WILLIAM F. BROIDY PRODUCTIONS INC.**
5746 Sunset Blvd., Hollywood 28. Tel.: Hollywood 3-6844. William F. Broidy, pres. Services: BCFGJKN.
- BRY KINESCOPE LABS**
3518 W. Devon Ave., Chicago 45. Tel.: Orchard 5-5960. A. Arthur Becker, mngng. dir. Services: BDGIJK; air check kinescope in color and black & white.
- BYRON INC.**
1226 Wisconsin Ave., Washington 7. Tel.: DuPont 7-1800. Byron Roudabush, pres. Services: BDFGJKLRUVW.
- BILL BURRUD PRODUCTIONS**
1522 N. Van Ness Ave., Hollywood 28. Tel.: Hollywood 7-4159. Bill Burrud, pres. Services: ABDFGKNPQV.
- BROADCAST PRODUCTIONS INC.**
350 Madison, Detroit 26. Tel.: Woodward 5-0909. Lois Michels, pres.
- C**
- C AND G FILM EFFECTS**
1600 Broadway, New York 19. Tel.: Plaza 7-2098. Hugo A. Casolaro-Milton Gottlieb, ptrns. Services: JK.
- S. W. CALDWELL LTD.**
447 Jarvis St., Toronto 5, Ont., Canada. Tel.: Walnut 2-2103. G. F. Keeble, vp. Services: BCDJKLRTUVW; tv slides. Ottawa—355 Main St. Donald Manson. Vancouver—111 W. Georgia St. Florence Asson. Winnipeg—518 McIntyre Block. Tel.: 924643. Harold Baldeck.
- CALHOUN STUDIOS INC.**
266 E. 78th St., New York 21. Tel.: Lehigh 5-2120. Brian Calhoun, pres. Services: ADEFILNOPQRSTUW.
- CALIFORNIA INTERNATIONAL PRODUCTIONS**
6710 Melrose Ave., Hollywood 38. Tel.: Webster 9-1491. H. F. O'Donnell, own. Services: BDEGHJKNV.
- CALIFORNIA STUDIOS INC.**
650 N. Bronson St., Los Angeles 4. Tel.: Hollywood 2-7141. Philip N. Krasne, pres. Services: BDEHJKLNPPQU.
- LARS CALONIUS PRODUCTIONS INC.**
45 W. 45th St., New York 36. Tel.: Plaza 7-0350. Lars Calonius, pres. Services: DGJK.
- CAMPUS FILM PRODUCTIONS INC.**
14 E. 53d St., New York 22. Tel.: Plaza 3-3280. Nat Campus, pres. Services: BCFGN.
- CANADIAN FILM INDUSTRIES CO.**
310 Lakeshore Rd., Toronto 14, Ont. Tel.: Clifford 1-5211. Arthur Gottlieb, pres. Services: BDFGJKLUVW.
- CANADIAN TELEVISION FILMS**
15 Oakland St., Beverly Hills P. O., Toronto, Ont. Tel.: Cherry 4-0219. Bill G. Poulis, own. Services: BDEFGHIJKLNUV.
- CANYON FILMS OF ARIZONA**
834 N. Seventh Ave., Phoenix. Tel.: Alpine 2-1719. Ray Boley, prod. dir.; Robert Allen, photography dir. Services: DFGJKPV.
- CAPITAL FILM LABS INC.**
1905 Fairview Ave., N.E., Washington 2, D. C. Tel.: Lawrence 6-4634. James A. Barker, pres. Services: JLUWV; creative production and editing.
- CAPITAL FILM SERVICE**
224 Abbott Rd., East Lansing, Mich. Tel.: Edgewood 2-3544. James Robert Hunter, pres. Services: BDEFGIKOPUVW.
- CAPITAL FILM STUDIOS**
(Operated by National Video Productions Inc.)
105 11th St., S.E., Washington, D. C. Tel.: Lincoln 6-8822. F. William Hart, vp. Services: BDFHUV.
- CAPITOL LIBRARY SERVICES**
(Capitol Records Inc.)
Hollywood & Vine, Hollywood 28. Tel.: Hollywood 2-6252. John Seely, mgr. Services: LU; syndicate disc and tape recording & editing. New York 19—1730 Broadway. Tel.: Plaza 7-7470. Frederic Grimes.
- CARAVEL FILMS INC.**
730 Fifth Ave., New York 19. Tel.: Circle 7-6110. Calhoun McKean, tv. prod. vp. Services: BDEFGHJKV.
- CARSON-STEMPEL ENTERPRISES**
717 N. LaCienega Blvd., Hollywood 46. Tel.: Olympia 2-1404. Frank Stempel, ptrn. Services: ABMO.
- CARTOONISTS INC.**
100 E. Ohio St., Chicago. Tel.: Superior 7-2755. Ross Wetzel, pres. Services: DJK.
- CASCADE PICTURES OF CALIFORNIA INC.**
1027 N. Seward St., Hollywood 38. Tel.: Hollywood 2-6481. Bernard J. Carr, pres. Services: CFJKLOPQR; slides.
- CATHEDRAL FILMS**
140 N. Hollywood Way, Burbank, Calif. Tel.: Thornwall 8-6637. Clifford Howcroft, sls. mgr. Services: HN.
- CAVALCADE TELEVISION PROGRAMS**
7904 Santa Monica Blvd., Hollywood 46, Calif. Tel.: Oldfield 4-4144. Harvey Pergament. Services: FHQST.
- CAVALIER PRODUCTIONS**
B8 Hillside Manor, New Hyde Park, N. Y. Tel.: Pioneer 6-7110. Dr. J. L. Levitt, pres. Services: FGJK.
- CAVALIER PRODUCTIONS INC.**
9119 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crestview 6-4174. Eugene B. Rodney, vp. Services: B.
- CHAD ASSOC. INC.**
40 E. 49th St., New York. Tel.: Plaza 1-0711. Hal W. Vaughan, vp. Services: Animated tv commercials, industrial films and slide films.
- HU CHAIN ASSOC.**
40 E. 40th St., New York 16. Tel.: Murray Hill 5-7220. Hubert V. Chain, own. Services: CDFGJKN; script writing.
- CHAPEL BELL INC.**
2828 Gunckel Blvd., Toledo 6, Ohio. Tel.: Klondike 3385. Irv Stoll, pres. Services: ABHMNQ.
- BRUCE CHAPMAN CO.**
125 W. 41st St., New York 36. Tel.: Wisconsin 7-9244. Bruce Chapman, pres. Services: BDGN. Paris, France—30 Rue Chalgrin. Tel.: Passy 70-44.
- LEW CHATHAM ASSOC.**
Chatham Bldg., Claremore, Okla. Tel.: 1122. L. A. Chatham, gen. mgr. Services: ABOP.
- CHERTOK TELEVISION INC.**
1040 N. Las Palmas Ave., Hollywood 38. Tel.: Hollywood 3-5106. Jack Chertok, pres. Services: BDFGJKLNOPQRVW.
- CHESHIRE & ASSOC.**
6606 Selma Ave., Hollywood 28, Calif. Tel.: Hollywood 3-3498. Robert Reichenbach, gen. mgr. Services: ABLMPQR.
- CHETWYND FILMS LTD.**
423 Sherbourne St., Toronto, Ont. Tel.: Walnut 4-8329. Arthur Chetwynd, pres. Services: BDFGHILUVW.
- CHICAGO FILM STUDIOS**
56 E. Superior St., Chicago 11. Tel.: Whitehall 4-6971. A. G. Dunlap, pres. Services: DFGKVV.
- CINEGRAPHICS INC.**
(Science Pictures Inc.)
5 E. 57th St., New York 22. Tel.: Plaza 9-8620. Francis C. Thayer, pres. Services: DFGJK.
- CINEQUE COLORFILM LABS INC.**
424 E. 89th St., New York 28. Tel.: Sacramento 2-5837. Sam Marcus, pres. Services: JKW.
- CINESCOPE FILMS**
25 Robin Hill Rd., Scarsdale, N. Y. Tel.: 3-3963. George L. George, pres. Services: BDFGHN.
- CINESOUND LTD.**
553 Rogers Rd., Toronto, Ont. Tel.: Roger 2-7338. B. J. Bach Jr., pres. & gen. mgr. Services: BDEFGHIJKLNUVW.
- CINE-TELE PRODUCTIONS**
6325 Santa Monica Blvd., Hollywood 38. Tel.: Hollywood 5-3376. Harry J. Lehman, exec. prod. Services: BCDFGHJKV.
- CIRCLE FILM LABS INC.**
33 W. 60th St., New York 23. Tel.: Columbus 5-2180. Herbert R. Filzer, pres. Services: W.
- CJB ASSOC.**
Chamber of Commerce Bldg., Scranton, Pa. Tel.: Diamond 4-3913. Bernard B. Blier, James J. Jennings, Thomas F. Connor, ptrns. Services: Development, sale of commercial spots, film, and development production, sale of tv continuity for educational and political groups.
- CLAIRMONT FILMS**
4530 Mariota St., North Hollywood. Tel.: Webster 9-1491. Leonard Clairmont, own. Services: BDFGH.
- BOB CLAMPETT ENTERPRISES**
5821 Sunset Blvd., Hollywood 28. Tel.: Hollywood 2-6661. John R. Jacobs Jr., gen. mgr. Services: ABCFMN.
- CLARKSON FIRST FEATURES**
274 Madison Ave., New York 16. Tel.: Lexington 2-3163. Robert J. Clarkson, own. Services: ABCDFGHMNP.
- CLEVELAND PRODUCTIONS**
2103 Bellflower Blvd., Long Beach 15, Calif. Tel.: Hemlock 4-1511. John W. Cleveland, own. Services: FG.
- CNC PRODUCTIONS INC.**
21 W. Ontario St., Chicago 10. Tel.: Michigan 2-1833. William Newton, exec. prod.-vp. Services: ABCMNOP.
- COASTAL RECORDING CO.**
Coastal "52"—136 W. 52nd St., New York 19, N. Y. Tel.: Circle 6-3900; Coastal "40"—80 W. 40th St., New York 18. Tel.: Circle 6-3900. Arthur Shaer, mngng. dir. Services: Sync tape recording for transfer to film.
- GEORGE W. COLBURN LAB INC.**
164 N. Wacker Dr., Chicago 6. Tel.: State 2-7316. John E. Colburn. Services: BDFGHJKLNPUVW.
- COLMES-WERREN RATH PRODUCTIONS**
540 N. Lake Shore Dr., Chicago 11. Tel.: Michigan 2-7470. Walter Colmes-Reinald Werrenrath Jr., ptrns. Services: ABCDFGHMNPQ.
- TED COLLINS CORP.**
500 Fifth Ave., New York 36. Tel.: Chickering 4-5036. Ted Collins, mgr. Services: AO.
- COLOR REPRODUCTION CO.**
7936 Santa Monica Blvd., Hollywood 46. Tel.: Hollywood 4-8225. Larry E. Layos. Services: V.
- COLUMBIA ARTISTS MANAGEMENT**
113 W. 57th St., New York 19. Tel.: Circle 7-6900. Humphrey Dulens, vp. Services: Talent booker. Los Angeles—427 W. Fifth St. Tel.: Madison 6-2327. David Ferguson, mgr.
- COMBINED TELEVISION PICTURES INC.**
241 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 5-1114. John A. Byers, mgr. Services: ABJKQ; 3-D puppets. New York—60 E. 42d St. Tel.: Murray Hill 2-4813. Zach Baym, rep.
- COMMERCIALS UNLIMITED**
6612 Sunset Blvd., Hollywood 28. Tel.: Hollywood 5-3114. Maurice Hart, own. Services: DFGJK.
- COMMODORE PRODUCTIONS & ARTISTS INC.**
971 N. LaCienega Blvd., Hollywood 46. Tel.: Olympia 2-2995. Walter White Jr., pres.-exec. prod. Services: ABDGN.
- COMMONWEALTH FILM & TELEVISION INC.**
723 Seventh Ave., New York 19. Tel.: Circle 5-6456. Mort Sackett, pres. Services: ABMQ.
- CONCORD CO.**
9006 Sunset Blvd., Hollywood 46. Tel.: Bradshaw 2-7801. Charles R. Furnell, gen. mgr. Services: ABCDGHJKMNPQ.
- CONDOR FILMS INC.**
1006 Olive St., St. Louis 1, Mo. Tel.: Main 1-8876. Arthur E. Wright Jr., pres. Services: DEFJKLUV.
- CONDOR PICTURES INC.**
1536 Viewside Terrace., Hollywood 46. Tel.: Crestview 6-0033. Milton Simon, pres. Services: BNS.

CONSOLIDATED FILM INDUSTRIES
959 Seward St., Hollywood 38. Tel.: Hollywood 9-1441. Sidney P. Solow, vp.-gen. mgr.
Services: RTVV.

Fort Lee, N. J.—Consolidated Park. Tel.: 8-3400.
Al Duryea.
New York—521 W. 57th St. Tel.: Circle 5-4400.
A. J. Howard.

CORELLI JACOBS FILM MUSIC INC.
1600 Broadway, New York. Tel.: Judson 6-6673
Alfonso Corelli, pres.
Services: LR.

CORNELL FILMS INC.
1501 Broadway, New York 36. Tel.: Wisconsin 7-6651. Milton Salzberg, pres.; Dave Dash, vp.
Services: BQ.

CORONET FILMS
65 E. South Water St., Chicago 1. Tel.: Dearborn 2-7676. Ellsworth C. Dent, dir. of distribution.
Services: FN.

New York 22—488 W. Madison. Tel.: Plaza 9-3232.
Irving Silverman.

JERRY COURNEYA PRODUCTIONS & UNITED PRODUCERS DISTRIBUTORS
633 N. Almont Dr., W. Hollywood 46. Tel.: Crestview 4-5621. Jerry Courneya.
Services: BCEFGJKLNQR; Synchro-Vox lip animation process.

CLAYTON W. COUSENS PRODUCTIONS INC.
436 W. 57th St., New York 19. Tel.: Co. 5-7380.
Clayton W. Cousens, pres.
Services: CDEFGHUV.

LOUIS G. COWAN INC.
575 Madison Ave., New York 22. Tel.: Plaza 9-3700.
Harry Fleischman, pres.
Services: ABCM.

COX FILM ENTERPRISES
140 S. Orange Dr., Los Angeles. William G. Cox, own.
Services: ADFGI.

COYT PRODUCTIONS
1225 S. Hudson Ave., Los Angeles 19. Tel.: Webster 5-2895. Cy Roth, pres.
Services: BDFGHJNST.

ROLAND D. CRANDALL PRODUCTIONS
31 Heusted Dr., Old Greenwich, Conn. Tel.: Neptune 7-0425. Roland D. Crandall, pres.
Services: DJQ.

THOMAS CRAVEN FILM CORP.
446 W. 43d St., New York 36. Tel.: Bryant 9-7256.
Thomas Craven, pres.
Services: BDFGJKJN.

CRAWLEY FILMS LTD.
19 Fairmont Ave., Ottawa, Ont. Tel.: 8-8144. Graeme Fraser, vp.
Services: BDFGHJIKLNRUVW.
Toronto—21 Dundas Sq. Tel.: Empire 4-5283. Quentin Brown, tv div. mgr.
Montreal—1467 Mansfield St. Tel.: Avenue 8-2264.
J. A. Fraser, mgr.

CREATIVISION
1780 Broadway, New York 19. Tel.: Circle 5-4830.
Victor Kayfetz, pres.
Services: DJK.

CREST FILMS
Box 1006, Beverly Hills, Calif. Tel.: Dunkirk 3-2918.
Jack Parker, exec. prod.
Services: BCDFGHINQST.
Los Angeles 5—3000 W. 8th St. Tel.: Dunkirk 3-2918.
A. J. Balkins.

BING CROSBY ENTERPRISES INC.
9028 Sunset Blvd., Los Angeles 46. Tel.: Crestview 1-1171. Basil F. Grillo, exec. vp.
Services: BNQT.

New York City—600 Fifth Ave. Tel.: Plaza 7-2277.
E. N. Crosby, pres.

CROSLY BROADCASTING CORP.
140 W. Ninth St., Cincinnati 2. Tel.: Cherry 1-1822.
R. E. Dunville, pres.
Services: AC.

New York 20—630 Fifth Ave. Tel.: Circle 6-1616.
Scott McLean.

Chicago 1—360 N. Michigan Ave. Tel.: State 2-6693.
Harry Albrecht.

CTN FILM PRODUCTIONS
11 Broadway, New York 4. Tel.: Bowling Green 9-5094. Lloyd W. Durant, pres.
Services: ABGMN.

SHAMUS CULHANE PRODUCTIONS INC.
207 E. 37th St., New York 16. Tel.: Murray Hill 2-8243. Shamus Culhane, pres.
Services: BDFGJKLNV.

Los Angeles—8802 Melrose Ave. Tel.: Crestview 4-5925. Bill Hurtz, exec. prod.

Chicago—360 N. Michigan Ave. Tel.: Central 6-8825.
Leonard Dubkin.

Dallas, Tex.—4300 Druid Lane. Tel.: Logan 6729.
Ray Jones.

Minneapolis, Minn.—111 N. 11th St. Tel.: Federal 5-2269. Vernon Bank.

New Orleans—712 Bourbon St. Tel.: Magnolia 2422.
Gus Levy.

CUSTOM FILM LAB
1780 Broadway, New York 19. Tel.: Circle 5-4830.
Victor Kayfetz, own.
Services: VW.

D

DALTON FILM CO.
813 Daniel Bldg., Tulsa 3, Okla. Tel.: Luther 5-9973.
Russell W. Kurtz, pres.
Services: ABCDMN.

J. HUGH E. DAVIS CO.
1680 N. Vine St., Hollywood 28. Tel.: Hollywood 9-7193. J. Hugh E. Davis.
Services: MN.

PHIL DAVIS MUSICAL ENTERPRISES
1650 Broadway, New York. Tel.: Columbus 5-8148.
Phil Davis, pres.
Service: L.

RONALD DAWSON ASSOC.
545 Fifth Ave., New York 17. Tel.: Murray Hill 7-6865. Ronald Dawson, own.
Services: ADLP.

GORDON M. DAY PRODUCTIONS
108 E. 30th St., New York 16. Tel.: Oregon 9-3595.
Gordon M. Day, writer-prod.
Services: CDJLP.

KAIE DEEI TELEVISION TALENT
1674 Broadway, New York 19. Tel.: Columbus 5-3623. Kaie Deei, exec. dir.
Services: AMOP; specialists for Oriental talent & consultants.

DEMBY PRODUCTIONS INC.
Hotel Plaza, 1 W. 58th St., New York 19. Tel.: Plaza 9-2495. Emanuel H. Demby, pres.
Services: ABDFGMNOP; slides; research.

JACK DENOVE PRODUCTIONS INC.
5823 Santa Monica Blvd., Hollywood 38. Jack Denove, pres.
Services: BDFGHJKNQU.

DEPICTO FILMS INC.
254 W. 54th St., New York 17. Tel.: Columbus 5-7620.
John Hans, pres.
Services: DFGJKOPT.

LOUIS DE ROCHEMONT ASSOC. INC.
380 Madison Ave., New York 17. Tel.: Oxford 7-0350.
F. Borden Mace, pres.
Services: BFGHJKT.

DESILU PRODUCTIONS INC.
846 N. Cahuenga Blvd., Hollywood 38. Tel.: Hollywood 9-3981. Desi Arnaz, pres.
Services: EDGNSUV.

New York—551 Fifth Ave. Tel.: Murray Hill 7-7960.
A. E. Hamilton.

WALT DISNEY PRODUCTIONS
2400 W. Alameda Ave., Burbank, Calif. Tel.: Thornwall 2-6131. Walt Disney, exec. prod.
Services: BC.

DOUGFAIR CORP.
666 N. Robertson Blvd., Los Angeles 46. Tel.: Crestview 1-8107. H. Alexander MacDonald, pres.
Services: BCN.

DOUGLAS PRODUCTIONS
1425 S. Racine Ave., Chicago 8. Tel.: Haymarket 1-0409. John G. Andersen, sls. dir.
Services: BDFGJKLNVW; "Liv-Anic" department for live product animation sound slide films.
Milwaukee—925 N. Jackson St. Tel.: Broadway 2-5680.

SHERMAN H. DRYER PRODUCTIONS
17 E. 48th St., New York 17. Tel.: Plaza 5-4730.
Sherman H. Dryer, pres.
Services: ABCDFGMN.

JEAN DUBOIS CO.
2214 Dahlia St., Denver 7, Colo. Tel.: East 2-8122.
Jean M. F. Dubois, own.
Services: FGI.

DUDLEY TELEVISION CORP.
9908 Santa Monica Blvd., Beverly Hills, Calif. Tel.: Crestview 1-7258. Don McNamara, exec. vp.
Services: BDGJKN.

New York—501 Madison Ave. Tel.: Eldorado 5-1076.

DYNAMIC FILMS INC.
112 W. 89th St., New York 24. Tel.: Trafalgar 3-6221.
Nathan Zucker, pres.
Services: CDEFGHIJKLNSV.

E

EAST COAST TELEVISION INC.
157 E. 69th St., New York 21. Tel.: Regent 7-9200.
John Gilmour, pres.
Services: BDFGHJ.

EDITORIAL FILMS INC.
270 Park Ave., New York 17. Tel.: Murray Hill 8-2077. Babette J. Doniger, pres.
Services: FGHKJN.

EDUCATIONAL FILMS CORP. OF AMERICA
1501 Broadway, New York 36. Tel.: Pennsylvania 6-1780. Earle W. Hammons, pres.
Services: DFJKLNM; financing shows.
New York—221 W. 57th St. Tel.: Judson 6-6800.
John Prockter, treas.

RALPH EDWARDS PRODUCTIONS
1655 N. Cherokee Ave., Hollywood 28. Ralph Edwards, pres.
Services: AM.

ELAN-PORTER PRODUCTIONS INC.
19 W. 45th St., New York. Tel.: Judson 2-1445.
Raphael Elan, pres.
Services: ABCDFGHMNPSTU.

ELECTRO-VOX RECORDING STUDIOS
5546 Melrose Ave., Hollywood 38. Tel.: Hollywood 5-2189. Bert B. Gottschalk, own. & mgr.
Services: BCEFGLNOPV; slides.

ENCYCLOPAEDIA BRITANNICA FILMS INC.
(See Associated Program Service)
1150 Wilmette Ave., Wilmette, Ill. Tel.: 6404. Maurice B. Mitchell, pres.
Services: FJKNSQV; slides.

ROBERT J. ENDERS INC.
1001 Connecticut Ave. N.W., Washington 6, D. C.
Robert J. Enders, pres.
Service: B.

ENDORSEMENTS INC.
65 E. 55th St., New York 22. Tel.: Plaza 1-0320.
Jules Alberti, pres.
Services: Endorsements & testimonials live & film for tv.
Hollywood—9172 Sunset Blvd. Tel.: Crestview 6-1272.
Stella March.
Chicago—540 Lakeshore Dr. Tel.: Michigan 2-7472.
Richard Snyder.

ENTERPRISE PRODUCTIONS
3791 Cahuenga Blvd., North Hollywood, Calif. Tel.: Stanley 7-3340. Sherman L. Weiss.
Services: ABCDMN.

CHESTER ERSKINE PRODUCTIONS
7324 Santa Monica Blvd., Los Angeles 46. Tel.: Hollywood 2-6281. Chester Erskine, exec. prod.
Services: B.

TED ESHBAUGH STUDIOS INC.
109 W. 64th St., New York 23. Tel.: Trafalgar 3-0720.
Ted Eshbaugh, pres.
Services: BDFGJKJN.

ESPAÑA MEXICO ARGENTINA S. A. de C. V.
Barcelona No. 15, Mexico D. F. 6. Tel.: 35-10-44.
Gen. Juan F. Azcarate, pres.-gen. dir.
Services: CEFGJKLN.

F

FACTS FORUM INC.
1710 Jackson, Dallas, Tex. Tel.: Sterling 2291. David Schaffnit, asst. to pres.
Service: B.

FADIMAN ASSOC. LTD.
1501 Broadway, New York 36. Tel.: Lackawanna 4-3544. Edwin Fadiman, mgr.
Services: AN.

JERRY FAIRBANKS PRODUCTIONS OF CALIFORNIA
1330 N. Vine St., Hollywood 28. Tel.: Hollywood 2-1101. Jerry Fairbanks, pres.
Services: BDFGTNU.

Chicago—520 N. Michigan Ave. Tel.: Whitehall 4-0196. Kenneth Carpenter.

New York—33 E. 38th St. Tel.: Oxford 7-4114.
Edward Cullen.

San Antonio—219 Majestic Bldg. Tel.: Capital 4-8641.
John J. Mullen.

FAMILY FILMS INC.
5823 Santa Monica Blvd., Hollywood 28. Tel.: Hollywood 4-1176. Sam Hersh, pres.-exec. prod.
Services: BDFGHVW.

FAMILY THEATER INC.
7201 Sunset Blvd., Hollywood 46. Tel.: Hollywood 2-1317. Rev. Patrick Peyton, C.S.C., prod.
Services: BH.

FAMOUS ARTISTS CORP.
9441 Wilshire Blvd., Beverly Hills, Calif. Tel.: Crestview 1-5222. Marcus L. Newman.
Services: BNOP.

New York—610 Fifth Ave. Tel.: Circle 7-6200.
Charles Abramson.

FANCHON & MARCO INC.
6838 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 3-3263. Marco Wolff, pres.; Jeffrey Lazarus, radio-tv mgr.
Services: ABFGMNOP.

FEATURE PRODUCTIONS
1440 N. State Pkwy., Chicago 10. Tel.: Michigan 2-6015. Charles L. Acree, gen. mgr.
Services: AB.

DON FEDDERSON PRODUCTIONS
120 El Camino, Beverly Hills, Calif. Tel.: Bradshaw 2-8031. Don Fedderson.
Service: B.

FEDERAL TELEFILMS CORP.
1041 N. Formosa Ave., Hollywood 46. Tel.: Hollywood 7-5111. William Collier, pres.
Services: BN.

GUSTAVE FEIG & CO.
759 Tenth Ave., New York 19. Tel.: Columbus 5-0800. Sydney A. Feig, sec.
Services: Rent furniture and props.

PAUL J. FENNEL CO.
404 N. LaCienega Blvd., Los Angeles 48. Tel.: Olympia 2-2612. Paul J. Fennell, own.
Services: CDFGHJK.
New York—40 E. 40th St. Tel.: Lexington 2-2384.

FRANK FERRIN CO.
6523 Sunset Blvd., Hollywood 28. Tel.: Hollywood 9-3628. Frank Ferrin, own.
Services: NU.

HERMAN FIALKOFF AGENCY
1560 Broadway, New York 36. Tel.: Judson 2-4037.
Herman Fialkoff, own.
Services: BMNO.
Hollywood—5809 Troost Ave.
Rio de Janeiro (Brazil)—Copacabana Hotel.
Chicago—Wrigley Bldg.

FILMACK STUDIOS
1327 S. Wabash Ave., Chicago 5. Tel.: Harrison 7-3395. Bernie Mack, sls. mgr.
Services: CDFGHJKLOPRUVW.
New York—341 W. 44th St. Tel.: Plaza 7-0900. Don Mack, sls. mgr.

FILM-AIDE
509 Harrison St., Amarillo, Tex. Tel.: Drake 3-3777.
George Tiffany, mgr.
Services: DFGVV.

FILM ART SERVICE
41 W. 47th St., New York 36. Tel.: Circle 6-2426.
Margaret Sessa.
Services: JK; animation art work.

FILM ARTS PRODUCTIONS INC.
1023 N. 6th St., Milwaukee 3, Wis. Tel.: Broadway 6-5670. Harlan P. Crov, gen. mgr.
Services: BDGV.

FILM ASSOC. INC.
4600 S. Dixie Hgwy., Dayton 9, Ohio. Tel.: Walnut 2164. E. Raymond Arn, pres.
Services: ADFGJKRUVW.

FILM CLASSIC EXCHANGE
8163 Santa Monica Blvd., Hollywood 46. Tel.: Hollywood 7-4255. Charles H. Tarbox, office mgr.
Services: CHIJNS.

FILMCRAFT PRODUCTIONS
8451 Melrose Ave., Los Angeles 46. Tel.: Olive 3-2430.
Services: ABCDFGHJKMNU.
New York—580 Fifth Ave. Tel.: Plaza 7-2112.

FILM CREATIONS
16 E. 40th St., New York 16. Tel.: Murray Hill 9-4565. E. R. Carroll, treas.
Services: BDFGJKNU.

FILMEFFECTS OF HOLLYWOOD
1153 N. Highland Ave., Hollywood 38. Tel.: Hollywood 9-5808. Charles S. Leeds, gen. mgr.
Services: Specialized photography lab services, (16mm & 35mm b&w-color).

FILMASTER PRODUCTIONS INC.
650 N. Bronson Ave., Hollywood 4. Tel.: Hollywood 4-6122. Robert W. Stabler, pres.
Services: BDN.

FILM ORIGINALS
6536 Robertson Dr., Boise, Idaho. Tel.: 4-3602. George O. Smith, own.
Services: BHJNS.

FILMS OF INDIA
109 S. Edinborough Ave., Los Angeles 48. Tel.: Webster 1-3822. R. M. Bagai, pres.
Services: HT.

FILMWRITING PRODUCTIONS INC.
3 E. 57th St., New York 22. Tel.: Eldorado 5-6038. Max Glandbard, pres.
Services: ABCDG.

FISCHER PHOTOGRAPHIC LABORATORY INC.
6555 W. North Ave., Oak Park, Ill. (Chicago). Tel.: Merrimac 7-5316. Ben W. Weisbach, lab. mgr.
Services: LVW.

FRIEDA FISHBAIN
353 W. 57th St., New York 19. Tel.: Circle 7-4398. Frieda Fishbain, own.
Service: P.

ALAN M. FISHBURN PRODUCTIONS
333 N. Michigan Ave., Chicago 1. Tel.: Dearborn 2-0657. Alan M. Fishburn, own.
Services: ACDGMP.

JAMES A. FITZPATRICK'S TRAVEL PICTURES
8624 Sunset Blvd., Hollywood 46. Tel.: Bradshaw 2-4161. James A. FitzPatrick, prod.
Service: B.

FIVE STAR PRODUCTIONS INC.
6530 Sunset Blvd., Hollywood 28. Tel.: Hollywood 3-4807. Chet Glassley, pres.
Services: DGJKU.

FLYING A PRODUCTIONS
6920 Sunset Blvd., Hollywood 28. Tel.: Hollywood 9-1425. Armand L. Schaefer, exec. in chg. of prod.
Services: BD.

FORDELL FILMS INC.
1187 University Ave., New York 52. Tel.: Ludlow 8-5100. Clifford F. Potts, pres.
Services: BDFGHJKLNURV.

FORT DELIVERY INC.
650 N. Bronson Ave., Los Angeles 4. Tel.: Hollywood 2-7141. Brewster B. Morgan, pres.
Services: BQ.

FORTUNE RECORDS
11629 Linwood, Detroit 6. Tel.: Townsend 7-3077. Dorothy S. Brown.
Service: C.

FOTOVOX INC.
1447 Union Ave., Memphis 4, Tenn. Tel.: Broadway 5-3192. Elston Leonard, pres.
Services: BDFGJKV.

Little Rock—216 E. Markham. Tel.: Franklin 2-0502. Harry Westlake, mgr.

FOUNDATION FILMS FOR TELEVISION
Citizens Bank Bldg., Pasadena 1, Calif. Tel.: Sycamore 6-2649. John Bolen & Eldon L. Eby.
Services: Religious motion pictures (16mm b&w; color).

FOUR STAR FILMS INC.
9336 W. Washington Blvd., Culver City, Calif. Tel.: Vermont 8-2174. William Cruikshank, pres.
Services: ABDFGJKN.

GEO. FOX CORP.
1508 Crossroads of the World, Hollywood 28. Tel.: Hollywood 4-2242. George S. Fox, pres.
Services: BDFGJKNU.

FOX-MARQUIS PRODUCTIONS
717 N. La Cienega Blvd., Hollywood 46. Tel.: Olympia 2-1262. S. S. Fox.
Services: MNQ.

FULTON RECORDING CO.
(See Coastal Recording Co.)

G

BLANCHE GAINES
350 W. 57th St., New York 19. Tel.: Plaza 7-0537. Blanche Gaines, own.
Services: P.

GAINSBOROUGH ASSOC.
2090 Seventh Ave., New York 27. Tel.: Monument 6-1800. Mitchell Jablons, pres.
Services: ABMNOP; station program consultant.

GBA GALLUCCI BROTHERS & ASSOC.
727 Meriden Road, Waterbury 5, Conn. Joe Gallucci, pres.
Services: ABMNQ; sell local time for stations.

Louisville, Ky.—3129 Hewitt Ave. Tel.: Cherokee 6031. N. T. Gallucci, vp.
Denver, Colo.—P. O. Box 1224. L. W. Gallucci, sls. mgr.

GENERAL PICTURES PRODUCTIONS INC.
1702 Keo Way, Des Moines 14, Iowa. Tel.: Atlantic 8-2113. William H. Schultz, sec.-treas.
Services: BDFGHKLUVW.

GENERAL SERVICE STUDIOS
1040 N. Las Palmas Ave., Hollywood 38. Tel.: Hollywood 7-3111. James Nasser, pres.; George Nasser, vp.
Services: BDFGHJKNU.

GENERAL TELEVISION ENTERPRISES INC.
6331 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 5-4146. Gordon Levoy, pres.
Services: BN.

MITCHELL GERTZ AGENCY
338 N. Rodeo, Beverly Hills, Calif. Tel.: Crestview 4-5491. Mitchell Gertz, own.
Services: BEMNOP.

GLENAR PRODUCTIONS
6618 Sunset Blvd., Hollywood 28. Tel.: Hollywood 4-0406. Sid Glenar, own.
Services: CDFJK.

MEL GOLD PRODUCTIONS INC.
1639 Broadway, New York 19. Tel.: Judson 6-5444. Melvin L. Gold, pres.
Services: ABDFGHJKMN.

GOLDEN KEY PRODUCTIONS INC.
1921 Hillhurst Ave., Hollywood 27. Tel.: Normandy 3-9421. Dr. Gene Spiller, pres.
Services: DFG; production and distribution of educational films.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York 22. Tel.: Plaza 5-6131. Harry S. Goodman, gen. mgr.
Services: ADNQS.

GOODSON-TODMAN PRODUCTIONS
41 E. 57th St., New York 22. Tel.: Plaza 1-0600. Mark Goodson & Bill Todman, ptrns.
Services: ABMN.

Beverly Hills, Calif.—449 S. Beverly Dr. Tel.: Crestview 4-7357. Harris Ktleman.

GOTHAM FILM PRODUCTIONS INC.
11 E. 44th St., New York 17. Tel.: Murray Hill 2-4450. Susan Wayne, treas.
Services: BDFGHJKN; complete editorial services.
New York—333 W. 52d St. Tel.: Circle 6-4821. A. Harburger, vp.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 36. Tel.: Schuyler 4-1202. Herbert M. Moss, pres.
Services: ABDFGJKLRUV.

GRAY-O'REILLY MOTION PICTURES
480 Lexington Ave., New York 17. Tel.: Plaza 5-2060. James E. Gray, vp.
Services: DGJKR.

LEWIS G. GREEN
520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-7440. Lewis G. Green, mgr.
Services: ABCDJLMNU.

BEN GREENE FILM PRODUCTIONS
1650 Broadway, New York 19. Tel.: Plaza 7-3858. Ben Greene, own.
Services: CDEFGH.

ABNER J. GRESHLER PRODUCTIONS INC.
324 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 4-5339. Abner J. Greshler, pres.; Arthur U. Gregory, asst. to pres.
Services: ABDMNOP.
New York 20—RKO Bldg., Radio City. Tel.: Circle 7-3025. Fred Harris, mgr.

GROSS-KRASNE CALIFORNIA STUDIOS
650 N. Bronson Ave., Hollywood 4. Tel.: Hollywood 9-8321. Jack Gross, pres.; Phil Krasne, vp.
Services: BDGMUVW.

JOHN GUEDEL PRODUCTIONS
8321 Beverly Blvd., Los Angeles 48. Tel.: Webster 6-6291. John Guedel.
Services: ABMQ.

GUILD FILMS CO.
460 Park Ave., New York 22. Tel.: Murray Hill 8-5365. Reub Kaufman, pres.
Services: BDFGHJKNQSTU.

Chicago—28 E. Jackson Blvd. Tel.: Wabash 2-1803. Robert C. DeVinny.

Detroit—424 Book Bldg. Tel.: Woodward 1-9085. W. A. Pomeroy.

Dallas, Tex.—3020 Fairmount St. Tel.: Justin 9-281. Bruce Collier.

Cleveland—Leader Bldg. Tel.: Superior 1-8388. Ted Swift.

Kansas City, Mo.—7609 Sni-A-Bar Terrace. Tel.: Wabash 3-4310. Vic Peck.

Hollywood—650 N. Bronson Ave. Tel.: Hollywood 9-2251. Dalton Danon.

Minneapolis—NW Bank Bldg. Tel.: Atlantic 3374. Marv Lowe.

Portland, Ore.—611 N. Tillamook St. Tel.: Atlantic 4-2555. Merriman Holtz Sr.

Atlanta—20 Collier Rd. Tel.: Elgin 7266. Bob Mooney.

Melrose, Mass.—85 East St. Tel.: 4-3232. Fred Yardley.

St. Louis, Mo.—818 Olive St. Tel.: Chestnut 1-0260. Ralph Sacks.

Philadelphia—1419 Land Title Bldg. Tel.: Locust 7-6659. Steve O'Connor.

Toronto, Ont.—447 Jarvis St. Tel.: Walnut 2-2103. S. W. Caldwell, rep.

Buffalo—Prudential Bldg. Tel.: Mohawk 3-510. Ted Swift.

H

HERMAN HACK PRODUCTIONS & SCRIPTURE FILMS
2441 N. Beachwood Dr., Hollywood 28. Tel.: Hollywood 7-0557. Herman Hack, own.
Services: BCEFMPQ.

WENDELL HALL MUSIC MAKER PRODUCTIONS
4355 N. Paulina St., Chicago 13. Tel.: Graceland 2-6418. Wendell Hall, own.
Services: AB.

MITCHELL J. HAMILBURG AGENCY
8776 Sunset Blvd., Hollywood 46. Tel.: Crestview 5-4171. Mitchell J. Hamilburg, own.
Services: ABCEFGMNOPQ.

PAUL HANCE PRODUCTIONS INC.
1776 Broadway, New York 19. Tel.: Circle 5-9140. Paul Hance, pres.
Services: FG.

HANDEL FILM CORP.
6926 Melrose Ave., Hollywood 38. Tel.: Webster 6-5924. Leo A. Handel, pres.
Services: BDFGNPST.

JAM HANDY ORGANIZATION
2821 E. Grand Blvd., Detroit 11. Tel.: Trinity 5-2450. Jamison Handy, pres.
Services: DFGHJKVW.

New York—1775 Broadway. Tel.: Judson 2-4069. Herman Goelz Jr.

Chicago—230 N. Michigan Ave. Tel.: State 2-6757. Harold Dash.

Dayton—310 Talbot Realty Bldg. Tel.: Adams 6289. Jack Seelye.

Hollywood—1402 Ridgewood Pl. Tel.: Hollywood 3-2321. Melvin Basset.

Pittsburgh—Col. Henry Bouquet Bldg. Tel.: Express 1-1840. James M. McCollum.

MARK HANNA
654 Madison Ave., New York 21. Tel.: Templeton 8-8730. Mark Hanna, own.

Services: Talent & literary agent.

HANSON-ROBERTS FILMS
2826 W. 64th St., Seattle 7, Wash. Tel.: Sunset 6039. Ralph Hanson, own.

Services: BDFG.

HARRISCOPE INC.
(See Arrowhead Productions)

355 N. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 6-4632. Burt I. Harris, pres.

Services: ABMNS.

Chicago 1—203 N. Wabash Ave. Tel.: Central 6-1805. Ben Barry, Howard Grafman.

Houston—1237 Gray. Tel.: Jackson 6-1051. Davis Varga.

San Francisco—821 Market St. Tel.: Exbrook 2-5203. James Diamond.

HARRIS-TUCHMAN PRODUCTIONS
751 N. Highland Ave., Hollywood 38. Tel.: Webster 6-7189. Ralph G. Tuchman, gen. mgr.

Services: DGJK.

HARTLEY PRODUCTIONS INC.
339 E. 48th St., New York 17. Irving Hartley, pres.

Services: BDFGNUV.

SUE HASTINGS MARIONETTES
3706 McKinney Ave., Dallas 4, Tex. Tel.: Lakeside 4022. Linnea Roberts, pres.

Services: Marionettes.

SAM HAYES PRODUCTIONS
6000 Sunset Blvd., Hollywood 28. Tel.: Hollywood 3-1515. Sam Hayes, pres. & gen. mgr.

Services: ABCFN.

HEARST METROTONE NEWS INC.
450 W. 56th St., New York 19. Tel.: Plaza 7-4120. Michael D. Ciofine, exec. prod.; Caleb B. Stratton, exec. vp.; William P. Montagues, prod. dir.

Services: BDFGILNPQSTVW.

Chicago 5—1325 S. Wabash Ave. Tel.: Wabash 2-1524. Frank Koza, mgr.

Los Angeles 15—1151 S. Broadway. Tel.: Richmond 9-5761. Norman W. Alley.

San Francisco—862 Howard St. Tel.: Douglas 2-4319. Roy Kluver.

GEORGE HEID PRODUCTIONS
William Penn Hotel, Pittsburgh 30, Pa. Tel.: Grant 1-3696. George Heid, pres.

Services: ACM.

HEMISPHERE PRODUCTIONS LTD.
1424 K St., N.W., Washington, D. C. Tel.: District 7-4066. George R. Turpin, pres.-exec. prod.

Services: ABN.

WALTER HERZBRUN AGENCY
8820 Sunset Blvd., Los Angeles 46. Tel.: Crestview 6-4157. Walter Herzbrun, own.

Service: O.

HOFFBERG PRODUCTIONS INC.
362 W. 44th St., New York 36. Tel.: Circle 6-9031. Jack H. Hoffberg, pres.

Services: BEFJKLNQST.

HOLLAND-WEGMAN PRODUCTIONS
233 North St., Buffalo 1, N. Y. Tel.: Elmwood 4600. Sheldon C. Holland & Edward J. Wegman, ptrns.

Services: BDFGHJKUVW.

HOLLIS PRODUCTIONS LTD.
624 Madison Ave., New York. Tel.: Plaza 3-3267.
Charles Irving, pres.
Services: ABCDGMN.

HOLLYWOOD FILM CO.
956 Seward St., Hollywood 38. Tel.: Hollywood 2-3284.
Ben and Harry Teitelbaum, ptrns.
Services: Sale of tv editing supplies & equipment.
New York—630 Ninth Ave. Sheldon Kaplan, rep.

HOLLYWOOD FILM ENTERPRISES INC.
6060 Sunset Blvd., Hollywood 28. Tel.: Hollywood
4-2181. T. H. Emmett, sls. mgr.
Services: BDEFGHIJKNSVW.

**HOLLYWOOD SPOTLITE NEWSFILM SERVICE
INC.**

607 N. La Brea Ave., Los Angeles 36. Tel.: Webster
8-2191. Jack Siegal, sls. dir.; Algernon G. Walker,
prod. dir.
Services: I.

HOWARD RADIO-TV PRODUCTIONS
123 W. Chestnut St., Chicago 10. Tel.: Michigan
2-0128. Bernard Howard, own.
Services: Production & writing and time-buying
consultant to ad agencies.

JAMES HOWLETT PRODUCTIONS
8827 Olympic Blvd., Beverly Hills, Calif. Tel.: Crest-
view 1-5133. James Howlett, own.
Services: BFN.

HARRY O. HOYT PRODUCTIONS
2543 Kelton Ave., Los Angeles 64. Tel.: Brighton
0-4757. Carl Spencer.
Services: AB (b&w and color); finance tv producers.

RICHARD W. HUBBELL & ASSOC.
360 First Ave., New York 10. Tel.: Oregon 7-8358.
Richard Hubbell, chmn.
Services: ABMNT.

HULLINGER PRODUCTIONS INC.
Evening Star Television Center, 4461 Connecticut
Ave., N.W., Washington 8, D. C. Tel.: Emerson
3-2536. Edwin Ware Hullinger, pres.
Services: BDEFGHIJKMNQ.

HUBBARD HUNT PRODUCTIONS
1459 N. Seward, Hollywood 28. Tel.: Hollywood
5-8444. Hubbard Hunt, own.
Services: CDEFGJKLNQRSV.

IMPERIAL WORLD FILMS INC.
12 E. Delaware Pl., Chicago 11. Tel.: Michigan 2-6200.
S. H. Davis, pres.
Services: BDFGHNQST.

IMPRO INC.
7324 Santa Monica Blvd., Hollywood 46. Tel.: Old-
field 4-2800. Herbert L. Strock, pres.
Services: BDGHJNRV.
Lima, Peru—Hotel Crillon. Kenneth Herts.

**IMPS INC. (INTERNATIONAL MOTION
PICTURE STUDIOS)**
515 Madison Ave., New York 22. Tel.: Eldorado
5-6620. Ben Gradus, pres.
Services: BCFG; features.

INDIAN TRAILS
5675 W. Washington Blvd., Los Angeles 16. Tel.:
Webster 4-8652. Robert Callahan, own.-prod.
Services: BFKLMNQV.

INFORMATION PRODUCTIONS INC.
5 E. 57th St., New York 22. Tel.: Plaza 1-1710.
Thomas H. Wolf, pres.
Services: BDFGHIJKN.

**INTERNATIONAL MOTION PICTURE STUDIOS
(IMPS)**
321 W. 56th St., New York 19. Tel.: Plaza 7-4823.
Ben Gradus, pres.
Services: BDFGHIJKU.

INTERSTATE TELEVISION CORP.
445 Park Ave., New York 22. Tel.: Murray Hill
8-2545. Lloyd L. Lind, vp.
Services: BJNQST.
Chicago—1250 S. Wabash Ave. Tel.: Wabash 2-7937.
Cincinnati—1635 Central Parkway. Tel.: Parkway
0179. Dick Ostrander.
Dallas—304 S. Harwood St. Tel.: Prospect 1658. Jay
Rubin.
Detroit—2310 Cass Ave. Tel.: Woodward 1-2992.
George Gilbert.
Hollywood—4376 Sunset Dr. Tel.: Normandy 2-9181.
G. Ralph Branton, pres.
Kansas City—2111 Stratford Ave. Tel.: Endicott
7151. William Kahn.

CAROL IRWIN
277 Park Ave., New York. Tel.: Plaza 5-3945. Carol
Irwin, prod.
Services: ABMN.

LOU IRWIN INC. AGENCY
9165 Sunset Blvd., Hollywood 46. Tel.: Crestview
1-7131. Lou Irwin, pres.
Services: NOP.

ITALIAN MOTION PICTURE ASSOC. INC.
1501 Broadway, New York 36. Tel.: Longacre 4-4840.
Ralph B. Serpe, vp.
Services: BFGHJKSTUV.

RILEY JACKSON PRODUCTIONS
6253 Hollywood Blvd., Hollywood 28. Tel.: Holly-
wood 3-2324. Riley Jackson, mgr.
Services: ABCDFGIMN.

JAFFE AGENCY
8553 Sunset Blvd., Los Angeles 46. Tel.: Crestview
6-6121. David Freedman, head tv-radio dept.
Services: BLOP.
New York—22 E. 60th St. Tel.: Murray Hill 8-0840.
Milton Goldman.

JAMIESON FILM CO.
3825 Bryan St., Dallas 4, Tex. Tel.: Tenison 8158.
Bruce Jamieson, bus. mgr.
Services: BDFGHIJKLUVW.

JAN PRODUCTIONS
5823 Santa Monica Blvd., Hollywood 38. Tel.: Holly-
wood 4-8331. Ann Fairleigh, pres.
Services: BDQ.

JEWELL RADIO & TELEVISION PRODUCTIONS
540 N. Michigan Ave., Chicago 11. Tel.: Mohawk
4-5757. James E. Jewell, pres.
Services: ABCDMNPVU.
Detroit—3062 Penobscot Bldg. Tel.: Woodward
3-0617. W. Ralph Jewell, mgr.
Hollywood, Calif.—Landmark Productions, 1040 N.
Las Palmas. Tel.: Hollywood 7-3111. Michael
Baird, mgr.

JINGLE SALES
6114 Selma Ave., Hollywood 28. Tel.: Hollywood
2-4268. Hugh E. Brundage, ptrn.
Service: L.

K

KARAS-WHITE ASSOC.
South Lee & Durham, N. H. Tel.: Epping, N. H.
2460 or Durham, N. H. 471-R. Jonathan Karas,
Andrew J. White, ptrns.
Services: ABCDEFMPV.

BERNARD E. KARLEN PRODUCTIONS
270 Park Ave., New York 17. Tel.: Plaza 9-3107.
Bernard E. Karlen, pres.
Services: ABCMN.

VICTOR KAYFETZ PRODUCTIONS INC.
1780 Broadway, New York 19. Tel.: Circle 5-4830.
Victor Kayfetz, pres., exec. prod.
Services: BFGHJK.

STACY KEACH PRODUCTIONS
12754 Ventura Blvd., Studio City, Calif. Tel.: Poplar
2-0966. Stacy Keach, pres.
Services: BDFGNP.

KEITZ & HERNDON FILM CO.
4409 Belmont, Dallas, Tex. Tel.: Taylor 5167. L. F.
Herndon Jr., ptrn.
Services: BCFGHIJKNPQVU.

HERBERT KERKOW INC.
480 Lexington Ave., New York 17. Plaza 1-1833.
Herbert Kerkow, pres.
Services: DFG.

KEY PRODUCTIONS INC.
527 Madison Ave., New York 22. Tel.: Eldorado
5-2180. James D. Kantor, pres.
Services: BDFG.

KILLIAM SHOWS INC.
5 E. 57th St., New York 22. Tel.: Plaza 9-8620.
William Killiam, pres.
Services: ABN.

KIN-O-LUX
17 W. 45th St., New York 36. Tel.: Judson 6-1880.
Rudolph Pfeiffer, pres.
Services: DEGINVV.

KLEIMAN PRODUCTIONS
7815 Milan Ave., St. Louis 14, Mo. Tel.: Volunteer
3-6777. Jerome J. Kleiman, own.
Services: DFGHIJK.

FRED W. KLING PRODUCTIONS
6223 Selma Ave., Hollywood 28. Tel.: Hollywood
2-6371. Fred W. Kling, gen. mgr.
Services: BCDFGMNTUV.
New York 19—111 W. 57th St. Tel.: Judson 6-7777.
Waldo Mayo, exec. vp.

KLING FILM PRODUCTIONS
1058 W. Washington Blvd., Chicago 7. Tel.: Seeley
8-4181. Harry W. Lang, exec. vp.-gen. mgr.
Services: ABDGJKLNQPU.
Hollywood, Calif.—1416 N. LaBrea. Tel.: Hollywood
3-2141. Edgar Yuhl, pres.

KNICKERBOCKER PRODUCTIONS INC.
1600 Broadway, New York 19. Tel.: Circle 6-9850.
Howard A. Lesser, pres.
Services: BDFGHIJKNV.

LAB TV
247 W. 46th St., New York. Tel.: Judson 6-2293. Jack
Asher, ptrn.
Services: W.

LAKESIDE TELEVISION CO.
1465 Broadway, New York 36. Tel.: Longacre 5-4582.
Bernard Schulman, exec. vp.
Services: ABDHJKMNPQ.

LALLEY & LOVE INC.
565 Fifth Ave., New York 17. Tel.: Eldorado 5-1382.
James A. Love, pres.
Services: BDFGJKN.

LANGLOIS FILMUSIC INC.
619 W. 54th St., New York 19. Tel.: Judson 6-4155.
C. O. Langlois Jr., pres.
Services: LR.

**Hollywood, Calif.—5515 Melrose Ave. Tel.: Holly-
wood 3-7114. John Secly, rep.**
Toronto, Canada—447 Jarvis St. Tel.: Walnut 2-2103.
Gordon Keeble, rep.

**LONDON W.1, England—84 Hallam St. Tel.: Langham
6248. Gerry Wilmot, rep.**

LARCHMONT TV STUDIOS INC.

210 Larchmont Blvd., Los Angeles 4. Tel.: Holly-
wood 9-2895. Jack Miles, studio mgr. & prod.
chief.
Services: Complete studio facilities for lease.

HERBERT S. LAUFMAN & CO.
221 N. LaSalle St., Chicago 1. Tel.: Randolph 6-4086.
Herbert S. Laufman, pres.
Services: ABCFGNM.

ROBERT LAWRENCE PRODUCTIONS INC.
418 W. 54th St., New York 19. Tel.: Judson 2-5242.
Robert L. Lawrence, pres.
Services: BDFJKNU.

LEEDS PRODUCTIONS
127 W. 43rd St., New York 36. Tel.: Judson 2-2190.
Henry Leeds, exec. prod.
Services: ABCDGHJKLMOPU.
Los Angeles 28—Taft Bldg. Tel.: Hollywood 4-0161.
Gary Stevens, exec. prod.

GENE LESTER PRODUCTIONS
1487 N. Vine St., Hollywood 28. Tel.: Hollywood
4-7287. Gene Lester, prod. dir.
Services: BDGINVU.

CAROL LEVENE PRODUCTIONS
566 Vallejo St., San Francisco 19, Calif. Tel.:
Sutter 1-5022. Carol Levene, own.
Services: ABDFGMP.

JACK LEWIS THEATRICAL ENTERPRISES
1364 Broadway, New York 36. Tel.: Plaza 7-0412.
Jimmy White, mgr.
Services: LMOP.

LEWISLOR ENTERPRISES INC.
9756 Wilshire Blvd., Beverly Hills, Calif. Tel.:
Crestview 6-7173. Thomas H. A. Lewis, pres.
Services: B.

LEWIS & MARTIN FILMS INC.
1431 N. Wells, Chicago 10. Tel.: Whitehall 4-7477.
Herschell G. Lewis, gen. mgr.
Services: ABCDGJKNPQVU.

LIBRARY FILMS INC.
25 W. 45th St., New York 36. Tel.: Plaza 7-0100.
Paul N. Robins, pres.
Services: BFST.

LIFETONE TRANSCRIPTIONS
No. 3 Gilbert Court, Peoria 5, Ill. Tel.: 2-9443.
Norris John Bueche, pres.
Services: BDEGJKLN.

JACK LLOYD
4119 Los Feliz Blvd., Los Angeles 27. Tel.: Normandy
4-1214. Jack Lloyd, exec. dir.
Services: ABCDFGHLMP.

ARTHUR LODGE PRODUCTIONS INC.
21 W. 46th St., New York 36. Tel.: Plaza 7-3645.
Arthur J. Lodge Jr., pres.
Services: BDFGHI; film library.

LONE RANGER INC.
9363 Wilshire Blvd., Beverly Hills, Calif. Tel.:
Crestview 5-4586. Sherman A. Harris, vp.
Service: B.

ROBERT LONGENECKER AGENCY
8428 Melrose Pl., Los Angeles 46. Tel.: Olive 3-3770.
Services: ABMNOP.

PHILLIPS H. LORD INC.
1440 Broadway, New York 18. Tel.: Longacre 4-8000.
T. F. O'Neil, pres.
Services: MN.

LOUCKS & NORLING STUDIOS INC.
245 W. 55th St., New York 19. Tel.: Circle 7-2366.
Leon Rhodes.
Services: DFGJK.

**JOHN W. LOVETON RADIO & TELEVISION
PRODUCTIONS**
9100 Sunset Blvd., Los Angeles 46. Tel.: Crestview
1-7225. John W. Loveton, pres.
Services: BN.

LOVINA PRODUCTIONS INC.
7268 Franklin Ave., Hollywood 46. Tel.: Hollywood
7-4027. Jon Hall, pres.
Service: B.

LUTHERAN TELEVISION PRODUCTIONS
210 N. Broadway, St. Louis 2, Mo. Tel.: Chestnut
1-8000. Melvin Schlake, exec. sec.
Services: BH.

LYONS & LYONS INC.
730 Fifth Ave., New York 19. Tel.: Circle 5-8410.
Arthur S. Lyons, pres.
Services: MNOPQ.

M

C. P. MacGREGOR CO.
729 S. Western Ave., Los Angeles 5. Dunkirk 4-4191.
George R. Jones, gen. mgr.
Services: LR.

ROY MACK AGENCY
9126 Sunset Blvd., Hollywood 46. Tel.: Crestview
3-3324. Roy Mack, pres.
Services: AM.

MAGIC CIRCLE PRODUCTIONS
7027 Pacific View Dr. Hollywood 28. Tel.: Holly-
wood 4-0818. Sam R. Seby, prod.
Services: ACM.

MARK VII LTD.
4024 Radford Ave., North Hollywood. Tel.: Stanley
7-0621. Jack Webb, pres.
Services: B.

MARSHALL ORGANIZATION INC.
521 Fifth Ave., New York 17. Tel.: Murray Hill
7-2722. Anthony W. Marshall, pres.
Services: ABDFGHMN.

PALMER MARTIN MARIONETTES
118½ Main St., Tarrytown, N. Y. Tel.: Medford
1-1723. Palmer Martin, own.
Service: A.

MASTER MOTION PICTURE CO.
50 Piedmont St., Boston 16. Tel.: Hancock 6-3592.
Avner Rakov, pres.
Services: BDFGHKLVW.

McCADDEN PRODUCTIONS
1040 N. Las Palmas, Los Angeles 38. Tel.: Hollywood
4-2141. George Burns, pres.
Services: BDGN.

McGOWAN PRODUCTIONS INC.
915 N. LaBrea, Hollywood 28. Tel.: Oldfield 4-0711.
Darrell McGowan, pres.
Services: BDFGNU.

McGRAW-HILL BOOK CO.
330 W. 42d St., New York 36. Tel.: Longacre 4-3000;
ext. 8276. Albert J. Rosenberg, mgr., text-film
dept.
Services: FN.

McLARTY PICTURE PRODUCTIONS
45 Stanley St., Buffalo, N. Y. Tel.: Taylor 0332.
Henry D. McLarty, own., exec. prod.
Services: DFGNUV.

MEDALLION PRODUCTIONS
6000 Sunset Blvd., Hollywood 28. Tel.: Hollywood
2-6635. John A. Ettlinger, pres.
Services: BJKS.

New York—444 Madison Ave. Tel.: Eldorado 5-4335.
Alfred Ettlinger,
Memphis, Tenn.—M & M Bldg. Tel.: 5-5060. Fred
Myers.
Chicago—2326 S. Michigan Ave. Tel.: Victory 2-5454.
Ben Barry.
Cincinnati—1632 Central Pkwy. Tel.: Main 4-8523.
Jay Goldberg.
Washington—1001 New Jersey Ave. Tel.: Sterling
3-8938. Ross Wheeler.
Minneapolis—1009 Currie Ave. Tel.: Lincoln 7013.
Don Swartz.

MEDIC TV PRODUCTIONS
7324 Santa Monica Blvd., Hollywood 46. Tel.: Old-
field 4-3126. James E. Moser, gen. prod. exec.
Service: B.

MEDICAL RESEARCH INSTITUTE
B8-Hillside Manor, New Hyde Park, L. I., N. Y.
Tel.: Pioneer 6-7110. Dr. J. L. Levit, M.D., Ph.D.,
pres.-exec. prod.
Service: F.

RAY MERCER & CO.
4241 Normal Ave., Los Angeles 29. Tel.: Normandie
3-9331. Ray D. Mercer, pres.
Services: Special effects, titles, miniatures.

MERIDIAN PRODUCTIONS CORP. LTD.
192 Bay St., Toronto 1, Ont. Tel.: Empire 4-8274.
Ralph Foster, pres.
Services: CJK.

MERIDIAN PRODUCTIONS INC.
1041 N. Formosa Ave., Hollywood 46. Tel.: Holly-
wood 7-5111. William Self, pres.
Service: B.

FRANK MERRIWELL ENTERPRISES
1040 N. Las Palmas Ave., Hollywood 38. Tel.: Holly-
wood 2-6311. Tony London, prod.
Service: B.

MESTON'S TRAVELS INC.
3801 N. Piedras, El Paso, Tex. Tel.: 5-7850. Harvey
Meston, pres.
Services: BDFGIN.

CHARLES MICHELSON INC.
45 W. 47th St., New York 36. Tel.: Plaza 7-0695.
Charles Michelson, pres.
Services: BLQRSTV.

MIDWEST FILM STUDIOS
6808 N. Clark St., Chicago 26. Tel.: Sheldrake 3-1239.
Alfred K. Levy, prod. mgr.
Services: ADFGINP.

MILNER PRODUCTIONS
3800 Liberty Heights Ave., Baltimore 15, Md. Tel.:
Mohawk 4-4221. Ervin M. Milner, pres.
Services: DEFGHJKLOUV.

MINOT TV INC.
509 Madison Ave., New York 5. Tel.: Plaza 9-7380.
Charles Amory, pres.
Services: BNRV.

MODE-ART PICTURES INC.
1022 Forbes St., Pittsburgh 19. Pa. Tel.: Express
1-1846. James L. Baker, pres. & bd. chmn.

Services: BDFGHJKLNQUV.
Hollywood, Calif.—6063 Sunset Blvd. Tel.: Holly-
wood 4-3183.

Cleveland—Western Reserve Bldg. Tel.: Superior
1-3333. Donald C. Jones, vp.

Washington, D. C.—922 DuPont Circle Bldg. Chester
A. Lindstrom, rep.

MODELL TELEVISION PRODUCTIONS
310 E. 44th St., New York 17. Tel.: Murray Hill
3-0758. Charles H. Rosen, vp.
Services: ABCDFGKMNNO.

MODERN TALKING PICTURE SERVICE INC.
(Tv Div.)
219 E. 44th St., New York. Tel.: Oxford 7-2753.
J. R. Ritenour, vp.
Services: Print procurement, positive editing and
trafficking of tv film programs and spot commer-
cials.

Chicago—420 N. Michigan Ave. Tel.: Delaware
7-3761. Peter Markovich, mgr.

Los Angeles—3450 Wilshire Blvd. Tel.: Dunkirk
4-2511. John Lipsky, mgr.

EMIL MOGUL CO.
250 W. 57th St., New York 19. Tel.: Judson 2-5200.
Nat B. Eisenberg, dir. tv production.
Services: ACMOP; slides.

MOGULL'S FILM CO.
112-114 W. 48th St., New York 19. Tel.: Plaza 7-1414.
Charles Mogull, pres.
Service: Rights to copyrighted features and shorts.

MORAN FILM CO. INC.
Security Bldg., Phoenix, Ariz. Tel.: Alpine 4-1335.
George A. Moran, pres.
Services: DJPQVW.

NELSON MORRIS PRODUCTIONS INC.
270 Park Ave., New York 17. Tel.: Plaza 3-1484.
Nelson Morris, pres.
Services: BNS.

CARLTON E. MORSE ENTERPRISES
1680 N. Vine St., Hollywood 28. Tel.: Hollywood
9-6161. Carlton E. Morse, pres.
Services: ABMN.

MOTION PICTURE ADVERTISING SERVICE INC.
1032 Carondelet St., New Orleans, La. Tel.: Ray-
mond 2253. C. J. Mabry, pres.
Services: BDEGJKNOQSV.

Atlanta, Ga.—P. O. Box 1223. Guy Brown.
Birmingham, Ala.—American Life Bldg., Milton
Schwartz.
Dallas, Tex.—9428 Lenel Dr. Roy Kanter.
Cincinnati—3800 Woodford Rd. Budd Kettenacker.

MOTION PICTURE SERVICE CO.
125 Hyde St., San Francisco 2, Calif. Tel.: Ordway
3-9162. Gerald L. Karski, pres.
Services: DGJKVW.

MOTION PICTURE STAGES INC.
3 E. 57th St., New York 22. Tel.: Plaza 3-4840.
Charles F. Vetter Jr., pres.
Services: U; complete film production services.
Specialists in stop motion & insert photography.

MOTION PICTURES FOR INDUSTRY
2543 Kelton Ave., Los Angeles 64. Tel.: Erington
0-4757. Harry O. Hoyt, pres.
Services: BDEFGLNPN.

MOULIN STUDIOS
181 Second St., San Francisco 5. Tel.: Yukon 6-4224.
Irving Moulin & Ray Moulin, ptrns.
Services: BDEFGHJKLPRUV.

MOVIELAB FILM LABS INC.
619 W. 54th St., New York 19. Tel.: Judson 6-0360.
Frank Berman, prod. dept.
Services: VW.

MPO PRODUCTIONS INC.
15 E. 53rd St., New York 22. Tel.: Murray Hill
8-7830. Judd L. Pollock, pres.
Services: BDFG.

OWEN MURPHY PRODUCTIONS INC.
723 Seventh Ave., New York 19. Tel.: Plaza 7-8144.
Owen Murphy, pres., exec. prod.
Services: BCDEFGHIJKNUV.

MUSIC CORP. OF AMERICA
(MCA Tv Ltd., MCA Artists Ltd., MCA Manage-
ment.)
598 Madison Ave., New York 22. Tel.: Plaza 9-7500.
L. R. Wasserman, pres.
Services: ABMNOPQS.

Beverly Hills, Calif.—9370 Santa Monica Blvd. Tel.:
Crestview 6-2001. Wynn Nathan, sls. vp.

New York—598 Madison Ave. Tel.: Plaza 9-7500.
Aaron Beckwith, vp.

Atlanta, Ga.—515 Glenn Bldg. Tel.: Lamar 6750. H.
Curth.

Boston—45 Newbury St. Tel.: Copley 7-5830.

Buffalo, N. Y.—136 Victoria Blvd. Tel.: Victoria
8456. H. Golden.

Chicago—430 N. Michigan Ave. Tel.: Delaware 7-1100.
J. Rohrs, vp.

Cincinnati—426 Transportation Bldg. Tel.: Parkway
1-1144. F. Harner.

Cleveland—1172 Union Commerce Bldg. Tel.: Cherry
1-6010. H. Long, vp.

Dallas, Tex.—2311 Cedar Springs. Tel.: Prospect
7536. R. Wild, vp.

Detroit—837 Book Tower. Tel.: Woodward 2-2604.
E. Montgomery.

Houston, Tex.—2404 S. MacGregor Way. Tel.: Jack-
son 3-3176.

Indianapolis—325 Bankers Trust Bldg. Tel.: Melrose
2-1461.

Kansas City, Mo.—1615 Baltimore Ave. Tel.: Har-
rison 1-7500. J. Necessary.

Milwaukee, Wis.—4166 N. 85th St. M. Williams.
Minneapolis, Minn.—1048 Northwestern Bank Bldg.
Tel.: Federal 3-5552. C. Richter.

New Orleans, La.—504 Delta Bldg. Tel.: Raymond
8378. R. McCausland.

Philadelphia—Land Title Bldg. Tel.: Kingsley 5-4764.
K. Godfrey.

Pittsburgh—802 Frick Bldg. Tel.: Atlantic 1-0445.
W. J. Connelly.

Roanoke, Va.—3110 Yardley Dr. Tel.: 3-4344.

Salt Lake City—212 Beason Bldg. Tel.: Empire
3-4501. G. Carlson.

San Francisco—105 Montgomery St. Tel.: Exbrook
2-8922. H. Chase.

Seattle, Wash.—101 Jones Bldg. Tel.: Mutual 4567.
J. von Herberg.

St. Louis, Mo.—721 Olive St. Tel.: Central 1-8230.
H. Lührman.

St. Petersburg (Tampa), Fla.—216 30th Ave. N. Tel.:
Tampa 2-8693. R. Montgomery.

Washington, D. C.—W. 639 Arlington Towers, Arling-
ton 9, Va. Tel.: Jackson 5-2871. T. Fraioli.

Toronto, Ont.—180 University Ave. Tel.: Empire
3-4031. S. Smith, vp.

London, England—139 Piccadilly. Mayfair 7211. K.
Cleveland.

Paris, France—49 bis Avenue Hoche. Tel.: Wagram
92-41. M. Teisseire.

MUSIC SOUND TRACK SERVICE
1600 Broadway, New York 19. Tel.: Circle 6-4687.
Edward Craig, own.
Services: LR.

N

NASSOUR STUDIOS INC.
8460 W. Third St., Los Angeles 48, Calif. Tel.: Olive
3-0400. William Nassour, pres.
Services: BDEFGHNQ; 3-D animations.

NATIONAL ARTISTS CORP.
711 Fifth Ave., New York 22. Tel.: Plaza 9-6000.
Bob Gewold, tv-radio dir.
Services: MNO.

Boston—143 Newbury St. Tel.: Kenmore 6-6037.
Aaron Richmond.

Los Angeles—427 W. Fifth St. Tel.: Madison 9-1241.
Alexander Haas, vp.

NATIONAL ASSN. OF TELEVISION ADVERTISERS
(Div. of NRR Inc.)
208 Empire Theatre Bldg., Glens Falls, N. Y. Tel.:
2-6113. Frank A. Sause, gen. mgr.
Services: BFJN.

NATIONAL AUDUBON SOCIETY
1130 Fifth Ave., New York 28. Tel.: Enright 9-2100.
John H. Baker, pres.
Services: AFK.

Berkeley 4, Calif.—2426 Bancroft Way. Tel.: Thorn-
wall 8-4042. William Goodall.

Miami 32, Fla.—13 McAllister Arcade. Tel.: Miami
82-2595. Charles Brookfield.

NATIONAL CONCERT & ARTISTS CORP.
711 Fifth Ave., New York 22. Tel.: Plaza 9-6000.
Stephen Rose, radio-tv dir.
Services: MO.

Chicago—Bankers Bldg., 105 W. Adams St. Tel.:
Dearborn 2-5813. Robert Kuhlmand.

Los Angeles—Philharmonic Auditorium Bldg. Tel.:
Madison 9-1241. Alexander Haas.

NATIONAL COUNCIL OF CHURCHES OF CHRIST
IN THE USA
(Broadcasting & Film Commission)
220 Fifth Ave., New York 1. Tel.: Oregon 9-2968.
Albert Crews, tv dir.
Services: ABH.

Hollywood 28, Calif.—5746 Sunset Blvd. Tel.: Holly-
wood 4-7464. George Heimrich.

NATIONAL FILM BOARD OF CANADA
Ville St. Laurent, Quebec, Canada. Dr. A. W. True-
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Services: producers and distributors of film for
Canadian Government.

NATIONAL RETAIL RADIO SPOTS INC.
6331 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 9-1989. Philip B. Singer, sls.; Jack
Ross, prod.
Services: DL.

NATIONAL SAFETY COUNCIL
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4-4800. Ned H. Dearborn, pres.
Services: (public interest). BEFJ.

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Services: BDFGHJKN.

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145 W. 45th St., New York 36. Tel.: Judson 2-1926.
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NATIONAL TELEVISION FILMS
300 W. Third St. Charlotte, N. C. Tel.: Edison 4-6426.
Scott Lett, gen. sls. mgr.
Services: BS.

Chicago—203 N. Wabash Ave. Tel.: Central 6-1805.
Howard Grafman, mgr.

Dallas, Tex.—4300 Druid Lane. Tel.: Logan 6729.
Ray Jones, mgr.

Hollywood, Calif.—1693 Marmont Ave. Tel.: Holly-
wood 3-6576. Phil Cooper, mgr.

NAYFACK FILMS
314 W. 44th St., New York 36. Tel.: Plaza 7-4173.
Jules Nayfack, own.
Services: ST.

NBC TV FILMS
663 Fifth Ave., New York 22. Tel.: Circle 7-8300. Carl M. Stanton, vp.
Services: Q
New York—Eastern Division, 663 Fifth Ave. Tel.: Circle 7-8300. Leonard Warager.
Chicago—Central Division, Merchandise Mart. Tel.: Superior 7-8300. Edward Montanus, sis. mgr.
Hollywood, Calif.—Western Division, Sunset and Vine. Tel.: Hollywood 9-6161. Clifford Ogden, sis. mgr.

STANLEY NEAL PRODUCTIONS INC.
475 Fifth Ave., New York. Tel.: Murray Hill 3-6396.
Donald J. Lane, pres.
Services: DFG.
Washington—4 Munsey Bldg. Tel.: Sterling 3-0918.
Los Angeles—1277 N. Clark St. Tel.: Crestview 6-8865. Sobe Martin.

HARRIET BABCOCK NEILL
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Services: Ventriloquial figures, hand puppets, marionettes, stop action figures made on order.

TED NELSON ASSOC.
730 Fifth Ave., New York 19. Tel.: Circle 6-8470.
Ted Nelson, dir.
Services: AMOP; public relations.

NEPTUNE PRODUCTIONS, INC.
1270 Ave. of the Americas, New York 20. Tel.: Plaza 7-5959. Joseph W. Bailey, vp.
Services: ABMN.

NETHERLANDS INFORMATION SERVICE
711 Third Ave. New York 17. J. P. van den Bogaert, dir.
Services: ABFJN.

San Francisco—Mills Bldg. Tel.: Exbrook 2-7948.
Julie G. Lynch, dir.

Holland, Mich.—City Hall. Tel.: 3174 Willard C. Wichers.

NEW ALBION FILMS INC.
991 Tennessee St., San Francisco 7. Tel.: Valencia 4-8484. Enid Thompson Sales, pres.
Services: BGNou.

NEW WORLD PRODUCTIONS
13273 Ventura Blvd., North Hollywood, Calif. Tel.: Stanley 7-0674. Ted Robinson, pres.
Services: BDFGHJKLN.

Boston—Statler Bldg. N.W. Russo.
New York—42 W. 12th St. P. H. Robinson.

Peoria, Ill.—224 N. Glenwood. G. Alloy.

NICKANELLE MARIONETTES
2146 Lyric Ave., Los Angeles. Tel.: Normandy 1-6038.
Services: Marionettes.

FRED A. NILES PRODUCTIONS INC.
22 W. Hubbard St. Chicago 10, Ill. Tel.: Superior 7-0760. Fred A. Niles, pres.
Services: BDFGHJKLPQV.

Hollywood 38, Calif.—1040 N. Las Palmas. Tel.: Hollywood 2-5912. Chris Petersen Jr., vp.

NORBERT'S PUPPETS
107 Brooklyn Ave., Brooklyn 16, N. Y. Tel.: President 2-3805. Nat Norbert, gen. mgr.
Services: Marionettes.

JOHN NORMAN PRODUCTIONS
P. O. Box 6863, Houston 5, Tex. Tel.: Madison 3-6480. John Norman, pres.
Services: ABDFGJKNMOPQ.

MEYER B. NORTH
1564 Broadway, New York 36. Tel.: Plaza 7-3445.
Meyer B. North, own.
Services: O.

NORTH AMERICAN TELEVISION PRODUCTIONS INC.
222 E. 46th St., New York. Tel.: Murray Hill 7-2913.
E. M. Glucksman, pres.
Services: BIOTUV.

NORTHERN MOTION PICTURE LABS LTD.
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Services: UVW; print & processing film.

NORTHWEST MOTION PICTURES
1716 Thirtieth Ave. W., Seattle 99, Wash. Tel.: Garfield 6391. Ray Paulsen, pres.
Services: DFGIJKLVW.

NTA PRODUCTIONS INC.
60 W. 55th St., New York 19. Tel.: Plaza 7-2100. Ely A. Landau, pres.
Services: B.

Boston—Statler Bldg. Tel.: Liberty 2-9633. Nick Russo.

Chicago, Ill.—612 N. Michigan Ave. Tel.: Michigan 2-5561. Johnny Graff.

Hollywood, Calif.—8721 Sunset Blvd. Tel.: Crestview 1-1191. Ed Gray.

Memphis 10, Tenn.—2605 Sterick Bldg. Tel.: Jackson 6-1565. Charles D. McNamee.

Minneapolis, Minn.—1109 Currie Ave. Tel.: Lincoln 7013. Don Swartz.

Montreal 25, Canada—1434 St. Catherine St. Tel.: University 6-9495. N. Vaillancourt.

OVERLINE INC.
7471 Melrose Ave., Los Angeles 46, Calif. Tel.: Webster 3-9128. Oliver Berliner, vp.
Services: BV.

Toronto, Canada—447 Jarvis St. Tel.: Walnut 2-2103. Gordon Keeble, vp.

LILIAN OKUN INC.
165 E. 35th St. New York 16. Tel.: Murray Hill 3-5354.
Lilian Okun, pres.
Services: AOP.

OMEGA PRODUCTIONS INC.
1960 Dorchester St. W., Montreal 25, Que., Canada. Tel.: Glenview 3526. Pierre Harwood, gen. mgr.
Services: BDFGJKUV.

ON FILMS INC.
33 Witherspoon St. Princeton, N. J. Tel.: 1-6008.
Robert Bell, pres.
Services: DFGJKUV.

New York—10 E. 49th St. Tel.: Plaza 9-1976. R. Bell, pres.

SAM ORLEANS & ASSOC. INC.
211 W. Cumberland Ave., Knoxville, Tenn. Tel.: 3-8098. Sam Orleans, pres.
Services: ACFGHJKLNSTU.
New York—550 Fifth Ave. Tel.: Enright 9-2002.

DEL OWEN PRODUCTIONS
333 N. Michigan Ave., Chicago 11. Tel.: Franklin 2-4811. Del Owen, pres.
Services: ABCDJLMNOPT.

HARRY OWENS TELEVISION PRODUCTIONS
6710 Melrose Ave., Hollywood 38, Calif. Tel.: Webster 9-1491. Homer O'Donnell, vp.
Services: BDFGN.

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Services: 16mm color. Duplications.

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M. E. Fierst, gen. mgr.
Services: BDFGIJKLNOPQUVW.

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118 E. 40th St., New York. Tel.: Murray Hill 3-8687.
John L. Clark, pres.
Services: BDFGHJKN.

PARAMOUNT TELEVISION PRODUCTIONS INC.
1501 Broadway, New York 36. Tel.: Bryant 9-8700.
Bernard Goodwin, vp.
Services: ABCDGJKSU.

Hollywood 28, Calif.—5800 Sunset Blvd. Hollywood 9-6363. Klaus Landsberg, vp.

JACK PARKER PRODUCTIONS
Box 1006, Beverly Hills, Calif. Tel.: Dunkirk 3-2918.
Jack Parker, vp. & exec. prod.
Services: ABCDFGHILMNOPQST; public relations, publicity & advertising.

PAUL PARRY PRODUCTIONS
7417 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 7-4774. Paul Parry, pres.
Services: ABCDFGJKN.

LINDSLEY PARSONS PRODUCTIONS INC.
1416 N. LaBrea, Hollywood 28, Calif. Tel.: Hollywood 3-2141. Lindsley Parsons, pres.
Services: DN.

PATHESCOPE CO. OF AMERICA INC.
580 Fifth Ave., New York 36. Tel.: Plaza 7-5200.
Edward J. Lamm, pres.
Services: DFGHJK.

Long Island City, N. Y.—21-49 45th Rd. Tel.: Stillwell 4-2941. John Ball, studio mgr.

PEERLESS FILM PROCESSING CORP.
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V. Thomas Nola, sls. & operation.
Services: LUV.

R. A. PHELAN PRODUCTIONS INC.
550 Fifth Ave., New York 36. Tel.: Circle 6-1626.
Raymond Pheelan, own.
Services: BDFGHN.

PILOT PRODUCTIONS INC.
6419 N. California Ave., Chicagoc 45. Tel.: Amba-
sador 2-4141. C. Robert Isely, pres.
Services: DGUV.

PLAYHOUSE PICTURES
749 N. Highland Ave., Hollywood 38. Calif., Tel.:
Webster 8-2331. Adrian Woolery, own.
Services: DGJK.

POLARIS PICTURES INC.
5859 W. Third St., Los Angeles 36, Calif. Tel.: Web-
ster 8-2181. Perry King, pres.
Services: DFGJK.

PORTAFILMS
Orchard Lake, Mich. William H. Murray, pres.
Services: BFJK.

JULES POWER PRODUCTIONS INC.
1020 N. Rush St., Chicago 11. Tel.: Delaware 7-7422.
Bernard Miller, vp.
Services: ACM.

New York—9 E. 75th St. Tel.: Regent 4-1370. Jules
Power, pres.

LELAND POWERS SCHOOL INC.
31 Evans Way, Boston 15. Tel.: Aspinwall 7-2900.
Haven M. Powers, principal.
Services: O.

PRECISION FILM LABS INC.
21 W. 46th St., New York 36. Tel.: Judson 2-3970.
Russell C. Holslag, vp. gen. mgr.
Services: W.

PREMIER FILM & RECORDING CORP.
3033 Locust St., St. Louis 3. Tel.: Jefferson 1-3555.
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Services: DFGHJKLUV.

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Los Angeles 13—3155. Broadway. Tel.: Michigan
9884. Rev. Clifton E. Moore, dir.
Newark, N. J.—605 Broad St. Tel.: Market 3-2886.
Rev. Charles Brackbill, Jr., exec. dir.

PRINCESS PICTURES INC.
11 W. 42d St., New York 36. Tel.: Longacre 5-1535.
Bernard Donnenfeld, vp.
Services: BDGN.

PRINCETON TELEVISION FILM CENTER INC.
Carter Rd., Princeton, N. J. Tel.: 1-3552. Robert C.
Molusky, vp.
Services: BDEFGHIJKLNPQRSTUV; distribute
film to tv stations.

New York—270 Park Ave. Tel.: Plaza 5-2628. Tom
P. Hawley, reg. rep.

Chicago 1—360 N. Michigan Ave. Tel.: Randolph
6-1011. Richard Lewis reg. rep.

Hollywood 38, Calif.—86 N. Seward. Tel.: Hollywood
9-5174. Gordon Knox, pres.

PRODUCERS FILM STUDIOS
540 Lake Shore Dr., Chicago 11. Tel.: Whitehall
3-1440. Jack H. Lieb, pres.
Services: ABDFGHIJKLNRUV.

PRODUCTION CENTER INC.
221 W. 26th St., New York. Tel.: Orchard 5-2211.
Himan Brown, pres.
Services: BGHKN.

PTE INC.
1 E. 57th St., New York 22. Tel.: Plaza 1-0430.
Leonard Loewinthal, pres.
Services: ABMN.

PUBLIC SERVICE PRODUCTIONS INC.
3400 Newark St., N.W., Washington, D. C. Tel.:
Woodley 6-5070. Patricia J. Beall, pres.
Services: ABFGHMNOP.

PUPPET PLAYS INC.
1647 Broadway, New York, N. Y. Tel.: Circle 5-4684.

PYRAMID PRODUCTIONS INC.
1 E. 57th St., New York 19. Tel.: Plaza 1-0430.
Everett Rosenthal, pres.
Services: ABMN.

QUARTET FILMS INC.
8480 Melrose Ave., Hollywood 46, Calif. Arthur Bab-
bitt, pres. Stan L. Walsh, vp. in chg. prod.
Services: D.

QUINTET PRODUCTIONS INC.
15 W. 44th St., New York 36. Tel.: Murray Hill
7-5011. Peter M. Piech, pres.
Services: BDN.

Hollywood, Calif.—6052 Sunset Blvd. Tel.: Holly-
wood 7-8832. Russell Hayden, vp.-exec. prod.

Chicago—203 N. Wabash Ave. Tel.: State 2-2818.
Jack Russell, vp.

R

RADIO TELEVISION ARTS
3819 Wilshire Blvd., Los Angeles 5. Tel.: Dunkirk
8-1323. Doria Balli, own.
Services: ABCDGJMN.

RADIO-VIDEO PROGRAMME PRODUCERS
1440 St. Catherine St. W., Montreal, Canada. Tel.:
University 6-8751. Paul L'Anglais, pres.
Services: ACDMN.

RAINBOW PICTURES INC.
5711 S. Dixie Highway, Miami 43, Fla. Tel.: Mohawk
1-7111. Walter Resce, pres.
Services: BDFGHIJKNOPUV.

RCA RECORDED PROGRAM SERVICES
155 E. 24th St., New York 10. Tel.: Murray Hill
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matic, variety, musical shows); tv film libraries;
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Chicago—445 N. Lake Shore Dr. Tel.: Whitehall
4-3530. William Reilly, central div. mgr.; Gus
Hagenah, Central NE sls. mgr.; Hugh Gravel,
Central NW sls. mgr.

Atlanta, Ga.—522 Forsyth Bldg. Tel.: Lamar 7703.
Wallace Cochran, SE sls. rep.

Dallas, Tex.—1907 McKinney Ave. Tel.: Riverside
1371. Robert Fender, SW sls. rep.

Hollywood, Calif.—1016 N. Sycamore Ave. Tel.: Old-
field 4-1660. William Gartland, western sls. mgr.

REBEL RANDALL PRODUCTIONS
8255 Beverly Blvd., Hollywood 48. Tel.: Crestview
4-5811. T. W. Brandes Sr., pres.
Services: ABMP.

RARIG MOTION PICTURE CO.
5510 University Way, Seattle 5. Tel.: Kenwood 0707.
Max H. Rarig, pres.
Services: BDFGJKLUV.

RAY & BERGER
5938 Sunset Blvd. Hollywood 28, Calif. Tel.: Holly-
wood 2-4202. Howard Ray & Jack Berger, ptners.

Services: Prizes for radio & tv programs.

REID H. RAY FILM INDUSTRIES INC.
2269 Ford Parkway, St. Paul 1. Tel.: Midway 9-1393.
Reid H. Ray, pres.
Services: BDFGJKNQVW.

Chicago—208 S. LaSalle St. Tel.: Financial 6-1949.
Frank Balkin, mgr.
Hollywood, Calif.—8762 Holloway Dr. Tel.: Crest-
view 1-4080. Saul Elkins.

RECORDED PUBLICATIONS LABS
(Div. of Recorded Publications Mfg. Co.)
1558 Pierce Ave., Camden 5, N. J. Tel.: Woodlawn
3-3000. David H. Goodman, sls. vp.
Services: LUV.

REDLIN PRODUCTIONS INC.
17609 Ventura Blvd., Encino, Calif. Tel.: St 4-9133
W. A. Redlin, pres.
Services: BDGJKN.

REGAL TELEVISION PICTURES INC.
151 W. 46th St., New York 36. Tel.: Judson 2-1877.
Moe Kerman, pres.
Services: NQT.

RELIGIOUS FILM FOUNDATION
7904 Santa Monica Blvd., Hollywood 46, Calif. Tel.:
Oldfield 4-2211. Dorland Dryer, pres.
Services: BFHJKN.

ROLAND REED PRODUCTIONS INC.
8822 W. Washington Blvd., Culver City, Calif. Tel.:
Texas 0-3361. Roland D. Reed, pres.
Services: BCFGJKLNPQRW.

REPUBLIC TELEVISION FEATURES
64 E. Lake St., Chicago 1. Tel.: State 2-0460. Capico
Kapps, pres.
Services: ABCDEFGILMNOPQST.

REVUE PRODUCTIONS INC.
9370 Santa Monica Blvd., Beverly Hills, Calif. Tel.:
Crestview 6-2001. Taft Schreiber, vp.
Services: BQ.

STUART REYNOLDS PRODUCTIONS
9120 Sunset Blvd., Los Angeles 46. Tel.: Crestview
4-7863. Stuart Reynolds, pres.
Services: B.

CRAIG RICE ENTERPRIZES
1040 North Las Palmas Ave. Hollywood 38, Calif.
Tel.: Hollywood 2-6311. Tony London, prod.
Services: B.

MARION RIDDICK PRODUCTIONS LTD.
1102 Eberhard St., Houston 19, Tex. Tel.: Jackson
4-9653. Marion Riddick, mng. dir.
Services: BCFGHKOPQ; Child tv training.

WALTER A. RIVERS & ASSOC.
60 Market St., San Francisco 11, Calif. Tel.: Sutter
1-1284. Walter A. Rivers, pres.
Services: BDG.

RIVIERA PRODUCTIONS
1715 Via El Prado, Redondo Beach, Calif. Tel.:
Frontier 5-4592. F. W. Zens, exec. prod.
Services: BDEFGHKLRUV.

RKO TELERADIO PICTURES INC.
(Film Division)
1440 Broadway, New York 18. Tel.: Longacre 4-8000.
Peter M. Roebeck, gen. mgr.
Services: BDFGNU.

RKO-WOR SOUND RECORDING STUDIOS
(Div. of RKO Teleradio Pictures)
1440 Broadway, New York 18. Tel.: Longacre 4-8000.
Services: ADFGHUV.

HAL ROACH STUDIOS
8822 Washington Blvd., Culver City, Calif. Tel.:
Vermont 9-2311. Hal Roach, Jr., pres.; S. S. Van
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Services: BDFGHIJKLNPQRSTUV.

New York 19—729 Seventh Ave. Tel.: Circle 5-4135.
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7-2033. Fred Robbins, gen. mgr.
Service: AO; artist booker.

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6108 Santa Monica Blvd., Hollywood 38. Tel.: Holly-
wood 7-7131. Dick Westen, pres.
Services: CDG; sales & personnel training films.

RICHARD H. ROFFMAN ASSOC.
675 West End Ave., New York 25. Tel.: Riverside
9-3647. Richard H. Roffman, pres.
Services: ABCDEFGHILMNOP; public relations;
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11930 1/2 Montana Ave., W. Los Angeles 24, Calif. Tel.:
Nevada 6-2611. Ralph A. Rogers, prod.
Services: ABCDFGHMN.

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Walnut Tree Hill, Sandy Hook, Conn. Tel.: Garden
6-2466. Henry Roger, own.-dir.
Services: FGJJKLUVW.

ROY ROGERS PRODUCTIONS
1418 N. Highland Ave., Hollywood 28, Calif. Tel.:
Hollywood 4-7379. Roy Rogers, owner
Services: B.

MICKEY ROONEY ENTERPRISES
4020 Carpenter Ave., North Hollywood, Calif. Tel.:
Sunset 3-8411. Mickey Rooney, exec. prod.
Services: BC.

ROQUEMORE FILMS
44 Mt. Vernon Blvd., Hamburg, N. Y. Tel.: Frontier
3876. Everett E. Roquemore, dir.
Services: BCDEFGHIJKLNP.

MILT ROSNER AGENCY
9119 Sunset Blvd., Hollywood 46, Calif. Tel.: Crest-
view 6-7023. Milr Rosner, own.
Services: ABMNOP.

ROSS-DANZIG PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 2-6464. Frank K. Danzig & Bart Ross,
ptners.
Services: ABMN.

ROSS-GAFFNEY INC.
24 West 45th St. New York 36. Tel.: Murray Hill
2-7265. Angelo Ross, pres.
Services: BDEFGHIJKLNPQRUVW.

Hollywood, Calif. (Gordon Music) P. O. Box 564.
Tel.: Crestview 5-4670. Dave Gordon.
Miami, Fla.—5711 S. Dixie Hwy. Tel.: Mohawk 1-7111.
Walter Resce.

DANNY ROUZER STUDIO
7022 Melrose Ave., Hollywood 38, Calif. Tel.: Web-
ster 6-2494. Danny Rouzer, own.
Services: BDFGHIKU.

JACK RUSSELL & ASSOC.
203 N. Wabash Ave., Chicago 1. Tel.: State 2-2818.
Jack Russell, own.
Services: LMOPQT.

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SAM SAMUELS
1564 Broadway, New York 36. Judson 6-9012. Sam
Samuels.
Services: ABLMO.

JAMES L. SAPHIER AGENCY INC.
9538 Brighton Way., Beverly Hills, Calif. Tel.: Crest-
view 1-7231. James L. Saphier, pres.
Services: ABMNO.

New York 22—65 E. 55th St. Tel.: Plaza 1-0075. James
A. Schuilke, vp.

SARRA INC.
16 E. Ontario St., Chicago 11. Tel.: Whitehall 4-5151.
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Services: BDGJKLN; process film; lab services.
New York 22—200 E. 56th St. Tel.: Murray Hill
8-0085. Valentino Sarra, pres.

SATURN FILMS INC.
9123 Sunset Blvd. Hollywood 46, Calif. Tel.: Crest-
view 4-7029. Herbert E. Selwyn, vp.
Services: BGN.

BERNARD L. SCHUBERT INC.
509 Madison Ave., New York 22. Tel.: Murray Hill
8-0940. Bernard L. Schubert, pres.
Services: AB.

Los Angeles, Calif.—1041 N. Formosa Ave. Tel.:
Hollywood 7-5111.

Q

QUARTET FILMS INC.
8480 Melrose Ave., Hollywood 46, Calif. Arthur Bab-
bitt, pres. Stan L. Walsh, vp. in chg. prod.
Services: D.

QUINTET PRODUCTIONS INC.
15 W. 44th St., New York 36. Tel.: Murray Hill
7-5011. Peter M. Piech, pres.
Services: BDN.

Hollywood, Calif.—6052 Sunset Blvd. Tel.: Holly-
wood 7-8832. Russell Hayden, vp.-exec. prod.

Chicago—203 N. Wabash Ave. Tel.: State 2-2818.
Jack Russell, vp.

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New York—527 Madison Ave. Tel.: Eldorado 5-4616.
Jack Arden, mgr.

SCOPE PRODUCTIONS INC.
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Services: BDFGHJK.

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Services: BDFGJKNSU.

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Vancouver, B. C.—425 Howe St. Tel.: Pacific 1440.
Hubert Watson, sls. rep.

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102 Peter St., Toronto, Ont. Tel.: Empire 3-4096.
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Montreal, Que.—1224 St. Catherine St. W. Tel.: University 6-7043. John DeBow.

Vancouver, B. C.—425 Howe St. Tel.: Pacific 1440.
H. S. Watson.

SCRIPTURE FILMS
2441 N. Beachwood Dr. Hollywood 28, Calif. Tel.: Hollywood 7-0557. Herman Hack own.
Services: FHK.

SESAC INC.
Coliseum Tower, 10 Columbus Circle, New York 19.
Tel.: Judson 6-3450. Robert S. Stone, prod. mgr.
Services: LP; performance licensing.

JACK SHAFTON PUPPET PRODUCTIONS
2368 Stanley Hills Drive, Hollywood 46, Calif. Tel.: Hollywood 5-5229.

DON W. SHARPE AGENCY
1048 Carol Dr., Los Angeles 46. Tel.: Crestview 6-2044.
Don W. Sharpe, own.
Services: BNO.
New York—220 Madison Ave. Tel.: Murray Hill 5-5683. Murray Aldrich, mgr.

SIMMEL-MESERVEY TELEVISION PRODUCTIONS INC.
9113 West Pico Blvd., Los Angeles 35, Calif. Tel.: Crestview 4-6156. Louis C. Simmel, pres.
Services: BFG.

AL SIMONS PRODUCTIONS
1040 N. Las Palmas, Hollywood 38, Calif. Tel.: Hollywood 4-2141. Al Simons, own.
Services: BCN.

SIXTEEN SCREEN SERVICE CO.
6710 Melrose Ave., Hollywood 38, Calif. Tel.: Webster 9-1491. Homer O'Donnell, own.
Services: BDFGHJKNU; services for motion picture producers.

CHARLES E. SKINNER PRODUCTIONS
1600 Broadway, New York 19. Tel.: Circle 6-6915.
Ray Rand, gen. mgr.
Services: BDFGHKN.
Hollywood 28—6226 Yucca St. Tel.: Hollywood 2-6555.
Charles E. Skinner.

FLETCHER SMITH STUDIOS INC.
321 E. 44th St., New York 17. Tel.: Murray Hill 5-9010. Fletcher Smith, pres.
Services: BDFGJKUV.

WALTER H. SMITH PRODUCTIONS
136 E. 57th St., New York 22. Tel.: Eldorado 5-7212.
Walter Harrison Smith, pres.
Services: DFGP.

WARREN R. SMITH INC.
117 Fourth Ave., Pittsburgh 22, Pa. Tel.: Express 1-4410. Warren R. Smith, pres.
Services: BDFGIJKLPQTUV.

SNADER-CASSYD STUDIO
1710 N. La Brea, Hollywood 46, Calif. Tel.: Webster 9-2345. Syd Cassyd, ptrn.
Services: BDFU.

SONG-AD FILM-RADIO PRODUCTIONS
6000 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 5-6181. Robert Sande, pres.
Services: BCDFGJKLO.
San Francisco 4—Russ Bldg. Tel.: Sutter 1-8585.
Hugh Hudson.

JOSEPH I. SONNENREICH
165 W. 91st St., New York 24. Tel.: Susquehanna 7-1797. Joseph I. Sonnenreich, pres.
Services: ACM.

SOUND MASTERS INC.
165 W. 46th St., New York 36. Tel.: Plaza 7-6600.
Harold E. Wondsel, pres.
Services: BDFJKL.

SOUNDAC PRODUCTIONS INC.
2133 NW 11th Ave., Miami 37, Fla. Tel.: Franklin 4-2655. Robert D. Buchanan, pres.
Services: ABCJKMNOPQV.

Buffalo 2—295 Delaware Ave. Tel.: Delaware 2066.
Richard H. Ullman.

SOUTHERN ATTRACTIONS INC.
Chatham Bldg., Charlotte N. C. Tel.: Franklin 5-8474. T. D. Kemp Jr., pres.
Services: ABCDM.

SOUTHERN BAPTIST CONVENTION
(Radio & Tv Commission)
Baptist Tv-Radio Center, 6248 Camp Bowie Blvd., Ft. Worth 16, Tex. Tel.: Pershing 8-2188. Rev. Paul M. Stevens, dir.
Services: BH.

SIGMUND SPAETH
400 E. 58th St., New York 22. Tel.: Plaza 8-0879.
Sigmund Spaeth, pres.

Services: ABFLMNPQ; personal appearance as commentator on music; mc & moderator panel & quiz shows.

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Spencer W. Caldwell, pres.
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Services: BFGHJOP.

STAGE FIVE PRODUCTIONS
1040 N. Las Palmas Ave., Hollywood 38, Calif. Tel.: Hollywood 7-3111. Ozzie Nelson, exec. prod.
Services: BC.

WILLIAM STANLEY PRODUCTIONS
1829 Edgebrook Drive, Rockford, Ill. Tel.: 7-7775.
William Laven & Stanley Levy, ptrns.
Services: A.

WILBER STARK-JERRY LAYTON INC.
270 Park Ave., New York 17. Tel.: Plaza 3-1742. Wilbur Stark, pres.
Services: ABMN.

WAYNE STEFFNER PRODUCTIONS
6223 Selma Ave., Hollywood 28, Calif. Tel.: Hollywood 3-4173. Wayne Steffner, own.
Services: ABCEMNGV.

MARK STEVENS TV CO.
7324 Santa Monica Blvd., Hollywood 46. Tel.: Oldfield 4-0440. Mark Stevens, exec. prod.
Services: ABCDFGIJKST.

New York—Delmonico Hotel. Tel.: Eldorado 5-2500. Al Kingston.

STOCK SHOTS TO ORDER INC.
550 Fifth Ave. New York 36. Tel.: Circle 6-0690. R. A. Pheelan, own.
Services: Stock film library.

STOCK SHOTS UNLIMITED INC.
1600 Broadway, New York City, N. Y. Tel.: Plaza 7-0878.

MIKE STOKEY ENTERPRISES INC.
4202 Benedict Canyon Dr., Sherman Oaks, Calif. Tel.: State 4-0458. John Hueners, vp.
Services: ABMNP.

New York 19—64 W. 56th St. Tel.: Columbus 5-8610. Mike Stokely, pres.

IRV STOLL CO.
2821 Guncel Blvd., Toledo 6, Ohio. Tel.: Klondike 3385. Irv Stoll, pres.
Services: ABMNQ.

JOHN G. STRATFORD FILM CORP.
113 W. 57th St. New York 19. Tel.: Judson 6-7390. John G. Stratford, pres.
Services: BDFGJKLNPST.

JACK STRAUSBERG PRODUCTIONS
225 N. Michigan Ave., Chicago 1, Ill. Tel.: Central 6-4727. Jack Strausberg, dir.
Services: ABCDGJKNOPQ.

WILBUR STREECH PRODUCTIONS
135 W. 52d St., New York 19. Tel.: Judson 2-3816. Wilbur J. Streech, own.
Services: BDEFGHJK.

STRICKLAND FILMS INC.
220 Pharr Rd., N. E., Atlanta 6. Tel.: Cherokee 5317. C. L. Strickland, pres.
Services: BDEFILUVW.

STUDIO & ARTISTS RECORDERS
6087 Sunset Blvd., Hollywood 28. Tel.: Hollywood 4-8241. N. Lewis, mgr.
Services: DLOUV.

STUDIO CITY TELEVISION PRODUCTIONS INC.
(Subsidiary of Republic Pictures)
4020 Carpenter St., N. Hollywood, Calif. Tel.: Poplar 3-8807. Morton W. Scott, pres.
Services: BDGV.

STUDIO FILMS INC.
380 Madison Ave., New York 17. Tel.: Oxford 7-2590. Ben Frye, exec. vp.
Services: ABEMNOPQST.

STURGIS-GRANT PRODUCTIONS INC.
322 E. 44th Street, New York 17. Tel.: Murray Hill 9-4994. Warren Sturgis, pres.
Services: DFGHJKNP.

BILL STURM STUDIOS INC.
723 Seventh Ave., New York 19. Tel.: Judson 6-1650. Albert D. Hecht, treas.
Services: BDFGJKLN.

SUN DIAL FILMS INC.
341 E. 43d St., New York 17. Tel.: Murray Hill 6-2046. Samuel A. Datlowe, pres.
Services: DFGJT; special effects motion picture photography.

SUPERMAN INC.
1416 N. La Brea, Los Angeles 28. Tel.: Hollywood 9-6371. Whitney Ellsworth, vp.
Services: B.

New York—480 Lexington Ave. Tel.: Plaza 9-5700. Jack Liebowitz, pres.

JOHN SUTHERLAND PRODUCTIONS INC.
201 N. Occidental Blvd., Los Angeles 26. Tel.: Dunkirk 8-5121. Charles Bordwell, exec. vp., tv film comm. div.
Services: DFGJKLRU.

New York—33 E. 48th St. Tel.: Plaza 5-1875. Dale Armstrong, vp.
Detroit 2—6560 Cass Ave. Tel.: Trinity 2-2280. Ross Sutherland, exec. vp.

SUZARI MARIONETTES
119 E. 17th St., New York 3. Tel.: Gramercy 3-6699. Dorothy Zaconick, dir.
Services: ABCDFGHNM.

Westbury, L. I.—830 Regent Dr. Tel.: Edgewood 4-1481. Ruth Waxman, ptrn.

SWANK FILMS INC.
627 Salem Ave., Dayton 6, Ohio. Tel.: Taylor 4192. Jerrold A. Swank, pres.
Services: DG.

H. N. SWANSON INC.
8523 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 1-5115. H. N. Swanson, pres.
Services: P.

SWIFT-CHAPLIN PRODUCTIONS INC.
1136 N. Highland Ave., Hollywood 38, Calif. Tel.: Hollywood 2-0761. Charles Chaplin, pres.
Services: D.

T

TCF TELEVISION PRODUCTIONS INC.
1417 N. Western Ave., Hollywood 27, Calif. Tel.: Hollywood 2-6231. Irving Asher, exec. tv prod.
Services: BDKNQUV.

TECHNISONIC STUDIOS INC.
1201 Brentwood Blvd., St. Louis 17. Tel.: Parkview 7-1055. Charles E. Harrison, pres.
Services: BDFGHJKNOPV; record processing.

TELECAST FILMS INC.
247 W. 46th St., New York 36. Tel.: Judson 6-5480. Gordon W. Hedwig, sls. mgr. treas.
Services: BDFGHNQST; consultants; editorial

TELECINE FILM STUDIOS INC.
100 S. Northwest Highway, Park Ridge, Ill. Tel.: Talcot 3-1418. Byron L. Friend, pres.
Services: BDFGHJKLNURV.

TELEFILM INC.
6039 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-7205. J. A. Thomas, pres.
Services: VW; 16mm motion picture technical services.

TELEMAT
333½ S. Robertson Blvd., Beverly Hills, Calif. Tel.: Crestview 5-0188. Alan Wise, ptrn.
Services: DJK.

Chicago—333 N. Michigan Ave. Tel.: Andover 3-7169. William K. Ermeling, reg. sls. mgr.

TELEMOUNT PICTURES INC.
P. O. Box 1106, Santa Monica, Calif. Henry B. Donovan, pres.
Services: T.

New York—Flamingo Films Inc., 509 Madison Ave. Tel.: Murray Hill 8-4800. Sy Weintraub.

TELENEWS FILM CORP.
630 Ninth Ave., New York 36. Tel.: Judson 6-2450. Norman S. Livingston, exec. vp.
Services: BDGIJKLNQ.

TELE-PICTURES INC.
145 N. Robertson Blvd., Beverly Hills, Calif. Tel.: Crestview 5-4535. E. J. Baumgarten, pres.
Services: Q.

New York—1650 Broadway. Tel.: Columbus 5-8649. Jack Flax.

New York—723 Seventh Ave. Tel.: Plaza 7-5198. John Leo.

Chicago—360 N. Michigan Ave. Tel.: Andover 3-0632. Marvin Lowe.

TELEPIX CORP.
1515 N. Western Ave., Hollywood 27, Calif. Tel.: Hollywood 4-7391. Robert P. Newman, pres.
Services: BDFGHJKLNQORUV.

Chicago—6620 Diversey Blvd. Tel.: Tuxedo 9-6636. Stan Anderson.

TELERAMA PRODUCTIONS
Box 805, Beverly Hills, Calif. Tel.: Dunkirk 3-2918. Jack Parker, vp. & exec. prod.
Services: ABCDFGHIMNPQ.

Los Angeles—3000 W. 8th St. Tel.: Dunkirk 3-2918. Dr. A. J. Balkins.

TELEVISION FILMS OF AMERICA (TFA)
Box 1006, Beverly Hills, Calif. Tel.: Dunkirk 3-2918. Jack Parker, vp.-exec. prod.
Services: ABCDIMNQ.

Los Angeles—109 S. Grand Ave. Tel.: Mutual 5456. Garland Brunton.

Los Angeles—3000 W. 8th St. Tel.: Dunkirk 3-2918. Dr. A. J. Balkins.

Glendale, Calif.—Box 805. Tel.: Dunkirk 3-2918. Ray Bond.

TELEVISION GRAPHICS INC.
245 W. 55th St., New York 19. Tel.: Judson 6-1922. Bernard Rubin, pres.
Services: DFGJKU.

TELEVISION INTERNATIONAL CO.
25 W. 45th St., New York 36. Tel.: Plaza 7-0100. Paul N. Robins, gen. mgr.
Services: BFQST.

TELEVISION LIBRARY INC.
3 E. 57th St., New York 22. Tel.: Plaza 3-4840. Charles F. Vetter Jr., pres.
Services: Q.

TELEVISION PROGRAMS OF AMERICA
488 Madison Ave., New York 22. Tel.: Plaza 5-2100. Milton A. Gordon, pres.; Michael M. Sillerman, exec. vp.
Services: BNQS.

Hollywood—5746 Sunset Blvd. Tel.: Hollywood 2-6071. Edward Small, bd. chmn.; Bruce Ellis, vp. sis.

Chicago—360 N. Michigan Ave. Tel.: Dearborn 2-0123. R. W. O'Brian, mgr.

TELEVISION SCREEN PRODUCTIONS INC.
17 E. 45th St., New York 17. Tel.: Murray Hill 2-8877. Charles J. Basch Jr., pres.
Services: BDFGJKNQ.

MICHAEL TERR INC.
1276 N. Crescent Heights, Hollywood 46, Calif. Tel.: Oldfield 4-7506. Michael Terr, pres.
Services: BLNR.

TEXAS RASSLIN FILMS INC.
Cadiz & Industrial Blvd. Dallas, Tex. Tel.: Sterling 2083. Maurice Beck, gen. mgr.
Services: BQ.

THE THEATRE GUILD
23 W. 53d St., New York 19. Tel.: Columbus 5-6170. H. William Fitelson, mgng. dir.; Marshall Jamison, exec. prod.
Services: A.

THEODORE PRODUCTIONS INC.
730 Fifth Avenue, New York 10, N. Y. Tel.: Judson 6-4312. George F. Foley, vp.
Services: ABCDFGMN.

TODDY PICTURES CO.
148 Walton St., N. W., Atlanta 1, Ga. Tel.: Murray 8-3117. Ted Toddy, pres.; James L. Roberts, sls. mgr.
Services: BCGNV.

TOMLIN FILM PRODUCTIONS INC.
480 Lexington Ave., New York 17. Tel.: Plaza 8-3070. Frederick A. Tomlin, pres.
Services: DFGJK.

BENOIT de TONNANCOUR FILMS
1231 St. Catherine St. W., Montreal, Que. Tel.: 381-1111. Benoit de Tonnancour, pres.
Services: BC; French language film production.

TOMODA PRODUCTIONS INC.
449 S. Beverly Drive, Beverly Hills, Calif. Tel.: Crestview 4-7068. Worthing Miner, pres.
Services: B.

TOTEM FILM PRODUCTIONS INC.
912 A Pine Street, Seattle 1, Wash. Tel.: Mutual 3422. Frank J. Barrett Jr., own.
Services: BDFGI.

TOWN & COUNTRY NETWORK
1122 N. Irving St., Arlington Va. Tel.: Jackson 5-5087. Jane E. Trimmer, pres.
Services: ABCDMQ; country music exclusively.

TRANS-AMERICAN BROADCASTING & TELEVISION CORP.
118 E. 40th St., New York 16. Tel.: Murray Hill 3-8684. John L. Clark, pres.
Services: ABDGHJKMN.

TRANSFILM INC.
35 W. 45th St., New York 36. Tel.: Judson 2-1400. William Miesegaes, pres.
Services: BDFGHJKN; tv film and package tv shows on assignment only. Produce sound slidefilms.

Los Angeles 46—8255 Beverly Blvd. Tel.: Webster 3-5953. Robert Drucker.

TRENDLE-CAMPBELL-MEURER INC.
1800 Mutual Bldg., Detroit 26, Mich. Tel.: Woodward 2-9184. George W. Trendle, pres.
Services: B.

TRESSEL STUDIO
7905 S. Burnham Ave., Chicago 17. Regent 4-7100. George W. Tressel, mgr.
Services: FGHJKU.

TRI-STATE 16mm PRODUCTIONS
P. O. Box 112, Pittsburgh, Pa. George LaRay, prod. mgr.
Services: BDEFGHI; b&w duplication.

TV INC.
9 E. 75th St., New York 21. Tel.: Rhinelander 4-4280. Herb Jacobs, gen. mgr.
Services: Station owned collective film buying organization.

TV ART PRODUCTIONS
7 N. 7th St., St. Louis 1, Mo. Tel.: Central 1-4757. Daniel Bishop, pres.; William Hunn, prod. mgr.
Services: DJKP; slides.

Minneapolis—517 N. W. Bank Bldg. Tel.: Federal 3-3374. C. Preston.

TV & MOTION PICTURE PRODUCTIONS INC.
117 E. Main Street, Richmond, Va. Tel.: Richmond 3-4444. John C. Wood, pres.
Services: DFGHIUW.

TV UNLIMITED INC.
17 E. 45th St., New York 17. Tel.: Oxford 7-0725. Herbert Rosen, pres.
Services: BDFGLMNQR; library of mood and bridge music.

U & V

GEORGE ULLMAN AGENCY
8979 Sunset Blvd., Los Angeles 46. Tel.: Crestview 4-5238. George Ullman, pres.
Services: MNOP.

RICHARD H. ULLMAN INC.
295 Delaware Ave., Buffalo 2, N. Y. Tel.: Cleveland 2066. Richard Ullman, pres.
Services: ABCDJKMNQR.

Miami, Fla.—2133 N.W. 11th Ave. Tel.: Franklin 4-2655. Robert D. Buchanan.

UNIFILMS INC.
329 E. 47th St., New York 17. Tel.: Murray Hill 8-9325. Charles E. Gallagher, pres.
Services: BDFGHIJKLUVW.

UNITED FILM & RECORDING STUDIOS
301 E. Erie St., Chicago 11. Tel.: Superior 7-9114. William L. Klein, pres.
Services: BDEFGHIJKLMNRUV.

UNITED NATIONS
New York, N. Y. Tel.: Plaza 4-1234.
Services: BFI; film footage library.

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Services: I.

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Services: AU; train studio & technical personnel.

UNIVERSAL BROADCASTING SYSTEM
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New York—322 E. 44th St. Tel.: Murray Hill 3-3784. Ralph Maloney, mgr.

Paris, France—52 Ave. Duqueane. Tel.: Suf 38-58. Golda Antignac, mgr.

UPA PICTURES INC.
4440 Lakeside Dr., Burbank, Calif. Tel.: Thornwall 2-7171. Stephen Bosustow, pres.

New York—60 E. 56th St. Tel.: Plaza 8-1405. Don McCormick, mgr.

Services: BDFGJKNS.

VACUUMATE CORP.
446 W. 43d St., New York 36, N. Y. Tel.: Longacre 4-1886. L. H. Fleck, pres.

Services: W.

VAN PRAAG PRODUCTIONS
1600 Broadway, New York 19. Tel.: Plaza 7-2687. William Van Praag, pres.

Services: ABCDEFGHIJKLMNPRSTV.
Detroit 26—2301 Dime Bldg. Tel.: Woodward 2-4896. Thomas H. Doenges, gen. mgr.

Coral Gables, Fla.—2711 San Domingo. Tel.: Highland 6-0811. Maurice Van Praag, gen. mgr.

Hollywood 28—Sunset & Vista. Tel.: Hollywood 2-1141. Hugh S. Hole, gen. mgr.

VARSITY U.S.A. INC.
730 Fifth Ave., New York 19. Tel.: Judson 6-6500. Barney Ward, pres.

Services: ABEMNOP.

VAVIN INC.
134 E. 57th St., New York 22. Tel.: Murray Hill 8-5897. Richard de Rochemont, bd. chmn.

Services: BDFGHNP.

VENARD ORGANIZATION
113 N. Madison Ave., Peoria, Ill. Tel.: 4-2490. Mrs. C. L. Venard, ptrn.

Services: FG; film library for public service programming, specializing in agricultural subjects.

VIDEART INC.
343 Lexington Ave. New York 16. Tel.: Lexington 2-7378. Joe Zuckerman, pres.

Services: JK; optical photography, art work, titles as aid to motion picture producers.

VIDEO CRAFTS INC.
80 W. 12th St., New York 11. Tel.: Chelsea 2-1150. Arthur Rankin Jr., pres.

Services: CDFGHJKW.

VIDEO FILM LABS
350 W. 50th St., New York 19. Tel.: Judson 6-7196. Hugh Gwynne, gen. mgr.

Services: W.

VIDEO FILMS
1004 E. Jefferson Ave., Detroit 7, Mich. Tel.: Woodward 2-3400. Clifford Hanna, gen. mgr.

Services: DEFGHIJKLOPRUV.

VIDEO PICTURES INC.
500 Fifth Ave., New York 36. Tel.: Lackawanna 4-2912. Charles L. Turner, exec. prod.-gen. mgr.

Services: BDFGJKLNPUV.

Los Angeles—736 N. Doheny Dr. Tel.: Crestview 1-0188. George W. Gorman, vp.

New York—510 W. 57th St. Tel.: Circle 7-2062. Charles L. Turner.

VIDEO VIEWS
7557 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 3-4179. Bradley Kemp., pres.

Services: DGIU.

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135 E. 95th St., New York 28. Tel.: Trafalgar 6-0826. Kit Kinne, gen. mgr.

Services: CD; specialists in preparing food for live and filmed commercials.

VIDICAM PICTURES CORP.
240 E. Fifth St., New York 3. Tel.: Algonquin 4-7102. Al Justin, pres.

Services: BDFGU.

VIKING FILMS INC.
207 E. 43d St., New York 17. Tel.: Oxford 7-4932. Israel M. Berman, pres.

Services: BDFGU.

VILLAGE DANCE & PUPPET CENTER
430 6th Ave., New York 11. Lea Wallace, Gia Wallace, co-dirs.

Services: AC (with puppets).
New York—329 W. 21st St. Tel.: Watkins 9-0485.

CHICK VINCENT CO.
509 Madison Ave., New York 22. Tel.: Eldorado 5-0734. Chick Vincent, own.

Services: ABMN.

OWEN VINSON & CO.
803 19th St., Santa Monica, Calif. Tel.: Exbrook 5-1305. Owen Vinson, own.

Services: ABCDMP; tv consultation.

J. FRANKLIN VIOLA & CO.
152 W. 42d St., New York 36. Tel.: Chickering 4-3254. J. Franklin Viola, pres.

Services: AD.

VISION FILMS INC.
520 Royal St., New Orleans. Tel.: Express 1191. Charles N. Burris, pres.

Services: BDGU.

VISUAL MEDIA INC.
2129 45th Rd., Long Island City, N. Y. Tel.: Stillwell 4-2941. William M. Nelson, pres.

Services: DFGHP; public service tv film programs.

VOGUE FILM PRODUCTIONS
Bowman Field, Louisville 5, Ky. Tel.: Glendale 4-3689. Hal Vinson, own.

Services: DFGJKV.

VOGUE-WRIGHT STUDIOS
469 E. Ohio St., Chicago 11. Tel.: Mohawk 4-5600. J. E. Holmes, gen. mgr.

Services: BDEFGKLNQV.

VOICE OF EXPERIENCE PRODUCTIONS
P. O. Box 1006, Beverly Hills, Calif. Tel.: Dunkirk 3-2918. Jack Parker, exec. prod.

Services: ABFS.

VOLCANO PRODUCTIONS INC.
1040 N. Las Palmas, Los Angeles 38. Tel.: Hollywood

7-3111. Robert H. Angus, pres.
Services: BDFGJN.

W Y & Z

RÖGER WADE PRODUCTIONS
15 W. 46th St., New York 36. Tel.: Circle 7-6797. Roger Wade, own.

Services: CDFGJKU; slides, telops, balops.
DERYCK WARING RECORDINGS
37 E. 49th St., New York 17. Tel.: Plaza 8-2910.

Deryck H. Waring, own.
Services: V; make sound tracks for synchronization with film on 1/4-in. tape.

ADRIAN WEISS PRODUCTIONS
655 N. Fairfax Ave., Los Angeles 36. Tel.: Olive 3-4440. Adrian Weiss, prod.-dir.

Services: BCDFMNQ.

WELGOT TRAILER SERVICE
630 Ninth Ave., New York 36. Tel.: Circle 6-6450. Martin Gottlieb, prod. chief.

Services: BDFGIK; make titles on 35mm, 16mm film.
RUPE WERLING
Hidden Haven, Chalfont, Pa. Tel.: Lexington 2-0707.

Rupe Werling.
Service: C.
WESTERN CINE SERVICE INC.
114 E. Eighth Ave., Denver 3, Colo. Tel.: Tabor 5-2812. Noel L. Jordan, pres.

Services: UVW; complete service for producers.
WESTMOR INC.
650 N. Bronson Ave., Los Angeles 4. Tel.: Hollywood 2-7141. Brewster B. Morgan, Eugene Solow, prods.

Services: BDQ; full-length feature films.
WFB PRODUCTIONS INC.
637 E. Broad St., Souderton, Pa. Tel.: 3-3442. Walter Baghurst, pres.

Services: AB; recording, transcriptions.
WICK FILMS INC.
38 E. 57th St., New York 22. Tel.: Plaza 8-3360.

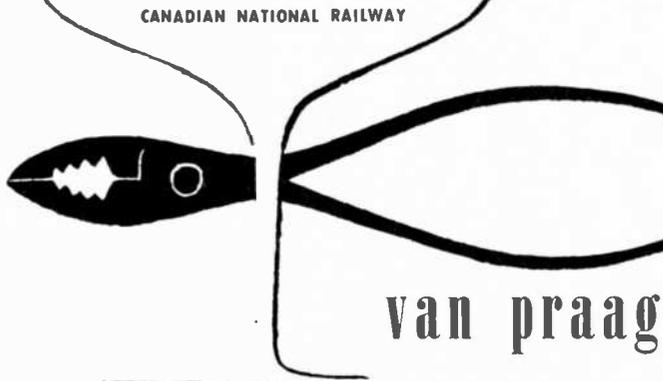
Charles Wick, pres.
Services: BNOQST; financiers of motion pictures & tv production.
WICKHAM FILMS
1648 W. Glenoaks Blvd., Glendale 1, Calif. Tel.: Citrus 4-7203. George R. Wickham Jr., gen. mgr.

Services: BDFGNV.
WILD LIFE FILMS
5514 Cahuenga Blvd., N. Hollywood, Calif. Tel.: Stanley 7-5845. William R. Eberhart, pres.

Services: BDFG; cameramen available.

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NEW YORK • DETROIT • CORAL GABLES • HOLLYWOOD

PRODUCERS OF THEATRICAL, INDUSTRIAL AND TELEVISION FILMS

WILDING PICTURE PRODUCTIONS INC.
1345 Argyle St., Chicago 40. Tel.: Longbeach 1-8410.
L. S. Thompson, sls. vp.-gen. mgr.; Jack Rhein-
strom, sls. vp.
Services: BDGJKLPW.
New York—385 Madison Ave. Tel.: Plaza 9-0854.
Ted Westermann, vp.
Detroit—4925 Cadieux Rd. Tel.: Tuxedo 2-3740. Don
Calhoun, vp.
Cleveland—1010 Euclid Ave. Tel.: Tower 1-6440.
Dean Coffin, dist. mgr.
Cincinnati—617 Vine St. Tel.: Garfield 0477. R. L.
McMillan.
Pittsburgh—Three Gateway Ctr. Tel.: Grant 1-6240.
Ralph Maitland.
St. Louis—3940 Lindell Blvd. Tel.: Jefferson 5-7422.
Jack Robertson.
Hollywood—5981 Venice Blvd. Tel.: Webster 8-0183.
John Oser.
FRANK WILLARD PRODUCTIONS
3223 Cain's Hill Pl., N. W. Atlanta 5, Ga. Tel.: Ex-
change 2282. Frank H. Willard, own.; Joe B. Cum-
ming, sls. mgr.
Services: BDEFGIJKTU; scoring, narration of films.
AUBREY WILLIAMS ADV. INC.
923 Barracks St., New Orleans 16, La. Tel.: Raymond
2188. Aubrey Williams, pres.
Services: ABCDMNP.
WILLIAMS & HILL LTD.
4 Albert St., Toronto, Ont. Tel.: Empire 2-1931.
Richard H. Hill, vp.
Services: DT; PFM-Pictafilm; slides.
WINIK FILMS CORP.
250 W. 57th St., New York 19. Tel.: Circle 6-7360.
Leslie Winik, pres.
Services: BDGQSS.
Chicago—20 N. Wacker Dr. Tel.: Central 6-8955. Al
LeVine.
Portland Ore.—611 N. Tillamook St. Tel.: Atlantic
4-4255. Merriman Holz.
Minneapolis—1109 Currie Ave. N. Tel.: Federal
8-7013. Donald Swartz.

Dallas 5-4300 Druid Lane. Tel.: Logan 6729. Ray
Jones.
Toronto, Ont.—102 Peter St. Tel.: Empire 3-4096.
Lloyd Burns.
WLS ARTIST BUREAU
1230 W. Washington Blvd., Chicago 7. Tel.: Monroe
6-9700. George Ferguson, mgr.
Services: (Represents WLS talent) ABM.
RAPHAEL G. WOLFF STUDIOS
5631 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 7-6126. Raphael G. Wolff, pres.
Services: DFGJK; business films.
New York—330 Park Ave. Tel.: Plaza 5-5386. Dicran
Nahigian.
Chicago—2103 Orrington Ave., Evanston, Tel.: Davis
8-7236. Carl Wester.
Detroit—19714 James Couzens Hwy. Tel.: Broad-
way 3-6020. Harold R. Troy.
Cincinnati—1058 Emerson Rd., Covington, Ky. Tel.:
Axtell 5668. Robert Samson.
WORLD BROADCASTING SYSTEM INC.
488 Madison Ave., New York 22. Tel.: Murray Hill
8-4700. Robert W. Friedheim, vp; Pierre Weis, gen.
mgr.; Dick Lawrence, sls. mgr.
Services: World television service of production
music and sound (transcribed for tv themes, back-
ground, etc.).
Cincinnati—1529 Madison Rd. Tel.: Plaza 1323. Leo
Gutman, prom. dir.
Los Angeles—7324 Santa Monica Blvd. Tel.: Old-
field 4-2800. James Weathers, mgr.
WORLD HORIZON FILMS
Maryknoll, N. Y. Tel.: Ossining 2-2525. Rev. Albert
J. Nevins.
Service: H.
Los Angeles 33-426 S. Boyle Ave. Tel.: Angelus
8-6349. Rev. Francis Coffrey.
New York 19-621 W. 54th St. Tel.: Plaza 7-8466.
Ken Cofod.
CARTER WRIGHT ENTERPRISES
6533 Hollywood Blvd., Hollywood 28, Calif. Tel.:

Hollywood 9-0944. Carter Wright, own.
Services: ABCDL.
WRITECRAFTER AGENCY
5880 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 9-2111. Carl Coolidge, dir.
Services: P; agency for submission of scripts to tv
producers.
WURTELE FILM PRODUCTIONS
P. O. Box 504, Orlando, Fla. Tel.: 9755. Harold S.
Wurtele, own.
Services: DFGV.
EMERSON YORKE STUDIOS
245 W. 55th St., New York 19. Tel. Columbus 5-7040.
Emerson Yorke, exec. prod.
Services: ABILNS.
YOUNG AMERICA FILMS INC.
18 E. 41st St., New York 17. Tel.: Lexington 2-4111.
Godfrey Elliott, pres.
Services: F.
MARVIN YOUNG ASSOC.
1346 N. Highland Ave., Hollywood 26, Calif. Tel.:
Hollywood 2-2684. Marvin Young, head assoc.
Services: ABCDMN; advertising agency representa-
tion.
ZIV TELEVISION PROGRAMS INC.
488 Madison Ave., New York 22. Tel.: Murray Hill
8-4700. John L. Sinn, pres.; M. J. Rifkin, sls. vp.
Services: BDNSTUVW; foreign language dubbing.
Cincinnati—1529 Madison Rd. Tel.: Plaza 1323. Ed-
ward Broman, central div. sls. mgr.
Los Angeles—7324 Santa Monica Blvd. Tel.: Oldfield
4-2800. J. Gregory, western div. sls. mgr.
Chicago—520 N. Michigan Ave. Tel.: Whitehall
4-1030. A. Unger, vp.
MAURICE H. ZOULARY TV PRODUCTIONS
129 W. 52d St., New York 19. Tel.: Ulster 9-3842.
Maurice H. Zouary, pres.
Services: ABCDGMNQT; consultant.
N. J. ZUBKO PRODUCTIONS
10626 114 St., Edmonton, Alta, Canada. Tel.: 4-4464.
N. J. Zubko, own.
Services: DFGIJKLVW.

DISTRIBUTORS OF FILM FOR TELEVISION

(For Program Production and Related Services see page 273)

A

ABC FILM SYNDICATION INC.
10 E. 44th St., New York 17; Tel.: Oxford 7-5880;
George P. Shupert, pres.
Services: Distributes filmed tv shows.
Chicago 6—20 N. Wacker Dr.; Tel.: Andover 3-0800;
Howard Anderson, midwest sls. mgr.
Hollywood—1539 N. Vine St.; Tel.: Normandy 3-3311;
William L. Clark, vp. in chg.
Dallas—3123 McKinney Ave.; Tel.: Randolph 6302;
Robert Dalchau.
Atlanta—267 Colonial Homes Dr., N.W.; Tel.: Emer-
son 4621; Joseph Porter.
St. Louis—317 N. 11th St.; Tel.: Main 1-0274; J. Chris
Hetherington.
Minneapolis—Northwest Bank Bldg.; Tel.: Federal
3-3374; Theodore Wold.
San Francisco—227 Golden Gate Ave.; Tel.: Underhill
3-0077; Fred J. Stratmann.
ACADEMY FILM PRODUCTIONS INC.
123 W. Chestnut St., Chicago 10; Tel.: Michigan
2-0128; Bernard Howard, pres. & exec. prod.
Services: Packaging and distributing own shows,
commercials.
ACUS PICTURES CORP.
165 W. 46th St., New York 36; Tel.: Plaza 7-2265;
Patrick E. Shanahan, pres.; Julia Cook, sls. mgr.
Services: Feature film rental.
New York 36—Hygo Television Films Inc., 1501
Broadway; Tel.: Longacre 4-8234; Jerry Hyams,
pres.
ADELPHIA BOOKING SERVICE
309 N. 13th St., Philadelphia 7, Pa.; Tel.: Locust
7-2698; Robert E. Gabriel, sls. mgr.
Services: Middle Atlantic states sales representative
for Atlantic Television Corp., Film Vision Corp.,
M. C. Pictures, Specialty Television, Fortune Fea-
tures, Governor Television, Major Television.
AFFILIATED PROGRAM SERVICE INC.
535 Park Ave., New York 17; Tel.: Murray Hill 7-1882;
Paul F. Adler, pres.
Services: Distribute cooking show.
ALEXANDER FILM CO.
Alexander Film Bldg., Colorado Springs 1; Tel.: Mel-
rose 3-1771; Earl Austin, tv sls. mgr.
Services: Producers and distributors of commercials.
M & A ALEXANDER PRODUCTIONS INC.
6040 Sunset Blvd., Hollywood 28; Tel.: Hollywood
4-3414; Arthur Alexander, pres.; Max Alexander,
vp.-sec.
Service: Distributor of films.
New York—12 W. 72d St.; Tel.: Trafalgar 3-5115;
Larry Stern.

ALL-CANADA TELEVISION (Film Div.)
80 Richmond St. W., Toronto 2, Ont.; Tel.: Empire
6-9236; Reo Thompson, mgr.
Services: Distributors for F. W. Ziv Co., Studio Films
Inc.
Montreal, Que.—922 Dominion Sq. Bldg.; Tel.: Uni-
versity 6-9868; Burt Hall, mgr.
Winnipeg, Man.—Electric Railway Chambers Bldg.;
Tel.: 926-861; R. F. Tait, western sls. supr.
Calgary, Alta.—Taylor-Pearson & Carson Bldg; Tel.:
2-7691. J. E. Cavanaugh, mgr.
Vancouver, B. C.—1161 Melville St.; Tel.: Tatlow
7461; J. E. Baldwin, mgr.
ARTISTS DISTRIBUTORS INC.
9125 Sunset Blvd., Los Angeles 46, Calif.; Tel.: Crest-
view 4-7057; Arthur S. Lyons, vp.
Services: Distribute feature films and short subjects.
ASSOCIATION FILMS INC.
347 Madison Ave., New York 17; Tel.: Murray Hill
5-8573; J. R. Bingham, pres.
Services: Distributors of free films.
Ridgefield, N. J.—Broad at Elm St.; Tel.: Morsemere
8-8200; E. K. Pearson, mgr.
LaGrange, Ill.—561 Hillgrove Ave.; Tel.: Fleetwood
4-0576; M. G. Weiland, mgr.
San Francisco 2—351 Turk St.; Tel.: Prospect 5-2800;
W. O. Siler, mgr.
Dallas 2—1108 Jackson St.; Tel.: Randolph 3144; Carl
Stahl, mgr.
ATLANTIC AND PACIFIC PRODUCTIONS
Box 1006, Beverly Hills, Calif.; Tel.: Dunkirk 3-2918;
Jack Parker, pres. and exec. prod.
Services: Distributors of tv films.
Los Angeles 5—3000 W. Eighth St.; Tel.: Dunkirk
3-2918; A. J. Balkins.
ATLANTIC TELEVISION CORP.
130 W. 46th St., New York 36; Tel.: Judson 2-1287;
David A. Bader, sls. vp.
Services: Distributors of features and westerns for
television.
Chicago—203 N. Wabash Ave.; Tel.: Central 6-1805;
Ben Barry, Howard Grafman.
Hollywood—6000 Sunset Blvd.; Tel.: Hollywood
2-6635; John A. Ettliger.
Houston 4—1109 Binz; Tel.: Jackson 3-3069; Nate A.
Zelikow, mgr.
Minneapolis—1109 Currie Ave., N.; Tel.: Federal
8-7013; Donald Swarz.
Detroit—2310 Cass Ave.; Tel.: Woodward 2-7777;
Michael Zide.
ATLAS TELEVISION CORP.
15 W. 44th St., New York 36; Murray Hill 7-5535;
Henry Brown, pres.
Services: Distribute film.
AUDIO-MASTER CORP.
17 E. 45th St., New York 17; Tel.: Oxford 7-0725;
Herbert Rosen, pres.
Services: Film distributor.

AURORA FILM DISTRIBUTORS INC.
1410 Howard St., Omaha 2, Neb.; Tel.: Atlantic 8476;
Keith T. Smith, pres.
Services: Film distributor.
AWARD TELEVISION CORP.
1501 Broadway, New York 36; Tel.: Wisconsin 7-6650;
David B. Dash, vp.-sls. mgr.
Services: Distributes and produces films.
B
GEORGE BAGNALL & ASSOC. INC.
8827 Olympic Blvd.; Beverly Hills, Calif.; Tel.: Crest-
view 1-5133; George Bagnall, pres.; J. J. O'Laughlin,
vp.-gen. sls. mgr.
Services: Distributes film.
New York 17—25 Vanderbilt Ave.; Tel.: Murray Hill
6-7543; Les Anthony.
Chicago 11—520 N. Michigan Ave.; Tel.: Michigan
2-5231; Carl Russell.
BARRY & ENRIGHT PRODUCTIONS 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., ptnr.
Services: Distributes film and package tv programs.
ZACH BAYM FILMS
60 E. 42d St., New York 17; Tel.: Murray Hill 2-4813;
Zach Baym, mgr.
Services: Distributors of film for tv.
BEACON TELEVISION FEATURES INC.
118 Newbury St., Boston 16; Tel.: Commonwealth
6-6881; J. Leonard Sanderson, pres.
Services: Syndicated tv film; produce & package tv
programs.
BENGAL PICTURES
3833 Brunswick, Los Angeles 39; Tel.: Normandy
2-7808; Phil E. Cantonwine, prod.
Service: Sponsored pictures, historical travelogues,
tv spots.
BRAY STUDIOS INC.
729 Seventh Ave., New York 19; Tel.: Circle 5-4582;
B. D. Hess, film distr. mgr.
Services: Distributes features and short subjects.
BRITISH INFORMATION SERVICES
30 Rockefeller Plaza, New York 20; Tel.: Circle
6-5100; Charles Dand, dir. films div.
Services: Distributes documentary films for tv on
Great Britain and Commonwealth.

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catalog of hits

PASSPORT TO DANGER

Cesar Romero stars in thrill-packed international adventures. 39-1/2 hrs.



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Exciting jungle dramas starring TV's most dynamic new personality, Irish McCalla. 26-1/2 hrs.



THE THREE MUSKETEERS

Dumas' world-famous story of action, adventure, swordplay, romance in history's most exciting era. 26-1/2 hrs.



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Absorbing adult dramas with Doug Fairbanks as host, producer and star. 117-1/2 hrs.



CODE 3

Gripping dramas based on real life — top priority emergency police cases — a new concept in TV realism. 39 1/2 hrs.



ANNIVERSARY PACKAGE

Finest feature film package available to TV — many Academy Award winners. 15—various lengths.



RACKET SQUAD

Mystery adventure with public service appeal. Network and spot tested. Reed Hadley stars. 98-1/2 hrs.



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Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104-1/2 hrs.



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FILM DISTRIBUTORS

WILLIAM F. BROIDY PRODUCTIONS INC.
5746 Sunset Blvd., Bldg. "C" Hollywood 28; Tel.
Hollywood 2-6844; Wm. F. Broidy, pres.
Services: Distributes own television productions.

BUREAU OF COMMUNICATION RESEARCH INC.
12 E. 37th St., New York 16; Tel.: Murray Hill 9-4175;
James W. Britton, tv dir.
Services: Film distributor.

C

S. W. CALDWELL LTD.
447 Jarvis St., Toronto 5, Ont., Canada; Tel.: Walnut
2-2103; R. H. Sheppard, film sls. mgr.

Services: Distributes feature films, commercials,
equipment, TelePrompTer; distributes film for
CBS, Guild Films Inc., Walt Schwimmer, Harry
S. Goodman, Harry A. Towers, BBC.

Winnipeg, Man.—518 McIntyre Block Main St.; Tel.:
924643; Harold Baldock.

Vancouver, B. C.—111 W. Georgia St.; Tel.: Ma-
rine 8733; Florence Asson.

Ottawa, Ont.—355 Main St.; Donald Manson.

CANADIAN PACIFIC RAILWAY CO.
581 Fifth Ave., New York 17; Tel.: Plaza 9-4433; P. T.
Cole, pub. rel. off.

Services: Free films on Canadian travel, outdoor
sports.

CAPITAL FILM SERVICE
224 Abbott Rd., East Lansing, Mich.; Tel.: Edgewood
2-3544; J. R. Hunter, own.
Services: Film producer-distributor.

CASINO FILM EXCHANGE INC.
1564 Broadway, New York 36, N. Y.; Tel.: Judson
6-1442; Munio Podhorzer, pres.
Services: Film distributor.

CAVALCADE TELEVISION PROGRAMS
7904 Santa Monica Blvd., Hollywood 46; Tel.: Old-
field 4-4144; Harvey Pergament, pres.
Services: Distributor of motion picture films; pro-
ducer of tv shows.

CHERYL TV CORP.
442 N. LaCienega Blvd., Los Angeles 48; Tel.: Olean-
der 5-7436; Jack Broder, vp.
Services: Distributes motion pictures.
New York—630 9th Ave.; Tel.: Circle 6-1717; Simon
Lipson, pres.

CINEMA CORP. OF AMERICA
34 Valhalla Way, Paterson 2, N. J.; Tel.: Mountain
View 8-2377; Alan F. Martin, vp.
Services: Film distributor.

CINEMA-VUE CORP.
243 W. 55th St., New York 19, N. Y.; Tel.: Judson
6-1336; Joseph P. Smith, pres.
Services: Film distributor.

Memphis—M & M Bldg.; Tel.: Jackson 5-5060;
Arnold Savereide.

Dallas—310 S. Harwood St.; Tel.: Randolph 5567;
Fred A. Meyers.

Hollywood—6000 Sunset Blvd.; Tel.: Hollywood
2-6635; John Ettlinger.

CINEQUE COLORFILM LAB INC.
424 E. 89th St., New York 28; Tel.: Sacramento
2-5837; Sam Marcus, pres.
Services: Distributes slides and film-strips.

CLIFT T.V. FILMS INC.
1564 Broadway, New York 36; Tel.: Columbus 5-5058;
Nathan Kramer, pres.
Service: Distributes film and syndicated shows.

GEORGE W. COLBURN LAB. INC.
164 N. Wacker Dr., Chicago 6; Tel.: State 2-7316;
John E. Colburn, exec. vp.
Services: Distribute complete 16mm recordings,
studios & printing service.

COLORAMA FEATURES INC.
1501 Broadway, New York 36, N. Y.; Tel.: Longacre
4-5592; Jules B. Weill, pres.
Services: Film distributor (see Specialty Tv Films
Inc.).

H. D. COLSON & CO.
7390 W. 48th Ave., Wheatridge, Colo.; Harry Colson,
gen. mgr.
Services: Distributors of audience participation pro-
grams.

CBS TELEVISION FILM SALES INC.
485 Madison Ave., New York 22; Tel.: Plaza 1-2345;
Leslie Harris, vp. & gen. mgr.
Services—Distributes filmed tv shows.

Chicago—410 N. Michigan; Tel.: Whitehall 4-6000;
William Perkinson.

Hollywood—1313 N. Vine St.; Tel.: Webster 8-3011;
Thomas Moore.

Atlanta—800 Peachtree St., N.E.; Tel.: Elgin 0727;
James McCormick.

San Francisco—Palace Hotel; Tel.: Yukon 2-7000;
Glen Ticer.

Dallas—Fidelity Union Life Bldg.; Tel.: Sterling
4996; Carter Ringlep.

Detroit—Fisher Bldg.; Tel.: Trinity 2-5500; Barr
Sheets.

Boston—Statler Office Bldg.; Tel.: Hubbard 2-2323;
H. Roy Marks.

St. Louis—401 S. 12th St.; Tel.: Central 1-8240; John
Weidmer.

Toronto—447 Jarvis St.; Tel.: Walnut 2-2103; Richard
Shepherd.

COMBINED TELEVISION PICTURES INC.
241 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crest-
view 5-1114; John A. Byers, mgr.
Services: Film distributor.

New York—60 E. 42d St.; Tel.: Murray Hill 2-4813;
Zach Baym, rep.

COMMONWEALTH FILM & TELEVISION INC.
723 Seventh Ave., New York 19; Tel.: Circle 5-6456;
Mort Sackett, pres.

Services: Distribute motion picture theatrical fea-
tures, westerns, cartoons, etc.

Atlanta—101 Walton St.; Tel.: Walnut 3479; Ed
Stevens.

Minneapolis—1109 Currie Ave. N.; Tel.: Lincoln 7013;
Don Swartz.

San Francisco—821 Market St.; Tel.: Exbrook 2-5203;
Jim Diamond.

Chicago—203 N. Wabash Ave.; Tel.: Central 6-1805;
Ben Barry, Howard Grafman.

Detroit—2310 Cass Ave.; Tel.: Woodward 2-7777;
Michael Zide.

Montreal, Can.—1434 St. Catherine; Tel.: University
6-9255; N. Vaillancourt.

CORNELL FILMS INC.
1501 Broadway, New York 36; Tel.: Wisconsin 7-6650;
Milton Salzburg, pres.
Services: Tv film production, syndication, distribu-
tion.

CORONET FILMS
65 E. South Water St., Chicago 1; Tel.: Dearborn
2-7676; Ellsworth C. Dent, dir.
Services: Distributes educational films.

New York 22—488 W. Madison; Tel.: Plaza 9-3232;
Irving Silverman.

Los Angeles 15—1053 S. Olive St.; Tel.: Richmond
8-6233; Lou Haugh, asst. sls. mgr.

TOM CORRADINE ASSOC. INC.
5746 Sunset Blvd., Hollywood 28; Tel.: Hollywood
2-4448; Tom J. Corradine, pres.
Services: Distributes films.

Chicago—203 N. Wabash Ave.; Tel.: State 2-2818;
Jack Russell & Assoc.

Memphis—M&M Bldg.; Tel.: 5-5060; Southern Tv.

Minneapolis—1109 Currie Ave., N.; Tel.: Lincoln
7013; Telefilm Assoc.

Atlanta—101 Walton St., N.W.; Tel.: Walnut 3479;
Stevens Pictures for Tv.

New York—15 W. 44th St.; Tel.: Murray Hill 7-5011;
Screencraft Pictures Inc.

**JERRY COURNEYA PRODUCTIONS &
UNITED PRODUCERS-DISTRIBUTORS**
633 N. Almont Dr., W. Hollywood 46; Tel.: Crestview
4-5621; Jerry Courneya, pres.
Services: Distribute own films and film series.

CREST FILMS
P. O. Box 1006, Beverly Hills, Calif.; Tel.: Dunkirk
3-2918; Jack Parker, vp.-exec. prod.
Services: Distribute films.

CRYSTAL PICTURES INC.
1564 Broadway, New York 36; Tel.: Plaza 7-5130;
Melvin M. Hirsh.
Services: Distributor of films.

D

DALTON FILM CO.
Daniel Bldg., Tulsa 3, Okla.; Tel.: Luther 5-9973;
Russell W. Kurtz, pres.
Services: Distributes give-away, western films and
commercial stimulants.

DEMBY PRODUCTIONS INC.
Hotel Plaza, 1 W. 58th St., New York 17; Tel.: Plaza
9-2495; Emanuel Demby, pres.
Services: Distribute own film and package tv pro-
grams, film and live commercials, motivation re-
search, consultant to advertisers and agencies,
script service.

DEPHOURE STUDIOS
782 Commonwealth Ave., Boston 15; Tel.: Beacon
2-5722; Joseph Dephoure, own.
Services: Distributes industrial films, training films,
television programs, television commercials. Also
provide services to producers in sound, processing,
printing, editing, and recording.

LOUIS de ROCHEMONT ASSOC. INC.
380 Madison Ave., New York 17; Tel.: Oxford 7-0350;
F. Borden Mace, pres.
Services: Produces, distributes tv film.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20; Tel.: Columbus
5-7035; J. Knight, mgr.
Services: Distribute film and package tv programs.

DUDLEY TELEVISION CORP.
9908 Santa Monica Blvd., Beverly Hills, Calif.; Tel.:
Crestview 1-7258; Don McNamara, exec. vp.
Services: Distribute film and package tv programs.
New York 22—501 Madison Ave.; Tel.: Eldorado
5-1076.

E

ECONOMEET TELEVISION PROGRAMS
(Affiliate of Ziv Tv Programs Inc.)
420 Madison Ave., New York 17. Tel.: Plaza 3-6664;
Stanley C. Florsheim, gen. mgr.
Services: Distributors of films for tv.

EDITORIAL FILMS INC.
270 Park Ave., New York 17; Tel.: Murray Hill
8-2077; Babette J. Doniger, pres.
Services: Produce and distribute public service films.

EDUCATIONAL FILMS CORP. OF AMERICA
1501 Broadway, New York 36; Tel.: Pennsylvania
6-1780; Earl W. Hammons; 1 E. 57th St.; Tel.: Plaza
1-0430.

EDUCATIONAL FILM LIBRARY ASSN. INC.
345 E. 46th St., New York 17; Tel.: Oxford 7-1054;
Emily S. Jones, exec. sec.
Services: Distributes film.

ENTERPRISE PRODUCTION
3791 Cahuenga Blvd., N. Hollywood, Calif.; Tel.:
Stanley 7-3340. Sherman L. Weiss, exec. prod.
Services: Distribution of tv film.

ESPAÑA MEXICO ARGENTINA, S. A. de C. V.
Calle de Barcelona No. 15, Mexico, D. F. 6; Tel.:
35-10-44; General Juan F. Azcarate, dir.-pres.
Services: Distributors of films.

JOHN ETTLINGER ASSOC.
6000 Sunset Blvd., Hollywood 28, Calif.; Tel.: Holly-
wood 2-6635; John A. Ettlinger.
Service: Representative for tv distributors and pro-
ducers.

New York—444 Madison Ave.; Tel.: Eldorado 5-4335;
Alfred Ettlinger.

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

**FAIR DEAL MOTION PICTURE SERVICE
& CATHOLIC MOTION PICTURE ENTERPRISE**
2040 Chatterton Ave., New York 72; Tel.: Talmadge
9-6728; Louis Colson, prop.
Services: Distributes single features and packages,
specializing in religious films.

FAMILY THEATRE INC.
7201 Sunset Blvd., Hollywood 46; Tel.: Hollywood
2-1317; James J. Ambrose, film mgr.
Services: Distributes religious films, Catholic, for
public service use.

FILM CLASSIC EXCHANGE
8163 Santa Monica Blvd., Hollywood 46, Calif. Tel.:
Oldfield 4-2222; Charles H. Tarbox, gen. mgr.
Services: Distribute feature films, sound and silent;
westerns, old time comedies and newsreels, pro-
duces two series, cartoons.

FILM COMMERCIALS INC.
87 Madison Ave., New York 16; Tel.: Oregon 9-3970;
John C. Ryder, vp.
Services: Distributes commercials.

FILM IMAGES INC.
1860 Broadway, New York 23; Tel.: Circle 7-1877;
Rosalind Kossoff, pres.
Services: Distributes film.

FILM STUDIOS OF CHICAGO
135 S. LaSalle St., Chicago 3; Tel.: Central 6-8147;
H. A. Spanuth, gen. mgr.
Service: Distributes tv shorts and features.

FILM VISION CORP.
1501 Broadway, New York; Tel.: Longacre 3-6187;
Jerome Balsam, vp.
Services: Distributes motion pictures for tv.

FILMS OF INDIA
109 S. Edinburg Ave., Los Angeles 48; Tel.: Webster
1-3822; R. M. Bagai, pres.
Services: Distributes features about India.

FILMS OF THE NATIONS DISTRIBUTORS INC.
62 W. 45th St., New York 36; Tel.: Murray Hill 2-0040;
Ernst Fischel, vp.
Services: Rental of educational films; free films;
stock footage library.

FORTUNE FEATURES INC.
1501 Broadway, New York 36; Tel.: Longacre 4-5592;
Jules B. Weill, own.
Services: Distribute film.

Hollywood—5746 Sunset Blvd.; Tom J. Corradine
Assoc.; Tom J. Corradine.

Minneapolis—1109 Currie Ave. N.; Telefilm Assoc.;
Donald Swarz.
Chicago—2326 S. Michigan Ave.; Howard Grafman,
Ben Barry.

Washington—922 New Jersey Ave., N.W.; Equity
Film Exchange; Myron Mills.

Philadelphia—309 N. 13th St., Adelpia Booking
Service; Robert E. Gabriel.
Houston—1109 Binz; Nathan A. Zelikow.

FRANKLIN TV PRODUCTIONS
1454 Peerless Pl., Los Angeles 35; Tel.: Crestview
4-5279; John Jay Franklin, prod.
Services: Distribute film and package tv programs
and commercials.

FREMANTLE OVERSEAS RADIO & TV INC.
366 Madison Ave., New York 17; Tel.: Murray Hill
7-4344; Paul Talbot, pres.

Services: Distributes U.S. films overseas.
London—59 Ebury St., SW 1; Lane Blackwell.
Mexico City—Televiscentro, Av. Chapultepec; Rene
Anselmo.
Toronto—108 Peter St.; Ralph Ellis.

JOSEPH A. FROHOCK
810 47th St., N., St. Petersburg, Fla.; Tel.: 7-7701;
Joseph A. Frohock, prom. dir.
Services: Distributes public service films.

G

GATEWAY PRODUCTIONS INC.
1859 Powell St., San Francisco 11; Tel.: Sutter 1-8464;
Alvin J. Gordon, pres.

Services: Distributes educational films for educa-
tional and commercial tv stations.

GOLDEN KEY PRODUCTIONS INC.
1921 Hillhurst Ave., Hollywood 27; Tel.: Normandy
3-9421; Dr. Gene Spiller, pres.

Services: Distributes educational, instructional and
industrial films.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53d St., New York 22; Tel.: Plaza 5-6131;
Harry S. Goodman, gen. mgr.
Services: Distributes filmed shows and commercials.

GOVERNOR TELEVISION ATTRACTIONS INC.
151 W. 46th St., New York 36; Tel.: Judson 6-3675;
Arthur Kerman, pres.

Service: Distributors of films for television.
Boston—47 Church St.; I. M. Farber.

Chicago—203 N. Wabash Ave.; Tel.: Central 6-1805;
Barry-Grafman, Assoc.

Pittsburgh—719 Liberty Ave.; Tel.: Grant 1-5742;
Pete Manners.

Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood
2-4448; Tom J. Corradine.

Houston—1109 Binz; Tel.: Jackson 3-3069; Nathan A.
Zelikow.

JOHN GUEDEL PRODUCTIONS
8321 Beverly Blvd., Los Angeles 48; Tel.: Webster
6-6291; John Guedel, vp.

Services: Distribute film.
Sherman Oaks, Calif.—6040 Bellingham; Tel.: Pop-
lar 6-1169; Dick Pettit, vp.; 15418 Sutton St.; Tel.:
State 9-2676; Martin Hill, vp.

GUILD FILMS CO.
460 Park Ave., New York 22; Tel.: Murray Hill
8-5365; Reub R. Kaufman, pres.

Services: Production and distribution of tv film
shows.

Hollywood 4, Calif.—650 N. Bronson Ave.; Tel.:
Hollywood 9-2251; Dalton Danon.

Dallas—3020 Fairmount St.; Tel.: Justin 9-281; Bruce
Collier.

Philadelphia—1419 Land Title Bldg.; Tel.: Locust
7-6659; Steve O'Connor.

Chicago—28 E. Jackson Blvd.; Tel.: Wabash 2-1803;
Robert C. DeVinny.

Portland, Ore.—611 N. Tillamook; Tel.: Atlantic
4-4255; Merriman Holtz.

Kansas City, Mo.—7609 Sni-A-Bar Terrace; Tel.:
Armour 3-4310; Vic Peck.

Detroit—424 Book Bldg.; Tel.: Woodward 1-9085; W.
A. Pomeroy.

St. Louis 1, Mo.—818 Olive St.; Tel.: Chestnut 1-0260;
Ralph Sacks.

Cleveland—1001 Leader Bldg.; Tel.: Superior 1-8388.
Ted Swift.

Melrose, Mass.—85 East St.; Tel.: Melrose 4-3232;
Fred Yardley.

H

**HERMAN HACK PRODUCTIONS
& SCRIPTURE FILMS**
2441 N. Beachwood Dr., Hollywood 28, Calif.; Tel.:
Hollywood 7-0557; Herman Hack, own.

Service: Distributes religious, educational, travel,
and newsreel films.

HARRISCOPE INC.
355 N. Beverly Dr., Beverly Hills, Calif.; Tel.: Crest-
view 6-4632; Burt I. Harris, pres.

Services: Film distribution.
Chicago—203 N. Wabash Ave.; Tel.: Central 6-1805;
Ben Barry-Howard Grafman.

San Francisco—821 Market St.; Tel.: Exbrook 2-5203;
James Diamond.

Houston—1237 Gray; Tel.: Jackson 6-1051; Davis
Varga.

HOLLYWOOD FILM ENTERPRISES INC.
6060 Sunset Blvd., Hollywood 28; Tel.: Hollywood
4-2181; T. H. Emmett, sls. mgr.

Services: Distributes, processes motion pictures to
tv.

HOLLYWOOD TELEVISION SERVICE INC.
4020 Carpenter St., N. Hollywood, Calif.; Tel.:
Poplar 3-8807; Earl R. Collins, pres. & gen. sls.
mgr.

Services: Distributes motion pictures for tv.
Atlanta—162 Walton St., N.W.; Tel.: Lamar 8611; E.
H. Brauer.

Boston—40 Piedmont St.; Tel.: Hancock 6-4288; Jud-
son Parker.

Buffalo—505 Pearl St.; Tel.: Cleveland 2421; Leon
A. Herman.

Charlotte—227 W. 4th St.; Tel.: Edison 3-5138; J. H.
Dillon.

Chicago—1304 S. Wabash Ave.; Tel.: Webster 9-6090;
Sam Seplowin.

Cincinnati—1632 Central Parkway; Tel.: Cherry
1-3021; George H. Kirby.

Cleveland—2112-14 Payne Ave.; Tel.: Prospect
1-0034; Jules Livingston.

Dallas—412 South Harwood; Tel.: Randolph 4127;
Bernard H. Brager.

Denver—2145 Broadway; Tel.: Tabor 5-2263; Gene
Gerbase.

Des Moines—1205 High St.; Tel.: 4-2239; Ken Weldon.
Detroit—2211 Cass Ave.; Tel.: Woodward 1-6415;
Morris Dudelson.

Indianapolis—444 N. Illinois St.; Tel.: Melrose 5-4419;
Paul Webster.

Kansas City—215 W. 18th St.; Tel.: Grand 2390; R. F.
Withers.

Los Angeles—1926 S. Vermont Ave.; Tel.: Republic
4-1131; Jack Dowd.

Memphis—397 S. Second St.; Tel.: Memphis 8-7388;
Nat Wyse.

Milwaukee—1131 N. Eighth St.; Tel.: Broadway
1-1876; Jack G. Frackman.

Minneapolis—1104 Currie Ave.; Tel.: Main 8071; J.
E. Loeffler.

New Haven—132 Meadow St.; Tel.: Locust 2-5163;
George Somma.

New Orleans—150 S. Liberty St.; Tel.: Raymond
0765; Leo V. Seichshnaydre.

New York—630 9th Ave.; Tel.: Circle 6-0760; Joseph
Wohl. 1740 Broadway; Tel.: Judson 6-1700; R. G.
Yates, vp.

Oklahoma City—718 W. Grand Ave.; Tel.: Forest
5-6651; J. L. Guiles.

Philadelphia—248 N. Clarion St.; Tel.: Locust 7-4712;
Norman Silverman.

Pittsburgh—1709 Blvd. of Allies; Tel.: Atlantic
1-4858; Lawrence J. Seidelman.

Portland, Ore.—1816 N.W. Kearney St.; Tel.: Capitol
8-9405; Jack C. Partin.

St. Louis—3320 Olive St.; Tel.: Jefferson 3-6548;
Raymond J. McCafferty.

Salt Lake City—214 E. First South St.; Tel.: Salt
Lake 3-5709; James L. Ecker.

Seattle—2420 Second Ave.; Tel.: Elliott 8678; Paul
D. McElhinney.

San Francisco—221 Golden Gate Ave.; Tel.: Market
1-6880; George Mitchell.

Tampa—113 S. Franklin St.; Tel.: 2-3390; Harold E.
Laird.

Washington, D. C.—203 I St., N.W.; Tel.: Republic
7-0155; Jake Flax.

Toronto—277 Victoria St.; Tel.: Empire 2-1966; Walter
H. Manley, vp & gen. mgr.

HYGO TELEVISION FILMS INC.
1501 Broadway, New York 36; Tel.: Longacre 4-8234;
Jerome Hyams, pres.

Services: Distributes films.
Hollywood: 9100 Sunset Blvd.; Tel.: Crestview
4-6955; Jerry Weisfeldt.

Detroit—Fox Bldg.; Tel.: Woodward 1-3979; Stan
Dudelson.

I

IDEAL PICTURES CORP.
58 E. South Water St., Chicago 1; Tel.: Financial
6-5480; Paul R. Foght, pres.

Services: Distribution and rental of films.
Offices in 30 other cities.

IMPERIAL WORLD FILMS INC.
12 E. Delaware Pl., Chicago 11; Tel.: Michigan
2-6200; Sylvia Davis, pres.; Gene Lukas, gen. sls.
mgr.

Services: Distributes films. Produces filmed series
and commercials.

INTERNATIONAL FILM BUREAU INC.
57 E. Jackson Blvd., Chicago 4; Tel.: Wabash 2-1648;
Wesley Greene, pres.

Service: Distributes tv film.

INTERNATIONAL NEWS SERVICE
235 E. 45th St., New York; Tel.: Murray Hill 7-8800;
Robert H. Reid, tv sls. mgr.

Services: Distributes daily news film service, weekly
news review, weekly sports reel, International
News Facsimile tv wire circuit sending both sport
news and photos.

Atlanta—1010 Glenn Bldg.; Tel.: Walnut 4244; Robert
Denley.

Boston—5 Winthrop Sq.; Tel.: Liberty 2-5090; Herbert
Caryl.

Chicago—415 Hearst Bldg.; Tel.: Dearborn 2-0427;
Gene Roguski.

Dallas—1217 Texas Bank Bldg.; Tel.: Riverside 3421;
Ray Baumgardner.

San Francisco—864 Howard St.; Tel.: Sutter 1-2487;
John D. Hanley.

Washington—Pennsylvania Bldg., Pennsylvania Ave.,
N.W.; Tel.: National 8-1733; William K. Hutchin-
son.

Branch offices in 23 other U.S. cities.

INTERNATIONAL 16mm CORP.
165 W. 46th St., New York 36; Tel.: Plaza 7-2265;
Patrick E. Shanahan, pres.

Services: Distributes one reel musical moods and
cinelogs.

INTER-TV FILMS LTD.
1410 Stanley St., Montreal, Que., Canada; Tel.:
Plateau 4868; Marcel Leduc, pres.; Robert A.
Joulet, exec. vp.

Services: Distribute tv film shows; production.
Toronto, Ont.—147 University Ave.; Tel.: Empire
6-6680; Norman Brown.

New York 22—International Tv Film Services Ltd.,
133 E. 54th St.; Tel.: Plaza 9-5543; Olga Lampard.

K

KLING FILM PRODUCTIONS
1058 W. Washington Blvd., Chicago 7; Tel.: Seeley
8-4181; Harry W. Lange, exec. vp.

Services: Tv film distribution, production.
Hollywood—1416 N. La Brea; Tel.: Hollywood 3-2141;
Edgar Yuhl, pres.

L

LAKESIDE TELEVISION CO.
1465 Broadway, New York 36; Tel.: Longacre 5-4582;
Bernard Schulman, exec. vp.

Services: Tv film distributor; produces and dis-
tributes live and film shows, stock shot library,
commercials.

LUTHERAN TELEVISION PRODUCTIONS
210 N. Broadway, St. Louis 2, Mo.; Tel.: Chestnut
1-8000; Melvin F. Schlake, exec. sec.

Services: Distributes public service programs.

M

MAC STUDIOS
540 S. Michigan Ave., Chicago 5; Tel.: Harrison
7-9660; Phil Field, vp.

Services: Distributes tv films for Onyx Pictures
Corp., Continental Pictures Corp. of Tulsa, Okla.,
and Atlas Television Corp.

Kansas City—12th & Walnut Sts.; Tel.: Victor 3346;
Dave Bender.

New York—1780 Broadway; Tel.: Columbus 5-7720;
Lloyd Labrie.

Hollywood—1822 N. Wilcox; Tel.: Hollywood 3-7141;
Mac McConkey.

FILM DISTRIBUTORS

MAJOR TELEVISION PRODUCTIONS INC.

1270 Ave. of the Americas, New York 20; Tel.: Plaza 7-6990; Irving Lesser, pres.

Services: Distributes film for tv.

Chicago—203 N. Wabash Ave.; Tel.: Central 6-1805; Howard Grafman.

Pittsburgh—719 Liberty Ave.; Tel.: Grant 1-5742; Peter Manners.

Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom Corradine.

Houston—1109 Binz; Tel.: Jackson 3-3069; Nathan Zelikow.

Detroit—2310 Cass Ave.; Tel.: Woodward 2-7777; Michael Zide.

Toronto—130 Carlton St.; Tel.: Walnut 2-3163; Jerry Solway.

MARATHON TV NEWSREEL

10 E. 49th St., New York 17; Tel.: Murray Hill 8-0985; Konstantin Kalser, exec. prod.

Services: Distributors public information films, world news & special events; film editing, stock shots.

MCA TV FILM SYNDICATION

598 Madison Ave., New York 22; Tel.: Plaza 9-7500; David V. Sutton, Aaron Beckwith, vps.

Services: Distributor of film.

Beverly Hills—9370 Santa Monica Blvd.; Tel.: Crestview 6-2001; Wynn Nathan, vp.

Atlanta—Glenn Bldg.; Tel.: Lamar 6750; H. Curth.

Boston—45 Newbury St.; Tel.: Copley 7-5830; G. Carlson.

Buffalo—136 Victoria Blvd.; Tel.: Victoria 8456; H. Golden.

Chicago—430 N. Michigan Ave.; Tel.: Delaware 7-1100; J. Rohrs, vp.

Cincinnati—Transportation Bldg.; Tel.: Parkway 1-1144; F. Harner.

Cleveland—Union Commerce Bldg.; Tel.: Cherry 1-6010; H. Long, vp.

Dallas—2311 Cedar Springs; Tel.: Prospect 7536; R. Wild, vp.

Detroit—Book Tower; Tel.: Woodward 2-2604; E. Montgomery.

Houston—2404 S. MacGregor Way; Tel.: Jackson 3-3176.

Indianapolis—Bankers Trust Bldg.; Tel.: Melrose 2-1461.

Kansas City—1615 Baltimore Ave.; Tel.: Harrison 1-7500; J. Necessary.

Milwaukee—4166 N. 85th St.; M. Williams.

Minneapolis—Northwestern Bank Bldg.; Tel.: Federal 3-5552; C. Richter.

New Orleans—Delta Bldg.; Tel.: Raymond 8378; R. McCausland.

Philadelphia—Land Title Bldg.; Tel.: Kingsley 5-4764; K. Godfrey.

Pittsburgh—Frick Bldg.; Tel.: Atlantic 1-0445; W. J. Connelly.

Roanoke—3110 Yardley Dr., N.W.; Tel.: 3-4344.

Salt Lake City—Beason Bldg.; Tel.: Empire 3-4501; G. Carlson.

San Francisco—105 Montgomery St.; Tel.: Exbrook 2-8922; H. Chase.

Seattle—Jones Bldg.; Tel.: Mutual 4567; J. von Herberg.

St. Louis—Chemical Bldg.; Tel.: Central 1-8230; H. Lührman.

Tampa—216 30th Ave., N., St. Petersburg; Tel.: Tampa 2-8693; R. Montgomery.

Washington, D. C.—W. 639 Arlington Towers, Arlington 9, Va.; Tel.: Jackson 5-2871; T. Fraioli.

Toronto—180 University Ave.; Tel.: Empire 3-4031; S. Smith, vp.

London—139 Piccadilly; Tel.: Mayfair 7211; K. Cleveland.

Paris—49 bis Avenue Hoche; Tel.: Wagram 92-41; M. Teisseire.

M.C. PICTURES INC.

1501 Broadway, New York 36; Tel.: Longacre 3-6187; Jerome Balsam, exec. vp.

Services: Distributes film.

CHARLES MICHELSON INC.

45 W. 45th St., New York 36; Tel.: Plaza 7-0695; Charles Michelson, pres.

Service: Distributors of films, background and mood music library.

MIZRACHI WOMEN'S ORGANIZATION OF AMERICA

242 Fourth Ave., New York 3; Tel.: Gramercy 7-4720; Marc Siegel, national pub. rel. dir.

Services: Distributes educational films on Israel.

MODE-ART PICTURES INC.

1022 Forbes St., Pittsburgh 19; Tel.: Express 1-1846; James L. Baker, pres.

Services: Producer and distributor of films.

Cleveland 13—Western Reserve Bldg.; Tel.: Superior 1-3333; Donald C. Jones, vp.

Hollywood 28—6063 Sunset Blvd.; Tel.: Hollywood 4-3183.

MODELL TELEVISION PRODUCTIONS

310 E. 44th St., New York 17; Tel.: Murray Hill 3-0758; Charles H. Rosen, vp.

Services: Distributes cooking show films; women's features.

MPO TELEVISION FILMS INC.

15 E. 53d St., New York 22; Tel.: Murray Hill 8-7830; Judd L. Pollock, pres.

Services: Distributes sponsored public relations films.

N

NBC TV FILMS

663 Fifth Ave., New York 22; Tel.: Circle 7-8300; Carl M. Stanton, vp.; Daniel Curtis, sls. mgr.

Services: Film syndication. Film stock library, film exchange.

Chicago 54—Merchandise Mart; Tel.: Superior 7-8300; Edward Montaus, sls. mgr.

Hollywood 28—Sunset & Vine; Tel.: Hollywood 9-6161; Clifford Ogden, sls. mgr.

NATIONAL TELEFILM ASSOC. INC.

60 W. 55th St., New York 19; Tel.: Plaza 7-2100; Ely A. Landau, pres.

Services: Distributors of filmed tv programs.

Boston—Statler Office Bldg.; Tel.: Liberty 2-9633; N.W. Russo.

Chicago—612 N. Michigan Ave.; Tel.: Michigan 2-5561; Jonny Graff, vp.

Hollywood—8721 Sunset Blvd.; Tel.: Crestview 1-1191; Ed Gray, vp.

Memphis—2605 Sterick Bldg.; Tel.: Jackson 6-1565; Charles D. McNamee.

Minneapolis—1109 Currie Ave.; Tel.: Lincoln 7013; Don Swarz.

Montreal, Que.—1434 St. Catherine St.; Tel.: University 6-9495; N. Vaillancourt.

NATIONAL TELEVISION FILMS

300 W. Third St., Charlotte 1, N. C.; Tel.: Edison 4-6426; Scott Lett, sls. mgr.

Services: Tv film distribution.

Chicago 1—203 N. Wabash Ave.; Tel.: Central 6-1805; Howard Grafman.

Hollywood 46—1693 Marmont Ave.; Tel.: Hollywood 3-6576; Phil Cooper.

Dallas—4300 Druid Lane; Tel.: Logan 6729; Ray Jones.

NETHERLANDS INFORMATION SERVICE

711 Third Ave., New York 17; J. P. van den Bogaert, dir.

Services: Distributor of films. Assists with background material, guest appearances.

San Francisco—Mills Bldg.; Tel.: Exbrook 2-7948; Julie G. Lynch.

Holland, Mich.—City Hall; Tel.: 3174; Willard C. Wichers.

O

OFFICIAL FILMS INC.

25 W. 45th St., New York 36; Tel.: Plaza 7-0100; Harold L. Hackett, pres.

Services: Distributors of films.

Minneapolis—3100 Raleigh Ave.; Tel.: Walnut 2-2743; Art Breecher.

Philadelphia—1420 Walnut St.; Tel.: Pennypacker 5-3700; Robert Conn.

Atlanta—1299 Peachtree St., N.W.; Tel.: Atwood 9610; Jeff Davis.

Beverly Hills, Calif.—121 S. Lapeer Dr.; Tel.: Crestview 6-3528; Jerry Lee.

Chicago—360 N. Michigan Ave.; Tel.: Dearborn 2-5246; Jack Garrison.

Boston—419 Boylston St.; Tel.: Kenmore 6-3330; Dave Abbott.

Glendale, Mo.—808 E. Essex St.; Tel.: Yorktown 5-9231; Jack Garrison.

Fayetteville, Ark.—Box 163; Tel.: Hillcrest 2-6341; Peter Harkins.

San Francisco—150 Font Blvd.; Tel.: Juniper 5-3313; Bernard Mackall.

ONYX PICTURES CORP.

60 W. 46th St., New York 36; Tel.: Plaza 7-7417; Sam Lake, pres.

Services: Distributes features and shorts, including silents. Representative for Louis Wiess in New York and New England.

Chicago—Hotel Congress; Tel.: Harrison 7-9660; Phil Fields.

Dallas—310 S. Harwood; Tel.: Randolph 5567; Fred Meyers.

Los Angeles—6000 Sunset Blvd.; Tel.: Hollywood 2-6635; John Ettlinger.

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 Raibourn, board chairman; Richard Hodgson, pres.

Services: Distribution of film.

Hollywood 28—5800 Sunset Blvd.; Tel.: Hollywood 9-3181.

PICTORIAL FILMS INC.

1501 Broadway, New York 36; Tel.: Pennsylvania 6-3756; J. Milton Salzburg, pres.

Services: Distribute films for tv.

POLARIS PICTURES INC.

5859 W. Third St., Los Angeles 36; Tel.: Webster 8-2181; Perry King, pres.

Services: Services for production of filmed commercials and motion pictures.

POST PICTURES CORP.

71 W. 47th St., New York 36; Tel.: Judson 2-4870; Harry A. Post, pres.

Services: Film distributor.

PRODUCERS REPRESENTATIVES

1270 Ave. of the Americas, New York 20; Tel.: Plaza 7-6990; Irving M. Lesser.

PUBLIC SERVICE PRODUCTIONS INC.

3400 Newark St. N.W., Washington, D. C.; Tel.: Woodley 6-5070; Patricia Beall, pres.

Service: Distributes public service films for tv.

Q

QUALITY FILMS INC.

1040 N. Las Palmas, Hollywood 38; Tel.: Hollywood 9-7147; Charles Weintraub, pres.; Maurice Janov, vp.

Services: Distributes motion pictures for tv.

New York—9 E. 75th St.; Tel.: Rhinelander 4-4280; Grace Cignarella.

Chicago—203 N. Wabash Ave.; Tel.: Dearborn 2-4768; Bill Vidas.

Houston—1109 Binz; Nate A. Zelikow.

R

RCA RECORDED PROGRAM SERVICES

155 E. 24th St., New York; Tel.: Murray Hill 9-7200; A. B. Sambrook, mgr.; James P. Davis, mgr. Custom Record Dept.; Don Axt, mgr. sls. promotion; Malcolm Kipp, rep.; George Field, northeastern rep.

Services: Production, distribution of tv films.

Chicago—445 N. Lake Shore Dr.; Tel.: Whitehall 4-3530; William F. Reilly, central div. mgr.; G. Hagenah, central northeastern rep.

Dallas, Tex.—1907 McKinney Ave.; Tel.: Riverside 1371; Bob Fender, southwestern rep.

Atlanta, Ga.—Forsyth Bldg.; Tel.: Lamar 7703. Wally Cochran, southeastern rep.

Hollywood, Calif.—1016 N. Sycamore Ave.; Tel.: Oldfield 4-1660; William Gartland, western div. mgr.; Hugh Grauel, northwestern rep.

REGAL TELEVISION PICTURES CORP.

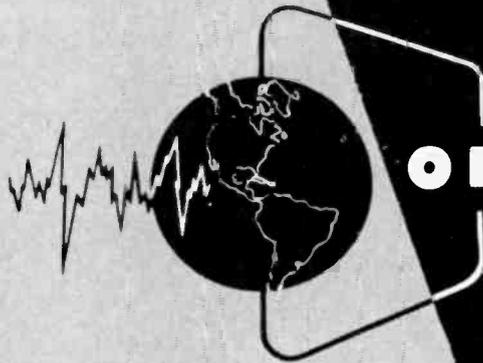
151 W. 46th St., New York 35; Tel.: Judson 2-1877; Moe Kerman, pres.

Services: Distributes films for tv.

RELIGIOUS FILM FOUNDATION

7904 Santa Monica Blvd., Hollywood 46; Tel.: Oldfield 4-2211; Dorland Dryer, pres.

Services: Distribution of religious films for tv.



OFFICIAL FILMS, INC.

America's Leading Independent Distributor of TV Films

NATIONAL NETWORK PROGRAMS

THE ADVENTURES OF ROBIN HOOD
THE BUCCANEERS
THE ADVENTURES OF SIR LANCELOT
FOUR STAR PLAYHOUSE

NATIONAL SPOT

THE HUNTER

SYNDICATED PROGRAMS

DATLINE EUROPE
CROSS CURRENT

OVERSEAS ADVENTURE

MY HERO
TERRY AND THE PIRATES
WILLY
MY LITTLE MARGIE
STAR PERFORMANCE
TROUBLE WITH FATHER
THE AMERICAN LEGEND
THE STAR AND THE STORY
COL. MARCH OF SCOTLAND YARD
THIS IS YOUR MUSIC
THE SCARLET PIMPERNEL

Representatives in—

New York • Chicago • St. Louis • Boston • Minneapolis
Beverly Hills • San Francisco • Philadelphia • Atlanta

FILM DISTRIBUTORS

REPUBLIC TELEVISION FEATURES

64 E. Lake St., Chicago 1; Tel.: State 2-0460; Capico Kapps, pres.

Services: Distributors, representatives for tv, industrial and educational films.

SHELDON REYNOLDS PRODUCTIONS INC.

1740 Broadway, New York 19, N.Y.; Tel.: Judson 6-5100; Robert A. Cinader.

Services: Distributes films for tv.

MARION RIDDICK PRODUCTIONS LTD.

1102 Eberhard, Houston 19; Tel.: Jackson 4-9653; Marion Riddick.

Services: Children's series, commercials produced and distributed.

RKO TELERADIO PICTURES INC.

(Film Division)
1440 Broadway, New York 18; Tel.: Longacre 4-8000; Peter M. Robeck, gen. mgr.

Services: Distributors of feature and other length film for tv; production.

Branch offices in 30 other cities.

DAVID ROSEN

1237 Vine St., Phila. 7, Pa.; Locust 4-4429; David Rosen, distributor.

Service: Distributes film.

S

SACK TELEVISION ENTERPRISES

Film Exchange Bldg., Dallas, Tex.; Tel.: Judson 6-2258; Alfred Sack.

Services: Distribution of films.

ABE SAPERSTEIN TV ENTERPRISES

127 N. Dearborn St., Chicago 2; Tel.: Dearborn 2-2427; Abe Saperstein, pres.

Services: Distributes children's tv film shows.

New York 1—7614 Empire State Bldg.; Tel.: Longacre 3-4677; Walter Kennedy.

Hollywood, Calif.—1732 Courtney St.; Tel.: Crestview 4-2602; Samuel Rosen, vp.

WALTER SCHWIMMER CO.

75 E. Wacker Dr., Chicago 1; Tel.: Franklin 2-4392; Walter Schwimmer, pres.

Services: Distributor and packager of film.

New York—527 Mathson Ave.; Tel.: Eldorado 5-4616; Mary Ellen Anderson.

SCREENCRAFT PICTURES INC.

15 W. 44th St., New York 36; Tel.: Murray Hill 7-5011; Edward Berkson, pres.

Services: Distributors-syndicators of features, westerns, and film series produced for tv.

Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom Corradine.

Chicago—203 N. Wabash Ave.; Tel.: State 2-2818; Bill Vidas.

Washington, D.C.—922 New Jersey Ave., N.W.; Tel.: Republic 7-0776; Myron Mills, vp.

Dallas—310 S. Harwood; Tel.: Randolph 5567; Fred Meyers.

SCREEN GEMS INC.

233 W. 49th St., New York 19; Tel.: Circle 5-5044; Ralph Cohn, vp. & gen. mgr.

Services: Produces and distributes films for television.

Chicago—230 N. Michigan Ave.; Tel.: Franklin 2-3696; John Nilson, Charles Whipple.

San Francisco—995 Market St.; Tel.: Douglas 2-1060; Peter Cary.

Atlanta—3130 Maple Dr., N.E.; Tel.: Exchange 6100; Henry Gillespie, southeast div. mgr.

Dallas—4924 Greenville Ave.; Tel.: Emerson 2450; John Wilson, southwest div. mgr.

Salt Lake City—Beason Bldg.; Tel.: Empire 3-3903; Starley Bush.

Cleveland—2459 Fenwick Rd., University Heights; Tel.: Evergreen 2-3438; Ev Jarrett, central div. mgr.

Los Angeles—1334 N. Beachwood; Tel.: Hollywood 2-3111; Richard Dinsmore.

Minneapolis—210 S. 5th St.; Tel.: Federal 5-5343; Robert Donnelly.

St. Louis—812 Olive St.; Tel.: Garfield 1-4790; William F. Miller.

Seattle—Dexter Horton Bldg.; Tel.: Elliott 5948; John Hunt.

Hot Springs, Ark.—250 Poplar St.; Tel.: National 3-6566; Frank Browne.

Miami—1527 N.W. 10th St.; Miami 9-5325; Frank Stone.

Toronto—102 Peter St.; Lloyd Burns, gen. mgr.

Montreal—1224 St. Catherine St. W.; Tel.: University 6-7043; John De Bow.

Vancouver—425 Howe St.; Tel.: Pacific 1440; Hubert Watson.

Mexico, D.F.—Avienda Insurgentes No. 263; John W. Manson.

London W. I. Eng.—142 Wardour St.; John Cron.

WILLIAM R. SHEEKY

150 Broadway, New York; William R. Sheeky.

Services: Film distributor.

SHILIN FILM SERVICE CORP.

450 W. 56th St., New York 19; Tel.: Plaza 7-0425; Arthur Mokin.

Services: Free loan sponsored films.

SIMMEL-MESERVEY TELEVISION PRODUCTIONS

9113 W. Pico Blvd., Los Angeles 35, Calif.; Tel.: Crestview 4-6156; Louis C. Simmel, pres.

Service: Production and distribution of films.

WALTER H. SMITH PRODUCTIONS

136 E. 57th St., New York 22; Tel.: Eldorado 5-7212; Walter H. Smith, pres.

Services: Distributes public relations films.

SNADER RELEASES INC.

9130 Sunset Blvd., Hollywood 46; Tel.: Crestview 4-6651; Louis D. Snader, pres.

Service: Distributes film.

SOCIETY FOR FRENCH AMERICAN CULTURAL SERVICES & EDUCATIONAL AID

972 Fifth Ave., New York 21; Tel.: Regent 7-9700; Ruth R. Cornfield, exec. dir.

Services: Free movies and slides depicting France.

SOUTHERN ATTRACTIONS INC.

Chatham Bldg., Charlotte, N. C.; Tel.: Franklin 5-8474; T. D. Kemp Jr., pres.

Services: Tv film distribution, production, talent.

SOUTHERN BAPTIST CONVENTION

(Radio & Tv Commission)
6248 Camp Bowie Blvd., Ft. Worth 16, Tex.; Tel.: Pershing 8-2188; Rev. Paul M. Stevens.

Services: Public service religious films.

SPECIALTY TELEVISION FILMS INC.

1501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill, pres.

Services: Distribute feature films.

Hollywood—5746 Sunset Blvd.; Tom Corradine.

Minneapolis—1109 Currie Ave., N.; Donald Swarz.

Chicago—2326 S. Michigan Ave.; Ben Barry.

Washington, D. C.—922 New Jersey Ave., N.W.; Myron Mills.

Philadelphia—309 N. 13th St.; Robert E. Gabriel.

Houston—1109 Binz; Nathan A. Zelikow.

SQUARE DEAL PICTURES CORP.

Pines Bridge Rd., Ossining, N. Y.; Tel.: 2-2617; Donn Marvin, vp.

Services: Distribution of own pictures.

STANDARD TELEVISION CORP.

321 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 4-6869; Lawrence Berger, pres.

Services: Distributes tv films.

STANDARD TELEVISION CORP.

745 Fifth Ave., New York 22; Tel.: Eldorado 5-7566; Archie A. Mayers, pres.

Services: Distributor of films.

STATION DISTRIBUTORS INC.

(Div. of PC Corp.)
1450 Broadway, New York 19; Tel.: Wisconsin 7-2055; Milton Gettinger, pres.

Service: National, regional and local syndication of individual films and package film series.

STERLING TELEVISION CO.

205 E. 43d St., New York 17; Tel.: Oxford 7-2520; Saul J. Turell, pres.

Service: Distributes film; shorts library, production.

Los Angeles 28—6715 Hollywood Blvd.; Tel.: Hollywood 4-6111; Lee Orgel, mgr.

Chicago 2—30 N. LaSalle St.; Tel.: Dearborn 2-4455; Elliott Abrams.

STUDIO FILMS INC.

380 Madison Ave., New York 17; Tel.: Oxford 7-2590; George W. Weiss, vp.

Services: Distributes film; shorts library; production.

Chicago—203 N. Wabash Ave.; Tel.: Central 6-1805; Barry-Grafman Assoc.

Los Angeles—6000 Sunset Blvd.; Tel.: Hollywood 2-6635; John A. Etlinger.

Minneapolis—1109 Currie Ave. N.; Tel.: Lincoln 7013; Donald Swarz.

Houston—1109 Binz; Tel.: Jackson 3-3069; Nathan A. Zelikow.

Detroit—2310 Cass Ave.; Tel.: Woodward 2-7777; Michael Zide.

Represented by All-Canada Television in Montreal, Que.; Winnipeg, Man.; Calgary, Alta.; and Vancouver, B. C.

SYNDA-PIX

719 Liberty Ave., Pittsburgh 22; Tel.: Grant 1-5742; Peter Manners, own.

Services: Distributes films; packager.

SYNDICATED FILMS

1022 Forbes St., Pittsburgh 19, Pa.; Tel.: Express 1-1355; H. John Kemerer, mgr.

Services: Sales and distribution of tv film shows.

T

THE TEEVEE CO.

211 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-1076; Ludlow Flower vp.; Edward W. Mehren, gen. mgr.

Services: Distribute own tv films, production.

New York 19—730 Fifth Ave.; Tel.: Judson 6-4312; George F. Fowley Jr.

TELECAST FILMS INC.

247 W. 46th St., New York 36; Tel.: Judson 6-5480; Gordon W. Hedwig, sls. mgr.

Service: Distributes various types of film shows; production.

TELEFILM OF CANADA

130 Carlton St., Toronto 5, Ont.; Tel.: Walnut 2-3163; Jerry Solway, pres. & mgng dir.

Services: Distributes feature and short films; syndicated shows.

TELEFILM ENTERPRISES

38 E. 57th St., New York 22; Tel.: Plaza 8-3360; Charles Wick, pres.

Services: Distributes film, production.

TELEMAT

333½ S. Robertson Blvd., Beverly Hills, Calif.; Tel.: Crestview 5-0188; Alan Wise, prod. mgr.

Services: Animated commercials, cartoons syndicate service.

Chicago—333 N. Michigan Ave.; Tel.: Andover 3-7169; William K. Ermeling, sls. mgr.

TELESCENE FILM PRODUCTIONS CO.

287 10th Ave., New York 1; Tel.: Chickering 4-0122; Robert D. Tobias, sls. mgr.

Services: Distributes tv films.

TELEVISION CLEARING HOUSE

7162 Melrose Ave., Hollywood 46; Tel.: Webster 5-7079; S. S. Liggett, own.

Services: Complete facilities for servicing of release prints. Shipping, inspection, cleaning, mounting, processing, screening; editing of tv film commercials; storage; distribution.

TELEVISION EVENTS LTD.

P.O. Box 1006 Beverly Hills, Calif.; Tel.: Dunkirk 3-2918; Jack Parker, vp. & exec. prod.

Services: Distributes films.

TELEVISION FILMS OF AMERICA

P.O. Box 1006, Beverly Hills, Calif.; Tel.: Dunkirk 3-2918; Jack Parker, vp. & exec. prod.

Services: Distributors of films.

Chicago 11—710 Lake Shore Dr.; A. F. Parker Jr., mgr.

TELE-PICTURES INC.

145 N. Robertson Blvd., Beverly Hills, Calif.; Tel.: Crestview 5-4535; E. J. Baumgarten, pres.; Leo Turtledove.

Service: Distributes film.

Chicago—360 N. Michigan Ave.; Tel.: Andover 3-0632; Marvin Lowe.

New York—1650 Broadway; Tel.: Columbus 5-8649; Jack Flax; 723 Seventh Ave.; Tel.: Plaza 7-5198; John Leo.

TELEVISION INTERNATIONAL CO.

25 W. 45th St., New York 36; Tel.: Plaza 7-0100; Paul N. Robbins, mgr.

Services: Distributes film.

TELEVISION LIBRARY INC.

3 E. 57th St., New York 22; Tel.: Plaza 3-4840; Charles F. Vetter Jr., pres.

Services: Distributes tv films and syndicated spots.

TELEVISION PROGRAMS OF AMERICA

488 Madison Ave., New York 22; Tel.: Plaza 5-2100; Milton A. Gordon, pres.; Michael M. Sillerman, exec. vp.

Services: Distribute tv film programs; production.

Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-6071; Edward Small, bd. chmn.; Bruce Eells, vp. sls.

Chicago—360 N. Michigan Ave.; Tel.: Dearborn 2-0123; Robert O'Brian, mgr.

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; production.

TEXAS RASSLIN FILMS INC.

Cadiz and Industrial Blvd., Dallas; Tel.: Sterling 2083; Maurice Beck, gen. mgr.

Services: Distribution of wrestling films.

TODDY PICTURES CO.

148 Walton St., N. W. Atlanta 1, Ga.; Tel.: Murray 8-3117; Ted Toddy, pres.

Services: Distributes film; production.

TOMODA PRODUCTIONS INC.
449 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 4-7068; Worthington Miner.
Services: Distributes tv film shows.

TOWER TV INC.
310 S. Harwood, Dallas 1, Tex.; Tel.: Randolph 7736; Arnold L. Saveriede, gen. mgr.
Services: Distributors of feature films.

TRIBUNE FILMS INC.
141 E. 44th St., New York 17; Tel.: Murray Hill 7-2590; Roma Streddo, pres.
Services: Distributes free films to tv.

TV-UNLIMITED INC.
17 E. 45th St., New York 17; Tel.: Oxford 7-0725; Herbert Rosen, pres.
Services: Distributors of films.

U

RICHARD H. ULLMAN INC.
295 Delaware Ave., Buffalo 2, N. Y.; Tel.: Cleveland 2066; Richard H. Ullman, pres.; Marvin A. Kemper, exec. vp.
Services: Distributes films.
Miami 37-2133 N.W. 11th Ave.; Tel.: Franklin 4-2655; Robert D. Buchanan.

UNITED FEATURE SYNDICATE INC.
220 E. 42d St., New York 17; Tel.: Murray Hill 2-3020; James Hennessy, bus mgr.
Services: Syndicates film.

UNITED GERMAN FILM ENTERPRISES INC.
1564 Broadway, New York 61; Tel.: Judson 6-1442; Munio Podhorzer, pres.
Services: Distribution of tv film.

UNITED PRESS MOVIE TONE NEWS
220 E. 42d St., New York 17; Tel.: Murray Hill 2-0400; W. R. Higginbotham, mgr.
Services: Motion picture news coverage prepared jointly by 20th Century-Fox and United Press. UP has bureaus in 160 cities in the U.S. and abroad.

UNITED PRODUCERS DISTRIBUTORS
633 N. Almont Dr., West Hollywood 46, Calif.; Tel.: Crestview 4-5621; Jerry Courneya.
Services: Distributes films, package films, produce tv commercials.

UNITED WORLD FILMS INC.
445 Park Ave., New York; Tel.: Plaza 9-8000; Norman E. Gluck, vp.
Service: Distribute, produce tv film commercials, package programs; rent film shows
Chicago-542 S. Dearborn St.; Tel.: Wabash 2-7840; Frank Mannarelli.
Los Angeles-6608 Melrose Ave.; Tel.: Webster 8-6125; Frank Harrington.
Atlanta-287 Techwood Dr., N.W.; Tel.: Cypress 6201; L. Berch, mgr.
Dallas-2227 Bryan St.; Tel.: Sterling 4277; Gene Remels.
Miami, Fla.-1311 NE Bayshore Dr.; Tel.: 3-2464, Al Myles.
Portland, Ore.-5023 NE Sandy Blvd.; Tel.: Garfield 9732, Herman Block.
Universal City, Calif.-Tel.: Stanley 7-1211; George Bole, vp.

UNITY TV CORP.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Jerome S. Hyams, pres.
Services: Distributes tv films.
Detroit-709 Fox Theatre Bldg.; Tel.: Woodward 1-3970; Stanley Dudelson.
Hollywood 38, Calif.-9100 Sunset Blvd.; Tel.: Crestview 4-6955; Jerry Weisfeldt.

UNIVERSITY OF CALIFORNIA
(University Extension Div.)
Educational Film Sales Dept., University of California, Los Angeles 24; Tel.: Bradshaw 2-6161 Ext. 721; O. E. Patterson, acting head.
Services: Distributes educational films; production.

V

THE VENARD ORGANIZATION
113 N. Madison Ave., Peoria, Ill.; Tel.: 4-2490; Mrs. C. L. Venard, ptr.
Services: Distributes educational and industrial films; production.

VIDEO PICTURES INC.
500 Fifth Ave., New York 36; Tel.: Lackawanna 4-2912; Charles L. Turner, gen. mgr.-exec. prod.
Studios: 510 W. 57th St.; Tel.: Circle 7-2062
Services: Distributes film.
Los Angeles 46-736 N. Doheny Dr.; Tel.: Crestview 1-0188; George W. Goman, vp.

VISUAL DRAMA INC.
129 N. Vermont Ave., Los Angeles 4; Tel.: Dunkirk 8-0525; William J. Faris, prod.
Services: Distribution of tv film.

VITAPIX CORP.
509 Madison Ave., New York 22; Tel.: Plaza 8-3013; Edward E. Hall, exec. vp.
Services: Tv film syndication.

W

LOUIS WEISS & CO.
655 N. Fairfax Ave., Los Angeles 36; Tel.: Olive 3-4440; Adrian Weiss, sls. mgr.
Services: Distributes film; production.
Chicago-230 N. Wabash Ave.; Tel.: Central 6-1805; Ben Barry.
Detroit-2310 Cass Ave.; Tel.: Woodward 2-7777; Michael Zide.
Denver-2081 Broadway; Tel.: Alpine 5-0110; Robert Patrick.
San Francisco-821 Market St.; Tel.: Exbrook 2-5203; Jim Diamond.
New York-60 W. 46th St.; Tel.: Plaza 7-4667; Sam Lake.

WORLD HORIZON FILMS
Maryknoll, N. Y.; Tel.: Ossining 2-2525; Rev. Albert J. Nevins.
Services: Distributes film.

Z

ZIV TELEVISION PROGRAMS INC.
488 Madison Ave., New York 22; Tel.: Murray Hill 8-4700; John L. Sinn, pres.; M. J. Rifkin, sls. vp.; Walt Kingsley, sls. mgr.; Albert Goustin, eastern div. sls. mgr.; Len Firestone, sls.
Services: Sale and distribution of films.
Cincinnati-1529 Madison Rd.; Tel.: Plaza 1-1323; E. Broman, central div. sls. mgr.
Los Angeles-7324 Santa Monica Blvd.; Tel.: Oldfield 4-2800; J. Gregory, western div. sls. mgr.
Chicago-520 N. Michigan Ave.; Tel.: Whitehall 4-1030; A. Unger, vp.

TEXT OF NARTB FILM COMMITTEE'S RECOMMENDED STANDARD FILM CONTRACT

NARTB's Film Committee has published the new uniform contract form for film purchases [B • T, Jan. 16] following two years of study and drafting. Headed by Harold P. See, KRON-TV San Francisco, the committee drew up a recommended contract form for voluntary use by distributors and stations. It may be used by all tv stations whether or not they are NARTB members.

Text of the form follows:

NARTB TELEVISION FILM COMMITTEE

MOTION PICTURE EXHIBITION CONTRACT FOR TELEVISION

THIS AGREEMENT made this _____ (Name of Station) _____ of _____ 195____, by and between _____ (hereinafter referred to as "Lessor"), and _____ Licensee of Television Broadcast Station _____; located in the City of _____, State of _____ (hereinafter referred to as "Station").

First: Grant
The Lessor hereby grants to the Station and the Station hereby accepts a limited license under the copyright of the motion picture(s) designated in the following schedule (hereinafter called the "Pictures"), and under any copyright covering any matter included in the sound recorded for reproduction in connection with the showing of the Pictures, to exhibit the Pictures and to reproduce such recorded sound over the facilities of the designated television station (and over the facilities of such additional stations as are enumerated in the schedule), for the number of broadcasts set forth in said schedule and for no other use or purpose. The license herein granted shall apply to the (16mm) (35mm) (.....) reproductions of the Pictures only.

Title of Picture or Series	No. of Pictures	No. of Runs	Schedule Scheduled Broadcast Date(s)	Running Time	License Fee Sustaining Sponsored	Other Stations
Clearance Provisions and Broadcast Area:						
(If additional space required, attach sheet)						

Second: Term
The term of this license shall start _____, 195____, and end _____, 195____.

Third: Delivery
The Lessor shall deliver to the Station, _____, a visual (prepaid) (collect) and aural reproduction of each Picture, as an individual unit, on reels in suitable containers, for exhibition as provided in the schedule. Delivery of such Picture upon the premises of the Station, or to an authorized agent of the Station, shall be deemed delivery by the Lessor to the Station. Delivery shall be made within at least _____ (hours) _____ (days) (exclusive of Sundays and holidays) before the scheduled broadcast, as specified above. Should delivery not be made within _____ (hours) _____ (days) of the scheduled broadcast date, Station will notify Lessor of such non-delivery. Shipment shall be via _____.

Fourth: Return
The Station shall return to the Lessor, or forward to the Lessor's designee (as

instructed by the Lessor) each Picture within _____ (hours) _____ (days) after the broadcast thereof (exclusive of Sundays and holidays) or as otherwise specified. Should the Station be unable to return the Picture within the time specified, it will promptly advise Lessor of this fact and the reasons therefor. Delivery of the Picture to the Lessor's premises or agent or to the premises or agent of the Lessor's designee, shall be deemed return by the Station to the Lessor. Shipment shall be via _____, and shall be _____ (prepaid) (collect).

The Station shall return each Picture in good condition, normal wear and tear excepted. For each linear foot of any Picture lost, stolen, destroyed or damaged between the time of the delivery by the Lessor and the time of return thereof by the Station, the Station shall pay to the Lessor, a sum equal to the actual laboratory cost of the replacement thereof, but not in excess of original cost, which payment, however, shall not transfer title in such Picture to the Station or any other party.

Fifth: Payment of License Fees

In consideration of the license herein granted, the Station shall pay the fixed sum(s) specified in the schedule as the license fee for each Picture either, not later than the tenth day of the month following (the actual play date) (the scheduled broadcast), or _____ Payment by the Station of the consideration set forth therein and the return of the Picture to Lessor, as hereinbefore specified, shall be full performance under this Agreement.

Sixth: Other Provisions

Other provisions of Agreement (if any):

Seventh: General Provisions

This Agreement may not be assigned by the Station without the written consent of the Lessor.

This Agreement may not be altered or modified, except in writing. This Agreement, including the reverse side hereof, is completed and embraces the entire understanding between the parties, all prior understandings, either oral or written, having been merged herein.

This Agreement shall be construed under the laws of _____ The waiver by either party of any breach or default by the other party may not be construed as a waiver of any other breach or default by such other party.

IN WITNESS WHEREOF, the parties hereto have hereunto set their hands and seals this _____ day of _____, 195____.

(Lessor) (Station)
Address: _____ Address: _____
(Street and Number) (Street and Number)
(City and State) (City and State)
By: _____ By: _____
(Name and Title) (Name and Title)

ADDITIONAL PROVISIONS

A: Warranties

The Lessor warrants and represents that it owns, or prior to the delivery of each of the Pictures included in the schedule, or any Picture substituted therefor as hereafter provided, will have acquired and will own, the complete, entire and exclusive television exhibition rights in each such Picture in the type of reproduction hereinabove specified in Paragraph FIRST, including the synchronization rights with respect to all musical compositions contained therein, and that it has the right without any limitations or restrictions whatsoever, to grant the license herein contained. The Lessor further warrants and represents that it has the full right, power and authority, to enter into and perform this Agreement and that

FILM CONTRACT

there is no contract with any other person, firm or corporation which will in any way interfere with any rights granted under this Agreement to the Station, and that all Pictures included in the schedule are free and clear of all encumbrances of every kind and nature which may be inconsistent with the rights granted to the Station hereunder. The Lessor further warrants and represents that none of the Pictures or any material contained therein violates the private, civil or property right, or the right of privacy, or any other rights, of any person whatsoever. The Lessor shall indemnify and hold the Station and its officers, directors, agents, stockholders and employees; the sponsors of programs containing all or any portion of any Picture and their advertising agencies; and its and their respective heirs and successors harmless from and against any and all claims, damages, liabilities, costs and expenses, including attorneys' fees, arising out of any claim, action or proceeding based upon any alleged breach of the warranties and representations contained in this Paragraph. The Lessor further warrants that the Pictures shall be in all respects physically suitable for exhibition.

B: Run and Clearance

In the event that the schedule grants to the Station a specific run or clearance of the Pictures and the Station is not in default hereunder, the Lessor shall not license the exhibition of any Picture in conflict with the run or prior to the expiration of any clearance period therein granted. The Lessor warrants and represents that none of the Pictures, nor any part of any Picture, has ever been shown over the television facilities of the designated station or over the television facilities of any other station within the television broadcast area (as hereinbefore defined) of the designated station, except as set out under the clearance provisions of the schedule.

C: Musical Performing Rights

The Lessor warrants and represents that the performing rights of all musical compositions contained in the Pictures or any of them are:

- controlled by American Society of Composers, Authors and Publishers; Broadcast Music, Incorporated; or Sesac, Incorporated; or
- in the public domain; or
- controlled by the Lessor to the extent required for the purposes of this Agreement.

The Lessor shall indemnify and hold the Station and its officers, directors, agents, stockholders and employees; the sponsors of programs containing all or any portion of any Picture and their advertising agencies; and its and their respective heirs and successors harmless from and against any and all claims, damages, liabilities, costs and expenses, including attorneys' fees, arising out of the performance by the Station of any music in the Pictures, or any of them, the performing rights of which come within category "c" above. The Lessor shall furnish the Station with all necessary information concerning the title, composer, publisher and performance licensing organization of all music.

D: Physical Examination

Upon receipt of each Picture, the Station shall examine the said Picture to determine whether it is physically suitable for exhibition. If it shall be determined that said Picture is not physically suitable for exhibition, the Station shall give prompt notice to the Lessor of any defect, upon receipt of which notice the Lessor

shall remedy such defect or make timely substitution of a physically suitable substitute reproduction of the same Picture or make timely substitution of a different Picture, acceptable solely within the discretion of the Station, at no additional cost or expense to the Station. If none of the remedies or substitutions as above specified is available, then the Station shall be relieved of its contract obligations insofar as such scheduled Picture is concerned.

E: Alteration and Rejection

The Station may make minor cuts or alteration in order to insert announcements or to conform to time segment requirements, or to municipal, state or Federal laws or to Station policy as a licensee of the Federal Communications Commission, or as a subscriber to the Television Code of the National Association of Radio and Television Broadcasters; provided that, in the event any such minor cuts or alterations shall be made, the Station shall, at its own expense, replace any such cuts or alterations in order that upon return, the Picture shall be restored to the same condition in which it was delivered. Under no circumstances shall the copyright notice be removed from any of the Pictures. In addition, it is agreed that the Station may reject for exhibition a Picture in its entirety which is contrary to Station policy or to the provisions of the Television Code of the National Association of Radio and Television Broadcasters and which is not subject to correction by minor cuts or alterations; provided that, upon receipt of Picture, the Station shall examine the said Picture to determine whether it is suitable for exhibition within the meaning of this paragraph. If it shall be determined by the Station that the said Picture is not so suitable nor subject to correction by minor cut or alteration, the Station shall give immediate notice to the Lessor of the rejection thereof and the reasons therefor, upon the receipt of which notice the Lessor shall make timely substitution of a suitable substitute Picture, acceptable by mutual agreement, at no additional cost or expense to the Station.

F: Force Majeure

If the Lessor is prevented from making timely delivery of the Pictures, as herein provided, or if the Station is prevented from exhibiting and returning the Pictures, as herein provided, by reason of any Act of God, strike, labor dispute, fire, flood, delay in transportation, public disaster or any other cause of reason beyond the control of the Lessor or the Station, as the case may be, such condition shall be deemed a valid reason for delay in the performance of said obligation, and the term of the license herein granted shall be deemed extended for a period coextensive with the delay caused by such condition.

G: Substitution of Programs of Public Significance

In recognition of the public responsibility of the Station as a licensee of the Federal Communications Commission, the Station may within its absolute discretion cancel the scheduled broadcast of any Pictures herein in order to broadcast a special event of either national or local interest or importance, and to reasonably extend the term of this license with respect to any Pictures which cannot be so broadcast for this reason by giving reasonable advance notice in writing of such extension and the facts necessitating the same to the Lessor and setting by mutual agreement a subsequent date or dates for the broadcast or broadcasts thus cancelled and postponed. Such postponement shall in no way affect the provision of this Agreement with respect to any Pictures herein other than those postponed.

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ASSOCIATIONS, COMMITTEES ADVERTISING

ADVERTISING ASSN. OF THE WEST—425 Bush St., San Francisco 8. Tel.: Garfield 1-6868. Officers: Earl J. Glade, Salt Lake City, pres.; Chas. W. Collier, exec. vp.; Marie B. Carlton, office mgr.

ADVERTISING COUNCIL—25 W. 45th St., New York 36. Tel.: Judson 2-1520. Officers: Louis N. Brockway, exec. vp. Young & Rubicam, chmn.; Lee H. Bristol, Leo Burnett, John C. Sterling, v. chmn.; Frederic R. Gamble, sec.; Paul B. West, treas.; Theodore S. Repplier, pres.; Allan M. Wilson, George P. Ludlam, vps.; Maxwell Fox, pub. rel. dir.; Gordon C. Kinney, radio-tv dir.; Mrs. L. S. Schwartz, Chicago rep.; Robert Coleson, Hollywood rep. Washington office, 1200 18th St., N.W. Tel.: Sterling 3-9153. Chicago office, 203 North Wabash Ave., Tel.: Randolph 6-1753. Hollywood office, 1680 North Vine St., Tel.: Hollywood 7-7166.

ADVERTISING FEDERATION OF AMERICA—250 W. 57th St., New York 19. Tel.: Circle 6-2431. Officers: Ben R. Donaldson, Ford Motor Co., chmn. of bd.; E. G. Borton, pres. and gen. mgr.

ADVERTISING RESEARCH FOUNDATION—11 West 42nd St., New York. Tel.: Longacre 3-5100. Officers: J. Ward Maurer, chmn. of bd.; Dr. W. H. Wulfeck, v. chmn. of bd.; William A. Hart, pres.; A. W. Lehman, mng. dir.; E. P. Seymour, treas.; Edward F. Herrick, sec.; D. B. Lucas, tech. dir. Directors: Sherwood Dodge, Ben R. Donaldson, Bay E. Estes Jr., Frederic R. Gamble, Arthur Hull Hays, Arno H. Johnson, Robert E. Kintner, Walter C. Kurz, F. B. Manchee, Frank W. Mansfield, Paul Montgomery, Vernon C. Myers, Charles A. Pooler, Henry Schachte, E. P. Seymour, D. P. Smelser, John C. Sterling, Paul B. West.

AMERICAN ASSN. OF ADVERTISING AGENCIES—420 Lexington Ave., New York. Tel.: Lexington 2-7980. Officers: Robert D. Holbrook, Compton Adv., chmn. of bd.; Melvin Brorby, Needham, Louis & Brorby, v. chmn.; Donald K. Clifford, Doherty, Clifford, Steers & Shenfield, sec.-treas.; Frederic R. Gamble, pres., Committee on Broadcast Media; Kenneth Godfrey, AAAA sec. to committee; Committee on Television & Radio Adm., Dorothy Copeland, AAAA sec. to committee.

AMERICAN MARKETING ASSN.—27 East Monroe St., Chicago 3. Tel.: Central 6-8306. Officers: Charles W. Smith, pres.; D. Maynard Phelps, pres. elect.; Charles H. Sandage, Wendell R. Smith, Robert O. Fernald, vps.; Hugh G. Wales, sec.; LeRoy F. Church, treas.

ASSN. OF CANADIAN ADVERTISERS—Federal Bldg., Toronto 1. Tel.: Empire 3-8046. Officers: R. R. McIntosh, General Foods Ltd., pres.; R. E. Sewell, Coca-Cola Ltd., exec. vp.; T. M. Atkinson, DuPont Co. of Canada Ltd., G. C. Clarke, Standard Brands, Ltd., J. J. McGill, Imperial Tobacco Co. of

Canada Ltd., vps.; H. E. Whitehead, Kimberly-Clark Products Ltd., vp.-treas.; Frank A. Healy, ACA, gen. mgr.-sec. Directors: J. A. Blay, Hydro-Electric Power Commission of Ontario; J. S. Corrigan, General Steel Wares Ltd.; J. W. Cook, Shawinigan Water and Power Co.; Scott Fyfe, Imperial Oil Ltd.; E. T. Gater, Sterling Drug Mig. Ltd.; Mrs. G. Wilson McGuinness, S. C. Johnson & Son Ltd.; P. J. McGinnis, Bell Telephone Co. of Canada; J. C. Miller, Ford Motor Co. of Canada Ltd.; M. M. Schneckenburger, House of Seagram Ltd.; E. H. Woodley, Northern Electric Co. Ltd.; A. B. Yeates, Prudential Insurance Co. of America.

ASSN. OF MEXICAN ADVERTISING AGENCIES (Asociacion Mexicana de Agencias de Publicidad)—Apartado Postal 9488, Mexico D. F. Officers: Ignacio Carral, pres.; Abraham Garavito, vp.; Valero Munoz Ayarza, sec.; Guillermo Morales, treas.; Everardo Camacho, asst. treas.; James B. Stanton, ler vocal; Eduardo T. Goddard, 2do vocal; Humberto Sheridan, ler vocal; Lic. Jose Morales Rodriguez, leg. adv.; Jose R. Pulido, mgr.

ASSN. OF NATIONAL ADVERTISERS INC.—155 East 44th St., New York 17. Tel.: Oxford 7-5950. Officers: Edwin W. Ebel, General Foods, chmn. of bd.; George E. Mosley, Seagram-Distillers Co., v. chmn.; Paul B. West, pres.; Cy Norton, vp.; M. L. McElroy, vp.; Joseph M. Allen, vp.; Peter W. Allport, sec.

BRAND NAMES FOUNDATION—437 Fifth Ave., New York 16. Tel.: Murray Hill 5-0888. Henry E. Abt, pres.; Nathan Keats, vp.; William R. Sands, dir. media relations.

BUREAU OF ADVERTISING of American Newspaper Publishers Assn.—570 Lexington Ave., New York 22. Tel.: Plaza 9-6262. Richard L. Jones Jr., chmn. of bd.; H. S. Barnes, dir.

RADIO ADVERTISING BUREAU—460 Park Ave., New York 22. Tel.: Murray Hill 8-4020. Kevin B. Sweeney, pres.; John F. Hardesty, vp.-gen. mgr.; Sherril Taylor, vp.-dir. of prom.

TELEVISION BUREAU OF ADVERTISING INC. (TVB)—444 Madison Ave., New York 22. Tel.: Murray Hill 8-0215. Officers: W. D. Rogers Jr., pres. Texas Telecasting Inc. (KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene), chmn. of bd.; Roger W. Clipp, vp. Triangle Publication stations, sec.; Lawrence H. Rogers, vp.-gen. mgr.; WSAZ-TV Huntington, W. Va., treas.; Oliver Treyz, pres.; Norman E. Cash, vp.

BROADCASTERS

AMERICAN WOMEN IN RADIO & TELEVISION—Grand Central Terminal Bldg., New York. Tel.: Murray Hill 9-7876. Officers: Edythe Fern Melrose, WXYZ Detroit, pres.; Betty Butterfield, WATV (TV) Newark, N. J., eastern vp.; Martha Crane, WLS Chicago, central vp.; Edith Ford, WLWA Atlanta, south-

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ASSN. OF MAXIMUM SERVICE TELECASTERS—Temporary officers: Jack Harris, KPRC-TV Houston, chmn.; Charles Crutchfield, WBT (TV) Charlotte, N. C., v. chmn.; Harold Gross, WJIM-TV Lansing, Mich., sec.-treas.

CANADIAN ASSN. OF RADIO & TELEVISION BROADCASTERS—Main Office, 108 Sparks St., Ottawa. Tel.: Central 3-4038. Sales Branch—200 St. Clair Ave., W., Toronto, Ont. Tel.: Walnut 2-3334 Officers: F. A. Lynds, CKCW Moncton, N. B., pres.; D. A. Gourd, Radio Nord Inc., Rouyn, P. Q., vp. radio; H. A. Crittenden, CKCK-TV Regina, Sask., vp. television; J. Hirtle, CKBW Bridgewater, N. S.; G. Stirling, CJON-TV St. John's Nfld.; Henri Lepage, CHRC Quebec, P. Q.; R. Couture, CKSB St. Boniface, Man.; F. B. Ricard, CHNO Sudbury, Ont.; J. M. Davidson, Northern Broadcasting Ltd., Toronto, Ont.; W. T. Cruickshank, CKNX Wingham, Ont.; J. A. Hammond, CFCF Montreal, P. Q.; W. N. Hawkins, CFMS Owen Sound, Ont.; E. E. Fitzgibbons, CKCO-TV Kitchener, Ont.; R. J. Buss, CHAT Medicine Hat, Alta.; V. Dallin, CFQC Saskatoon, Sask.; J. O. Blicik, CJOB Winnipeg, Man.; C. J. Rudd, CHUB Nanaimo, B. C.; M. P. Finnerty, CKOK Penticton, B. C.

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NATIONAL ASSOCIATION OF GAGWRITERS—P.O. Box 835, Grand Central Station, New York City 17. Tel.: Spring 7-6210. Director: George Q. Lewis. Associates: William Treadwell, Fred P. Pitzer.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS—1771 N St., NW, Washington 6, D. C. (See index for separate departmental listing.)

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NATIONAL SOCIETY OF TELEVISION PRODUCERS—444 N. Camden Dr., Beverly Hills. Tel.: Bradshaw 2-8531. Officers: William Self, pres.; Max M. Gilford, sec., gen. counsel.

RADIO - NEWSREEL - TELEVISION WORKING PRESS ASSN.—270 Park Ave., New York 17. Tel.: Plaza 1-2720. Officers: Larry Racies, pres.; Arnold Lerner, 1st vp.; David Klein, 2d vp.; Santino Sozio, sgt.-at-arms; Ruth N. Knopf, sec.; Charles Campbell, asst. sec.; Richard Milbauer, treas.; Marie A. Durso, exec. sec.

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RADIO-TELEVISION GALLERIES OF CONGRESS—The Capitol, Washington, D. C. Tel.: National 8-3120. Senate: D. Harold McGrath, supt. House: Robert Menough, supt.

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ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION—1771 N St. NW, Washington 6, D. C. Tel.: Decatur 2-9300. Frederick H. Garrigus (NARTB), coordinator.

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RELIGIOUS

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RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION—6248 Camp Bowie Blvd., Fort Worth 16, Tex. Tel.: Pershing 8-2188.

UNITED LUTHERAN CHURCH IN AMERICA, Dept. of Press, Radio & Tv—231 Madison Ave., New York 16. Tel.: Lexington 2-3410. Charles C. Hushaw, dir.; Richard T. Sutcliffe, assoc. dir. in charge of radio and television. (Liaison for United Lutheran Church in America and national tv networks.)

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AMERICAN NEWSPAPER PUBLISHERS ASSN.—370 Lexington Ave., New York 17. Tel.: Murray Hill 5-2000. Officers: William Dwight, Holyoke (Mass.) Transcript-Telegram, pres.; D. Tennant Bryan, Richmond (Va.) Times-Dispatch and News Leader, vp.; Walter J. Blackburn, London (Ont.) Free Press, sec.; Mark Ferree, Scripps-Howard Newspapers, New York, treas.; Cranston Williams, gen. mgr. Chicago office; 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 2-3746. George N. Dale, mgr.

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FORD FOUNDATION—477 Madison Ave., New York 22, N.Y. Tel.: Plaza 1-2900. Officers: Robert Saudek, dir. of tv radio workshop; H. Rowan Galther Jr., pres.; Henry Ford II, chmn. of trustees.

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NATIONAL ASSOCIATION OF GAGWRITERS—P.O. Box 835, Grand Central Station, New York City 17. Tel.: Spring 7-6210. Director: George Q. Lewis. Associates: William Treadwell, Fred P. Pitzer, Comedy World, trade journal of the humor field, same address, George Q. Lewis, editor.

NATIONAL AUDIENCE BOARD INC.—152 East End Ave., New York 28. Tel.: Murray Hill 8-2360. Peter Golet, pres.; Harriet Williams, public service dir. East. Los Angeles office: 239 1/2 S. Beverly Dr., Beverly Hills. Tel.: Crestview 1-8141. Bernard F. Kamins, exec. vp.; D. Brandon Bernstein, legal counsel; Helen Britton, public service dir. West. San Francisco office: 625 Chenery St. Tel.: Juniper 5-7575. Hal Light, coord. (Purpose of organization is to improve quality of programming & advertising on the air.)

NATIONAL BETTER BUSINESS BUREAUS—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. Officers: Warren C. Agry, chmn. of bd.; William G. Werner, v. chmn.; Kenneth B. Wilson, pres.; Allan E. Backman, exec. vp.

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SCREEN COMPOSERS' ASSN. (Ind.)—9538 Brighton Way, Rm. 392, Beverly Hills, Calif. Tel.: Crestview 6-3123. Officers: Dr. Miklos Rozsa, pres.; Robert Emmett Dolan, vp.; David Buttolph, sec.; George Duning, treas. New York—c/o Zissu & Marcus, 292 Madison Ave., New York 17. Tel.: Murray Hill 3-0966.

SIGMA DELTA CHI—35 E. Wacker Drive, Chicago. Tel.: Central 6-6577. Officers: Dr. Alberto Gainza Paz, La Prensa, Buenos Aires, hon. pres.; Alden C. Waite, Ill. State Journal & Register, chmn. exec. council; Mason Rossiter Smith, Editor & Publisher, pres.; Sol Taishoff, BROADCASTING & TELECASTING, vp. for professional chapter affairs; Prof. Dale R. Spencer, U. of Missouri, vp. for undergraduate chapter affairs; Robert Cavagnaro, Associated Press, in charge of expansion; James A. Byron, WBAP-AM-TV Fort Worth, sec.; Buren McCormack, Wall St. Journal, treas.; Victor E. Bluedorn, exec. dir.

UHF INDUSTRY COORDINATING COMMITTEE—1820 Jefferson Place NW, Washington 6, D. C. Tel.: Executive 3-4477. Officers: John G. Johnson, chmn.; John W. English, v. chmn.; Benedict P. Cottone, Cottone & Scheiner, gen. counsel.

UNITED NATIONS RADIO—Dept. of Public Information, United Nations, New York 17. Tel.: Plaza 4-1234. Officers: Ahmed Bokhari, under sec. for pub. inf.; Alfred G. Katzin, deputy under sec. for pub. inf.; Peter Ayleen, dir. radio div.; W. Gibson Parker, deputy dir., radio div.; Gohl Obhral, pgm. dir.; Hans van Stuwe, chief of prod.; Michael Hayward, chief, central services; Gerald Kean, chief, spec. features (tv); J. Donald Pringle, chief, English language serv.

CLOSED CIRCUIT TELEVISION

BOX OFFICE TV Inc.—6 W. 57th St., New York 19. Tel.: Plaza 7-0532. Officers: Sid Caesar, pres.; Wallace A. Ross, v.p. & sls. mgr.; Milton N. Mound, chmn. of bd. (Produces closed-circuit and entertainment telecasts.)

COMMERCIAL TELECAST NETWORKS Inc.—11 Broadway, New York 4. Tel.: Bowling Green 9-5094. Officers: Lloyd W. Durant, pres. & dir. creative prog. and prod. dept.; William F. Hogan, vp. & dir. communications, eng. dept.; Edward B. Bell, vp. & dir. viewing facilities; H. Don Reynolds, sec.-treas. & dir. bus. rel. dept.; Neill McCaffrey, sls. mgr. (Programs and produces closed circuit telecasts, provides lines and facilities, tv consultants to advertising agencies; motion picture production.)

SHERATON CLOSED CIRCUIT TELEVISION Inc. (subsidiary, Sheraton Corp. of America)—Park

Sheraton Hotel, 7th Ave. & 55th St., New York 19. Tel.: Columbus 5-3830. Officers: Walter Wanger, pres.; William P. Rosensohn, exec. vp.; Robert Rosencrans, vp. & sls. mgr. (Produces and arranges closed circuit telecasts.)

SINGER CLOSED-CIRCUIT TV SERVICE (div. Singer Projection TV Mfg. Co.), 5397 Poplar Blvd., Los Angeles 32. Tel.: Capitol 5-5705. Eugene Singer, pres.-gen mgr.; A. Davis, ch. engr.; Gene Reed, circ. sales mgr., New York; 52 Vanderbilt Ave. (Wells TV Inc.). Tel.: Murray Hill 5-8760. Arnold Wells, sls. rep. (Produces closed circuit telecasts.)

THEATRE NETWORK TELEVISION Inc.—515 Madison Ave., New York 22. Tel.: Plaza 3-3464. Nathan L. Halpern, pres.; Fanshawe Lindsley, gen. sls. mgr.; Edward F. Addiss Jr., dir. ops.; John T. Valdes, sls. exec. (Also, Tele-Sessions Inc.)

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM—3107 Westover Drive, S.E., Washington 20, D. C. Tel.: Ludlow 2-7210; 333 North Michigan Ave., Chicago 1. Executive Officers: George Abraham, pres.; James R. Wylie, bus. mgr., sec., treas.; Richard E. Pittenger, sls. mgr.; Richard H. Crompton, mgr. of member services; Allen L. Perlin, mgr. of engrg; David W. Borst, regions coord., vp.

COMMUNICATIONS CARRIERS

AMERICAN TELEPHONE & TELEGRAPH CO. (Long Lines Dept.)—32 Avenue of the Americas, New York 13. Tel.: Exchange 3-9700. Executives: H. T. Killingsworth, vp. Long Lines; Ralph L. Helmreich, dir. of opr.; C. C. Duncan, asst. dir. of opr. eng.; R. W. Miller, asst. vp. merch.; C. W. Floyd, area com. mgr., White Plains, N. Y.; R. E. Grady, div. com. mgr.; New York; E. McCaffrey, area com. mgr., Cincinnati; E. C. Laird Jr., area com. mgr., Kansas City; J. E. Waidlich, dir. of pub.; F. W. Shelton Jr., infor. mgr.; J. M. Rosenburg, infor. super.; E. D. North, gen. atty.; C. E. Martin, asst. gen. atty.; K. R. Madsen, atty.

BELL TELEPHONE LABS.—463 West St., New York 14. Tel.: Chelsea 3-1000.

CANADIAN NATIONAL TELEGRAPHS—151 Front St., W., Toronto 1, Ont. Tel.: Empire 8-6071. Officers: J. R. White, gen. mgr.; D. H. Hawley, ch. of com. operations; A. E. Allen, sup. of bcst. services.

GLOBE WIRELESS Ltd.—141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. Officers: R. Stanley Dollar, pres.; R. H. Anderson, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vps.

INTERNATIONAL TEL. & TEL. Corp.—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. Edmond H. Leavey, pres. and dir.

MACKAY RADIO & TELEGRAPH CO. (AC&R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. Officers: Adm. William F. Halsey, chmn. of bd.; Elery W. Stone, pres.; F. L. Henderson, exec. vp.; J. A. Kennedy, vp. & gen. counsel; B. B. Tower, vp. & controller; L. N. Anderson and C. R. McPherson, vps.; C. E. Scholz, vp. & ch. eng.; E. H. Price, vp. Marine Division; Robert D. Merrill, vp. commercial department; J. T. Chatterton, (San Francisco), William Edgar Jr., (Paris), and Leroy Spangenberg (New York); J. Eldridge (Tokyo), vps.; J. F. Gibbons, gen. attorney; J. C. Trimble, treas.; R. N. Scribner, sec.

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CONSULTANTS, ALLIED ARTS

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RUDY BRETZ—Croton-on-Hudson, N. Y. Tel.: Croton 1-3478. (Television consultant in programs, production and personnel; staff training; international experience.)

BROADCAST SERVICE BUREAU Inc.—433 N. Jersey Ave. SE, Washington 3, D. C. Tel.: Lincoln 4-4383. (Supplying rules and standards to radio and television stations.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Tel.: National 8-7846. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

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RICHARD P. DOHERTY TELEVISION-RADIO MANAGEMENT CORP.—1825 Jefferson Place, NW, Washington 6, D. C. Tel.: District 7-1957. Richard P. Doherty, pres. (Station operating, financial, budgetary, labor relation, manpower, revenue potential and allied problems.)

THE FAUGHT COMPANY Inc.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171. Millard C. Faught, pres.

HUGH FELTIS & ASSOC.—Tower Bldg., Seattle 1. Wash. Tel.: Elliott 1868. (Radio and tv management consultant.)

EARL H. GAMMONS—Broadcasting Telecasting Bldg., 1735 DeSales St. N.W., Washington 6, D. C. Tel.: Metropolitan 8-6550.

MICHAEL R. HANNA—Savings Bank Bldg., Ithaca, N. Y. Tel.: 4-6301. (Am, fm, tv management consultant.)

HOWARD S. FRAZIER—Trans-Lux Bldg., 724 Fourteenth Street N.W., Washington 5, D. C. Tel.: National 8-2173. Howard S. Frazier. (Television and radio management consultants; Broadcaster's Executive Placement Service Inc.)

HILE-DAMROTH Inc.—270 Park Ave., New York 17. Tel.: Plaza 5-2078; James L. Hile, vp.

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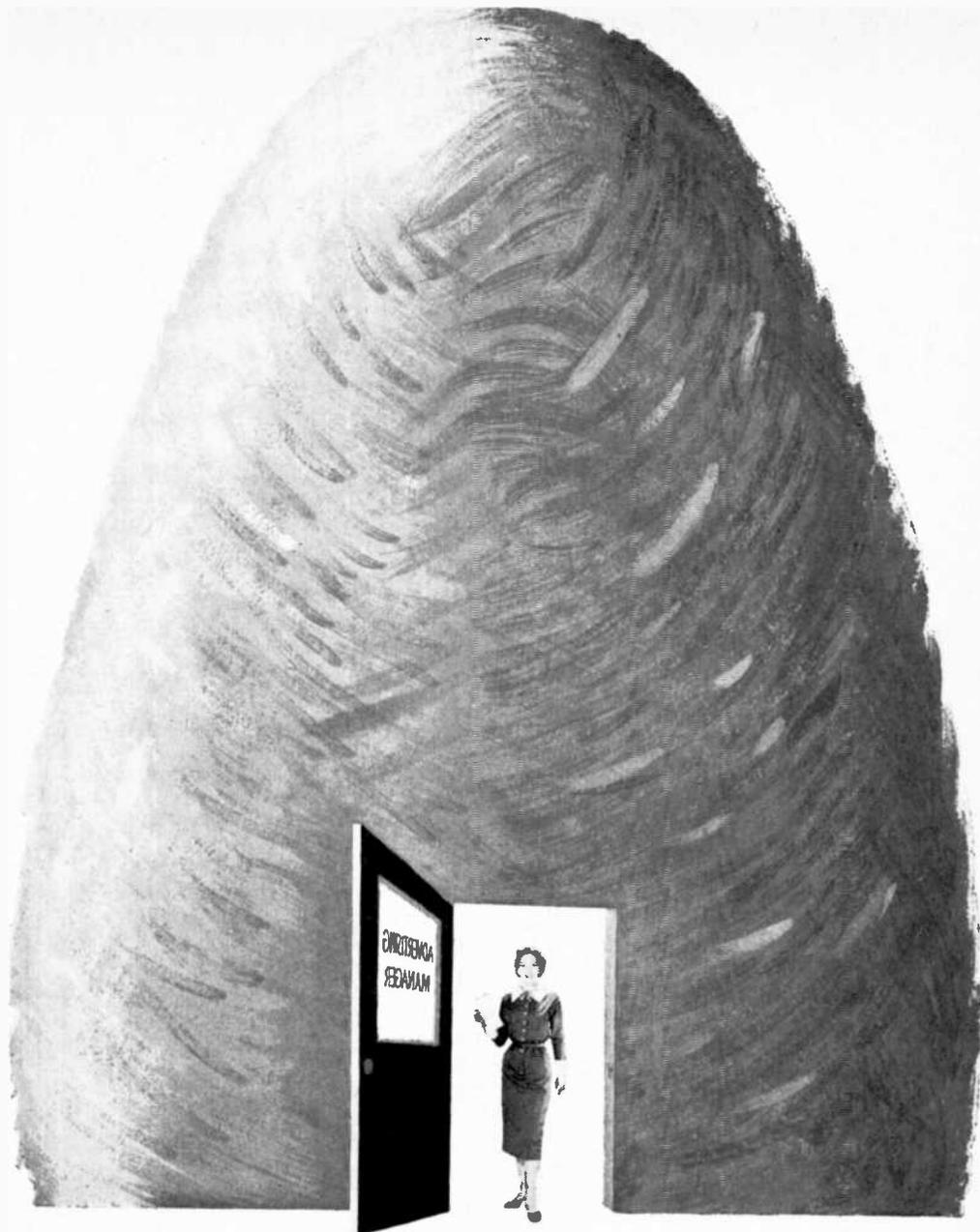
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HOWARD J. MCCOLLISTER Co.—66 Acacia Dr., Atherton, Calif. Tel.: Davenport 3-3061. (Regional promotional sales campaigns for radio and tv.)

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M. S. NOVIK—Room 1200, 300 W. 23rd St., New York 11. Tel.: Algonquin 5-4385. (Public service radio and television consultant.)

FRED A. PALMER CO.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio and television sales consultant.)

PIKE & FISCHER—Broadcasting • Telecasting Bldg., 1735 DeSales St. N.W., Washington 6, D. C. Tel.: Sterling 3-3660. Publishers of Pike & Fischer Radio Regulation. Officers: Henry G. Fischer, pres.; John W. Willis, vp.; Irving R. M. Panzer, sec.-treas. (FCC rules, amendments, decisions, and related radio and television documentary service.)

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WILLIAM J. SCRIPPS ASSOCIATES Inc.—1005 Kales Bldg., Detroit 26. Principals: William J. Scripps, pres.; Dr. Walter J. Duschinsky, vp. planning; Robert E. Van Cleave, vp. (Telecommunications consultants, industrial communications, closed circuit, microwave, facsimile, teletype, television, computer inter-connection, system design, electronic automation, foreign & domestic.) (Telecommunications consultants; tax economic, finance, insurance, market research services; foreign representation.)

GRACE SUNDELL & ASSOC.—605 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-3844. (Personal management and tax accounting.)

TELERAD INC.—Big Hill, Pueblo, Colo. Officers: Ray J. Williams, pres.; Bernard Koteen, Washington counsel. (Manages, finances, plans, builds and furnishes personnel for all classes of stations; purchases films, program material, equipment and supplies.)

TRADEWAYS INC.—331 Madison Ave., New York. Tel.: Oxford 7-0826. William H. Lough, pres. and treas. (Marketing counsellors specializing in sales training.)

GEORGE R. TURPIN & ASSOCIATES—P.O. Box 802, Fort Worth 1. Tel.: Wayside 0411. George R. Turpin, pres. (Regional sales campaigns and giveaway shows for radio and TV stations.)

CHARLES WICK CO.—38 E. 57th St., New York 22, N. Y. Tel.: Plaza 8-3360. Charles Wick, gen. mgr. (Personal and business management, financiers, motion picture and television production.)

LOWELL R. WRIGHT—Munsey Bldg., Washington 4, D. C. Tel.: District 7-1740. (Consultant to radio and television industry on tower and aeronautical problems.)

CLIFFORD YEWDALE—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branch: 11 S. LaSalle St., Chicago. Tel.: Randolph 6-7575. (Accountant specializing in radio.)

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WILLIAM L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 16, Calif. Tel.: Atwater 2-2740. William W. L. Burnett, eng. in charge.

CAMBRIDGE CRYSTALS DIV., Cambridge Thermionic Corp., 445 Concord Ave., Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 13, Mo. Tel.: Jackson 3-5302. Robert F. Wolfskill, mgr.; Walter H. Campbell, Wm. L. Blakely and Walter V. Nitcher, assoc.

DU TREIL MEASUREMENT SERVICE—10400 Jefferson Hwy., New Orleans 23, La. Tel.: Kenner 4-6751. (Frequency measuring services.)

EIDSON ELECTRONIC Co.—1902 N. Third St., Temple, Tex. Tel.: Prospect 3-3901. Merrill Eidson, own.-mgr. (Quartz crystals, new, reground or replacement, frequency measuring service.)

CLAUDE M. GRAY—P. O. Box 602, Birmingham, Ala. Tel.: Tremont 1-3570.

HUTTON MONITORING SERVICE—Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Ridgeway 7-9078. J. W. Hutton, own.

INTERNATIONAL MONITORING SERVICE—1103 N. Road, Belmont, Calif. Spec. rep.—A. C. Stewart, 277 Fulton St., San Francisco.

NORTHWEST MONITORING SERVICE—2753 N.E. Douglas, Roseburg, Ore. Tel.: Orchard 3-4198. J. H. Platz, gen. mgr. (Precision frequency measurements on visual and aural carriers, measurement of color sub-carrier generators. Service is mobile, covering Oregon and Washington.)

PHELPS PRECISION LABORATORY—4232 Scott Terrace, Minneapolis 16, Minn. Tel.: Walnut 2-1200. Boyd Phelps, own. & dir.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 5-3636. John R. Schick, eng.

RCA COMMUNICATIONS INC.—66 Broad St., New York 4. Tel.: Hanover 2-1811. Officers: Thompson H. Mitchell, pres.; Sidney Sparks, vp. for com activities; Frank Flood, mgr. of spec. services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. J. Murphy, mgr. Branch: San Francisco, 35 Market St. Tel.: Garfield 1-4200. H. E. Austin, vp., mgr.

SOUTHWEST FREQUENCY MEASUREMENTS—Route 7, Box 65, Austin, Tex. Tel.: Greenwood 7-8003. C. M. Bartholomew, mgr.

C. E. STRAIN ENGINEERING SERVICE—1298 Niles Ave., N.W., Atlanta 18, Ga. Tel.: Sycamore 4-5164.

T & T RADIO MEASUREMENTS CO.—2557 Atlantic Ave., Long Beach 6, Calif. Tel.: Garfield 4-2015.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace, N.E., Atlanta 17, Ga. Tel.: Drake 3-4774.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Fleetwood 6-0388.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS—20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 885.

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AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS (ASCAP)—575 Madison Ave., New York 22. Tel.: Murray Hill 8-8800. Officers: Paul Cunningham, pres.; Otto A. Harbach, vp.; Louis Bernstein, vp.; John Tasker Howard, sec.; Saul H. Bourne, treas.; George W. Meyer, asst. sec.; Frank H. Connor, asst. treas. Board of Directors: Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, L. Wolfe Gilbert, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, A. Walter Kramer, George W. Meyer, Jack Mills, J. J. Robbins, Gustave Schirmer, Maurice Scopp, Herman Starr, Deems Taylor, Jack Yellen.

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COMPOSERS, AUTHORS & PUBLISHERS ASSN. OF CANADA LTD.—182 St. George St., Toronto. Tel.: Walnut 3-8457. Sir Ernest MacMillan, pres.; W. S. Low, gen. mgr.; C. R. Matheson, mgr. licensing dept.; J. K. Bailey, comptroller.

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NATIONAL ASSN. OF PERFORMING ARTISTS—630 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, pres. and chmn. of bd.; Alfred Rice, gen. coun.

G. RICORDI & CO.—1270 Avenue of the Americas, New York 20. Tel.: Judson 2-5300. Franco Colorado, mgng. dir.

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PERSONNEL SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE—Trans-Lux Bldg., 724 Fourteenth St., N.W., Washington 5, D. C. Tel.: National 8-2173. Howard S. Frazier, gen. mgr. (Executive personnel for tv & radio stations.)

GRIFFIN & CULVER PERSONNEL AGENCY—280 Madison Ave., New York. Tel.: Oregon 9-2690.

WALTER A. LOWEN PLACEMENT AGENCY—420 Lexington Ave., New York 17, N. Y. Tel.: Murray Hill 9-2630. Joan Sinclair, radio-tv dir.

NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE INC.—1627 K St., N.W., Washington 6, D. C. Tel.: Republic 7-0343. M. E. Stone, mgr. (Employment agency handling experienced television personnel.)

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RAY & BERGER—5938 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 2-4202. Partners: Howard Ray, Jack Berger. (Monthly service of prizes for giveaway and quiz shows.)

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V.I.P. SERVICE Inc.—720 Fifth Ave., New York 19. Tel.: Plaza 7-0130. Bill Murphy, pres. (Prizes and premiums for tv quiz shows.)

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DAVID O. ALBER ASSOCIATES Inc.—44 E. 53d St., New York 21. Tel.: Templeton 8-8300. Eugene Shefrin, vp.

WILLIAM J. (BILL) BAILEY—415 East 52nd St. (temporary office), New York 22, N. Y. Tel.: Plaza 9-5679.

BALDWIN & MERMEY—205 E. 42d St., New York 17. Tel.: Murray Hill 4-4540. Partners: William H. Baldwin, Maurice Mermey.

BANNER & GREIF—369 Lexington Ave., New York 17. Tel.: Murray Hill 6-6622. Partners: Jack Banner and Ed Greif.

BEV BARNETT-PUBLICITY—8780 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crestview 5-5186. Bev Barnett, mgr.

BENTLEY & LIVINGSTONE Inc.—220 S. State St., Chicago 4. Tel.: Webster 9-7439. George Livingstone, pres.; E. W. Welch, sec.-treas.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Tel.: Templeton 8-5000.

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RRR RADIO-TV-RESEARCH BUREAU—P. O. Box 413, Philadelphia 5, Pa. Tel.: Locust 4-4429. Franklin O. Pease, gen. mgr. (Audience measurements, theatre checking, sponsor surveys, contest judging, merchandise sampling.)

RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6658. *Officers:* Edward F. Loomis, pres.; Gorton V. Carruth, vp.; David Fins, vp. and gen. mgr.; George W. Loomis, vp., sec.; George Magee, vp.; Carl Hirschfeld, midwest vp. in chg. of Chicago and Detroit. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 53rd St., Chicago; 36 Springfield St., Wilbraham, Mass.; 2024 W. 6th St., Los Angeles 5; 3333 Connecticut Ave., N.W., Washington 6, D. C.; 264 Arlington Ave., Berkeley, Calif.; 4811 Walnut St., Philadelphia 39, Pa. (Transcripts, digests and analyses of radio and tv news and comments, surveys of program content; monitoring of commercials in about 200 markets; off-the-air tv photography service; tape and disc recordings.)

RESEARCH CO. OF AMERICA—570 Fifth Ave., New York 36. Tel.: Plaza 7-1865. A. Edwin Fein, mgng. dir.; E. de Pianelli, dir. international development div.; John H. Dahn, dir. research; W. H. McDermid, exec. staff consultant; A. W. Zelomek, consulting economist.

ELMO ROPER & ASSOC.—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4900. *Partners:* Elmo Roper, Burns Roper, Carolyn Crusius, Louis Harris, Joel Brooke, John Kraft, research execs.

N. C. RORABAUGH CO. INC.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-2193. *Publisher:* N. C. (Duke) Rorabaugh; Stella Brauner, tv editor. (Publishes quarterly Rorabaugh Report on Spot Television Advertising; also special reports on spot tv expenditures by advertisers, brands, markets.)

SCHWERIN RESEARCH Corp.—1775 Broadway, New York 19. Tel.: Judson 2-4690. Horace S. Schwerin, pres.; Leonard Kudisch, exec. vp. Henry H. Newell, Raymond K. Maneval, Donald H. McCollum, vps. (Radio, television, motion picture qualitative research and commercial studies.)

SOUTHWEST RESEARCH INC.—2512 W. Mockingbird Lane, Dallas 19. Tel.: Elmhurst 6469. *Officers:* Mary H. Winters, pres.; Ira G. Corn Jr., vp.; Verna C. Brock, sec.-treas.

STANDARD AUDIT & MEASUREMENT SERVICE Inc.—80 Broad St., New York 4, Tel.: Whitehall 3-9377.

DANIEL STARCH & STAFF—Boston Post Road & Beach Ave., Mamaroneck, N. Y. Tel.: Mamaroneck 9-5400.

TRENDEX Inc.—347 Madison Ave., New York 17. Tel.: Murray Hill 4-4328. *Officers:* Edward G. Hynes Jr., pres. and treas.; Robert B. Rogers, exec. vp.; Mary I. Smith, sec.

VIDEODEX INC.—342 Madison Ave., New York 17. Tel.: Murray Hill 7-8837. Allan V. Jay, mgr. (Television audience research; data reported on local, national program ratings, county-by-county penetration.)

TELEVISION REFERENCE BOOKS—1956

Editor's Note: This bibliography supplements previous listings that have been published in TELECASTING YEARBOOK-MARKETBOOK issues. The word *Apply* indicates material which may or may not be available. This bibliography does not pretend to be comprehensive. LOUISE K. ALDRICH, Librarian, NARTB Research Department

GENERAL

BROADCAST REVENUES, EXPENSES AND INCOME (Before Federal Income Tax) of Radio and Television Broadcast Services, 1954. Federal Communications Commission, Washington 25, D. C. Dec. 2, 1955. 24p. Annual financial information of the industry with comparative data. In calendar year 1954, grand total revenues of radio and television broadcasting passed \$1 billion mark for the first time. Television revenues were 37% above preceding year.

BROADCASTING IN AMERICA. By Sydney W. Head. Houghton Mifflin Co., 2 Park St., Boston, Mass., 1956. 502p. \$6. Subtitled, A survey of Radio and Television, this comprehensive textbook details the physical bases, origin and growth, economy of the industry, and social control.

BROADCASTING STATIONS OF THE WORLD. Part IV. 13th edition. U.S. Foreign Broadcast Information Service. Gov't. Print. Office, Washington 25, D. C., 1955. 60c. Part IV contains separately indexed FM and television stations of the world except those in continental U.S.A. on domestic channels. Stations are indexed by country and city, and by call letters.

ELECTRONS, WAVES AND MESSAGES. By John Robinson Pierce. Hanover House, 575 Madison Ave., New York 22, N. Y., 1956. 318p. \$5. This interesting book, written in an engaging style, with drawings by Felix Cooper, gives a clear description of modern electronics for the general reader. In explaining the science of electronics and its application in communication—television in particular—the author shows the close relation of scientific theory to the everyday world.

PERSONAL INFLUENCE. By Elihu Katz and Paul F. Lazarsfeld. Free Press, Glencoe, Ill., 1956. 400p. \$6. Subtitled: the part played by people in the flow of mass communications, this book is a serious sociological treatise. It is not easy reading, but anyone interested in knowing more about why people do what they do will find it a valuable source of ideas.

RADIO AND TELEVISION BIBLIOGRAPHY. Prepared by Gertrude G. Broderick, U.S. Gov't Print. Office, Washington 25, D. C. 1956. 46p. \$0.25. A list of books about the broadcast media considered "most significant" by the compiler, radio-tv education specialist in the U.S. Dept. of Health, Education & Welfare. Emphasis is on the historical, philosophical and sociological aspects of the media, although a limited number of technical books of a general nature is also included.

RADIO BROADCAST SERVICES; Part 3, Rules and Regulations. January 1956 edition. Federal Communications Commission. Gov't. Print. Office, Washing-

ton 25, D. C., 1956. 96p. \$1.50. Latest revision combines in a single edition all rules, regulations, and technical standards for the radio broadcasting services—am, fm, tv and international.

RADIO PHILATELIA. By Herbert Rosen. Audio-Master Corp., 17 E. 45th St., New York 17, N. Y., 1956. 48p. \$2. Rosen, who has been in broadcasting for 30 years, presents an interesting, illustrated collection of stamps and postmarks depicting the history of telegraphy, telephony, radio, and television. All stamps are listed in the four leading international catalogues.

TELEVISION AGREEMENTS. Edited by David M. Solinger. Practising Law Institute, 20 Vesey St., New York 7, N. Y., 1956. 54p. \$3.50. Two panel discussions edited by the moderator cover the field of legal negotiations and contracts in television. The transcripts include comments from outstanding members of the bar.

TELEVISION AND JUVENILE DELINQUENCY. U.S. Gov't. Print. Office, Washington 25, D. C., 1955. 128p. *Apply.* Interim report to the Senate Committee on the Judiciary investigating juvenile delinquency in the United States.

TELEVISION AND PRESIDENTIAL POLITICS. By Charles A. Thomson. Brookings Institution, 722 Jackson Pl., Washington 6, D. C., 1956. 173p. \$1.50. Subtitled "The experience in 1952 and problems ahead," the author discusses briefly the growth of television, its use and influence in the campaigns and elections, public policy and future political importance.

TELEVISION-RADIO AUDIENCE AND RELIGION. By Everett C. Parker, David W. Barry and Dallas W. Smythe. Harper & Bros., 49 E. 33d St., New York 16, N. Y., 1955. 464p. \$6. Data collected by the Communications Research Project of the National Council of Churches concerning the reactions of New Haven, Connecticut radio and television owners to religion. An analysis of the function of religious broadcasting.

THIRD SURVEY OF POST-FREEZE TELEVISION STATIONS. Public Notice 23055. Aug. 19, 1955. Federal Communications Commission, Washington 25, D. C. Economic study of 144 vhf and 122 uhf stations during the period Jan. 1 through Oct. 1954.

U.S. TELEVISION HOUSEHOLDS BY REGION, STATE, AND COUNTY, JUNE 1955. Planned and executed by Advertising Research Foundation, 11 W. 42d St., New York 36, N. Y., 1956. 97p. *Apply.* County set estimates based upon NBC & Television Magazine estimates, reconciled by formulae to Census June 1955 PSU sampling data.

VIDEOTOWN 1948-1955. 8th annual edition. Cunningham & Walsh, 260 Madison Ave., New York 16,

N. Y., 1955. 28p. *Apply.* Further reports of viewing habits and set purchases in a typical American city indicating impact of television.

WORLD COMMUNICATIONS, Press, Radio, Film, Television. 3rd edition. Report prepared in the Dept. of Mass Communications, UNESCO, Paris, 1956. 262p. Available Columbia Univ. Press, 2960 Broadway, New York 27, N. Y. paper. \$8.00. Communications resources available and needs to be met in the world. An invaluable source of information found in no other publication.

WORLD RADIO HANDBOOK for listeners. 10th edition. Published and edited by O. Lund Johansen, Copenhagen, Denmark. 1956. 168p. Available Gilfer Associates, P.O. Box 239, Grand Central Station, New York 17, N. Y. \$2. This handbook of broadcasting and television 1956, lists in English the broadcasting companies of the world, their stations, personnel, and programming hours. Pages 114-149 are devoted to television in the world.

ADVERTISING

ADVERTISING COPY AND COMMUNICATION. By S. Watson Dunn. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 1956. 545p. \$7. Textbook of the place of copywriting in the overall marketing process and a guide on preparation of copy that communicates and sells. The chapters on radio and television commercials are simple, sensible and straightforward.

ADVERTISING'S ALL-PURPOSE WORKING TOOL. By Television Bureau of Advertising, 444 Madison Ave., New York 22, N. Y. 1956. 32 p. *Apply.* This promotional brochure describes "the versatile form of television known as Spot," augmented by the latest information on its national dimensions.

LAW FOR ADVERTISING AND MARKETING. By Morton J. Simon. Norton Publishing Co., 55 Fifth Ave., New York 3, N. Y. 1956. 645p. \$10. The volume is written primarily for all who "make, buy or sell" advertising and treats in detail such subjects as advertising censorship and refusal of advertising. Chapter 13 discusses photography and art work involving problems of copyright, right of privacy, ownership and purchase methods of photographs for advertising. The author is well qualified by legal practice, and explains the problems in clear, readable language.

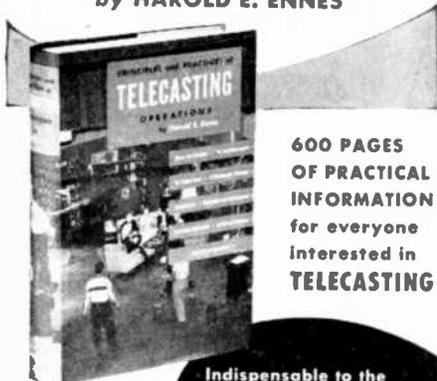
MIKE AND SCREEN PRESS DIRECTORY, 1955-56. 2d edition. Radio-Newsreel-Television Working Press Association, 270 Park Ave., New York 22, N. Y., 1955. 215p. \$10. Part one lists newsmen and their affiliations under their network, newsreel, or radio or tv station; part two lists the spokesmen in federal, state and municipal governments as well as pertinent UN and industrial officials.



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BOOKS

PRINTING AND PROMOTION HANDBOOK. By Daniel Melcher and Nancy Larrick. Revised edition. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y., Summer 1956. \$7.50. A practical guide for those who plan any aspect of a promotion campaign, including printing, advertising, radio, and television.

RADIO AND TELEVISION AUDIENCE, 1956. A. C. Nielsen Co., 2101 Howard St., Chicago 45, Ill. 20p. Apply. Subtitled: Some facts and figures of interest on today's broadcast industry. This booklet charts seasonal variations in use; influence of children on viewing; tv program types attracting the biggest audiences.

SPOT TELEVISION ADVERTISING EXPENDITURES. 4th Quarter 1955. Issued by TvB, Television Bureau of Advertising, 444 Madison Ave., New York 22, N. Y., 1956. 41p. Apply. This is the first of a series of quarterly reports of estimated spot television expenditures. It lists the top 200 spot tv advertisers and dollar expenditure estimates; product classifications in 31 groupings and 116 sub-classifications.

TELEVISION FOR BANKS. American Bankers Association, 12 E. 36th St., New York 16, N.Y., 1955. 38p. A how-to-do-it manual of tv facts and ideas. See also A.B.A. Kit of Television Aids for Member Banks.

TIMEBUYING BASICS. Sponsor Publications, 40 E. 49th St., New York 22, N. Y., 1955. 144p. \$1.50. Digest of 13 seminars in 1954 conducted by Radio & Television Executives Society.

EDUCATIONAL ASPECTS

CREDIT COURSES BY TELEVISION. American Council on Education, 1785 Massachusetts Ave., N.W., Washington 6, D. C. 1955. 50p. \$1.

On February 21-22, representatives of more than 30 institutions that have offered colleges courses for credit, met for a conference under the auspices of the Continuing Education Service of Michigan State College and the Committee on Television of the ACE. The advantages television brings to education and the problems involved were discussed and are reported verbatim in the booklet.

DIRECTORY OF COLLEGE COURSES—RADIO & TELEVISION, 1954-1955. Prepared by Gertrude G. Broderick. U. S. Office of Education, Washington 25, D. C. 1955. 37p. Apply.

A mimeographed list of colleges reporting courses in radio and television, with special designation for those offering degrees in communications and the names of instructors in charge.

EDUCATIONAL TELEVISION. Special issue of *The American Psychologist*, October 1955. Reprint available American Psychological Assoc., 1333 Sixteenth St., Washington 6, D. C. \$1.

Significant articles on television as an educational tool. Contributors include Michael Amrine, George A. Kelly, Dale B. Harris, Richard I. Evans, C. R. Carpenter, Franklin Dunham, Irving Gitlin, and Thomas E. Coffin.

RADIO-TV AND YOU. The Ohio Education Association, 213 East Broad St., Columbus 15, Ohio. 1955. 15p. Apply.

This handbook was prepared as a guide to more effective school use of commercial radio and television.

TV IN HEALTH EDUCATION. By Harriet H. Hester and others. American Medical Assoc. 535 N. Dearborn St.; Chicago 10, Ill. 1955. 96p. Apply.

A Bureau of Health Education handbook explains the techniques of television production intended to help local communities put on health programs.

TV IN MEDICAL EDUCATION. By Frank Warren. Chicago: American Medical Assoc., 535 N. Dearborn St., Chicago 10, Ill. 1955. 96p. Apply.

Written for the doctor who may be called upon to appear on television. Suggests ways and means for choosing and presenting his material to best advantage.

TELEVISION AND RURAL ADULT EDUCATION. By Roger Louis and Joseph Rovin. Available Columbia Univ. Press, 2960 Broadway, New York 27, N. Y. 1956. 276p. \$3.50.

UNESCO reports an experiment in adult education in this first study of France's Tele-Clubs. Last year, a 23 page edition was published under the title, *Television and Tele-Clubs in Rural Communities.*

TECHNIQUES AND CAREERS

CAMPAIGNING ON TV. Revised April 1956. National Association of Radio and Television Broadcasters, 1771 N St., N.W., Washington 6, D. C. 19p. Apply.

The television edition of "Is Your Hat in the Ring?" offers many suggestions to political candidates appearing before television audiences.

FACE YOUR AUDIENCE. Edited by William Hodapp. Hastings House, 41 E. 50 St., New York 22, N. Y. 1956. 130p. \$3.95.

This slender volume contains audition scripts ranging from one-minute excerpts to ten-minute sketches and including an original half-hour television script.

HARRISON, TEXAS: EIGHT TELEVISION PLAYS. By Horton Foote. Harcourt, Brace & Co., 383 Madison Ave., New York 17, N. Y. 1956. 262p. \$3.95.

These dramas about the inhabitants of a small, mythical Texas town present various human emotions and problems without sensationalism. Contents include such outstanding plays as "A Trip to Bountiful" and "A Young Lady of Property."

MY FIRST 10,000,000 SPONSORS. By Frank Edwards. Ballantine Books, 404 Fifth Ave., New York 18, N. Y. 1956. 185p. \$2.

A highly personal and equally entertaining account of a news commentator's 31 years in broadcasting from the pioneering days of radio to the advent of his television career.

"SCIENCE IN ACTION" TV LIBRARY. Edited by Benjamin Draper. Vol. I. Merlin Press, 250 W. 57 St., New York 19, N. Y. 1956. 157p. \$3.50.

Six scripts from the live programs (now available on film) of the California Academy of Sciences have been published in response to demands of students, teachers and libraries. Scripts are Bee Behavior, Feathers and Fur, Solar Energy, Glaciers, Oxygen, Sharks.

SEE IT NOW. Edited by Edward R. Murrow and Fred W. Friendly. Simon & Schuster, 630 Fifth Ave., New York 20, N. Y. 1955. 209p. \$4.95.

12 complete scripts of memorable interviews on the tv series, gathered into print for the first time and illustrated with pictures from the tv film. Highlights are given from 15 other shows.

SIX TELEVISION PLAYS. By Reginald Rose, Simon & Schuster, 630 Fifth Ave., New York 20, N. Y. 1956. 302p. \$3.95.

Mr. Rose's foreward and short comment following each of his plays aid the reader's understanding of the scope of the tv dramatic form, of production problems and something of the dramatist's aims and techniques.

TELEVISION DO'S AND DON'TS. Revised edition. National Council of the Churches of Christ in the U.S.A., Broadcasting & Film Commission, 220 Fifth Ave., New York 10, N. Y. 23p. 1955. \$.25.

Elizabeth Lee and Charles H. Schmitz offer pertinent advice to those preparing for and appearing on religious programs.

TELEVISION NEWS PRACTICES IN MISSOURI. By Samuel Brownstein. Univ. of Missouri, Room 102, Bldg. T-3, Columbia, Mo. 1955. 14p. Apply.

Abbreviated report of study of methods used by 11 television stations to collect and present the news.

TELEVISION PROGRAMMING AND PRODUCTION. By Richard Hubbell, 3rd edition. Rinehart & Co., 232 Madison Ave., New York 16, N. Y. July 1956. \$5.50.

First published in 1945 as an introduction to the art of television, it provides fundamentals for techniques in program production.

THE FUNNY MEN. By Steve Allen. Simon & Schuster, 630 Fifth Ave., New York 20, N. Y. 1956. 279p. \$3.95.

The well-known television comedian analyzes the humor of his fellow comedians, including Jackie Gleason, Sam Levenson, George Gobel, Phil Silvers, and Milton Berle. The author goes into the type of humor of each man, and the motivations of audience laughter.

WRITING FOR TELEVISION. By Sir Basil Bartlett. George Allen & Unwin. London 1955. Approx. \$1.33.

The author is Drama Script Supervisor of the BBC Television Service, and the book is geared to the professional writer rather than to the layman.

WRITING FOR TELEVISION. By Eric Heath. 3rd edition. Prentice-Hall, 70 Fifth Ave., New York 11, N. Y. 1955. 438p. \$6.95.

A textbook for the beginning television writer with equally useful aids for the advanced student on the requirements and skills of tv writing.

WRITING FOR TELEVISION. By Arthur Swinson. Adam & Charles Black. London. 1955. 144p. Approx. \$2.24.

Includes chapters on the techniques of writing plays, features, light entertainment, and documentaries which are the author's specialty.

TECHNICAL BOOKS

ANALYSIS OF ELECTRIC CIRCUITS. By William H. Middendorf. John Wiley & Sons, 440 Fourth Ave., New York 16, N. Y. 1956. 306p. \$6.

The author, assistant professor of engineering at the University of Cincinnati, includes only those topics most essential to an understanding of circuit analysis so presented that the student advances from a few primary concepts to the present wealth of knowledge in the field.

AUDIO CONTROL HANDBOOK FOR RADIO AND TV BROADCASTING. By Robert S. Oringel. Hastings House, 41 E. 50 St., New York 22, N. Y. 1956. 160p. \$6.50.

All phases of audio control for tv-radio broadcasting are explained in non-technical language for the growing number of people employed in studio operations who have not had technical training. A fully illustrated how-to-do-it-manual.

F. Rider and H. Jacobowitz. John F. Rider Pub-
F. Rider and H. Jacobowitz. John F. Rider, Pub-
lisher, 480 Canal St., New York 13, N. Y. 1955. 204p.
\$4.50.

Reliable, semi-technical exposition of fundamental
phenomena, principles and applications. Replaces
the senior author's widely used *Inside the Vacuum
Tube*, 1945.

**COLOR TELEVISION—Simplified Theory and Serv-
ice Techniques.** By Electronic Education Unit,
Philco Corp., Philadelphia 40, Pa. 1956. 164p. \$5.

Prepared under the direction of Richard D. Hershey,
and edited by Donald G. Fink, this textbook was
written and illustrated for electronic service work-
ers. It describes in detail the many complex theo-
ries and principles, and explains the physical char-
acteristics and peculiarities of color television.

COLOR TELEVISION ENGINEERING. By John W.
Wentworth. McGraw-Hill Book Co., 330 W. 42 St.,
New York 36, N. Y. 1955. 459p. \$8.

Engineers already familiar with black-and-white
television operations will find this volume an ex-
cellent introduction to color tv. Chapters cover both
the physical and psychological aspects of color,
colorimetric techniques used in tv, apparatus and
circuits employed in studio equipment, transmitters,
test equipment and receivers.

COLOR TELEVISION RECEIVER PRACTICES. By
Engineers of the Hazeltine Corp. Laboratories. John
F. Rider Publisher, 480 Canal St., New York 13,
N. Y. 1955. 200p. \$4.50.

Lectures on color television given under the direc-
tion of Arthur V. Loughren, have been edited into
book form by Charles E. Dean. The book describes

the various parts of the color receiver and the
standard transmitted color signal.

COLOR TELEVISION STANDARDS. Edited by Don-
ald G. Fink. McGraw-Hill Book Co., 330 W. 42 St.,
New York 36, N. Y. 1955. 520p. \$8.50.

A basic book on standards for color television
broadcasting and reception together with much
fundamental information on color perception;
selected from the proceedings of the second National
Television System Committee.

FUNDAMENTALS OF TELEVISION ENGINEERING.
By Glenn W. Glasford. McGraw-Hill Book Co., 330
W. 42 St., New York 36, N. Y. 1955. 642p. \$12.75.

Complete theoretical coverage of the full field of
television is given in this new reference book. The
author is associate professor of electrical engineer-
ing at Syracuse University.

HANDBOOK OF BASIC CIRCUITS, TV-FM-AM. By
Matthew Mandl. Macmillan Co., 60 Fifth Ave., New
York 11, N. Y. 1956. 359p. \$4.95.

A unique reference, providing instant information
for engineers, students, technicians, station opera-
tors, and others in the electronics field. Mr. Mandl is
revising his *TELEVISION SERVICING*.

**INTRODUCTION TO UHF CIRCUITS AND COM-
ponents.** By Milton S. Kiver. Van Nostrand Co.,
250 Fourth Ave., New York 16, N. Y. 1955. 408p.
\$7.50.

Profusely illustrated. A comprehensive and up-to-
date handbook for technicians, amateurs, and
"Hams."

PRINCIPLES AND PRACTICES OF TELEVISION

OPERATIONS. By Harold E. Ennes. Howard W.
Sams & Co., E. 46th St., Indianapolis 5, Ind. 600 p.
\$7.95.

Television equipment, from camera to transmitter
and network relay circuits, is described and its
functions and operation explained in this profusely
illustrated reference work, designed for use by
video engineers, production and technical directors,
and students of tv operations.

**TELEVISION DICTIONARY HANDBOOK FOR
SPONSORS.** Sponsor Services, 40 East 49 St., New
York 17, N. Y. 1955. 48p. \$2.

Compiled by Herbert True, the new edition of a
1950 publication in which the number of definitions
has grown from 360 to 2200 terms.

TELEVISION, HOW IT WORKS. By Richard John-
son. John F. Rider Publisher, 480 Canal St., New
York 13, N. Y. 1956. 352p. \$4.60.

How and why a tv receiver operates are explained
in this book, written for the service technician, tv
student, or anyone who is interested in the work-
ings of television. Simply written, with many
photographs and diagrams, this book can be read
by anyone who has a rudimentary knowledge of
electricity and radio circuits.

YOU AND TV . . . how a television picture gets from
the studio to you. By Robert Stollberg. Science Re-
search Associates, 57 W. Grand Ave., Chicago 10,
Ill. 1955. 56p. 60c.

This booklet in the Modern World of Science series
is written in non-technical language for use by sec-
ondary school students. It explains how and why
television works.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

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Tv Dept.: Andy Kelly, pres., mgr.; Art Shippe,
timebuyer.

AD FRIED ADV. AGENCY

318 15th St., Oakland 12, Calif.
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Tv Dept.: Ad Fried, tv dir., own.; Louise Sirignano,
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rach, art prod. dir.; Catherine Smith, film li-
brarian; Dave Williams, prodr.

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Tv Accounts: American Upholstery Co. (S), Betty
Elizabeth Shampoo, Biggie Furniture Co., Davi
Miracle Foam, Roto-Rooter of Bay Area, 7th
Day Adventist of N. Calif., The Quiet Hour
(all RN-S), Wey-Rite (S).

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Tv Dept.: Glenn D. Addington, Albert E. Kruti-
lek.

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ADV. INC.

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radio-tv dir.

Tv Accounts: Boyd's Discount Houses, George's
Radio & Tv Co.

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tv dir.

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Rudy Burns, radio-tv dir.

ADV. ENGINEERS CORP.

448 S. Hill St., Los Angeles 13
Tel.: Mutual 5039

Tv Dept.: Keith McMahan, tv dir.

THE AITKIN-KYNETT CO.

1400 S. Penn Sq., Philadelphia 2
Tel.: Rittenhouse 6-7810

Tv Dept.: Richard Olanoff, tv dir.; Barclay Hal-
lowell, Alan Bobbe, timebuyers.

Tv Accounts: Battery Co., Booth Bottling Co., Con-
ard-Pyle Co., Electric Storage, Exide Automotive
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616 S. Serrano St., Los Angeles 5
Tel.: Dunkirk 7-5163

Tv Dept.: Charles A. Booth, pres.; H. M. West, vp.,
mgr. Jack Duff, acct. exec. dir.

THE MARTIN ALLEN CO.

5800 W. Third St., Los Angeles 36
Tel.: Webster 3-0734

Tv Dept.: Martin Allen, own.

ALLEN & REYNOLDS

Woodmen of the World Bldg., Omaha 2
Tel.: Atlantic 4445

Tv Dept.: Milton J. Stephan, ptrn., tv dir.; Don B.
Amsden, asst. tv dir.; Jack Silver, copywriter;
Sybil Berggren, media asst.; Don W. Brown,
Judith Swafford, copywriters; Alice Helker,
Beverly Doolittle.

Tv Accounts: Commercial Savings & Loan Assn., O.
A. Cooper Feeds Co., Evans Cleaner & Laundry,
Fairmont Foods Co., Guaranteed Mutual Life
Ins., Holland Lumber Co., T. H. Maenner Co.,
Merchants Biscuit Co., Neb.-Iowa Electrical
Council, Omaha Builders Exchange, Omaha Pub-
lic Power District, Paxton & Vierling Steel Co.,
Peter Pan Bakery, P. F. Petersen Baking Co.,
Sides Co., Tekseed Hybrid Co., U.S. National
Bank, Uncle Sam Breakfast Food Co. (all S).

ALLIED ADV. AGENCIES INC.

167 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 7-7331

Tv Dept.: Stuart Heinemann, tv dir.; W. F. Gardner,
pres., Dick Gardner, acct. exec.

Tv Accounts: Arden Farms Co., Dr. F. E. Camp-
bell, Gold's Furniture-Appliance, Pavo de
Grande Inc., West Pico Furniture, Pridham
Davis, Optometrist, Weston's 909 Garage.

ALLIED ADV. AGENCY INC.

100 Boylston St., Boston 16
Tel.: Hubbard 2-4100

Tv Dept.: Howard Shamban; Marc F. Shamban.

Tv Accounts: Beacon Wax (N-S).

AMBRO ADV. AGENCY

Dows Bldg., Cedar Rapids, Iowa
Tel.: 4-4139

Tv Dept.: Francis C. Gillon, vp., tv dir.

Des Moines—Shops Bldg.; Tel.: 8-0071; William Nel-
son, acct. exec.

ANDERSON & CAIRNS INC.

130 E. 59th St., New York 22
Tel.: Murray Hill 8-5800

Tv Dept.: Victor Seydel, vp. in chg. radio-tv;
Frank Lowe, prod. asst.; Anne Burkholder, asst.

Tv Accounts: Associated Bulb Growers of Holland
(S), C. H. Masland & Sons (N-S), Waring
Blenders (N-S), Wynn's Friction Proofing (S).

ANDERSON-McCONNELL ADV. AGENCY INC.

731 N. La Brea Ave., Los Angeles 38
Tel.: Webster 1-1761

Tv Dept.: Jacquelin M. Molinaro, media dir.;
Merv Oakner, Bruce Altman, Bud Bennett,
Doug Anderson, Geo. McConnell, Jim Rowe,
Harry Wendland, Dorothy Davis-Smith, Kirke
Beard, Bob Smith, Norman Borroughs, acct.
execs.

Tv Accounts: Coastal Valley Canning Co., Hadley
Furniture Co., Kiessig Distr. Co., Metropolitan
Savings & Loan, Paramount Citrus Assoc.,
Thrifty-Mart-Fitzsimmons Stores Inc., Wallichs
Music City, Wynn Friction Proofing.

ANTHRACITE ADV. AGENCY

Scranton Times Bldg., Scranton 3, Pa.
Tel.: Diamond 7-9328

Tv Dept.: L. L. Russionello, I. L. Dailey.

APPLEGATE ADV. AGENCY INC.

100 Minnetrista Blvd., Muncie, Ind.
Tel.: 3-7707

Tv Dept.: Ray Champion, exec. vp.; Edward R.
O'Shea, media dir.

ARBEE AGENCY INC.

Wabash at Brown Ave., Terre Haute, Ind.
Tel.: Crawford 3563

Tv Dept.: W. L. Smith, vp.

ARNDT, PRESTON, CHAPIN, LAMB & KEEN INC.

160 N. 15th St., Philadelphia 2
Tel.: Locust 4-4400

Tv Dept.: Kennard G. Keen Jr., tv dir.; H. E. Wal-
pert, spot tv mgr.; Roy T. Lochten, media mgr.

AGENCIES

ARNOLD & CO.
262 Washington St., Boston 8
Tel.: Richmond 2-1220

Tv Dept.: Gene DelBianco, tv dir.

Tv Accounts: Dainty Dot, Stop & Shop (both S).

ARNOLD & CO.
Majestic Bldg., Denver 2
Tel.: Alpine 5-2300

Tv Dept.: Samuel P. Arnold, pres.; R. D. Ladders, gen. mgr.; Quintin E. McCredie, prod. mgr.; Harriet Truman, art mgr.; R. M. Easley, copywriter.

RUPERT ARNOLD ADV. AGENCY
439 S. Western Ave., Los Angeles 5
Tel.: Dunkirk 2-0896

ART-COPY ADV. AGENCY
11 Hill St., Newark 2, N. J.
Tel.: Market 3-1830

Tv Dept.: Seymour Steinhardt, radio-tv dir.

ASSOCIATED ADV. AGENCY INC.
First Natl. Bank Bldg., Cincinnati 2
Tel.: Main 2811

Tv Dept.: Dolores B. Mescher, media mgr.

ASSOCIATED ADV. AGENCY INC.
1017 N. La Cienega Blvd., Los Angeles 46
Tel.: Crestview 1-7227

Tv Dept.: P. O. Narveson, pres., timebuyer.

ASSOCIATED BROADCAST ADV. CO.
1001 N. Western Ave., Los Angeles 29
Tel.: Hollywood 5-0580

Tv Dept.: Irwin T. Porter, own.; Gertrude T. Porter, timebuyer.

ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto 5
Tel.: Walnut 4-1111

Tv Dept.: Adele Evans, tv dir.; Lillian Goldberg, asst. dir.; Murray Raymond, Jack Maxwell, acct. execs.

ATHERTON ADV. AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Olive 3-2246

Tv Dept.: Alice Asdour, timebuyer.

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795

Tv Dept.: John P. Atherton, tv dir.; Hubert Sweet, Nathan Rothstein, timebuyers; J. W. Atherton, J. D. Molnar, Anne Netzer, acct. execs.

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600

Tv Dept.: Gene E. Fromherz, media dir.; Margaret Nelson, asst. media dir.

Tv Accounts: Illinois Farm Supply, International Harvester Co., Williamson Candy Co. (all S).

N. W. AYER & SONS INC.
W. Washington Sq., Philadelphia 6
Tel.: Lombard 3-0100
Radio-tv hqs.: New York 20-30 Rockefeller Plaza
Tel.: Circle 6-0200

Tv Dept.: James E. Hanna, vp., dir.; T. J. McDermott, vp., plans; T. H. Calhoun, programming, prod.; John Esau, copy dir.; George McCoy, broadcast media mgr.; H. L. Smith, research; G. D. Gudebrod, film prod.; Joseph Battaglia Jr., traffic dir.; J. W. Purves, sports bestg.; Richard Bunbury, ch. timebuyer; P. F. Kizenberger, Elaine Ogle, Helen Hartwig, Jeanne Sinnott, Fred McClafferty, Val Ritter, W. H. Millar, Isabel Ziegler, Sol Israel, Al Randall, timebuyers.

Boston 16—Statler Office Bldg.; Tel.: Hubbard 2-4970; E. Craig Greiner, vp.

Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-3456; Allen R. Memhard, vp.

Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-3322; J. Widman Bertsch, vp.

Hollywood 28—Taft Bldg.; Tel.: Hollywood 3-4871;

Honolulu 16—Dillingham Bldg.; Tel.: 50-3681; James P. Smith, mgr.

Tv Accounts: American Factors Ltd.; AT&T Long Lines Dept.; American Viscose Corp.; Armour & Co. Pet Foods Div., Cheese Div., Refinery Div., Frosted Red Meats Div., Main Meal Meats Div., Three Minute Meats Div.; Atlantic Refining Co.; B.C. Remedy Co.; Bissell Carpet Sweeper Co.; Bell Telephone System; Carrier Corp.; Chesapeake & Potomac Telephone Cos.; Chestnut Farms; Reuben H. Donnelley Corp.; First Pa. Banking & Trust Co.; Hawaiian Pineapple Co. Ltd.; Hawaiian Telephone Co.; Hills Bros Coffee Inc.; Ill. Bell Telephone Co.; Howard D. Johnson Co.; Mich. Bell Telephone Co.; Natl. Dairy Products Corp. (Sealtest); Ohio Oil Co.; Philip Morris Brand; Plymouth Dealer Co-op Adv. Program; Plymouth Div., Chrysler Corp.; Seabrook Farms Co.; Sheffield Farms Co.; Supplee-

Willis-Jones Milk Co.; Tasty Baking Co.; United Air Lines; Stephen F. Whitman & Sons Inc.; Yardley of London Inc.

AYER & GILLET INC.
1022 S. Tryon St., Charlotte 3, N. C.
Tel.: Edison 4-9729

Tv Dept.: Mrs. Beth Smith, tv dir., acct. exec.; Mrs. Mary B. Gillett, Charles E. Gressle, acct. execs.; Mrs. Joyce Clark, tv prod. mgr.

Tv Accounts: Allison-Erwin Co., Biltmore Dairy Farms, Neese Sausage Co., Roddey Packing Co. (all S).

AYLIN ADV. AGENCY
904 Lovett Blvd., Houston 6, Tex.
Tel.: Jackson 9-3766

Tv Dept.: Josephine Moore, radio-tv dir.; Robert N. Aylin, pres, acct. exec.; Charles Lewis, vp., acct. exec.

Tv Accounts: Albert Berry, Bank of the Southwest, Gulf Coast Furniture Wholesaler, Henke & Pillot Inc., Houston Post, Arthur Murray Studio, Rheem Mfg. Co., Sanitary Mattress Co.

AYRES, SWANSON & ASSOC. INC.
1325 N. St., Lincoln 8, Neb.
Tel.: 2-6928

Tv Dept.: Arthur F. White, media dir.

St. Joseph, Mo.—KFEQ Bldg.; Tel.: 3-0229; Rod Fletcher, acct. exec.

AZRAEL ADV. AGENCY
913 N. Charles St., Baltimore 1
Tel.: Lexington 9-7575

B

BADGER & BROWNING & HERSEY INC.
(see Badger & Browning & Parcher Inc.)
550 Fifth Ave., New York 20
Tel.: Circle 7-3719

Tv Dept.: Richard M. Mason

BADGER & BROWNING & PARCHER INC.
(see Badger & Browning & Hersey Inc., parent agency)
75 Federal St., Boston 10
Tel.: Liberty 2-3364

Tv Dept.: Franklin S. Browning Jr., acct. exec., tv dir.

Tv Accounts: Parker Bros. Inc., W. F. Schrafft & Sons Corp., Star Market Co.

BAHN ADV. CO.
115 Chauncy St., Boston 11
Tel.: Liberty 2-4206

Tv Dept.: Samuel Bahn, timebuyer.

Tv Accounts: Manchester Hosiery Mills (S).

BAKER ADV. AGENCY LTD.
1315 Yonge St., Toronto
Tel.: Walnut 4-2101

Tv Dept.: Jack Horler, tv dir.; Arnold Acton, asst. to tv dir.; Hazel Blair, mgr. tv dept.; John McCadden, prod.; Don Farrow, timebuyer.

Montreal—1557 MacKay St.; Tel.: Plateau 3959. Roger E. Lack, mgr.

Tv Accounts: Adams Brands Sales Ltd., Canada Packers Ltd. (Soap Div.), Canadian Cannery Ltd., Canadian Kodak Co. Ltd., Carnation Co. Ltd., Frigidaire Products of Canada Ltd., General Foods Ltd., Pharmaco Inc.

FREDERICK E. BAKER & ASSOC.
Vance Bldg., Seattle 1
Tel.: Main 1555

Tv Dept.: Rufus T. Carlson, radio-tv dir.; Patricia N. Olson, media buyer.

LYNN BAKER INC.
720 Fifth Ave., New York 19
Tel.: Judson 6-3900

Tv Dept.: David E. Durston, dir.; John Henderson, asst.; Marion Paul, casting dir.

Tv Accounts: Puss 'n' Boots Cat Food (N-S), F. W. Woolworth Co. (N).

BEN BALDWIN ADV. CO.
1508 Crossroads of the World, Hollywood 28
Tel.: Hollywood 2-0908

Tv Dept.: Ben Baldwin, mgr., timebuyer.

BALDWIN, BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2
Tel.: Madison 6020

Tv Dept.: Everett L. Thompson, vp.

BALL & DAVIDSON INC.
670 Delaware St., Denver 4
Tel.: Main 3-1291

Tv Dept.: Durey Ranck, vp.

BARLOW ADV. AGENCY INC.
742 James St., Syracuse 1, N. Y.
Tel.: 9-6644

Tv Dept.: Edward C. Jones, dir.; Suzanne H. Rohr.

Tv Accounts: Dairymen's League Co-op. Assn., General Electric (community relations), A. V. Smith Co., Kalico Kat (cat food), Will & Baumer Candle Co.

BARNES ADV. AGENCY INC.
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2393

Tv Dept.: Rita Gotkin, tv dir.; Kenneth J. Goelzer, John Barnes III, Ralph Duke, E. R. Wholihan, acct. execs.

Tv Accounts: Kingsberry Breweries (RN), Spic and Span Dry Cleaners (S), Marshall & Isley Bank (S), Wisconsin Ice & Coal Co. (S).

BARNES CHASE CO.
530 Broadway, San Diego 1, Calif.
Tel.: Belmont 3-7771

Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 4-1193; Charles Davis, vp., mgr.; Vivian Grant, media dir.; Ashby Starr, acct. supvr.

TED BATES & CO. INC.
630 Fifth Ave., New York 20
Tel.: Judson 6-0600

Tv Dept.: James C. Douglass, vp., radio-tv dir.; Harry Saz, asst. vp., radio-tv bus. mgr.; Andrew Bellenot, asst. bus. mgr., radio-tv; Thomas F. McAndrews, asst. vp., tv film com. dir.; Vincent Rowe, new pgm. development; Jay Clark, James Seaborne, William Mann, Edward D. Brown Jr., Gordon Allison, prod. supvrs.; Grant Tyler, Joseph Courtney, Jack Seery, asst. prodcers.; Thomas Hanlon, Alfred Basso, William Watts, Jack Zimmer, film prodcers.; Chuck Kebbe, tv casting dir.; Edgar P. Small, media dir.; Edward A. Grey, assoc. media dir.; MacDonald Dunbar, William Kennedy, Winston Kircher, Edwin Kirschner, John Kucera, Darrell McCain, C. E. Midgley Jr., Martin Murphy, Albert Skolnik, media supvrs.; Norman Chester, Raymond Flechter, Robert Graf, Cameron Higgins, Christopher Lynch, Henry Peterson, Chester Slaybaugh, ch. buyers; George Detelj, Laurence Donino, Nathaniel Gayster, Conant Sawyer, John Sinnott, Alan Sloan, Charles Theiss, Frank Thompson, Charles Valentine, William Warner, timebuyers.

Hollywood 28—Capitol Tower; Tel.: Hollywood 9-2161; H. Austin Peterson, vp.; Frank O'Connor, prod. mgr.; Christy Walsh Jr., Phil Krim, prodcers.

Tv Accounts: American Chic Co., American Sugar Refining Co., Anahist Co., Brown & Williamson Tobacco Corp., Carter Products Inc., CBS-Columbia, Colgate-Palmolive Co., Continental Baking Co., Converted Rice Inc., Dromedary Co., Grocery Store Products, Hawley & Hoops, Minute Maid Corp., Morton Packing Co., Standard Brands Inc., Whitehall Pharmacal Co.

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800

Tv Dept.: Robert L. Foreman, vp. in chg.; Arthur Bellaire, vp. in chg. radio-tv copy; John Hoagland, programming head, bus. mgr.; Al Cantwell, live prod. head; George Polk, chg. radio-tv planning, development; Bernie Haber, film prod. head.

Atlanta 8—800 Peachtree St., N.E.; Tel.: Elgin 7015; L. G. Offen.

Boston 16—462 Boylston St.; Tel.: Copley 7-7800; Wright Briggs.

Buffalo 3, N. Y.—Rand Bldg.; Tel.: Cleveland 7915; Dale S. Casto.

Chicago 11—919 N. Michigan Ave.; Tel.: Superior 7-9200; Russell Tolg.

Cleveland 13—Terminal Tower; Tel.: Tower 1-7270; Elmore E. Haring.

Dallas 1—Mercantile Commerce Bldg.; Tel.: Prospect 3431; Theo. L. Hasbrouck.

Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-0620; Robert E. Anderson.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 2-6723; Wayne Tiss.

Los Angeles 48—6363 Wilshire Blvd.; Tel.: Webster 1-1234; Anthony W. Neally.

Minneapolis 2—Bank Bldg.; Tel.: Lincoln 8401; William Conner.

Pittsburgh 19—Grant Bldg.; Tel.: Grant 1-9900; Paris Felard.

San Francisco 4—120 Montgomery St.; Tel.: Exbrook 7-1122; Charles Russell.

Seattle 1—White-Henry-Stuart Bldg.; Tel.: Elliott 5500; Walter Fitzsimmons.

Syracuse 2, N. Y.—205 Harrison St.; Tel.: Syracuse 2-5319; Helen Conn.

Toronto 5—160 Bloor St. E.; Tel.: Walnut 2-8292; L. F. Chitty.

BAUER & TRIPP ADV. AGENCY
1528 Walnut St., Philadelphia
Tel.: Kingsley 5-7870

Tv Dept.: Elmer F. Jaspán, radio-tv dir.

Tv Accounts: Allied Florists of Greater Phila., J. Frank & Sons, G. E. Supply Co., Good & Plenty Candy, Pontiac Dealers of Phila., C. F. Simonin Co., Triple Cola (all S).

BAUERLEIN INC.
Hibernia Bank Bldg., New Orleans 12
Tel.: Canal 5461

Tv Dept.: DeAlton G. Neher, tv dir.

Tv Accounts: American Coffee Co., Dixie Brewing Co., First Homestead & Savings Assn., Longino & Collins, Natl. Bank of Commerce, New Orleans Public Service, Opelousas Oil Refinery, Quality Bakers of America, A. K. Roy Inc., Specialty Products Co. (all S).

BAUS & ROSS CO.
2796 W. Eighth St., Los Angeles 5
Tel.: Dunkirk 8-1107

THE BAYLESS-KERR CO.
Hanna Bldg., Cleveland 15, Ohio
Tel.: Main 1-0648

Tv Dept.: George Kilbride, media dir.

Warren, Ohio—5939 Youngstown Rd., S.E.; Tel.: Olympic 2-2111.

Tv Accounts: Pickands Mather & Co.

BEAL RADIO & TELEVISION AGENCY
220 St. James Pl., Brooklyn 38
Tel.: Main 2-3375

Tv Dept.: Joseph Carleton Beal, pres., tv dir.; Harold Varney, acct. exec.; Robert Singer, script, music; Joseph Chavinsky, acct. rep.

Tv Accounts: Fight Cancer in Children, Forty Plus Club of N. Y., N. J. Blue Cross (all S), Teepee Music Co. (RN-S).

BEAN ADV. AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Melrose 7-4248

Tv Dept.: Harold Bean, own.

Tv Accounts: Atkinson Realty Co., Radio Equip. Co., Sutton Sales Co. (all S).

BEAUMONT, HELLER & SPERLING INC.
Sixth & Walnut Sts., Reading, Pa.
Tel.: 5-4311

Tv Dept.: Dee Hassler, tv dir.

Tv Accounts: Fairy Silk Mills Inc., Metropolitan Edison Co., Maier's Bakery (all S).

BEAUMONT & HOHMAN INC.
6 N. Michigan Ave., Chicago 2
Tel.: Randolph 6-6181

Tv Dept.: Jerry Turk, tv dir.; Clarke Trudeau, media dir., timebuyer; Perry R. Thomas, acct. exec.

Hollywood 28—1741 Ivar Ave.; Tel.: Hollywood 2-6826; Frank J. Scharrer, mgr. and media dir.

Also branches in Atlanta, Cleveland, Dallas, Detroit, Kansas City, Charleston, New York, San Francisco, Seattle.

Tv Accounts: Greyhound Bus Lines, Greyvan Lines, Gray Line Assn., Tru-Ade, Michigan Tourist Council (all S).

BECKMAN, HAMILTON & ASSOC.
365 S. Fairfax Ave., Los Angeles 36
Tel.: Olive 3-0910

Tv Dept.: Alan Harvey, Milton J. Beckman.

Tv Accounts: Farmer in the Dell Barbeque Chicken (S), Garland Frozen Garlic Bread (RN), Hub Furniture Stores (RN), Hypower Chili & Tamales (S), Reliable Mortgage Co. (RN), Resnik Bros. Inc. (RN), Rex Furniture Stores (RN), Russette Frozen Hash Browns (S), Stane-Off Co. (RN).

ED BELFORD AGENCY
12400-A Ventura Blvd., Studio City, Calif.
Tel.: Stanley 7-1729

Tv Dept.: Ed Belford, pres.; Iris Baude, ofc. mgr.; D. E. Bradford, acct. exec.; L. Pritikin, art dir.

HERBERT S. BENJAMIN ASSOC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847

Tv Dept.: Allen R. Brent, Lee Herzberg Jr., acct. execs.; Dorothy S. Johnson, radio-tv dir.

Tv Accounts: Capital Bldg. & Loan Assoc., Community Coffee, E. J. Gonzales Finance Co., Globe Storage Co., Fidelity Natl. Bank, Harrison Paint Co., Kornmeyer's Furniture Co., Kleinpeter Farms Dairy, United Credit Plan, Wright Ins. Agency (all S).

BENNETT-ADVERTISING
208 E. Green St., High Point, N. C.
Tel.: 9991

Tv Dept.: Harold C. Bennett, pres.; Forrest L. Collier Jr., Robert Tracy, Robert A. McKericher, vps.

Charlotte, N. C.—(Bennett-Evans Co.) 222 S. Church St.; Tel.: Franklin 6-1674; Forrest L. Collier Jr., mgr.

Raleigh, N. C.—Raleigh Bldg.; Tel.: 4-8903; John B. Mayo, mgr.

BENNETT & NORTHROP INC.
711 Boylston St., Boston 16
Tel.: Kenmore 6-3820

Tv Dept.: Nelson Bennett, Edgar F. Willis, acct. execs.; Mrs. Elizabeth D. Parsons, media dir.

Halifax, N. S.—Maritime Life Ins. Bldg.; Tel.: Halifax 3-8164; Philip Backman, acct. exec.

Tv Accounts: CBS-Hytron (N), Crosby Molasses Ltd. (S), Eastern Bakeries Ltd. (S), W. H. Schwartz & Sons Ltd. (RN-S), Sussex Ginger Ale Ltd. (S).

VICTOR A. BENNETT CO.
6 E. 45th St., New York 17
Tel.: Murray Hill 7-2186

Tv Dept.: Edward Kahn, vp. chg. radio-tv.

Tv Accounts: Longines-Wittnauer Watch Co.

WALTER F. BENNETT & CO.
20 N. Wacker Dr., Chicago 6
Tel.: Franklin 2-1131

Tv Dept.: Jane Gunther, media dir., timebuyer; Walter F. Bennett and Thomas L. Farrell, acct. execs.

Hollywood 28—6000 Sunset Blvd.; Tel.: Hollywood 4-8291; W. E. Boice, mgr.; Andrew Jesson, acct. exec.

Philadelphia 2—1405 Locust St.; Tel.: Kingsley 5-6798; Fred Dienert, mgr.; Frank G. Pickell Jr., acct. exec.

Tv Accounts: Billy Graham Evangelist Assn. (N), Evangelical Assn. Inc. (S).

BENTON & BOWLES INC.
444 Madison Ave., New York 17
Tel.: Murray Hill 8-1100

Tv Dept.: David P. Crane, vp. chg. media; Thomas McDermott, vp. chg. radio-tv dept.; Lee Rich, Milton Kiebler, vps., assoc. media dirs.; Michael Donovan, Edward Bowman, Hal Miller, assoc. media dirs.; Tom Mahon, Bill Murphy, Lee Currin, John Collins, Don Harris, asst. media dirs.; Grace Porterfield, Paul Reardon, Edmond Semel, Rod Turner, Peter Dalton, Joseph Fanelli, Justin Gerstle, Bern Kanner, Hank Linden, Bob Morton, Frank Carvell, John Giebel, Helen Kowalsky, Dave Lambert, Dick Trea, Don Chapman, Dave Wedeck, bcst. buyers.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 4-9151; Al Kaye, vp. in chg.

Toronto 7—1407 Yonge St.; Tel.: Walnut 4-9328; William Barfoot.

BERGHOFF ASSOC. INC.
511 N. La Cienega Blvd., Los Angeles 48
Tel.: Oleander 5-7536

Tv Dept.: Jerry Berghoff, pres., time-talent buyer; Gil Evans, prog. dir., asst. media buyer, acct. exec.

Tv Accounts: Aladdin Plastics, Baby Line Mfg. Co., D. F. Feinman & Co., Goodhousewares Co., Jaysie Mfg. Co., Pride Products Co., Stanley Chevrolet Co., Strolee of Calif. (all S).

IRVING BERK CO.
185 Madison Ave., New York 16
Tel.: Murray Hill 5-8777
Tv Dept.: Irving Berk, pres.

BERMINGHAM, CASTLEMAN & PIERCE INC.
136 E. 38th St., New York 16
Tel.: Lexington 2-7550

Tv Dept.: Vincent H. Coryell, radio-tv dir.

Tv Accounts: Contadina Products, Italian Airlines, J. B. Williams Co. (all S).

TED BERNSTEIN ASSOC.
112 W. 34th St., New York 1
Tel.: Lackawanna 4-7711

Tv Dept.: Sylvester J. Bernstein, media dir., acct. exec.; Ted Bernstein, Ted Kaufman, acct. execs.

JULIAN R. BESEL & ASSOC.
3361 Union Pacific Ave., Los Angeles 23
Tel.: Angelus 3-5121

GORDON BEST CO.
228 N. LaSalle St., Chicago 1
Tel.: State 2-5060

Tv Dept.: Shepard Chartoc, vp. chg. radio-tv; Richard B. Best, radio-tv dir.; Katherine L. Knight, timebuyer.

BETTERIDGE & CO.
15800 W. McNichols Rd., Detroit 35
Tel.: Broadway 3-1992

BOB BETTS ADV.
655 Broadway Bldg., Denver
Tel.: Acoma 2-1876

Tv Dept.: Kenneth W. Drager, tv dir., timebuyer, acct. exec.; R. J. Betts, acct. exec.

Tv Accounts: Carlson-Frink Co., Centennial Race Track, Colo. Brake Co., Denver Dairy Council, Denver Milk Producers, Rocky Mt. Quarter Racing Assn. (all S).

RALPH BING ADV. CO.
2063 E. Fourth St., Cleveland 15
Tel.: Superior 1-2773

Tv Dept.: Ralph S. Bing, dir.; Pat Sprei, continuity; Thomas B. Friedman, research.

Tv Accounts: Allied Auto, Blaushild's Chrysler-Plymouth Hqs., Ideal Macaroni Co., Meisel Motors, Parkamatic Inc., Speedwriting Institute (all S).

BISHOP & ASSOC.
4625 Melrose Ave., Los Angeles 29
Tel.: Normandy 2-1158

Tv Dept.: Jim Bishop, pres.; Rene Merlander, acct. exec., media dir.

BISHOPRIC/GREEN/FIELDEN INC.
3361 S.W. Third Ave., Miami 45, Fla.
Tel.: 82-1475

Tv Dept.: W. Arthur Fielden, vp. chg. radio-tv; Norman A. Swetman, tv motion picture dir.; William R. Johnson, remote dir.

Tv Accounts: Chase Federal Savings, Citizens Federal Savings, Commercial Bank, Fibercraft, Fla. A&M U. (sports events), Merchants Bank, Pepsi-Cola-Fort Lauderdale-Jacksonville-Miami, Panel Fab Products, Harry Rich Floor Coverings (all S).

BLAINE-THOMPSON CO.
234 W. 44th St., New York 36
Tel.: Longacre 4-0800

Tv Dept.: Albert Lesser, pres., radio-tv dir.; Lee Frankel, media dir.

Tv Accounts: Acousticon Inc., Barbizon School of Fashion Modeling, Doughnut Corp. of America, Merkell Inc., Trade Winds, Warner Bros. Motion Pictures.

BLOCH ADV. AGENCY
711 Vine St., Hollywood 38
Tel.: Hollywood 2-5668

Tv Dept.: M. R. Bloch, pres., acct. exec.; Henry Lee, media dir., acct. exec.

FRANK BLOCK ASSOC.
212 N. Kingshighway, St. Louis 8
Tel.: Forest 1-6200

Tv Dept.: Syd Blumenthal, media dir.; Carlos Franco, bcstg. dir.

New York—420 Madison Ave.; Tel.: Plaza 8-0792; Carlos A. Franco.

Tv Accounts: Bender Motors, Central Hardware, Chase Hotel, Peter Eckrich & Sons, Freund Jewelers, Midwest Consumers of Waste Paper, Ripley Clothing Co., Lutheran Television Productions, Southern Baptist Convention, Sears Roebuck & Co., Knapp-Monarch Co.

BOCCARD, DUNSHEE & JACOBSEN INC.
925 Federal Blvd., Denver 4
Tel.: Acoma 2-6392

Tv Dept.: Ross M. Dunshee, timebuyer; Victor C. Boccard, acct. exec.

Tv Accounts: Brancucci Bros. (S), Colo. Appliance (RN-S), Denver Drumstick (S), United Dairies (S).

THE FRED BOCK ADV. CO.
Second Natl. Bldg., Akron 8, Ohio
Tel.: Portage 2-4616

Tv Dept.: Bob Wass, dir.; Charlotte Gibson, media buyer; Fred Bock, Jack List, Pearl Fairall, acct. execs.

Tv Accounts: Allen Cleaners, M&B Fruit Juices, A. Polsky Co. (all S).

THE BOGERTS INC.
842 Seward St., Los Angeles 38
Tel.: Hollywood 3-6871

Tv Dept.: E. V. Bogert, Zepha Bogert, acct. execs.

BOND & STARR INC.
Gateway Park Penthouse, Pittsburgh 22, Pa.
Tel.: Grant 1-1827

Tv Dept.: John M. Huggett, exec. vp.; Helen R. Wischmeyer, media dir., timebuyer.

BOONE & CUMMINGS
3003 Louisiana, Houston 6, Tex.
Tel.: Jackson 8-5577

Tv Dept.: Lauri Schutt, tv dir., timebuyer.

Tv Accounts: DeMontrond Buick, Dexter Diaper, First City Natl. Bank, Palms Shopping Center, Sharpstown Addition, Southwestern Savings & Loan, Straus-Frank (all S).

AGENCIES

BOTSFORD, CONSTANTINE & GARDNER

115 S.W. Fourth Ave., Portland 4, Ore.
Tel.: Capitol 8-9541

Tv Dept.: Frankie Coykendall, media dir.; Homer Groening, acct. exec.

Seattle 1—Tower Bldg.; Tel.: Elliott 3523; John Haverly, vp., tv buyer.

San Francisco 5—625 Market St.; Tel.: Exbrook 2-7565; Mary Ferriter, media buyer.

Tv Accounts: American Sheep Products Council, Calif. Prune Adv. Bd., Columbia River Packers Assn., Jantzen Inc., Olympia Brewing Co., Ore. Egg Producers, Poultry Producers of Calif.

LEO P. BOTT JR. ADV.

64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-9187

Tv Dept.: Leo P. Bott Jr., Ed Morgan, acct. execs.

BOURNE ASSOC. INC.

60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423

Tv Dept.: Severin Bourne.

CHARLES BOWES ADV. AGENCY

2999 W. Sixth St., Los Angeles 5
Tel.: Dunkirk 1-3881

Tv Dept.: Margaret McDermott, timebuyer; Nelms Black, acct. exec.

BOYLHART, LOVETT & DEAN INC.

601 S. Rampart Blvd., Los Angeles 57
Tel.: Dunkirk 7-8293

Tv Dept.: William J. Boylhart, Robert E. Lovett, James A. Dean, acct. execs.; Barbara Thelen, copy.

BOZELL & JACOBS INC.

Electric Bldg., Omaha 2, Neb.
Tel.: Jackson 8030

Tv Dept.: Morris E. Jacobs, pres.; F. C. Miller, exec. vp., gen. mgr.

Baltimore 18—2110 N. Charles St.; Tel.: Belmont 5-2083; Arthur Booth, vp., mgr.

Beverly Hills, Calif.—340 N. Rodeo Dr.; Tel.: Bradshaw 2-2081; Archie Jacobs, mgr.

Chicago 1—205 N. LaSalle St.; Tel.: Central 6-0870; Nathan E. Jacobs, pres., mgr.

Houston 2, Tex.—421 Caroline St.; Tel.: Fairfax 3-4106; Carl Storey, vp., mgr.

Indianapolis 2—1803 N. Meridian St.; Tel.: Walnut 3-4524; Chas. A. Gallup, vp., mgr.

Kansas City 5, Mo.—Baltimore Bldg.; Tel.: Baltimore 1-4997.

Minneapolis 2—625 2d Ave. S.; Tel.: Fillmore 8621; Sam Kaufman, vp., mgr.

New York 36—2 W. 45th St.; Tel.: Murray Hill 7-6210; Harold Fair, vp. chg. radio-tv.

Seattle 1—1809 Seventh Ave.; Tel.: Mutual 6027; R. H. Wensberg, vp., mgr.

Shreveport—Fairfield Bldg.; Tel.: 3-6124; Walter T. Pfeiffer, vp., mgr.

Washington 5—Sheraton Bldg.; Tel.: Sterling 3-2406; Don Underwood, vp., mgr.

Tv Accounts: Brandeis Store, Cascade Natural Gas Corp., Cedergreen Frozen Foods, Cudahy Packing Co., Maico Hearing Aids, Merit Drug Stores, Mutual of Omaha, Public Service Co. of Ind., Skinner Mfg. Co., Storz Brewing Co., United Gas, U.S. Air Force Reserve.

ARTHUR BRAITSCHE ADV.

Hospital Trust Bldg., Providence 3, R. I.
Tel.: Dexter 1-4115

Tv Dept.: Arthur Braitsch, timebuyer; John A. Lorimer, dir.

Tv Accounts: Hillside Farms Inc., Mule Battery Mfg. Co., Strand Theatre, White Pontiac Co., Rger

Williams Savings & Loan Assn.

MICHAEL BRAND ASSOC.

8220 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
Tel.: 900

Tv Dept.: J. Carson Brantley, timebuyer.

BREIG ASSOC.

1715 Walnut St., Philadelphia 3
Tel.: Rittenhouse 6-3836

Tv Dept.: Jean Breig.

BRENNAN ADV. AGENCY INC.

1414 W. Clay St., Houston 19, Tex.
Tel.: Jackson 4-7581

Tv Dept.: Mrs. Lou Letts, radio-tv dir.

BRUCE B. BREWER & CO.

900 Walnut St., Kansas City 6, Mo.
Tel.: Harrison 1-4890

Tv Dept.: John Kirwan, dir.

Minneapolis 2—Foshay Tower; Tel.: Federal 3-8101; Warren Michael, dir.

BRINDLEY-ROTH INC.

600 Griswold St., Detroit 26
Tel.: Woodward 1-8295

Tv Dept.: R. Benton Brindley, pres.

BRISACHER, WHEELER & STAFF

1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600

Tv Dept.: Howard Gossage, radio-tv dir.; Richard Clark, media dir.; Mary Liz Loeber, Jeanne Malstrom, timebuyers; Patricia Olsen, asst. to radio-tv dir.

Tv Accounts: Crocker-Anglo Natl. Bank, Crown Zellerbach, Hershel Calif. Fruit Co., Pictsweet Frozen Food Div. Stokely-Van Camp Inc. (all S).

BROADCAST ADV.

170 S. Beverly Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-4840

BROADCAST ADV. INC.

8 Newbury St., Boston 16
Tel.: Kenmore 6-0854

ROWLAND BROILES CO.

Dan Waggoner Bldg., Fort Worth 2, Tex.
Tel.: Fannin 2-2611

Tv Dept.: Claudia Bengel, radio-tv dir.

BROOKE, SMITH, FRENCH & DORRANCE INC.

8469 E. Jefferson Ave., Detroit 14
Tel.: Valley 2-9700

Tv Dept.: William Gebhardt, radio-tv dir.; H. R. Bayle, John R. Bowers, Hal E. Rumble, timebuyers; George Johnston, H. K. Jones, C. Allison Monroe, Frederick J. Winter, acct. execs.

New York 17—52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; Jay Berry, radio-tv dir.; H. E. Pengel, timebuyer.

San Francisco—149 California St.; Tel.: Yukon 6-6836; King Harris.

Tv Accounts: Hudson Motors Div., Ironrite Inc., International Breweries, Youngstown Kitchens.

BROOKS ADV. AGENCY

1610 N. Argyle Ave., Hollywood 28
Tel.: Hollywood 4-1158

Tv Dept.: A. R. Brooks, acct. exec.; Jean G. Shay, timebuyer.

Tv Accounts: Bekins Van & Storage Co. (S).

BERNARD M. BROOKS ADV.

Aztec Bldg., San Antonio 5, Tex.
Tel.: G. 3454

Tv Dept.: Hull Youngblood, acct. exec.

D. P. BROTHER & CO.

General Motors Bldg., Detroit 2
Tel.: Trinity 2-8250

Tv Dept.: Kenneth G. Manuel, vp., tv dir.; Carl Georgi, vp., media dir.; Richard Reynolds, assoc. tv dir.; Watts Wacker, asst. media dir.; Jack Walsh, tv timebuying mgr.; Robert V. Pollock, film prod. mgr.; Kenneth Banes, Jack Rellis, tv prod. dirs.; William R. Hussey, tv traffic mgr.

New York 19—720 Fifth Ave.; Tel.: Columbus 5-1004; Frank Egan, vp., N. Y. mgr.; Melvyn Furney, N. Y. tv prod. mgr.

Hollywood 28—Taft Bldg.; Tel.: Hollywood 2-7675; A. C. Cochrane.

Tv Accounts: General Motors AC Spark Plug. Guide Lamp, Oldsmobile and Saginaw Steering Gear Divs. (all N).

BYRON H. BROWN & STAFF

8421 Wilshire Blvd., Los Angeles 48
Tel.: Olive 3-2320

Tv Dept.: Sally Walker, media, tv dir.; Lee Oliver, Llewellyn B. Moses, acct. exec.

BURTON BROWNE ADV.

619 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7700

Tv Dept.: Robert Abbott, tv dir.; Bea Rosenblum, timebuyer; Joe Seiferth, client serv. dir.

GALEN E. BROYLES CO.

200 Clayton St., Denver 6
Tel.: Florida 5-3581

Tv Dept.: Claude E. Davis, vp., radio-tv dir.; Dorothy E. Montague, prod. mgr.

FRANKLIN BRUCK ADV. CORP.

1270 Sixth Ave., New York 20
Tel.: Circle 7-7660

Tv Dept.: Franklin Bruck, Mort Heineman, Mo J. Kleinfeld, acct. execs.; Allan Black, tv dir.; Alice Ross, timebuyer.

Los Angeles 4—532 N. Cherokee Ave.; Tel. Hollywood 3-1153; Howard Blake.

Tv Accounts: Coty Inc. (S), Walter H. Johnson Candy (N-RN-S), Rad White Crystal Bleach, Roosevelt Raceway, Sitruie Tissues, Yonkers Raceway (all S).

BUCHANAN & CO.

1501 Broadway, New York 36
Tel.: Bryant 9-7900

Tv Dept.: Nat Strom, radio-tv dir.; Mildred Ingval, timebuyer.

Los Angeles 48—451 N. LaCienega Blvd.; Tel.: Crestview 5-5231; Charles Coleman, vp.

San Francisco 4—155 Montgomery St.; Tel. Yukon 6-2927; Ray Randall, vp.

Tv Accounts: Air France, Wilbur Clark's Desert Inn, Eskimo Pie Corp., New York Paramount Theatre, Paramount Pictures Inc., Reynolds Metals Co., Tidewater Oil Co., Western Airlines, (all S).

BUCHANAN-THOMAS ADV. CO.

410 S. 19th St., Omaha 2
Tel.: Atlantic 2125

Tv Dept.: Adam Reinemund, dir., timebuyer; Gene Edward, asst. dir., timebuyer.

THE BUCHEN CO.

400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305

Tv Dept.: John K. Cole, radio-tv dir.; Joseph H. Caro, Arthur Petersen, acct. execs.; Mary Jane Carry, writer-prodcr.; Lee Carlson, timebuyer.

Tv Accounts: Chicago Title & Trust Co., Edward Hines Lumber Co. (both S).

THE BUCKLEY ORGANIZATION

Phila. Natl. Bank Bldg., Philadelphia 7
Tel.: Rittenhouse 6-0180

Tv Dept.: Earle A. Buckley Jr., radio-tv dir.

FRANK BULL & CO.

1239 N. Highland Ave., Los Angeles 38
Tel.: Hollywood 5-4194

Tv Dept.: Mel Roach, acct. exec.; Jan T. Darden, timebuyer; Frank Bull, own.

THE BULLARD AGENCY

219 Court St., Port Huron, Mich.
Tel.: Yukon 5-6755

Tv Dept.: Rockwood Bullard.

Tv Accounts: Alma Trailer Co., Master Trailer Sales (both S).

G. NORMAN BURK INC.

233 Fourth Ave., Pittsburgh 22, Pa.
Tel.: Express 1-3500

Tv Dept.: Patricia Morell, radio-tv dir.

BURLINGAME-GROSSMAN ADV.

207 S. Wabash Ave., Chicago 4
Tel.: Wabash 2-3383

Tv Dept.: Sidney J. Brichta, tv dir., acct. exec.

Tv Accounts: Allen Chevrolet, General Plate Makers Supply Co. (both S).

LEO BURNETT CO. INC.

360 N. Michigan Ave., Chicago 1.
Tel.: Central 6-5959

Tv Dept.: L. S. Matthews, vp.-media, tv facilities; Lee Bland, vp.-programming; Dave Dole, vp.-bus.; Ken Fleming, H. Tillson, D. Burch, Tom Wright, G. Pfleger, media supvrs.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 4-7374; Wendell Williams, vp.

New York 22—677 Fifth Ave.; Tel.: Murray Hill 8-9480; William McIlvain, vp.

Toronto 1—133 Richmond St. W.; Tel.: Empire 6-5801; James McRae.

Tv Accounts: Bauer & Black Co. (N-S), Brown Shoe Co. (N-RN-S), Campbell Soup Co. (N-S), Eastside Brewing Co. (S), Green Giant Co. (S), Harris Trust Bank (S), Hoover Co. (N), Kellogg Co. (N-S), Mars Inc. (S), Maytag Co. (N-S), Philip Morris Co. (S), Pabst Brewing Co. (N-RN-S), Chas. Pfizer Co. (S), Pillsbury Mills Inc. (N-S), Procter & Gamble Co. (N-S), Pure Oil Co. (S), Santa Fe Railway (S), Tea Council (S).

GEORGE BURTT ADV. SERVICE

6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 5-1183

Tv Dept.: George Burtt, tv dir.; Gwen Schultz, timebuyer.

BYER & BOWMAN ADV. AGENCY

66 S. Sixth St., Columbus 15, Ohio
Tel.: Capital 1-7751

Tv Dept.: S. N. Hallock II, radio-tv dir.; John D. Metzger, head timebuyer; Ann Duffy, Mr. Hallock, James Kelso, Richard Kennard, John Metzger, Martha Sullivan, Nick Popa, acct. execs.

Tv Accounts: Buckeye Potato Chips, City Natl. Bank, Columbus Transit Co., Dollar Federal Savings, Farm Bureau Co-op., Lazarus Basement, Majestic Paint, Marzetti's Salad Dressings, Ohio State Fair, August Wagner Breweries (all S).

BYRDE, RICHARD & POUND ADV. AGENCY

381 Fourth Ave., New York 16
Tel.: Oregon 9-4567

Tv Dept.: H. C. Morris, exec. vp.

BYRUM ADV. AGENCY

924 Broadway, Denver 3
Tel.: Tabor 5-7745

Tv Accounts: Calvary Temple, International Evangelistic Assn. (both S).

C

CABAT-GILL ADV. AGENCY

194 N. Church St., Tucson 1, Ariz.
Tel.: 2-6362

Tv Dept.: Ernest Cabat, Rita Mikula, Sally Schloss, timebuyers, acct. execs.

HAROLD CABOT & CO.
136 Federal St., Boston 10
Tel.: Hancock 6-7600

Tv Dept.: Harold Cabot Jr., tv dir.; David R. Williams, timebuyer.

Tv Accounts: Boston Gas Co., Boston & Me. Railroad, Carling Brewing Co., Cluquot Club Co., Gas Allies, H. P. Hood & Sons, Nees Gas, New England Telephone & Telegraph Co. (all S).

CAHN-MILLER INC.
510 St. Paul Pl., Baltimore 2
Tel.: Saratoga 7-4466

Tv Dept.: C. LeRoy Miller, vp.

CAIL-ADS
350 E St., Eureka, Calif.
Tel.: Hillside 2-6497

Tv Dept.: John Cail.

Tv Accounts: Matthews Paints, Western Chain, Williams Jeweler (all RN).

CALDWELL, LARKIN & SIDENER-VAN RIPER INC.

Merchants Bank Bldg., Indianapolis 4
Tel.: Melrose 2-6501

Tv Dept.: Donald G. Howell, tv dir.; Omer H. Foust, Horace A. Moorman, Robert C. Overmyer, William W. Pace, James Story, acct. execs.

CALKINS & HOLDEN INC.

247 Park Ave., New York 17
Tel.: Plaza 5-6900

Tv Dept.: Peter A. Krug, radio-tv dir.; John D. Held, prodr., dir.; Thomas H. Young, media dir.; Timothy J. O'Leary, timebuyer.

Chicago 1—333 N. Michigan Ave.; Tel.: Randolph 6-3830; Philip M. White.

Los Angeles 36—712 S. Curson Ave.; Tel.: York 5145; William A. Chalmers.

Minneapolis 2—Roanoke Bldg.; Tel.: Federal 9-8041; George E. Ludcke.

Tv Accounts: Marshall Field & Co. (S), Oakite (S), Prudential Ins. Co. of America (N), Stokely-Van Camp (S).

J. M. CAMP & CO.

213 W. Wesley, Wheaton, Ill.
Tel.: Wheaton 8-4465

Tv Dept.: John M. Camp, pres.; Grace R. Jordan, timebuyer.

Tv Accounts: Youth on the March (S).

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200

Tv Dept.: Philip L. McHugh, vp., radio-tv dir.

Atlanta 3—45 Edgewood Ave.; Tel.: Lamar 3858; Arthur T. Duhaime, mgr.

Chicago 1—230 N. Michigan Ave.; Tel.: Central 6-1946; Reginald G. Carey, vp., mgr.; E. W. Clements, vp., acct. exec.; John D. Varnier, media dept.; Fred Gallagher, acct. exec.

Dallas 1, Tex.—Bryan & Bullington Sts.; Tel.: Randolph 2094; George A. Back, mgr.

Los Angeles—Capitol Tower; Tel.: Dunkirk 9-1334; R. C. Francis, vp., mgr.

Kansas City 11, Mo.—4010 Washington Ave.; Tel.: Jefferson 5601; Ross C. Morgan Jr., mgr.

New York 22—488 Madison Ave.; Tel.: Murray Hill 8-3400; F. W. Townshend, vp., mgr.; A. R. Ross, radio-tv dir.

San Francisco 4—235 Montgomery St.; Tel.: Exbrook 2-0145; T. Milburn Johnston, vp., mgr.

Washington 6, D. C.—1737 H St.; Tel.: Republic 7-7400; John L. Lowden, mgr.

CAMPBELL-MITHUN INC.

Northwest Bank Bldg., Minneapolis 2
Tel.: Federal 9-8221

Tv Dept.: Arthur H. Lund, dir.; Philip Archer, ch. timebuyer; Joe Sperry, prod. mgr.

Chicago 11—Palmolive Bldg.; Tel.: Delaware 7-7553; Clay Rossland, media dir.; William J. Stenson, ch. timebuyer; Bill Rega, prod. mgr.

Los Angeles 28—Hollywood-Taft Bldg.; Tel.: Hollywood 2-9715; E. P. Andrews, prod. mgr.

Tv Accounts: American Dairy Assn. (N), American Hardware Mutual Ins. Co. (S), Charmin Paper Mills Inc. (S), Fenn Bros. Inc. (S), Gold Seal Co. (N-S), Theo. Hamm Brewing Co. (RN-S), Kemps Ice Cream (S), Land O'Lakes Creameries (S), Larsen Co. (N-S), Malt-o-Meal Co. (S), Mishawaka Rubber & Woolen Mfg. Co. (S), Nash Coffee (S), Nash-Finch Co. (S), Northwest Airlines Inc. (S), Northern States Power Co. (S), Northwestern Natl. Bank (S), Pillsbury Mills Inc. (N-S), Quality Chekd Dairy Products (S), Top Value Enterprises (S), Zinsmaster Baking Co. (S).

CAPLES CO.

225 E. Erie St., Chicago 11
Tel.: Superior 7-6016

Tv Dept.: (Miss) H. M. Taylor, media dir.; Ray Hansen, acct. exec.

Los Angeles 5—301 S. Kingsley Dr.; Tel.: Dunkirk 7-4255; R. R. Rullman, vp.

New York 17—295 Madison Ave., Tel.: Murray Hill 4-6800; Gustav Kaiser, vp., mgr.; Steven R. Carlin, dir.

Omaha 2—1504 Dodge St.; Tel.: Jackson 7795; L. M. Branch, vp.

Portland 4, Ore.—519 S.W. Third Ave.; R. J. Livingston, vp., acct. exec.

Also branches in Omaha and Los Angeles.

Tv Accounts: Union Pacific Railroad (N-S).

CARGILL & WILSON INC.

11 S. Second St., Richmond 19
Tel.: 3-3485

Tv Dept.: E. Manning Rubin, radio-tv dir.; Gerald Eckhart, media dir.

Tv Accounts: City of Richmond, Commonwealth Natural Gas Co., First & Merchants Natl. Bank, Larus & Bro. Co., Massey, Wood & West, Smithfield Packing Co., Va. Electric & Power Co., Williamsburg Shopping Center (all S).

MILTON CARLSON CO.

3450 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-9464

Tv Dept.: Milton Carlson, tv dir.; Ruth Johnson, timebuyer; Sterling Blakeman, acct. exec.

Tv Accounts: Art Frost, Central Calif. Conference S.D.A., Stationers Corp. (all S), Superior Optical Co.

CARMONA & ALLEN INC.

300 S. Kenmore Ave., Los Angeles 5
Tel.: Dunkirk 5-2804

Tv Dept.: W. J. Griffiths, gen. mgr.; A. M. Carmona, tv dir.; William C. Allen, timebuyer.

CARNEY ADV. AGENCY INC.

238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008

Tv Dept.: William G. Carney, pres.; Miriam Obermeyer.

THE CARPENTER ADV. CO.

Carnegie Hall, Cleveland 15
Tel.: Main 1-1570

Tv Dept.: V. J. Siena, timebuyer, acct. exec.

CARPENTER-PROCTOR INC.

605 Broad St., Newark 2, N. J.
Tel.: Market 3-7964

Tv Dept.: G. Carpenter, W. Pitcairn, acct. execs.; G. Winslow, coms., tv dir.; M. Dolan, timebuyer; J. Matthews, art dir.

CARSON ROBERTS INC.

8811 Alden Dr., Los Angeles 48
Tel.: Bradshaw 2-8366

CARTER ADV. AGENCY INC.

912 Baltimore Ave., Kansas City 16, Mo.
Tel.: Harrison 1-1356

Tv Dept.: William G. Rowe, exec. vp., acct. exec.; Fred V. Klemp Jr., Curtis C. Bogasch, vps., acct. execs.; Roy F. Reel, acct. exec.

Tv Accounts: Edw. Aaron Corp., Linwood State Bank, Locke Stove Co., Metropolitan Savings Assn., Seidlitz Paint & Varnish Co. (all S).

GARRY J. CARTER OF CANADA LTD.

59 Avenue Rd., Toronto 5
Tel.: Walnut 4-2505

Tv Dept.: Bob Howe, tv dir.; Norma Stevens, timebuyer; George Aykroyd, acct. exec.

CAYTON INC.

9 E. 40th St., New York 16
Tel.: Lexington 2-1711

Tv Dept.: Fred Ladd, tv dir.; William D'Arcy Cayton, Frieda Weiner, timebuyers.

Tv Accounts: Arranbee Doll Co., Charles Antell Inc., Miracle Adhesives, Hanovia Chemical & Mfg. Co. (all S).

W. CRAIG CHAMBERS INC.

513 Second Ave., Pittsburgh 19
Tel.: Atlantic 1-4028

Tv Dept.: Howard E. Mitchell, dir.; Anita R. Wilhelm, Hal A. McCoy, acct. execs.

CHAMBERS & WISWELL INC.

Park Square Bldg., Boston 16
Tel.: Liberty 2-7565

Tv Dept.: Charles M. Pickering, tv dir.; Helen C. Horrigan, timebuyer; Charles H. Bradley Jr., Fred M. Knight, Stephen C. Meterparel, John S. Myers Jr., William A. Rockett, Byron C. Wiswell, George C. Wiswell Jr.

CHARLES J. CHARNEY & CO.

101 W. 55th St., New York 19
Tel.: Plaza 7-0955

Tv Dept.: Alvin George, tv dir.; Melvin H. Levy, Charles J. Charney, acct. execs.

JAMES THOMAS CHIRURG CO.

Park Sq. Bldg., Boston 16
Tel.: Hancock 6-7310

Tv Dept.: Herman A. Braumuller Jr., media dir.
New York 17—122 E. 42d St.; Tel.: Murray Hill 7-5040; Ralph M. Bryant, N. Y. media dir.

CHRISTIANSEN ADV. AGENCY INC.

135 S. LaSalle St., Chicago 3
Tel.: Central 6-2484

Tv Dept.: James Green, radio-tv dir.; Martin Fritz, media dir.; Pat Bird, timebuyer.

C. P. CLARK INC.

James Robertson Hotel, Nashville 3, Tenn.
Tel.: Alpine 6-4179

Tv Dept.: D. G. Goodwin.
Tv Accounts: First American Natl. Bank (S), Nashville Transit Co. (S).

HAROLD WALTER CLARK INC.

933 Sherman St., Denver 3
Tel.: Cherry 4-6621

Tv Dept.: Holden Bowler, vp., radio-tv dir.

CLINE ADV. SERVICE INC.

First Natl. Bank Bldg., Boise, Idaho
Tel.: 3-2531

Tv Dept.: Phil Obenchain, radio-tv dir.

COE ADV. AGENCY INC.

307 S. Townsend St., Syracuse 2, N. Y.
Tel.: 76-7456

Tv Dept.: Smith S. Binning Jr., radio-tv dir.

JOHN COHAN ADV. INC.

P. O. Box 300, Salinas, Calif.
Tel.: Salinas 2-6468

Tv Dept.: John Cohan, pres.; William A. Morrison, mgr., acct. exec.

Tv Accounts: Lettuce Inc. (N-S).

HARRY B. COHEN ADV. CO.

41 E. 42d St., New York 17
Tel.: Oxford 7-0660

Tv Dept.: Herbert E. Stott, media dir.; Beth Black, timebuying dir.; Arthur Harrison, Robert Kelly, timebuyers; Ira Gonsier, Bernard Singer, Lawrence Wasserstein, asst. timebuyers; Robert Wahl, radio-tv prod. dir.; Dave Davidow, radio-tv prod. bus. mgr.

Tv Accounts: B. T. Babbitt Co., Block Drug Co., Chattanooga Medicine Co., Doeskin Products Inc., Frenchette Co., Grove Labs. Inc., Pharmcraft Corp., Lydia E. Pinkham Medicine Co., West End Brewing Co.

I. T. COHEN ADV. INC.

4435 Wis. Ave., N.W., Washington
Tel.: Emerson 2-7497

Tv Dept.: I. T. Cohen; Edward Manouelian, asst.

HERBERT W. COHON CO.

565 Fifth Ave., New York 17
Tel.: Plaza 5-6624

Tv Dept.: Herbert W. Cohon, timebuyer.

L. C. COLE CO.

406 Sutter St., San Francisco 8
Tel.: Exbrook 2-2565

Tv Dept.: Robert O'Leary, media, research dir.; Katharine Doyle Spann, acct. exec.; John Landry, timebuyer.

COLE & WEBER INC.

Corbett Bldg., Portland 4, Ore.
Tel.: Columbia 2821

Tv Dept.: Helen Alexieve, radio-tv dir., timebuyer.
Seattle 1—Republic Bldg.; Tel.: Elliott 7377; Dave Titus, radio-tv dir.

CLARK COLLARD ADV. AGENCY

2506 W. 8th St., Los Angeles 57
Tel.: Dunkirk 7-3388

Tv Dept.: Clark Collard.

WENDELL P. COLTON CO.

Chanin Bldg., New York 17
Tel.: Oxford 7-2250

Tv Dept.: Lois Landauer, radio-tv dir.

COMER & POLLARD INC.

3203 Summit St., Kansas City 4, Mo.
Tel.: Harrison 3964

Tv Dept.: C. Alec Pollard, R. Eloise Comer, acct. execs.

COMPTON ADV. INC.

625 Madison Ave., New York 22
Tel.: Plaza 4-1100

Tv Dept.: Lewis H. Titterton, vp. chg. radio-tv programming; Storrs Haynes, vp. chg. radio-tv prog. dept.; Frank Kemp, media dir.; B. Mulligan, T. Carson, timebuying supvrs.; E. Alnwick, J. Bessant, T. Cordani, H. Davis, R. Liddel, G. Schubert, F. Sweeney, E. Wieder, timebuyers.

Chicago 4—141 W. Jackson Blvd.; Tel.: Harrison 7-6935; Lawrence O. Holmberg, vp., mgr.

Los Angeles 46—8733 Sunset Blvd.; Tel.: Crestview 4-7548; Waldo Hunt, vp. in chg.

Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475; Richard Davis, ofc. mgr.

San Francisco—703 Market St.; Tel.: Garfield 1-4854; N. Mork, vp. in chg.

Tv Accounts: Allis-Chalmers Mfg. Co., American Can Co., American Mutual Liability Ins. Co., Avco Mfg. Corp., Chesebrough-Pond's Inc. M. K. Goetz Brewing Co., Goodyear Tire & Rubber Co., Kelly-Springfield Co., Nehi Corp., N. Y. Life Inc. Co., Personal Products Inc., Procter & Gamble Co., Remington-Rand, Socony-Mobil Oil Co., Standard Brands Inc., Sterling Drug Inc.

COMSTOCK & CO.

651 Delaware Ave., Buffalo 2, N. Y.
Tel.: Lincoln 6187

Tv Dept.: Henry W. Comstock, H. Earl Close, Frank J. Hess, ptrns.

THE CONDON CO.

Rust Bldg., Tacoma 99, Wash.
Tel.: Market 8155

Tv Dept.: Gordon Bennett, tv dir.

Tv Accounts: Douglas Fir Plywood Assn. (N).

AGENCIES

CONNER ADV. AGENCY INC.

Zook Bldg., Denver
Tel.: Keystone 5351

Tv Dept.: Chris Pittman, radio-tv dir., time & talent buyer.

THOMAS F. CONROY INC.

Majestic Bldg., San Antonio 5, Tex.
Tel.: Capitol 7-3456

Tv Dept.: Everett O. Liaboe, tv dir.; Margaret Stair, timebuyer; Thomas F. Conroy, Brooke Carroll, acct. execs.

Tv Accounts: Alamo Jewelry Co., H. E. Butt Grocery Co., Groos Natl. Bank, H&H Coffee Co., Lone Star Brewing Co., Pioneer Flour Mills, Sommers Drug Stores, Studer Photo Co., Texanne Peanut Butter (all S).

CONSOLIDATED ADV. DIRECTORS INC.

8762 Holloway Dr., Los Angeles 46
Tel.: Crestview 6-1133

Tv Dept.: Bentley Morriss, radio-tv dir.; Ralph Weinstock, acct. exec.

CO-ORDINATED ADV. CORP.

16 W. 46th, New York
Tel.: Judson 2-2100

Tv Dept.: Lester L. Wolff, pres.; Irving Herz, Art Peltz, vp.

Cleveland—Fenway Hall Hotel; Abe Fisher.

Tv Accounts: Associated Food Stores, Dugan Bros., Einhorn's Inc., Hotel Bar Foods Inc., King Kullen Super Markets, Leader Drug Stores, I. Rokeach & Sons, Roselux Chemical Co., Sunrise Supermarkets Corp.

RAY CORMIER ADV.

5630 Melrose Ave., Los Angeles 4
Tel.: Hollywood 2-1217

Tv Dept.: Fred Hassler, Bob Greham, acct. execs., timebuyers.

Atlanta 9—1401 Peachtree St.; Tel.: Trinity 6-7011; Charles D. Scott, mgr.

Baltimore 1—618 N. Calvert St.; Tel.: Saratoga 7-4152; Harold Wolf, mgr.

Birmingham 3, Ala.—Farley Bldg.; Tel.: 54-1372; Mrs. Evelyn Allen, mgr.

Boston 16—Little Bldg.; Tel.: Liberty 2-0976; Ray Barron, mgr.

Dallas 1, Tex.—Fidelity Union Life Bldg.; Tel.: Sterling 4312; Mitch Lewis, mgr.

Louisville, Ky.—Starks Bldg.; Tel.: Juniper 4-0637; Basil Hobbs, mgr.

Miami, Fla.—734 W. Flagler; Tel.: Franklin 3-8388; Bob Hanna, mgr.

New York 17—507 Fifth Ave.; Tel.: Murray Hill 2-2856; Ray Cormier, pres.

San Diego, Calif.—Spreckels Bldg.; Tel.: Belmont 4-7318; Harry Byrne, mgr.

San Francisco 3—Hearst Bldg.; Tel.: Sutter 1-6376; Rarno Reissler, mgr.

COSBY & COOPER

235 Montgomery St., San Francisco 4
Tel.: Douglas 2-5466

Tv Dept.: N. Ballenger, media dir.; Maurine Sisson, timebuyer.

CRAIG & REID INC.

6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 4-8218

Tv Dept.: Ellis E. Craig, pres., acct. exec.; Kenneth R. Jensen, timebuyer, acct. exec.; Marty Ross, acct. exec.; Catherin L. Villani, ofc. mgr.

Tv Accounts: Exchange Lemon Products, Harvard Bed, DeDe Johnson Clothes, Lai-Lai Inc., TWA, Universal Major Corp.

CRAIG & WEBSTER ADV. AGENCY

204 Park Pl., Lubbock, Tex.
Tel.: Porter 2-2314

Tv Dept.: Bruce Craig, Rex Webster, Leon Harris, acct. execs., ptrns.; Mrs. John Ligon, copywriter.

Tv Accounts: American State Bank, Bell Dairy Products Inc., Dunn Seed Farms, Holsum Baking Co., Jack Spratt Janitor Supply, Lubbock Auto Co., Luther Transfer & Storage Co., Sellers, Johndahl, Jenkins Furniture Co. (all S).

JOHN GILBERT CRAIG ADV. INC.

913 Washington St., Wilmington 99, Del.
Tel.: Olympia 5-6185.

Tv Dept.: J. Gorman Walsh, Kathleen A. Walsh, acct. execs.; Ralph R. Swann, media buyer.

THE CRAMER-KRASSEL CO.

733 N. Van Buren St., Milwaukee 2
Tel.: Broadway 6-3500

Tv Dept.: Roger LeGrand, tv dir.; Loretta Mahar, timebuyer; Ken Hegard, John Pritchard, acct. execs.; Edward Allen, asst. acct. exec.

Tv Accounts: Associated Hospital Service (S), Aluminum Goods Mfg. Co. (Mirro) (N-S), Evinrude Motors (N-S), First Federal Savings & Loan Assn. (S), First Wis. Natl. Bank (S), Heinemann Creameries (S), Milwaukee Gas Light Co. (S), Wis. Telephone Co. (S).

CRAWFORD & PORTER ADV. INC.

Mariett Bldg., Atlanta 2
Tel.: Lamar 4367

Tv Dept.: Dusty Carol Porter, vp., timebuyer.

CROOK ADV. AGENCY INC.

Adolphus Tower, Dallas 1, Tex.
Tel.: Riverside 3211

Tv Dept.: Frances W. Banister, media dir.; Wilson W. Crook Sr., pres., acct. supervisor; Wilson W. Crook Jr., James P. Anderson, vp.s, acct. supervisors; H. W. Maier Jr., marketing dir.; Weldon L. Moore Jr., H. J. DuBose, Robert L. Lainhart, acct. execs.

SAMUEL CROOK CO.

28 W. 44th St., New York 36
Tel.: Bryant 9-2588

Tv Dept.: Mrs. Dolores La Falce, media dir.

ROBERT C. CULBERTSON ADV.

111 N. La Cienega Blvd., Beverly Hills, Calif.
Tel.: Oleander 5-8514

Tv Dept.: Robert C. Culbertson, own.

EARL R. CULP AGENCY

551 S. Oxford St., Los Angeles 5
Tel.: Dunkirk 2-8406

Tv Dept.: Earl R. Culp, media dir., timebuyer.

CUMMINGS, BRAND & McPHERSON

2929 N. Main Rd., Rockford, Ill.
Tel.: 7-5706

Tv Dept.: Roger M. Porter, James R. McPherson, acct. execs.

Tv Accts.: City Natl. Bank of Rockford, Mullers Dairy, Pinehurst Farms Inc., Rockford Paint Mfg. Co. (all S), Smith Oil & Refining Co.

CUNNINGHAM & WALSH INC.

260 Madison Ave., New York 16
Tel.: Murray Hill 3-4900

Tv Dept.: Newman F. McEvoy, media dir.; Edward Mahoney, tv dir.; Edward Baczewski, Jerome Feniger, John Lucinatelli, Shelton Pogue, William White, media supvrs.; Joseph Gavin, Manny Klein, John Morena, Howard Spokes, Jeremy Sprague, timebuyers.

Chicago 2—6 N. Michigan Ave.; Tel.: Andover 3-3138.
Hollywood 46—8721 Sunset Blvd.; Tel.: Crestview 4-7241.

D

DANCER-FITZGERALD-SAMPLE INC.

347 Madison Ave., New York 17
Tel.: Oregon 9-0600

Tv Dept.: J. James Neale, radio-tv dir.; L. Fischer, media dir.; D. Nyren, exec. prodr.

Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-4700; E. Sewall Gardner, exec. vp.

Hollywood 28—Taft Bldg.; Tel.: Hollywood 2-3256; Betty O'Hara, ofc. mgr., prod. supvr.

Tv Accounts: American Chicco Co., B. T. Babbitt, Best Foods, Carter Products, Falstaff Brewing Corp., General Mills Inc., Guild Wine, Lewis Howe Co., Liggett & Myers, Nestle, Peter Pan, Procter & Gamble Co., Sterling Drug Inc.

D'ARCY ADV. CO.

Missouri Pacific Bldg., St. Louis 2
Tel.: Central 1-6700

Tv Dept.: Harry K. Renfro, radio-tv dir.; J. Dolan Walsh, John Hyatt, James Mayfield, assts.

Tv Accounts: Anheuser Busch Inc., Banquet Canning Co., G. S. Suppiger Co., General Tire Co., International Shoe, Laclede Gas Co., Reardon Paint Co.

CHARLIE DAVIS ADV.

5704 Condon Ave., Los Angeles 56
Tel.: Axminster 3-5508

Tv Dept.: Charlie Davis, own.

LEONARD DAVIS ADV.

107 Front St., Worcester 8, Mass.
Tel.: Pleasant 7-3617.

Tv Dept.: Leonard Davis, pres.; Marion Davis, treas.; Rosemarie Consiglio, asst. to pres.

WALTER C. DAVISON CO.

3112 Los Feliz Blvd., Los Angeles 39
Tel.: Normandy 5-5744

Tv Dept.: Walter C. Davison, own.; John M. Quick, vp., art dir.

ROBERT F. DENNIS ADV. AGENCY INC.

4564 York Blvd., Los Angeles 41
Tel.: Clinton 5-6367

Tv Dept.: Robert F. Dennis, pres., acct. exec., timebuyer.

Tv Accounts: Sparklett's Drinking Water Corp. (S).

DEVINE & BRASSARD INC.

Realty Bldg., Spokane 1, Wash.
Tel.: Madison 4311

Tv Dept.: Mrs. Lois K. Krueger, timebuyer; Charles R. Devine, J. C. Grover, W. R. Miller, acct. execs.

Tv Accounts: Bohemian Breweries Inc., Spokane; Bohemian Breweries Inc., Boise, Idaho; Lincoln First Federal Savings & Loan, Old Natl. Bank (all S).

DIENER & DORSKIND INC.

147 W. 42d St., New York 36
Tel.: Bryant 9-8300

Tv Dept.: Leo Greeland, tv dir.; Harry Pollack, timebuyer; William Mann, Irving Revel, Robert Golub, John Starrs, acct. execs.

DIXIE ADVERTISERS

Electric Bldg. Annex, Jackson 2, Miss.
Tel.: 2-5576

Tv Dept.: Thomas L. Spengler Jr., radio-tv dir.

New Orleans—Richards Bldg.; Tel.: Canal 4371; David M. Kleck, mgr.

DOHERTY, CLIFFORD, STERS & SHENFIELD INC.

350 Fifth Ave., New York 1
Tel.: Bryant 9-0445

Tv Dept.: Norman W. Glenn, vp. chg. radio-tv; Harry Bressler, vp.-radio-tv com. copy; Russell Ambruster, radio, live tv prodr.; Robert Dall'Acqua, tv film prodr.

THE RALPH L. DOMBROWER CO.

Dombrower Bldg., Richmond 19, Va.
Tel.: 3-1113

Tv Dept.: Michaux Moody, dir., talent buyer; Ralph L. Dombrower Jr., acct. exec.; Janet Hanson, timebuyer.

Washington—Woodward Bldg.; Tel.: Republic 7-1420.

Tv Accounts: Central Natl. Bank (S), Chesterfield Hat Co. (S), CIO-AFL Political Action Committee (RN-S), Etchison Hat Co. (S), Thos. C. Slaughter Co. (S).

DONAHUE & COE INC.

1270 Ave. of the Americas, New York 20
Tel.: Columbus 5-2772

Tv Dept.: A. Carl Rigrod, radio-tv-motion picture dir.; Arthur Weil, tv dir.; Clark Agnew, creative tv supvr.; O. A. Kingsbury, A. B. Churchill, Joseph Joyce, Samm Baker, J. Rosenthal, Mr. Weil, Don Greene, Latham Owens, James Ryan, tv execs.; Evelyn Lee Jones, Barbara Jones, Charlotte Corbett, Carolyn Diem, Thomas Hardy, Marie Coleman, timebuyers.

Atlanta 3—Hurt Bldg.; Tel.: Murray 8-5662; Harry L. Morrill Jr.

Tv Accounts: Burlington Industries, Columbia Pictures, Corn Products Refining Co. (Bosco), E. F. Drew Co. (Tri-Nut margarine), Herald Tribune, Loew's Inc., McCall's Magazine, M-G-M, Pearson Pharmaceutical Co., River Brand Rice Mills, School Mfg. Co., Scripto Inc.

DICK DONALD ADV.

338 S. Western Ave., Los Angeles 5
Tel.: Dunkirk 8-2371

Tv Accounts: Automatic Transmission Service, Calif. Piano Co., The Grist Mill, Eleda Restaurant, Hope Harbor Research Lab., Roger Jessup Certified Milk.

W. B. DONER & CO.

Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400

Tv Dept.: Charles F. Rosen, tv dir.; Mrs. Ellen Dryer, Mr. Rosen, timebuyers; Julian A. Grace, Felix Hower, Wilfred B. Doner.

Chicago 1—203 N. Wabash Ave.; Tel.: Dearborn 2-4674; Marvin H. Frank.

Milwaukee 3—1324 W. Wisconsin Ave.; Tel.: West 3-9315; Gilbert Breimeister.

Baltimore 18—2225 N. Charles St.; Tel.: Mulberry 5-1800; Herbert D. Fried.

Hollywood 46—845 N. La Cienega Blvd.; Tel.: Olympia 2-4429.

Tv Accounts: Charlie's Oldsmobile, Detroit Chevrolet Dealers Assn., DWG Cigar Corp., Federal Department Stores, Feigenson Bros., Grand River Chevrolet Co., Kessler Buick Co., Jerry McCarthy Chevrolet Co., Natl. Brewing Co., Richards Drive In, Rose Jewelry Co., Sealtest Div. of Detroit Creamery, Speedway Petroleum Corp., Top Pop Products (all RN-S).

DOREMUS & CO.

120 Broadway, New York 5
Tel.: Worth 4-0700

Tv Dept.: A. Hundley Griffith, radio-tv dir.

Boston 9—53 State St.; Tel.: Lafayette 3-0770.

Philadelphia 2—1616 Walnut St.; Tel.: Kingsley 5-2590.

Chicago 4—208 S. LaSalle St.; Tel.: Central 6-9132.

San Francisco 8—425 Bush St.; Tel.: Yukon 2-4080.

Tv Accounts: Chemical Corn Exchange Bank, Chicago Buick Dealers Assn., Crocker-Anglo Natl. Bank, Kidder, Peabody & Co., Smith, Kline & French (all S).

JOHN C. DOWD INC.

(see Dowd, Redfield & Johnstone Inc., affiliated agency)

Park Sq. Bldg., Boston 16
Tel.: Hubbard 2-8050

Tv Dept.: Joseph L. Tully, tv dir.; William H. Monaghan, timebuyer; John C. Dowd, pres.; Edward D. Parent, exec. vp.; H. Linus Travers, exec. acct. to pres.

Tv Accounts: Albany Carpet Cleaning Co., American

Luggage Works Inc., Boston Edison Co., Boston Globe, Burnham & Morrill Co., Cott Beverage Corp., Cott Bottling Co., First Natl. Stores Inc., Food Specialties Inc., Martin L. Hall Co., Harvard Brewing Co., Megowen-Educator Food Co., Pepsinic Seltzer, R. G. Sullivan Inc., Town & Country Homes (all S).

DOWD, REDFIELD & JOHNSTONE INC.

(also see John C. Dowd Inc.)
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275
Tv Dept.: William Lyons, tv dir.

DOYLE DANE BERNBACH INC.

20 W. 43d St., New York 36
Tel.: Longacre 5-7878
Tv Dept.: Marvin Corwin, tv dir.; Ben Norman, tv prod. dir.; Joan Walker, bus. mgr.; Harry Parnas, media dir.; Jan Gilbert, Jerry Sachs, Jean Simpson, timebuyers; Ned Doyle, Joseph Daly, Edward Russell, act. supvrs.; Charles Rollins, Neil Schreckinger, John Gronfein, Fred Dossentach, Stanley Bachrach, Robert Kennedy, Joshua Epstein, John Fenyo, acct. execs.

Los Angeles 5-506 S. Hobart Blvd.; Tel.: Dunkirk 8-2233; Ted Factor, vp.; Jon Yost, West Coast tv prodcr.; Ed McNeilly, Norman Rose, acct. execs.

Tv Accounts: Polaroid Corp. (N-S), American Lead Pencil Co., Barton's Inc., Buxton Inc., Chemstrand Corp., Fairmount Foods Co., E & J Gallo Winery, Hess Bros., Hunter Douglas Corp., Henry S. Levy & Sons Inc., Max Factor & Co., New Haven Railroad, Ohrbach's Inc., Regal Shoe Co., Sav-On Drug Stores (West Coast), Weldon Farm Products (all S).

DOYNE ADV. AGENCY

415 Church St., Nashville 3, Tenn.
Tel.: Chapel 2-7372
Tv Dept.: George W. Doyne, tv dir., timebuyer; J. Thomas Dawson, H. C. Daniels, acct. execs.

DOZIER EASTMAN & CO.

1206 Maple Ave., Los Angeles 15
Tel.: Richmond 9-7091
Tv Dept.: S. C. Eastman and Marion Dozier, ptrns.

MONROE F. DREHER INC.

30 Rockefeller Plaza, New York 20
Tel.: Circle 6-6675
Tv Dept.: Hal Weaver Jr., radio-tv dir.; Lee Petry, timebuyer.

THE DREYFUS CO.

511 N. La Cienega Blvd., Los Angeles 48
Tel.: Oleander 5-8255
Tv Dept.: Harold Dreyfus, acct. exec.; Rudy Rudolph, tv dir.; Millicent Gappell, asst. tv dir.; Ruth Roday, asst. timebuyer.

JAY J. DUGAN AGENCY

1622 Chestnut St., Philadelphia 3
Tel.: Locust 4-2450
Tv Dept.: Jay J. Dugan, pres., acct. exec., timebuyer; Richard S. Lee, Les Waas, acct. execs., timebuyers.

DUNDES & FRANKS INC.

64 W. 48th St., New York 36
Tel.: Plaza 7-0750
Tv Dept.: Ben Frank, radio-tv dir.

ROY S. DURSTINE INC.

655 Madison Ave., New York 21
Tel.: Templeton 8-4600
Tv Dept.: Dorothy Barnett, radio-tv dir.
Los Angeles 5-3440 Wilshire Blvd.; Tel.: Dunkirk 8-3411; William D. Sloan, mgr.

San Francisco 11-1736 Spockton St.; Tel.: Exbrook 7-0456; (Miss) Sidney Stivers, radio-tv dir.

Tv Accounts: Alemitte, Dietonic Beverages, Flako Mixes, Mason's Mints, Roman Meal Bread, Sir Francis Drake Hotel, Strongheart Dog Food, John Wilkens Coffee.

HUGH DWIGHT ADV.

115 S.W. Fourth Ave., Portland 4, Ore.
Tel.: Capitol 3-3733

E

EASTBURN-SIEGEL

623 Spring St., N.W., Atlanta 3
Tel.: Vernon 4707
Tv Dept.: Sam Scheinman, timebuyer; Mel Finckel, acct. exec.

EASTERN ASSOC.

2902 W. Clay St., Richmond 21, Va.
Tel.: 6-5551
Tv Dept.: Raymond L. Berry, own.

ECOFF & JAMES INC.

121 S. Broad St., Philadelphia 7
Tel.: Pennsylvania 5-1459
Tv Dept.: Donald E. Battle, vp., timebuyer.

THE EDWARDS AGENCY INC.

435 S. La Cienega Blvd., Los Angeles 48
Tel.: Bradshaw 2-5616
Tv Dept.: Edward L. Koblitz, pres., acct. exec.; Rickey Barr, media dir., timebuyer.

EISAMAN-JOHNS ADV.

9155 Sunset Blvd., Hollywood 46
Tel.: Crestview 1-5196
Tv Dept.: Jess M. Johns, J. R. Eisaman III, ptrns., acct. execs., timebuyers; Marx Hartman, radio-tv prod. mgr.; Mrs. Bettye M. Deardorff, ofc. mgr.; Irene Lawson, research.

ELLINGTON & CO.

535 5th Ave., New York 17
Tel.: Murray Hill 7-4300
Tv Dept.: Hal James, vp., tv-radio dir.; Dan Kane, bus. mgr., timebuyer; Jayne Smathers, timebuyer; Tom Ellington, prod. supvr.; Doris Lustgarten, copy.
Tv Accounts: Boonton Molding Co. (S), Celanese Corp. of America (S), Cities Service (RN-S), McKesson & Robbins (S).

EMERY ADV. CORP.

1201 St. Paul St., Baltimore 2
Tel.: Vernon 7-3731
Tv Dept.: R. I. Highleyman, vp.

ROBERT J. ENDERS INC.

1001 Connecticut Ave., N.W., Washington 6
Tel.: Sterling 3-2222
Tv Dept.: Robert J. Enders, pres.; Howard A. Enders, exec. vp.; Rudy Vallee, Ray Hill, vps.; Melvin Alan Bank, sec.-treas.; Sylvia Edlen, radio-tv dir.; Fred Waller, art dir.; Robert L. Friend, film dir.; Stanley S. Bass, prod. mgr.

ENTERPRISE ADV.

500 E. Commercial St., Los Angeles 12
Tel.: Madison 6-3392
Tv Dept.: Ed McNeilly, pres.

ENYART & ROSE ADV.

940 N. Fairfax Ave., Los Angeles 46
Tel.: Oldfield 4-4070
Tv Dept.: Jack Enyart & Alfred Rose, timebuyers, acct. execs.
Tv Accounts: Snuggle Babe (N-S).

ALVIN EPSTEIN ADV.

1737 F St., N.W., Washington 5
Tel.: Sterling 3-8550.
Tv Dept.: Sol Panitz, tv dir.; Ruth G. Graze, Stanley Barclay, Jack Feiffer, acct. execs.; Eileen Jacobson, timebuyer.

ERWIN, WASEY & CO. LTD.

5045 Wilshire Blvd., Los Angeles 36
Tel.: Webster 1-1211
Tv Dept.: Robert L. Redd, vp. chg. radio-tv; Charles Lowe, asst. dir.; Jules Hack, creative dir.; Rollo Hunter, prod. mgr.; Jack Wormser, dir.; June Kirkpatrick, Muriel Bulis, timebuyers.
Chicago 1—(Erwin Wasey & Co. Ltd.)—230 N. Michigan Ave.; Tel.: Randolph 6-4952.
Minneapolis (Erwin, Wasey & Co. of Minn.)—523 Marquette Ave.; Tel.: Federal 3-1233.
New York—711 Third Ave.; Tel.: Oxford 7-4500.
Oklahoma City 2 (Erwin, Wasey & Co. of South)—First Natl. Bank Bldg.; Tel.: Oklahoma 7-5429.
Toronto 5 (Erwin, Wasey of Canada Ltd.)—610 Church St.; Tel.: Randolph 5187.
Also offices in London, Paris, Rio de Janeiro and Stockholm.

ESMOND ASSOC. INC.

4 E. 43d St. New York
Tel.: Oxford 7-5430
Tv Dept.: Joel Abramson, vp.

WILLIAM ESTY CO.

100 E. 42d St., New York 17
Tel. Oxford 7-1600
Tv Dept.: Mitchell Johnson, vp. chg. tv; Stanley A. Lomas, vp. chg. tv coms.; Richard C. Grahl, spot tv buyer.

Hollywood 28—6331 Hollywood Blvd.; Tel.: Hollywood 2-6305; Arnold J. Wester, West Coast mgr.

Tv Accounts: P. Ballantine & Sons (RN-S), Colgate-Palmolive Co. (N-S), General Mills Inc. (N), Thos. Leeming & Co. (S), Natl. Carbon Co. (S), R. J. Reynolds Tobacco Co. (N-S).

EVANS & ASSOC. ADV.

Dan Waggoner Bldg., Fort Worth 2, Tex.
Tel.: Edison 6-5641
Tv Dept.: Mrs. Barbara R. Seever, media dir.; Stanley Schlenker, Earl Collings, acct. execs.
Tv Accounts: Continental Natl. Bank of Fort Worth, Foremost Dairies (Fort Worth), Williamson-Dickie Mfg. Co. (all S).

F

MIKE FADELL ADV. AGENCY

Northwestern Bank Bldg., Minneapolis 2
Tel.: Federal 3-3416
Tv Dept.: Michael J. Fadell, acct. exec.; J. J. Polian, tv dir.; Nina M. Kosse, timebuyer.

FAIRFAX INC. ADV.

17 E. 49th St., New York 17
Tel.: Murray Hill 8-9310
Tv Dept.: Barnett Friedenberg, radio-tv dir.; Janis Hamilton, media dir.
Tv Accounts: Adam's Hats (local retail), Clopay Corp., Dairy Queen Custard, Fertl Inc., Gemex Watchbands, Foster Grant Eyeglasses, Red Breast Salmon, Max Schling, Seedsman Inc., Stern's Nurseries of Genva, N. Y., Toffenetti's Restaurant.

CARL FALKENHAINER ADVERTISING

439 S. La Cienega Blvd., Los Angeles 48
Tel.: Bradshaw 2-0136
Tv Dept.: Carl Falkenhainer, own.; Jody Caldwell, media dir.; Phyllis Garon, art dir.

FALLON & CO.

650 N. Bronson Ave., Hollywood 4
Tel.: Hollywood 9-3529
Tv Dept.: Jim Fallon, pres.; Bob Moon, media dir.

FEIGENBAUM & WERMEN ADV. AGENCY

1922 Spruce St., Philadelphia 3
Tel.: Locust 7-1466
Tv Dept.: Morton Yanow, radio-tv dir., time, film buyer; Harry Feigenbaum, David Wermen, J. Leonard Schorr, Jay Beneman, acct. execs.; Jean Van Eskay, radio-tv copy.

Tv Accounts: Bayuk Cigars (N-S), Blumenthal Bros. Chocolate Co. (S), Bunting Glider (S), Kings Wine (RN-S), Professional Laundry Foundation (S), Yankee Maid Meat Products (RN-S).

COURTLAND D. FERGUSON INC.

Natl. Press Bldg., Washington 4
Tel.: National 8-7173
Tv Dept.: Mrs. Nan Hannum, timebuyer.

Tv Accounts: Auth's Meats, Bergmann's Laundry, Elite Laundry, Hechingers, Hinkel's (rugs, rug cleaning), Horner's (autos), Mann's Potato Chips, Schindler's Peanut Butter, Smith's Transfer, Solarine Floor Wax (all S).

MAURY FERGUSON ASSOC.

1710 N. Broadway, Oklahoma City
Tel.: Forest 5-4519
Tv Dept.: Maury Ferguson, tv dir.; Gil W. Schneider, asst.; Lillian Swain, co-ordinator.

Tv Accounts: Caloric Appliances Corp., Chick Coker Pontiac, Chic-O-Line Feed Mills, Colonial Baking Co., Don-Li Printers & Litho., Natl. Bank of Tulsa, OK Furniture & Rug Co., Tom Poore Developer, Scrivner-Stevens Co. Grocery Chain, Southwest Radio & Equipment (all S).

FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.
Tel.: Henderson 2-8200
Tv Dept.: Michael A. Fiore, pres., timebuyer; Albert A. Fiore, vp. tv dir.; D. John Critelli, acct. exec.; Ursula C. Pisto, media dir.; Dolores Dallasso, pub. rel. mgr.; Roger J. Burke, traffic mgr.

Tv Accounts: Custom Paint & Chemical, Dormin Inc., Pellex Corp., Sardo by Sardeau, Watchung Lake.

FIRST UNITED BROADCASTERS

201 N. Wells St., Chicago 6
Tel.: Randolph 6-7800
Tv Dept.: Hugh Rager, mgng. dir.; Maryellen Convery, timebuyer.

M. M. FISHER ASSOC.

79 W. Monroe St., Chicago 3
Tel.: Central 6-6226
Tv Dept.: Bud Fisher, tv dir., timebuyer, acct. exec.; Jack L. Fisher Sr., Rex Gay, acct. execs.; Helene Heinz, Phyllis Cummings, timebuyers.

Tv Accounts: Allied Artists, Bell Savings & Loan Assn., Crosstown Motors, S. Falbo Cheese Co., Gourmet House, Chas. Keeshin Inc., Lowebco Inc., North American Mushroom, Paramount Pictures, Superior Household Mfg., Tam O'Shanter Country Club (N), Towne Nash Sales, Tru Seal Corp., 20th Century Fox Films, United Artists, Universal-International (all S).

FITZGERALD ADV. AGENCY

Lee Circle Bldg., New Orleans 13
Tel.: Tulane 3131
Tv Dept.: William H. Thomas, tv dir.; Dan Norton, asst. tv dir.; Mrs. Marie O'Meara, Dorothy Nix, timebuyers.

Tv Accounts: Blue Plate Foods, Coca-Cola, Godchaux Sugars, 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.

FLACK ADV. AGENCY INC.

433 S. Warren St., Syracuse 2, N. Y.
Tel.: 2-6101
Tv Dept.: Daniel Casey, tv dir.; William Conklin, Grover Hubbell, Edward Labs, timebuyers, acct. execs.

Tv Accounts: Adequart Wiring Bureau of Central N. Y. (S), Central N. Y. Chapter of American Institute of Architects (S), First Trust & Deposit Co. (RN-S), The Netherlands Co. (RN-S), A. H. Pond Co. (N), Syracuse Savings Bank (RN-S).

RICHARD A. FOLEY ADV. AGENCY INC.

1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
Tv Dept.: Frank Knight, vp., radio-tv dir.; Alice Mooney, timebuyer.

Tv Accounts: Abbott Dairies, Burks Meats, Del. Park Race Track, R. T. French Co. (N), Mrs. Smith's Pies, Spruance Cake Mix, John Wanamaker (all S).

AGENCIES

FOLTZ-WEISSINGER INC.
120 N. Shippen St., Lancaster, Pa.
Tel.: 2-2105
Tv Dept.: David E. Wagenseller, vp.

FOOD RESEARCH & ADV.
159 E. Chicago Ave., Chicago 11
Tel.: Superior 7-6664
Tv Dept.: Norman E. Kraff, pres., media dir.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Murray Hill 8-5000
Tv Dept.: Roger Pryor, radio-tv vp.; R. L. Simpson, prod. dir.; Thomas M. McDonnell, bcst. planning dir.

Chicago 11—155 E. Superior St.; Tel.: Superior 7-4800; John B. Simpson, radio-tv vp.; J. W. Switzer, vp.; Harry Dieter, radio-tv bus. mgr.; Gwen Dargel, Genevieve Lemper, Dorothy Fromherz, timebuyers; Homer Heck, Myron Clarke, William Maloney, Donald Hockstein, supvrs.; Jack Owen, prod. supvr.; T. G. Brennan, radio-tv prod. supvr.

Hollywood 28—6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; Edmund L. Cashman, vp. chg. prod.

Houston 2—510 Taft at Buffalo Dr. (mailing P. O. Box 4223, Houston 14); Tel.: Jackson 8-5461; Grace Spanihel, timebuyer.

London W. 1—27 Hill St.; Tel.: Mayfair 9181; Brian F. McCabe, mgng. dir.; Godfrey Howard, radio-tv mgr.

Los Angeles 17—900 Wilshire Blvd.; Tel.: Madison 9-3611; Gene Fox, vp. in chg.; Jim Hathaway, bcst. sup.

Portland 4, Ore.—Pacific Bldg.; Tel.: Capital 7-2732; Leith F. Abbott, mgr.

San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2355; John R. Little, vp. chg.; Llew A. Jones, Robert Leefeldt, media dirs.

Toronto—80 Richmond St. W.; Harry Hutchins, vp.
Tv Accounts: Armour & Co. (soap), Beatrice Foods Co., Bullock's, Firestone Tire & Rubber Co., General Foods, Hall Bros., Hughes Aircraft, International Cellucotton Products, International Latex Corp., S. C. Johnson & Son, Kimberly-Clark, Lever Bros., Lieberman Breweries, Magnavox, Paper-Mate Pen, Pepsodent, Purex, Security-First Natl. Bank, Sunkist Growers.

FORT & CO.
416 Providence Rd., Charlotte 1, N. C.
Tel.: Edison 4-7122
Tv Dept.: John L. Fort, timebuyer.
Tv Accounts: N. C. State Mutual Hatchery Assn. (S).

FOSTER & DAVIES INC.
Keith Bldg., Cleveland 15
Tel.: Cherry 1-0711
Tv Dept.: Miles C. McKearney, vp., radio-tv dir., acct. exec.; Jeanne Kohorn, sec. to radio-tv dir., timebuyer.
Tv Accounts: Alliance Mfg. Co. (S).

FOULKE AGENCY INC.
Rand Tower, Minneapolis 2
Tel.: Federal 9-5581
Tv Dept.: Richard L. Smith, tv writer.
Tv Accounts: Hennepin Federal Savings & Loan Assn. (S).

CARLOS FRANCO ASSOC. INC.
420 Madison Ave., New York 17
Tel.: Plaza 8-0792
Tv Dept.: Richard W. Hubbell, tv dir.; Carlos Franco, acct. exec.; Franklin R. Cawl, research dir.
Tv Accounts: Aquafilter Corp. (N-RN-S), Kromex Aluminum Ware (N-RN-S), Rhodes Pharmacal (S), Seaboard Drug (RN-S).

ALBERT FRANK-GUENTHER LAW INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060
Tv Dept.: Robert W. Day, vp.; Joseph Cox, time-buyer.

CLINTON E. FRANK INC.
Merchandise Mart, Chicago 54
Tel.: Whitehall 4-5900
Tv Dept.: Buckingham W. Gunn, vp., radio-tv dir.; Helen Lydon, asst. radio-tv dir.; Helen Davis, asst. media dir.; Ruth Riley, radio-tv traffic mgr.
Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-6261; Richard L. Davis, Robert Nye.
New York 19—113 W. 57th St.; Tel.: Columbus 5-8178; Lee Davis, Jack Miller.
Tv Accounts: Burgess Cellulose (S), Dean Milk Co. (RN-S), Grocery Store Products Co. (Foulds Div.) (S), Reynolds Metals Co. (N-S), Toni Co. (N-S), Wilson Milk Co. (S).

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745
Tv Dept.: Henry I. Sherry, tv dir.; Jones B. Frankel, Aaron G. Gaines, Howard S. Stone, acct. execs.

THE FREDERICK-CLINTON CO.
545 Fifth Ave., New York 17
Tel.: Murray Hill 2-7433
Tv Dept.: Harold S. Reiff, tv dir. proder.
Tv Accounts: Adler Shoes for Men, Empire Plastic, Vim Electric Inc. (all S).

CURT FREIBERGER & CO.
1439 Court Pl., Denver 2
Tel.: Alpine 5-2048
Tv Dept.: C. J. Freiburger, pres.; Steve Demarest, tv dir.; Robert C. Lochrie, Jack Mefford, acct. execs.

FRENCH & PRESTON INC.
500 Fifth Ave., New York 36
Tel.: Oxford 5-3450
Tv Dept.: Mildred Gannon, media dir.
Chicago—221 N. LaSalle St.; Tel.: Franklin 2-4821.
Washington 6—1625 I St., N.W.; Tel.: Republic 7-4041; Samuel Bledsoe, mgr.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Jefferson 1-0037
Tv Dept.: C. S. Pangman, vp.
Tv Accounts: Reisch Brewing Co. (S).

AD FRIED ADV. AGENCY
(See listing under A)

FRIEND-REISS ADV.
221 W. 57th St., New York 19
Tel.: Plaza 7-8030
Tv Dept.: Edward Ratner, radio-tv dir., ch. time-buyer; Karen S. Collier, timebuyer.
Utica, N. Y.—22 Elizabeth St.; Tel.: 4-2155; John Greer, serv. dir.
Syracuse, N. Y.—Kemper Bldg.; Tel.: 3-3181; George Ball, gen. mgr.
Tv Accounts: Cameo Curtains Inc., Citadel Press, DeJurt-Amsco Corp., Lovelore-Lorentzen Inc. (venetian blinds), Marlboro books, Radio-Wire Television, Shirtcraft Mfg. Co., Toy Guidance Council.

JIMMY FRITZ & ASSOC.
1680 N. Vine St., Hollywood 28
Tel.: Hollywood 3-3251
Tv Dept.: Jack Miller, radio-tv dir.

HARRY M. FROST CO.
260 Tremont St., Boston 16
Tel.: Liberty 2-6140
Tv Dept.: Harvey P. Newcomb, vp., radio-tv dir.

FULLER & SMITH & ROSS INC.
230 Park Ave., New York 17
Tel.: Murray Hill 6-5600
Tv Dept.: Arthur E. Duram, vp., radio-tv; Willson M. Tuttle, tv acct. supvr.; Bernard G. Rasmussen, bcst. media mgr.; Peter S. Cardozo, vp., creative copy.
Chicago 3—105 W. Adams St.; Tel.: Andover 3-5041.
Cleveland 15—1501 Euclid Ave.; Tel.: Cherry 1-6700; T. G. Slater, radio-tv dir.
Tv Accounts: Aluminum Co. of America (N), Commercial Solvents Corp. (S), Diamond Black Leaf Co. (N-S), Edison Electric Institute (N), Hercules Powder Co. (S), Libbey Owens Ford Glass Co. (N), Paillard Products Inc. (N), Westinghouse Electric Corp. (S).

G

GARDNER ADV. CO.
915 Olive St., St. Louis 1
Tel.: Central 1-3200
Tv Dept.: William D. Fisher, vp., radio-tv; Ralph Pasek, May Kohler, Jim Fasholz, prod. supvrs.; Al Chance, West Coast prod. supvr.; Maxey Lou Mann, traff. mgr.; Frank Chipperfield, media dir.; Frank Heaston, Earl Hotze, Ray Schoenfeld, media group heads.
New York 20—9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martini, vp.; Lois Martini, asst.
Tv Accounts: Anheuser-Busch Inc. (RN-S), Barton Mfg. Co. (S), Derby Foods (N), Emerson Electric (S), First Natl. Bank (S), Godefroy Mfg. Co. (S), Granite City Steel (S), Monsanto Chemical Co. (N) Neb. Consolidated Mills (S), Pet Milk Co. (N-S), Ralston Purina Co.-Purina Mills (N-S), St. Louis Independent Packing Co. (S), St. Louis Post-Dispatch (S), Southwestern Bell Tel. Co. (RN-S), Union Electric Co. (S), Wabash Railroad (S).

H. M. GARDNER & ASSOC.
8693 Wilshire Blvd., Beverly Hills
Tel.: Dunkirk 5-1474
Tv Dept.: H. M. Gardner, own.; Stanley Pflaum, assoc.
Tv Accounts: Klein Industries Inc., Mission Pak, Waste King Corp.

SIDNEY GARFIELD & ASSOC.
26 O'Farrell St., San Francisco 8
Tel.: Exbrook 2-3420
Tv Dept.: Thurston G. McGuffick, media dir.

GEARE-MARSTON INC.
22d & Locust Sts., Philadelphia 3
Tel.: Locust 4-3551
Tv Dept.: Frederick C. McCormack Jr., radio-tv dir.; Joan O. McCrea, prod. asst. to dir.; Granville Worrell, Ross Pilling, Horace Nalle, James Robertson, John Coverley-Smith, James B. Briggs, acct. execs.
New York 20—420 Lexington Ave.; Tel.: Lexington 2-0880.
Tv Accounts: American Cyanamid, Caloric Appli-ance, Jonny Mop, Lawn-Boy, Pa. Salt Mfg. Co., Strawbridge & Clothier, Valspar, Western Sav-ing Fund.

W. B. GEISSINGER & CO.
311 N. Flores St., Los Angeles 48
Tel.: Webster 3-7178
Tv Dept.: W. B. Geissinger, pres.; Robert Williams, vp.

GENERAL ADV. AGENCY INC.
7033 Sunset Blvd., Hollywood 28
Tel.: Hollywood 3-5128
Tv Dept.: Ralf M. Spangler, Stan Brown.

JOSEPH R. GERBER CO.
1305 S.W. 12th Ave., Portland 1, Ore.
Tel.: Capitol 7-0515
Tv Dept.: F. D. Wieden, dir.; George Clinton, time-buyer.
Cleveland—3170 W. 106th; Tel.: Orchard 1-3500; Frank Kalinowski, acct. exec.
Tv Accounts: Equitable Savings & Loan, Iron Fire-man Mfg. Co., M & M Woodworking, Portland General Electric Co. (all S).

H. J. GERDTS CO.
60 E. 42d St., New York 17
Tel.: Murray Hill 2-6677

GEYER ADV. INC.
745 Fifth Ave., New York 22
Tel.: Plaza 1-3300
Tv Dept.: Winslow Case, vp. in chg.; Raymond Mauer, dir.; Don McGuinn, bus. mgr.; Charles Leibold, James DeFoe, copy; James Harkey, film prod. supvr.; LeRoy Emmerick, prodr.; Ralph Robertson, vp., marketing dir.; Elizabeth Powell, Carol Sleeper, timebuyers.
Detroit—14250 Plymouth Rd.; Tel.: Webster 3-5520; Ed Rodgers, tv dir.
Dayton 2, Ohio—Third Natl. Bldg.; Tel.: Fulton 4145; E. G. Frost, mgr.
Tv Accounts: Boyle-Midway Div. of American Home Products; Kelvinator, Nash Divs. of American Motors Corp., Paul Masson Inc. Div of Distillers Corp.

GIBBONS ADV. AGENCY INC.
Daniel Bldg., Tulsa 3
Tel.: Luther 7-2444
Tv Dept.: Mercedes Freiday, radio-tv dir., acct. exec.; John B. Gibbons, vp., acct. exec.
Tv Accounts: Community Finance Corp., Five Federal Savings & Loan Assns. of Tulsa, Tom P. McDermott Inc., Mitchell Mfg. Co., Pedrick Labs., Public Service Co. of Okla., Stanleys Funeral Service, State Federal Savings & Loan, V-Check Inc., Wortz Biscuit Co. (all S).

CLIFFORD GILL AGENCY
8701 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Oleander 5-8388 & Olympia 2-3840
Tv Dept.: Clifford Gill, acct. exec.; Dorothy Gill, timebuyer.
Tv Accounts: Allied Artists Corp. (S).

GILLHAM ADV. AGENCY INC.
Continental Bank Bldg., Salt Lake City 1
Tel.: Empire 4-5516
Tv Dept.: Heber G. Wolsey, vp. in chg. tv; George Barrus, Art Atack, copy writers.
Tv Accounts: Cloverleaf Dairy, Colville Ice Cream, First Federal, First Security, Mountain Fuel, Purity Biscuit Co., Royal Baking Co., Sego Milk, Union Pacific Railroad, Utah Oil Refining, Utah Power & Light (all S).

BERT S. GITTINS ADV. INC.

739 N. Broadway, Milwaukee 2
Tel.: Broadway 6-5934

Tv Dept.: Gerald L. Seaman, tv dir.; Vern Laustsen, Paul Seabrook, Don Looper.

Tv Accounts: Allis-Chalmers Mfg. Co. (N-S), Plankinton Packing Co. (S), Swift & Co. Farm Feed, Plant Food, Hatchery Divs. (S).

GLASSER-GAILEY INC.

3670 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 4-2141

Tv Dept.: Grace Glasser, pres., timebuyer; Gary Whitlock, timebuyer.

Tv Accounts: Bowie Pies, Colonial Dames Cosmetics, County Fair Pies, Huggins-Young Coffee, KCOP, L. B. Labs., Moreno Frozen Foods.

WILLIAM GLAZER ADV. AGENCY

United Office Bldg., Cleveland 13
Tel.: Main 1-0816

Tv Dept.: W. J. Gabriel, tv dir., prodr., timebuyer.

Tv Accounts: Bedford Products Inc., Eagle Dairy & Ice Cream Co., Family Stamps, Foodtown Super Markets, Ideal Macaroni Co., Jack 'N Jill Kiddie Shops, Mary Lee Candies, O'Malley-Porach Dodge Inc., Popular Brands Inc. (all S).

GLENN ADV. INC.

301 E. Fifth St., Fort Worth 2, Tex.
Tel.: Edison 2-4476

Tv Dept.: Merle Bell, vp.; A. G. McDaniel, acct exec.

Dallas 1, Tex.—Republic Bank Bldg.; Tel.: Riverside 6686; John H. Stewart, acct. vp.; Ward Wilcox, vp.; Liener Temerin, acct. exec.

San Antonio, Tex.—Transit Tower; Tel.: Capitol 7-2367; Bob Holleron, vp.; Jack Schlichenmaier, acct. exec.

Houston, Tex.—803 Lovett Blvd.; Tel.: Jackson 3-4714; John Fraser, vp.

Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-9369; Ray K. Glenn, pres.; Ray Prochnow, acct. exec.

Tv Accounts: John M. Coleman Ins. (S), Fort Worth Natl. Bank (S), Frontier Pontiac (S), Genell Inc. (S), Gildemeister's Jewelers (S), Household Furniture (S), Lone Star Beer (RN-S), Metzger Dairies (S), Ranger Pontiac (S), Republic Natl. Bank (S), Tex. Industries (RN-S), Tilson Built Homes (S).

GODOY & CROSS ADV. AGENCY

21 y O Vedado, Havana, Cuba
Tel.: F-7470

GODWIN ADV. AGENCY

Electric Bldg. Annex, Jackson, Miss.
Tel.: 2-5576

Tv Dept.: Thomas L. Spengler, radio-tv dir., timebuyer; Larry Painter, Charles E. Carmichael, John E. Fontaine, John E. Fontaine III, Rex A. Moody, Stanley Gates, acct. execs.

New Orleans—Richards Bldg.; Tel.: Canal 4371.

New York—95 Liberty St.; Tel.: Worth 4-2762.

STEPHEN GOERL ASSOC. INC.

48 E. 43d St., New York 17
Tel.: Murray Hill 2-2627

Tv Dept.: Sylvia Locker, timebuyer.

MIKE GOLD AGENCY

8732 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-7489

Tv Dept.: Mike Gold, acct. exec.; Milton Figen, continuity; Sylvia Gold, timebuyer; E. Solomon, prod.

Tv Accounts: Cardisplay Co., Charmfit of Hollywood (RN), Honey Lips Lipstick (RN), Time Payment Ins. Co. (S), Tyler Mfg. Co. (RN).

FRANCIS D. GONDA CO.

6912 Hollywood Blvd., Los Angeles 28
Tel.: Hollywood 2-6017

Tv Dept.: Alex M. Victor, tv dir.; Frances Lee, Mr. Victor, timebuyers; F. D. Gorda, Mr. Victor, acct. execs.

Tv Accounts: Desert Gem Jewelry (RN-S), OZ Greeting Card Co. (RN-S), Paint & Palette Inc., Star-Eye Inc. (RN-S).

GOODKIND, JOICE & MORGAN INC.

919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6447

Tv Dept.: Florence A. Neighbors, media dir., timebuyer.

GOODMAN-ANDERSON ADV.

614 S. San Vicente Blvd., Los Angeles 48
Tel.: Webster 8-3993

Tv Dept.: Claire Koren, media dir.; Dave Horwitz, dir.

Tv Accounts: Barr Co., Kevo Co., King Midas Camera Exchange, Lawson's Jewelers, Geo. Murphy Chevrolet, Nic-L-Silver Battery Co., Republic Studios, Warner Bros. Studios (all S).

KENT GOODWIN ADV. AGENCY

1680 N. Vine St.
Tel.: Hollywood 3-5648

Tv Dept.: Kent Goodwin, timebuyer, acct. exec.; Phil Goodwin, acct. exec.

Tv Accounts: House of Carpets, Infra-Red Auto Paint Co., Gene Klein Sports Cars, Olympic Auditorium, Owls Furniture Stores, Transmission Exchange Co.

PHIL GORDON AGENCY

23 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-2103

Tv Dept.: R. Sacks, media dir.; Roy Rutkoff, Philip W. Abrams, acct. execs.

GOTHAM-VLADIMIR NEW YORK INC.

342 Madison Ave., New York 17
Tel.: Oxford 7-4300

Tv Dept.: Arthur A. Kron, radio-tv dir.; Andrew N. Vladimir, radio-tv plans supvr.

Chicago 2—1 N. LaSalle St.; Tel.: Andover 3-5033; R. Hobbs, sr. vp., mgr.

San Francisco 8—251 Kearny St.; Tel.: Yukon 6-5892; C. Spitz.

Tv Accounts: Japanese Crabmeat Assn. (S), Geisha Crabmeat (S).

GRACEMAN ADV. INC.

983 Main St., Hartford 3, Conn.
Tel.: Jackson 2-9196

Tv Dept.: Edward M. Graceman, pres.

ROBERT B. GRADY CO.

45 E. 17th St., New York 3
Tel.: Gramercy 7-1755

Tv Dept.: Robert E. Launey, media dir.

GRANT ADV. INC.

919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6500

Tv Dept.: Fred Norman, tv dir.; Jeanne Ruzek, prodr.; Howard A. Jones, exec. vp.; W. R. Watson, Andrew Shepard, Carl Post, vps.; Don Matthews, Maurice F. Dunne Jr., acct. execs.

Dallas 2—Davis Bldg., Tel.: Prospect 8121; Donald R. Wagnitz, vp., mgr.

Dayton 2—Hulman Bldg.; Tel.: Michigan 7644; Vincent P. Black, vp., mgr.

Detroit 26—Guardian Bldg.; Tel.: Woodward 3-9400; Robert Mack, tv dir.

Hollywood 28—Taft Bldg.; Tel.: Hollywood 1-9231; John Gaunt, vp. chg. tv; Jack Parker, tv dir.

Miami 32—Penthouse Atop Langford Bldg.; Tel.: Franklin 3-0773; John A. Dey, vp., mgr.

New York 21—655 Madison Ave.; Tel.: Templeton 8-9393; John Pinto, vp. chg. tv; William Patterson, tv dir.

Portland 5, Ore.—American Bank Bldg.; Tel.: Capitol 4-9609; John A. Giesy, mgr.

San Francisco 4—Russ Bldg.; Tel.: Douglas 2-0369; Jack Edwards, vp., mgr.

Other offices—Bargkok, Thailand; Bogota, Colombia; Bombay, India; Buenos Aires, Argentina; Calcutta, India; Cape Town, South Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Johannesburg, South Africa; Karachi, Pakistan; Lima, Peru; London, England; Madras, India; Manila, P. I.; Mexico City, Mexico; Monterrey, Mexico; Montreal, Canada; New Delhi, India; Panama, R. of Panama; Porto Alegre, Brazil; Santiago de Chile; Sao Paulo, Brazil; Toronto, Canada.

Tv Accounts: Centlivre Brewing Corp. (S), Airtemp Div. of Chrysler Corp. (S), Chrysler Dodge Div. (N-RN-S), Comet Rice (S), Dr. Pepper (RN-S), Electric Auto-Lite (RN-S), Farmcrest (S), Florists Telegraph Delivery Assn. (RN-S), Lenthic Inc. (N), Muehlebach Brewing Co. (RN-S), National Airlines (S), Regional Dodge Dealers (S).

WILL GRANT ADV. AGENCY

268 S. Alexandria Ave., Los Angeles 4
Tel.: Dunkirk 7-3361

Tv Dept.: Will Grant, mgr., timebuyer.

GRAY & ROGERS

12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-4808

Tv Dept.: Edmund H. Rogers, ptrn. in chg. tv dept.; Walter M. Erickson, tv dir.; David E. Henderson, John N. Sumner, R. Lawrence Ziegler, acct. execs.; Edward Papazian, timebuyer.

Tv Accounts: Bell Telephone Co. of Pa., Diamond State Telephone Co. (Del.), Fidelity-Phila. Trust Co., Freihofer Baking Co., Keystone Automobile Club, Lee Tire & Rubber Co., Charles Marchand Co., Phila. Saving Fund Society, Philco Distributors Inc., Vogel-Ritt Inc.

GRAY-SCHWARTZ ADV.

228 N. LaSalle St., Chicago 1
Tel.: Central 6-8835

Tv Dept.: Marvin Gray, Max Schwartz, M. Levine, Arnold S. Sklair, acct. execs.; Mildred B. Griswold, traff. mgr.

Tv Accounts: Terminal Motor Sales, Mid-State Motors Inc., Del-Mar Motors Inc., Fred Gardner & Sons Inc., Ray-Cole Motors Inc. (all S).

GREENHAW & RUSH INC.

Sterick Bldg., Memphis 3, Tenn.
Tel.: Jackson 5-5596

Tv Dept.: Holton C. Rush, pres.; E. B. Greenhaw, vp.

GREGORY-HOUSE ADV. CO.

2157 Euclid Ave., Cleveland 15
Tel.: Main 1-7822

Tv Dept.: Bromley House, radio dir.; Bernice Boyce, asst.; Marion Reeves, timebuyer; Honor Gregory, Mr. House, acct. execs.

WILLARD G. GREGORY & CO.

416 W. 8th St., Los Angeles 14
Tel.: Trinity 0531

Tv Dept.: Willard G. Gregory, pres.; Edmund J. Phillips, vp.; William F. Asay, acct. exec.

Tv Accounts: Studebaker Dealers Assn. of L. A. Phil Rouse Studebaker.

GREY ADV. AGENCY INC.

430 Park Ave., New York 22
Tel.: Plaza 1-3500

Tv Dept.: Alfred L. Hollender, vp., dir.; Sidney T. Hertzler, bus. mgr.; Dr. Lawrence Deckinger, media dir.; Howard Webb, Phil Branch, Helen Wilbur, media group heads; Joan Rutman, Joan Stark, Jack Cummings, timebuyers; Paul Seckel art dir.; Rogers Brackett, George W. Feld, Richard A. Lukin, producers.

Tv Accounts: Associated Products Inc., Block Drug Co. Inc., Federal Nut Co., Hoffman Beverage Co., Procter & Gamble Co., G. Krueger Brewing Co., Lehn & Fink Products, Mennen Co., Phillips-Jones Corp., Prince Gardner Co., RCA Victor Records, Shwayder Bros. Inc., Union Pharmaceutical Co.

GRIFFITH ADV. AGENCY INC.

Times Bldg., St. Petersburg 1, Fla.
Tel.: 7-6504

Tv Dept.: Joseph A. Griffith, vp., timebuyer; V. M. Denny, vp.; Donald P. Griffith, pres.

Tv Accounts: First Federal Savings & Loan, Typhoon Corp.

THE GRISWOLD-ESHLEMAN CO.

Terminal Tower, Cleveland 13
Tel.: Tower 1-3232

Tv Dept.: Richard C. Woodruff, radio-tv dir., timebuyer.

Tv Accounts: Distillata Corp., Fisher Foods Co., Fleet-Wing Corp., B. F. Goodrich Co., Hood & Miller Tires Assoc. Lines Div., Jenney Mfg. Co., Milk Producers Federation, Alfred Nickles Bakery, Society for Savings, Tappan Stove Co. (all S).

JULIAN GROSS & ASSOC.

770 Asylum Ave., Hartford 5, Conn.
Tel.: Chapel 9-8491

Tv Dept.: Julian Gross, pres.

GROSSFELD & STAFF

22 W. Monroe St., Chicago 3
Tel.: Andover 3-6904

Tv Dept.: Stanley D. Levitz, tv dir.; Edward A. Grossfeld, acct. exec.

GRUBB & PETERSEN ADV.

111 N. Market St., Champaign, Ill.
Tel.: 6-3766

Tv Dept.: Dale R. Arvidson, radio-tv dir.; Mildred B. Dudley, media buyer; Earl Broihier, Paul A. Earnest, Marshall Scott, acct. execs.

Tv Accounts: Black's Hardware Stores (RN-S), Certified Automotive Service Inc. (N-S), Eckert Orchard Assoc. (RN-S), First Natl. Bank (RN-S), Henderson Mfg. Co. (N-S), Hoben Candy Corp. (N-S), Hollywood Brands Inc. (N-S), Imperial Process Co. (N-S), Kelly Food Products (RN-S), Luker Products (RN-S), Mira-Glo Corp. (N-S), Ramey Distributing Co. (RN-S), Saunders-Swadar Toy Co. (N-S), Thirion & Sons (RN-S), Thompson Lumber Co. (RN-S), Vir-Pat Corp. (N-S), Walbern Labs (N-S), Wareham-Hudson Dairy (RN-S).

GUENTHER, BROWN & BERNE INC.

Enquirer Bldg., Cincinnati 2
Tel.: Garfield 1-4244

Tv Dept.: David A. Brown, vp., tv dir.; Clifford Baker, acct. exec.

Wheeling, W. Va.—Natl. Bank of W. Va. Bldg.; Tel.: 2300; John Schroeder, mgr.

Tv Accounts: Johnson Electric Supply Co., Nickles Bakery, Security Storage Co., Scott Lumber Co., Thomson Cadillac (all S).

GUERIN, JOHNSTONE, JEFFRIES INC.

6546 York Blvd., Los Angeles 42
Tel.: Cleveland 7-8271

Tv Dept.: Paul R. Guerin, radio-tv dir., timebuyer.

GUILD, BASCOM & BONFIGLI INC.

130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040

Tv Dept.: Courtenay Moon, tv dir.; George Allen, pgm. dir.; Robert F. LaChance, prod. dir.; E. H. Hodges, Richard St. John, acct. sups.; Robert Footman, acct. exec.

New York 22—515 Madison Ave.; Tel.: Plaza 3-7917; Charlotte Morris.

Hollywood 28—1750 N. Vine St.; Tel.: Hollywood 9-8217; George Allen, Dave Fulmer, pgm. dir.

Tv Accounts: Foremost Dairies, Ralston Purina Co. Grocery Prod. Div., Regal Pale Brewing Co. (all S).

LAWRENCE C. GUMBINNER ADV. AGENCY INC.

655 Madison Ave., New York 21
Tel.: Templeton 8-1717

Tv Dept.: Paul G. Gumbinner, radio-tv dir.; Henry J. Katz, media dir.; Anita Wasserman, asst.

Tv Accounts: American Tobacco Co. (Roi-Tan cigars), W. A. Bassett Co., Bereut-Richards Co., Bourjois Inc. (N), Chap-Stick, Q-Tips, S. A. Schonbrunn & Co., Sutton Cosmetics Inc.

H

WM. J. HACKENBERG ADV.
206 Main St., Wheeling, W. Va.
Tel.: 6983

Tv Dept.: Wm. J. Hackenberg.
Tv Accounts: Coeey-Bentz Co. (S), Colvig (S).

HADLOCK & ASSOC.
7564 Sunset Blvd., Hollywood 46
Tel.: Hollywood 2-6731

Tv Dept.: Richard J. Andersen, acct. exec.
Tv Accounts: Antelco Corp. (S).

JOHN L. HALPIN ADV.
207 State St., Schenectady 5, N. Y.
Tel.: Franklin 2-0492

Tv Dept.: John L. Halpin, timebuyer, acct. exec.
Tv Accounts: Cobleskill Agricultural Society (S),
Schenectady Democratic Committee (S).

H. K. HALPURN ASSOC.
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714

Tv Dept.: H. K. Halpurn, tv dir.; M. F. Witte, Juan
Juan, acct. execs.
Tv Accounts: Aroma Coffee, Capitol Foods, D-200
Products, Pelindo Hair Preparations, Rancho
Foods, Reuter Soap, U.S. Navigation Corp.
(all S).

THE HAMMER CO.
171 Church St., Hartford 3, Conn.
Tel.: Jackson 7-0183

Tv Dept.: Joe Trent, radio-tv mgr.; M. H. Hammer,
Mary E. English, timebuyers.
New York 19—101 W. 55th St.; Tel.: Plaza 7-0955.
Tv Accounts: Bevin-Wilcox, Old Monastery Wine,
Pantastote Co., United Plastics.

HANSON & RIDLON INC.
212 Essex St., Boston 11
Tel.: Hancock 6-4924

Tv Dept.: John A. Ridlon, pres.

HARRINGTON-RICHARDS
(Div. of Fletcher D. Richards Inc.)
58 Sutter St., San Francisco 4
Tel.: Exbrook 2-6025

Tv Dept.: MacLean Chandler, media, research dir.
Los Angeles 32—5816 Wilshire Blvd.; Tel.: Webster
3-5577; Bernice Parson, media dir.
Tv Accounts: Avoset Co. (S), Squirt Co. (RN-S).

R. T. HARRIS ADV. AGENCY INC.
Walker Bank Bldg., Salt Lake City 1
Tel.: Empire 3-8815

Tv Dept.: Robert G. Love, tv dir.
Tv Accounts: AG Food Stores, Clover Club Foods,
Holsum Bread Co., Morning Milk Co., Prudential
Federal Savings, Walker Bank & Trust Co.,
Weber Central Dairy (all S).

HART-CONWAY CO.
Triangle Bldg., Rochester 4, N. Y.
Tel.: Locust 3520

Tv Dept.: H. Lyman Hart, Harold E. Kennedy,
John M. Sullivan, John P. Street, Joseph P.
Brown, E. Ward Phillips, John M. Nixon.
Tv Accounts: Blue Boy Dairy (RN), Blue Boy Ice
Cream (RN), Blue Boy Canned Foods (RN-S),
Columbia Banking (RN-S), Crescent-Puritan
(S), Custom Manor (RN-S), Genesee Medical
Care (Blue Shield) (RN), Genesee-Monroe Rac-
ing Assn. (RN-S), Hallman's (S), Levis Music
Store (S), Oil Heat Institute (RN), Plehler
Pontiac (RN-S), Rae Oil Co. (S), Rochester Gas
& Electric Corp. (RN), Rochester Hospital Ser-
vice (Blue Cross) (RN), Rochester Telephone
Corp. (S), Standard Brewing Co. (RN-S), Secu-
rity Trust Co. (RN), Van Dussen Paint Co. (S),
Webaco Oil Co. (RN-S), W. C. Zink Chrysler-
Plymouth (RN-S).

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: Andover 3-0130

Tv Dept.: Jack Leonard, tv prod. supvr.; Mrs. Jean
Cervay, tv coor.
New York 17—420 Lexington Ave.; Tel.: Murray Hill
9-8637; John D. Berg, tv dir.

HARVEY-MASSENGALE CO.
Walton Bldg., Atlanta 1
Tel.: Walnut 9117

Tv Dept.: R. Winston Harvey, pres.
Durham, N. C.—Snow Bldg.; Tel.: J-8451; C. Knox
Massey.

WILLIAM W. HARVEY INC.
5747 Melrose Ave., Los Angeles 38
Tel.: Hollywood 2-0874

Tv Dept.: R. E. Jacobson, radio-tv dir., acct. exec.
Tv Accounts: Allen's Formula 25, Craig Oil Co.,
Sunset Oil Co.

THE F. H. HAYHURST CO. LTD.
7 King St. E., Toronto 1
Tel.: Empire 6-0731

Tv Dept.: R. D. Amos, radio-tv dir.; C. M. Har-
rison tv prodr.; Mary Goletz, timebuyer.

Montreal—1510 Drummond St.; Tel.: Harbour 0131;
J. B. Leupold, mgr.; Mrs. Denyse Mathieu, radio-
tv dir.; Tom Deans, timebuyer.

Tv Accounts: Acousticon Hearing Aids, Brading's
Brewers, Canadian Cannery, R. D. Fleck & Co.
(S), Loblaw's Groceries (RN), Neilson's Choc-
olates, Meccano Ltd., Procter & Gamble (N),
Purity Flour Mills, Wagstaffe Ltd.

HAYS ADV. AGENCY INC.
252 College St., Burlington, Vt.
Tel.: 2-5757

Tv Dept.: Norman H. Myers, pres.

SHELDON M. HEIMAN INC.
32 W. Randolph St., Chicago 1
Tel.: Financial 6-0241

Tv Dept.: Lou Epton, radio-tv dir.; Roger Clark,
timebuyer; Sheldon M. Heiman, purchasing
supvr.

HEINTZ & CO.
611 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-3181

Tv Dept.: Mary Mercelis, Blanche Tanous, tv prod.;
Robert P. Heintz, Carl M. Heintz Jr., Herbert
Dickow, timebuyers.

San Francisco 5—155 Montgomery St.; Tel.: Garfield
1-0477; John Crain, acct. exec.

PAUL LYNN HELLER ADV. INC.
911 13th St., N.W., Washington 5
Tel.: National 8-7638

Tv Dept.: Paul Lynn Heller, timebuyer.

HENDERSON ADV. AGENCY INC.
Insurance Bldg., Greenville, S. C.
Tel.: 2-7611

Tv Dept.: Howard K. McIntyre, vp., acct. exec.;
W. Roy Ellison, prod. mgr.; Betty McCowan,
timebuyer.

Tv Accounts: General Baking Co. Southern Div.,
Greenwood Packing Plant, Orders Mattress Co.,
Texize Chemicals Inc. (all S).

HENRI, HURST & McDONALD INC.
121 W. Wacker Dr., Chicago 1
Tel.: Franklin 2-9180

Tv Dept.: Lee Randon, radio-tv dir.; Laura Hall,
timebuyer; Tim Morrow, vp. acct. exec.

Tv Accounts: Admiral Corp. (N), Cooper's Inc. (N),
Halloway House (S), Linc Products Corp. (S),
Peters Div. of International Shoe Co. (N),
Ready-to-Bake Foods Inc. (S).

HEPWORTH ADV. CO.
505 N. Ervay St., Dallas 1
Tel.: Randolph 2353

Tv Dept.: S. W. Hepworth, Winston Ball, acct.
execs.; N. C. Olson, tv dir.

Tv Accounts: Brockles Foods Co., Belle Roberts
Corp., Figaro Co., Mummert Farms, Standard
Foods Distributing Co.

AL HERR ADV. AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 1-2710

Tv Dept.: Pat Kocian, tv dir., timebuyer; Ruth
Walter, timebuyer; John Rock, acct. exec.

Tv Accounts: Pate Oil Co. (S).

C. J. HERRICK ASSOC.
22 E. 87th St., New York 21
Tel.: Trafalgar 9-6310

Tv Dept.: Laurel Cutler, Clarence Herrick.

Tv Accounts: Alchem Mfg. Co., Carbona Products,
Lake Panamoka, Wave Crest Gardens (all S).

HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany 7, N. Y.
Tel.: 5-1586

Tv Dept.: Horace L. Hevenor, pres.; Edward T.
Loveday, vp., Joseph A. Farrar, radio-tv dir.

J. M. HICKERSON INC.
270 Park Ave., New York 17
Tel.: Murray Hill 8-8233

Tv Dept.: Charles J. Caudle, radio-tv dir.

Des Moines 12, Iowa—2021 Grand Ave.; Tel.: 2-0221;
Shelton R. Houx, vp., mgr.

HICKS & GREIST
555 Fifth Ave., New York 17
Tel.: Murray Hill 7-5600

Tv Dept.: Theodore J. Grunewald, radio-tv dir.;
Vincent Daraio, timebuyer.

Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk
5-1721; Robert Black.

Tv Accounts: Blackstone Inc. (S), Brill Foods (S),
Dixie Cup Co. (N-RN-S), Lewyt (S), Oil Heat
Council (S), Sandura Co. (N-RN-S), Servel
(RN-S), Taylor Reed (RN-S).

HILTON & RIGGIO INC.
4 W. 58th St., New York 19
Tel.: Murray Hill 8-4224

Tv Dept.: Maria Carayas, radio-tv dir., ch. time-
buyer; Alice Evert, timebuyer.

Tv Accounts: W. K. Buckley (S), C&C Super Corp.
(N), Colonial Air Lines, Colonial Provision
Corp., Grelva Inc., Natl. Selected Products Inc.,
New Products Institute (all S), Red L. Frozen
Foods (RN-S), Stop & Save Trading Corp. (S),
Swanee Paper Corp. (S).

HIRSCH, TAMM & ULLMAN INC.
309 N. 11th St., St. Louis 1
Tel.: Central 1-2389

Tv Dept.: Herman I. Moseley, tv dir.; Delores Jordan,
timebuyer; Maurice L. Hirsch, Emil Tamm,
Paul Ullman Jr., acct. execs., ptnrs.

Tv Accounts: Artophone Corp., Cardinal Diamond
Rings, Forest City Mfg. Co., Freund Baking Co.,
Hamilton Shoe Co., Heifetz Pickling Co., Lubri-
Loy Co., Mutual Bank & Trust Co., Old Judge
Coffee Co., St. Louis Fashion Creators, Site
Oil Co.

HIKSON & JORGENSEN ADV. INC.
3257 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-3121

Tv Dept.: H. D. Walsh, dir.; Harriett M. Weigand,
timebuyer; Tyler Macdonald, Ross L. Sawyer,
Leon Thamer, Gordon Gumpertz, Lewis K.
Woodward, Wm. E. Betts, acct. execs.

San Francisco 3—821 Market St.; Tel.: Douglas
2-5397; Caryl Coleman, writer-prodr.

Tv Accounts: Alpha Beta Markets Inc., Arrowhead-
Puritas Waters Inc., Beaute Vues Corp. (Nutri-
Tonic), Carrier Corp. Day & Night Div., Chal-
lenge Cream & Butter Assn., Cinch Products
Inc., Citizens Natl. Trust & Savings Bank, Ingle-
wood Park Cemetery Assn., Local Loan Co.,
O'Keefe & Merritt Co., Richfield Oil Corp., Xint
Spanish Food Co. (all S).

HOAG & PROVANDIE INC.
136 Federal St., Boston 10
Tel.: Hancock 6-8580

Tv Dept.: Langley C. Keyes, exec. vp.

HOEFER, DIETERICH & BROWN INC.
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575

Tv Dept.: Wallace C. Riddell Jr., radio-tv dir.,
timebuyer.

HOFFMAN & YORK INC.
808 N. Third St., Milwaukee 1
Tel.: Broadway 6-6510

Tv Dept.: Joel Kursel, radio-tv prog. dir.; Joseph
P. Mulvanny, media dir.

Tv Accounts: A. Gettelman Brewing Co. (S), Shaler
Co. (N).

WILLIAM F. HOLLAND
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1-1252

Tv Dept.: Wm. F. Holland, own., timebuyer; Earl
L. Holland, tv dir.; Erwin Tiemeyer, Audrey
Stigler, Robert Temmen, acct. execs.

HOLST & CUMMINGS & MYERS LTD.
1380 Kapiolani Blvd., Honolulu 14
Tel.: 95291

Tv Dept.: Jim Wahl, radio-tv vp.; Alexa Cogswell,
Trent Christman.

San Francisco—215 Market St.; Tel.: Yukon 6-5957.

Tv Accounts: Bishop Trust Co., Borden Co., Ha-
waiian Airlines Ltd., Hawaiian Electric Co.,
Hawaiian Sugar Planters Assn., Hawaiian Tuna
Packers Ltd., H. J. Heinz Co., Honolulu Elec-
trical Products Co., Honolulu Rapid Transit Co.,
Honolulu Wood Treating Co., Lambert Co., Lever
Bros., Lewers & Cooke Ltd., Lewis-Howe Co.
(Tums), Libby 100 Famous Foods, Matson Hotels,
Matson Navigation Co., Paper Mate Co., Pine-
apple Cos. of Hawaii, Ponds Extract Co., Jos.
Schlitz Brewing Co., Simoniz, Toni Co., Von
Hamm-Young Co.

HONIG-COOPER CO.
1275 Columbus Ave., San Francisco 11
Tel.: Ordway 3-4469

Tv Dept.: John W. Davis, media dir.; Clarice Mc-
Creary, timebuyer; Louis Honig, E. B. Krough,
Eric Bellingail, Robert Haumesser, acct. execs.

Los Angeles—1201 W. Fourth St.; Tel.: Michigan
2396.

Seattle 1—Tower Bldg.; Tel.: Main 1801.

HORTON-NOYES CO.
Industrial Natl. Bank Bldg., Providence, R. I.
Tel.: Gaspee 1-2087

Tv Dept.: Henry C. Hart Jr., radio-tv dir., time-
buyer; Wallace Campbell, Theodore Goodchild,
acct. execs.

Tv Accounts: Collins Co., Industrial Natl. Bank,
Westfield Mfg. Co. Stegor Div. (all S).

HOUCK & CO.

2013 Jefferson St., S.W., Roanoke 14, Va.
Tel.: 5-8115

Tv Dept.: William B. Houck, vp.

HOUSE & LELAND

1008 S.W. Sixth Ave., Portland 4, Ore.
Tel.: Capitol 7-3431

Tv Dept.: Mrs. Lydia A. Tripp, tv dir.; Arthur E. House, Wayne R. Leland, acct. execs.

BRYAN HOUSTON INC.

730 Fifth Ave., New York 19
Tel.: Plaza 7-6400

Tv Dept.: William B. Templeton, vp. chg. radio-tv; Harold Dobberteen, media dir.

Tv Accounts: Colgate-Palmolive Co., Nestle Co.; J. P. Stevens & Co.

CHARLES W. HOYT CO.

380 Madison Ave., New York 17
Tel.: Murray Hill 2-2000

Tv Dept.: William P. Smith, vp., radio-tv dir.; Douglas Humm, timebuyer; Thomas Lee, Clifford Simpson, copywriters; John R. Patterson, asst. to radio-tv dir.

Hartford 3, Conn.—15 Lewis St.; Tel.: Jackson 5-6066; Frank Whipple, vp., mgr.

Miami 32, Fla.—Chamber of Commerce Bldg.; Tel.: 82-2165; John McAtee, vp., mgr.

Tv Accounts: American Home Foods (N-RN-S), Arnold Bakers (RN-S), Blueberry Coop. Assn. (S), Milton Bradley Co. (S), Brock Hall Dairy Co. (S), Charles Gulden Inc. (S), Keyes Fibre Co. (S), KLM Royal Dutch Airlines (S), Mall Pouch Tobacco Co. (N), Merck & Co. (S), Mich. Blueberry Growers (S).

THE HUBBELL ADV. AGENCY INC.

1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

Tv Dept.: Frank Hubbell, dir.; V. D. Lidyard, timebuyer, acct. exec.

CHRISTY HUMBURG ADV. AGENCY

742a N. Forest Blvd., Webster Groves 19, Mo.
Tel.: Woodland 1-3707

Tv Dept.: Christy Humburg.

H. B. HUMPHREY, ALLEY & RICHARDS INC.

370 Lexington Ave., New York 17
Tel.: Lexington 2-3020

Tv Dept.: Nelson L. Gross, vp. chg. radio-tv; Elaine Akst, timebuyer, bus. mgr.; Joanne Walgreen, asst. radio-tv dir.; Harold Nadler, Richard Talmadge, Albert W. Sage, acct. execs.

Boston 16—Statler Bldg.; Tel.: Liberty 2-6100; John McCullough, Herbert Hand, acct. execs.

Tv Accounts: John H. Breck Co., E-Z Mills.

HUMPHREY, PRENTKE & ASSOC.

11406 Euclid Ave., Cleveland 6
Tel.: Randolph 1-4582

Tv Dept.: Herbert E. Prentke, dir.

HUNTER & WILLHITE ADV. AGENCY

1540 N. Highland Ave., Hollywood 28
Tel.: Hollywood 4-4191

Tv Dept.: Dave Manning, vp., tv dir.; Phil Osol, Al Keysk, Jim McCulla, Bob DeSantis, Paul Granis, acct. execs.

Long Beach, Calif.—4348 Atlantic Ave.; Tel.: Nevada 6-7218.

Tv Accounts: Associated Furniture, Berry & Berry, Jack Johnson Oldsmobile, Fletcher Jones Chevrolet, McMahan Furniture Stores, Standard Tv Stores, Al Terrence Carpet Co., White Front Stores, Wilshire Oldsmobile (all S).

HUNTINGTON-PARMELEE ADV.

232 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-8039

Tv Dept.: J. H. Marmele, J. Foreman.

HURLEY ADV. CO.

Securities Bldg., Des Moines 9, Iowa
Tel.: 4-6289

Tv Dept.: J. S. Hurley, pres.

HUTCHINS ADV. CO.

42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160

Tv Dept.: Frank M. Hutchins, pres.; Wm. F. Lacey, vp.; Homer C. Scheck, vp.; John P. McCarthy, vp.; Stuart J. Rice, A. Russell Tomkinson, Bob A. Wolf, William C. Wygant, James L. Gould, Ray M. Small, John T. Doud, Margaret H. Carl, Margaret Nugent, Elizabeth M. Eggleton, acct. execs.

New York 19—16 W. 46th St.; Tel.: Plaza 7-8526; H. Pierson Mapes, vp.

Philadelphia 40—3701 N. Broad St.; Tel.: Baldwin 3-6200; John R. Maxwell, vp.

Toronto 4—33 Hayden St.; Tel.: Kingsdale 6661; W. A. Bounsall, mgr.

Tv Accounts: Barnard, Porter & Remington (S), E. E. Bausch & Son (S), Graflex Inc. (S), Lincoln Rochester Trust Co. (RN), Philco Corp. (N), Schuler's Potato Chips (RN).

HUTCHINSON ADV. CO.

1257 N. Vine St., Hollywood 38
Tel.: Hollywood 2-4500

Tv Dept.: Roger S. Hutchinson, pres., timebuyer; Kenneth Himes, dept. dir.; Margaret Robinson, media sec.

Tv Accounts: Dean Van Lines Inc., Golden Bull Restaurant, C. T. Moore Fire Extinguisher Co., Sta-Lube Inc., Sports Car Racing Assn., Trulip Corp. (all S).

CHARLES F. HUTCHINSON INC.

115 Newbury St. Boston 16, Mass.
Tel.: Commonwealth 6-2310

HUTZLER & LONG INC.

371 W. First St., Dayton 2, Ohio
Tel.: Michigan 8337

Tv Dept.: H. H. Hutzler, pres.; W. H. Long, exec. vp.

IDAHO ADV. AGENCY

715 Grove St., Boise, Idaho
Tel.: 2-7671

Tv Dept.: E. F. Casebeer.

ILLINOIS SIMMONDS & SIMMONDS INC.

520 N. Michigan Ave., Chicago 11
Tel.: Michigan 2-3360

Tv Dept.: Phil W. Tobias Jr., acct. exec.; Stephanie Seeder, media dir.

Tv Accounts: Gard Industries (S).

INTERNATIONAL ADV. AGENCY

5817 Crenshaw Blvd., Los Angeles 43
Tel.: Axminster 3-3133

Tv Dept.: W. J. Roberts, pres.; John Olson, exec. vp.; V. M. Rasmussen, ofc. mgr.

HOWARD M. IRWIN & ASSOC.

2806 W. Seventh St., Los Angeles 5
Tel.: Dunkirk 8-1219

Tv Dept.: Howard M. Irwin, own.

IRWIN-LOS ANGELES INC.

226 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-5435

Tv Dept.: George W. Irwin, pres.; Paul Langford, vp.; Thomas M. Cavanagh, Larry Cotton, Perry E. Pasmegzolu, acct. execs.; John Ruffino, prod. mgr.

JACKSON, HAERR, PETERSON & HALL INC.

331 Fulton St., Peoria, Ill.
Tel.: 6-8758

Tv Dept.: Graham E. Jackson, tv dir., acct. exec.; Edward J. Klein, copy dir.; Raymond Peterson, Richard A. Hall, Alvin Haerr, Philip Harney, Lynn Bickett, Sherman E. Peterson, acct. execs.

Jefferson City, Mo.—302 Adams St.; Tel.: 6-7708; Richard A. Hall, mgr.

Minneapolis 3—1108 Nicollet Ave.; Tel.: Federal 3-5539; Sherman E. Peterson, mgr.; Florence Y. Brown, media dir.

Tv Accounts: Bauer Buick, Central Mo. Trust Co., Conditionaire Corp., Crane Potato Chip Co., Farm Bureau Ins., Landon Labs, Peoria Savings & Loan Assn. (all S).

JACKSON & HEDRICK INC.

62 Worth St., New York 13
Tel.: Worth 4-7005

Tv Dept.: Paul H. Hedrick, pres.; B. J. Bradbury, radio-tv dir.

TEVIE JACOBS ADV. AGENCY

Morris Plan Bldg., Indianapolis 4, Ind.
Tel.: Melrose 6-9189

Tv Dept.: Tevie Jacobs, acct. exec.; Frances R. Lurvey, timebuyer.

ALBERT JARVIS LTD.

94 Yonge St., Toronto 1
Tel.: Empire 3-2438

Tv Dept.: Evan Morton, bcst. dir., timebuyer; John Carpenter, vp., acct. exec.

Tv Accounts: Aspro-Nicholas Ltd. (RN-S), Canadian Institute of Science & Technology (S), Heeny Frosted Foods (S), Mary Maxim Ltd. (S), Minute Maid Corp. (RN-S), Morton Packing Co. (RN-S), Scribbans-Kemp Ltd. (S), Shipley of Canada (S), E. A. Wells & Co. (S).

RAY C. JENKINS ADV. AGENCY INC.

Builders Exchange, Minneapolis 2
Tel.: Federal 2-4421

Tv Dept.: E. M. Grundy, vp.

Tv Accounts: M. A. Gedney Co., Marquette Natl. Bank, Mitchell-Boyer Inc., Murray's Inc., Pearson Candy Co., August Schell Brewing Co., Walker Employment Service, Western Oil & Fuel Co.

JESSOP ADV. CO.

85 W. State St., Akron 8, Ohio
Tel.: Franklin 6-2169

Tv Dept.: Charles A. Jessop, tv dir.; L. R. Jessop, A. R. Conte, timebuyers; George Cobak, acct. exec.

JETT ADV.

6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-6835

Tv Dept.: John Ettlinger, pres.; Hal Davis, radio-tv dir.

CHARLES P. JOHNSON CO.

625 Market St., San Francisco 5
Tel.: Douglas 2-2438

Tv Dept.: Janet Lindsay, media dir.; Fred M. Parke, acct. exec.

JONES & BRAKELEY INC.

150 Nassau St., New York 38
Tel.: Beekman 3-1912

Tv Dept.: Marie C. Power, media dir.

JONES & JONES ADV. AGENCY

Leonhardt Bldg., Oklahoma City 2
Tel.: Forest 5-9364

Tv Dept.: Henry C. Jones, timebuyer, acct. exec.

THE RALPH H. JONES CO.

Carew Tower, Cincinnati 2
Tel.: Garfield 1-2300

Tv Dept.: Ann Smith, radio-tv dir.; Betty Derie, Edna Haverkamp, timebuyers; Jan Lattier, film buyer.

C. B. JUNEAU INC.

8447 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Olive 3-1770

Tv Dept.: Edward Baillie, dir.; Anona D. Hansen, timebuyer.

K**KAL, EHRLICH & MERRICK**

Star Bldg., Washington 4
Tel.: Executive 3-3700

Tv Dept.: Alvin Q. Ehrlich, vp. chg. radio-tv; David P. Thomas, radio-tv dir.; Nella Manes, timebuyer; William B. Mullett, Alexander L. Charles, Frederick M. Harris, Philip F. Berne, William G. Roberts, Joseph Weinstein, R. Edward Hotze, Charles Smith, acct. execs.

KANE ADV.

319 N. Center St., Bloomington, Ill.
Tel.: 4-3251

Tv Dept.: Robert B. Armstrong, media dir.; E. H. Davison, radio-tv dir.

THE KAPPS CO.

64 E. Lake St., Chicago 1
Tel.: State 2-0460

Tv Dept.: Capico Kapps, Joseph Kapps, Albert Kapps, D. Daily.

Tv Accounts: Authorized Food Freezer Sales (S), Baheall Hardware Co. (S), Blue Star Stores (S), Chicago Laramie Motor Sales (S), Daws Auto Repair Co. (S), Economy Home Food Co. (S), General Tire Co. (S), Langendorf Clothing Mfg. Co. (S), Lynn Stewart Sales (RN-S), Miracle Ham Co. (S), Southeast Radio Stores (S), Traveler Radio & Tv (S), United Saving & Loan Assn. (S), Western Supply & Furnace Co. (RN-S).

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1
Tel.: Central 6-5331

Tv Dept.: James H. West, radio-tv dir.; Marvin Harms, Herman Kastor, John T. Urice, Raymond J. Lahvic, acct. execs.

Tv Accounts: Campana Sales Co., Dry-Mix Concrete Co., International Milling Co., Orange-Crush Co., Procter & Gamble Co., Union Starch & Refining Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD INC.

400 Madison Ave., New York 17
Tel.: Plaza 1-1400

Tv Dept.: Harry B. Walsh, dir.; John Kizarr, asst.; Jack B. Peters, timebuyer.

Tv Accounts: Elizabeth Arden, Hickok Mfg. Co., Jeris Hairtonic, Tintair (N-S).

THE JOSEPH KATZ CO.

10 W. Chase St., Baltimore 1
Tel.: Lexington 9-1500

Tv Dept.: Frederick T. Wehr, radio-tv dir.; Jean Mitchell, timebuyer.

New York 17—555 Fifth Ave.; Tel.: Murray Hill 7-0250; John T. McHugh, sr. vp., mgr.; Robert G. Swan vp., radio-tv dir.; Richard Katz, assoc. radio-tv dir.; Edward Fonte, media dir.

HENRY J. KAUFMAN & ASSOC.

1419 H St., N.W., Washington 5
Tel.: District 7-7400

Tv Dept.: Robert S. Maurer, dir.; Jeffrey A. Abel, timebuyer.

AGENCIES

MARX KAUFMAN ADV. INC.

111 N. Charles St., Baltimore 1
Tel.: Saratoga 7-5968

Tv Dept.: Horace Elias, radio-tv dir.; M. S. Kaufman, acct. exec.

KEEGAN ADV. AGENCY

Title Guarantee Bldg., Birmingham 3, Ala.
Tel.: 54-2417

Tv Dept.: Forbes McKay.

LEE KEELER INC.

Fox Theatre Bldg., Philadelphia 3
Tel.: Rittenhouse 6-3753

Tv Dept.: Leroy H. Keeler Jr., pres.; John D. Lohmeyer, vp.

KEELING & CO.

Chamber of Commerce Bldg., Indianapolis 4
Tel.: Melrose 5-5434

Tv Dept.: Mary C. Dill, timebuyer.

KEELOR & STITES CO.

Carew Tower, Cincinnati 2
Tel.: Parkway 1-1310

Tv Dept.: Arthur A. Radkey, radio-tv dir.

EDWARD S. KELLOGG CO.

685 S. Carondelet, Los Angeles 57
Tel.: Dunkirk 7-5213

Tv Dept.: W. J. Seidler, tv dir.

KELLY & LAMB ADV. AGENCY

897 Higgs Ave., Columbus 8, Ohio
Tel.: Axminster 4-3583

Tv Dept.: Dorrit Williams, Gladys Lamb, Paul Kelly, John Williams.

KELLY, ZAHRNDT & KELLY INC.

2343 Hampton Ave., St. Louis 10
Tel.: Mission 5-2684

Tv Dept.: Virgil A. Kelly, dir.; Walter W. Zahrndt, timebuyer, acct. exec.; William H. Thomson, Robert W. Kelly, acct. execs.

Tv Accounts: Fairchild Electric Products Div. (RN), Newberry Radio Co. (S), United Van Lines (RN), Visit St. Louis Committee (S).

M. H. KELSO CO.

3923 W. 6th St., Los Angeles 5
Tel.: Dunkirk 2-2072

Tv Dept.: Robert J. James, dir.

Tv Accounts: Nesbitt's Fruit Products Inc., Ungar Electric Tools Inc.

KEMBLE CO.

10 El Paseo, 19 E. De La Guerra St., Santa Barbara, Calif.
Tel.: 2-3819

JOHN M. KEMP ADV.

150 E. Slauson Ave., Los Angeles
Tel.: Adams 3-7536

DON KEMPER CO.

850 S. Patterson Blvd., Dayton 2, Ohio
Tel.: Adams 6216

Tv Dept.: Cindy Price, timebuyer.

KENNEDY, WALKER & WOOTEN

8743 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-8064

KENYON & ECKHARDT INC.

247 Park Ave., New York 17
Tel.: Murray Hill 8-5700

Tv Dept.: Jim Bealle, vp. chg. radio-tv; Phil Kenney, assoc. media dir.

Atlanta 3—805 Peachtree St., N.E.; Tel.: Vernon 0194; John T. Shannon, vp.

Boston—462 Boylston St.; Tel.: Copley 7-8550; J. Norman McKenzie, vp.

Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-4020; Walter A. Lawrence, vp.

Detroit 26—645 Griswold St.; Tel.: Woodward 5-0300; William E. Macke, vp.

Hollywood 28—Equitable Life Bldg.; Tel.: Hollywood 3-2101; Jack W. Runyon, vp.

Mexico City—Edificio Seguras Azteca, Ave. Insurgentes Sur 102; Burt Avedon, mgr.

Montreal 2—550 Sherbrook St., W.; Tel.: Plateau 2534; A. B. Browne, vp.

Philadelphia 7—Phila. First Natl. Bank Bldg.; Tel.: Rittenhouse 6-8020; Oren Spillman, vp.

San Francisco 4—620 Market St.; Tel.: Exbrook 7-0900; Sydney G. Walton, vp.

Toronto 5—321 Bloor St.; Tel.: Walnut 4-9531; Donald E. Smith, vp.

Tv Accounts: American Maize Co. (N-S), Beechnut Packing Co., Chase-Manhattan Bank, Coats & Clark Inc., Mercury Div. of Ford Motor Co., Natl. Biscuit Co., Pepsi-Cola Co., Radio Corp. of America, Warner Hudnut Inc.

KETCHUM, MacLEOD & GROVE INC.

411 Seventh Ave., Pittsburgh 19
Tel.: Court 1-5100

Tv Dept.: Edgar J. Donaldson, radio-tv dir.; Edmund Anderson, assoc. radio-tv dir.; William B. Kroske, Norton T. Gretzler, Donald L. Fox, Warren G. Rossell, Melvyn F. Johnston, radio-tv prodcrs.; James Shannon, timebuyer.

Buffalo 3, N. Y.—Brisbane Bldg.

Columbus, Ohio—8 E. Long St., Melvyn F. Johnston.

New York—155 E. 45th St.; Tel.: Murray Hill 7-5640; Edmund Anderson.

Richmond 19, Va.—Central Natl. Bank Bldg.

Tv Accounts: Aluminum Co. of America, Braun Baking Co., Calgon Inc., Columbia Gas System, Dairymen's Cooperative Sales Assn., E. Ohio Gas Co., Fidelity Trust Co., Mfrs. Light & Heat Co., Mine Safety Appliances, Natural Gas Cos., Peoples First Natl. Bank & Trust Co., Peoples Natural Gas Co., Reymier & Bros., Rieck Dairy Co., Tappan Stove Co., Thorofare Markets Inc., Westinghouse Electric Corp.

ABBOTT KIMBALL CO.

250 Park Ave., New York 17
Tel.: Plaza 3-9600

Tv Dept.: Barbara Reid, radio-tv dir., timebuyer; Elizabeth Proudfit, research; Marjorie Sze, publicity; Abbott Kimball, H. B. LeQuatte, Rita McNamara, H. V. Coughlin, Warren Sumner, acct. execs.

Chicago—520 N. Michigan Ave.; Tel.: Michigan 2-0300; George Enzinger.

Los Angeles 5—638 S. Van Ness Ave.; Tel.: Dunkirk 7-7305; Nancy Dinsmore.

San Francisco 4—405 Montgomery St.; Tel.: Exbrook 2-6725; Alfred Ducato.

Tv Accounts: Browndow Inc., Hazel-Atlas Glass Co., Long Island Rail Road.

KIRCHER, HELTON & COLLETT INC.

2600 Far Hills Ave., Dayton 9, Ohio
Tel.: Walnut 3191

Tv Dept.: Watson B. Metcalf, vp.; Norman Van Zant, vp. acct. exec.; Jack Westerman, acct. exec.; Don R. Lyons, radio-tv dir.

Tv Accounts: Dayton Sales Branch of Frigidaire (S), Gardner Board & Carton Co., Gem City Ice Cream Co. (S), Gem City Savings Assn. (S), Mower Div. of Huffman Mfg. Co. (RN-S), Rike Kumlur Co. (S), Univis Lens Co. (S).

KLAU-VAN PIETERSON-DUNLAP INC.

744 N. Fourth St., Milwaukee 3
Tel.: Broadway 1-6780

Tv Dept.: James Doolittle, tv-radio dir.

PHILIP KLEIN ADV. INC.

226 S. 16th St., Philadelphia 2
Tel.: Pennypacker 5-7696

Tv Dept.: Edward Felbin, dir.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Tel.: Franklin 7-1646

Tv Dept.: Alan Burke, tv dir.; Emily Moore, timebuyer; Guy Zwahlen, Robert Buckler, Mr. Burke, Charles Moss, acct. execs.

Chapel Hill, N. C.—1110 E. Franklin Ext.; Tel.: 8-5675; Guy Zwahlen, acct. exec.

New York 17—17 E. 45th St.; Tel.: Murray Hill 7-8351; Buddy Basch, mgr.

Tv Accounts: American Hardware & Equipment Co. (S), Atlantic Co. (RN), Belk's Stores (S), Blue Magic Inc. (RN), J. I. Case & Co. (S), Carolina Power & Light Co. (RN), Chimney Rock Park (S), Dandl Labs. (RN), Eckerd's Drugs (RN), Gastobac Co. (RN), Geer Drug Co. (S), Jewel Box Assoc. (RN), Jones Sausage Co. (RN), Maola Milk & Ice Cream Co. (RN), Marnat Packing Co. (RN), Sam McDaniel & Sons (RN), Natl. Ins. Co. (RN), N. C. Dairy Products Assn. (S), Pilot Life Ins. Co. (S), Red & White Food Stores (RN), Roberson's Big Beverages (RN), Charles B. Silver & Sons (S), Southeastern Drug Bureau (RN), Southern Appliances Inc. (RN), Suburban Rulane Gas Co. (S), Walker Martin (RN), United Dairies (S).

EDWARD KLETTER ASSOC. INC.

515 Madison Ave., New York 22
Tel.: Plaza 1-1990

Tv Dept.: Don Blauhut, radio-tv dir.; Alvin Hollander Jr., dept. mgr.; Helen Lawin, opr. mgr.; Herbert Gruber, media dir.; Ruth Bayer, timebuyer; Gerald Levey, acct. exec.

Tv Accounts: Hook Drug Co., Liggett-Rexall Drug Co., Pharmaceuticals Inc., Sun Drug Co., Universal Pen Co.

THE MARTIN R. KLITTEN CO.

3670 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8395

Tv Dept.: Martin R. Klitten, pres.; Eloise Davies, media dir.; Gil Rich, tv prod. mgr.; Calvin Bersch, acct. exec.

KNOLLIN ADV. AGENCY

391 Sutter St., San Francisco 8
Tel.: Sutter 1-6110

Tv Dept.: Ilene Joyce, media dir.

NAT M. KOLKER ADV. AGENCY

Empire Bldg., Philadelphia 7
Tel.: Kingsley 6-1320

Tv Dept.: Nat M. Kolker.

M. R. KOPMEYER CO.

Realty Bldg., Louisville 2, Ky.
Tel.: Amherst 1641

Tv Dept.: Ken D. Thompson, radio-tv dir.

J. M. KORN & CO.

1528 Walnut St., Philadelphia 2
Tel.: Kingsley 6-0600

Tv Dept.: J. M. Korn, pres.

KRONSTADT ADV. AGENCY

711 14th St., N.W., Washington 5
Tel.: Republic 7-0272

Tv Dept.: Henry L. Kronstadt, tv dir.; Claire Pauls, timebuyer; Mrs. Martha Saunders, acct. exec.

KUDNER AGENCY INC.

575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700

Tv Dept.: Myron P. Kirk, vp. exec. radio-tv dir.; Albert W. Reibling, bus. mgr.; John P. Marsich, John A. Sisk Jr., timebuyers; G. Johnstone, L. Dean, C. Rohrbough, E. Owens, K. Tuttle, A. Corrigan, Lloyd Delaney, acct. execs.

Detroit 2—New Center Bldg.; Tel.: Trinity 5-5315; Martin Rice, vp.; John H. Sheldon, acct. exec.

San Francisco 5—681 Market St.; Tel.: Garfield 1-5433; J. H. Hornell.

Washington—Sheraton Bldg.; Tel.: National 8-5506; Mrs. Frank Getty.

Tv Accounts: Buick, Frigidaire Div. of General Motors, General Motors, Goodyear Tires (N-S), Texas Co., U.S. Tobacco.

KUTTNER & KUTTNER INC.

646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940.

Tv Dept.: Stanley C. Kuttner, timebuyer.

Tv Accounts: Community Builders (RN).

L

LAHR ADV. AGENCY INC.

915 N. Pennsylvania St., Indianapolis 4
Tel.: Melrose 5-5328

Tv Dept.: Elizabeth Glaze, timebuyer.

LAKE-SPIRO-SHURMAN INC.

Radio Center Bldg., Memphis 3, Tenn.
Tel.: 5-1571

Tv Dept.: Arthur L. Savage Jr., timebuyer; Avron Spiro Jr., Courtney Shurman, acct. execs.

LAMBERT & FEASLEY INC.

430 Park Ave., New York 22
Tel.: Murray Hill 8-6464

Tv Dept.: Frank W. Mace, sr. vp.; Joseph Burland, vp. chg. media; John Bates, vp. chg. tv-radio; William B. Hinman, James D. Watterson, timebuyers.

Tv Accounts: Warner-Lambert Pharmaceutical Co.; Phillips Petroleum Co.

LANCE ADV. AGENCY

9006 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-1884

Tv Dept.: Joel Douglas, pres.; Anita Rogers, exec. vp.; Toby Meyer, timebuyer.

LANG, FISHER & STASHOWER INC.

Euclid Bldg., Cleveland 15
Tel.: Main 1-6579

Tv Dept.: Alvin B. Fisher, vp., radio-tv dir.; John D. Cremer, dept. mgr.; Garry C. McKelvey, chief timebuyer; David L. Stashower, George L. Young, Helen T. Dwyer, asst. timebuyers.

Tv Accounts: Carling Brewing Co., General Electric Supply Co., International Molded Plastics Inc., Ohio Mattress Co., Pick 'N Pay Supermarkets Inc., Richman Bros. Co., Sugardale Provision Co., Union Savings & Loan Co.

RAYMOND I. LANG ADV.
116 New Montgomery St., San Francisco 5
Tel.: Yukon 2-5028
Tv Dept.: R. I. Lang.

THE LANSDALE CO.
3434 W. First St., Los Angeles 4
Tel.: Dunkirk 5-2007

Tv Dept.: Alan M. Berger, radio-tv dir.; Phil Lansdale, pres.; Phil Bentley, Larry Keller, John Bainbridge, Bob Sperry, acct. execs.
Tv Accounts: Handy Cake, Mode O'Day Shops, Tv Remote Control, Zeeman Clothing Co.

C. J. LaROCHE & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7711

Tv Dept.: Hendrik Booraem, vp. chg. radio-tv; J. Bottomley, radio-tv mgr.; Barbara Bergh.
Tv Accounts: New England Confectionery Co. (Necco), North American Phillips Co., Revlon (N), U.S. Tobacco Co., Warner Bros.

AD LARSON ADV.
3118 Riverside Dr., Los Angeles 27
Tel.: Normandy 4-6552

Tv Dept.: Ad Larson, own.

LAVENSON BUREAU OF ADV. INC.
1212 Chestnut St., Philadelphia 7
Tel.: Kingsley 6-1030

Tv Dept.: H. A. Egbert, dir.; E. J. Schiavone, time-buyer.

Tv Accounts: American Metal Specialties Corp. (N-S), Denny Bldg. Corp., Horsman Dolls, Jerrold Electronics, Main Line Lumber & Millwork Co., Tryne Sales Inc., Vanity Fair Electronics Corp., Wilkening Mfg. Co. (all S).

CARL LAWSON ADV. CO.
4722 Broadway, Kansas City 12, Mo.
Tel.: Jefferson 1-5155

Tv Dept.: John R. Lawson, pres.; Wayne H. Ross, vp.; Patricia Shoemaker, timebuyer.

Tv Accounts: Kitty Clover Potato Chip Co. (Kansas City, Mo.; Wichita, Kan.) (RN-S), Magnafilter (RN), J. C. Nichols Co. (RN-S), Plaza Merchants Assn. (RN-S), Wright Smoke Co. (N).

LEE & ASSOC.
8327 Beverly Blvd. Los Angeles 48
Tel.: Webster 3-9349

Tv Dept.: Leo Pearlstein, own.

AL PAUL LEFTON CO.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500

Tv Dept.: A. R. Griffin, vp., radio-tv dir.

Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511; E. G. Foreman Jr., vp. mgr.

New York 17—71 Vanderbilt Ave.; Tel.: Murray Hill 9-7470; R. J. Herts, vp., mgr., Ruth F. Branch, bus. mgr.

Tv Accounts: Bayuk Cigar Co. (RN), BVD Co. (S), Jacqueline Cochran (S), Denmark Cheese Assn. (S), Devonsher-Melba Corp. (S), Food Fair (S), Loft Candy Co. (S), Lovable Brasserie Co. (S), Pearson Pharmacal (S), Raymond Rosen (RN), RCA Tube Div. (N), Schmidt's Beer (S), Sylvan Seal Milk (S).

LENNEN & NEWELL INC.
380 Madison Ave., New York 17
Tel.: Murray Hill 2-5400

Tv Dept.: Nicholas E. Keesely, sr. vp. chg. tv; Francis C. Barton Jr., vp., tv gen. mgr.; Anthony J. Pan, vp.; comm. prod. dir.; Lou Florence, prog. supvr.; Anthony DePierro, vp., media dir.; Charles Brocker, William Smith, assoc. media dirs.; Bennett B. Holmes, James Graham, bus. mgrs.; Connie Ryan, prom., publicity; Anne Marie Doody, traff. mgr.; Gordon D. Cates, Jackson Taylor, C. L. Smith, Thomas P. Dough-ten, Stephen M. Kenyon, Edward T. Knauff, Kenneth J. White, Dale Anderson, Philip E. Penberthy, Martin J. Dwyer Jr., Thomas Lane, William Ziegfeld, John D. Tarcher, vps., acct. execs.

Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crest-view 1-7221; Frank Woodruff, prog. prod. mgr.; Theodore Huston, comm. prod. mgr.; Elizabeth C. Meiggs, ofc. mgr.

Tv Accounts: American Meat Institute (N), Benrus Watch Co. (S), Colgate-Palmolive Co. (N-S), Eastco Inc. (S), Emerson Drug Co. (N-S), P. Lorillard Co. (N-S), McCormick & Co. (S).

LEVY ADV. AGENCY
24 Commerce St., Newark 2, N. J.
Tel.: Mitchell 2-0433

Tv Dept.: Hyman Levy, pres.; H. Alan Stein, sec.-acct. exec.; Robert Loeb, acct. exec.

TED LEVY ADV. AGENCY
1441 Welton St., Denver 2
Tel.: Main 3-7133

Tv Dept.: Barbara Aiton, tv dir., timebuyer; Forrest M. Wilcox, acct. exec.

Tv Accounts: Ellis Canning Co. (S), Sealy Mattress Co. (S).

THE S. A. LEVYNE CO.
343 St. Paul Pl., Baltimore 2
Tel.: Mulberry 5-3390

Tv Dept.: June Engeldorf, timebuyer; Murray Valenstein, Henry Eisner, acct. execs.

Tv Accounts: Baltimore Paint & Color Works, Cat's Paw Rubber Co., Martin Gillet & Co., Recipe Foods Inc. (all S).

LEWIN, WILLIAMS & SAYLOR INC.
130 E. 59th St., New York 22
Tel.: Murray Hill 8-6200

Tv Dept.: A. W. Lewin, pres.; Wray D. Kennedy, vp., acct. exec.

Newark 2, N. J.—11 Commerce St.; Tel.: Mitchell 3-3200; Leonard Newsteder, vp., acct. exec.; P. Harvey, acct. exec.

Tv Accounts: Costa's Ice Cream Co., Dell Co. (Crane's cocktail mix), Harris, Upham & Co., Norman M. Morris (Omega watch).

LEWIS ADV. AGENCY
1001 N. McCadden Pl., Hollywood 38
Tel.: Hollywood 9-8826

Tv Dept.: J. T. McConnell, pres., acct. exec.; Jose G. Raody, exec. vp.

LEWIS ADV. AGENCY
17 Academy St., Newark 2, N. J.
Tel.: Mitchell 4802

Tv Dept.: Milton L. Lewis, pres.

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

Tv Dept.: Graham Mason, creative dir.; John Bleasdale, tv prodcr.; Peter Kondras, media dir.; Evelyn Walmsley, asst. media dir.; David McIntyre, tv prod.

Tv Accounts: Breyers Ice Cream Co., Keebler Biscuit Co. Div. of United Biscuits, James Industries (all S).

CARR LIGGETT ADV. INC.
NBC Bldg., Cleveland 14, Ohio
Tel.: Cherry 1-3434

Tv Accounts: Cleveland Builders Supply Co. (S), Fasson Div. of Avery Paper Co. (S), Ohio Savings Assn. (S), Pioneer Rubber Co. (N).

LILLER, NEAL & BATTLE ADV. AGENCY
Walton Bldg., Atlanta 3
Tel.: Lamar 8032

Tv Dept.: Sarah Williams, media dir.; Mrs. Avrilla S. Phillips, Pam Tabberer, timebuyers.

New York 17—270 Park Ave.; Tel.: Plaza 9-6120; Robert B. Kane, mgr.

Tv Accounts: Bank of Ga., Brock Candy Co., Colonial Stores Inc., H. W. Lay & Co. (all S).

LINDSEY & CO.
8 N. Eighth St., Richmond 19, Va.
Tel.: 7-3065

Tv Dept.: W. Leroy Hoerter, tv dir.; Dorothy L. Nelms, timebuyer; Theodore M. Curtis, Frank G. Christian, John M. Goodwin, acct. execs.

Tv Accounts: C. W. Antrim & Sons, Bank of Va., James G. Gill Co., Kingan Div. of Hygrade Food Products Corp. (Richmond), Kingan Div. of Hygrade Foods Products Corp. (Orangeburg, S. C.), Richmond Oil Heat Assn. (all S).

LITTLE & CO.
3719 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 9-1267

Tv Dept.: Gayb Little, D. F. Harbridge Jr.

Tv Accounts: Adohr Milk Farms Inc. (S), Olson Bros. (S).

LOCKE, JOHNSON & CO. LTD.
255 Davenport Rd., Toronto 5, Ont.
Tel.: Walnut 4-8481

Tv Dept.: John W. Holden, radio-tv dir.

DUDLEY L. LOGAN ADV.
304 S. Ardmore Ave., Los Angeles 5
Tel.: Dunkirk 2-8471

Tv Dept.: Dudley L. Logan, pres.; James Strahan, vp.; Betty Murphy.

LONG-HAYMES ADV. AGENCY
Reynolds Bldg., Winston-Salem 1, N. C.
Tel.: 3-3616

Tv Dept.: Curtis E. Long, ptnr., acct. exec.; Joseph A. Haymes, ptnr., acct. exec.; Austin H. Carr, acct. exec.

W. E. LONG CO.—INDEPENDENT BAKERS' COOPERATIVE
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606

Tv Dept.: David R. Hayes, radio-tv dir.; John Pesich, asst. radio-tv dir.

Tv Accounts: Amrhein's Bakery, Mrs. Boehme's Bakery, Cotton Bros. Baking Co., Cotton Baking Co., Cotton's Inc., Fox's Royal Bakery, Fuch's Baking Co., Gardner Baking Co., Gase Baking Co., Holsum Bakers Inc., Va. Holsum Bakeries Inc., Holsum Baking Co. of Harlingen and Waco, Tex., McGough Bakeries Corp., John J. Nissen Baking Co. (Portland and Brewer, both Me.), Phoenix Bakery Inc., Shipley Baking Co., W. G. Shipley Baking Co. (all S).

LOWE & HALL ADV.
News Bldg., Greenville, S. C.
Tel.: 5-7489

Tv Dept.: Elliott H. Hall Jr., Sidney L. Lowe, W. A. Leslie, acct. execs.

Tv Accounts: First Federal Savings & Loan Assn., Harper Bros., Mackey Mortuary, Nehi-RC Bot-tling Co., Southern Homes Show (all S).

LOWE & STEVENS
685 W. Peachtree St., Atlanta 8
Tel.: Vernon 9694

Tv Dept.: Audrey Jones, media dir.

EARLE LUDGIN & CO.
121 W. Wacker Dr., Chicago 1
Tel.: Andover 3-1888

Tv Dept.: Jane Daly, vp., radio-tv dir.; Ruth Babick, head timebuyer; Marilyn Bielefeldt, Kay Morgan, timebuyers; Ralph Whiting, Kenneth Mason, Eve Kiely, George Rink, acct. execs.; Larry Burns, Robert Owens, Walter Riddell, Bud Carver.

Tv Accounts: Fred W. Amend Co. (S), Best Foods (N), Crosley & Bendix (N), Helene Curtis (N), G. Heileman (S), W. F. McLaughlin (S), Rath Packing Co. (S).

THE LYNN ORGANIZATION
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: Valley 2-7182

Tv Dept.: William P. McLaughlin Jr., timebuyer.

W. D. LYON CO.
303 Second Ave., S. E., Cedar Rapids, Iowa
Tel.: 4-2451

Tv Dept.: Eileen Burns, timebuyer; Robert Schubert, Robert Zirbel, John Drabelle, acct. execs.; Robert Creswell, vp., acct. exec.; Lewis R. Sullivan, creative dir.

Sioux City, Iowa—Orpheum Electric Bldg.; Tel.: 8-5545; Don Carlos, Lou Roley, acct. execs.

Tv Accounts: Ames InCross, Cownie-Williges Furs, Crescent Electric Supply, Gerkin Co., Home Town Dairies (all S), Iowa Dairy Industry Comm. (RN), Kent Feeds, Rockford Brick & Tile, Tolerton & Warfield, Turner Mortuary, Wells Blue Bunny Ice Cream Whink Products (all S).

M

MacFARLAND, AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-9360

Tv Dept.: James C. Shelby, vp., radio-tv dir.; William B. Goodrich, asst. radio-tv dir.; Herbert M. Johnson, creative dir.; William D. Adams, copywriter, Alfred S. Trude Jr., media dir.; (Miss) Beverly J. Hicks, Delores Starr, time-buyers.

Tv Accounts: Drewrys Ltd., U. S. A., Heidelberg Brewing Co., Standard Knitting Mills, Stewart-Warner Corp. (all S).

MacLAREN ADV. CO. LTD.
111 Richmond St., W., Toronto
Tel.: Empire 4-0321

Tv Dept.: Hugh Horler, radio-tv dir.; Mary Moran, timebuyer.

Montreal—Dominion Sq. Bldg.; Tel.: University 6-9751; Laurent Trudel.

Ottawa—237 Queen St.; Tel.: 5-3144; W. F. Harrison, vp.

Vancouver—1240 W. Pender; Tel.: Marine 6268; W. D. Patterson, mgr.

Winnipeg, Man.—Electric Railway Chambers; Tel.: 9-26321; E. P. Thomson, mgr.

Tv Accounts: Bank of Canada (Canada Savings Bonds), Canada Dry Ltd., Canada Paint Co. Ltd., Canadian Bank of Commerce, Canadian General Electric Co., Canadian Red Cross Society, Christie Brown & Co. Ltd., Damar Products of Canada Ltd., Dept. of Natl. Defense (Navy, Air Force), Dominion Rubber Co., Dominion Stores Ltd., General Motors Products of Canada Ltd., H. J. Heinz Co. of Canada Ltd., Imperial Oil Ltd., Javex Co. Ltd., Lever Bros. Ltd. (Breeze), Lowe Bros. Co. Ltd., Mutual Life Assurance Co. of Canada, Nabisco Foods Ltd., William Neilson Ltd., Noxema Chemical Co. of Canada Ltd., Harold F. Ritchie & Co. Ltd. (Silvikrin), Standard Brands Ltd., Tuckett Tobacco Co. Ltd.

MacLAUGHLIN ADV. AGENCY
Ellicott Sq. Bldg., Buffalo 3
Tel.: Mohawk 5703

Tv Dept.: Frederick R. MacLaughlin, own.; Helen Malanowicz, ofc. mgr.

Tv Accounts: Perry Ice Cream Co. (S), F. C. Ortnor Distributing Co. (S).

AGENCIES

- MacMANUS, JOHN & ADAMS INC.**
Long Lake Rd. & Woodward, Bloomfield Hills, Mich.
Tel.: Midwest 6-1000
- Tv Dept.: Charles N. Campbell, head timebuyer;
William A. Bushway, John T. Hartigan, time-
buyers.
- Baltimore 2—1010 St. Paul St.; Tel.: Lexington
9-1557.
- Chicago 11—737 N. Michigan Ave.; Tel.: Superior
7-6334; Raymond M. Neyhart.
- Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster
3-9569; R. Guggenheim Jr.
- Miami, Fla.—A. I. DuPont Bldg.; Tel.: 82-4485;
Kenyon M. Lee.
- New York 22—444 Madison Ave.; Tel.: Plaza 9-3221;
Henry G. Fownes Jr., vp., tv dir.; Theodore
Allegretti, William Seth, asst. tv dirs.; Dorothy
Hanley, timebuyer.
- San Francisco—Russ Bldg.; Tel.: Garfield 1-3041;
Jack R. Holmes.
- Toronto 2—600 University Ave.; Tel.: Empire 8-8317;
Leslie S. McMahon.
- Tv Accounts: Cadillac Motor Car Div. (S), Dow
Chemical Co. (N-S), S. S. Kresge Co. (S), Minn.
Mining & Mfg. (N-S), Pontiac Motor Div. (N-S).
- MAHOOL ADV. INC.**
914 N. Charles St., Baltimore 1
Tel.: Plaza 2-3616
- Tv Dept.: Katherine H. Mahool, Robert D. Myers,
acct. execs.
- MALCOLM-HOWARD ADV. AGENCY**
203 N. Wabash Ave., Chicago 1
Tel.: Andover 3-0022
- Tv Dept.: H. A. Barkun, Max Holland, Arthur M.
Holland, exec prodcers.; William Bent, Dale Ko-
cirik, writers, prodcers.; Alden Richman; Edward
Drucker, film ed.
- Tv Accounts: Coral Stone, Courtesy Motors, Hire's
Root Beer Bottling, Mages Sports Stores, Parliam-
ent Foods, People Pontiac, Royal Lumber Co.,
Sun-Times, Vernor's Ginger Ale Bottling (all S).
- W. H. MALE LTD.**
1674 Kona St., Honolulu 14
Tel.: 9-1178
- Tv Dept.: Mrs. Lesly Cunningham, dir., timebuyer;
Allan D. Starr, H. V. Beazlie, Paul Davis, Philip
Hayman, acct. execs.
- Tv Accounts: Dairymen's Assn. Ltd., Hawaii Brew-
ing Corp., Honolulu Rug Co. (all RN-S), John-
son Wax (N-RN-S), Love's B.&B. Co., Pacific
Chemical & Fertilizer Co., Pepsi Cola, Pet Milk,
Royal Tire & Supply (all RN-S), Schuman Car-
riage Co., Schuman Used Cars, Vaseline Hair
Tonic (all S).
- DAVID MALKIEL ADV. INC.**
8 Newbury St., Boston 16
Tel.: Copley 7-5980
- MANAGEMENT ASSOC. OF CONNECTICUT INC.**
26 Sixth St., Stamford, Conn.
Tel.: Fireside 8-7795
- Tv Dept.: Suzanne Wells, founder, principal.
- Tv Accounts: Slenderella International (S).
- J. GORDON MANCHESTER ADV. INC.**
1726 Pennsylvania Ave., N.W., Washington 6
Tel.: Metropolitan 8-0060
- Tv Dept.: J. Gordon Manchester, pres.; Richard T.
Williams, radio-tv dir.
- Tv Accounts: American Sta-Dri Co. (RN-S), Capitol
Frito Co., Natl. Fruit Product Co., Safeway
Stores Inc. (all S).
- MANCHESTER-WILLIAMS-KREER INC.**
7 S. Dearborn St., Chicago 3
Tel.: Dearborn 2-4170
- Tv Dept.: Don S. Manchester, pres.; Frederick C.
Williams, vp.; Henry B. Kreer, vp.; George
McGovern, media dir.
- Tv Accounts: First Federal Savings & Loan Assn.
(S), Hollingshead Oldsmobile (S).
- CONKLIN MANN & SON**
342 Madison Ave., New York 17
Tel.: Vanderbilt 6-5577
- Tv Dept.: Richard Mann, vp., media dir.; Robert
Palmer, timebuyer.
- LLOYD MANSFIELD CO.**
110 Pearl St., Buffalo 2
Tel.: Washington 2762
- Tv Dept.: John H. Miller, timebuyer.
- MARSCHALK & PRATT**
(Div. of McCann-Erickson)
460 Park Ave., New York 22
Tel.: Templeton 8-8030
- Tv Dept.: Russ T. Johnston, vp. chg. tv-radio; Glen
Bammann, assoc. tv-radio dir.
- Tv Accounts: Asphalt Institute, Coca-Cola Bottling
Co., International Nickel Co., Mennen, National
Lead Co.
- MARSTELLER, RICKARD, GEBHARDT & REED
INC.**
11 E. 36th St., New York 16
Tel.: Murray Hill 6-4870
- Tv Dept.: Howard Sharman, exec. vp.
- MARTHA'S ADV. SERVICE**
412 W. Sixth St., Los Angeles 14
Tel.: Madison 6-4897
- Tv Dept.: Martha Weisler, own.; Lillian Campbell,
asst.
- HARWOOD MARTIN ADV. AGENCY**
2519 Connecticut Ave., N.W., Washington 8
Tel.: Adams 2-1161
- Tv Dept.: Laura Hammond, tv dir.; Mrs. Mildred
Martin, timebuyer; Mrs. Mae Scanlan, Jean
Robertson, acct. execs.
- Tv Accounts: Addison Chevrolet, Barry-Pate Chev-
rolet, Blair's Tv, Cinerama Corp., Clement's
Bakery, Hahn Shoes, P. J. Nee Furniture, Suit
Shop, Woodward & Lothrop.
- WILLIS S. MARTIN CO.**
535 W. Wayne St., Fort Wayne, Ind.
Tel.: Anthony 6233
- Tv Dept.: David G. Lee, radio-tv dir.; John Fitz-
gerald, Floyd Jefferies, Paul Gotsch, acct. execs.
- Tv Accounts: Allen County Motors, Collins Motor
Co., Fort Wayne Natl. Bank, Ind. & Mich.
Electric Co., Kitchen-Quip Inc., Spangler Candy
Co. (all S).
- MASON-RELKIN CO.**
65 E. 55th St., New York
Tel.: Plaza 3-8536
- Tv Dept.: Roger B. Relkin.
- J. M. MATHES INC.**
260 Madison Ave., New York 16
Tel.: Lexington 2-7450
- Tv Dept.: Read H. Wight, radio-tv dir.; Richard S.
Jackson, asst. radio-tv dir.; Mrs. Edna S. Cath-
cart, timebuyer; Patricia A. Hartnett, asst.
timebuyer.
- Tv Accounts: Canada Dry Ginger Ale, Carbola
Chemical Co., Economics Laboratory Inc., Jud-
son Dunaway Corp. (all S), Luden's Inc. (N-S),
Northam Warren Corp. (S), Pure Food Co. (S).
- MATHISSON & ASSOC. INC.**
411 E. Mason St., Milwaukee 2
Tel.: Broadway 6-7181
- Tv Dept.: Jack Severson, tv dir.; Robert Geary,
Mr. Severson, timebuyers; C. A. Mathisson, Ed-
ward G. Ball, Walt E. Krueger, Paul J. Warga,
Hugo J. Bauch Jr., Joseph Manning, acct. execs.
- Tv Accounts: Clark Oil & Refining, Miller Brewing
Co. (N), John Oster Mfg. Co.
- JOSEPH MAXFIELD CO.**
87 Weybosset St., Providence 3, R. I.
Tel.: Gaspee 1-4456
- Tv Dept.: Joseph M. Finkle, timebuyer; Archie M.
Finkle, radio-tv dir.
- MAXON INC.**
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
- Tv Dept.: Jack C. Lawrence, Victor G. Kenyon,
Tony Russo.
- Chicago 11—644 N. Rush St.; Tel.: Whitehall 4-1676;
L. Martin Krautter, mgr.
- New York 22—12 E. 53d St.; Tel.: Plaza 9-7676;
Edwin A. Wilhelm, tv dir.; Thomas P. Maguire,
tv bus. mgr.; Ray L. Stone, George Huelser, time-
buyers.
- Tv Accounts: General Electric Co. (N), Gillette
Safety Razor Co. (N-S), H. J. Heinz Co. (N-S),
Hotpoint Inc. (N-S), Mohawk Carpet Mills Inc.
(S), Pfeiffer Brewing Co. (S), Jacob Schmidt
Brewing Co. (S).
- THE MAYERS CO.**
2301 W. Third St., Los Angeles 57
Tel.: Dunkirk 8-2111
- Tv Dept.: Donald C. Johnson, exec. vp., tv dir.;
timebuyer.
- CHARLES H. MAYNE CO.**
8487-B Melrose Pl., Los Angeles 46
Tel.: Olive 3-0990
- MAYS & CO.**
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
- Tv Dept.: Roderick A. Mays, own.; Roger Snowden,
radio-tv dir.; Catherine Abner, timebuyer; Rich
Fowler, copyright.
- Tv Accounts: Barker Bros., Philco-Los Angeles,
Kelvinator Div. of American Motors Sales Corp.,
DuMont Tv, (all S).
- WILLIAM DOUGLAS McADAMS INC.**
130 E. 59th St., New York 22
Tel.: Plaza 9-6300
- Tv Dept.: Stephen W. Schwartz, tv dir.; Martin L.
Henry, tv bus. mgr.
- Chicago—737 N. Michigan Ave.; Tel.: Whitehall
4-2615; Donald Fitzsimmons, mgr.
- Tv Accounts: Upjohn Co.
- McCANN-ERICKSON INC.**
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400
- Tv Dept.: George Haight, vp., radio-tv dir.; Ted
Bergmann, Lansing Lindquist vp., assoc. radio-
tv dirs.; J. Frank Gilday, radio-tv mgr.; Dorothy
McCann, vp., exec. prodcr.; Mary Harris, pgm.
supvr.; William C. Dekker, vp., media dir.
- Atlanta 8—836 W. Peachtree St., N.W.; Tel.: Emer-
son 8581; Mark B. Bollman Jr., mgr.
- Boston 16—200 Berkeley St.; Tel.: Liberty 2-7382;
Watson M. Gordon, vp.
- Chicago 4—318 S. Michigan Ave.; Tel.: Webster
9-3701; E. Berchtold, vp.
- Dallas 1, Tex.—Gibraltar Life Bldg.; Tel.: Riverside
1609; Billy M. Sansing, mgr.
- Detroit 26—Penobscot Bldg.; Tel.: Woodward 2-9792;
Paul E. Foley, vp.
- Houston 6, Tex.—900 Lovett Blvd.; Tel.: Jackson
9-4991; Joseph B. Wilkinson, vp.
- Los Angeles 5—3325 Wilshire Blvd.; Tel.: Dunkirk
5-3301; Bert Cochran.
- Louisville 2, Tenn.—Commonwealth Bldg.; Tel.:
Juniper 4-6178; J. Mac Wynn, mgr.
- Portland 4, Ore.—Public Service Bldg.; Tel.: Capitol
8-4305; T. N. Tracy, mgr.
- San Francisco 4—114 Sansome St.; Tel.: Douglas
2-5560; Phipps L. Rasmussen, vp.
- Tv Accounts: Bulova Watch Co., Calif. Pkg. Corp.,
Chesebrough-Ponds Mfg. Co., Chrysler Corp.,
Chrysler Sales Div., Coca-Cola, Cowles Maga-
zines, Lehn & Fink Products Corp., Liggett &
Myers (Chesterfield cigarettes), Lucky Lager
Brewing Co., Natl. Biscuit Co., Natl. City Bank
of Cleveland, Ohio Bell Telephone Co., Pacific
Coast Borax Co., S.O.S. Co., Standard Oil Co.
(Ind.) (N-S), Westinghouse Electric Corp. (N).
- THE McCARTY CO.**
3576 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 5-4011
- Tv Dept.: Herb C. Brown, radio-tv dir.; C. G.
Davenport, William H. Geisler, Arnold Duncan,
acct. execs.
- Chicago 11—520 N. Michigan Ave.; Tel.: Michigan
2-0300.
- Dallas 1—1500 Jackson St.; Tel.: Riverside 1227.
- New York 17—430 Park Ave.; Tel.: Plaza 9-3915.
- San Francisco 5—116 New Montgomery St.; Tel.:
Sutter 1-8224.
- Seattle 1—1117 Second Ave., Medical Arts Bldg.;
Tel.: Mutual 0353; Jack W. Starling, acct. exec.
- Tv Accounts: Federal Finance Co., Golden Broad
Marketing Assn., International Metal Products
Co., Olympic View Lumber Co., Seaside Oil Co.
(all RN-S).
- McCONNELL, EASTMAN & CO. LTD.**
Huron & Erie Bldg., London, Ont.
Tel.: 4-4508
- Montreal—Dominion Square Bldg.; Tel.: University
6-7941.
- Toronto—147 University Ave.; Tel.: Empire 3-7004;
Austin Moran, radio-tv dir.
- Vancouver—1198 W. Pender St.; Tel.: Marine 2161.
- Winnipeg—173 Portage Ave.
- McCORMICK CO.**
217 E. Seventh Ave., Amarillo, Tex.
Tel.: Drake 4-5333
- Tv Dept.: G. Don Curphey, T. C. Brown, R. O.
Mills, acct. execs.
- WALTER McCREERY INC.**
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
- Tv Dept.: Walter McCreery, pres.; Wm. Johnstone,
controller; Howard Flynn, radio-tv dir.; Walter
McCreery, Joe Landfield, Laurence Pendleton,
Wm. Dyer, acct. execs.
- FORD C. McELLIOTT & ASSOC.**
742 S. Hill St., Los Angeles
Tel.: Vandyke 4653
- Tv Dept.: Ford C. McElligott, media dir., timebuyer.
- EDWARD J. McELROY ADV. INC.**
1489 W. Washington Blvd., Los Angeles 7
Tel.: Richmond 9-2047
- Tv Dept.: E. D. Brotsos, Edward J. McElroy, time-
buyer.
- Tv Accounts: Dixie Preserves Ltd., Instant Sales
Co., Pacific Toro, Redi Magic Milk Shake Mix,
Velsicol Corp. (all RN).
- McHUGH-CATHER ADV. AGENCY INC.**
186 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-0233
- Tv Dept.: Phil D. McHugh, pres.; Robert Hogrefe,
acct. exec.
- McKEE-BURNS ADV.**
5481 Santa Monica Blvd., Los Angeles 29
Tel.: Hollywood 7-4218
- Tv Dept.: Miner J. Burns, own.

McKIM ADV. LTD.
1510 Drummond St., Montreal 25
Tel.: Marquette 4152

Tv Dept.: W. L. Charland, vp. chg. tv; Joseph L. Beauregard, prod. supvr.; J. M. Boisvert, prodr.; Clark Lewis, creative ch.; K. S. Chase, acct. exec.; Joan Bridge, timebuyer.

Toronto—1407 Yonge St.; Tel.: Walnut 4-0981; D. J. MacMillan, dir.; G. W. Leech, tv supvr.; Beverly Nicholl, timebuyer.

Vancouver—591 Burrard St.; Tel.: Marine 3284; R. E. Jefferson, dir.

Winnipeg, Man.—Natl. Trust Bldg.; Tel.: 923-491; A. A. Brown, dir.

Tv Accounts: Ayers Ltd. (N-RN-S), Canadian Petrofina Ltd. (S), Carling Breweries Ltd. (S), Courtlids (Canada) Ltd. (N), Dominion Corset Co. (S), Hygrade Food Products Inc. (S), Imperial Tobacco Co. of Canada (N-S), International Silver Co. of Canada (S), Motorola Canada Ltd. (S), Nash Motors of Canada Ltd. (N), Orange Crush Ltd. (S), Reckitt & Colman (Canada) Ltd. (S), Salada Tea Co. of Canada (RN-S), L. E. Waterman Pen Co. Ltd. (N-RN).

J. WALTER McLEAN ADV. AGENCY
Chronicle Bldg., Spokane 4, Wash.
Tel.: Temple 2509

McNEILL & McCLERRY
3576 Wilshire Blvd.; Los Angeles 5
Tel.: Dunkirk 5-3921

Tv Dept.: James McCleery, tv dir.; Ken McNeill, C. Russell Zeininger, acct. execs.

San Francisco 5—116 New Montgomery St.; Tel.: Douglas 2-8268.

Tv Accounts: Arthur Murray School of Dancing, Newly Weds Baking Co., Weston Biscuit Co. (all S).

PHILIP J. MEANY CO.
816 W. 5th St., Los Angeles 17
Tel.: Michigan 3601

Tv Dept.: Ray Clinton, media dir.

MEISSNER & CULVER INC.
Statler Bldg., Boston 16
Tel.: Hancock 6-2327

Tv Dept.: John N. Messner, pres.

MELDRUM & FEWSMITH INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 1-2141

Tv Dept.: Bruce Stauderman, radio-tv dir.; Muriel Mack, timebuyer; Frank Fatsie, copy; Marion Motrunick, traff.

New York 20—9 Rockefeller Plaza; Tel.: Circle 6-3510; Keith Frazine.

Tv Accounts: Apex Electrical Mfg. Co. (RN), Berger Mfg. Div. of Republic Steel Corp. (S), Durkee Famous Foods Div. of Glidden Co. (S), Ford Motor Co. Tractor & Implement Div. (S), Glidden Co. Paint Div. (N), Seiberling Rubber Co. (N-S), Truscon Steel Div. of Republic Steel Corp. (S).

RICHARD N. MELTZER ADV. INC.
785 Market St., San Francisco 3
Tel.: Yukon 2-5877

Tv Dept.: Mildred P. Wrenn, media dir.; Vernon Norris, acct. exec., radio-tv supvr.

Los Angeles 48—6399 Wilshire Blvd., Tel.: Webster 8-2993; Richard N. Meltzer, pres.; Emil Reisman, acct. exec.

Tv Accounts: Gallen Kamp Co. (RN), Relaxacizor (S).

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860

Tv Dept.: Stuart L. Novy, tv prod. dir.; Evelyn R. Vanderploeg, Pat Gray, Joan Schneider, Joan Pettingell, timebuyers.

Beverly Hills, Calif.—328 S. Beverly Dr.; Tel.: Crestview 4-6863.

Milwaukee 2—759 N. Milwaukee St.; Tel.: Broadway 1-3144.

Phoenix, Ariz.—230 N. Second Ave.; Tel.: Alpine 3-4057.

C. L. MILLER CO.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010

Tv Dept.: R. C. Maddux, radio-tv dir.; Rita Driscoll, timebuyer.

Chicago 1—333 N. Michigan Ave.; Tel.: Central 6-1640; I. M. Tuteur.

Tulsa 19—1648 S. Boulder; Tel.: Tulsa 4-0295; Mrs. Marguerite Cunningham.

Tv Accounts: Corn Products Refining Co., Curtiss Candy Co.

FRANK J. MILLER ADV. INC.
1556 N. Wilcox Ave., Hollywood 28, Calif
Tel.: Hollywood 3-3121

Tv Dept.: Jerry Hill, radio-tv dir.; Frank J. Miller, Victor Stollberg, Val I. Lindberg, acct. execs.; Betty Aston, timebuyer.

Tv Accounts: Beto Inc., George S. Johnston & Sons Inc., Effenjay Inc., Johnston Pharm. Inc., Peels (sleeping aids), Dr. Sparling's Vitamins, Tafon Distributors Inc. (all S).

DAN B. MINER CO.
304 S. Kingsley Dr., Los Angeles 5
Tel.: Dunkirk 8-3301

Tv Dept.: Hildred Sanders, radio-tv vp.; S. James Andrews, assoc. radio-tv dir.; Albert B. Bufington, assoc. radio-tv dir.-prod.; Kay Os-trander, exec. timebuyer; Sylvia Schultz, time-buyer.

Tv Accounts: Buick Dealers Assn., Bu-Tay Products Ltd., Blue Cross of S. Calif., Buon Park Homes, Clifton's Cafeterias, Freeman's Certi-Fresh Foods, Hoffman Television Corp., Interstate Bakeries Corp., Luer Packing Co., Santa Fe Vintage Co., Thrifty Drug Stores (all S).

MITCHELL & MITCHELL INC.
1645 Hennepin Ave., Minneapolis 3
Tel.: Filmore 3046

Tv Dept.: V. L. Reek, timebuyer.

MITHOFF ADV.
304A N. Stanton St., El Paso, Tex.
Tel.: 3-5511

Tv Dept.: Warren T. Mithoff, Richard W. Mithoff, I. E. Carson Jr., ptrns.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: Webster 6-7243

Tv Dept.: Jane Leider, media dir.

Tv Accounts: Cal-Ray Bakeries, Fradelis Frozen Food Corp., Jerseymaid Milk Products Co., Lindsay Ripe Olive Co., Pacific Cracker Co., Seven-Up Bottling Co. of L.A., Sturdy Dog Foods (all S).

EMIL MOGUL CO.
625 Madison Ave., New York 22
Tel.: Templeton 8-7100

Tv Dept.: Leslie L. Dunier, radio-tv dir.; Ed Tashjian, Elaine Schachne, Lynn Diamond, Laura Partridge, timebuyers; Hella Tieg, Joyce Peters, asst. timebuyers.

Tv Accounts: Block Drug (N-S), Esquire Shoe Polish (N-S), Ferber Pen (S), Gold Medal Candy (RN-S), Manischewitz Wine (S), National Shoes (S), Park & Tilford (S), Rayco Auto Seat Covers (S), Revlon Inc. (N-S), Ronzoni Inc. (S), Tintex (S).

RICHARD G. MONTGOMERY & ASSOC.
1126 S.W. 13th Ave., Portland 5, Ore.
Tel.: Capitol 3-3108

Tv Dept.: Mary Nimmo, tv dir.

MOREY, HUMM & WARWICK INC.
350 Fifth Ave., New York 1
Tel.: Longacre 4-2240

Tv Dept.: William L. Wernicke, tv dir., timebuyer; S. F. Ellsworth, acct. exec; Kay Shanahan, time-buyer.

Tv Accounts: Sinclair Refining Co. (S).

RAYMOND R. MORGAN CO.
6233 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 3-4194

Tv Dept.: Raymond R. Morgan, pres.; Robert C. Temple, exec. vp.; Paul J. McKinney, vp.; Jack Kerr, acct. exec.; Audrey Fraser, radio-tv dir., timebuyer; Terri Brady, timebuyer; Edith Fascian, traff.

Chicago 11—(Goodkind, Joice & Morgan), Palmolive Bldg.; Tel.: Superior 7-6746; Cyde M. Joice, pres.
San Francisco 11—260 California St.; Tel.: Exbrook 7-0426; Porter Anderson, vp., mgr.

Tv Accounts: Folger's Coffee (RN-S), Kal-Kan Dog Food, Party Pack (S), Planters Nut Co., RC Cola (S).

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oxford 7-2100

Tv Dept.: Orran E. Christy Jr., media dir.; Raymond A. MacArdle, timebuyer; Summer Lyon, radio-tv prod.

Tv Accounts: Vick Chemical Co. & subsidiaries.

MOSS ASSOC.
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377

Tv Dept.: Gerald H. Bruce, acct. exec.; Marian, Rand, timebuyer.

THE MOSS-CHASE CO.
425 Franklin St., Buffalo 2
Tel.: Grant 8614

Tv Dept.: John J. Starr, tv dir.

MOTTL & SITEMAN ADV. AGENCY
8417 Beverly Blvd., Los Angeles 47
Tel.: Webster 8-6288

Tv Dept.: Mary Ellen Wheeling, timebuyer; Lee Siteman, Edward F. Baltz, Charles A. Mottl, acct. execs.

Tv Accounts: Chun-Wong Inc., Kern's Foods, Pomona Paper Products (all S), Scudder Food Products (RN-S), Smokey Joe's Foods (S).

C. WENDEL MUENCH & CO.
75 E. Wacker Dr., Chicago 1
Tel.: Financial 6-3481

Tv Dept.: Victor Fabian, media dir.; Loretta V. Hughes, timebuyer.

MULLINS-EARL ADV. AGENCY
1606 N. Cahuenga Blvd., Hollywood 28
Tel.: Hollywood 7-9003
Tv Dept.: Tom Mullins, timebuyer.

N

NEALE ADV. ASSOC.
8462 Sunset Blvd., Los Angeles 46
Tel.: Hollywood 1-9955

Tv Dept.: C. A. Ray, radio-tv dir.
Tv Accounts: Descoware Corp. (RN-S), Food Machinery & Chemical Corp., Prudential Savings & Loan Assn., Virtue Bros., Mfg. Co. (all S).

NEEDHAM & GROHMANN INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 5-6200

Tv Dept.: John M. Handley, exec. vp., acct. exec.; Harry C. Ledingham, media dir.; John M. Keil, acct. exec.

NEEDHAM, LOUIS & BROBY INC.
Prudential Plaza, Chicago 1
Tel.: Whitehall 4-3400

Tv Dept.: James G. Cominos, vp., tv-radio dir.; Scott Keck, asst. tv-radio dir.; Alan Wallace, vp. chg. tv-radio pgms., prod.; Don DeCarlo, John Rohrbach, timebuyers; Arnold Johnson, best. fac. dir.
Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 2-2391; Michael W. Gradle,
New York 19—730 Fifth Ave.; Tel.: Plaza 7-0333; Robert Salter.

NELSON ADV.
3305 Wilshire Blvd., Los Angeles 66
Tel.: Dunkirk 7-8368
Tv Dept.: Irwin S. Green.

Tv Accounts: Imperial Greeting Card, Miracle Mortgage Co., Rhodes Jewelers, Standard Brands Paint Co., Western Art Studios.

GEORGE R. NELSON INC.
208 State St., Schnectady 5, N. Y.
Tel.: Franklin 4-4135

TED NELSON ASSOC.
730 Fifth Ave., New York 19
Tel.: Circle 6-8470

NEWHOFF-BLUMBERG ADV. AGENCY
529 N. Charles St., Baltimore 1
Tel.: Lexington 9-7155

NEWMAN, LYNDE & ASSOC. INC.
1628 San Marco Blvd., Jacksonville 7, Fla.
Tel.: Exbrook 8-9721

Tv Dept.: John T. Hopkins, tv-radio dir.
St. Petersburg, Fla.—Fla. Theatre Bldg.; Tel.: 7-2927; Stanley R. Nutting.

Pensacola, Fla.—(Justin R. Weddell Assoc.) Brent Annex.

Tv Accounts: American Natl. Bank (S), Jacksonville Paper Co. (RN), Skippers Dairy (S).

ALBERT SIDNEY NOBLE ADV.
52 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-8788

Tv Dept.: Troy Ferguson Jr., media dir.

NOBLE-DURY & ASSOC.
Vendome Bldg., Nashville 3, Tenn.
Tel.: Alpine 6-3147

Tv Dept.: Chuck Branch, tv dir.

NORMAN, CRAIG & KUMMEL
488 Madison Ave., New York 22
Tel.: Plaza 1-0900

Tv Dept.: Walter Craig vp. in chg.; Reggie Schuebel, vp. chg. bcst. media; Jeanne Sullivan, timebuyer.

Tv Accounts: G. H. P. Cigar Co., Hudson Pulp & Paper Co., Ronson Co., Seeman Bros., Selcho & Richter, Speidel, Warner-Lambert.

KELSO NORMAN ADV.
222 Kearny St., San Francisco 8
Tel.: Douglas 2-3942

NORTH ADV. INC.
Merchandise Mart, Chicago 54
Tel.: Whitehall 4-5030

Tv Dept.: Bruce Dodge, radio-tv vp.; Richard S. Paige, media dir.; John Rundall, radio-tv prod.; Jack McCord, radio-tv bus.; Armella Selsor, Robert Riemenschneider, timebuyers.

New York 17—6 E. 45th St.; Tel.: Oxford 7-9414; Bruce Dodge, vp.

Beverly Hills, Calif.—9533 Brighton Way; Tel.: Crestview 6-7048; Walter Hiller, mgr.

Tv Accounts: Balenciaga Inc., Englander Mattress, Lanvin Parfum Inc., (all S), Toni Home Permanent, Prom Home Permanent, Tip Toni, Tonette, Deep Magic, Spin Curlers, Sofstyle Curlers (all N-S).

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412
Tv Dept.: R. T. O'Connell; Ethel Merklen, acct. exec.
Tv Accounts: Pomatex Co. (S).

OGLIVY, BENSON & MATHER INC.
589 Fifth Ave., New York 17
Tel.: Murray Hill 8-6100
Tv Dept.: Martin T. Kane, Anne Jancowicz, timebuyers; Arthur Daly, radio-tv dir.; Les Tomalin, assoc. radio-tv dir.; Rex Coston, radio-tv bus. mgr.; William Hitchcock, Anthony Rizzo, prod. supvrs.; Robert Patterson, asst. art supvr., Evelyn Ward, radio-tv traff.

OHIO ADV. AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070
Tv Dept.: Van Lane, tv dir.
Tv Accounts: Ascot, B. W. Blauschild-Dodge-Plymouth, Blonder's Wall Paper, Cranwood, Family Fair, Fullers Cleaning Co., Graham Door, Hillside Dairy, Industrial Electric, Kromex, RKO Palace, Royal Ice Cream, San-Hygiene, Tasty Shop, Thistle-down, Three Bears, Timely, Thomas J. Unik (all S).

OLIAN & BRONNER INC.
35 E. Wacker Dr., Chicago 1
Tel.: State 2-3381
Tv Dept.: I. A. Olian; M. H. Bronner; Kay Kennelly, media dir., timebuyer; Robert Singer, Ed Sonnenschien, Sam Glueck, acct. execs.
Tv Accounts: Atlas Brewing Co. (S), Belton Hearing Aid Co. (N-RN-S), C. E. T. Inc., Consolidated Food Processors Inc., Goldblatt Bros. Inc., Jay's Foods Inc., Schoenhofen-Edelweiss Co., Terry Foods Inc., Zion Industries, (all S).

OLMSTED & FOLEY
1200 Second Ave. S., Minneapolis 3
Tel.: Federal 3-8166
Tv Dept.: Bradley C. Morison, radio-tv dir.; Warren T. Way, media dir., timebuyer.
Tv Accounts: Avochem Inc., Clover Leaf Creamery Co., First Natl. Bank, Hotel Leamington, Marshall-Wells Co., Northland Milk Co., Russell-Miller Milling Co., Waterman-Waterbury Co.

OLYMPUS ADV.
311 E. Main St., Stockton 2, Calif.
Tel.: Howard 4-7736
Tv Dept.: S. K. Olympus, pres.; N. K. Rosenblatt, vp.; Bob Del Re, radio-tv dir.
Los Angeles 22-5420 Jillson St.; Tel.: Raymond 3-4879.

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470
Tv Dept.: E. D. Silha, acct. exec., timebuyer.
Tv Accounts: Fleetwood Co. (S); Wate-On Co. (S).

THE E. A. OPPENHEIM CO.
Michigan Theatre Bldg., Detroit 26
Tel.: Woodward 1-6765
Tv Dept.: E. A. Oppenheim, dir.; Gil E. LeSeur, acct. exec.
Tv Accounts: Englander Furniture Co., International Lens Lab., Miller Garage Builders, H. A. Powell Studios, Pyramid Chemical Co., Quality Laundry Co. (all RN-S).

MAURIE H. ORODENKER ADV. AGENCY
Land Title Bldg., Philadelphia 10
Tel.: Locust 4-1388
Tv Dept.: Maurie H. Orodenger.

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050
Tv Dept.: Louis L. Ergmann, radio-tv dir.; Nina Flinn, timebuyer.
Tv Accounts: Dept. of the Army (Natl. Guard Bureau), The Andrew Jergens Co. (S), Rockwood Co. (RN).

MERRITT OWENS ADV. AGENCY INC.
New Brotherhood Bldg., Kansas City 1, Kan.
Tel.: Drexel 1-7250
Tv Dept.: Merritt Owens, Earl Allvine, acct. execs.; Thomas Horan, prod. mgr.

PACIFIC NATIONAL ADV. AGENCY
2124 Fourth Ave., Seattle 1
Tel.: Elliot 1401
Tv Dept.: Grant Merrill, radio-tv dir.; Trevor Evans, William H. Horsley, Frank Horsley, Fred Sprague, George Glavin, acct. execs.; Gertrude M. Nyman, timebuyer.
Portland 4, Ore.—Cascade Bldg.; Tel.: Capital 2-1021; Milt Poland.
Spokane—Chronicle Bldg.; Tel.: Madison 9127; Martin Boss, timebuyer.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424
Tv Dept.: Donald C. Porteous, acct. exec., radio-

tv dir.; Weymouth Symmes, media dir
Tv Accounts: A & P. Breakstone, Groveton Papers Co., Joe Lowe Co. (Popsicle), Sage Laboratories, West Disinfecting Co., (all S).

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: Hemlock 5-7451
Tv Dept.: John Curtis, tv dir., timebuyer.

GEORGE PATTON ADV.
6305 Yucca St., Hollywood 28
Tel.: Hollywood 2-0841
Tv Dept.: George Patton, acct. exec., pres.; Wally Sherwin, Bob Kennedy, acct. execs.; Lyn R. Patton, timebuyer.
Tv Accounts: Calif. Central Airlines (RN), Gould Investment Co., Hoover Vacuum Cleaners, James J. Kerwin Co., Kold Kist Frozen Foods, Riviera Mfg. Co., Urlich Motor Co. (all S).

PAUL & BAUM ADV.
7958 Beverly Blvd., Los Angeles 48
Tel.: Webster 8-7281
Tv Dept.: A. L. Paul, Macy Baum.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055

PECK ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Tv Dept.: Sidney G. Alexander, vp. chg. radio-tv; Sylvan Taplinger, tv dir.; Russ Alben, asst. tv dir.

PERRIN-PAUS CO
8 S. Michigan Ave., Chicago 3
Tel.: Randolph 6-7923
Tv Dept.: Tye Robinson, assoc. proder., acct. exec.; Linnea Vanderlaag, media dir.
New York—730 Fifth Ave., Tel.: Plaza 7-6120; Elliot Saunders, prod. dir.; Joe Durand.
Tv Accounts: Sunbeam Corp. (N-S).

PERRY-BROWN INC.
2831 Vernon Pl., Cincinnati 19
Tel.: Plaza 1-8200
Tv Dept.: Edward J. Doran, radio-tv dir.
Tv Accounts: Formica Co., Meier's Wine Cellars Inc., H. H. Meyer Packing Co., Willson Dairy (all S).

J. R. PERSHALL CO.
105 W. Adams St., Chicago 3
Tel.: Franklin 2-8440
Tv Dept.: Grace D. Rauworth, timebuyer.
Tv Accounts: A. C. Allyn & Co., Chicago Natl. Bank, Chicago Plastering Institute, Helen's Country Kitchen (all S), Hi-C Div. of Minute Maid Corp. (N-S), Northern Ill. Gas Co., Serta of Chicago, Zenith Radio Distributing Corp. (all S).

ALFRED M. PETTLER ADV. AGENCY
89 Orinda Hwy., Orinda, Calif.

THE PHILLIPS-RAMSEY CO.
304 Ivy, San Diego 1, Calif.
Tel.: Belmont 4-6401
Tv Dept.: Orva Huff, radio-tv dir.; Robert F. Lewis, timebuyer.
Tv Accounts: Better Business Bureau, First Natl. Bank, Food Basket, Golden Tulip Foods Inc., Lion Clothing Co., Arthur Murray, San Diego Milk Council, Walker Scott Co. (all S).

PICARD, MARVIN & REDFIELD INC.
48 E. 43d St., New York 17
Tel.: Murray Hill 2-3883
Tv Dept.: William S. Marvin, dir.; Florence Lernon, timebuyer.
Tv Accounts: Park Motor Sales Co.

VANCE PIDGEON & ASSOC.
Builders Exchange, Minneapolis 2
Tel.: Federal 5-6801
Tv Dept.: Vance Pidgeon, pres.

JOSEPH J. PINKUS
318 Market St., Newark 2, N. J.
Tel.: Mitchell 2-2515
Tv Dept.: Joseph J. Pinkus, timebuyer.

PLATT, DYSON & O'DONNELL, INC.
7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240
Tv Dept.: Thomas O'Donnell, timebuyer.
Boston 16-31 Providence St.; Tel.: Kenmore 6-3103; Irvin N. Gould.
Tv Accounts: OXO, (U.S.A.) Ltd. (S).

POLLYEA ADV.
822½ Ohio St., Terre Haute, Ind.
Tel.: Crawford 6707
Tv Dept.: Marie Pershing, timebuyer.

POSNER-ZABIN
95 Madison Ave., New York 16
Tel.: Murray Hill 9-2676
Tv Dept.: James B. Zabin.

POTS-WOODBURY INC.
2233 Grand Ave., Kansas City 8, Mo.
Tel.: Grand 1-5775
Tv Dept.: William J. Brewer, radio-tv dir.; Al Christy, Gene W. Dennis, acct. mgrs.; Helen M. Church, timebuyer.

POWELL-GAYEK ADV. INC.
Penobscot Bldg., Detroit 26
Tel.: Woodward 3-6580
Tv Dept.: Robert H. Powell, Bill Gayek, acct. execs., timebuyers; John Vander Linden, timebuyer.
Tv Accounts: Continental Motors Corp., Detroit City Ice & Fuel Div., Detroit Free Press, Greater Detroit Plymouth, McDonald Trailer Sales, Natl. Casualty Co. (all S).

POWELL & SCHOENBROD ADV.
430 N. Michigan Ave., Chicago 11
Tel.: Mohawk 4-0620
Tv Dept.: Herbert Summers Hall, tv dir., timebuyer.
Tv Accounts: Evans Auto Sales, Goldberg Fashion Forum, Hauser Nash Sales, King Korn Stamp Co., Kulick Construction Co., Lawrence Ave. GMC, Litt Jewelry Co., Modernfold Door Distributors' Assn., Arthur Nagel Inc., North-American Phillips Co., Wood-Davis Co. (all S).

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361
Tv Dept.: Robert W. Powers, treas.

PRATER ADV. AGENCY
705 Chestnut St., St. Louis 1
Tel.: Garfield 1-6490
Tv Dept.: G. L. Prater, acct. exec.; Barbara Block, tv dir.
Tv Accounts: Falls City Brewing Co. (S).

PRESBA, FELLERS & PRESBA
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7683
Tv Dept.: Marquis M. Smith, tv dir.; James R. Brenner, timebuyer; W. B. Presba, E. J. O'Malley, Frank Steel, acct. execs.
Tv Accounts: Book House for Children (RN-S), Car City Hudson-Rambler (S), Flex-O-Glass Inc. (RN-S), Olson Rug Co. (RN-S), Orleans Dog Food Co. (S), Vaughan Seed Co. (S).

PRODUCT SERVICES INC.
17 E. 45th St., New York 17
Tel.: Murray Hill 7-0204
Tv Dept.: Lester J. Blumenthal, exec. vp., tv dir.
Tv Accounts: Firechief, Glamorene, Roto-Broil Corp. of America, Strauss Stores Corp.

PROEBSTING, TAYLOR INC.
100 E. Ohio St., Chicago 11
Tel.: Whitehall 4-1051
Tv Dept.: J. L. Proebsting, K. C. August, acct. execs.; Lucy Tye, timebuyer.

PUBLICIDAD BADILLO INC.
122 E. 42nd St., New York 17
Tel.: Murray Hill 2-0521

PUBLICITE J. E. HUOT LIMITEE
353 St. Nicholas St., Montreal 1
Tel.: Plateau 4131
Tv Dept.: P. E. Rioux, tv dir.; Homere Dubois, timebuyer; L.-E. Girard, Lionel Martin, acct. execs.
Quebec—569 First Ave.; A. Roy, mgr.

HENRY QUEDNAU INC.
404 13th St., Tampa, Fla.
Tel.: 2-0191
Tv Dept.: Robert E. Edrington, radio-tv dir.; Agnes Vogel media dir.; Henry Quednau, pres., timebuyer; Henry Madsen, vp., timebuyer.
Tv Accounts: Exchange Natl. Bank, Fla. Dairy, Herman Sausage Co., Holsum Bakers, Southern Brewing Co., Spicola Appliances.

R

RAMSEY, BROWN & CO.
1585 Crossroads of the World, Hollywood 28
Tel.: Hollywood 3-6851
Tv Dept.: John O. Ramsey, Don Brown, ptrns.; Jack Scott, acct. exec.; Martha Dickenson, media dir.

THE RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: Jackson 7-1179
Tv Dept.: Florence F. Grady, radio-tv dir.
Tv Accounts: Crown Petroleum Corp., Hartford Gas Co., State Line Potato Chip Co.

THE FRED M. RANDALL CO.
Book Bldg., Detroit 26
Tel.: Woodward 1-4662
Tv Dept.: C. E. Foerster, timebuyer; Hugh R. Mack Jr., Hal G. Trump, acct. execs.

RATCIFFE ADV. AGENCY
Mercantile Bank Bldg., Dallas 5, Tex.
Tel.: Randolph 8-35
Tv Dept.: Morelle K. Ratcliffe Jr., tv dir., acct. exec.; Mrs. Wilda H. Wilson, timebuyer; Justine Rodgers, acct. exec.
Tv Accounts: Magnolia Petroleum Co., Mercantile Natl. Bank.

J. W. RAYMOND CO.
1151 S. Broadway, Los Angeles 15
Tel.: Richmond 7-5391
Tv Dept.: J. W. Raymond, pres.; Harold Jacobs, prod. mgr.; James Van Burgh, Terrance Ragan, Robert Klosterman, acct. execs.; Rex Johnson, media dir.; Joe Ware, art dir.

LARRY RAYMOND CO.
959 Crenshaw Blvd., Los Angeles 19
Tel.: Webster 6-8125

Tv Dept.: Larry Raymond, own., acct. exec.; John Parker, acct. exec., timebuyer.

REACH, YATES & MATTOON INC.
720 Fifth Ave., New York 19
Tel.: Plaza 7-7676

Tv Dept.: Louis G. Bissell, radio-tv dir.
Newark 2, N. J.—69 Washington St.; Tel.: Market 3-5100; F. R. Risley, exec. vp.

KNOX REEVES ADV. INC.
First Natl.-Soo Line Bldg., Minneapolis 2
Tel.: Federal 9-0071

Tv Dept.: Russell E. Neff, vp., radio-tv dir.; H. Wendell Eastling, timebuyer; Richard H. Burbank, Howard W. Jones, Paul R. Phillips, Howard W. Wilson, acct. execs.

Tv Accounts: Art Instruction Inc. (S), General Mills Inc. (N-RN-S), Midland Bank (S), Minneapolis Brewing Co. (RN-S), Pacific Gamble Robinson (S).

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440

Tv Dept.: Lewis G. Green, tv dir.

Tv Accounts: The Anderson Co. (S), Chicago, Burlington, Quincy Railroad (S), (special work for National Safety Council and other public service organizations).

THE REINGOLD CO.
69 Newbury St., Boston 17
Tel.: Kenmore 6-3900

Tv Dept.: Harold I. Reingold, pres.

REINHARDT ADV. INC.
1736 Franklin St., Oakland 12, Calif.
Tel.: Templebar 2-2408

Tv Dept.: Cecil Webb Jr., radio-tv dir.; A. Leo Bowman, timebuyer; Adeline Schow, asst. timebuyer.

Tv Accounts: Home Bakers Inc., Kilpatrick's Bakeries Inc., Williams' Bakery (all C).

W.M. B. REMINGTON INC.
196 Worthington St., Springfield 3, Mass.
Tel.: Republic 2-2135

Tv Dept.: H. F. King, exec. vp.

E. W. REYNOLDS ADV. LTD.
355 King St. W., Toronto 2B
Tel.: Empire 2-2381

Tv Dept.: Henry E. Karpus, radio-tv vp.

Montreal—1440 St. Catherine St. W.; Tel.: University 6-1775; Jean Tougas.

Tv Accounts: Bendix Washers, Crosley Refrigerator, Dairy Farms of Canada, Eversharp Inc., Fleer's Bubble Gum (all S), General Mills (Canada) (N), Hallcrafters Ltd., R. M. Hollingshead Ltd., Honey Dew Coffee Shops, Hunt's Bakery, Mofats Ltd., Mutual of Omaha, Silhouette Products Ltd., Sisman Shoe Co., Willards Chocolates (all S).

FLETCHER D. RICHARDS INC.
10 Rockefeller Plaza New York 20
Tel.: Judson 6-5400

Tv Dept.: E. A. Eliott, vp., media dir.; Seymour J. Frolick, vp., tv-radio dir.; William Russell, tv-radio writer-producer; Stan Rhodes, tv-radio writers-producers; John Ward, tv-radio programming, bus. mgr.; Larry Killian, tv art dir.; James Kelly, timebuyer.

Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-3585, Los Angeles, San Francisco—see Harrington-Richards Div.

Tv Accounts: American Machine & Foundry (RN), Avoset Co. (Qwip) (S), Eastern Air Lines (S), Squirt Bottling (N), United States Rubber Co. (Royal Tires Div., Koylon foam, Keds, Kedettes, agricultural chemicals, Trilok, garden hose, golf balls) (N-S), Waterman Pens (S).

M. EVANS RICHMOND ASSOC.
127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674

Tv Dept.: M. Evans Richmond, Virginia Nash.

Boston 16—230 Boylston St.; Tel.: Commonwealth 6-0924; Robert S. Richmond.

RIEDL & FREED INC.
424 Lakeview Ave., Clifton, N. J.
Tel.: Gregory 1-7900

Tv Dept.: Robert Guthrie, media dir.; Daniel Whitney, tv dir.; Lawrence Nunno, acct. exec.

New York—244 Madison Ave.; Tel.: Murray Hill 3-1725.

Tv Accounts: G. N. Coughlan Co., Bonat & Bonat Inc., Marcalus Mfg. Co., Leewal Co., Brogan Cadillac (S).

RINGER & ASSOC. INC.
712 S. Curson Ave., Los Angeles 36
Tel.: Webster 3-8131

RIPPEY, HENDERSON, KOSTKA & CO.
909 Sherman St., Denver 3
Tel.: Acoma 2-5601

Tv Dept.: Jack Thomas, tv dir.; James Curd, Vern R. Ewing, Jack Hull, James S. Holme, Harry A. Lazier, Arthur K. Magee, Robert C. Whitney, acct. execs.

RITCHIE ADV. AGENCY
Bank of Commerce Bldg., Houston 2, Tex.
Tel.: Capital 4-1828

Tv Dept.: Louis Glavis, timebuyer.

DAN RIVKIN ADV.
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766

Tv Dept.: Dan Rivkin

ROBERTSON, BUCKLEY & GOTSCHE
108 N. State St., Chicago 2
Tel.: State 2-5336

Tv Dept.: Clarence M. Gotsch, Scott Robertson, Bob Greene, acct. execs.; Nancy Carpenter, media dept.

MARSHALL ROBERTSON ADV. AGENCY
1550 Speer Blvd., Denver 4
Tel.: Keystone 4-6268

Tv Dept.: Marshall Robertson, Mary A. Robertson, dirs., timebuyers; John F. Eby, vp.; James Briggs, R. Wendell McWilliams, acct. execs.; Margaret Pierson.

Tv Accounts: Blue Cross (RN-S), Colo. Seed Co. (S), Cottrell's Clothing (RN-S), Elcar Fence (S), Frumess Jewelry (RN-S), Grayson Apparel (RN-S), Lindner Packing (S), Miller's Super Markets, O'Meara Motors, Star Bread, Weicker T & S (all RN-S).

ROBINSON, ADLEMAN & MONTGOMERY INC.
1714 Walnut St., Philadelphia 3
Tel.: Kingsley 6-4650

Tv Dept.: Stephen M. Cohen, radio-tv dir.; Alfred DeAngelus, new bus. acct. exec.; George Glazer, publicity dir.; Robert Adleman, Edward S. Robinson, Anthony Walton, Lloyd Kaizen, acct. execs.

Tv Accounts: Coronet Sales Co. (S), Eddystone Farmer's Market (S), Frankel Motors (RN), George Kahn Co. (RN), Mort Co. (RN), Plymouth Dealers Assn. (RN), F. T. Robinson Co. (RN), Stanley-Warner Management Corp. (S).

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293

Tv Dept.: Lee Laufer, tv dir.; Robert C. Neuman, media dir.; Melvin A. Jensen, David R. Fenwick, John W. Haynes, vp's., acct. execs.; A. McKie Donnan, acct. exec.

Tv Accounts: Calif. Federal Savings (RN-S), Clearex Window Cleaners (S), Gaffers & Sattler Range Co. (S), Loma Linda Food Co. (S), L. A. Dept. Water & Power (S), Packard-Bell Co. (S), Utility Appliance Corp. (RN-S), Western Federal Savings (S), Wilco Automotive Products (S).

ROCHE-ECKHOFF & LEE INC.
8721 Beverly Blvd., Los Angeles 48
Tel.: Oleander 5-7670

Tv Dept.: Robert Lee, vp.; Irving Eckhoff, sec.; Frank Roche, pres.

JOHN D. ROCHE INC.
1119 S. Hope St., Los Angeles 15
Tel.: Richmond 9-7761

Tv Dept.: John D. Roche, pres.; John D. Roche Jr., Bud Boettiger, acct. execs.; Marsha Smith, media dir.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760

Tv Dept.: Kirby Roche, tv dir.; Frank Hakewill, timebuyer; Ray Seng, Frank Pattee, Miner Williamson, acct. execs.

Tv Accounts: Chicago, Milwaukee, St. Paul & Pacific Railroad (S), Hardware Mutuals (S), Nadinola (S), Stewarts Private Blend Coffee Co. (S).

ROCKETT-LAURITZEN
1636 S. Oxford Ave., Los Angeles 6
Tel.: Republic 4-2106

Tv Dept.: Robert R. Rockett, ptnr.; Don Lauritzen, ptnr., media dir.

ROCKLIN IRVING & ASSOC.
32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324

Tv Dept.: Irving Rocklin, timebuyer; Ira Segall, Edward Loving, Robert Spencer, Gerald Addis, Jerrold Rocklin, acct. execs.

Tv Accounts: Bel Aire Park Homes, Chicago Furniture Mart, Cole-Finder Inc., Community Stores, Continental Clothing, Executive Leasing, Fizz-Up Bottling Co., Keystone Chevrolet, Leader Pontiac, Walton Motors Inc. (all S).

ROGERS & SMITH
20 N. Wacker Drive, Chicago 6
Tel.: Dearborn 2-0020

Tv Dept.: Ray H. Reynolds, exec. vp.

Dallas 1, Tex.—Insuromedic Bldg., Tel.: Riverside 6044; Howard B. Fisher, radio-tv mgr.

Kansas City 6, Mo.—903 McGee St.; Tel.: Victor 2-9400; Richard P. Slade, radio-tv mgr.

ROIZEN ADV. AGENCY INC.
291 Delaware Ave., Buffalo 2
Tel.: Madison 5915

Tv Dept.: Manus Roizen, acct. exec.

Tv Accounts: Sattler's.

RONALDS ADV. AGENCY LTD.
1440 St. Catherine St., W., Montreal 25
Tel.: University 6-9471

Tv Dept.: Peter Golick, tv-radio vp.

Edmonton, Alta.—Petroleum Bldg.; Tel.: 2-8356; W. A. Bishop, mgr.

Toronto 2B—108 Peter St.; Tel.: Empire 3-0237; R. J. Avery, exec. vp.

IRVING ROSEN ADV.
230 Fifth Ave., New York 1
Tel.: Oregon 9-1926

Tv Dept.: Irving Rosen, timebuyer; E. Wayne, prod.

ROSS ADV. AGENCY
310 Charlene Dr., St. Louis 22
Tel.: Yorktown 5-1114

CHARLES ROSS ADV. AGENCY
1515 Crossroads of the World, Hollywood 28
Tel.: Hollywood 2-1184

ELLSWORTH ROSS AGENCY
3810 Beverly Blvd., Los Angeles 4
Tel.: Dunkirk 8-3608

Tv Dept.: Ellsworth Ross, pres.

ROSS ROY INC.
2751 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-3900

Tv Dept.: Carl E. Hassell, vp., media dir.; R. A. Post, timebuyer, acct. media dir.

Chicago 1—307 N. Michigan Ave.; Tel.: Randolph 6-7000; James F. Quinn.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-6263; M. G. Vaughn, vp.

New York 17—122 E. 42d St.; Tel.: Murray Hill 7-2944; John Roach.

Windsor, Ont.—Canada Trust Bldg.; Tel.: Clearwater 6-2371; H. J. G. Jackson.

Tv Accounts: Dodge Truck (S), Stewart-Warner (S).

CHARLES L. RUMRILL & CO. INC.
339 East Ave., Rochester 4, N. Y.
Tel.: Baker 7900

Tv Dept.: Dorian St. George, radio-tv dir.; Grace M. Danelo, asst. radio-tv dir.; William Weller, timebuyer; Neil Gallagher, George Prince, Donald Miller, John Van Arsdale, John Troskosky, Deborah Killip, acct. execs.

Tv Accounts: Brighton Place Sealtest Dairy, Otto Bernz Co., Community Savings Bank, Endicott Johnson Corp., Fanny Farmer Candy Shops, Genesee Valley Union Trust Co., Richardson Corp., Stromberg Carlson Co.

LOWE RUNKLE CO.
Liberty Bank Bldg., Oklahoma City 2
Tel.: Regent 6-3521

Tv Dept.: Mack Fuller, radio-tv dir.

Tv Accounts: Cain's Coffee Co., Consolidated Gas Co., Dulaney's Distributing Co., Deep Rock Div. of Kerr McGee Oil Industries Inc., Liberty Natl. Bank & Trust Co., Local Federal Savings & Loan Co., Okla. Packing Co., Safeway Stores Inc. Southwestern Bell Telephone Co., Superior Feed Mills, Swan Air Conditioning.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400

Tv Dept.: George Wolf, vp., dir.; Douglas MacNamee, tv-radio copy chief; Roland Howe, tv-radio prod. mgr.; Philip Feld, film prod. supr.; Ken Haverstick, tv art dir.; Havis Medwick, bus. mgr.; Dorothy Rivers, Edwin R. Rooney Jr., Ted Storb, prod. supvrs., Eleanor F. Clarkson, Louis de Milhau, tv-radio writers; Daniel M. Gordon, media dir.; Vincent DeLuca, media timebuying div. mgr.; Mary Dowling, Edward Sherinian, timebuyers.

Chicago 1—360 N. Michigan Ave.; Tel.: Financial 6-1833; William D. Watson, vp., mgr.; George B. Anderson, radio-tv dir.

Cincinnati 2—Carew Tower; Tel.: Garfield 5800; John L. Magro, vp., mgr.

Dallas 2—1412 Main St.; Tel.: Riverside 6453; Alex G. Pappas, mgr.

Detroit 2—7430 Second Blvd.; Tel.: Trinity 4-2200; Tod Reed, exec. vp.

Hollywood—6920 Sunset Blvd.; Tel.: Hollywood 9-3611; Edward E. Simmons, west coast radio-tv dir.

Houston 4—5616 Fannin St.; Tel.: Jackson 4-7531; Theodore F. Keady, mgr.

Los Angeles 5—3440 Wilshire Blvd.; Tel.: Dunkirk 8-0571; John H. Weiser, vp., mgr.

St. Louis 1—611 Olive St.; Tel.: Main 1-0127; Oscar A. Zahner, sr. vp., mgr.

St. Paul 14—2650 University Ave.; Tel.: Midway 5-7711; William M. Amundson, mgr.

San Francisco 4—235 Montgomery St.; Tel.: Exbrook 2-4616; Ray Mount Rogers, vp., mgr.

Seattle 1—1218 Third Ave.; Tel.: Elliott 1572; Francis G. Mullins, vp., mgr.

Washington 4, D. C.—Natl. Press Bldg.; Tel.: Executive 3-6730; Donald J. Wilkins, mgr.

Tv Accounts: Whitehall Pharmacal Div. of American Home Products Corp. (N-S), American Thermo Bottle Co. (N), Arthur Murray (S), Carey Salt Co. (S), Climalene Co. (S), Ericson Bros. (S), Frito New York Inc. (N-S), Frito Co. Western Div. (S), Griesedieck Bros. Brewery Co. (S), Janney, Semple, Hill & Co. (S), Ken-

tile Inc. (N), Krey Packing Co. (S), Lewis-Howe Co. (S), Thomas J. Lipton Inc. Frostee (S), Lone Star Gas Co. (S), Minnesota Hospital Service Assn. (S), Old Judge Foods Corp. (S), Pudget Sound Power & Light Co. (S), Reddi-Wip Inc. (N-S), Red Top Brewing Co. (S), Safeway Stores Inc. (Guthrie Biscuit Co., Skylark Bread (S), Seattle First Natl. Bank (S), Serta Assoc. (N-S), A. E. Staley Mfg. Co. (N), Tex. State Optical Co. (S), U. S. Air Force (N-S), Vacuum Cooling Co. (S) Wrigley Jr. Co. (N-S).

RUTLEDGE & LILJENFELD INC.
121 W. Wacker Drive, Chicago 1, Ill.
Tel.: Dearborn 2-6326

Tv Dept.: Anne Coyle, tv dir.; Frances Rickey, time-buyer; Lawrence Rubin, acct. exec.; Margaret Nelson.

Tv Accounts: Hawthorn-Mellody Farms Dairy (S), National Tea Co. (RN), Silver Skillet Brands (S).
St. Louis—1000 Market St. Tel.: Main 1-3252; Bill Miller, E. G. McGrath, acct. execs.; Lorraine Earner, Peggy McHardt.

LEWIS EDWIN RYAN ADV.
726 Jackson Pl., N.W., Washington 6
Tel.: Republic 7-7606

Tv Dept.: William J. Green, radio-tv dir.; John F. Hardie, William R. Doores, Donald H. Dixon, Samuel E. Hunsaker, acct. execs.; Louise Scheiman, copy chief.

RYDER & INGRAM LTD.
3770 Piedmont Ave., Oakland 11, Calif.
Tel.: Olympic 4-8831

Tv Dept.: Ross H. Ryder, Robert L. Ingram, acct. execs.; Mrs. Estelle Guy, timebuyer.

Tv Accounts: Metropolitan Oakland Area Committee (S).

S

BEN SACKHEIM INC.
2 W. 59th St., New York 19
Tel.: Plaza 1-2200

Tv Dept.: William Galkner, media dir.; Robert P. Vivian, timebuyer; Jerry Hahn, acct. exec.

MAXWELL SACKHEIM & CO. INC.
545 Madison Ave., New York 22
Tel.: Plaza 1-3151

Tv Dept.: Joe Gans, radio-tv dir.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Yukon 6-7575

Tv Dept.: James J. Freeman, vp., radio-tv dir.; Alicia Frost, timebuyer.

Tv Accounts: Davison Chemical Co., Div., W. R. Grace & Co.

SALES CONSULTANTS INC.
1359 S. Figueroa St., Los Angeles 15
Tel.: Richmond 9-3357

Tv Dept.: Carl Wickstrom, pres.; Jane Gurd, media dir.

SANDERS ADV. AGENCY INC.
Interurban Bldg., Dallas 1
Tel.: Prospect 1582

Tv Dept.: Tena Cummings, radio-tv dir.
Washington 5, D. C.—1012 14th St., N.W.; Tel.: District 7-7060; John Pauling, vp.

Tv Accounts: American Trailways, Ark. Trailways, Continental Bus System, Continental Central Lines, Continental Crescent Lines, Continental Dixie Lines, Continental Pacific Lines, Continental Panhandle Lines, Continental Rocky Mountain Lines, Continental Southern Lines, Continental Tenn. Lines, Continental Trailways Bus System, Continental Western Lines, Denver, Colo. Springs, Pueblo Motorways, Fleming & Sons (Wallrite), Natl. Trailways Bus System, Red Arrow Drug Co., Union Trailways (all S).

WALKER SAUSSY-ADV.
1501 Canal St., New Orleans 16
Tel.: Canal 9212

Tv Dept.: Dorothea Schlesinger, copy chief; Joseph C. Shields Jr., Jules Robert, Walker Saussy, Stanley Starr, D. W. Ziegelsch.

FRANK B. SAWDON ADV. INC.
270 Park Ave., New York 17
Tel.: Plaza 5-1324

Tv Dept.: Frank B. Sawdon, pres.; Jerry Bess, tv dir., timebuyer; James Hackett, tv coordinator, timebuyer; Jack Wilcher, tv prod.
Tv Accounts: Robert Hall Clothes, (S).

SCHEIDELER & BECK INC.
487 Park Ave., New York 22
Tel.: Murray Hill 8-8866

Tv Dept.: Walter Ware, tv dir.; Vera Brennan, tv timebuying dir.; Sally Reynolds, Margaret Hanlon, timebuyers.

Tv Accounts: Manhattan Soap Co. (N-S), McIlhenny Co. (S), Muehler Co. (S).

SCHOLTS ADV. SERVICE
1201 W. Fourth St., Los Angeles 19
Tel.: Michigan 2369

Tv Dept.: Tom D. Scholts, acct. exec.; Althea Hubbard, timebuyer.

SCHWAB & BEATTY INC.
38 E. 57th St., New York 22
Tel.: Plaza 1-1557

Tv Dept.: George F. Perkins, tv dir.; Charles Alexander, asst. tv dir.

M. B. SCOTT INC.
8721 Sunset Blvd., Hollywood 46
Tel.: Crestview 4-7585

Tv Dept.: M. B. Scott, pres., tv supvr.; Lou Holzer, tv dir.; Bill Zeck, asst. tv dir.; H. Lukacsy, time-buyer; Byron Nieman, copy ch.; Bob Smith, Don Otis, Pay Raymond, Bill Walker, Rick Vanderhurst, acct. execs.

Tv Accounts: Beacon Upholstery, Berl Berry Lincoln-Mercury, Coast Packing Co., Courtesy Chevrolet, Good Humor & Coast Curries Ice Creams, Phil Hall Buick, Robert Hall Clothes, Harger-Haldeman Chrysler, Moss Stores, Sav-On Used Cars, Tom Sawyer Foods, Selz Twins Nash, Sleep-Eze, Bob Spreen - Oldsmobile - Cadillac, Thrifty Car, United Jewish Welfare Fund (all S).

R. JACK SCOTT INC.
814 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-6886

Tv Dept.: Robert Knapp, vp. chg. radio-tv; Robert Berman, tv dir.; William Ross, radio-tv prodcr., writer; Albert J. Meyers, timebuyer; Ed Arlis, Ed Guy, R. J. Scott, Joseph O'Keefe Jr., acct. execs.

Tv Accounts: Boyer International Labs, Inc. (RN-S), Bulk Petroleum Corp. (RN-S), Chicago Stadium Corp., Citrus Products Co., Fitzpatrick Bros. Inc. (all S), Helzberg's Diamond Shops Inc. (RN), Libby Furniture & Appliance Co. (RN), Metropolitan Chicago Lincoln-Mercury Dealers Assn. M. J. McCarthy Lincoln Center, Perfect Plus Hosiery Mills Inc., Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Drug Co., Wyler & Co. (all S).

J. B. SEBRELL ADV. AGENCY
300 S. Los Angeles St., Los Angeles 13
Tel.: Madison 6-9397

Tv Dept.: J. B. Sebrell, pres., acct. exec.; P. W. Sebrell, exec. vp., acct. exec.

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3-2133

Tv Dept.: Russell B. Young, radio-tv dir., Alan S. Lee, radio-tv prod. sup.; Merle Myers, time-buyer; Virginia Russett, asst. timebuyer; Janet Welsher, film, traff mgr.

Los Angeles 48—418 S. Robertson Blvd.; Tel.: Crestview 4-7613; Lou Place, prod. supv.

New York—9 W. 10th St.; Tel.: Oregon 4-4490; Mike Levin.

Tv Accounts: Brown & Williamson Tobacco Corp. (N-S), Lanolin Plus (N), Pinex Co. (S), W. A. Sheaffer Pen Co. (N-S).

ROSCOE W. SEGAR ADV.
2125 N.E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445

Tv Dept.: D. D. Segar, timebuyer.

SEITNER ASSOC.
Professional Bldg., Jacksonville 3, Fla.
Tv Dept.: Robert L. Seitner Jr., pres., acct. exec.; Barbara M. Seitner, timebuyer.

Tv Accounts: Cohen Bros., Good Housekeeping Food Plan, Hollywood Decorators, Riverside Chevrolet, Weather Engineers (all S).

H. RICHARD SELLER ADV.
937 S.W. Jackson, Portland 1, Ore.
Tel.: Capital 2-9122

Tv Dept.: Mike Davenport, dir.; H. Richard Seller, Arnold Blitz, acct. execs.

Seattle 1, Wash.—Jones Bldg.; Tel.: Mutual 1990; A. Blitz.

Seattle 16, Wash.—4215 W. Oregon St.; Tel.: West 0880; Ted Best, mgr.

HENRY SENNE ADV. INC.
75 E. Wacker Dr., Chicago 1
Tel.: Randolph 6-6933

Tv Dept.: William H. Barth, acct. exec., timebuyer; Henry J. Senne, pres., acct. exec.

Tv Accounts: G. A. Goodrich (S), Art Hansen Buick (S), Frederick Herrschner Co. (S), Hutchinson Chemical Corp. (S), Oelerich & Berry (RN), Rotosphere Inc. (S), Thompson Paper Mills (S), Wass Food Products (S).

SHACKLEFORD ADV. AGENCY
176 San Fernando Rd., Los Angeles 31
Tel.: Capitol 2-0288

Tv Dept.: J. H. Shackelford, media dir., timebuyer.

SHAFFER-BRENNAN-MARGULIS ADV. CO.
4 N. Eighth St., St. Louis 1
Tel.: Main 1-2579

Tv Dept.: Sam B. Margulis, S. I. Rosenfield, ptrns.

THE LEONARD SHANE AGENCY
6061 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 9-2258

Tv Dept.: Leonard Shane, pres.; J. M. Lench, vp., gen. mgr.

RALPH SHARP ADV. INC.
736 Lothrop Ave., Detroit 2
Tel.: Trinity 3-3350

Tv Dept.: Art Seely, radio-tv dir.; Ray A. Jones, media dir.

JOHN W. SHAW ADV. INC.
51 E. Superior St., Chicago 11
Tel.: Mohawk 4-6323

Tv Dept.: Hathaway Kemper, radio-tv dir.; Roberta Landers, timebuyer; Isabel McCaulay, asst. time-buyer.

Tv Accounts: Dormeyer Corp. (N), Frank Fehr Brewing Co. (S), Quaker Oats Co. (S), Webster-Chicago Corp. (N).

VAUGHN SHEDD ADV.
409 S. Kelton Ave., West Los Angeles
Tel.: Granite 3-0517

Tv Dept.: Vaughn Shedd, pres.

Tv Accounts: Greene & Hinkle, Henna Glo, Jerant Co., Oculine Co., Clifford Ryan & Assoc., Wilson & Sommers (all S).

LISLE SHELDON ADV. AGENCY
1753 N. Western Ave., Los Angeles 27
Tel.: Hollywood 3-2366

Tv Dept.: Lisle Sheldon, pres.; B. J. Young, acct. exec.

J. P. SHELLEY & CO.
6399 Wilshire Blvd., Los Angeles 48
Tel.: Webster 8-2077

Tv Dept.: John H. Pugh, timebuyer.

Tv Accounts: Adolph's Ltd. (N-S), Alpha Labs, Inc. (S), Apcco Products Inc. (S).

SHIVELL-HALL CO.
501 Fifth Ave., New York 17
Tel.: Murray Hill 2-9120

Tv Dept.: Paul Roth, radio-tv dir., time & talent buyer.

HAL SHORT & CO.
718 W. Burnside St., Portland 9, Ore.
Tel.: Capitol 3-3167

Tv Dept.: Hal E. Short, pres.

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6625

Tv Dept.: Benjamin R. Solomon, acct. exec.; Maxine Ziv, timebuyer.

Tv Accounts: M & C Foods (S), Rival Dog Food (S).

DEAN SIMMONS ADV.
1430 S. La Brea Ave., Los Angeles 19
Tel.: Webster 1-1311

Tv Dept.: Dean L. Simmons, pres.; Allan Mann, vp. chg. sales; Jack Perry, ofc. mgr.

SIMON & GWYNN
3329 Poplar Ave., Memphis 11, Tenn.
Tel.: 62-1691

Tv Dept.: H. N. Gwynn, Milton Simon, ptrns, time-buyers.

Tv Accounts: American Snuff Co., American Tea & Coffee, Humko Co., First Natl. Bank, Fineberg Packing, Rigo Chemical Co., Ronco Foods (all S).

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26
Tel.: Woodward 3-3000

Tv Dept.: Leonard N. Simons, Lawrence J. Michelson, ptrns.; George J. Hill, radio-tv dir.; Arthur Copland, Adele Hager, Evelyn Keller, Richard Hughes, Rudy Meyersohn, Joe Morrison, Sam Rubin, Josh Sarasohn, Cynthia Waites, acct. execs., timebuyers.

RAYMOND L. SINES & ASSOC.
291 Geary St., San Francisco
Tel.: Sutter 1-8137

Tv Dept.: Raymond L. Sines, pres.

LEONARD M. SIVE & ASSOC. INC.
Broadway at Eighth, Cincinnati 2
Tel.: Garfield 1-3000

Tv Dept.: Robert G. Grannen, vp.; Donald B. Poynter, tv dir.

SMALLEY, LEVITT & SMITH INC.
634 S. Olive St., Los Angeles 14
Tel.: Mutual 5336

Tv Dept.: Jackie Britton, tv dir.; Helen Smith, timebuyer; Jack Smalley, acct. exec.

Tv Accounts: Lyon Van & Storage (RN-S), Metro Coach Lines (S).

SMITH, BENSON & McCLURE INC.
8 S. Michigan Ave., Chicago 3
Tel.: State 2-1931

Tv Dept.: John G. Schroeder, media dir.

Tv Accounts: Sterling Brewers Inc. (N-S).

SMITH & GANZ INC.
6642 Sunset Blvd., Hollywood 28
Tel.: Hollywood 9-8234

Tv Dept.: Richard T. Parker, radio-tv dir.; Charles B. Ganz, Frederic B. Vanderhurst, acct. execs; Gladys Yatko, media.

Tv Accounts: J. B. Finch Furniture, Ideal Mortgage Co., Ransom Insurance Agency.

HOWARD R. SMITH CO.
Jones Bldg., Tacoma 2, Wash.
Tel.: Broadway 2253

Tv Dept.: Larry Huseby, tv dir.; Ted Knightlinger, acct. exec.

SMITH, TAYLOR & JENKINS INC.
223 Fourth Ave., Pittsburgh 22, Pa.
Tel.: Atlantic 1-9312

Tv Dept.: Thomas J. MacWilliams, tv dir.; William D. Morrissey, prod. asst., scripts; Richard K. Pearson, prod. asst.; Ronald P. Taylor, W. C. Sutherland, Robert E. Quaid, Jules Petrencs, acct. execs.

RAYMOND SPECTOR CO. INC.
445 Park Ave., New York 22
Tel.: Murray Hill 8-4407

Tv Dept.: Richard G. Blaine, radio-tv mgr.; June Colbert, radio-tv prod. dir.

T

STAAKE & SCHOONMAKER CO.
Kalamazoo Bldg., Kalamazoo, Mich.
Tel.: 3-1678
Tv Dept.: Carl B. Schoonmaker, own.

CHARLES N. STAHL ADV. AGENCY
6831 Hawthorne, Hollywood 28
Tel.: Hollywood 2-7344

Tv Dept.: Don Lewis, George Mather, Nick Nicholson, acct. execs.; Robert Franklin, Doris Armstrong, timebuyers.

New York—520 Fifth Ave.; Tel.: Murray Hill 2-5844.
Tv Accounts: Dr. R. E. Beauchamp, Earl Scheib Auto Painting, Troy Upholstering Co., Utter Pontiac, Veloz & Yolanda, Victanny Gym System (all S).

STARNES ADV. AGENCY
35 N. Raymond Ave., Pasadena
Tel.: Ryan 1-8660

Tv Dept.: Edward A. Starnes, pres., acct. exec.; Mark T. Smith Jr., acct. exec.; Val Heegler, acct. exec.

ASHBY STARR CO.
3450 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 4-1193

Tv Dept.: Alton C. Chick Jr., vp.; Ashby Starr, pres.; Jeanne Slingluff, ofc. mgr.

BARTON A. STEBBINS ADV.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-8131

Tv Dept.: A. W. Gudelman, timebuyer; Nat Jeffras, Judd Graham, acct. execs.

Tv Accounts: Certified Grocers of Calif. Ltd. Foster's Old Fashion Freeze, Shontex Co. (all S), Signal Oil Co. (RN).

HAL STEBBINS INC.
714 W. Olympic Blvd., Los Angeles 15
Tel.: Richmond 9-5317

Tv Dept.: Paul Winans, Robert F. Laws, vps., acct. execs.; Margot Stevens, timebuyer.

STEINER, TOWERS, DOBRIN & KAUS
221 W. 57th St., New York 19
Tel.: Circle 6-0912

Tv Dept.: Leo Steiner, media dir.

STELLER, MILLAR & LESTER INC.
2700 W. Third St., Los Angeles 57
Tel.: Dunkirk 7-5377

Tv Dept.: Robert F. Millar, pres., acct. exec.; M. P. Millar, exec. vp.; Leland De Priest, acct. exec.

STERLING ADV. AGENCY INC.
535 Fifth Ave., New York 17
Tel.: Murray Hill 7-3400

Tv Dept.: Alfred B. Udow.
Tv Accounts: Milium (Div. of Deering, Milliken Co. Inc.).

TEVENSON & SCOTT LTD.
1260 University St., Montreal, Que.
Tel.: University 6-9361

Tv Dept.: Sheldon H. Lodge, media mgr.
Toronto—100 Adelaide St., W.; Tel.: Empire 3-5773; S. C. Young, mgr.
Halifax, N. S.—8 Prince St.; Tel.: 3-8608, R. H. Kitley, mgr.
Vancouver, B. C.—402 W. Pender St.; Tel.: Pacific 5824; Roy A. Hunter, mgr.

STILLER-ROUSE ADV.
250 S. La Cienega Blvd., Beverly Hills, Calif.
Tel.: Oleander 5-8550

Tv Dept.: Richard Barret, radio-tv dir., acct. exec.
Tv Accounts: Aldon Construction Co. (S), Baker Boy Bakeries (S), Heftler Construction Co. (S), Karl's Shoe Stores (RN), Signature Homes (S), Valwood Estates (S).

STOCKTON, WEST, BURKHARDT INC.
First Natl. Bank Bldg., Cincinnati 2
Tel.: Dunbar 1-5600

Tv Dept.: Robert McDowell, timebuyer; Robert Huber, programming, prod. mgr.; Gary Lee, prod.
Tv Accounts: Cincinnati Gas & Electric Co., Hudepohl Brewing Co., Telephone Co.

STOCKWELL & MARCUSE ADV. AGENCY
Industrial Bank Bldg., Detroit 26
Tel.: Woodward 1-4484

Tv Dept.: William H. Stockwell, Philip R. Marcuse, Donald R. Hodgins, acct. execs.

STODEL ADV. CO.
5611 Melrose Ave., Hollywood 38
Tel.: Hollywood 9-7163

Tv Dept.: Edward C. Stodel, tv dir.; Clifford K. Levine, prod. dir., timebuyer; Elizabeth King, asst. prod. dir., continuity ed.; Charlotte Stodel, media supvr.

Tv Accounts: Crown Finance Co. (S), Eastern Columbia Department Stores (RN-S), Eclipse (Springwall) Sleep Products (RN-S), Felix Chevrolet Co., General Slicer Co., Knapp Monarch Co., Chester H. Roth Co., Union Hardware Co.—Dewalt Power Tools, United Artists Corp., Walnut Manor Homes (all S).

STOETZEL & ASSOC. INC.
307 N. Michigan Ave., Chicago 1
Tel.: State 2-8927

Tv Dept.: Leona Murphy, media dir., timebuyer; Ralph Rozema, vp., acct. exec.
Tv Accounts: Back to God Hour (S).

STONE & SIMONS ADV. INC.
10821 W. McNichols Rd., Detroit 21
Tel.: Main 1-1618

Tv Dept.: Charles Stone, Rudy Simons, owns.

STRAUCHEN & MCKIM ADV.
6 E. Fourth St., Cincinnati 2
Tel.: Main 1-1618

Tv Dept.: Edmund R. Strauchen, John V. Quackenbush, acct. execs.; Holmes E. Leed, tv dir.

STREET & FINNEY INC.
45 W. 45th St., New York 36
Tel.: Circle 6-1700

Tv Dept.: Helen A. Thomas, timebuyer; Howard Miller, tv dir.; Robert Finney, Warren E. Faxon, William G. Johnston, Donald Gill, acct. execs.

Tv Accounts: Colgate-Palmolive Co. (Kan-Kil, Florient) (N-S), Eastco Inc. (Esotabs), Foster-Milburn Co. (Doan's pills), G. T. Fufford Co. Ltd. (Baby's Own tablets), Kiwi Polish Co. (all S).

STROMBERGER, La VENE, McKENZIE
600 S. Lafayette Park Pl., Los Angeles 57
Tel.: Dunkirk 5-2211

Tv Dept.: Harmon O. Nelson, radio-tv dir.; George Anthony, media dir., timebuyer; Helen Sellery, Marquerite Nash, timebuyers; T. L. Stromberger, C. N. LaVene, Donald McKenzie, acct. execs.

Tv Accounts: General Petroleum Corp., McCulloch Motors Corp., Monarch Finer Foods (all S).

STROUSE & CO.
130 W. Hamilton St., Baltimore 1
Tel.: Saratoga 7-7226

Tv Dept.: Samuel S. Strouse, pres.

BOB STRUBLE & ASSOC.
735 N. Vine St., Hollywood 38
Tel.: Hollywood 4-0249

Tv Dept.: Bob Struble, media dir.; Karen Struble, timebuyer.

Tv Account: Paper-Wafer Reducing Cracker (S).

SUDLER CO.
9538 Brighton Way, Beverly Hills, Calif.
Tel.: Bradshaw 2-3438

Tv Dept.: Culbreth Sudler, pres.; Hal E. Law, vp.

DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16
Tel.: Hancock 6-7643

Tv Dept.: Daniel F. Sullivan, pres.

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
477 Madison Ave., New York 22
Tel.: Murray Hill 8-1600

Tv Dept.: Donald D. Stauffer, principal chg. tv-radio; Philip H. Cohen, vp., dir.; Robert Ballin, vp.-pgm. development; Frank Reed, bus. mgr.; Frank Minehan, vp., media dir.

Tv Accounts: American Tobacco Co. (Pall Mall) (N-S), Best Foods Inc. (S), Blue Coal Corp. (S), Carter Products Co. (Arrid, Rise) (S), D. L. Clark Co. (S), J. H. Filbert (S), Gunther Brewing Co. (RN-S), Chr. Hansen's Lab (Junket) (S), Hudnut (DuBarry) (S), V. LaRosa & Sons Inc. (N-S), Lever Bros. (Lifebuoy, Vim) (N-S), Noxema Chemical Co. (N), Simoniz Co. (S), Smith Bros. Inc. (S), Sperry & Hutchinson Co. (N), Whitehall Pharmaceutical Co. (BiSoDol Mints, InFraRub) (N-S).

SUPERIOR ADV. INC.
Fort Wayne Bank Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 6131

Tv Dept.: Art Parry, tv dir.

SUTHERLAND-ABBOTT
581 Boylston St., Boston 16
Tel.: Copley 7-8600

Tv Dept.: Thomas R. Covey Jr., radio-tv dir.; Joanne Barbour, asst. radio-tv dir.

Tv Accounts: American Optical, Gold Filled Mfrs. Corp. (N), Homelite Corp. (S), Mass. Blue Cross-Blue Shield (S).

SWAFFORD & CO.
307 S. Robertson Blvd., Beverly Hills, Calif.
Tel.: Bradshaw 2-2784

Tv Dept.: C. K. Swafford, pres.; Murray C. Swafford, Sherman G. Mulles, vps.

SYKES ADV. INC.
617 William Penn Pl., Pittsburgh 19
Tel.: Grant 1-6120

Tv Dept.: R. W. Cooper, Milnor Roberts, E. H. Sykes Jr., acct. execs.

SYLVESTER ADV. AGENCY
1120 N. Hill Ave., Pasadena 7, Calif.
Tel.: Ryan 1-5933

TAGGART & YOUNG INC.
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108

Tv Dept.: Ray Lewis, radio-tv dir.; Douglas R. Young, acct. exec.
Tv Accounts: Parklarea Resident Community, Resin Industries, Vista Motors (all S).

TATHAM-LAIRD INC.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-3700

Tv Dept.: George A. Bolas, media dir.; Harold Bennett, Donald Grasse, Jack Ragel, James Zitnik, bcst. media mgrs.; Dan Ryan, dir., radio-tv, com. prod.
Hollywood 38—1680 Vine St.; Tel.: Hollywood 1-9228; William N. Burch, mgr.

New York 22—595 Madison Ave.; Tel.: Plaza 3-7057; H. Lawrence Holcomb, bcst. supvr.; William Vance.

TAYLOR ADV. ASSOC.
1127 Wilshire Blvd., Los Angeles 17
Tel.: Michigan 6303

Tv Dept.: Harry P. Taylor, pres.; J. F. Taylor, sec.-treas.

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812

Tv Dept.: George Taylor, timebuyer.

TECH AGENCY INC.
1904 E. Jefferson Ave., Detroit 7
Tel.: Woodward 2-7367

Tv Dept.: M. M. Winthrop, acct. exec.; V. L. Marcinkak, timebuyer, tv dir.

THE TELE-POOL CORP.
Shorehaven Rd., East Norwalk, Conn.
Tel.: Temple 8-9183

Tv Dept.: James W. Miller, radio-tv dir.; Robert F. Nims, timebuyer, acct. exec.; Louis J. Auritt, Walter Harrington, acct. execs.

Tv Accounts: Jigsaw Quiz Assn. (S), Lang-Disques Inc. (RN-S), Miller's River Bcstg. Corp. (S), Claude M. Sperling Inc. (S), Sturbridge Yankee Workshop (RN-S).

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

Tv Dept.: Dan Seymour, radio-tv dir.; H. Bart McHugh Jr., vp., talent buyer; C. Maurice Holland, John Devine, Harry Herrmann, Edmund C. Rice, Robert Buchanan, Al Morrison, vps.; Virginia Spragle, talent buyer; William Whited, bus. mgr.

Chicago—410 N. Michigan Ave.; Tel.: Mohawk 4-6700; John E. Mosman, dir.; John deBevec, media dir.; Edward Fitzgerald, timebuyer.

Detroit—535 Griswold St.; Tel.: Woodward 2-8890; Donaldson Thorburn, radio-tv rep.

Hollywood—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Cornwell Jackson, mgr.

San Francisco—320 California St.; Tel.: Garfield 1-3510; Frances Austin, timebuyer.

Tv Accounts: Blue Cross-Blue Shield, Brillo Mfg. Co., Buitoni Food Corp., Chesebrough-Ponds Co., Chun-King Sales Co., Eastman Kodak, Ford Div. of Ford Motor Co., Johns-Manville, Kilner & Co., Lever Bros., Libby, McNeill & Libby, Mentholatum, Pan American, Pharma-Craft, Schlitz Brewing Co., Scott Paper Co., Shell Oil Co., Swift & Co., Sylvania, Ward Baking Co., J. B. Williams, Yellow Cab Co. of L.A.

TILDS & CANTZ ADV.
6087 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-1157

Tv Dept.: Herb Edelman, dir., timebuyer; Walter Tilds, Marvin S. Cantz, E. W. Franke, acct. execs.

MICHAEL TODD ADV.
7046 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 5-8036

Tv Dept.: Michael Todd, pres., acct. exec.; J. A. Todd, ofc. mgr.

CHARLES TOMBRAS & ASSOC.
Fidelity Bank Bldg., Knoxville 2, Tenn.
Tel.: 5-9424

Tv Dept.: Tom A. McMillan
Tv Accounts: J. Allen Smith & Co. (S).

ARTHUR TOWELL INC.
119 Monona Ave., Madison 1, Wis.
Tel.: Alpine 6-2668

Tv Dept.: Arthur Towell, Frank Fetherston.

TOWN CRIER AGENCY
Wickham Bldg., Council Bluffs, Iowa
Tel.: 7768

Tv Dept.: D. H. Filbert, N. H. Filbert Jr., ptrns.

TRACY, KENT & CO. INC.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Tv Dept.: Jeff Walker, Frank Hass, F. S. Kent, W. I. Tracy, acct. execs.

Tv Accounts: J. W. Beardsley's Sons, Cadie Chemical Products, Charles & Co., Dellwood Dairy Co., Filler Products Inc., Adolph Goldmark & Sons Corp., Gristede Bros. Inc., Moore & Co. Soups Inc. (all S).

AGENCIES

TRACY-LOCKE CO.
2501 Cedar Springs, Dallas 1, Tex.
Tel.: Sterling 4741

Tv Dept.: Lawrence E. DuPont, radio-tv dir., time-buyer; Paul Girard, asst. radio-tv dir., time-buyer; Ruth East, asst. timebuyer; Pat Harris, traff. mgr.

Tv Accounts: Mrs. Baird's Bread, Borden Co. Southern Div., Burrus Mill & Elevator, Duncan Coffee Co., Frito Co., Haggard Slacks, Imperial Sugar Co., Min-O-Matic Foods, Regal Beer, Withers & Co.

THE TULLIS CO.
6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-6333

Tv Dept.: Willy Brasile, timebuyer; Russ McCollum, Bernard Swartz, Jerry Pomerance, acct. execs.

TURNER ADV. AGENCY
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426

Tv Dept.: Karl L. Vehe, chg. timebuying; John K. Turner, J. Gordon Turner, Lee Boyd, F. S. Purnell, acct. execs.

Tv Accounts: Berry Bros. Inc. (S), Sewall Paint & Varnish Co. (S), O'Cedar Corp. (S).

U

UHL SERVICE ADV.
183 N. Martel, Los Angeles 36
Tel.: Webster 9-3075

Tv Dept.: Lucille Jones, own.

UNITED STATES ADV. CORP.
23 E. Jackson Blvd., Chicago 4
Tel.: Webster 9-0911

Tv Dept.: A. T. Bonk, time, film buyer; Jeanette Durringer, timebuyer; Robert Howat, copy ch.

UNIVERSAL AGENCY
6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 4-8218

Tv Dept.: Ellis E. Craig, pres.; Kenneth Jensen, vp.; Marty Ross, art dir.; Catherine L. Villani, acct. exec., ofc. mgr.

V

VanSANT, DUGDALE & CO.
15 E. Layette St., Baltimore 2
Tel.: Lexington 9-5400

Tv Dept.: Robert V. Walsh, tv dir.; Rita G. Eastman, timebuying, prod.; Evelyn K. Huttman, timebuying; M. M. Steffe, films; F. D. Tillette, live prod.; David N. Martin, live, film prod.; E. E. Cooke Jr., C. M. Buchanan, R. E. Daiger, D. J. Loden, R. T. Biedler, E. W. Bridgman, H. G. Erck, J. R. Rodgers, N. Van Sant, F. I. Wheeler, acct. execs.

Tv Accounts: American Brewery Inc. (RN-S), American Seed (S), Anchor Post (S), Black & Decker (N-S), H. T. Campbell Sons (S), Crosse & Blackwell (RN-S), Equitable Trust Co. (S), Fidelity-Baltimore Natl. (S), Fram Corp., Interstate Bldg., Assn. (RN-S), Levering Coffee Co. (RN), Md. Coop. Milk Producers (S), Md. Hospital Service (S), Olin Mathieson Chemical (S), F. S. Royster-Guano Co. (RN-S), San Giorgio Macaroni (S), Schludergger-Kurdle (S).

M. BELMONT VER STANDIG INC.
1917 Eye St., N.W., Washington 6, D. C.
Tel.: Republic 7-2929

Tv Dept.: Helen Ver Standig, timebuyer.

Tv Accounts: Embassy Dairy, Hot Shoppes, Md.-Va. Milk Producers, Va. Milk Producers, Wilkins Coffee (all S).

VIGNOLLE & POWELL
8826 Sunset Blvd., Los Angeles 46
Tel.: Crestview 6-7165

Tv Dept.: Gus Vignolle, pres.; Maury Powell, media dir.; Wilber Harmer, prod. dir., Anne Evans, media buyer.

Tv Accounts: Brentwood Motors.

CARLO VINTI ADV.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-8061

Tv Dept.: Carlo Vinti, timebuyer; Joseph Vinti, acct. exec.

Tv Accounts: Gallo Wine, Progresso Foods (RN) Russo Dairy (S).

W

WADE ADV. AGENCY INC.
6361 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 4-7457

Tv Dept.: Edgar C. Pierce, radio-tv oprs. dir.; Edward Sterling, asst. radio-tv dir.; Snowden Hunt, media dir., timebuyer, acct. exec.; Jerry Coleman, Frank Rhylick, acct. execs.

Tv Accounts: Aireloom Bedding Co., Cal Products Co., Maggio Carrots, Miles Labs., Miles Calif. Co., Natl. Van Lines, Paper Products Inc., See's Candy Shops.

GEOFFREY WADE ADV.
20 N. Wacker Dr., Chicago 6
Tel.: State 2-7369

Tv Dept.: Paul McCluer, gen. mgr.; Jack Farnell, network tv, local pgms. dir.; Booth Luck, tv film dir.; Louis J. Nelson, media dir.; David S. Williams, timebuyer.

New York 17—10 E. 49th St.; Tel.: Plaza 5-4156; Forrest Owen Jr., mgr.; Henry J. Opperman, tv com. supvr.

Tv Accounts: Alberto Culver Co. of Hollywood (S), Miles Labs. Inc. (N-S).

LOUIS E. WADE INC.
821 Webster St., Fort Wayne, Ind.
Tel.: Anthony 6282

Tv Dept.: Louis E. Wade, Edward P. Wade, Richard M. Katt, Richard D. Morgan, acct. execs.; Robert Keefe, tv dir.; Barbara Armstrong, copywriter.

Tv Accounts: American Coal & Supply Co., Gille Seat Covers, Hefner Chevrolet, Meyer Bros. Drugs, Patterson-Fletcher Co., Peoples Trust & Savings Co., Wayne Cooperative Milk Producers.

WADSWORTH & WALKER INC.
369 Lexington Ave., New York 17
Tel.: Murray Hill 5-6100

Tv Dept.: Ralph K. Wadsworth, pres.
Miami 46—517 Gerona Ave. (Mail: Box 466, Coconut Grove, Miami 33); Tel.: Mohawk 7-3666.

HUGO WAGENSEIL & ASSOC.
Talbot Bldg., Dayton 2, Ohio
Tel.: Hemlock 5542

HARVEY WALDMAN & ASSOC. INC.
1422 Santee St., Los Angeles 15
Tel.: Richmond 7-5241

Tv Dept.: Harvey Waldman, pres.; Thelma Lager, vp.; Martin Klayman, media dir.; timebuyer.

W. S. WALKER ADV. INC.
Oliver Bldg., Pittsburgh 22
Tel.: Grant 1-1900

Tv Dept.: Robert B. Stevens, radio-tv dir.; Albert F. Young, vp., acct. exec.; Frederick L. Newmyer, exec. vp., acct. exec.

Tv Accounts: Niagara Mfg. & Distributing Corp. (S), Pittsburgh Coke & Chemical (N-S), Pittsburgh Consolidation Coal Co. (S), Sterling Oil Divs. of Quaker State Oil Refining (S), Winseal Mfg. Co. (S).

WALSH ADV. CO.
1787 Walker Rd., Windsor, Ont.
Tel.: Clearwater 6-2671

Montreal—University Tower Bldg.; Tel.: University 6-8921; Jean Monte, radio-tv dir.

Toronto—Bank of Nova Scotia Bldg.; Tel.: Empire 3-3053; Muriel Murray, radio-tv buyer.

WANK, McDONALD & LEE
425 Bush St., San Francisco
Tel.: Exbrook 2-6545

Tv Dept.: D. J. McDonald, acct. exec.; Norma Lamberg, timebuyer.

Tv Accounts: Hillsdale Garden Apts. (S).

MASON WARNER CO.
221 N. LaSalle St., Chicago 1
Tel.: State 2-7550

Tv Dept.: Mason Warner, pres.

VIRGIL A. WARREN ADV.
Post Bldg., Spokane 1, Wash.
Tel.: Madison 9101

Tv Dept.: Roy I. Carriker, tv dir.

WILLIAM WARREN, JACKSON & DELANEY
45 W. 45th St., New York 36
Tel.: Judson 6-0350

Tv Dept.: S. P. Jackson, tv dir.; William W. Solow, asst. to dir.; Harry Alleva, tv com. mgr.; Ed O'Brien, tv pgm. dir.

Tv Accounts: Dale Dance Studios, Davega Stores Corp., Monarch Buick Inc., Natl. Home Study School, North American Van Lines, Relaxacizor Inc., Ritz Thrift Shop, Sachs Quality Stores, Sofia Bros., Stevens & Thompson Paper Co., Vim Stores, Warren Connolly Co., Wing & Fin Pet Center, Zenith Radio Corp. of N. Y.

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5800

Tv Dept.: William P. Warwick, radio-tv dir.; Joe Gratz, Robert Steen, asst. dirs.; Harry Way, media dir.; Joseph J. Hudack, timebuyer.

Tv Accounts: Ex-Lax Inc. (S), George W. Luft Co. (S), Jacob Ruppert (RN-S), Schick Inc. (N), J. A. Wright & Co. (N).

WASSER, KAY & PHILLIPS INC.
1231 Banksville Rd., Pittsburgh 16, Pa.
Tel.: Locust 3-1570

Tv Dept.: A. L. Roth, tv dir., film buyer; W. R. Esch, photography dir.; H. J. Anderson, time-buyer; G. S. Wasser, E. J. Laughlin, O. H. E. Daley, acct. execs.

WATTS, PAYNE-ADV. INC.
900 S. Main St., Tulsa 3, Okla.
Tel.: Diamond 3-8108

Tv Dept.: Donald S. Mitchell, dir.; Donald Dyer, Leslie Hauger, Thurman Glenn, acct. execs.; Carolyn Johns, traff.; Sally Milstead, copy ch.; Larry Bettis, prod. coor.

Tv Accounts: Bell Oil & Gas, Burt's Ice Cream, Chili Bowl Seasoning, Jitney Jungle Supermarkets, Midwest Chevrolet Co., Milner Pontiac Co., Okla. Natural Gas, Okla. Tire & Supply, Pepsi-Cola Bottling Co., Tulsa Furniture & Upholstery, Tulsa Upholstery, United Federal Savings & Loan Assn. (all S).

TUCKER WAYNE & CO.
1175 Peachtree St., N.E., Atlanta 5
Tel.: Atwood 3856

Tv Dept.: C. C. Fuller, vp., media dir.; Anne Benton, timebuyer.

New York 16—75 Madison Ave.; Tel.: Lexington 2-9326; Stuart Broeman Jr., ofc. mgr.

WEAVER-GARDNER INC.
Oppenheim Bldg., St. Paul 1, Minn.
Tel.: Capital 4-4715

Tv Dept.: Luther Weaver, tv dir.; Don Gardner, acct. exec.

R. W. WEBSTER ADV.
815 W. Fifth St., Los Angeles 17
Tel.: Madison 9-2283

Tv Dept.: R. W. Webster, pres.; Milton Feldman, media prod.

WEILL & EBY INC.
170 Franklin St., Buffalo 2
Tel.: Mohawk 2200

Tv Dept.: JoAnne Rebstock, media buyer.
Toronto 1—250 Adelaide St., W.; Tel.: Empire 4-1175; Arnold Clare, mgr.

MILTON WEINBERG ADV. CO.
6523 Wilshire Blvd., Los Angeles 48
Tel.: Olive 3-2300

Tv Dept.: Merl Bloom, tv dir.; John Bartman, asst. tv dir.; Joel Stearns, acct. exec.; Mrs. Bobbie Carrillo, timebuyer.

Tv Accounts: Bill Benton Clothes, Comar Shoes, Jim Clinton Clothes, Downtown Business Men's Assn., Hollywood Turf Club, Ideal Mortgage Co., L. A. Home Show, Master Buff, May Co., Owl Drug Co., Sassy Cat Food, Union Bank & Trust (all S).

WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3-2100

Tv Dept.: Marvin L. Mann, vp., tv dir.; Jack Bard, media dir.; Nora Marcus, timebuyer; Nate Pinsoff, media mgr., timebuyer; James Lurie, media analyst; Alvin Ostrin, prog. and bus. adm.; Robert Harris, vp., group supvr.; Ed Kuhn, Jerry Joss, acct. execs.

Tv Accounts: Helen Curtis Industries (Lanolin Discovery, King's Men toiletries, Enden) (N), Mogen David Wine Corp (N), Purex Ltd. (N), Sealy Inc. (S).

WELSH, HOLLANDER & COLEMAN
350 S. Alvarado St., Los Angeles 57
Tel.: Dunkirk 9-1171

WENDT ADV. AGENCY
Strain Bldg., Great Falls, Mont.
Tel.: 2-8581

Tv Dept.: W. E. Wendt, W. S. Oliver, acct. execs.

Tv Accounts: Beatrice Foods, First Federal, Great Falls Breweries Inc., Mont. Bank, Midland Implement Co., Mont. Flour Mills Co., Mont. Physicians Service, N. Mont. State Fair (all S).

WERTHEIM ADV. ASSOC.
11 W. 42d St., New York 36
Tel.: Wisconsin 7-5978

Tv Dept.: Madeleine George, timebuyer.

WESLEY ASSOC.
247 Park Ave., New York 17
Tel.: Eldorado 5-2680

Tv Dept.: Joseph Knapp, media dir.; Elene Collins, asst. to media dir.; J. E. Perine, acct. exec.

Tv Accounts: Grelva Inc., Shulton Inc. (N-S).

WESLEY, HEYNE & CUCA
333 N. Michigan Ave., Chicago 1
Tel.: Central 6-5882

Tv Dept.: Norman Heyne, tv. prod., acct. exec.; James Cuca, acct. exec., timebuyer.

Tv Accounts: Burton Dixie Corp. (S); Morris B. Sachs (S).

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214

Tv Dept.: Tal Johns, tv dir., timebuyer; Marie Maier, timebuyer; John McNeely, Roger Combs, Jerry Smith, William Clark, Charles Smith, acct. execs.

San Francisco 3—785 Market St.; Tel.: Garfield 1-1716; A. M. Arlett, vp., dir.
Seattle 4—Dexter Horton Bldg.; Tel.: Mutual 1066; S. Nicholson, vp., mgr.

WESTERN ADV. AGENCY INC.
35 E. Wacker Dr., Chicago 1
Tel.: Andover 3-2545
Tv Dept.: F. W. Pain, vp., media dir.

WESTERN ADV. AGENCY INC.
4848 Wilshire Blvd., Los Angeles 5
Tel.: Webster 8-2681
Tv Dept.: Raymond Banks, tv dir.; Norine Freeman, timebuyer.

THE WEXTON CO.
11 E. 47th St., New York 17
Tel.: Murray Hill 8-4050
Tv Dept.: Larry Schwartz, pres., acct. exec.; Ted Gravenston, Ken Rader, vps., acct. execs.
Tv Accounts: Metal Foil Products, Research for Better Living, 20th Century Paint (all S).

WHERRY, BAKER & TILDEN INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000
Tv Dept.: Louis E. Tilden, tv dir.; Clifford E. Bolgard, timebuyer.

WHITE ADV. AGENCY
2010 S. Utica, Tulsa 20, Okla.
Tel.: Riverside 2-2428
Tv Dept.: Perry Ward, radio-tv dir., acct. exec.; Peter White, Bruce D. Hall, acct. execs.
Hollywood 28—6110 Selma Ave.; Tel.: Hollywood 3-5694; Betty Newell, mgr.; Sanford Kahn, acct. exec.

WHITE & SHUFORD ADV.
1821 Wyoming St., El Paso, Tex.
Tel.: 3-4484
Tv Dept.: Dan T. White, own.; L. Stanley Shuford, Lois Kibbee, James McAllister Cook, acct. execs.
Tv Accounts: El Paso Natl. Bank, Hoke-Rawson Co., O.K. Van & Storage, Price's Creameries Inc., Stahmann Farms (all S), Standard Oil Co. of Tex. (RN-S), Turner's General Tire Co. (S).

EVERS WHYTE ADV. AGENCY
3300 Temple St., Los Angeles 26
Tel.: Dunkirk 2-2188
Tv Dept.: Ella L. Whyte, own., acct. exec.

ALVIN WILDER ADV.
1090 S. LaBrea Ave., Los Angeles 19
Tel.: Webster 8-2781
Tv Dept.: A. E. Wilder, pres.; Jerry Pomerance, acct. exec.; Howard Pierce, art dir.; Audrey Jampol, copywriter.
Tv Accounts: Ken Clark Co., Frontier Magazine, Sealy Mattress Co., Wilders Furniture.

AUBREY WILLIAMS ADV. INC.
923 Barracks St., New Orleans
Tv Dept.: Aubrey Williams, pres.

DALLAS WILLIAMS & SONS INC.
2142 Cahuenga Blvd., Los Angeles 28
Tel.: Hollywood 2-6396
Tv Dept.: Dallas M. Williams, pres.; Don E. Brewer, acct. exec.; Irma Berkshire, ofc. mgr.

WILLIS ADV. LTD.
220 Richmond St., W., Toronto.
Tel.: Empire 3-2073
Tv Dept.: Victor C. Snack, timebuyer; Joan G. King, asst. timebuyer; W. A. Willis, acct. exec.
Tv Accounts: Wm. Wrigley Jr. Co. Ltd. (S).
HARRY G. WILLIS & ASSOC.
404 E. Broadway, Glendale 5, Calif.
Tel.: Chapman 5-3325
Tv Dept.: Harry G. Willis, pres., Sue James, media dir.

EDWIN BIRD WILSON INC.
52 Wall St., New York 5
Tel.: Digby 4-6780
Tv Dept.: Howard E. Schneider, vp.
WILSON, HAIGHT, WELCH & GROVER INC.
645 Farmington Ave., Hartford 5, Conn.
Tel.: Adams 3-9831

THOMAS C. WILSON ADV. AGENCY
33 E. Truckee River Lane, Reno, Nev.
Tel.: 2-7011
Tv Dept.: Ray L. Jefferson, dir., acct. exec.; Thomas C. Wilson, Effie Mitchell, timebuyers.

WINIUS-BRANDON CO.
1706 Olive St., St. Louis 3
Tel.: Chestnut 1-6380
Tv Dept.: Vernon L. Morelock, vp., radio-tv dir.; Herbert Halpern, asst. radio-tv dir.
Tv Accounts: American Investment Co., Carling Brewing Co., Chevrolet Dealers, Deep Rock Oil Co., Manhattan Coffee Co., Schlueter Mfg. Co. (all S).

WOLFE-JICKLING-CONKEY INC.
327 John R St., Detroit 26
Tel.: Woodward 1-1865
Tv Dept.: Frank Brossy, tv dir.
WOODARD & VOSS INC.
15 Elk St., Albany 10, N. Y.
Tel.: Albany 3-1248

Tv Dept.: Robert D. Fertig, tv dir.; Tedford L. Woodard, Phillip Voss, Paul Twichell, acct. execs.
Tv Accounts: Albany Savings Bank, H. P. Hood & Sons Sunnybrook Creameries Inc. Div., Livermore Chevrolet, R.T.A. Distributors Inc., Sharlet's Furniture, Stewarts Ice Cream Co., Wultex Clothes (all S).

WORTMAN, BARTON & SPOHN INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-5920
Tv Dept.: Elbert B. M. Wortman, tv dir.; Hortense Essler, timebuyer; David W. Stallard, Jacques Ferrand, acct. execs.
Tv Accounts: UHC Corp. (S), White Castle System Aldis P. Butler, vp. in chg.

Y

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000
Tv Dept.: Robert P. Mountain, vp. radio-tv dir.;

David Y. Bradshaw, radio-tv mgr.; Peter M. Levathes, vp., media dir.; George H. Gribbin, vp., copy dir.; Charles Feldman, vp. chg. commercial copy & prod.
Chicago 1—333 N. Michigan Ave.; Tel.: Financial 6-0750; William W. Wilson Jr., radio-tv mgr.
Detroit 26—645 Griswold St.; Tel.: Woodward 1-0067; Aldis P. Butler, vp. in chg.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-2731; Walter H. Bunker, vp., Hollywood radio-tv dir.
Los Angeles 17—611 Wilshire Blvd.; Tel.: Madison 6-7641; George K. Allison, media dir.
San Francisco 4—235 Montgomery St.; Tel.: Douglas 2-6977; James R. McManus, media dir.
Tv Accounts: American Home Foods, Borden Co., Boyle-Midway Inc., Bristol-Myers Co., Cannon Mills Inc., Cluett, Peabody Co., Dictaphone Corp., Drackett Co., Drake Bakeries, Duffy Mott Co., Ford Motor Co., General Cigar Co., General Electric Co., General Foods Corp., Good-year Tire & Rubber Co., Gulf Oil Corp., Hunt Foods Inc., International Harvester, International Silver Co., Johnson & Johnson, Kaiser Aluminum Co., Life Savers Corp., Lipton Inc., P. Lorillard Co., Metropolitan Life Insurance Co., Parke, Davis Co., Permacel Tape Corp., Piel Bros. Inc., Pine Bros Inc., Procter & Gamble Co., Remington-Rand Inc., Royal Type-writer Co., Sanforized, Simmons Co., Singer Sewing Machine Co., Time Inc., Travelers Insurance Co.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave. W., Detroit 26
Tel.: Woodward 1-9151
Tv Dept.: C. D. Vortman, timebuyer; A. H. Ritter, vp.; J. F. McManus, R. H. Gass, acct. execs.; L. B. Williams, H. K. Cornell, D. C. Graves, tv dirs.
Tv Accounts: Mich. Bank, Mich. Natl. Bank, Stroh Brewery Co. (all S).

THE ZLOWE CO.
65 E. 55th St., New York 22
Tel.: Plaza 3-1764
Tv Dept.: Mrs. Pauline Mann, media dir.
Tv Accounts: Car Skin Products Co., Dannon Milk Products, Wyler Watch Corp. (all S).

S. E. ZUBROW CO.
1420 Walnut St., Philadelphia 50
Tel.: Kingsley 6-4710
Tv Dept.: William J. Kane, media dir.; William Lyons, tv dir.; Sol E. Zubrow, William Drutt, acct. execs.
Tv Accounts: Fels & Co. (S), Frank H. Fleer Corp. (S).

FACTORY PRODUCTION OF TELEVISION SETS

1947-56 by Months
Compiled by Radio-Electronics-TV Mfrs. Assn.

TABLE MODEL	JAN.	FEB.	MARCH	APRIL	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	41,182	53,318	48,003	58,814	69,235	62,872	82,664	102,571	646,509
1949	95,103	102,183	139,830	126,922	139,651	131,404	61,320	136,603	155,785	213,330	281,811	308,759	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	166,672	206,930	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	436,097	2,837,507
1953	301,783	330,151	388,468	272,190	222,207	240,731	131,156	280,983	316,776	270,521	259,575	210,183	3,224,724
1954	234,749	239,621	374,448	309,959	246,210	332,946	185,986	376,907	487,214	519,719	471,766	469,814	4,249,339
1955	353,486	418,703	526,877	391,136	339,384	358,416	198,259	337,055	515,333	397,654	310,457	292,916	4,439,676
1956	319,490	331,233	423,438	387,254	335,000*								1,796,415*
TOTAL (1947-1956)	1,990,324	2,080,568	2,771,987	2,210,189	1,936,342	1,652,705	913,517	1,672,601	2,341,547	2,256,266	2,233,234	2,252,357	26,326,839*
CONSOLE AND CONSOLETTÉ													
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	3,380	6,221	4,130	5,573	17,716	27,709	35,870	50,852	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	3,820,600
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	3,038,894
1953	400,818	380,828	391,531	284,368	254,766	275,037	178,242	299,963	426,346	375,062	266,186	222,193	3,655,340
1954	178,932	184,733	219,312	141,115	147,049	207,559	117,807	255,199	447,339	389,177	370,649	352,665	3,011,536
1955	292,604	267,653	292,694	185,969	122,840	225,648	143,677	302,069	408,174	348,985	310,173	299,310	3,199,796
1956	260,962	235,265	248,779	155,244	121,000*								1,021,250*
TOTAL (1947-1956)	1,913,108	1,939,332	2,300,534	1,453,830	1,364,071	1,422,885	820,546	1,652,691	2,416,290	2,301,538	2,170,497	2,194,693	23,020,213*
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	8,228	8,717	10,841	12,786	11,634	9,056	11,757	15,797	19,649	28,483	149,310
1949	17,665	16,138	20,435	16,488	11,122	10,577	5,212	8,571	17,294	21,373	44,730	28,484	218,089
1950	24,090	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	8,711	6,891	22,814	26,963	34,850	35,476	17,411	235,763
1953	16,633	19,618	30,113	11,320	4,963	7,884	9,276	21,058	35,284	34,481	34,382	32,486	219,878
1954	6,890	2,579	5,846	6,534	3,028	3,637	3,192	1,281	13,243	12,580	16,086	10,944	85,840
1955	8,492	16,158	11,585	6,096	5,170	5,909	2,359	8,779	16,008	13,096	11,024	12,400	117,049
1956	7,895	9,784	7,786	7,134	8,000*								40,599*
TOTAL (1947-1956)	163,266	179,404	207,251	126,684	104,586	83,508	72,299	141,201	246,718	286,830	259,189	261,697	2,147,955*
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	138,183	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	363,466	3,000,000
1950	438,700	479,900	686,600	542,600	486,000	502,500	327,500	720,600	843,800	838,300	738,300	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	198,921	397,769	755,665	724,117	780,486	921,086	6,096,280
1953	719,234	730,597	810,112	567,878	481,936	524,479	316,289	603,760	770,085	680,433	561,237	449,787	7,215,827
1954	420,571	426,933	599,606	457,608	396,287	544,142	306,985	633,387	947,796	921,476	858,501	833,423	7,346,715
1955	654,582	702,514	831,156	583,174	467,394	589,973	344,295	647,903	939,515	759,735	631,654	604,626	7,756,521
1956	588,347	576,282	680,003	549,632	464,000*								2,858,264*
TOTAL (1947-1956)	4,066,698	4,199,304	5,279,772	3,790,703	3,744,383	3,159,099	1,815,362	3,466,493	5,004,555	4,844,634	4,662,920	4,709,247	51,516,007*

* Preliminary figures. ▶ Only available total for 1946.

CONSULTING TELEVISION ENGINEERS

GEORGE P. ADAIR—George P. Adair Engineering Co., 1610 I St., N.W., Washington 6, D. C. Tel.: Executive 3-1230. Associate engineers: Robert E. Ritch, Charles W. Bumgardner, Grady A. Miller.

ADLER COMMUNICATIONS LABS — 1 LeFevre Lane, New Rochelle, N. Y. Tel.: 6-1620. Ben Adler, Staff: Harry Adler, Alfred Strogoff, Harold W. Kaye, Carmen J. Auditore, Allen E. Rosenberg.

BEN ADLER—See Adler Communications Labs.

HARRY ADLER—See Adler Communications Labs.

MILLARD F. ALLEY—See Weldon & Carr.

LLOYD R. AMOO—425 First St., S.W., Valley City, N. D. Tel.: 136.

ROBERT E. ANKERS—See Weldon & Carr.

EUGENE E. ARNOLD—See Weldon & Carr.

CARMEN J. AUDITORE—See Adler Communications Labs.

STUART L. BAILEY—See Jansky & Bailey Inc.

BURTON BAILIN—See Bernard Assoc. (New York).

ROBERT E. BALUTA—See Frank H. McIntosh & Assoc.

WILLIS C. BEECHER—See Kear & Kennedy.

GEORGE P. BEGUE—See Jansky & Bailey Inc.

STANTON D. BENNETT—c/o Linfield Research Institute, Linfield College, McMinnville, Ore. Tel.: 1-1951.

WILLIAM E. BENNS JR.—3738 Kanawha St., N.W., Washington, D. C. Tel.: Emerson 2-8071; Woodley 6-1148. Also Box 2468, Birmingham, Ala. Tel.: 6-2924.

BERNARD ASSOC.—5010 Sunset Blvd., Hollywood 27, Calif. Tel.: Normandy 2-6715.

BERNARD ASSOC.—237 E. 39th St., New York 16. Tel.: Murray Hill 6-7445. Bernard Eichwald, senior partner; associates: Theodore G. Steimer, Burton Bailin.

JAMES R. BIRD—4850 E. Cornell, Fresno, Calif. Tel.: 5-6875.

A. R. BITTER—3721 Douglas Rd., Toledo 13, Ohio. Tel.: Kingswood 5159.

RALPH J. BITZER—Arcade Bldg., St. Louis 1, Mo. Tel.: Garfield 1-4954. Assoc. engineers: Theodore A. Giles, Albert J. Bitzer.

ALBERT J. BITZER—See Ralph J. Bitzer.

MARVIN BLUMBERG—See A. D. Ring & Assoc.

DAVID F. BOWMAN—See Weldon & Carr.

C. A. BRAUNER—See Weldon & Carr.

CHARLES E. BRENNAN & ASSOC.—2033 E. Tripoli Ave., Milwaukee 7, Wis. Tel.: Humboldt 1-0790. Associate: Donald A. Weller, 819 E. Beaumont Ave., Milwaukee.

BROWN, DUNCAN & PORTER INC.—P.O. Box 9296, Raleigh, N. C.

BAYARD A. BURCH—See Kear & Kennedy.

CHARLES W. BUMGARDNER—See George P. Adair Engineering Co.

CARLOS A. CABALLERO—Cia de Ingenieros en Comunicaciones Electricas, S. A. Ramon Guzman No. 132, Desp 112, Mexico, D. F. Tel.: 35-11-71.

WILLIAM F. CAPPERS JR.—See Kear & Kennedy.

LESTER H. CARR—See Weldon & Carr.

JOHN M. CARTER—See Jansky & Bailey Inc.

JULES COHEN—See Vandivere, Cohen & Wearn.

JULIUS COHEN—See George C. Davis.

KENNETH G. COLBY—See A. D. Ring & Assoc.

COMMERCIAL RADIO EQUIPMENT CO.—1319 F St., N.W., Washington 4, D. C. Tel.: District 7-1319. General Manager: Everett L. Dillard. Engineering Manager: Edward F. Lorentz. Associate Engineers: Charles C. Worsley, Charles I. Gallagher, Midwest Office: P.O. Box 7037, Kansas City, Mo. Tel.: Jackson 5302. Allocation Engineering: Robert Wolfskill.

ROBIN D. COMPTON—See George C. Davis.

J. EDWARD CONTENT—See Frank H. McIntosh & Assoc.

LOHNES & CULVER—Munsey Bldg., Washington 4, D. C. Tel.: District 7-8215. George M. Lohnes, Ronald H. Culver.

JAMES J. CRENCA—See Jansky & Bailey Inc.

JOHN CREUTZ—See Page, Creutz, Steel & Waldschmitt.

MURRAY G. CROSBY—Crosby Laboratories Inc., P. O. Box 233, Robbins Lane, Hicksville, L. I., N. Y. Tel.: Wells 1-3191.

JAMES R. CROY—See Frank H. McIntosh & Assoc.

A. EARL CULLUM JR.—Consulting Engineers, Inwood Post Office, Dallas 9. Tel.: Justin 6103. Partners: D. A. Peterson, T. A. Wright Jr., C. M. Daniell; Associate: L. F. Heithecker.

RONALD H. CULVER—See Lohnes & Culver.

ELIZABETH L. DAHLBERG—See Frank H. McIntosh & Assoc.

C. M. DANIELL—See A. Earl Cullum Jr.

GEORGE C. DAVIS—Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-0111. Associates: Julius Cohen, Ralph L. Dippell, Walter L. Davis, Robin D. Compton.

WALTER L. DAVIS—See George C. Davis.

EDWARD W. DEETERS—See William L. Foss Inc.

ROBERT DEHART—See Weldon & Carr.

WILLIAM T. DICKINSON—See Jansky & Bailey Inc.

EVERETT L. DILLARD—See Commercial Radio Equipment Co.

RALPH E. DIPPELL—See George C. Davis.

RAYMOND DORDAL—See A. D. Ring & Assoc.

R. S. DUNCAN—See James C. McNary.

VIRGIL D. DUNCAN—Brown, Duncan & Porter Inc., P. O. Box 9296, Raleigh, N. C. Tel.: 8892.

L. J. N. duTRIEL & ASSOC.—202 Homedale Ave., New Orleans 24, La. Tel.: Audubon 3525-0917.

EDWARD EDISON—See Robert L. Hammett.

BERNARD EICHWALD—See Bernard Assoc. (New York).

DAWKINS ESPY—Box 933, Beverly Hills, Calif. Tel.: Crestview 4-7111.

LEE O. FALWELL—See Page, Cruetz, Steel & Waldschmitt.

WILLIAM L. FOSS INC.—927 15th St., N.W., Washington 5, D. C. Tel.: Republic 7-3883. President: Edward W. Deeters.

GEORGE M. FRESE—Route 3, Box 3276, Wenatchee, Wash. Tel.: Normandy 3-5864.

CHARLES I. GALLAGHER—See Commercial Radio Equipment Co.

GAUTNEY & JONES—1052 Warner Bldg., Washington 4, D. C. Partners: George E. Gautney, Carl T. Jones.

GEORGE E. GAUTNEY—See Gautney & Jones.

JOHN D. GILBERT—See Weldon & Carr.

THEODORE A. GILES—See Ralph J. Bitzer.

PAUL GODLEY CO.—Upper Montclair, N. J. Tel.: Pilgrim 6-3000. Offices & laboratories: Great Notch, N. J. Associates: Paul F. Godley Jr., Carson W. Kauffman, J. G. Littlefield.

PAUL F. GODLEY JR.—See Paul Godley Co.

DR. ALFRED N. GOLDSMITH—597 Fifth Ave., New York 17. Tel.: Plaza 3-4150.

CLAUDE M. GRAY—P. O. Box 602, Birmingham 1, Ala. Tel.: Tremont 1-3570.

PALMER A. GREER—Route 1, White Horse Rd., Greenville, S. C. Tel.: 5-7175.

B. W. GRIFFITH JR.—See Weldon & Carr.

ZIGMUND V. GROBOWSKI—See Jansky & Bailey Inc.

B. G. HAGAMAN—See Weldon & Carr.

ROBERT L. HAMMETT—821 Market St., San Francisco 3, Calif. Tel.: Sutter 1-7545. Assoc. Edward Edison.

J. B. HATFIELD—906 36th Ave., Seattle, Wash. Tel.: Franklin 7860.

HOWARD T. HEAD—See A. D. Ring & Assoc.

JOHN B. HEFFLFINGER—8401 Cherry, Kansas City 10, Mo. Tel.: Hiland 4-7010.

L. F. HEITHECKER—See A. Earl Cullum Jr.

JAMES S. HILL—See Carl E. Smith Consulting Radio Engineers.

JOHN V. L. HOGAN—Hogan Laboratories, 155 Perry St., New York 14. Tel.: Chelsea 2-7855.

W. J. HOLEY—1146 Briarcliff Place, N.E., Atlanta, Ga. Tel.: Trinity 4-3328.

C. P. HORNE—See James C. McNary.

GRETCHEN HUFF—See Robert M. Silliman & Assoc.

GUY C. HUTCHINSON—1100 W. Abram St., P.O. Box 32, Arlington, Tex. Tel.: Crestview 4-8721.

WILLIAM G. HUTTON—See Carl E. Smith Consulting Radio Engineers.

EDWARD IANNELLI—5010 Sunset Blvd., Hollywood 27, Calif. Tel.: Normandy 2-6715.

EDWARD W. JACKER—860 Lincoln Blvd., Manitowoc, Wis. Tel.: Manitowoc 7763.

VIR N. JAMES—1316 S. Kearney St., Denver 22, Colo. Tel.: Skyline 6-6113.

JANSKY & BAILEY INC.—Exec. Office: 1735 DeSales St., N.W., Washington 6, D. C. Tel.: Metropolitan 8-5411. C. M. Jansky Jr., Oscar W. B. Reed Jr., John J. Renner, Raymond E. Rohrer, Zigmund V. Grobowski, George P. Begue. Engineering Bldg.: 1339 Wisconsin Ave., N.W., Washington 7, D. C. Tel.: Adams 4-2414. Stuart L. Bailey, Delmer C. Ports, Frank T. Mitchell Jr., William T. Dickinson, Neil J. Schairer, Henry B. Paris Jr., James J. Crenca, John W. Savage, Harold D. Kube, John M. Carter.

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- Jennes, Ernest W., Covington & Burling, Union Trust Bldg., Washington 5, D. C. Tel.: Republic 7-5900.
- Johnston, Everett D., Roberts & McInnis, Continental Bldg., Washington 5, D. C. Tel.: National 8-0032.
- Jones, Charles E., Adams, Jones, Robinson & Manka, Wheeler Kelly Haggy Bldg., Wichita, Kan.
- Jones, Clifford A., Weiner-Jones Bldg., Las Vegas, Nev.
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- Keller, Joseph E., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.
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- Miller, Samuel, Washington Bldg., Washington 5, D. C. Tel.: National 8-7377.
- Mode, Douglas G., Ring Bldg., Washington, D. C. Tel.: Sterling 3-5646.
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- Shuebruk, Peter, Fly, Shuebruk, Blume & Gaguine, 30 Rockefeller Plaza, New York 20, N. Y. Tel.: Circle 7-3040.
- Shute, John V., NBC, 30 Rockefeller Plaza, New York 20.
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- Simon, Morton J., Morris Bldg., Philadelphia 2.
- Sims, William P. Jr., Dow, Lohnes & Albertson, Munsey Bldg., Washington 4, D. C. Tel.: Sterling 3-1000.
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- Slaughter, Harrison T., Pierson, Ball & Dowd, Ring Bldg., Washington 6, D. C. Tel.: Republic 7-2566.
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- Smith, Andrew A., Candler Bldg., Atlanta, Ga.
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- Smith, William P., Smith & Jameson, 734 15th St., N.W., Washington 5, D. C. Tel.: District 7-1192.
- Socolow, A. Walter, 580 5th Ave., New York 36. Tel.: Plaza 7-2112.
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- Spearman, Paul D. P., Spearman & Roberson, Munsey Bldg., Washington 4, D. C. Tel.: Metropolitan 8-0023.
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- Steinruck, Charles F. Jr., Tioga & C Sts., Philadelphia.
- Stevens, David S., McKenna & Wilkinson, 1735 DeSales St., N.W., Washington 6, D. C. Tel.: National 8-2931.
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- Sutton, George O., Sutton & Daubin, National Press Bldg., Washington 4, D. C. Tel.: National 8-7949.
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- Torlow, Sherwood J., 1 State St., Boston, Mass. Tel.: Capital 7-9696.
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Zias, Joseph F., Loucks, Zias, Young & Jansky, American Bldg., Washington 4, D. C. Tel.: Sterling 3-4004.
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MOTION PICTURE STUDIO PROJECTIONISTS INC. LOCAL 165 (AFL-CIO)**—1067 N. Fairfax Ave., Hollywood 46, Calif. Tel.: Oldfield 4-4340. William E. Higgins, bus. rep.; Albert R. Pullen, sec.-treas.

MOTION PICTURE STUDIO SET PAINTERS LOCAL 729 (IATSE) (AFL-CIO)**—7904 Santa Monica Blvd., Hollywood 46, Calif. Tel.: Oldfield 4-3000. Ralph W. Peckham, bus. rep.; Lenius S. Jorgensen, local pres.

NATIONAL ASSN. OF BROADCAST EMPLOYEES & TECHNICIANS (NABET) (AFL-CIO, CCL)—Intl. office: 80 E. Jackson, Chicago 4, Ill. Tel.: Wabash 2-2462. Arthur Hjorth, intl. sec.-treas.; Mary Ellen Trotter, rep. **BUFFALO OFFICE**—35 Court St.; Tel.: Mohawk 6026; Eugene Klumpp, intl. vp.; Region 2 dir., Edward M. Lynch; Byron D. Phillips, rep. Gardner Rd., Elmhurst, Moscow, Pa. **NEW YORK OFFICE**—48 W. 48th St.; Tel.: Plaza 7-3065; Region 1 dir., G. Tyler Byrne; Eleanor Belack, rep.; Region 3 dir., Clifford Gorsuch, Hollyfields, Neuse, N. C. SAN

FRANCISCO OFFICE—335 Hayes St.; Tel.: Underhill 3-6342; Clifford F. Rothery, pres.; Robert Lenihan, rep. **HOLLYWOOD OFFICE**—6223 Selma Ave.; Tel.: Hollywood 4-9311; Region 5 dir., Syd Rose; James H. Brown, rep. **MONTREAL OFFICE**—1231 St. Catherine W.; Tel.: Plateau 5488; Giacomo Papa, Canadian sec.-treas.; Region 6 dir., Adrien Gagnier. **TORONTO OFFICE**—519 Jarvis; Tel.: Walnut 4-7153; Region 7 dir., Timothy J. O'Sullivan.

NATIONAL ASSN. OF BROADCAST UNIONS & GUILDS (NABUG) (Ind.)—37 W. 46th St., New York 36, N. Y. Tel.: Judson 2-5130. Oliver W. Nicoll, natl. chrmn. **OTHER OFFICES**: 6331 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 4-5125. Claude L. McCue, chmn. 341 Menomonee St., Chicago 11, Ill. Tel.: Delaware 7-7017. H. Walter Thompson, chmn.; Raymond A. Jones, sec.-treas.

CORRESPONDING OFFICES: Washington, D. C.; Albany, N. Y.; Albuquerque, N. M.; Atlanta, Ga.; Baltimore, Md.; Boston; Charlotte, N. C.; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Dayton; Denver; Detroit; Durham, N. C.; Erie, Pa.; Ft. Wayne, Ind.; Ft. Worth; Hamilton, Ont.; Honolulu; Independence, Mo.; Indianapolis; Kansas City; Kenosha, Wis.; La Crosse, Wis.; Los Angeles; Louisville; Madison, Wis.; Miami; Milwaukee; Minneapolis; Norfolk, Va.; Omaha; 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; St. Paul; Syracuse, N. Y.; Toronto; Utica, N. Y.

OFFICE EMPLOYEES' INTERNATIONAL UNION LOCAL 174 (OEIU) (AFL-CIO)—7268½ Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 7-9178. Leroy Patterson, local pres.; Max Krug, bus. rep.; Geyne Schenk, asst. bus. rep.

PUBLICISTS ASSN. LOCAL 818 (IATSE)—2700 N. Highland Ave., Hollywood 28; Tel.: Hollywood 3-6826; Nat James, pres.; Don Boutyette, vp.; Lloyd Ritchie, bus. rep.; Barbara Best, sec.

RADIO & TELEVISION DIRECTORS GUILD (RTDG) (AFL-CIO)—Intl. Office: 114 E. 52d St., New York 22. Tel.: Plaza 9-0949. Ernest Ricca, intl. pres.; Robert L. Robb, 1st vp.; Joseph Byrne, 2d vp.; Richard Schneider, 3d vp.; Stuart Phelps, sec.; Robert Prieaux, treas.; Newman H. Burnett, natl. exec. dir. **NEW YORK LOCAL**: 114 E. 52d St., Tel.: Plaza 9-0875. Robert Prieaux, pres.; Newman H. Burnett, exec. sec. **HOLLYWOOD LOCAL**: 6331 Hollywood Blvd. Tel.: Hollywood 2-3324. Stuart Phelps, pres.; Elizabeth Gould, exec. sec. **CHICAGO LOCAL**: 6841 Laffin St. Tel.: Delaware 7-4867. Joseph Byrne, pres. **DETROIT LOCAL**: 1257 Penobscot Bldg. Tel.: Woodward 5-0061. Robert Ritter, pres.; Boaz Siegel, exec. sec. **WASHINGTON LOCAL**: Sheraton Park Hotel. Tel.: Adams 4-5407. Jeff Baker, pres. **CLEVELAND LOCAL**: 17502 Holly Hill Dr. Tel.: Longacre 1-8594. Joseph Tanski, pres.

SCENIC AND TITLE ARTISTS LOCAL 816** (AFL-CIO)—2700 N. Cahuenga Blvd., Hollywood 28, Calif. Tel.: Hollywood 7-3272. Clayton Thomason, bus. rep.; F. Wayne Hill, pres.

SCREEN ACTORS GUILD (SAG)—Headquarters: 7750 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 9-7311. Walter Pidgeon, pres.; John L. Dales, natl. exec. sec. NEW YORK: 551 5th Ave., New York 17, N. Y. Tel.: Murray Hill 7-4623. Mrs. Florence Marston, Regional Director; Harold Hoffman, exec. sec. CHICAGO: 102 E. Hubbard St. Tel.: Whitehall 3-1344. Ray Jones, rep. DETROIT: 1257 Penobscot Bldg. Tel.: Woodward 1-8214. Boaz Siegel, rep. SAN FRANCISCO: 760 Market St. Tel.: Exbrook 2-6990. Charlotte Cohelan, rep. BOSTON: 11 Beacon St., Rm. 624. Tel.: Richmond 2-0208. Robert M. Segal, rep. CINCINNATI: 1505 Fountain Sq. Bldg. Tel.: Dunbar 1-2121. Jonas B. Katz, rep. CLEVELAND: 513 Bulkley Bldg. Tel.: Superior 1-1930. Robley D. Evans, rep. PITTSBURGH: 1101 Plaza Bldg., 535 Fifth Ave. Tel.: Atlantic 1-6767. Donald B. Hirsch, rep.

SCREEN CARTOONISTS GUILD (Ind.)—2700 N. Cahuenga Blvd., Hollywood 28, Calif. Tel.: Hollywood 4-4197. Bernard Gruver, pres.; Hal Clay, vp.; Peggy Drumm, sec.; Wm. Perez, treas.; Alice Moriarty, bus. agt.

SCREEN DIRECTORS GUILD OF AMERICA INC.

(SDG) (Ind.)—7950 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 2-6651. George Sidney, pres.; Willis Goldbeck, 1st vp.; George Marshall, 2nd vp.; Anthony Mann, sec.; Lesley Selander, treas.; Joseph C. Youngerman, exec. sec.; asst. dirs. coun.; Frank Baur, pres.; Bill McGarry, 1st vp.; Jack Berne, 2nd vp.; Robert H. Justman, sec.; Henry Brill, treas.

SCREEN EXTRAS GUILD (SEG) (AFL-CIO)—723 N. Western Ave., Los Angeles 29, Calif. Tel.: Hollywood 1-9301. Richard Gordon, pres.; H. O'Neil Shanks, exec. sec.

SCRIPT SUPERVISORS GUILD (Ind.)—1710 S. Garth Ave., Los Angeles 35, Calif. Tel.: Texas 0-3012. Thelma Preece, bus. rep.

SET DESIGNERS & MODEL MAKERS OF THE MOTION PICTURE, TELEVISION & AMUSEMENT INDUSTRY LOCAL 847** (IATSE and MPMO of U.S. and Canada) (AFL-CIO)—6636 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 5-3117. Zeal Fairbanks, bus. rep.

STAGEHANDS LOCAL 33, IATSE (AFL-CIO)—2858 W. 8th St., Los Angeles 5, Calif. Tel.: Dunkirk 2-2321. Carl G. Cooper, bus. agt.; Thomas V. Hughes, pres.

STORY ANALYSTS LOCAL 854 (IATSE) (AFL-CIO)—7904 Santa Monica Blvd., Hollywood 46, Calif.

Tel.: Oldfield 4-1744. Kay Lenard, bus. agent; LeRoy Linick, pres.; Smit Dawess, treas.

STUDIO ELECTRICIANS, SOUND TECHNICIANS & AIR CONDITIONING ENGINEERS LOCAL 40 (IBEW) (AFL-CIO)—1225 N. Highland Ave., Hollywood 38, Calif. Tel.: Hollywood 7-3139. Charles L. Thomas, bus. mgr.

UNIT PRODUCTION MANAGERS GUILD (Ind.)—1508 Crossroads-of-the-World, Hollywood 28, Calif. Tel.: Hollywood 7-0684. Ruby Rosenberg, pres.; Edward J. Ralph, sec.

UNITED SCENIC ARTISTS OF AMERICA (AFL-CIO) LOCAL 350—54 W. Randolph St., Chicago 1, Ill. Dearborn 2-2563. Herb Marlow, bus. mgr. LOCAL 829, 319 W. 48th St., New York. Tel.: Circle 6-8023. Rudy Karnolt, bus. mgr.

WRITERS GUILD OF AMERICA EAST INC. (WGAE) 22 W. 48th St., New York 36, N. Y. Tel.: Plaza 7-3317. Evelyn F. Burkey, exec. dir.

WRITERS GUILD OF AMERICA WEST INC. (WGAw) 8782 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crestview 5-1162. Edmund Hartmann, pres.; Daniel Taradash, 1st vp.; Gomer Cool, 2d vp.; Hal Kantor, sec.; Curtis Kenyon, treas.; Ravid Dortort, pres., tv-radio branch; Gene Wang, vp., tv-radio branch; Al Martin, sec-treas., tv-radio branch.

SIGNIFICANT TELEVISION STORIES, JULY 1955-JUNE 1956

(Dates given are B•T issues in which happenings were reported)

1955

July 4—Harold E. Fellows signs new five-year contract to continue as NARTB president until 1960, then to serve as consultant until his 65th birthday in 1964.

July 4—Minneapolis Star & Tribune Co. buys 80% interest of ch. 12 KTVH(TV) Hutchinson, Kan., for \$1,070,000.

July 4—FCC grants new tv station on ch. 8 at Portland, Ore., to Mrs. A. Scott Bullitt's North Pacific Television Inc., denying applications of Westinghouse Broadcasting Co. (KEX Portland) and Portland Television Inc.

July 11—Television film expanding rapidly, B•T survey shows, with program-plus-time costs estimated as reaching \$350 million for the year.

July 11—Richard A. Mack, Florida Democrat with eight years' experience as member of the Florida Railroad & Utilities Commission, is sworn in as FCC Commissioner, succeeding Frieda Hennock.

July 11—CBS buys its second uhf station, WGTH-TV Hartford, Conn., from General Teleradio for \$650,000.

July 18—Edward F. Keneshon is named chief of FCC's Broadcast Bureau, with James E. Barr as assistant chief.

July 25—FCC Comr. John C. Doerfer proposes that New York be made an all-uhf market.

July 25—General Teleradio buys RKO Pictures for \$25 million.

July 25—House passes bill (HR 5614) to amend the Sec. 309 (c) "economic protest" provisions of the Communications Act.

Aug. 1—NBC announces five-fold increase in colorcasts for fall as part of RCA-NBC drive to put over color tv; other manufacturers lukewarm on color now.

Aug. 1—Westinghouse Electric Corp. buys 1956 Presidential campaign coverage on CBS TV and Radio Networks, from conventions to election night, with \$5 million allocated for project.

Aug. 1—Radio-Television Ratings Review Committee of Advertising Research Foundation, in preliminary report, finds combination of diary and recorder method comes closest to ARF "ideal" for audience measurement.

Aug. 1—Ziv Television Programs Inc. enters national sales field, names Walter Kingsley sales manager of national division.

Aug. 1—WFMZ-TV, suspended uhf in the Allentown-Bethlehem-Easton, Pa., area, asks permission to operate on 56% fee, 44% free program basis as guinea pig for toll-tv.

Aug. 8—Plan for liberalizing mileage separation restrictions to permit 200 more vhf channel assignments is presented to FCC by law firm of Welch, Mott & Morgan and John Mullaney, consulting engineer.

Aug. 8—Screen Actors Guild starts strike against producers of tv entertainment films, not commercials, over union demands for extra actor pay for re-runs.

Aug. 22—Big-city stations, vhf and affiliates of major networks are biggest money-makers among post-freeze tv stations, with uhf stations having tough time if faced with strong vhf competition, FCC study shows.

Aug. 22—Census Bureau finds 32 million U.S. households have tv, 67% of total.

Aug. 22—SAG strike ends after 12 days, with actors winning extra payments for second showings of tv film programs.

Aug. 29—Senate Juvenile Delinquency Subcommittee headed by Sen. Estes Kefauver recommends that FCC establish standards for children's programs, enforceable by fines and revocation of licenses.

Aug. 29—Television shows American Bar Assn. how it can cover court proceedings quietly and unobtrusively.

Aug. 29—DuMont Network dwindles out of business, as spin-off plan to divide manufacturing and broadcasting operations into separate organizations awaits stockholder approval.

Sept. 5—TV's best season to date, with advertisers spending some \$80 million a month for time and talent, is foreseen in B•T's annual preview of fall-winter business.

Sept. 5—Viewing increases among long-time tv households, James Seiler, director, American Research Bureau, states in a special report for B•T that explodes theory that people watch tv less after novelty wears off.

Sept. 5—Goare Mestre, president of Cuba's CMQ-TV Network, claims interference from ch. 4 WTVI(TV) Miami with his ch. 4 CMUR-TV Havana, asks that Miami be made an all-uhf city.

Sept. 5—Engineers at WTMJ-TV Milwaukee develop Colorbal, a balop unit designed to transmit color art work from opaque cards.

Sept. 5—Red Cross praises broadcasters for pacing the "magnificent" response of the public to appeals for flood relief funds.

Sept. 5—British advertisers rush to buy time as advent of commercial television in England nears.

Sept. 19—FCC will deal with tv's uhf-vhf troubles before turning to toll-tv, Chairman George C. McConaughy announces.

Sept. 19—Consent decree signed with government by Republic Pictures Corp. makes feature films available for tv use after three years of theatre-only showings.

Sept. 26—Since uhf doesn't measure up to vhf, let's forget it and add more vhf stations by reducing separations and by pre-empting a block of vhf frequencies, from 60 to 342 mc, is proposal of FCC Comr. Robert E. Lee.

Sept. 26—City homes are 80% tv households, Census Bureau reports. Survey finds 2.3% of all U.S. homes have two or more tv sets, with 3.4% of city homes in the multi-set group.

Sept. 26—Debut of commercial television in England is marred by triple-spotting, B•T's editor and publisher reports.

Oct. 10—FCC asks military to trade some vhf frequencies for uhf space. CBS proposes drop-ins to provide at least three vhf stations for major markets. ABC offers three-facet plan: hold onto uhf, deintermix where possible and add vhf frequencies to top 100 markets.

Oct. 10—Television's full-winter evening program schedule carries production costs of \$5 million a week, a B•T study reveals.

Oct. 10—Vitapix and Guild Films terminate year-old exclusive association agreement under which Guild was to produce, sell and distribute film programs for tv and Vitapix to handle station relations, research and time clearance.

Oct. 10—NBC announces Program Extension Plan (PEP) to build network business for small market tv stations using a dividend formula which reduces the stations' cost to advertisers without reducing station rates.

Oct. 17—Not more than 600 tv stations can operate successfully under present economic conditions, CBS maintains in analysis prepared by Sidney S. Alexander, economic advisor to CBS Inc.

Oct. 17—Coca-Cola breaks 49-year association with D'Arcy Adv. Co.; transfers its \$18 million advertising account to McCann-Erickson, effective March 31, 1956.

Oct. 17—Television viewers are increasing in number, are spending more time viewing and are selecting what they watch more carefully, Cunningham & Walsh reports in eighth annual study of Videotown (New Brunswick, N. J.) and the impact of tv on family life there.

Oct. 17—NARTB Television Code Review Board begins program of reviewing films about which broadcasters or public complains or which monitoring shows objectionable in whole or part.

Oct. 17—DuMont stockholders approve separation of manufacturing and broadcasting operations, elect Bernard L. Goodwin, Paramount Pictures Corp., president of new DuMont Broadcasting Corp.

Oct. 24—WGBI-TV Scranton, Pa., buys half-million dollars worth of equipment from General Electric Co. to make it "world's most powerful broadcasting facility" and to serve as "mother" to two associate stations, WKOK-TV Sunbury and WRAC-TV Williamsport, which will get CBS-TV programs from WGBI-TV.

Nov. 7—NBC board authorizes \$9 million construction and expansion program to double network's colorcasting capacity.

Nov. 7—ANA General Counsel Gilbert H. Weil urges advertisers to take long, hard look at 15% system of agency compensation in light of today's conditions.

Nov. 14—TvB board appropriates more than \$550,000 for promotion of television to advertisers, agencies, representatives.

Nov. 14—FCC denies all deintermixture petitions, institutes rulemaking proceeding to consider revision or retirement of the Sixth Report and Order of 1952 which fixed the present allocation structure.

Nov. 14—Television makes people talk about products it advertises and makes dealers stock them, NEC's Fort Wayne study shows.

Nov. 14—Tape recording of tv colorcasts will be a commercial reality within 12 to 18 months, Bing Crosby Enterprises spokesmen say at first public demonstration of BCE color tape system.

Nov. 14—TvB played key role in the development of \$6.5 million in new tv appropriations in its first ten months of operating, President Oliver Treyz tells first annual membership meeting.

Nov. 14—Donald H. McGannon becomes president of Westinghouse Broadcasting Corp., succeeding Cris J. Witting, named general manager of Consumer Products Div. of Westinghouse Electric Corp.

Nov. 14—U.S. Tax Court rules 1948 sale of Jack Benny's Amusement Enterprises Inc. to CBS was capital gain, not personal income.

Nov. 21—Filmed programs account for nearly half of air time of U.S. tv stations, B • T survey reveals.

Nov. 21—Scatter propogation may soon provide means for intercontinental television, scientists predict at Washington seminar.

Nov. 28—FCC briefs staff on scope of network investigation, which threatens to be toughest in 15 years.

Nov. 28—NARTB regional meetings liked by delegates, exhibitors; eight regional meetings in 1955 draw larger registration than 1954's 17-meeting schedule.

Dec. 5—Purchase of *Birmingham News* and its broadcast stations (WAPI, WAFM [FM] and WABT [TV]), along with the *Huntsville (Ala.) Times Co.* (WHBS-AM-FM), by Samuel I. Newhouse for \$18.7 million is largest deal in yearend surge of transfers.

Dec. 5—Tv revenues contributed \$593 million to radio-tv broadcasting's more-than-\$1 billion total for 1954, FCC reports.

Dec. 5—Television may become major campaign medium in 1956, replacing whistletops, Leonard W. Hall, Republican National Committee chairman, predicts.

Dec. 12—Young & Rubicam was 1955's top agency in television, with billings of \$60 million in this medium; also top for broadcasting, with combined radio-tv total of \$72 million, B • T's fourth annual survey reveals.

Dec. 12—Census Bureau reports 35.5% of U.S. farms had tv in fall of 1954, up from less than 3% in 1950.

Dec. 12—U.S. District Court rules film companies not violating the law in not making 16mm prints available for tv use.

Dec. 12—ABC-TV buys 100 films from J. Arthur Rank for \$1.5 million for use on network's *Afternoon Film Festival* series.

Dec. 12—Robert W. Sarnoff becomes NBC president; Sylvester L. Weaver moves up to chairman of board.

Dec. 12—KWTX-TV Waco, Tex., makes history by putting camera into courtroom for live coverage of a murder case.

Dec. 12—FCC grants ch. 6 at Corpus Christi, Tex., to KRIS there. Comrs. Hyde and Bartley dissent, opposing vhf grant to area for which deintermixture had been asked.

Dec. 12—U.S. Court of Appeals issues stay order against ch. 10 drop-in to Vail Mills, N. Y.

Dec. 19—Uhf stations want deintermixture; vhf stations insist they will fight any encroachment of present service, as over 200 comments reach FCC on its rule-making proposal. GE proposes study of feasibility of moving all tv broadcasting into uhf.

Dec. 19—Pepsi-Cola Co. to transfer its \$10.5 million advertising account from Biow-Beirn-Toigo to Kenyon & Eckhardt March 31, 1956.

Dec. 19—L. Bamberger & Co. buys \$1 million, 52-week radio-tv campaign on WAAT-WATV(TV) Newark to boost department store sales.

Dec. 19—KTLV(TV) Portland, Ore., orders \$1 million worth of color equipment as it arranges to merge with KGW.

Dec. 19—WISC-AM-FM Madison, Wis., gets ch. 3 in that city, second grant made by FCC in a city where deintermixture had been proposed. Comrs. Hyde and Bartley again dissent.

Dec. 26—Comdr. T. A. M. Craven, former FCC commissioner, offers sweeping reallocation plan, with minimum of 65 tv channels.

1956

Jan. 2—Howard D. and David B. Williams, Erwin, Wasey executives, buy agency, become board chairman and president.

Jan. 2—C&C Super Corp. buys RKO Teleradio Pictures library of 740 feature films plus more than 1,000 short subjects for \$15.2 million.

Jan. 2—FCC approves swap of NBC's WNBK(TV) and WTAM-AM-FM Cleveland for WBC's WPTZ (TV) and KYW Philadelphia, with WBC also to get \$3 million.

Jan. 2—For the third time in month, FCC grants vhf station in area proposed for deintermixture, awarding ch. 7 Evansville, Ind., already served by two uhf stations, to Evansville Tv Inc.

Jan. 9—UM&M Corp. gets Paramount Pictures library of 1,600 short subjects for \$3 million, as motion picture studios join in tv "gold rush."

Jan. 9—The Pacific Northwest, fifth in a B • T series of reports on expanding U.S. markets.

Jan. 9—NBC-TV billings for 1955 were up 34.6% over 1954, company reports.

Jan. 16—Detroit department store sales kept above national average during six-week newspaper strike, aided by radio-tv, a B • T investigation reveals.

Jan. 16—Revlon Products Corp., \$64,000 Question sponsor, moves \$3.5 million account from Norman, Craig & Kummel to BBDO.

Jan. 16—NARTB's Film Committee concludes drafting of uniform contract for film buyers.

Jan. 16—Senate passes bill amending Sec. 309 (c) "economic protest" provisions of Communications Act, already approved by House.

Jan. 16—Life Music files suit to nullify blanket licensing by BMI, ASCAP and SESAC.

Jan. 16—Biscayne Television Corp. gets grant for ch. 7 Miami by five-to-two vote, Comrs. Hyde and Bartley maintaining stand against grants to areas suggested for deintermixture.

Jan. 23—U.S. Court of Appeals, upholding FCC's 1954 grant of ch. 8 Tampa to *Tampa Tribune* (WFLA-AM-FM-TV), states that suggestion of changing Commission views is no reason for reversal.

Jan. 30—Senate Interstate and Foreign Commerce Committee asks industry engineers to devise a national tv allocation plan, opens hearings on uhf-vhf problems with FCC testimony.

Jan. 30—Television becomes "third arm" of McCann-Erickson, on par with marketing and creative divisions.

Jan. 30—Schlitz Brewing Co. places \$9 million account with J. Walter Thompson Co., leaving Lennen & Newell and rejected by Biow-Beirn-Toigo.

Jan. 30—Philco Corp. buys ABC's radio-tv coverage of political conventions and election for \$4 million.

Jan. 30—ANPA Bureau of Advertising reveals plans for intense drive to lure advertisers from tv back into newspapers.

Jan. 30—AT&T, IBM, sign consent decrees liberating patents and ending government antitrust suits.

Jan. 30—The California Story, sixth in B • T series on expanding U.S. markets.

Feb. 6—AAAA, accepting consent decree to end government antitrust suit, agrees not to insist on 15% commission system, or oppose rebates and house agencies, or attempt to persuade media to deal only with "recognized" agencies.

Feb. 6—Philip Morris leaves Biow-Beirn-Toigo after 25 years, moves \$6 million account to N. W. Ayer & Son; B-B-T reverts to former name, The Biow Co.

Feb. 6—FCC does not discriminate against newspaper applicants, Warren Baker, Commission general counsel, tells House subcommittee.

Feb. 6—CBS urges adoption of amendment of Communication's Act's "equal political time" requirements; FCC opposes the change, in testimony before House subcommittee.

Feb. 6—FCC Comr. Robert E. Lee proposes rule that radio and tv towers over 500 feet high be grouped into "antenna farms."

Feb. 6—1955 hit all-time high in production of tv sets—7,756,521—RETMA reports.

Feb. 13—Broadcasters show Colorado Supreme Court they can cover trials circumspcctly and fairly with hidden cameras and microphones.

Feb. 13—Ford names Foote, Cone & Belding agency for as yet unnamed new car.

Feb. 13—350 reply comments filed with FCC on allocations problem repeat arguments advanced earlier: uhf stations want deintermixture; vhf stations want to be left alone. Three uhf operators propose reducing vhf power maximums to one-tenth that presently authorized.

Feb. 13—Democratic National Committee Chairman Paul M. Butler backs Stanton plan to free broadcasters of equal-time restrictions, asks Republicans to support it, too.

Feb. 13—Federal law is needed to relieve broadcasters of liability for defamatory remarks by political speakers they may not censor, NARTB Chief Attorney Robert L. Heald tells House subcommittee.

Feb. 13—Tv networks in 1955 had gross time sales of \$406 million, Publishers Information Bureau reports.

Feb. 20—Drys resume fight to bar liquor advertising; advertisers, agencies, media oppose idea in Senate and House hearings.

Feb. 20—NARTB plans survey of music licensing practices.

Feb. 20—Vitapix Corp. and Hal Roach Studios agree on plan for production-distribution of tv film programs.

Feb. 20—RCA experimental unit achieves new high in continuous uhf power output—4.5 million watts of radiated power at 537 mc (ch. 23).

Feb. 27—Process for developing color film in 90 minutes, worked out by KOMO-TV Seattle, seen as boon for news colorcasts.

Feb. 27—Merchandising services offered to advertisers by 232 tv stations are detailed in Kenyon & Eckhardt survey report.

March 5—PRM, Canadian-American investment company, buys Warner Bros. film library for \$21 million.

March 5—Hollywood Local 47 of American Federation of Musicians rebels against handling of trust fund and Petrillo "dictatorship."

March 5—Colorado Supreme Court rules that tv and radio may have access to courtrooms, subject to permission of the judge.

March 5—ABC-TV will be on par with NBC-TV and CBS-TV by 1958, ABC President Robert E. Kintner discloses in B • T interview.

March 5—Bill to amend "equal time" provisions of Communications Act is introduced by Senate Majority Leader Lyndon B. Johnson.

March 5—FCC Comr. John C. Doerfer recommends rule limiting any tv station to program service from one network.

March 5—Tall tower agreement, reached by all members of Joint Industry-Government Tall Structures Committee, puts burden of proof on applicant why he cannot locate an antenna more than 500 feet high in an area already used for that purpose.

March 12—Ted Bates & Co. was top agency in spot broadcast buying in 1955, spending \$24 million for spot tv and \$5 million for spot radio, B • T study shows.

March 12—Jerrold Electronics Corp., maker of community antenna equipment, offers plan to combine proposed translator service and community tv systems.

March 19—Rep. Joe L. Evins, chairman of a committee of the House Small Business Committee, charges that FCC is controlled by CBS and RCA-NBC.

March 19—Advertisers expect continuation of 15% agency compensation system, sentiment at ANA convention shows.

March 26—CBS sales and earnings hit all-time high in 1955, with CBS-TV's gross up 29% from 1954.

March 26—David J. Mahoney sells his agency to MacManus, Johns & Adams, will become president of Good Humor Corp.

March 26—CBS-TV cuts rate for five-minute political pre-emptions from 30% of the hour rate to one-sixth of the half-hour rate.

March 26—W. D. (Dub) Rogers is elected board chairman of TvB.

March 26—FCC considers permitting a tv station to maintain studios in more than one town and to identify itself with each community it serves.

April 2—Tv's ability to sell autos and other high-priced durable goods, questioned by Ernest Jones, president of MacManus, Johns & Adams, is defended by Jack Minor, general sales manager of Chrysler's Dodge Div.

April 2—Average U.S. commercial tv station offers 100 hours of programs per week, half network, a third film and a sixth local live, B • T's semi-annual survey reveals.

April 2—Richard A. Moore, president, KTTV (TV) Los Angeles, charges that networks' time option and must-buy deals violate antitrust laws.

April 9—The Biow Co. will go out of business on June 30 after 38 years, board chairman Milton H. Biow announces.

April 9—Transcontinent Television Corp. buys WHAM-AM-FM-TV Rochester, N. Y., for \$5 million, also buys, with Hamilton Shea, WWSA-AM-FM-TV Harrisonburg, Va., for \$800,000.

April 9—AAAA issues new form for agencies to use in buying tv and radio spots.

April 9—Sindlinger & Co. reveals plan for estimating audience in advance of broadcast.

April 9—KTTV (TV) Los Angeles, a non-network station, had profits after taxes of \$396,886 in 1955.

April 9—WNBQ (TV) Chicago ready to start color round-the-clock programming, with all local studio shows in color.

April 16—Office of Defense Mobilization rejects FCC request to turn over some of its vhf channels to tv.

April 16—National advertisers buy tv time at rate of \$880 million a year, TvB and PIB data show.

April 16—Ampex Corp. unveils new process for recording tv programs on tape in demonstration to affiliates of CBS-TV, which has ordered three units.

April 16—James M. Skinner Jr. is elected president of Philco Corp.

April 16—All-embracing questionnaires are sent to all tv stations affiliated with networks by Senate Commerce Committee.

April 23—Ampex steals show at NARTB convention, with sales of 75 tv tape recording units during week.

April 23—TvB Chicago survey reveals that more people spend more time watching tv than reading newspapers.

April 23—Benjamin Potts, Los Angeles vice president of Lennen & Newell, announces development of an instantaneous electronic audience rating method, Telerad.

April 23—FCC Chairman George C. McConaughy calls for crash program of uhf research, underwritten by radio-tv industry; Westinghouse Broadcasting Co. pledges its support.

April 30—Attacking NBC and CBS for using their economic dominance to maintain a "private monopoly" in broadcasting, Sen. John W. Bricker advocates giving the FCC power to regulate networks as well as stations. Sen. Bricker also introduces a bill to limit station ownership on a basis of coverage, no one to own stations reaching more than 25% of the population.

April 30—System of compensating advertising agencies by commissions from media is lauded for its contributions to advertising at AAAA convention.

April 30—County-by-county list of U.S. tv households, as estimated by Advertising Research Foundation from a sample survey made in June 1955 by the Bureau of the Census, is printed by B • T as a special 8-page section.

April 30—Subscription television is debated by advocates and foes in weeklong hearing by Senate Commerce Committee.

April 30—Crowell-Collier Publishing Co. buys five radio, six tv stations for \$17 million in single week.

April 30—WSPA-TV Spartanburg, S. C., goes on air on ch. 7 after two years of litigation over its request to move its transmitter from Hogback Mt. to Paris Mt.

April 30—Canadians would prefer to have broadcasting regulated by some authority other than Canadian Broadcasting Corp, public opinion poll reveals.

May 7—FCC gets plan to divide country into an all-uhf region east of a Chicago-New Orleans line, all vhf west of that line.

May 7—Department of Justice joins Senate, House and FCC in seeking evidence of illegal domination of tv by the networks.

May 7—World's advertising media purchases for 1956 estimated at \$12 billion by International Advertising Assn.

May 7—A special B • T study of uhf-only markets reveals that uhf gets along all right when it is free of competition from vhf.

May 7—Westinghouse Broadcasting Co. stations get rights to RKO film library from C&C Super Corp. in "multi-million-dollar deal."

May 7—American Women in Radio and Television elect Edythe Fern Melrose, WXYZ-AM-TV Detroit, president at annual meeting.

May 7—Storer Broadcasting Co., instigator of legal action to force FCC to drop its rule limiting the number of stations any entity can own, asks FCC for permission to buy ch. 3 KSLM Salem, Ore., and move it into Portland.

May 7—RCA sales and earnings reach new highs in first quarter of 1956.

May 7—Annual tax of \$32.50 per home faces Canadians to support nationwide radio and tv service, CBC tells Royal Commission.

May 14—Mid-Continent Broadcasting Co. (KOWH Omaha, WTX New Orleans, WHB Kansas City and WDGY Minneapolis) buys WQAM Miami for \$850,000, said to be record price for a regional station.

May 14—Rep. J. Percy Priest, chairman, House Commerce Committee, introduces bill requiring radio-tv stations and networks to give 7-8 hours of free time to each major party presidential candidates.

May 14—Assn. of National Advertisers names committee to study agency relations and agency compensation methods; John B. McLaughlin of Kraft Foods is chairman of 11-man group.

May 14—National business on tv totals \$217 million in first quarter of 1956; spot tv gross time sales are \$100,209,000, TVB reports; network time sales are put at \$116,695,520 by PIB.

May 14—J. H. Whitney & Co. buys 90% of ch. 9 KGUL-TV Galveston-Houston, Tex., for \$3.75 million.

May 14—Uhf works well in Pennsylvania's hill country, with powerful mountaintop transmitters sending programs to valley dwellers, B • T reports in part two of a special study of uhf-only markets.

May 14—FCC sends 12-part questionnaire to the tv networks.

May 21—P. Lorillard Co. and Bulova Watch Co. sign to co-sponsor new one-hour live Jackie Gleason show on CBS-TV for 1956-57 season, dropping half-hour Electronicam-filmed *Honeymooners* skit and half-hour live *Stageshow*.

May 21—Business of planting free plugs in radio-tv shows still flourishes, despite efforts of networks and sponsors to stamp it out, B • T investigation discloses.

May 21—Agency compensation is "a prime responsibility of the advertiser," according to the board of the Assn. of National Advertisers.

May 21—National Telefilm Assn. makes 10-year lease agreement with Twentieth Century-Fox Film Corp. for distribution to tv of 52 feature films; buys UM&M Corp. assets, including entire library of Paramount Pictures short subjects, in deals totaling over \$6 million.

May 21—Leonard Goldenson, president, American Broadcasting-Paramount Theatres Inc., tells stockholders "the most significant development during the past year has been the emergence of the broadcasting division as a sound, rapidly-growing and increasingly profitable operation."

May 21—CBS Inc. President Frank Stanton calls Sen. Bricker's proposal for network regulation a "monstrously grotesque backward step."

May 21—Mrs. Geraldine Zorbaugh of ABC becomes first woman network vice president in broadcast history.

May 21—B • T inaugurates a new feature, **PLAYBACK**, for "quotes worth repeating."

May 21—Monopolistic practices of tv networks are cited in testimony before Senate Commerce Committee.

May 28—NBC, in answer to Moore charges, declares that his presentation was backed by a group of film syndicators who would profit by breakdown of networks. Accused film firms label this as "smoke-screen."

May 28—Chesterfield leaves Cunningham & Walsh, moves \$12 million advertising budget to McCann-Erickson, effective Aug. 1.

May 28—BBDO analysis of children's tv viewing habits shows *Disneyland* favorite program of kids from under 6 to 12-14.

May 28—Daytime best time to advertise cigarettes on tv, Katz presentation states.

May 28—Tv a natural for toy makers, experience of American Character Doll Co. and others proves.

May 28—Supreme Court upholds right of FCC to set a numerical limit on broadcast station ownership.

May 28—U.S. Court of Appeals orders FCC to reopen Flint, Mich., ch. 12 case to admit testimony of unsuccessful applicants after Commission's approval of the move of WJRT(TV) Flint to a new transmitter site.

May 28—Triangle Publications (*Philadelphia-Inquirer*-WFIL-AM-FM-TV; *WNB-F*-AM-TV Binghamton, N. Y.; *WFBG*-AM-TV Altoona, Pa.; *WLBR*-TV Lebanon, Pa.; and 50% of *WHGB* Harrisburg, Pa.) buys *WNHC*-AM-FM-TV New Haven, Conn., for \$5.4 million.

June 4—Assn. of Maximum Service Telecasters formed at New Orleans, with objective of "assuring maximum tv service for the people of the United States"; all stations operating with maximum permitted ERP eligible for membership.

June 4—Assn. of Television Film Distributors asks for limit in number of hours stations may devote to network programs, to provide competitive opportunity for film programs.

June 4—Three-D tv system claimed by Leslie Dudley, London inventor.

June 4—Piel commercials named best of year by Art Directors Club of New York.

June 4—Anything live programs can do, film can do better, Frederic Ziv tells B • T editors.

June 11—How a tv network operates is described in a primer prepared for the Senate Commerce Committee by CBS-TV.

June 11—Accuracy of diary method in reflecting viewing levels and program popularity is upheld by validation study conducted by American Research Bureau as answer to criticism of Advertising Research Foundation ratings committee.

June 11—Paramount Pictures Corp. won't sell library of feature films to tv until it gets an offer approaching what it thinks its pictures are worth.

June 11—J. Leonard Reinsch, executive director, Cox radio-tv properties, is appointed assistant chairman, Democratic National Committee, in charge of Chicago convention.

June 11—NARTB Tv Code Board warns violating stations to change practices or lose code membership.

June 11—Nationwide strike is averted when tv networks and Writers Guild of America sign new agreement embodying separation of rights for all writers and non-exclusivity of services.

June 11—U.S. Court of Appeals rules that FCC has responsibility to decide whether granting a vhf station to a uhf city might destroy the uhf stations already operating there.

June 11—RCA puts color set on market at \$495.

June 18—Network presidents Frank Stanton of CBS, Robert Sarnoff of NBC and Robert Kintner of ABC explain network operations to Senate Commerce Committee, argue that regulation could destroy networks and damage tv service to public.

June 18—The 15% commission: A B • T status report of the traditional method of agency compensation, now under scrutiny by advertisers, agencies and media.

June 18—AFM convention endorses union's trust fund policies, upholds disciplinary action against Hollywood rebels, elects James C. Petrillo to 17th term as president.

June 18—Tv set manufacturers are feeling effects of stiffer competition, RETMA convention hears. GE's Dr. W. R. G. Baker elected RETMA president.

June 25—Donald H. McGannon, president, Westinghouse Broadcasting Co., tells Senate Commerce Committee that WBC's swap of its Philadelphia stations for NBC's Cleveland outlets was prompted by fear of losing their NBC affiliation.

June 25—Federal Grand Jury in Philadelphia orders executives of NBC and WBC to appear as it starts investigation of the station exchange.

June 25—House Antitrust Subcommittee calls FCC to testify at outset of its probe of tv monopoly charges, following hot on heels of that of Senate Commerce Committee.

June 25—Brown & Williamson Tobacco Co., seeking to expand list of stations carrying its ID spots with full screen for all ten seconds and audio for eight, leaving only two seconds of audio for station identification, runs into strong opposition from Station Representatives Assn.

June 25—Blacklisting of "controversial" performers is still standard practice among networks, agencies, sponsors and program packagers, Fund for the Republic states in two-volume report of 20-month investigation.

June 25—Loew's Inc. announces plans to release M-G-M library of feature pictures and short films to tv, to produce programs especially for tv and to acquire tv stations of its own.

June 25—National Television Assn. plans for fourth tv network understood to involve offer to stations of 800 hours of film shows a year in exchange for 1½ hours of station time per week.

June 25—NARTB Tv Code Board admits film producers and distributors into Tv Code structure, elects Campbell Arnoux, WTAR-TV Norfolk, chairman.

June 25—Assn. of Maximum Service Telecasters appoints A. D. Ring & Assoc. as engineering counsel, appropriates \$50,000 to launch national study of tv coverage.

NEWS SERVICES

ASSOCIATED PRESS—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Frank J. Starzel, gen. mgr.; Oliver Gramling, asst. gen. mgr.; Lloyd Stratton, sec.; John Aspinwall, radio news ed. (Continuous worldwide news; business and market reports; specialized feature scripts; sports news, spot and commentary; for tv, AP Wirephoto for spot picture coverage.)

BRITISH UNITED PRESS LTD.—231 St. James St. W., Montreal, Que. Tel.: Plateau 9947. Philip R. Curran, gen. mgr.; Dennis Landry, exec. news ed.; N. M. MacLeod, asst. gen. mgr. and chief correspondent at Ottawa; Fred A. Darrell, com. mgr.; Willard D. Eberhart, bureau mgr.; T. G. McQuaid, radio ed.; Bert L. Marsh, newscopies ed.; John Chartier, bus. rep.

BROADCAST NEWS LTD.—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont. Tel.: Emplre 4-2692; Gillis Purcell, ch. exec.; Charles Edwards, mgr.; C. A. Day, treas. (Worldwide news and features to radio and tv stations by teletype.) **INTERNATIONAL NEWS SERVICE**—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Kingsbury Smith, gen. mgr.; Barry Faris, assoc. gen. mgr. and ed.-in-chief; Philip G. Reed, asst. gen. mgr.; Paul R. Allerup, mng. ed.; Robert W. Brown, bus. mgr.; Robert H. Reid, tv sales mgr.; John M. Cooper, radio-tv news dir.; Kenneth Smith, prom. mgr. (Worldwide news and news-feature coverage by 24-hour teletype printer; special facsimile circuit for tv stations carrying spot news and sports photos, with on-the-spot audio recordings, maps, weather maps and other visual aids for tv newscasts; daily tv news film; weekly tv newsreel; weekly sports reel; daily photo transparency service; stock film library; special service [fact-finding and research assignments].)

PRESS ASSN. (Associated Press subsidiary)—50 Rockefeller Plaza, New York. Tel.: Plaza 7-1111; Frank J. Starzel, pres.; Oliver Gramling, vp.; Lloyd Stratton, sec.

REUTERS LTD. OF LONDON—Times Bldg., 229 W. 43d St., New York. Tel.: Bryant 9-8558. D. K. Rogers, N. Amer. mgr.; C. B. Lynch, N. Amer. ed.

UNITED PRESS ASSNS. (Including United Press Movietone Television News and United Press Newscopies)—220 E. 42d St., New York 17. Tel.: Murray Hill 2-0400. Officers, New York: Hugh Baillie, chmn. of bd.; Frank H. Bartholomew, pres.-gen. mgr.; Thomas R. Curran, vp.-asst. gen. mgr.; Earl J. Johnson, vp.-gen. news mgr.; Mims Thomason, vp.-gen. bus. mgr.; LeRoy Keller, vp.-gen. sis. mgr.; Frank Tremaine, gen. newscopies mgr. New York executives: John J. Madigan, radio news mgr.; William R. Higginbotham, tv mgr. Regional executives: Atlanta, James W. Russell, southern div. radio ed.; Jack Young, southern div. newscopies mgr.; Boston, Alan B. Wade, New England radio ed.; David Wurzel, New England newscopies mgr.; Chicago, Charles E. Ahrens, central div. radio ed.; Harold W. Gully, central div. newscopies mgr.; Dallas, Charles J. McCarty, southwestern div. newscopies mgr.; Denver, Weber F. Trout, western radio ed.; Los Angeles, William F. Tyree, Pacific div. tv ed.; San Francisco, Cliff McDowell, Pacific div. newscopies mgr.; Washington, George Gaylin, Washington newscopies mgr.; Robert J. Serling, Washington radio bureau mgr.; Charles P. McMahon, Washington tv ed. (Services, for radio: news, news features on sports; women's interests, of human interest; recreation, farming, business, science, religion, commentary and review of outstanding news events, national and international affairs, Sunday show. For tv, motion picture news film, comprising sound and silent film with teletyped scripts and 24-hour news wire; spot newscopies by Telephoto, Unifax [facsimile], mail, messenger or courier, 7x9, 8x10, 3x4, telop and balop prints; sports shows, week-end sports, sport reviews, baseball scoreboard, including cartoons; weather shows, weather maps, slides of film, with scripts.)

MAJOR AWARDS AND CITATIONS

AMERICA'S DEMOCRATIC LEGACY AWARDS for outstanding contributions for a better America, silver medallions given annually to individuals and organizations. For details contact Benjamin R. Epstein, executive director, Anti-Defamation League of B'nai B'rith, 515 Madison Ave., New York 22, N. Y.

For latest awards, see B.T., May 16, 1955.

BETTER UNDERSTANDING AWARDS for "outstanding contributions to the betterment of British-American relations," engraved silver onyx pen sets, trophies and citations, presented annually to radio-tv commentators (and journalists). For details, contact Roger Hawthorne, English-Speaking Union, 19 E. 54th St., New York 22, N. Y.

For latest awards, see B.T., May 21, 1955.

CHRISTOPHER AWARDS to "individuals whose work reflects positive values and shows how a person can use his God-given talent for the benefit of all," bronze medallions presented semiannually in tv to producer, director and writer of winning programs (also given in other entertainment fields). For information, write Father James Keller, The Christophers, 18 E. 48th St., New York 17, N. Y.

For latest awards, see B.T., April 30, 1956.

DAR AWARD to tv and radio for programs emphasizing historical appreciation, educational training and patriotic service. Plaque for outstanding national program presented annually. For details, contact Mrs. George C. Estill, national chairman, radio and television, Daughters of the American Revolution, 1776 D St., N.W., Washington, D. C.

For latest award, see B.T., April 25, 1955.

HARRY DIAMOND MEMORIAL AWARD to "a person in government service for outstanding contributions in field of radio or electronics," scroll, presented annually at IRE convention in March. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., Sept. 19, 1955.

ALFRED I. duPONT AWARDS for "meritorious service to the American people," a plaque and \$1,000 in cash presented each March to one large radio or tv station, one small station and one commentator. For details, contact O. W. Reigel, curator, Alfred I. duPont Awards Foundation in Radio & Television, Washington & Lee U., Lexington, Va.

For latest awards, see B.T., March 19, 1956.

EDUCATION WRITERS ASSN. AWARDS for reporting and interpretation in field of education, bronze plaques awarded for reportorial and editorial material from radio, tv, newspapers and magazines. For details, contact Joseph Deitch, sec., Education Writers Assn., 525 W. 120th St., New York 27, N. Y.

For latest awards, see B.T., Feb. 27, 1956.

EMMY AWARDS to tv stations, networks, individuals for outstanding achievements in tv programming. Statuettes, presented annually at dinner in Hollywood, to winners selected by membership of Academy of Television Arts & Sciences, a "non-profit corporation dedicated to the advancement of tv." For details, contact Isabelle Pantone, 6525 Sunset Blvd., Hollywood 28, Calif.

For latest awards, see B.T., March 26, 1956.

FARM SAFETY AWARDS for outstanding farm safety education, certificates given to radio and tv stations (also farm papers) each year in conjunction with the Chicago convention of the National Assn. of Television & Radio Farm Directors. For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., Dec. 5, 1955.

FREEDOM AWARDS for contributions to the American way of life, cash and medals, presented each Feb. 22 at Valley Forge for outstanding radio and tv programs of previous year. For details, contact Ken Wells, exec. vp., Freedoms Foundation, Inc., Valley Forge, Pa.

For latest awards, see B.T., Feb. 27, 1956.

GENERAL FEDERATION OF WOMEN'S CLUBS AWARDS for outstanding tv and radio programs in the following activities: news, education, children's promotion of individual responsibility, meeting the problems of juvenile delinquency, stressing spiritual values; certificates, presented annually at the federation's national convention. For details contact the federation's communications chmn., Mrs. Dexter O. Arnold, 6 Dearborn Rd., Concord, N. H.

For latest awards, see B.T., June 11, 1956.

GOLDEN MIKE AWARDS for best patriotic program, best all-around family program and most wholesome children's program on tv (also same for radio), golden microphones awarded annually. For details, contact Layton K. Hurst, radio-tv dir., American Legion Auxiliary, Indianapolis 7, Ind.

For latest awards, see B.T., Oct. 17, 1955.

GOLDEN REEL AWARDS for 16 mm documentary, educational and commercial films, 22 gold plaques (with silver plaques for runners-up and awards for sound slidefilms) presented each April at the American Film Assembly. For details, contact Gus Giordano, director, American Film Assembly, Film Council of America, 600 Davis St., Evanston, Ill.

For latest awards, see B.T., May 7, 1956.

HALL OF FAME AWARDS, made posthumously to those who have made outstandingly significant contributions to the art of radio broadcasting, and citations to living leaders in the radio industry, presented at the annual dinner of the Radio Pioneers—held in conjunction with the NARTB convention. For details, contact the Hall of Fame Awards chmn. of Radio Pioneers, William S. Hedges, NBC, 30 Rockefeller Plaza, New York 20, N. Y.

For latest awards, see B.T., April 23, 1956.

HEADLINER AWARDS for outstanding work by news staffs of radio and tv stations and networks (as well as newspapers, magazines and newsreels), silver medallions, presented each June in Atlantic City for achievements in previous calendar year. For details contact Mall Dodson, exec. sec., Headliners, 2307 Boardwalk, Atlantic City, N. J.

For latest awards, see B.T., March 19, 1956.

SIDNEY HILLMAN FOUNDATION AWARDS presented annually for outstanding work in radio, tv, journalism, magazine and book fields. Each winner receives \$500 cash and a scroll. For details contact Howard D. Samuel, exec. dir., Sidney Hillman Foundation, 15 Union Square, New York 3, N. Y.

For latest awards, see B.T., April 25, 1955.

HUMAN RELATIONS AWARDS for fighting bigotry and promoting good will among America's racial and religious groups, citations presented an-

nually during Brotherhood Week in February for radio and tv programs, advertising campaigns, cartoons, editorials, photographs and motion pictures, magazine articles and books. Details may be obtained from Media Awards Committee, National Conference of Christians and Jews, 381 Fourth Ave., New York 16, N. Y.

For latest awards, see B.T., Feb. 27, 1956.

IRE FOUNDERS AWARD "bestowed on special occasions to outstanding leaders in the communication and electronics field," bronze medal. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 29, 1954.

IRE MEDAL OF HONOR "in recognition of outstanding scientific and engineering achievements in communications and electronics," medal presented each year at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., Sept. 19, 1955.

LOOK AWARDS for "best" tv programs (drama, variety, public affairs, news, educational, children's, religious, sports, quiz or panel) and for best comedian or comedy team, producer, director, master of ceremonies. Awards are citations and plaques, presented annually with winners selected by poll of tv editors. For details, contact Esther Burke, prom. dept., Look, 488 Madison Ave., New York 22, N. Y.

For latest awards, see B.T., Dec. 12, 1955.

MORRIS LIEBMANN MEMORIAL PRIZE "for a recent important contribution to the radio art," cash award, made annually at IRE convention in March. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., Sept. 19, 1955.

MCCALL'S AWARDS TO WOMEN IN RADIO & TV for outstanding public service to the community, seven eight-inch golden microphones given annually to three women broadcasters, three women radio or tv executives and one overall award. Presentations are made during national convention of American Women in Radio & Television. For details, contact Frank Hogan, mgr. pub. rel., McCall's Magazine, 230 Park Ave., New York 17, N. Y.

For latest awards, see B.T., April 23, 1956.

NAB COMMERCIALS AWARDS for outstanding broadcast commercials selected by a professional industry committee of broadcasters, producers and advertising executives; shields, to be presented at the annual fall convention of National Audience Board. For details, contact Mrs. Florence Thalheimer, Southern California chapter chmn., Room 208, 239½ S. Beverly Drive, Beverly Hills, Calif.

NAFBRAAT AWARDS for outstanding radio and tv network programs in a dozen categories, certificates, presented annually around first of the year. For details, contact Mrs. Clara Logan, pres., National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles 5, Calif.

For latest awards, see B.T., Feb. 20, 1956.

NATIONAL MASS MEDIA AWARDS of Thomas Alva Edison Foundation for "encouragement of more wholesome influences for youth in mass media and interesting young boys and girls in sci-

ence." scrolls presented annually in December for films, radio and television programs and stations. For further details, contact Miss Cecil Golann, research director of National Mass Media Awards Program, Thomas A. Edison Foundation, 8 W. 40th St., New York 13, N. Y.

For latest awards, see B.T., Dec. 19, 1955.

NEW YORK ART DIRECTORS CLUB AWARDS for most artistic tv commercials (also for art in other media), medals and citations presented annually to art directors responsible for winning entries. For details contact Winifred Karn, Art Directors Club, 115 E. 40th St., New York 16, N. Y.

For latest awards see B.T., June 4, 1956.

OHIO STATE IERT AWARDS for educational radio and tv programs, certificates presented each April at the American Exhibition of Educational & Television Programs, held in Columbus, Ohio, in conjunction with the annual Ohio State University Institute for Education by Radio-Television. For details, contact Dr. I. Keith Tyler, dir., Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio.

For latest awards, see B.T., April 23, 1956.

OVERSEAS PRESS CLUB OF AMERICA AWARDS for best consistent radio reporting from abroad of foreign affairs; best consistent tv presentation of foreign affairs; best radio interpretation of foreign news; best consistent press reporting from abroad on foreign affairs; best press interpretation of foreign news; best photographic reporting from abroad on foreign affairs and best consistent reporting of domestic or United Nations origin which has effect on foreign affairs. Plaques, given annually. For further details contact Louis Lochner, pres., Overseas Press Club of America, 35 E. 39th St., New York 17, N. Y.

For latest awards, see B.T., April 9, 1956.

GEORGE FOSTER PEABODY AWARDS "to recognize the most distinguished and meritorious public service rendered each year by radio and television," presented each spring to individuals and organizations. Details available from John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

For latest awards, see B.T., April 16, 1956.

PHOTO REPORTING AWARDS given jointly by National Press Photographers Assn. and Encyclopedia Britannica Inc. for "outstanding achievements in the field of photo reporting," plaques and sets of encyclopedias, given annually at NPPA convention. Awards granted in two categories: newsreel-tv and still photography. Open to "anyone legitimately involved in gathering news through medium of photography." For details, contact James Colvin, c/o National Press Photographers Assn., Encyclopedia Britannica Inc., 425 N. Michigan Ave., Chicago, Ill.

For latest awards, see B.T., April 9, 1956.

GEORGE POLK MEMORIAL AWARDS for outstanding reporting for radio, television and newspapers, gold plaques, given annually. For details, contact Dr. Theodor E. Kruglak, chmn., Journalism Dept., Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y.

For latest awards, see B.T., March 19, 1956.

PUBLIC INTEREST AWARDS for safety education, certificates given annually to radio and tv stations and networks (also to other media and to advertisers). For details, contact Paul Jones, Nation-

al Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., May 7, 1956.

RTNDA AWARDS for outstanding news operation by a tv station (also radio) and for outstanding special event coverage, gold trophies, presented annually at the Radio-Television News Directors Assn. convention banquet. For details, contact Baskett Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill.

For latest awards, see B.T., Nov. 21, 1955.

SATURDAY REVIEW AWARDS for distinguished examples of institutional advertising in the public interest, citations, given annually to advertisers in the broadcast media (also in print). For details, contact William D. Patterson, assoc. publisher, *The Saturday*

Review, 25 W. 45th St., New York 36, N. Y.

For latest awards, see B.T., May 28, 1956.

ROBERT E. SHERWOOD TELEVISION AWARDS for tv programs which handle themes of liberty and freedom with "the greatest distinction, taste and effectiveness." Cash awards of \$20,000 for the best network documentary, \$20,000 for the best network drama and \$15,000 for the best production of either type by an independent station, to be shared by producer, director and writer of each winning program. Plaques will be given to networks and station, also to sponsors, if any. Details available from Television Awards, The Fund for the Republic, 60 East 42nd St., New York 17, N. Y.

SIGMA DELTA CHI AWARDS for distinguished service in journalism, scrolls presented annually to individuals for outstanding broadcast news writing and reporting and to stations or networks for outstanding public service in broad-

cast journalism (also given in newspaper and magazine categories). For award information contact Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill.

For latest awards, see B.T., April 23, 1956.

ALFRED P. SLOAN AWARDS for the promotion of traffic safety, plaques given annually by the Sloan Foundation to radio and tv station and networks and sponsors. For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., May 21, 1956.

SYLVANIA TELEVISION AWARDS for "distinguished contributions to creative television techniques," trophies, presented annually to stations, networks, sponsors and their advertising agencies by Sylvania Electric Products. For details, contact Sylvania Television Awards, 655 Madison Ave., New York 21, N. Y.

For latest awards, see B.T., Dec. 5, 1955.

BROWDER J. THOMPSON MEMORIAL PRIZE AWARD to author under 30 of paper published by IRE constituting the "best combination of technical contribution and presentation of subject," cash award, made annually at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 26, 1956.

VLADIMIR K. ZWORYKIN TELEVISION PRIZE AWARD to an IRE member for "important technical contributions to electronic television," citation and cash award, presented annually at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 26, 1956.

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., Jerold Electronics Corp., RCA, Ampli-Vision, Blonder-Tongue, and Spencer-Kennedy.

ALABAMA

Florence—Muscle Shoals Tv Cable Corp., 121 S. Court St. W. R. Tucker, pres.
Fort Payne—City Tv Co. James L. Killian, pres.
Huntsville—Tv Distribution System, c/o Radio Station WBHP. W. H. Pollard, own.
Russellville—Better Tv Cable Co., Box 333. E. E. Stuart, ptnr.

ARIZONA

Ajo—Ajo Tv Service Co., 250 Pizal St. V. E. Blow, treas.
Bisbee—KSUN-TV CX, Drawer C., Lowell Station. Carleton Morris, pres.
Clifton—Clifton-Morenci Community Tv System Inc., Box 1168. Edward Furman, pres.
Douglas—Trans-Community Tv Network, 141 El Camino Dr., Beverly Hills, Calif. (does not relay stations; all programs originate in own studio).
Douglas—Whitey's Tv & Cable Co., 514 S. 10th St. I. W. Brayer, pres.
Flagstaff—Flagstaff Tv Cable Co., Box 1669. Mary Jane Phillippi, mgr.
Miami—Antennavision Inc., 507 Live Oak St. Bruce Merrill, pres.
Nogales—Clear-Vision Tv, 417 Morley Ave. J. W. Allen, J. H. Barbee and C. G. Boice, ptnrs.
Prescott—Tv Services Inc., Box 1753. Norman A. Hendry, pres.
Ray—Arizona Community Tv System Inc. Bruce Merrill, pres.
Safford—Antennavision Inc., 218 E. Main St. Bruce Merrill, pres.
San Manuel—Arizona Community Tv Systems. Bruce Merrill, pres.
Williams—Whitey's Tv & Cable Co., 108 S. 3rd St. I. W. Brayer, pres.
Winslow—Community Tv Inc. E. Whelen, pres.

ARKANSAS

Batesville—Community Antenna Co. Jim Davidson, pres.
Fayetteville—Trans-Video Corp. of Ark., 113 S. East. Hal Douglas, pres.
Harrison—Twin Lakes Tv Corp., Box 120. Bob Wheeler, pres.
Mena—Tv Signal Service. T. C. Masters, own.

CALIFORNIA

Auburn—Master Antenna Systems Inc., 941 Lincoln Way. James D. Owen, pres.
Banning—Communications Corp., Box 315. E. N. Knox, mgr.
Barstow—Tv Relay Systems Inc., 222 E. Main St. Dean M. DeVoe, pres.
Burbank—Standard Reception Co., 912 W. Glenoaks Blvd., Glendale.
Carmel—Alarm Corp., 7th & Lincoln Sts. G. B. Henderson, pres.
Cuyama Valley—Richfield Oil Corp.
Dunsmuir—Community Tv Co., Box 757. John F. Burgess, pres.
Grass Valley—Community Antenna Co., 127 Neal St. John Colling, pres.
Ione—Angier Appliance, Box 11. L. Angier, own.
Jackson—Angier Appliance, Box 864, Ione, Calif. L. Angier, own.
Lafayette—Tv Transmission Inc., 908 Ferry St., Martinez.
Laguna Beach—Tel-I-Clear Systems Inc., 334 Gleneyre St. Lewis M. Lemieux, pres.
Los Angeles—Beverly Tv & Radio, 8413 Beverly Blvd.

Los Angeles—Community Tv Reception Co., 2576 Benedict Canyon, Beverly Hills, Calif. Allan MacDougall, own.
Los Angeles—Scotte Gray Inc., Box 1001. Scotte Gray, pres.
Los Angeles—Vision Wire Co., 10636 Santa Monica Blvd. Frank H. Erb and Dick Brown, ptn's.
Martinez—Tv Transmission Inc., 908 Ferry St. Wm. A. Gentry, pres.
Morro Bay—Jerry Martin Tv Service, 850 E. St. Jerry Martin, own.
Needles—Trans-Community Tv Network Inc., 141 S. El Camino Dr., Beverly Hills, Calif. Jerold L. Doff, pres. (Closed circuit operation.)
Palm Springs—Palm Springs Community Tv Corp., 192 S. Indian Ave. Carl Leserman, pres.
Placerville—El Dorado Tv Engineering Inc., 142 Main St. John S. Hocking, pres.
Sacramento—J. W. Brewer Co., 2968 Freeport Blvd.
San Bernardino—Community Tv, 3315 E St. Richard J. Filanc, pres.
San Diego—Video Antenna System Inc., 3686 El Cajon Blvd. Roy V. Cloud, pres.
Santa Cruz—Pacific Telescription System, 924 Soquel Ave. David McKay, pres.
Sausalito—Sausalito Community Tv. Robert G. Rose.
Susanville—Antenna-Vision, 703 Main St. Robert Davis.
Taft—Kern Mutual Telephone Co., 307 Main St. J. P. Maguire, vp.
Ukiah—Spanish Mt. Tv Corp., 175 Seminary Ave. Milton A. Shapp, pres.
Ventura—Avenue Tv Cable System, 1963 E. Main. John G. George, own.

COLORADO

Alamosa—Community Tv Systems of Colo. Inc. (see Salida).
Antonito—Community Tv Systems of Colo. Inc. (see Salida).
Durango—Durango Tv Network Inc., 1221 Main Ave. John J. Morrissey, pres.
Estes Park—Tv Co. Richard N. Statham, own.
Glenwood Springs—Electric Center Tv. E. J. Pocock.
Gunnison—Community Tv Systems of Colo. Inc. (see Salida).
La Jara—Community Tv Systems of Colo. Inc. (see Salida).
Leadville—Skylone Tv., c/o Firestone Store.
Monte Vista—Community Tv Systems of Colo. Inc. (see Salida).
Salida—Community Tv Systems of Colo. Inc., 117 W. 2d St. L. W. Peay, pres.
Sidney—See Sterling, Colo.
Sterling—Community Tv Co., 127 S. 2d St. (div. of Collier Electric Co.). J. E. Collier, Karl O. Kummel, owns.; Charles H. Pope, mgr.
Trinidad—Community Tv Co., 305 W. Main St. Pete Ruiz Jr., mgr.

FLORIDA

Key West—Cable Vision Inc. 824 Duval St. John M. Spottswood, pres.
Sarasota—City Tv Antenna Network Inc., 415 S. Pineapple Ave. Preston Edmonds, pres.

IDAHO

Craigmont—Tv & Cable Svc. Carl L. Blevins, own.
Elk River—Community Tv Inc. George E. Friend, ch.
Grangeville—Tv Co. Stan Wright.
Kamiah—J. F. Tv Co. J. F. Fleischer.
Kellogg—Tv System Inc., 102 Sidney Bldg. J. C. Moore, pres.
Ketchum—Wood River Tv Svc. C. E. Atkinson, own.
Lewiston—Pacific Northwest Tv Inc., Box 651. Newell Priess, pres.
Moscow—Tv Cable Co., 414 S. Main St. Sam C. Haddock and Kyle E. Laughlin, ptnrs.

Moscow—U. of Idaho.
Mullan—Tv Co., Box 822. R. Macleod, pres.
Osburn—Television Antenna Systems, Box 500. William Zanetti, mgr.
Pocatello—Bannock Tv Inc., Hotel Bannock. Roger L. Hagadone, mgr.
Sun Valley—Wood River Tv Svc., Ketchum, Idaho.
Twin Falls—Cable Vision, 420 Main St., S. W. L. Reiher, own.

ILLINOIS

Peru—Tv Transmission Co., 301 Peru St. Earl S. Nelson Jr., vp.
Taylorville—West End Tv Cooperative Assn., 312 N. Simpson. Sopuronia I. Moss, secy.

INDIANA

Cannelton—Channel Towers, Madison St. Charles G. Gerber.

IOWA

Dubuque—Dubuque-Jerrold Tv Cable Corp., 1043 Main St. Milton J. Shapp, pres.
Fort Madison—Madison Coaxial Antenna Inc., 616 18th St. Marie E. Carroll, pres.

KANSAS

Centralia—Johnstone Auto & Electric. Jack Johnstone.
Liberal—T-V Cable Inc., 10 W. Third St., R. E. Hood.
Onaga—Grim Radio & Electric. E. A. Grim.

KENTUCKY

Alva—Black Star Tv Assn. O. L. Julian, secy.
Barbourville—Brown Radio & Tv Co., Liberty St. Dwight L. Brown.
Benham—Community Tv Project, Box 571. P. W. Cole, pres.
Brookside—Harlan Coal Co.
Frankfort—Community Service Inc., 129 W. Main St. John Gerard, pres.
Frankfort—Water & Electric Board.
Harlan—Community Tv Inc., Box 187. Joe Guthrie, mgr.
Irvine—Miller Tv System & Sales, 157 Broadway. Frank Miller.
Liberty—Tv Co., George E. Wolford, mgr.
Lynch—Union Supply Co.
Manchester—Perfect Tv Co. Clyde P. House, own.
Middlesboro—Tele-Ception of Middlesboro Inc., 227 Cumberland Ave. W. Howes Mead, pres.
Paintsville—Tv Cable Corp., College St. William C. Martin, pres.
Pikesville—Valley Tv Svc. Inc., Box 128. R. G. Wells Jr., pres.
Wheelwright—Inland Steel Co.
Whitesburg—Salyer Radio & Tv Co. R. B. Salyer.

MAINE

Houlton—Tv Inc., Market Square. Malcolm E. York, pres.

MARYLAND

Cumberland—Potomac Valley Tv Co. Inc., 100 S. Liberty St. J. Holland Rannells, pres.
Friendsville—Yough Tv Co. R. Earl Guard, pres.
Hancock—Community Tv Inc., Main St. Stanley M. Fulton, pres.
Lonaconing—Jackson Tv Co. James E. McElvie, secy.

MASSACHUSETTS

Athol—Mohawk Valley Tv Inc., 503 Main St. James B. Wright, pres.
Miller Falls—Antenna Corp. Ronald M. Zschau, pres.
Shelburne Falls—Community Antenna Svc. Inc., 39 Bridge St. Philip Tedesco Jr., pres.

MICHIGAN

Caspian—Community Tv Corp. Lewis B. Ghiggia, pres.

COMMUNITY TV

Flint—Great Lakes Community Tv Corp., 2621 N. Saginaw Ave. Gilbert R. Clark, pres.
 Houghton—Northern Community Systems, Box 111. William Link, pres.
 Iron Mountain—Northern Electronics, 207 Stephenson Ave. James A. Klungness and Charles R. Henry, ptnrs.
 Norway—City of Norway Tv Antenna System, c/o City Hall. Paul A. Flynn, mgr.

MINNESOTA

Henson—Westenna Tv Construction Co. Victor Hanson, secy.
 Willmar—Willmar Community Tv Corp., 516 Litchfield Ave. Lloyd W. Stenberg.

MISSISSIPPI

Columbus—Columbus Tv Cable Corp., Hotel Gilmer. Nelson Myers, pres.
 Greenwood—Community Tv System Inc., Box 552 Greenwood. E. G. Perkins, pres.
 Greenville—Delta Video Co., Box 617. W. D. Gardner, exec. vp.
 Hattiesburg—Perfect Video Inc., Box 1461. John A. Stiglets Jr., pres.
 Tupelo—Tupelo Community Antenna Inc., Armstrong Arcade Bldg., Court St. James Ballard, mgr.

MONTANA

Big Timber—Tv Cable Assn. Inc., Box 815 McLean A. Clark, pres.
 Bozeman—Bozeman Community Tv Inc., 233 E. Main St. G. Norman Penwell, pres.
 Cut Bank—Highline Community Antenna Svc., Wilkins Bldg. Francis L. Bitney, pres.
 Havre—Community Tv Assn. of Havre, 426½ First St. Charlotte H. Brader, pres.
 Helena—Helena Tv Inc., 428 N. Main St. W. L. Piehl, pres.
 Kalispell—Northwest Video Inc., Box 21. John R. Penwell, mgr.
 Lewiston—Perfect Tv Inc., Box 638. Paul B. McAdam, pres.
 Livingston—Livingston Community Antenna Assn., Box 691. Paul B. McAdam, pres.
 Miles City—KATL-TV, Box 709. I. A. Elliott, mgr.
 Miles City—Trans-Community Tv Network Inc., 141 S. El Camino Dr., Beverly Hills, Calif. Jerome L. Doff, pres.

NEBRASKA

Falls City—Falls City Tv Distribution System, 614 W. 21st St. Marion L. Boatman, own.
 Scottsbluff—Hilliard Co., Box 660, Scottsbluff. L. L. Hilliard, mgr.
 Shelby—Norwest Radio Cabs. J. R. Stimps, mgr.
 Sidney—Sidney Community Tv Co., 2128 Illinois St. J. E. Collier and Karl O. Kummel, ptnrs.

NEVADA

Reno—Community Antenna Co. Inc., 319 S. Virginia St. Harry W. Lightstone, pres.

NEW HAMPSHIRE

Berlin—Paper City Tv Cable Corp., 1 Green Sq. Richard L. Blais, mgr.
 Keene—Better Tv Inc., 27 Main St. Albert J. Ricci, pres.
 Laconia—Community Tv Corp., 16 Pleasant St. Thomas McIntyre, pres.

NEW JERSEY

Ventnor City—South Jersey Tv Cable Co., 5302 Ventnor Ave. Frederick Seving, pres.

NEW MEXICO

Clovis—Midwest Video Corp., 1425 Main St. H. M. Whington, mgr.
 Farmington—Tower Community Tv Inc., Box 1044. Kelly A. Crawford, pres.
 Hobbs—Hobbs Tv Co., Box 456, 203 E. Dunham, Hobbs. C. H. Sweet, chmn.
 Lovington—Lovington Antenna Co., 717 S. Main St. David R. Worley, pres.
 Tucumcari—Trans-Community Television Network Inc., 141 S. El Camino Drive, Beverly Hills, Calif. Jerome L. Doff, pres. (Closed circuit operation.)

NEW YORK

Bainbridge—Tv Svc., 28 Juliard St.
 Canisteo—Tv Inc., 24 Spruce St. T. F. Sick.
 Cooperstown—Video Co., 70 Main St. Raymond Knistern, own.
 Corning—Community Tv Corp., 135 Bridge St. Charles W. Fribley Jr., pres.
 Delhi—Video Inc., 5 Elm St., Oneonta, N. Y. William J. Calsam, mgr.
 Ellenville—Ulster Co. Trans-Video, 152 Canal St. Norman Tennenbaum, pres.
 Elmira—Video Inc., 500 N. Main St. J. H. Laubach Jr., pres.
 Hornell—Tv Svc. Inc., 164 Main St. Jack E. Pryor, pres.
 Hornell—Ford Walter Tv, 347 Ontario St.
 Ithaca—Ceracche Tv Corp., 518 W. State St. Anthony Ceracche, pres.
 Margaretville—Tel-Viz System. Sheldon A. Birdsall, ptnr.
 Montour Falls—Master Tv Antenna Corp., Elmira Bank & Trust Bldg. Philip Hager, pres.
 Napanoch—Napanoch Tv Service Club Inc., Box 74. W. C. Smith, pres.
 Oneonta—Oneonta Video Inc., 5 Elm St. William J. Calsam, pres.

Port Jervis—Port Video Corp., 32 Ball St. E. J. Trainor, secy.
 Walton—Community Antenna System, Box 177. Jack W. Haverly.
 Watertown—C & H Tv Service Inc., 119 Stone St. C. H. Curtis, pres.
 Woodridge—Woodridge Wired Tv Co., Box 428. David E. Winer.

OHIO

Athens—Tv Cable Co., 11 W. State St. James D. Sinyard, pres.
 Cambridge—Tv Cable Systems, 934 Steubenville Ave. Claude Stevanus, pres.
 Coshocton—Tower Antennas Inc., 620 Main St. Claude Stevanus, pres.
 Dennison—Tv Antenna Systems Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.
 Dover—Tv Antenna System Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.
 Logan—Community Tv Service. Phil A. Henderson & John Ayres, ptnrs.
 Midvale—Tv Antenna System Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.
 Newcomerstown—Tv Cable System, 109 E. Canal St. Harvey J. Ortt, mgr.
 New Philadelphia—Tv Antenna System Inc., 617 Tuscarawas Ave. Charles C. Daker, mgr.
 Shanesville—Tower Antennas Inc., 620 Main St., Coshocton, Ohio.
 Sugarcreek—Tower Antennas Inc., 620 Main St. Coshocton, Ohio. Claude Stevanus, pres.
 Ulrichsville—Tv Antenna System Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.

OKLAHOMA

Ardmore—Vumore Co., Box 986. Larry Boggs, pres.
 Guymon—Guymon Tv, 215 W. Fifth St. Curtis M. Faris and James B. Langston, ptnrs.
 Hobart—Vumore Co., Box 720, Hobart. Harold Hilliard, mgr.

OREGON

Albany—Tv Distributing Corp., Box 36. Chet Wheeler, pres.
 Astoria—Clatsop Tv Co., 1036 Duance St. T. R. Williams, pres.
 Bend—Tv Cable Inc., 734 Franklin Ave. Fred L. Hartman, pres.
 Coos Bay—Bay Tv Co., 250 S. Second St. D. W. Heckathorn, pres.
 Coquille—Community Cable Tv, Box 397. C. M. Hooker, own.
 The Dalles—Tv Co., 409 Union St. Charles A. Phipps, pres.
 DeLake—Lincoln Tv Distributing Co., Box 481. Charles M. Trimble, pres.
 Eugene—Abar Tv Cable Co., Box 906. Ray F. Siegenthaler, ptnr.
 Fossil—Community Tv. Robert Misener.
 Hepner—Tv Inc., Box 587. W. C. Rosewall, pres.
 John Day—John Day-Canyon City Cable Co., W. Main St. Kenneth Scott, ptnr.
 LaGrande—Eastern Oregon Tv Inc., 1310 Jefferson St. Kenneth B. Lockwood, pres.
 Lebanon—Tv Distributing Corp., Box 36 Albany. Chet Wheeler, pres.
 Madras—Rowan's Tv-Radio Svc., 205 N. Fifth St. James P. Rowan.
 Nelscott—Lincoln Tv Distributing Co., Box 481 DeLake, Ore. Charles M. Trimble, pres.
 Pendleton—Community Tv System Inc., 287 S.E. First St. Carroll Courtmier.
 Portland—Trans Video Co. of Oregon, 1220 S.W. Stark St. Wally Matson, pres.
 Reedsport—Trans Video Co. of Oregon, 1220 S.W. Stark St. Wally Matson, pres.
 Roseburg—Umpqua Radio & Tv Inc., 1500 Harvard Ave. J. T. Pierce, pres.
 Taft—Lincoln Tv Distributing Co., Box 481 DeLake, Ore. Charles M. Trimble, pres.
 Wecoma—Lincoln Tv Distributing Co., Box 481, DeLake, Ore. Charles M. Trimble, pres.
 Wheeler—Prickett's Radio & Tv. H. E. Prickett.
 Yachats—Community Tv System, Box 123K. Homer C. Stokes, own.

PENNSYLVANIA

Ashland—Video Co., Box 146. Robert N. Kyler, pres.
 Avis—Charles Tv Cable System. William T. Charles, own.
 Bangor—Clar-O-View Community Tv Inc., 34 Market St. J. Brymer Roberts, pres.
 Bellefonte—Centre Video Corp., 418 W. College Ave., State College, Pa. George L. Haller, pres.
 Berwick—Lee Antenna Co. Inc., 116 E. Front St.
 Bethlehem—Electronic Enterprises Inc., 714 E. Fourth St. James G. Petrakis, pres.
 Bloomsburg—Municipal Tv Corp., 239 Iron St. J. L. Pipa, pres.
 Blossburg—Williamson Road Tv Corp. William S. Rennie Jr.
 Bradford—Tv Cable Co., 129 Main St. Joseph Saricks, pres.

Bradford—Parkway Antenna Co., 304 Odd Fellows Bldg. John DePetro.
 Brandonville—Community Tv Assn.
 Brockway—Tv Inc., 957 Fifth Ave. Fred Edwards, chm.
 Brockton—Schuylkill Valley Trans-Video Corp. Dominic Vitelli, pres.
 Castanea—Susquehanna Valley Tv Corp., 308 N. Grove St., Lock Haven, Pa.
 Carlisle—Mathew's Inc., Box 436.
 Clearfield—Clearfield Tv Inc., 32 N. Second St. Joseph G. Saricks, pres.
 Coudersport—Tv Cable Co., 30 E. Second St. Joseph A. English, pres.
 Cressona—S. L. Tv Corp., 16 Silliman St. G. James A. Seitz, pres.
 Easton—Clear-Pic Electronics Inc., 632 Northampton St. Maxwell S. Flitter, pres.
 Elizabethtown—Lykens Valley Tv Co. R. L. Weaver.
 Everett—Tv Corp., Center & Foundry Sts. Wm. E. Coote, pres.
 Flemington—Susquehanna Valley Tv Corp., 308 N. Grove St., Lock Haven, Pa.
 Galeton—Tv Antenna Inc., 11 Main St. Beno E. Kramer, pres.
 Hamburg—Tire Co., Box 49. D. H. Schoener, own.
 Harrisburg—Perfect Tv Inc., 263 Reilly St. Eli Kramer.
 Hazleton—Mountain City Tv Co., 86 N. Wyoming St. Fred Corraale, pres.
 Herndon—Pike's Peak Tv Assn., Box 1043.
 Honesdale—Tv Service, 1133 Main St. Henry W. Kalinowski, own.
 Isabella—Community Antenna Co., Box 121. F. J. Beachley, mgr.
 Jersey Shore—Hardt's Video Service, 942 Allegheny St. Fred W. Hardt.
 Johnsonburg—Community Tv Inc., Box 417. Ray Nelson, pres.
 Lansford—Panther Valley Tv Co. Inc., 23-25 W. Ridge St. Robert J. Tarlton, pres.
 Lehighton—Lehigh Trans-Video Corp., 235 N. First St. Joseph J. Humphries, pres.
 Lewistown—Pennwire Tv Co., 16 S. Dorcas St. C. F. Gardner Jr., pres.
 Lock Haven—Susquehanna Valley Tv Corp., 308 N. Grove St. Dale W. Allen, pres.
 Lykens—Tv Extension Co., 582 Main St. Max E. Miller, pres.
 Mansfield—Tyco Tv Co., 50 W. Wellsboro St. Byron A. and Homer F. Neal, owns.
 Mauch Chunk—Tv Svc. Co., 235 N. First St., Lehighton, Pa. Joseph J. Humphries, pres.
 Mahanoy City—City Tv Corp., 100 W. Pine St. Anthony P. McLaughlin, pres.
 Mahanoy City—Svc. Electric Co., Main & Pine Sts. John Waisonvich, own.
 Meadville—Master Antenna Inc., 870 Market St. George J. Barco, pres.
 Meyersdale—Kirchner Tv Co., 111 Keystone St. Robert Kirchner, pres.
 Millersburg—Tv Co., Box 66. Fred R. Helwig, pres.
 Minersville—Tv Corp., 305 Sunbury St. Francis E. Moser, pres.
 Montgomery—Video Corp., 6 N. Main St. Francis Heinbach, pres.
 Mt. Carmel—Pyrofax Gas Co., Second & Oak Sts.
 Mt. Union—Antenna Co., 11 S. Division St. Fred B. Appleby, pres.
 Nesquehoning—Electronics Inc., 28 W. Catawissa St. Frank Mitchell, pres.
 Newport—Tv Co., 26 N. Second St. Henry O. Shiffer, pres.
 Oil City—Tv Cable Co., 4 State St. Bruno A. Orellick, pres.
 Palmerton—Tv Signal Corp., 465 Delaware Ave. C. E. Reinhard, pres.
 Pine Grove—Tv Cable Svc., 19 W. Pottsville St.
 Pottsville—Trans-Video Corp., Second & Laurel Sts. M. F. Malarkey Jr., pres.
 Pottsville—Wire Tele-View Corp., 428 E. Norwegian St. Clarence E. Schoffstall, pres.
 Renovo—Greater Renovo Tv Corp., Swain Bldg. John P. Rathmell, pres.
 Ridgeway—Tv Co., 119 N. Broad St. R. C. Possinger, mgr.
 Schuylkill Haven—Trans-Video Corp., 101 E. Main St. Amos M. Strause, pres.
 Selinsgrove—River Tv Corp., 19 S. Market St.
 Shamokin—Eastern Penn. Relay Stations Inc., 313 N. Shamokin St.
 Shamokin—Tv Extension Corp., 715 W. Walnut St. Fred Bowes, pres.
 Sheffield—South Side Tv Assn. F. F. Feidler Jr., pres.
 Shenandoah—She-Heights Tv Assoc. Inc., 9 W. Coal St. Frank Brophy, pres.
 Shickshinny—Tv Corp., 10 Main St.
 Slatington—Kerns' Electric & Tv Antenna Inc., 619 Main St. Lawrence J. Kern, pres.
 Smethport—Palmer Electric Co., 215 W. Main St. R. K. Palmer, own.
 St. Clair—Tv Co., 15 S. Second St. John S. Warner, mgr.
 State College—Centre Video Corp., 418 W. College Ave. George L. Haller, pres.
 Stroudsburg—Pocono Tv Relay Inc., 155 Broad St. John M. Price, pres.

Sunbury—B.K.P. Tv Systems Inc., 108 S. Tenth St. John J. Barni Jr., pres.
 Tamaqua—Tv Inc., 109 E. Broad St. Ben P. Houser, pres.
 Titusville—Cable Co., 214 W. Main St. A. D. Carlson, pres.
 Warren—Tv Corp., 4-3 Laurel St. Robert E. Dunham, pres.
 Warren—West Side Tv Corp., 1405 Pennsylvania Ave. (West). Angelo Juliano, pres.
 Wellsboro—West End Tv Cable System, 11 Central Ave. Chester Pierce, own.
 Westfield—Community Antenna Assn., c/o Eberle Tanning Co.
 Williamsport—Cole Tv, 88 Cottage Ave. H. L. Cole.
 Williamsport—West Branch Tv Svcs. Inc., 439 William St. Otto L. Stradley, mgr.
 Williamsport—Tv Cable Corp., 450 William St. Clive Runnells, pres.
 Williamsport—Lycoming Tv Corp., 1428 W. Southern Ave. Francis W. Heinbach, pres.
 Wilkes-Barre—Teleservice Co. of Wyoming Valley, 153 S. Main St. George F. Gardner, pres.
 Youngsville—Tv Corp., 140 W. Main St. Rex E. Young, pres.

SOUTH DAKOTA

Mitchell—Palace Tv Co., 109 E. Second Ave. Allen C. Harmes, own.

TENNESSEE

Blountville—J. W. Adams Co.
 Copperhill—E. R. Lewis Tv Co., Box 635. E. R. Lewis, own.
 Johnson City—Huntsman Tv Cable Co. R. M. Huntsman.
 Kingsport—Tv Cable Corp., 137 E. New St. W. Kyle Huddle, pres.

TEXAS

Brady—Tv Enterprises, 115 N. Church St. John P. Threadgille, own.
 Breckenridge—Tv Distributing Co. Don B. Crenshaw, pres.
 Del Rio—Television Cable Corp., 115 W. Losoya St. Robert Cauthorn, pres.
 Denison—Better Tv Inc, 409 S. Mirick. Charles F. Johnson, pres.
 Gatesville—Cable Vision Co., 507 S. Sixth St. Louis Bone and Ewell Swift, ptrns.
 Graham—Tv Distributing Co., 610 Oak St. William Brown Walker, own.
 Jacksonville—Tv Cable Svc. Inc., 549 E. Rust St. B. M. Frazer, Jack Owens, C. E. Owens, co-own.
 Madisonville—Cable Corp. Lee Green.
 Mineral Wells—Community Aerial System, 304 N. Oak. John Campbell, own.
 Ozama—Tv System, Box 278. W. E. White, ptrn.
 Paducah—Tv Signal Svc. Co., Box 507. V. L. Hutchison, pres.
 Palestine—Clearview Cable Corp., 207 W. Crawford. Ray Barnes, vp.
 Sherman—Televue Products Co., 325 W. Houston St. O. P. Leonard Jr., pres.
 Sonora—Tv Service Co., Box 5655. Edwin E. Sawyer, pres.
 Sulphur Springs—Tv Cable System, 127 Jefferson St. Robert M. Rogers, pres.
 Tyler—Tv Inc., 317 N. Boardway. C. H. Flynn, pres.
 Uvalde—Tv Cable Corp., 22 N. Getty St. Benjamin J. Conroy Jr., pres.
 Van Horn—Cable Co. J. H. Benton, own.
 Victoria—Tele-Cable Corp., 2006 Houston Hwy.
 Wellington—Vumore Co., Box 192. Larry Boggs, pres.

UTAH

Castle Gate—Tv Inc. Thomas Bendall, pres.
 Cedar City—Trans-Community Tv Network Inc., 141 S. El Camino Dr., Beverly Hills, Calif. Jerome L. Doff, pres. (Closed circuit operation.)
 Moab—Trans-Community Tv Network Inc., 141 S. El Camino Dr., Beverly Hills, Calif. Jerome L. Doff, pres. (Closed circuit operation.)
 Price—Vetere Perfect Tv Channel. Loius Vetere.
 Salt Lake City—Sevier Tv Signal Distributing Co., 2183 Berkeley St. T. Collins Jackson.
 Sunnyside—Miners Trading Post. Oscar Carlson Jr., pres.

VERMONT

Barre—Vermont Tv Inc., 61 N. Main St. Leo Sanguinette.
 Bellows Falls—Cable Corp., 105 Rockingham St. George R. Story, pres.
 Burlington—Green Mt. Tv Corp., 187 Church St. Richard A. Snelling, mgr.
 Ludlow—Okemo Vue Inc., 41 Depot St. V. W. Jarvi, pres.

Montpelier—Community Tv Inc., 24 Langdon St. Eugene Kramer, pres.
 Santons River—Community Tv System.
 Springfield—Young's Community Tv Corp., 201 Union St. S. R. Young, pres.
 St. Johnsbury—Community Tv Inc., 1 Southard St. Eugene F. Ellingwood, pres.
 Windsor—Community Antenna Corp., 113 Main St. S. R. Young, pres.

VIRGINIA

Grundy—Grundy Tv Co. Barnes B. Rife.
 Harrison—Trans-Video Corp., 14 Graham St. M. F. Malarkey Jr., pres.
 Marion—Marion Tv Service Co., 515 S. Church St. E. M. Monroe, mgr.
 Staunton—Staunton Video Corp., 27 Middlebrook Ave. W. Randolph Tucker, pres.

WASHINGTON

Aberdeen—Harbor Tv Corp., 208 S. "H" St. Bergen, pres.
 Chehalis—KELA Tv Inc., Box 827. Joe Chytil, pres.
 Chelan—Antenna Svc. Emory Weimer, mgr.
 Cle Elum—Casassa Bros., 216 Penn. Ave. Don Casassa.
 Colville—Video Inc., 151 N. Main St. August Schwartz, pres.
 Coulee Dam—Tv Assn., 613 Aspen St. George Curtis, pres.
 Dayton—Touchet Valley Tv Inc. B. H. Klingenstein, pres.
 Ellensburg—Ellensburg-Jerrold Tv Cable Corp., 505 Pearl St. N. John C. Sorenson, mgr.
 Ephrata—Empire Tv Inc., 101 "B" St., N.W. Harold Catlow, pres.
 Everett—Tv Cable Inc., 2501 Broadway, Eldon A. Root, pres.
 Kennewick—Tri-City Tv Svc., 432 Avenue "C". R. S. McCaw, pres.
 Lind—Tv Svc. Inc. John Shimek, pres.
 Moses Lake—Tv Inc., 205 W. Ash St. D. W. Heckathorn, pres.
 Okanogan—Valley Tv Cable Co., Box 537, Tonasket, Wash. Melvin Rothrock, pres.
 Omak—Valley Tv Cable Co., Box 537, Tonasket, Wash. Melvin Rothrock, pres.
 Pomeroy—Christiansen-Rauch Co.
 Pullman—Williams Tv Cable & Appliances, 301 Paradise.
 Raymond—Powell's Radio Electric & Tv, 301 Duryea St.
 Richland—Tv Cable Corp., 503 Lee Blvd. Charles E. Brown, pres.
 Seattle—Holert Electronics Inc., 2300 W. Spokane St.
 Seattle—Master Tv Antenna Systems Inc., 4C20 Forty-ninth St., S. Fred Nelson, pres.
 Soap Lake—Tv Inc., Box 758. John L. McNamara, pres.
 Sumas—Town of Sumas Tv Dept., Box 283.
 Sunnyside—Harrie's Tv, Sixth & Edison. Harrie D. Whatley, own.
 Tonasket—Valley Tv Cable Co., Box 537. Melvin Rothrock, pres.
 Walla Walla—Blue Mts. Tv Cable Corp., 34 S. Colville. Charles E. Brown, pres.
 Washtunja—Snyder Electric Co. W. E. Snyder, own.
 Waterville—Clements Tv. Charles E. Clements, pres.
 Wenatchee—Consolidated Tv Cable Corp., 110 S. Mission St. Charles E. Brown, pres.
 Wishram—Tv Co. Raymond Coffield.

WEST VIRGINIA

Bluefield—Tv Cable Corp., 616 Federal St. W. Randolph Tucker, pres.
 Burnsville—Marlington Cable Co. J. L. Stalnaker, pres.
 Cameron—Haines Radio & Tv.
 Caretta—Olga Coal Co., Coalwood, W. Va. E. Easterling, mgr.
 Chesapeake—Chesapeake Water & Light Co.
 Clarksburg—Tv Cable Corp., 231 S. Third St. W. Randolph Tucker.
 Coalwood—Olga Coal Co.
 East Gulf—C. H. Meade Coal Co.
 East Wheeling—Antenna System.
 Elkins—Tygart Valley Cable Corp., 200 Davis Ave. Ralph S. Sheplar, pres.
 Fairmont—Tv Cable Corp., 217 Fairmont Ave. W. Randolph Tucker, pres.
 Follansbee—Alco Radio & Supply, 774 Main St. Lee Cocco.
 Glendale—Glen-Tenna, c/o Daily Echo, Moundsville, W. Va. Z. A. Zainoon, pres.
 Glenwood—Paul Teufel.
 Hinton—Tv Corp. James V. Coste, pres.
 Keyser—Tv Co., 51 N. Main St. A. T. Patrick, vp.
 Man—Durfee's Inc., Box 85. C. O. Erickson, pres.

Moundsville—Clear Tv Inc., Box 369. Sam Shaw, own.
 Mullens—Tv Cable Svc., 219 Moran Ave. DeForrest Lilly, own.
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 Paden City—Antenna System.
 Petersburg—Oates Tv Svc., 207 N. Main St. O. R. Oates, mgr.
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 War—Tv Antenna Svc. Inc., Box 386. L. W. Coffey, pres.
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 Williamson—Tv Corp., Box 1348. Jack Gates, mgr.

WISCONSIN

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March 15, 1927—November 24, 1927 (Deceased)
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March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934 (Deceased)
Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas
November 1, 1927—January 31, 1929
Harold A. Lafount, Utah
November 14, 1927—July 10, 1934 (Deceased)
Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932 (Deceased)
General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
William D. L. Starbuck, New York
May 2, 1929—February 23, 1934 (Deceased)
Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)
James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

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Federal Communications Commission
Hampson Gary, Texas
July 11, 1934—December 24, 1934 (Deceased)
Anning S. Prall, 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)

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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, 1945
James Lawrence Fly, Texas
September 1, 1939—November 13, 1944
William H. Wills, Vermont
July 1, 1945—March 6, 1946 (Deceased)
Paul A. Porter, Kentucky
December 21, 1944—February 25, 1946
Charles R. Denny Jr., District of Columbia
March 30, 1945—October 31, 1947
Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947
Ray C. Wakefield, California
March 22, 1941—June 30, 1947 (Deceased)
Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948
Albert Wayne Coy, Indiana
December 29, 1947—February 21, 1952
Robert Franklin Jones, Ohio
September 5, 1947—September 19, 1952
Eugene H. Merrill, Utah
October 14, 1952—April 15, 1953 (Recess Appointee)
Paul Atlee Walker, Oklahoma
July 11, 1934—June 30, 1953
George Edward Sterling, Maine
January 2, 1948—September 30, 1954
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July 6, 1948—June 30, 1955
Edward Mount Webster, Washington, D. C.
April 10, 1947—June 30, 1956

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National Institutes of Health, Bethesda 14, Md.; Tel.: Oliver 6-4000; Jack Fletcher (Information Officer).

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

Attorney General: Herbert Brownell Jr.; Deputy Attorney General: William P. Rogers; Assistant Attorneys General: Charles K. Rice (Tax Div.), Stanley N. Barnes (Antitrust Div.), Warren Olney III (Criminal Div.), George Cochran Doub (Civil Div.), Perry W. Morton (Lands Div.), J. Lee Rankin (Office of Legal Counsel), William F. Tompkins (Internal Security Div.); Solicitor General, Simon E. Sobeloff.

Office of Public Information: Director, G. Frederick Mullen. Assistant Director, Robert M. Grannis.

DEPT. OF LABOR 14th & Constitution Ave., N. W. Tel.: Executive 3-2420

Secretary: James P. Mitchell.
Office of Public Information: Director, George C. Lodge.

DEPT. OF STATE 21st and Virginia Ave., N. W. Tel.: Republic 7-5600

Secretary: John Foster Dulles; Under Secretary of State, Herbert Hoover Jr.; Deputy Under Secretary for Administration, Loy W. Henderson; Deputy Undersecretary, Robert Murphy.

Assistant Secretary of State for Public Affairs: Carl W. McArdie; Chief, News Div.: Margaret J. Hallden.

Assistant Chief: Lincoln White.

Radio-TV Branch: Chief, David J. Waters.

Telecommunications Division: Chief, Francis ColdeWolf; Assistant Chief, John S. Cross; Chief, Safety Services, International Wire Communications and Foreign Broadcasting Branch, Arthur Lebel; Assistant to the Chief, Helen Kelly.

DEPT. OF TREASURY Tel.: Executive 3-6400

Secretary: George M. Humphrey.

(U. S. Savings Bond Division) (Ext. 5242)

National Director: John R. Buckley.

Advertising & Promotion Branch: Director, Edmund J. Linehan.

Advertising Section: Manager, Harold Boyer (radio and television).

Public Information Section: Public Information Officer, Robert W. Reese.

ATOMIC ENERGY COMMISSION 1901 Constitution Ave., N. W. Tel.: Sterling 3-8000

Chairman: Lewis L. Strauss.

Division of Information Services: Director, Morse Salisbury; Deputy Director, Shelby Thompson; Chief, Assistant Director for Public Information Service, Rodney L. Southwick. Radio-Visual Branch, Chief, Charter Heslep.

FEDERAL CIVIL DEFENSE ADMINISTRATION Battle Creek, Mich. Telephone: Woodward 2-6511 (Battle Creek)

Administrator: Val Peterson.

Attack Warning Division: Director Harry E. Roderick.

Federal Communications Division: Director, W. A. LaRue.

Warning & Communications Office: Director, Alfred P. Miller.

Public Affairs Office: Director, Edward B. Lyman; Audio-Visual Division, Acting Director, Nat S. Linden; Radio-TV Branch, Chief, Nathan P. Colwell; Motion Picture Branch, Chief, Martin Lobdell; Press & Editorial Branch, Director, J. Shirley Hurst.

Washington, D. C. Office GSA Bldg., 19th & E Sts., N. W. Tel.: Executive 3-0994

Public Affairs: Director, Harvey L. Mott.

FEDERAL TRADE COMMISSION 6th St. & Pennsylvania Ave., N. W. Tel.: Executive 3-6800

Members: Chairman, John W. Gwynne; Lowell B. Mason, Robert T. Secrest, Sigurd Anderson, William C. Kern.

Bureau of Litigation: Director, Joseph E. Sheehy. Bureau of Consultation: Director, Charles E. Grandey.

Bureau of Economics: Director, Simon Newcomb Whitney.

Bureau of Investigation: Director, Harry A. Babcock.

Legal Adviser to Chairman: Leslie S. Miller.

General Counsel: Earl W. Kintner.

Office of Public Information: Director, Seymour F. Stowe.

NATIONAL LABOR RELATIONS BOARD 3rd & C Sts., S. W. Tel.: Sterling 3-7373

Members: Chairman, Boyd Leedom; Philip Ray Rodgers, Abe Murdock, Ivar H. Peterson, Stephen S. Bean.

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

U. S. INFORMATION AGENCY 1778 Pennsylvania Ave., N. W. Tel.: Republic 7-8340

Director: Theodore C. Streibert; Deputy Director, Abbott Washburn; Special Assistant to the Director, John Voorhees; Chief, Public Information Staff, Sidney Fine; Broadcasting Service (Voice of America), Assistant Director for Broadcasting, John R. Poppele; Deputy Assistant Director for Broadcasting, Robert E. Button; Chief, Press Service, Leland S. Briggs; Chief, Motion Picture Service, Turner B. Shelton; Chief, Information Center Service, Dr. Franklin Burdette; Chief, Private Enterprise Co-operation Staff, Conger Reynolds.

GROUP OWNERSHIP OF BROADCAST STATIONS IN THE UNITED STATES

Note: Unless otherwise noted first station listed is headquarters.

ABC STATIONS—WABC-AM-FM-TV New York, WLS (50%) and WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit. Represented nationally by John Blair & Co., and Blair-TV, except KABC-AM-TV which are represented by Katz Agency.

AIR TRAILS NETWORK STATIONS (Charles Sawyer)—WING Dayton, WCOL-AM-FM Columbus, WIZE Springfield (52%), all Ohio, and WKLO-AM-TV Louisville, both Kentucky.

ALFORD, SMITH, BRADY STATIONS—WMDK Hazelhurst and WAPF McComb, both Miss., and WABL Amite, La. Louis Alford, Albert M. Smith, Phillip Brady.

W. GORDON ALLEN STATIONS—KCAL Lebanon (60%), KGAE Salem (66%), both Oregon; KTIK Seattle and KBAM Longview (50%), both Washington. Headquarters: KGAE Salem, Ore.

EMIL J. ARNOLD STATIONS—WALT Tampa and WMFJ Daytona Beach, both Fla., and WINN Louisville, Ky. (all 50% interest). Associated in owner-

ship of WALT with Robert Wasdon, Jack Siegel and Charles Baskerville, each owning 16 2/3%; in WMFJ with Messrs. Wasdon and Siegel, each owning 25%; in WINN with Messrs. Wasdon, Siegel and Glenn Harmon, each owning 16 2/3%.

GENE AUTRY STATIONS—KOOL-AM-TV Phoenix (55.38%), KOPO-AM-TV Tucson (48%), Ariz., KMPC Los Angeles (51%) and KSFO San Francisco (50%). (with Robert O. Reynolds) pending FCC approval.

CY N. BAHAKEL STATIONS—WRIS Roanoke, Va., WKOZ Kosciusko, WABG Greenwood, Miss.; WPLH Huntington, W. Va.; WKIN Kingsport, Tenn., WWOD-AM-FM Lynchburg, Va., and WLBK-AM-FM Bowling Green, Ky.

H. & E. BALABAN CORP. STATIONS—WTVO (TV) Rockford, Ill. (50%); WICS (TV) Springfield, Ill. 50%. Purchase of WMCN (TV) Grand Rapids, Mich., pending FCC approval.

BARTELL STATIONS—WMTV (TV) Madison, WOKY Milwaukee, and WAPL Appelton, all Wis. WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; KRUX Phoenix, Ariz. Gerald A. Bartell, president.

J. PATRICK BEACON STATIONS—WJPB-TV Fairmont, W. Va.; WBUT-AM-FM Butler, Pa.; WETZ New Martinsville, W. Va. (5%); and WCTS Fairmont, W. Va. (5%).

BELLINGER-TOWNSEND-KEMPNER STATIONS—WVMC Mt. Carmel, WIZZ Streator, and WRAM Monmouth (30%), all Ill.; KCLO Leavenworth, Kan. (90%); WKTY (TV) Owensboro, Ky. Stephen P. Bellingier, Ben H. and Joel W. Townsend, Morris S. Kempner.

BFR STATIONS—KELO-AM-TV Sioux Falls, KDLO-TV Florence, both S. D.; WLWL Minneapolis, Minn., and 10% of WRFW Eau Claire, Wis. N. L. Bentson, Joseph L. Floyd, Edmund R. Ruben.

BOOTH STATIONS—WJLB, WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, WIBM Jackson, all Michigan, WJVA South Bend, Ind. Purchase of WTOD, WTRT (FM) Toledo, Ohio, pending FCC approval. John L. Booth.

BRANCH-FISH STATIONS—KBBA Benton, Ark.; KBEC Waxahachie, Tex.; KBSF Springhill, La. James B. Branch and Roy M. Fish.

KENYON BROWN STATIONS—KWFT Wichita Falls, and KLYN Amarillo, both Tex.; KANS Wichita, Kan. (50%) KBYE Oklahoma City (49%) and KGLC Miami (33 $\frac{1}{3}$ %), both Okla., and KFEQ-AM-TV St. Joseph, Mo. (33 $\frac{1}{3}$ %).

BROWN SCHOOLS STATIONS—KOME, Tulsa; KGER, Long Beach, Calif.; KUOA-AM-FM, Siloam Springs, Ark. John E. Brown Jr., president; Clinton Fowler, executive vice president.

CALIFORNIA RADIO NETWORK—KPRO Riverside-San Bernardino, KROP Brawley-El Centro, KREO Indio-Palm Springs, KYOR Blythe, all Calif. Dale R. Peterson, director of operations.

T. K. CASSELL & ASSOC. STATIONS—WTVE (TV) Elmira, and WTKO Ithaca, both N. Y.; WDBF Delray, Fla.; WCHA-AM-FM Chambersburg, and WATS Sayre, both Pa.; WOND Pleasantville, N. J.

CASCADE BROADCASTING CO. STATIONS—KIMA-AM-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, KWIE Kennewick (40%), all Washington, and KLEW-TV Lewiston, Ida.

CBS OWNED AND MANAGED STATIONS—WCBS-AM-FM-TV New York, KNX-AM-FM, KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEI-AM-FM Boston and WXIX (TV) Milwaukee. Purchase of WGTH-TV Hartford, Conn., pending FCC approval. All represented nationally by CBS Spot Sales.

CHANTICLEER BROADCASTING CO. STATIONS—WCTC-AM-FM New Brunswick, N. J.; WIRA Ft. Pierce, Fla.; WTTB Vero Beach, Fla. (40%).

L. H. CHRISTIAN & C. A. McCLURE STATIONS—WRFC Athens, WCHK Canton and WGBA Columbus, all Ga.

CHRONICLE PUBLISHING CO. STATIONS—KRON-TV San Francisco, KBAK-TV Bakersfield, Calif.

CLEARFIELD BROADCASTERS—WCPA Clearfield, WAKU Latrobe and WDAD Indiana (52%), all Pa., and WJCM Sebring, Fla.

JOSEPH K. CLOSE STATIONS—WKNE-AM-TV Keene, N. H., and WKNY-AM-TV Kingston, N. Y. (51%).

COGGINS-OSBORNE STATIONS—WBCU Union and WAGS Bishopville, S. C. Mr. Coggins also owns WKOK Newberry, S. C. James F. Coggins and Edward L. B. Osborne.

COMMUNITY SERVICE NETWORK STATIONS—KVOB Denver, KRAI Craig, KSLV Monte Vista, KUBC Montrose-Delta, all Colo. George O. Cory, president.

BOARD OF EDUCATION, STATE OF CONN.—WCTB (TV) Bridgeport, WEDH (TV) Hartford, WCTN (TV) Norwich, Conn.

CONSOLIDATED TELEVISION & RADIO BROADCASTERS INC. STATIONS (H. M. Bitner)—WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WDFD Flint, both Mich., and WTCN-AM-TV Minneapolis. Sale to Crowell-Collier Pub. Co. pending.

CORP. OF PRESIDENT, CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS (Mormon Church)—KSL-AM-FM-TV Salt Lake City (63.5%), KID-AM-TV Idaho Falls, Idaho (31.78%), KGMB-AM-TV Honolulu (6.73%), KSUB Cedar City, Utah (60%), KBOI Boise, Ida. (4.24%).

COWLES STATIONS—KRNT Des Moines, KVTV (TV) Sioux City, both Iowa; WNAX-TV Yankton, S. D., owned and operated by Cowles Broadcasting Co.; KRNT-TV Des Moines, Iowa, owned and operated by KRNT-TV Co. (60% owned by Cowles Broadcasting Co.; 40% by Murphy Broadcasting Co.); WCCO-AM-TV Minneapolis, Minn. (47% owned through Minneapolis Star and Tribune Co.); KTVH (TV) Hutchinson (Wichita), Kan. (80% owned through Minneapolis Star and Tribune Co.).

JAMES M. COX STATIONS—WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WCKR-WCKT (TV) Miami, Fla. (42.5%). Headquarters: Atlanta. James M. Cox Jr., president; J. Leonard Reinsch, executive director.

ED CRANEY STATIONS—KXLF-AM-TV Butte, KXLJ Helena, KXLQ Bozeman, KXLL Missoula, KXLK, Great Falls, all Mont.

CROSLY BROADCASTING CORP. (subsidiary of Aveo Mfg. Co.)—WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWA (TV) Atlanta, Ga. Robert E. Dunville, president (Cincinnati).

F. L. CROWDER STATIONS—WHBT Harriman, WDEH Sweetwater, and (NEW) Livingston, all Tenn.

CURTIS RADIOCASTING CORP. STATIONS—WGBF, WMLL (FM) Evansville, WBOW-AM-FM Terre Haute, both Ind.; WTMV East St. Louis, Ill.

GEORGIA M. DAVIDSON-WALTER E. WAGSTAFF STATIONS—KIDO-AM-TV Boise and 60% of KHTV (TV) Twin Falls, both Idaho. **VIC DIEHM ASSOC. STATIONS**—WVDA Boston; WAZL-AM-FM-TV, Hazleton, Pa.; WIDE Biddeford, Maine; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa.

R. H. DREWRY STATIONS—KSWO-AM-TV Lawton, KGWA Enid, KRHD Duncan, Okla., KMID-TV Midland, Tex.

DuMONT BCSTG. STATIONS—WABD (TV) New York, WTTG (TV) Washington. Both represented by Paul H. Raymer Co.

ERNST STATIONS—KWOR Worland, KWRL River-ton, KRTR Thermopolis, all Wyoming. Joseph P. and Mildred V. Ernst.

JOHN E. FETZER STATIONS—WKZO-AM-TV Kalamazoo, Mich.; KOLN-TV Lincoln, Neb.; WJEF-AM-FM Grand Rapids, Mich., and WMBD-AM-FM Peoria, Ill. (33 $\frac{1}{3}$ %).

FISHER STATIONS—KVAL-TV Eugene (26.6%), KPIC-TV Roseburg (13.3%), KUMA Pendleton, KIHRR Hood River, KDLS The Dalles, all Ore., and KAGT Anacortes, Wash. C. H. and Edna E. Fisher.

WILLIAM C. FORREST STATIONS—WIBU Poynette; WWCF (FM) Baraboo, and WRDB Reedsburg, all Wisconsin.

FOUNDERS CORP. STATIONS—KPOA Honolulu; WFBL Syracuse N. Y.; WTAC Flint, Mich.; 50% of KTVR (TV) Denver. John M. Shaheen, president.

FRIENDLY GROUP—WSTV-AM-FM-TV Steubenville, Ohio; WFPG-AM-TV Atlantic City, N. J.; WPIT Pittsburgh, Pa.; WBMS Boston, Mass. John J. Laux, managing director.

FRONTIER BROADCASTING CO. STATIONS—KFBC-AM-TV Cheyenne, KRAL Rawlins, KVRB Rock Springs (45.4%), all Wyoming, and KSTF (TV) Scottsbluff, Neb. Bill Grove, general manager, is majority owner of KSID Sidney, Neb.

J. A. GALLIMORE STATIONS—WSNW-AM-FM Seneca, WSSC Sumter, WBAW Barnwell, WPFD Darlington, all South Carolina; WLFA Lafayette, Ga.

THEODORE R. GAMBLE STATIONS—KOIN-AM-FM-TV Portland, Ore. (26.1%), KOMO-TV Seattle (30%).

GANNETT NEWSPAPERS STATIONS—WHEC-AM-TV Rochester, N. Y.; WENY Elmira, N. Y.; WDAN-AM-TV Danville, Ill.; WHDL Olean, N. Y. (minority). All holdings through newspapers. Headquarters: Rochester, N. Y. Frank E. Tripp, chairman; Paul Miller, executive vice president; Lynn N. Bitner, general manager; C. Glover DeLaney, managing director, radio group.

GILA BCTG. CO. STATIONS—KCKY Coolidge, KWJB Globe, KGLU Safford, KVNC Winslow, KCLF Clifton, all Arizona. Lewis F. Long, president.

A. L. GLASMANN STATIONS—KIMN Denver, KUTV (TV) Salt Lake City (51%) and KLO Ogden, both Utah; KLIX-AM-TV Twin Falls and KGEM Boise, both Idaho, and KMON Great Falls, Mont. Mr. and Mrs. George C. Hatch (Mrs. Hatch is Mr. Glasmann's daughter) own KALL Salt Lake City, 15% of KUTV (TV) Salt Lake City, and 67% of KOPR Butte, Mont.

CARY L. GRAHAM STATIONS—WETO Gadsden, WANA Anniston, WPID Piedmont, all Alabama.

GRANITE STATE BROADCASTING CO. STATIONS—WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSJ Hanover-Lebanon, WTSN Dover, all New Hampshire. Headquarters: 155 Front St., Manchester, N. H. W. J. Barkley, president; W. F. Rust Jr., treasurer; Ralph Gottlieb, gen. mgr.

AGNES JANE REEVES GREER STATIONS—WAJR Morgantown, W. Va.; WJER Dover, Ohio, and WKJF-FM-TV Pittsburgh, Pa.

JOHN T. GRIFFIN STATIONS—KTVX (TV) Muskogee-Tulsa, Okla.; KATV (TV) Pine Bluff-Little Rock, Ark.; KWTV (TV) Oklahoma City (50%), KTUL Tulsa, KOMA Oklahoma City, and KFPW-AM-FM Fort Smith, Ark.

HAWAIIAN BROADCASTING SYSTEM STATIONS—KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo KMAU (TV) Walluku, all T.H.

JACK W. HAWKINS & BARNEY H. HUBBS STATIONS—KIUN Pecos, Tex., KVFC Cortez, Colo., KVLFF Alpine (60%), KCMR McCamey (80%), and KRIG Odessa (50%), all Texas.

HEARST STATIONS—WBAL-AM-TV Baltimore; WISN-AM-TV Milwaukee; WCAE, Pittsburgh. WBAL and WISN licensed to Hearst Corp. WCAE licensed to WCAE Inc. D. L. Provost, vice president and general manager for radio and television, Hearst Corp. Leonard Kapner, president, WCAE Inc.

R. B. HELMS STATIONS—WHLN Harlan and WCPM Cumberland, both Ky.; WNVA Norton and WBLU Salem (50%), both Va., and WCLE Cleveland, Tenn. (25%).

OSCAR C. HIRSCH STATIONS—WKRO Cairo and WHCO Sparta, Ill.; KFVS-AM-TV Cape Girardeau, Mo.; KFMO Flat River, Mo., and minority interest in KSIM Sikeston, Mo.

HOLT STATIONS—WHXY Bogalusa, La.; WHNY McComb and WHSY Hattiesburg, both Miss. Charles W. Holt.

BIRNEY IMES JR. STATIONS—WCBI, WCBI-TV Columbus, WMOX, Meridian, WELO Tupelo, WNAG Granada, all Mississippi.

JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBT and WBTW (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.; 16 $\frac{2}{3}$ % interest in WFMV-TV Greensboro, N. C.

WILLIAM F. JOHNS FAMILY STATIONS—KMNS Sioux City, Iowa; WOSH-AM-TV Oshkosh, Wis.; WMIN-AM-FM St. Paul, Minn. William F. Johns Sr. and Jr. Senior Mr. Johns also owns 9% of WSPT Stevens Point, Wis.

V. P. KENWORTHY STATIONS—KODL The Dalles, KWRC Pendleton, KEOR Enterprise, all Ore.; KPKW Pasco, Wash. (all 50%).

KERR-McGEE STATIONS—WEEK-AM-TV Peoria, Ill., and 50% of KVOO-TV Tulsa, Okla. Sen. Robert S. Kerr and D. A. McGee.

ELMO P. KITTS, E. P. AND ALPHA MARTIN, JOHN A. BRANCH AND JOHN D. GOFF STATION—WEBK Tampa, WDCF Dade City and WPRY Perry, all Fla.

JOHN W. KLUGE STATIONS—WILY Pittsburgh, Pa. (88%); WKDA Nashville, Tenn. (73%); KXLW St. Louis, Mo. (70%); WLOF Orlando, Fla. (50% with wife and brother-in-law); WGAY Silver Spring, Md. (70%).

JOHN S. KNIGHT STATIONS—WIND-AM-TV Chicago (27.7%), WAKR-AM-FM-TV Akron, Ohio (45%), and WQAM-AM-FM Miami, Fla. (being sold as part of Knight 42.5% interest in WCKR-WCKT (TV) Miami).

KNORR STATIONS—WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WKHM Jackson and WSAM-AM-FM Saginaw, all Mich. Fred A. Knorr, president and general manager.

KYLE-CORGILL-TRUDEAU STATIONS—WRNY Rochester, WABY Albany and WPDM Potsdam, all New York. Mr. Kyle also owns 15% of WNDR Syracuse, N. Y. David A. Kyle, Donald A. Corgill and Edward L. Trudeau.

GROUP OWNERSHIP

CHARLES W. LAMAR STATIONS—WPFA-TV Pensacola, Fla.; 41.88% of KTAG-TV Lake Charles, La.

EDWARD LAMB ENTERPRISES INC.—WIKK and WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTOP and WTRT (FM) Toledo, Ohio; WOOO-AM-FM Orlando, Fla. Note: Sale of WTOP and WTRT to Booth Radio & TV Stations Inc. pending FCC approval. Headquarters: 500 Edward Lamb Bldg., Toledo, Ohio. Washington office: 605 Southern Bldg. Edward Lamb, president; J. Howard McGrath, executive vice president and general counsel; Frank Oswald, vice president.

T. B. LANFORD STATIONS—KALB-AM-TV Alexandria, La. (100%); KPLC-AM-TV Lake Charles, La. (33⅓%); KRMD-AM-FM Shreveport, La. (48%);

WSLI, WJTV (TV) Jackson Miss. (13.8%); **KRRV Sherman, Tex.** (88%).

LEE STATIONS—KHQA-TV Hannibal, Mo.; WTAD-AM-FM Quincy, Ill.; KGLO-AM-FM-TV Mason City, Iowa, 41% of WKBT (TV) La Crosse, Wis., and minority of WIBA Madison, Wis., and of KFAB Omaha, Neb.

RICHARD FIELD LEWIS JR. STATIONS—WINC, WRFL (FM) Winchester, WSIG Mt. Jackson, and WFFA Fredericksburg (60%), Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania; WELD Fisher, W. Va.

HARRY WILLARD LINDER STATIONS—KLGR Redwood Falls, KMHL Marshall, KWLM Willmar (83.3%), KDMA Montevideo (58%), and KTOE Mankato (10%), all Minnesota.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas.

JESSICA L. LONGSTON STATIONS—KBAR Burley, Ida. (86%); KSEM Moses Lake, Wash. (56%); KAYO Seattle, Wash. (32%); KPUG Bellingham, Wash. (50%).

JOHN J. LOUIS STATIONS—KVAR (TV) Mesa, KTAR Phoenix, KYUM Yuma and KYCA Prescott, all Arizona.

MARTIN THEATRES OF GEORGIA STATIONS—WJBF-TV Augusta (35%); WDAK-TV Columbus (75%), both Ga.

HERBERT MAYER STATIONS—WHMB (TV) Boston and WPHD (TV) Philadelphia.

MATISON STATIONS—WDAM-TV Hattiesburg, WAML Laurel and WABO Waynesboro, all Miss. David A. Matison Jr.

MAYES-WOODSON STATIONS—KBWD Brownwood, KNOW Austin, KXOL Fort Worth, KSNY Snyder, WACO Waco, all Tex., and KTOK Oklahoma City. Wendell Mayes and C. C. Woodson.

J. ELROY McCAW STATIONS—KTVW (TV) Seattle-Tacoma, Wash.; KORC Mineral Wells, Tex.; (75%) of KTVR (TV) Denver, Colo.; (75%) of WINS New York, N. Y.; (50%) of KELA Centralia, Wash.; (50%) of KYA San Francisco; (33⅓%) of KALE Richland and (33⅓%) of KYAK Yakima, both Wash., and (25%) of KONA (TV) Honolulu, T. H.

McCLATCHY BROADCASTING CO. STATIONS—KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all Calif.; KOH Reno, Nev. Note: Purchase of KBOX Modesto pending FCC approval. Headquarters: 21st & Q, Sacramento 4, Eleanor McClatchy, president.

LLOYD C. MCKENNEY STATIONS—KMDO Fort Scott, Kan.; KRMO Monett, KBHM Branson (50%), and KBTN Neosho (25%), all Mo.

McLENDON STATIONS—KLIF Dallas, KELP and KILT (TV) El Paso, both Tex.; WRIT Milwaukee, Wis., (66⅔%) of WGLS Decatur, Ga. Purchase of

KTSA-AM-FM San Antonio, Tex., stayed by FCC pending protest hearing. Barton R. McLendon, chairman; Gordon B. McLendon, president.

McLENDON-KENT STATIONS — WOKJ Jackson, WNLA Indianola, and WKDL Clarksdale, all Miss. John M. McLendon, W. L. Kent.

McNAUGHTON STATIONS — WCRA Effingham, WRMN Elgin, both Illinois; KXGI Fort Madison, Iowa. Joseph E. McNaughton and family.

MEREDITH PUBLISHING CO. STATIONS—KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N. Y. Headquarters: Des Moines, Iowa. Payson Hall, director, and C. A. Larson, asst. director, radio-tv.

MEYER BROADCASTING CO. STATIONS—KFYR-AM-TV Bismarck and KMOT (TV) Minot, both N. D. Etta Hoskins Meyer, president; F. E. Fitzsimonds, executive vice president.

MID-AMERICA BROADCASTING CO. STATIONS—KUDL Kansas City, Mo.; WGVW Greenville, Miss.; KOSI Aurora-Denver, Colo., and KLEE Ottumwa, Iowa. All owned or controlled by David M. Segal.

MID-CONTINENT BROADCASTING CO. STATIONS—KOWH Omaha, WHB Kansas City, WTIK New Orleans, WDGY Minneapolis-St. Paul and WQAM Miami, Fla. Robert H. Storz, chairman of board; Todd Storz, president; Virgil Sharpe, vice president; Fred Berthelson, vice president; George W. Armstrong, vice president; Dale Moody, vice president, engineering. Headquarters: Kilpatrick Bldg., Omaha.

MIDNIGHT SUN BROADCASTING CO. STATIONS—KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska. Austin G. Cooley, president; Alvin O. Bramstedt, general manager.

MIDWESTERN BROADCASTING CO. STATIONS—(Controlled by Les Biederman) WTCM, WPBN-TV Traverse City, WATT Cadillac, WATC, Gaylord, WATZ Alpena, and WMBN Petoskey, all in Michigan.

MINING JOURNAL STATIONS — WDMJ-AM-TV Marquette, WMIQ Iron Mt., both Mich., and WSAU-AM-TV Wausau, Wis. (minority). Frank J. Russell Jr.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEAU-AM-FM-TV Eau Claire, Wis. (75%); KVOL-AM-FM-TV Lafayette, La. (50%); KGTV (TV) Des Moines, Iowa, WEBC Duluth, WMFG Hibbing, WHLB Virginia, all Minn., and WISC-AM-FM-TV Madison, Wis. (50%). Mr. Bridges also owns 75% of WJMC-AM-FM Rice Lake, Wis.

MT. RAINIER RADIO & TELEVISION BROADCASTING CORP. STATIONS—KJR Seattle, Wash.; KXL Portland, Ore.; KHMO Hannibal, Mo. Lester M. Smith and Lincoln Dellar. Mr. Dellar owns KXOA-AM-FM Sacramento, Calif.

NBC OWNED STATIONS—WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM, WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles, WBUF-TV Buffalo, N. Y. Purchase of WKNB-AM-TV New Britain, Conn., pending FCC approval. All represented by NBC Spot Sales.

ROBERT F. NEATHERY STATIONS—KWPM-AM-FM West Plains, Mo.; KALM Thayer, both Mo., and KAMS (FM) Mammoth Spring, Ark., and 50% of KBHM Branson, Mo.

O. L. NELMS STATIONS—(NEW) (TV) Flagstaff, Ariz., and (NEW) (TV) Brownwood, Tex.

WAYNE M. NELSON STATIONS—WPET Greensboro, WHIP Mooresville and WAYN Rockingham, all North Carolina.

NEWHOUSE NEWSPAPER STATIONS—WSYR-AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; KOIN-AM-FM-TV Portland, Ore. (50%); KWK-AM-TV St. Louis (23%); WGTO Haines City, Fla. (owned by KWK), WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala.

NEWS PUBLISHING CO. STATIONS—WBLK-AM-TV Clarksburg, WPAR-AM-FM Parkersburg, W. Va., and 34% of WTRF-TV Wheeling, W. Va. Note: Sale of WBLK-AM-TV and WPAR-AM-FM pending FCC approval.

BOARD OF REGENTS, U. OF STATE OF NEW YORK—WTVZ (TV) Albany, WTVF (TV) Buffalo, WQTV (TV) Binghamton, WIET (TV) Ithaca, WGTU (TV) New York, WROH (TV) Rochester, WHTU (TV) Syracuse, New York.

NORTH COUNTRY STATIONS OF VERMONT—WTWN St. Johnsbury, WIKE Newport, and WNIX Springfield, all Vermont. E. Dean Finney, president.

NORTH DAKOTA BCSTG. CO. STATIONS—KCBJ-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck, and KJSB Jamestown, all N. D. John W. Bolter, president-general manager.

NORTHWESTERN SCHOOLS STATIONS—KTIS-AM-FM Minneapolis, Minn.; KNNS Waterloo, Iowa, and KFNW Fargo, N. D. Richard A. Elvec, president.

JAMES H. OTTAWAY STATIONS—WENE Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WVPO Stroudsburg, Pa.

PAGLIN-RAY STATIONS—WBOK, WCNO-TV New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana; KYOK Houston, Tex., and WLOK Memphis, Tenn. Owned jointly by Jules J. Paglin and Stanley W. Ray Jr.

B. J. PALMER STATIONS — WOC-AM-FM-TV Davenport, WHO-AM-FM-TV Des Moines, KMA Shenandoah, Iowa (25%), and KMTV (TV) Omaha (25%).

PATTERSON-RICHARDS STATIONS — WHAR Clarksburg, WKYR Keyser, both W. Va.; WTRX-AM-FM Bellaire, Ohio. Walter Patterson and Robert K. Richards.

PEOPLES BROADCASTING STATIONS (Nation-wide Insurance Co., formerly Farm Bureau Insurance Co.)—WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland, Ohio.

JOHN H. PERRY STATIONS—WJHP-AM-FM-TV Jacksonville, WCOA Pensacola, WTMC Ocala, WDLF Panama City, WESH-TV Daytona Beach (purchase subject to protest hearing) and 40% of WNDB-AM-FM Daytona Beach, all Fla.

JOHN H. PHIPPS STATIONS—WKTG, WCTV (TV) Thomasville, Ga.; WTAL Tallahassee, WTYS Marianna, both Fla.

PLOUGH BCSTG. STATIONS—WPMS Memphis, Tenn.; WJJD Chicago, Ill.; WCOP-AM-FM Boston, Mass., and WCAO-AM-FM Baltimore, Md. Harold R. Krelstein, president, broadcasting subsidiaries.

POLAN INDUSTRIES STATIONS — WPTV (TV) Ashland, Ky.; WLTV (TV) Wheeling, W. Va. Theodore M. Nelson, general manager, Tv Division.

JOHN POOLE STATIONS—KBIG Avalon and KBIC-TV Los Angeles, KBIF and KBID-TV Fresno, Calif.

RAHALL STATIONS — WKAP, WQCY-TV Allentown, WNAR Norristown, both Pa.; WWRN Beckley, WCHS-TV Charleston (40%), both W. Va.; WFEA Manchester, N. H. Purchase of WTSP-AM-FM St. Petersburg, Fla., pending FCC approval. N. Joe Rahall, president.

DONALD W. REYNOLDS STATIONS—KFSA-AM-FM-TV Fort Smith, Ark.; KOLO and KZTV (TV) Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nev.; KHBG Okmulgee, Okla., and KBRS Springdale, Ark.

ADELINE B. RINES STATIONS—WRDO Augusta, WLBZ Bangor, and WSSH-AM-TV Portland, all in Maine.

DEE RIVERS STATIONS—WEAS Decatur, WJIV Savannah, WGOV Valdosta, all Ga.; KWEM Memphis, Tenn.; WSWN Belle Glade, Fla. E. D. Rivers Jr., chairman; W. H. Keller Jr., president.

JAMES RIVERS STATIONS—WMJM Cordele, WJAZ Albany, WTJH East Point, WACL Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers. William Blizzard, WMJM, Cordele, Ga.

RKO TELERADIO PICTURES INC. (General Tele-radio Div.)—WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, WGTH-TV Hartford, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., and WGMS-AM-FM Washington, D. C. Also owns and operates Don Lee Network and Yankee Network. Sale of WGNH-TV to CBS pending FCC approval. Thomas F. O'Neil, president; Norman Knight, vice president-general manager, Yankee Network Div.; Willet H. Brown, president-general manager, Don Lee Network Div.; Gordon Gray, vice president-general manager, WOR Div.; John H. Cle'horn, general manager, WHBQ stations; Gordon R. Kerr, general manager, WEAT stations; Robert Hurligh, general mgr., WGMS stations.

CECIL W. ROBERTS STATIONS—KCRB Chanute, Kan.; KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Mo.; WINI Murphysboro, Ill., and KOSA-TV Odessa, Tex. (50%).

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, WDXN Clarksville, WDXI-AM-TV Jackson (majority), WTPR-AM-FM Paris (majority), WENK Union City (majority), all Tenn.; WCMA Corinth, Miss. (46%).

E. O. RODEN STATIONS—WBIP Booneville, WTUP Tupelo (30%) and 50% of WAZF Yazoo City, WSUH Oxford and WMPA Aberdeen, all Miss.

O. WAYNE & JOHN W. ROLLINS STATIONS—WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WBEI Harvey, Ill.; WIRI Indianapolis, Ind., and WPTZ-TV Plattsburgh, N. Y.

R. W. ROUNSAVILLE STATIONS—WQXI and WATL-TV Atlanta, Ga.; WLOU and WQXL-TV Louisville, Ky.; WCIN and WQXN-TV Cincinnati, Ohio; WMBM Miami Beach and WOBS Jacksonville, both Fla., and WBAC Cleveland, Tenn.

RURAL RADIO NETWORK STATIONS (all fm)—WRRR Wethersfield, WRRR, Bristol Center, WRRR Ithaca, WRRD DeRuyter, WRRR Cherry Valley, all New York.

SHELDON F. SACKETT STATIONS—KROW Oakland, Calif.; KVAN-AM-TV Vancouver, Wash.; KOOS Coos Bay, Ore.

HENRY C. SANDERS & NORMAN HALL STATIONS—WBNI Boonville, WBTO Linton and WPCO Mt. Vernon, all Indiana.

SCRIPPS-HOWARD GROUP—Scripps Howard Radio Inc. is the licensee of WEWS (TV) Cleveland, WCPO-AM-FM-TV Cincinnati, and WNOX Knoxville. Memphis Publishing Co. is the licensee of WMC, WMCF (FM) and WMCT (TV) Memphis. All are operated separately. Officials: Jack R. Howard, president, Scripps-Howard Radio Inc., (230 Park Ave., New York); James C. Hanrahan, vice president and general manager, WEWS; Mortimer C. Watters, vice president and general manager, WCPO-AM-FM-TV; Richard B. Westergaard, vice president and general manager, WNOX; Henry W. Slavick, general manager, WMC, WMCF (FM) and WMCT (TV).

SEATON STATIONS—KHAS, Hastings, Neb., KMAN Manhattan and KGGF Coffeyville, Kans.; and control of KHAS-TV, Hastings, Neb. Owned by Fred A. and Richard M. Seaton.

HAROLD C. SINGLETON STATIONS—KRTV Hillsboro, and KCBY Coos Bay, both Ore.; KITI Chehalis, Wash. (14%), KGAL Lebanon, Ore. (10%).

CHARLES SMITHGALL STATIONS—WGGA Gainesville and WRGA Rome, both Ga., and WCAS Gadsden, Ala.

WILLIAM B. SMULLIN STATIONS—KIEM-AM-TV and KRED (FM) Eureka, Calif.; KBES-TV Medford, Ore. (50%); KUIN and KGPO (FM) Grants Pass, Ore. (50%); KPIC (TV) Roseburg, Ore. (50%).

SOUTHERN GROUP STATIONS—KDMS El Dorado, KHBM Monticello, both Ark.; KSUL Sulphur and KVCL Winnfield, both La.; KWRW Guthrie, Okla. James A. West Sr., James A. West Jr., Delvin R. White, Elgie M. Risinger, Bill Wells.

SOUTHERN OREGON PUBLISHING CO. STATIONS—KFLW Klamath Falls, KRNR Roseburg (75%), KYJC Medford (19%), all Oregon and KCNO Alturas, Calif. (47%).

STAUFFER PUBLICATIONS STATIONS—KSEK Pittsburg and KSOK Arkansas City, Kan.; KGFF Shawnee, Okla.

STEINMAN STATIONS—WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WLEV-TV Bethlehem, Pa.; WKBO Harrisburg, WORK York, WRAW Reading, WEST-AM-FM-TV Easton, all Pa. Headquarters: 8 W. King St., Lancaster. Clair R. McCollough, general manager.

STORER BROADCASTING CO. STATIONS—WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WBRC-AM-FM-TV Birmingham, Ala.; WJW-AM-FM-TV Cleveland, Ohio; WWVA-AM-FM-TV Wheeling, W. Va., and KPVT (TV) Portland, Ore. Purchase of KSLM-TV Salem, Ore., and WMUR-TV Manchester, N.H., pending FCC approval. George B. Storer, president; J. Harold Ryan, senior vice president; Lee B. Wailes, executive vice president; Stanton P. Kettler, vice president (operations); Keith Piggins, vice president (administrative asst. to president); Harry A. Steensen, treasurer; George B. Storer Jr., vice president (southern district); William E. Rine, vice president (northern district); John E. McCoy, vice president (planning and finance) and secretary; Glenn G. Boudy, vice president (engineering); Ewald Kockritz, vice president (national program director); Arthur C. Schofield, director, advertising and sales promotion. Headquarters: 1177 Kane Concourse, Miami Beach

54, Fla. New York office: 118 E. 57th St. Tom Harker, vice president (national sales director); Robert C. Wood, national sales manager. Chicago office: 230 N. Michigan Ave. Lewis P. Johnson, midwest tv sales manager; Paul B. Evans, midwest radio sales mgr. San Francisco office: 111 Sutter Bldg. Gayle V. Grubb, vice president (west coast sales manager).

TAFT STATIONS—WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio; 30% of WBIR-AM-FM-TV Knoxville, Tenn. Hulbert Taft Jr., president, WKRC and WTVN properties; David G. Taft, executive vice president, WKRC stations; Kenneth W. Church vice president, WKRC stations, and executive vice president, WTVN stations; Hubbard Hood, general manager, WKRC-AM-FM; Samuel Johnson, acting general manager, WTVN; J. Walter McGough, general manager, WTVN-TV.

TAFT FAMILY STATIONS—KOL Seattle (owned by Mrs. Marie S. Taft), KBKW Aberdeen (owned by Archie G. Taft Jr.) and KRKO Everett (owned by William R. Taft), all Wash.

TEDESCO BROTHERS STATIONS—WISK St. Paul, KCUE Red Wing, both Minn.; WCOV Sparta, Wis. Headquarters: St. Paul. Victor J. Tedesco, Albert Tedesco owns KDUZ Hutchinson, and KBMO Benson, Minn., but has no connection with other Tedesco properties.

TELE-BROADCASTERS INC. STATIONS—WKXL Concord, N. H.; WARE Ware, Mass., WKXV Knoxville, Tenn.; WPOP Hartford, Conn., and KUDL Kansas City, Mo. H. Scott Killgore, president-general manager-owner. Headquarters: 41 East 42nd St., New York, N. Y.

TEXAS STATE NETWORK OWNED STATIONS—KFJZ-AM-TV Fort Worth, KRIO McAllen, KFDA-AM-TV Amarillo, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager.

HAROLD H. THOMS STATIONS—WISE-AM-TV Asheville, WCOG Greensboro, WMMH Marshall, WKLM Wilmington, WAYS Charlotte (25%), all N. C., and WEAM Arlington, Va. (75%).

THOMAS G. TINSLEY JR. STATIONS—WITH-AM-FM-TV Baltimore, WLEE-AM-FM Richmond, and WXEX-TV Petersburg, both Va.

TIME INC. STATIONS—KOB-AM-TV Albuquerque, N. M. (50%); KDYL-AM-FM and KTVT (TV) Salt Lake City (80%); KLZ-AM-FM-TV Denver (100%). Wayne Coy, president, KOB stations (50% owner); G. Bennett Larson, president, KDYL-KTVT stations (20% owner); Hugh B. Terry, president, KLZ stations.

B. F. J. TIMM STATIONS—WMFS Chattanooga, (75%), Tenn.; WDMG Douglas Ga.; WMEN Tallahassee, Fla. (45%), and (NEW) De Land, Fla. (50%).

TOWN & FARM STATIONS (Don Searle)—KIOA Des Moines, Iowa; KMMJ Grand Island, Neb.; KXXX Colby, Kan.

TRIANGLE PUBLICATIONS STATIONS—WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLBK-TV Lebanon (subject of protest hearing), and 50% of WHGB Harrisburg, all Pa.; WNEF-AM-TV Binghamton, N. Y., and WNBC-AM-FM-TV New Haven, Conn. Owned by Walter H. Annenberg and family. Headquarters: Philadelphia, Pa. Radio & TV Division Executives: Roger W. Clipp, general manager; Edward H. Benedict, director, national sales development; David J. Bennett, director, regional sales development; John D. Scheuer Jr., director, public relations and programming; Henry E. Rhea, director, engineering; John C. Harlan, business manager; Richard W. Gideon, chief statistician.

TRIBUNE CO. STATIONS—WGN-AM-TV Chicago and WPIX (TV) New York. J. Howard Wood, president, WGN; Ward Quaal, vice president and general manager, Chicago; F. M. Flynn, president, WPIX; Fred M. Thrower, vice president and general manager, New York.

UNITED BROADCASTING CO. STATIONS—WOOK-AM-TV, WFAN (FM), Washington, D. C.; WSID-AM-TV Baltimore, WARK Hagerstown, WINX Rockville, all Md.; WJMO Cleveland, Ohio, WANT Richmond, and WACH-TV Newport News, Va. Richard Eaton, president, New York office: Robert L. Wittig, manager, 270 Park Ave. Chicago office: 228 N. LaSalle St.

UNIVERSAL BROADCASTING CO.—WISH-AM-TV Indianapolis, WHBU Anderson, WANE Fort Wayne, WINT (TV) Waterloo, all Ind. C. Bruce McConnell, president.

UPPER MICHIGAN-WISCONSIN BCSTG. STATIONS—WJMS-AM-TV Ironwood, Mich.; WATW Ashland, Wis.; WIKB Iron River, Mich. (51%).

WILLIAM J. WAGNER STATIONS—KFQD Anchorage, KFRB Fairbanks, KINY-AM-TV Juneau, KTKN Ketchikan, KIFW Sitka, and KIBH Seward, and 10% of KTVA (TV) Anchorage and of KTVF (TV) Fairbanks, all Alaska.

WALKER GROUP STATIONS—WMAM, WMBV (TV) Marinette; WBEV Beaver Dam, both Wis.; WRRR Rockford, Ill. William E. Walker, Madison, Wis.

WASHINGTON POST STATIONS—WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla. John S. Hayes, President, Broadcast Div.

WDSU BROADCASTING CORP. STATIONS—WDSU-AM-FM-TV New Orleans; WAFB-AM-FM-TV Baton Rouge, La. (majority).

WESTINGHOUSE BROADCASTING CO. STATIONS—WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM-TV Portland (Ore.), WBC is a subsidiary of Westinghouse Electric Corp. Headquarters: 122 E. 42nd St., New York 17, N. Y. Officers: Donald H. McGannon, president; R. H. Teter, executive asst. to president; Ralph N. Harmon, vice president (engineering); A. W. Dannenbaum Jr., national sales manager; Ewart M. Blaine, midwest sales manager; Richard M. Pack, vice president (programming); William J. Kaland, national program manager; Gordon Hawkins, educational director; David E. Partridge, advertising-sales promotion manager; John J. Kelly, asst. advertising-sales promotion manager; I. C. Ruby, auditor; A. H. Bates, asst. auditor; J. O. Schertler, industrial relations manager; Melvin Goldberg, research director. John W. Steen, attorney, 40 Wall St., New York N. Y. Washington office: 1625 K St., N.W. J. E. Baudino, vice president. W. C. Swartley, vice president in charge of WBZA-AM-FM-TV; F. A. Tooke, manager, WBZ-TV; P. E. Mills, manager, WBZ-WBZA; R. V. Tooke, vice president in charge of KYW-AM-FM-TV and manager of KYW-TV; Gordon Davis, manager, KYW; Harold C. Lund, vice president in charge of KDKA-AM-FM-TV and manager, KDKA-TV; L. R. Rawlins, manager, KDKA; C. W. Vandagriff, manager, WOWO; P. G. Lasky, executive in charge of west coast operations (KPIX); H. R. Bachman, manager, KEX.

ARTHUR WILKERSON STATIONS—WLIL-AM-FM Lenoir City, WAEW Crossville, and WLIK Newport, Tenn.

WILKES BCSTG. STATIONS—WKBC North Wilkesboro and WATA Boone, both N. C., and WHBG Harrisonburg, Va.

WILLIAMS-BERTHOLF STATIONS—KSPO Spokane, KUTI Yakima, both Wash., and KOYN Billings, Mont. D. Gene Williams and Delbert Bertholf.

WINSTON-SALEM BROADCASTING CO. STATIONS—WTOB-AM-TV Winston-Salem, N. C.; WOTV (TV) Richmond and WLOW Norfolk-Portsmouth, Va.; WSGN-AM-FM Birmingham, Ala. James M. Coan, president; John G. Johnson, general manager.

WKY RADIOPHONE CO. STATIONS—WKY-AM-TV Oklahoma City, WSFA-AM-TV Montgomery, Ala. WTVT (TV) Tampa, Fla.

J. W. WOODRUFF STATIONS—WAOK-AM-FM Atlanta, WRBL-AM-FM-TV Columbus, WGPC Albany, all Georgia.

WOODWARD BROADCASTING CO. STATIONS—WBID-TV Detroit, WTOH-TV Toledo, WITI-TV Milwaukee (15%). Max Osnos, president.

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

The following tabulation, showing newspaper ownership or affiliation of am, fm and tv broadcast stations in the United States, Hawaii and Alaska, 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.

ALABAMA

WHMA-AM-FM Anniston—Licensed to Anniston Bestg. Co. Harry M. Ayers, principal owner of Anniston Star, is the majority stockholder.

WAPI, WAFM (FM), WABT (TV) Birmingham—Licensed to Alabama Broadcasting System Inc., same ownership as Birmingham News Co. (Birmingham News-S. I. Newhouse). Same company owns Huntsville (Ala.) Times (WHBS). See WSYR Syracuse, N. Y., for Newhouse holdings.

WBRC-AM-FM Birmingham—Licensed to Storer Broadcasting Co., same ownership (George B. Storer) as Miami Beach (Fla.) Sun. See WGBS Miami, Fla.

WEBJ Brewton—Licensed to Brewton Broadcasting Co., under same ownership as Brewton Standard.

WCAS Gadsden—Licensed to Etowah Broadcasters Inc. Charles Smithgall, controlling stockholder, is president-publisher of Gainesville (Ga.) Times (WGGA). See also WRGA Rome, Ga.

WGEA Geneva—Licensed to Geneva County Reaper, weekly publication.

WHBS Huntsville—Licensed to Huntsville Times Co., Inc., publisher of Huntsville Times. See also WAPI Birmingham.

WRLD-AM-FM Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher of weekly Alexander City Outlook.

WABB Mobile—Licensed to Mobile Press Register Inc., publisher of Mobile Register and Press.

WMFC Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholders, publishers of weekly Monroe Journal and Baldwin Times.

WSFA-AM-TV Montgomery—Licensed to WKY Radiophone Co. (WKY-AM-TV Oklahoma City). Same ownership as Oklahoma City Oklahoman and Times, Farmer Stockman. See WKY Oklahoma City and WTVT (TV) Tampa, Fla.

WHTB-AM-FM Talladega—Licensed to Voice of Talladega Inc., 80% owned by Talladega News Pub. Co., publisher of weekly Talladega News.

ARIZONA

KOOL-AM-TV Phoenix—Licensed to Maricopa Broadcasters Inc. Gene Autry, 55.38% owner, is 12.5% owner of Phoenix Republic and Gazette. Tom Kerney, 19.5% owner, is 12.5% owner of Phoenix Republic and Gazette.

KPHO-AM-TV Phoenix—Licensed to Meredith Engineering Co., owned by Meredith Publishing Co., publisher of Better Homes & Gardens and Successful Farming. See also WHEN Syracuse, N. Y., WOW Omaha, Neb., and KCMO Kansas City, Mo.

KOPO-AM-TV Tucson—Licensed to Old Pueblo Broadcasting Co. Gene Autry, 48% owner, is 12.5% owner of Phoenix Republic and Gazette.

KVOA-AM-TV Tucson—Licensed to Arizona Broadcasting Co., 20% owned by Clinton D. McKinnon, publisher of weekly San Diego North Shores Sentinel and Coronado Journal, both Calif.

ARKANSAS

KFSA-AM-FM-TV Fort Smith—Licensed to Southwestern Radio & Tv Inc.; subsidiary of 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 (KHBG), Las Vegas (Nev.) Review Journal, (KORK and KLRJ-TV), Ely (Nev.) Times, Blackwell (Okla.) Journal-Tribune and Rogers (Ark.) News. See also KBRB Springdale, Ark.; KHBG Okmulgee, Okla., KOLO and KZTV (TV) Reno, Nev.

KXAR Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of Hope Star.

KLRA Little Rock—Licensed to Arkansas Broadcasting Co. which is controlled by Gazette Publishing Co., publishers of Arkansas Gazette.

KTHV (TV) Little Rock—Licensed to Arkansas Television Co., 42% owned by Radio Broadcasting Inc. (KTHS) and 32% owned by Arkansas Democrat Co. (Arkansas Democrat). Principal owners of KTHS identified with Times Pub. Co., publisher of Shreveport (La.) Times (KWKH). See also KTHS Little Rock and KWKH Shreveport, La.

KTHS Little Rock—Licensed to Radio Broadcasting Inc. Chief owners identified with the Times Publishing Co. Inc., publishers of Shreveport (La.) Times and parent company of International Bcstg. Corp. (KWKH). Same ownership as Monroe (La.) World and News-Star.

KWCB Searcy—Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of Searcy Citizen.

KBRB Springdale—Licensed to N.W. Arkansas Bcstg. & Tv Co., subsidiary of Southwestern Publishing Co. President is Donald W. Reynolds (see KFSA Ft. Smith).

CALIFORNIA

KBAK-TV Bakersfield—Licensed to Bakersfield Bcstg. Co., 97 1/2% owned by San Francisco Chronicle (KRON-TV).

KERN-AM-FM Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers). Also KMJ-AM-TV Fresno, KBEE (FM) Modesto, KFBK-AM-FM Sacramento, KOH Reno.

KCOA (TV) Corona—Licensed to KOWL Broadcasting Co., owned by J. D. Funk and Robert E. McClure and families. Same interests control Santa Monica Outlook (KOWL).

KMJ-AM-FM-TV Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KNGS Hanford—Licensed to Hanford Bestg. Co. Earl J. Fenston is president of licensee and of Hanford Pub. Co., publisher of the Hanford Journal and Sentinel.

KCOP (TV) Los Angeles—Licensed to Copley Press Inc. Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State Journal and Illinois State Register (under lease), all Illinois; San Diego (Calif.) Union and Tribune, and through Southern California Associated Newspapers the following newspapers in California: Alhambra Post-Advocate, Burbank Daily Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Venice Evening Vanguard, and 60% of San Pedro News-Pilot.

KMPC Los Angeles—Licensed to KMPC The Station of the Stars. Gene Autry, 51% owner, is 12.5% owner of Phoenix (Ariz.) Republic and Gazette.

KTTV (TV) Los Angeles—Licensed to KTTV Inc., same ownership as Los Angeles Times and Mirror-News.

KBEE (FM) Modesto—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KLX Oakland—Licensed to Tribune Building Co.; affiliated with Oakland Tribune.

KROW Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of KVAN Vancouver, Wash., owner of KOOS Coos Bay, Ore., publisher of Coos Bay Times.

KOCS, KEDO(FM) Ontario—Licensed to Daily Report Co., same ownership as Ontario-Upland Report.

KGEC Palm Springs—Licensed to George E. Cameron Jr., 40% owner of Palm Springs Desert Sun.

KFBK-AM-FM Sacramento—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KRON-TV San Francisco—Licensed to Chronicle Publishing Co., publisher of San Francisco Chronicle. See also KBAK Bakersfield, Calif.

KSJO-AM-FM San Jose—Licensed to Santa Clara Broadcasting Co. Owner Patrick H. Peabody is co-publisher Gilroy Dispatch, Los Gatos Times and weekly Pleasanton Times, Sunnyvale Standard and Mountain View Register-Leader.

KTIM San Rafael—Licensed to Marin Broadcasting Co.; owned by San Rafael Independent-Journal.

KTMS Santa Barbara—Licensed to News-Press Publishing Co., publisher of Santa Barbara News-Press (T. M. Storke, publisher, owns 51% of common stock).

KSCO Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of Santa Cruz Sentinel News, is a partner.

KDAY Santa Monica—Licensed to KOWL Bcstg. Co., 37% owned by Robert E. McClure and 25% by J. D. and R. D. Funk who own controlling interest in Santa Monica Outlook.

KSRO Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with

Santa Rosa Press-Democrat. Operated independently of newspaper.

COLORADO

KKTV (TV) Colorado Springs-Pueblo—Licensed to Tv Colorado Inc., half owned by Colorado Broadcasting Co. (KGHF Pueblo), which has an interest in weekly Arkansas Valley Journal and half by James D. and Betty Z. Russell.

KVFC Cortez—Licensed to Jack W. Hawkins and Barney H. Hubbs. Mr. Hubbs is 66 2/3% owner of semi-weekly Pecos (Tex.) Enterprise. See also KIUN Pecos, Tex.

KIMN Denver—Licensed to KIMN Inc. Same ownership (A. L. Glasmann and family) as Ogden (Utah) Standard-Examiner (KLO). See also KMON Great Falls, Mont., and KUTV (TV) and KALL, Salt Lake City, Utah; KLIX-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho; KOPR Butte, Mont.

KLZ-AM-TV Denver—Licensed to Aladdin Bcstg. Corp., subsidiary of Time Inc., publisher of Time, Life and Fortune. See also KOB Albuquerque, N. M., and KDYL, Salt Lake City, Utah.

KLMR Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz, one-seventh owner, owns Lamar Daily News.

KOLR Sterling—Licensed to High Plains Broadcasting Corp., one-third owned by Mrs. Anna C. Petteys and son, Robert Petteys. Latter is president-publisher of Sterling Journal-Advocate.

CONNECTICUT

WNHC-AM-FM-TV New Haven—Licensed to Elm City Bcstg. Corp., owned by Triangle Publications Inc. (Philadelphia Inquirer). See WFIL Philadelphia, Pa.

WSTC-AM-FM Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of Stamford Advocate, is president.

WBRY Waterbury—Licensed to the American-Republican Inc., publisher of Waterbury Republican and American.

DELAWARE

WDEL-AM-FM Wilmington—Licensed to Delmarva Broadcasting Inc., same ownership (Steinman & Steinman) as Lancaster (Pa.) Intelligencer-Journal and New Era (WGAL). Stations operated independently. See WGAL Lancaster, Pa.

DISTRICT OF COLUMBIA

WMAL-AM-FM-TV Washington—Licensed to Evening Star Broadcasting Co. Inc., same ownership as Washington Star.

WTOP-AM-FM-TV Washington—Licensed to Washington Post Co. (Washington Post & Times-Herald). See also WMBR Jacksonville, Fla.

FLORIDA

WESH-TV Daytona Beach—Licensed to Tel-Rad Inc., owned by J. H. Perry interests (purchase in litigation). See WJHP Jacksonville, Fla.

WNDB-AM-FM Daytona Beach—Licensed to the News-Journal Corp., publisher of Daytona Beach Journal and News (40% owned by Perry interests). See WJHP Jacksonville.

WFTL Fort Lauderdale—Licensed to Gore Publishing Co., publisher of Fort Lauderdale News.

WJHP-AM-FM-TV Jacksonville—Licensed to The Jacksonville Journal Co. (Jacksonville Journal). Owned by Perry interests. Other Perry newspapers are Pensacola Journal and News (WCOA), Deland Sun-News, Ocala Star-Banner (WTMC), Panama City News-Herald (WDLF), Palm Beach News, 40% of Daytona Beach Journal and News WNDB-WESH-TV) and various weekly newspapers in Florida. Perry also owns Frankfort (Ky.) State Journal and Western Newspaper Union, a newspaper syndicate.

WGTO Haines City—Licensed to KWK Inc. (KWK St. Louis, Mo.), 23% owned by St. Louis Globe-Democrat (S. I. Newhouse). For Newhouse properties see WSYR-Syracuse, N. Y.

WMBR-AM-FM-TV Jacksonville—Licensed to Washington Post Co., publisher of Washington (D. C.) Post & Times Herald. See also WTOP Washington, D. C.

WCKR-AM-FM, WCKT (TV) Miami—Licensed to Biscayne Television Corp., 42.5% owned by Cox interests (Miami News) and 42.5% by Knight interests (Miami Herald). For other Cox properties see WHIO Dayton, Ohio. For other Knight interests see WIND Chicago, Ill.

WGBS-AM-FM-TV Miami—Licensed to Storer Broadcasting Co. George B. Storer, president, is also president of Miami Beach Publishing Co., publisher of Miami Beach Sun. See also WJBK Detroit, WSPD Toledo, WAGA Atlanta, WBRC Birmingham, WVVVA Wheeling, WJW-AM-TV Cleveland, KPTV (TV) Portland, Ore.

WTMC Ocala—Licensed to Ocala Broadcasting Co. Inc.; affiliate of *Ocala Star-Banner* (Perry Newspapers). See WJHP Jacksonville.

WHOO-AM-FM Orlando—Licensed to WHOO Inc. Owned by Edward Lamb Enterprises. Mr. Lamb owns WIOD and WTRT(FM) Toledo, WIKK and WICU(TV) Erie, Pa. (*Erie Dispatch*) and WMAC-TV Massillon, Ohio.

WDLP-AM-FM Panama City—Licensed to Panama City Bcstg. Co. Same ownership as *Panama City News-Herald*. See WJHP Jacksonville.

WCOA Pensacola—Licensed to WCOA Inc. (*Pensacola Journal and News-Perry*). For other Perry interests see WJHP Jacksonville, Fla.

WTSP-AM-FM St. Petersburg—Licensed to Pinellas Broadcasting Co., 81% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*. Sale to Farris Rahall and associates pending FCC approval.

WJCM Sebring—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield (Pa.) Progress*. See also WCPA Clearfield, WDAF Indiana, Pa.

WDAE-AM-FM Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

WFLA-AM-FM-TV Tampa—Licensed to Tribune Co. (*Tampa Tribune*). Interlocking ownership with *Richmond Times-Dispatch* and *News-Leader WRNL-AM-FM Richmond*.

WTVT (TV) Tampa—Licensed to Tampa Tv Co. Owned by WKY Radiophone Co. (Oklahoma City Oklahoman and Times, Farmer Stockman-WKY).

GEORGIA

WALB-AM-TV Albany—Licensed to Herald Publishing Co. (*Albany Herald*).

WGAU-AM-FM Athens—Licensed to J. K. Patrick Bcstg. Co. Inc. Stockholder E. B. Braswell is editor and publisher of the *Athens Banner-Herald*. Sale to Clarke Bcstg. Co. pending FCC approval.

WAGA-AM-FM-TV Atlanta—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) as *Miami Beach Sun*. See WSPD Toledo, WJBK Detroit, WBRB Birmingham, WJW Cleveland, WWSA Wheeling, WGBS Miami, and KPTV (TV) Portland, Ore.

WSB-AM-FM-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal and Constitution*. Same interests (James M. Cox) publish *Dayton (Ohio) News* and *Journal-Herald (WHIO)*, *Miami News (WCKR)*, *Springfield (Ohio) News and Sun*.

WBHF Cartersville—Licensed to W. R. Frier, owner of weekly *Bartow Herald*. See also WEAB Greer, S.C.

WRBL-AM-FM-TV Columbus—Licensed to Columbus Broadcasting Co., 51% owned by R. W. Page Corp. (*Columbus Enquirer and Ledger* and *Bradenton (Fla.) Herald*).

WGGA Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Daily Times*, is president and majority stockholder. See also WRGA Rome, Ga., and WCAS Gadsden, Ala.

WKLY Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun*.

WLAG-AM-FM La Grange—Licensed to La Grange Broadcasting Co., 33 1/3% of stock owned by Roy C Swank, publisher of *La Grange News*.

WNEX Macon—Licensed to Macon Broadcasting Co., 16% held by the *Telegraph Publishing Co.*, publisher of *Macon Telegraph and News*.

WMVG Milledgeville—Licensed to Jere N. Moore, editor, weekly *Union-Recorder and Baldwin News*.

WLAQ Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune*.

WRGA Rome—Licensed to Rome Bcstg. Corp. Controlling stockholder Charles Smithgall, owner of *Gainesville (Ga.) Daily Times*. See also WGGA Gainesville, Ga. and WCAS Gadsden, Ala.

WSFT Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly *Thomaston Times* and *Free-Press*, owns 40% of station.

WTWA Thomson—Licensed to Hickory Hill Broadcasting Co. Inc. Owners Edgar Kobak and Frank Hash, jointly own weekly *McDuffie Progress* and *Columbia News*.

WVOP Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly *Vidalia Advance*.

WAYX Waycross—Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

IDAHO

KGEM Boise—Licensed to Idaho Bcst. & Tv Co., owned by A. L. Glasmann interests (see KIMN Denver, Colo.)

KBAR Burley—Licensed to KBIO Inc. Owned 86%

by Jessica L. Longston, publisher of bi-weekly *Burley Bulletin* and *St. Helens (Ore.) Sentinel*. See also KPUG Bellingham, KSEM Moses Lake and KAYO Seattle, Wash.

KIFI Idaho Falls—Licensed to Eastern Idaho Bcstg. & Tv Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*. See also KWIK Pocatello, Ida.

KWIK Pocatello—Licensed to Pocatello Television Corp., owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*.

KLIX-AM-TV Twin Falls—Licensed to Southern Idaho Bcstg. & Television Co., owned by A. L. Glasmann interests. (See KIMN Denver, Colo.)

ILLINOIS

WJBC-AM-FM Bloomington—Licensed to Bloomington Broadcasting Corp., 50% owned by Daily Pantagraph Co. (*Bloomington Pantagraph*).

WCIA (TV) Champaign—Licensed to Midwest Television Inc. Interlocking ownership with *Champaign News-Gazette*, (WDWS) and *Lindsay-Schaub Newspapers Inc.* (WSOY Decatur, Ill.).

WDWS-AM-FM Champaign—Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.

WAAF Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).

WFMF(FM) Chicago—Licensed to Functional Music Inc., owned by Field Enterprises Inc., which owns *Chicago Sun-Times*.

WGN-AM-TV Chicago—Licensed to WGN Inc., same ownership as *Chicago Tribune*, *New York News (WPIX)* (TV).

WHFC-AM-TV, WEHS (FM) Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.), publisher of tri-weeklies *Cicero Life*, *Berwyn Life* and *Stickney Life* and *Community Reporter* (Chicago) and bi-weekly *Suburban Life*.

WIND-AM-TV Chicago—Licensed to WIND Inc., 27.7% owned by *Chicago Daily News* (Knight newspaper). Other Knight newspapers are *Akron Beacon-Journal (WAKR)*, *Miami Herald (WCKR)*, *Detroit Free Press*, *Charlotte (N.C.) Observer*.

WLS Chicago—Licensed to WLS Inc., 50% owned by a subsidiary of *Prairie Farmer Publishing Co.*, publisher of *Prairie Farmer*, semi-monthly, and 50% by *American Bcstg.-Paramount Theatres Inc.* (which owns *WBKB [TV] Chicago* among other stations).

WDAN-AM-TV Danville—Licensed to Northwestern Publishing Co. (*Danville Commercial News-Gannett*). For other Gannett newspapers, see WHEC Rochester, N. Y.

WSOY-AM-FM Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by *Lindsay-Schaub Newspapers Inc.*, publisher of *Decatur Herald and Review*; same ownership as *Champaign-Urbana (Ill.) Evening Courier*, *East St. Louis Journal*, and *Carbondale-Herrin-Murphysboro, Southern Illinoisan*, and owner *WSEI (FM)*, Effingham, Ill., and 20% of *WCIA (TV) Champaign, Ill.*

WCRA Effingham—Licensed to the Effingham Bcstg. Co. Ownership (Joseph E. and William D. McNaughton) identified with *Effingham News* and *Pekin Times*, both Ill. See also *WRMN Elgin, Ill.*, and *KXGI Fort Madison, Iowa*.

WRMM Elgin—Licensed to Elgin Bcstg. Co. Ownership (Joseph E. and William D. McNaughton) identified with *Effingham News* and *Pekin Times*, both Illinois. See also *WCRA Effingham, Ill.*, and *KXGI Fort Madison, Iowa*.

WGIL Galesburg—Licensed to Galesburg Broadcasting Co.; controlled by *Galesburg Printing & Publishing Co.*, publisher of *Galesburg Register-Mail*.

WLDS Jacksonville—Licensed to Jacksonville Radio & Television Bcstg. Corp., 90% owned by *Jacksonville Journal and Courier Co.*, publisher of *Jacksonville Journal and Courier*.

WKAN Kankakee—Licensed to the *Kankakee Daily Journal Co.*, publisher, *Kankakee Daily Journal*.

WLPO La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of *La Salle News-Tribune*.

WTVH-TV Peoria—Licensed to Hilltop Bcstg. Co., 91% owned by the *Peoria Star and Journal*.

WGEM-AM-FM-TV Quincy—Licensed to Quincy Bcstg. Co., 82% owned by *Quincy Herald Whig*.

WTAD-AM-FM, KHQA-TV (Hannibal, Mo.) Quincy—Licensed to Lee Broadcasting Inc., affiliated with *KGLO Mason City, Ia.* For other Lee holdings, see *KGLO Mason City, Iowa*.

WREX-TV Rockford—Licensed to Greater Rockford Television Inc., 10% owned by *Rockford Broadcasters Inc.* (*Rockford Star* and *Register Republic -WROK*).

WROK-AM-FM Rockford—Licensed to Rockford Broadcasters Inc. Same ownership as *Rockford Star* and *Register-Republic*.

WHBF-AM-FM-TV Rock Island—Licensed to Rock Island Broadcasting Co. J. W. Potter Co. (*Rock Island Argus*) principals are also principal stockholders of *WHBF*.

WKRS Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of *Waukegan News-Sun*.

WFRX West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co. 20% of stock owned by E. J. Faxton Jr., vice president of *Paducah Newspapers*. See *WKYB Paducah, Ky.*

INDIANA

WCNB-AM-FM Connersville—Licensed to News Examiner Co., publisher of *Connersville News-Examiner*.

WTRC-AM-FM, WSJV (TV) Elkhart—Licensed to Truth Publishing Co., publisher of *Elkhart Truth*.

WGL Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by *News Publishing Co. (Fort Wayne News-Sentinel)*.

WIRE Indianapolis—Licensed to Indianapolis Bcstg. Inc., 100% owned by *Central Newspapers Inc.* (Eugene C. Pulliam, 54% owner). *Central Newspapers Inc.* owns *Vincennes (Ind.) Sun-Commercial (WAOV)* and *Huntington Herald-Press*. *Central Newspapers Inc.* also owns majority stock of *Indianapolis Newspapers Inc. (Indianapolis Star and News)*. *Indianapolis Newspapers Inc.* owns majority stock in *Muncie Newspapers Inc. (Muncie Star and Press)*. *Central Newspapers Inc.* also owns minority stock of *Phoenix (Ariz.) Republic and Gazette*. Mr. Pulliam is also an officer and director of each of the above newspapers.

WIOU Kokomo—Licensed to North Central Indiana Broadcasting Corp. President Richard Blackledge also president of *Kokomo Tribune*.

WMRI-AM-FM Marion—Licensed to Chronicle Publishing Co., Inc., publisher of *Marion Leader-Tribune* and *Chronicle*.

WJVA South Bend—Licensed to Booth Radio & Tv Stations Inc., See *WJLB Detroit, Mich.*

WSBT-AM-TV South Bend—Licensed to *South Bend Tribune*.

WAOV Vincennes—Licensed to Vincennes Sun Co., (*Vincennes Sun-Commercial*). Vincennes Sun Co. is owned by *Central Newspapers Inc.* See *WIRE Indianapolis*.

WRSW-AM-FM Warsaw—Licensed to Reub Williams & Sons Inc., publisher of *Warsaw Times-Union*.

WAMW, WFML(FM) Washington—Licensed to Washington Radio Inc., majority interest held by owner of *Washington Herald*.

IOWA

KASI Ames—Licensed to Ames Broadcasting Co. President W. S. Rupe and Hollis Nordyke, stockholders, own stock in *Ames Tribune*.

KWBG Boone—Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control *Boone News-Republican*.

KCRG-AM-TV Cedar Rapids—Licensed to Cedar Rapids Television Co., owned by *Cedar Rapids Gazette*.

KPIG Cedar Rapids—Licensed to Cedar Rapids Broadcasting Corp., principally owned by John C. Kelly and brothers, who also have minority interest in *Sioux City Journal* and *Journal-Tribune*. See also *KTRI Sioux City, Iowa*.

KSWI Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the *New Nonpareil Co.*, publisher *Council Bluffs Nonpareil*.

KGTV (TV) Des Moines—Licensed to Rib Mt. Television Inc., 100% owned by *Central Bcstg. Co. (Eau Claire [Wis.] Leader and Telegram, 25%; Morgan Murphy-Walter C. Bridges, 75%)*. For *Murphy-Bridges* newspaper ownership, see *WERC Duluth, Minn.*

KRNT Des Moines—Licensed to Cowles Broadcasting Co. Same ownership (Cowles family) as *Des Moines Register and Tribune*, *Minneapolis Tribune* and *Star*, and *Look Magazine*. See also *WNAX Yankton, S. D.*; *KVTV (TV) Sioux City, Iowa*; *KRNT-TV Des Moines, Iowa*; *WCCO Minneapolis, Minn.*, and *KTVH (TV) Hutchinson, Kan.*

KRNT-TV Des Moines—Licensed to *KRNT-TV Co.* Controlled by *Cowles Broadcasting Co.* See *KRNT Des Moines*.

KDTH Dubuque—Licensed to *Dubuque Telegraph-Herald*.

KXGI Ft. Madison—Licensed to *KXGI Inc.*, 77% owned by Joseph E. and William D. McNaughton, owners of *Pekin (Ill.) Times* and *Effingham (Ill.) News*. See also *WRMN Elgin* and *WCRA Effingham*, both Ill.

KFJB Marshalltown—Licensed to *Marshall Electric Co.* owned by the *Marshalltown Times Republican*.

KGLO-AM-FM Mason City—Licensed to Lee Radio Inc., affiliated with ownership of *WTAD, Quincy, Ill.* Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*. Other Lee newspapers are *Hannibal (Mo.) Courier-Post (KHQA-TV)*; *La Crosse (Wis.) Tribune (WKBT [TV])*; *Davenport (Iowa) Democrat and Times*, *Ottumwa (Iowa) Courier*, *Muscatine (Iowa) Journal*, *Madison (Wis.) State Journal (WIBA)*, *Kewanee (Ill.) Star-Courier* and *Lincoln (Neb.) Star*.

KSCJ Sioux City—Licensed to Perkins Brothers Co. Interlocking ownership through individual stockholders in *Sioux City Journal* and *Journal-Tribune*. See also **KTIV** (TV) Sioux City, Iowa.

KTIV (TV) Sioux City—Licensed to KTIV Television Co. owned 50% by Perkins Brothers Co. Interlocking ownership through individual stockholders in *Sioux City Journal* and *Journal-Tribune*. See also **KSCJ** Sioux City.

KTRI Sioux City—Licensed to Sioux City Broadcasting Co., owned by John C., Eugene F., Fred T. and Lennon Kelly, who also have minority interest in *Sioux City Journal* and *Journal-Tribune*. See also **KPIG** Cedar Rapids, Iowa.

KVTV (TV) Sioux City—Licensed to Cowles Bcstg. Co. See **KRNT** Des Moines.

KANSAS

KSOK Arkansas City—Licensed to **KSOK** Broadcasting Co. Beneficial owner of stock is Stauffer Publications Inc., publisher of *Arkansas City Traveler*, *Pittsburg* (Kans.) *Headlight* and *Sun* (KSEK), *Shawnee* (Okla.) *News* and *Star* (KGFF), *Grand Island* (Neb.) *Independent*, *Marville* (Mo.) *Forum*, *Topeka* (Kans.) *State Journal*, *Nevada* (Mo.) *Mail*, *York* (Neb.) *News-Times*, *Santa Maria* (Calif.) *Times*, *Newton* (Kans.) *Kansas Independence* (Mo.) *Examiner*. See also **KSEK** Pittsburg, Kan., and **WGFF** Shawnee, Okla.

KGGF Coffeyville—Licensed to Midwest Broadcasting Co. Same majority ownership as *Coffeyville Journal*. See **KHAS**, Hastings, Neb.

KGNO Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious Jr. and other stockholders also own *Dodge City Globe*.

KVOE Emporia—Licensed to Lyon Co. Broadcasting Co., 60% owned by Will L. and Russell T. Townsley and Helen T. Coogan, owners of *Great Bend* (Kan.) *Tribune* and *Herald Press* (KVGB) and *Russell* (Kan.) *News*.

KIUL Garden City—Licensed to **KIUL** Inc., owned by John P. and estate of Sidney Harris, owners of *Garden City Telegram*, *Hutchinson News-Herald*, *Ottawa Herald*, *Chanute Tribune*, *Salina Journal* (KSAL), all Kansas, and *Burlington* (Iowa) *Hawkeye-Gazette*. See also **KFBI** Wichita, Kan.

KVGB Great Bend—Licensed to **KVGB** Inc., 46% owned by Will L. and Russell T. Townsley, owners of *Great Bend Tribune* and *Russell* (Kan.) *News*. See also **KVOE** Emporia, Kan.

KAYS Hays—Licensed to **KAYS** Inc., 45% stock owned by *Hays News*.

KTVH (TV) Hutchinson—Licensed to **Wichita-Hutchinson** Co., 80% owned by *Minneapolis Tribune* and *Star* (Cowles). See **KRNT** Des Moines, Iowa.

KCKN Kansas City—Licensed to **The KCKN Broadcasting Co.**, controlled by **Capper Publications Inc.**, publisher of *Kansas City Kansan* and *Topeka Capital* (WIBW).

KMAN Manhattan—Licensed to **Manhattan Broadcasting Co.** Same ownership as *Manhattan Mercury*. See **KHAS** Hastings, Neb.

KNDY Marysville—Licensed to **Marshall Transmitter Inc.**, 15.6% owned by **Byron Everett Guse**, owner of weekly *Marysville Advocate*.

KNEX McPherson—Licensed to **K. R. Krehbiel**, publisher of *McPherson Republican*.

KOAM-TV Pittsburg—Licensed to **Mid-Continent Telecasting Inc.**, 66 2/3% owned by **KOAM** and 33 1/3% by **Joplin** (Mo.) *Globe* and *News-Herald*.

KSEK Pittsburg—Licensed to **KSEK Broadcasting Co.**, owned by **Stauffer Publications**; also see **KSOK** Arkansas City, Kan.; **KGFF** Shawnee, Okla.

KSAL Salina—Licensed to **KSAL Inc.**, owned by **John P. and estate of Sidney Harris**, owners of *Salina Journal* (for other newspaper holdings, see **KIUL** Garden City, Kan.).

WIBW-AM-TV Topeka—Licensed to **Topeka Bcstg. Assn.**, owned by **Capper Publications Inc.**, publisher of *Topeka Capital* and *Kansas City* (Kan.) *Kansan* (KCKN).

KEDD (TV) Wichita—Licensed to **KEDD Inc.**, 5% owned by principals of *Wichita Beacon* (KWBB).

KFBI Wichita—Licensed to **KFBI Inc.**, 24% owned by **John P. and estate of Sidney Harris** (for newspaper holdings, see **KIUL** Garden City, Kan.).

KFH-AM-FM Wichita—Licensed to **Radio Station KFH Co.**; 50% of stock owned by **Wichita Eagle Inc.**, publisher of *Wichita Eagle*.

KWBB Wichita—Licensed to **Wichita Beacon Broadcasting Co.** Minority stockholders are owners of *Beacon Publishing Co.*, publisher of *Wichita Beacon*.

KENTUCKY

WCMI-AM-FM Ashland—Licensed to **Ashland Bcstg. Co.**, 70% owned by **Charles Sawyer**, publisher of

Lancaster (Ohio) *Eagle-Gazette* and *Waverly* (Ohio) *News*. See also **WCOL** Columbus, **WIZE** Springfield and **WING** Dayton, all Ohio.

WKCT Bowling Green—Licensed to **Daily News Broadcasting Co.**, controlled by *Park City News*.

WMTA Central City—Licensed to **Central City-Greenville Broadcasting Co.**, owned by **L. L. and A. E. Stone** and **R. G. Utley**, owners of weekly *Central City Messenger* & *Times-Argus*.

WCTT Corbin—Licensed to **Corbin Times-Tribune Inc.**, Publisher **Corbin Tribune** and *Times* and 50% owner of *Harlan* (Ky.) *Enterprise*.

WFKN Franklin—Licensed to **Franklin Broadcasting Co.**, 66 2/3% owned by **Lowell L. Valentine** and 33 1/3% owned by **Howard H. Ogles**, who have interests in weekly *Franklin Favorite*.

WFUL Fulton—Licensed to **Ken-Tenn Broadcasting Corp.** **Robert Paul Westpheling Jr.** and wife own station, publish weekly *Fulton News*

WKOA Hopkinsville—Licensed to **Pennyrile Broadcasting Co.**, 66 2/3% owned by **A. W. and Thomas F. Wood**, owners of *Hopkinsville Ky. New Era*.

WHAS-AM-TV Louisville—Licensed to **WHAS Inc.**, same ownership as *Louisville Courier-Journal* and *Times*.

WKLO-AM-TV Louisville—Licensed to **Mid-America Broadcasting Corp.**, owned by **Charles Sawyer**, publisher of *Lancaster* (Ohio) *Eagle-Gazette* and *Waverly* (Ohio) *News* and *Watchman* (weekly). See **WIZE** Springfield, **WCOL** Columbus, and **WING** Dayton, Ohio, and **WCMI** Ashland, Ky.

WFMW-AM-FM Madisonville—Licensed to **Messenger Broadcasting Co.**, owned 50% by *Madisonville Messenger*.

WMIK Middlesboro—Licensed to **Cumberland Gap Broadcasting Co.** Some stockholders also own stock in *Middlesboro News*.

WNKY Neon—Licensed to **Letcher Bcstg. Corp.**, 10% owned by **W. P. Nolan**, owner of weeklies *Hazard* (Ky.) *Mountain Messenger* and *Whitesburg* (Ky.) *Mountain Eagle*.

WOMI-AM-FM Owensboro—Licensed to **Owensboro Broadcasting Co.** Stock owned by principal stockholders of **Owensboro Publishing Co.**, publisher of *Owensboro Messenger* and *Inquirer*.

WKYB-AM-FM Paducah—Licensed to **WKYB Inc.** Interlocking ownership with **Paducah Newspapers Inc.**, publisher of *Paducah Sun-Democrat*. See also **WFRX** W. Frankfort, Ill.

WLSI Pikeville—Licensed to **Cumberland Pub. Co.**, publisher of weekly *Pike County News*.

LOUISIANA

KTRY Bastrop—Licensed to **Morehouse Broadcasting Co.** Co-owner **Nathan Bolton** is publisher of *Bastrop Enterprise*.

WJBO, WBRL (FM) Baton Rouge—Licensed to **Baton Rouge Broadcasting Co. Inc.**; same ownership as *Baton Rouge Advocate* and *State-Times*.

WBRZ (TV) Baton Rouge—Licensed to **Louisiana Television Bcstg. Co.**, 50% owned by **Baton Rouge Broadcasting Co.** (**WJBO** and **WBRL** (FM)) which has same ownership as *Baton Rouge Advocate* and *State-Times*.

KVOL Lafayette—Licensed to **Evangeline Bcstg. Co.**, 50% owned by *Lafayette Advertiser* (**Morgan Murphy-Walter C. Bridges**). For **Murphy-Bridges** newspaper ownership, see **WIBC** Duluth, Minn.

WTPS New Orleans—Licensed to **Times Picayune Publishing Co.**, publisher of *New Orleans Times-Picayune* and *States*.

KRUS Ruston—Licensed to **C. E. Faulk Jr.**, publisher *Ruston Leader*.

KWKH-AM-FM Shreveport—Licensed to **International Broadcasting Corp.**; 100% of stock owned by **Times Publishing Co. Ltd.**, publisher of *Shreveport Times*; same ownership as *Monroe* (La.) *World and News-Star* (See also **KTHS** Little Rock, Ark.)

MAINE

WGAN-AM-TV Portland—Licensed to **Guy Gannett Broadcasting Services**, owned by **Guy Gannett Publishing Co.**, publisher of *Portland Press Herald* and *Express*, *Augusta Kennebec Journal* and *Waterville Sentinel*.

MARYLAND

WBAL-AM-TV Baltimore—Licensed to **The Hearst Corp.**, affiliated with *Baltimore News-Post*, *New York Journal-American* and *Mirror*, *Albany* (N.Y.) *Times-Union*, *Boston Record* and *American*, *Pittsburgh Sun-Telegraph* (WCAE), *Chicago Herald-American*, *Milwaukee Sentinel* (WISN), *Detroit Times*, *San Francisco Examiner* and *Call-Bulletin*, *Los Angeles Examiner* and *Herald Express*, *San Antonio Light*, *Seattle Post-Intelligencer*.

WMAR-TV Baltimore—Licensed to **A. S. Abell Co.**, publisher of *Baltimore Sunpapers*.

MASSACHUSETTS

WHDH-AM-FM Boston—Licensed to **WHDH Inc.** owned by **Boston Herald-Traveler Corp.**, publisher *Boston Herald* and *Traveler*.

WBET-AM-FM Brockton—Licensed to **Enterprise Pub. Co.**, publisher, *Brockton Enterprise* & *Times*.

WSAR Fall River—Licensed to **Fall River Broadcasting Co.**, owned by **Fall River Herald News Publishing Co.**, publisher of *Fall River Herald News*.

WNBH-AM-FM New Bedford—Licensed to **E. Anthony & Sons Inc.**, publisher of *New Bedford Standard Times* and *Hyannis* (Mass.) *Cape Cod Standard Times*.

WBEC-AM-FM Pittsfield—Licensed to **Western Mass. Broadcasting Co.**, owned by *Berkshire Eagle*.

WHYN-AM-FM-TV Springfield-Holyoke—Licensed to **Hampden-Hampshire Corp.**; 50% owned by same interests as *Holyoke Transcript-Telegram* and *Northampton* (Mass.) *Hampshire Gazette* and 50% owned by employee pension funds of *Springfield News* and *Union*.

WOCB-AM-FM West Yarmouth—Licensed to **E. Anthony & Sons Inc.** See **WNBH** New Bedford.

WTAG-AM-FM Worcester—Licensed to **WTAG Inc.**, affiliated with **Worcester Telegram Publishing Co. Inc.**, publisher of *Worcester Telegram* and *Gazette*.

MICHIGAN

WALM Albion—Licensed to **Calhoun Bcstg. Co.** **Jack C. Bedient**, 35% stockholder, is owner of *Albion Recorder*; **James Moses**, 35%, is publisher of *Marshall* (Mich.) *Chronicle*.

WELL Battle Creek—Licensed to **Federated Publications Inc.** publisher of *Battle Creek Enquirer & News*, *Grand Rapids Herald*, *Lansing State Journal* and *Lafayette Journal & Courier*.

WHFB-AM-FM Benton Harbor-St. Joseph—Licensed to **Palladium Pub. Co.**, publisher of *Benton Harbor News-Palladium*, *St. Joseph* (Mich.) *Herald-Press*.

WJBK-AM-TV Detroit—Licensed to **Storer Broadcasting Co.** Same interests (**George B. Storer**) own *Miami Beach Sun*. See **WGBS** Miami, Fla.

WJLB, WBRI (FM) Detroit—Licensed to **Booth Radio & Television Stations Inc.** **J. L. Booth** personally owns 4.2% **Booth Newspapers Inc.** (*Grand Rapids Press*, *Flint Journal*, *Muskegon Chronicle*, *Kalamazoo Gazette*, *Saginaw News*, *Bay City Times*, *Jackson Citizen-Patriot*, *Ann Arbor News*). See **WBBC** Flint, **WSGW** Saginaw and **WIBM** Jackson, Mich.

WWJ-AM-FM-TV Detroit—Licensed to **Evening News Association**, publisher of *Detroit News*.

WBBC Flint—Licensed to **Booth Radio and Television Stations Inc.** **J. L. Booth**, owner, personally own 4.2% of **Booth Newspapers Inc.** See **WJLB** Detroit.

WMIQ Iron Mountain—Licensed to **the Iron Mountain-Kingsford Bcstg. Co.** President **Frank J. Russell** (principal owner *Marquette* [Mich.] *Mining Journal*) is publisher of *Iron Mountain News*. See also **WDMJ** Marquette, Mich.

WIBM Jackson—Licensed to **Booth Radio & Television Stations Inc.** **J. L. Booth** personally owns 4.2% of **Booth Newspapers Inc.** See **WJLB** Detroit.

WDMJ-AM-TV Marquette—Licensed to **Lake Superior Broadcasting Co. Inc.**, wholly owned by the **Mining Journal Co. Ltd.**, publisher *Marquette Mining Journal*. See also **WMIQ** Iron Mt., Mich.

WMDN Midland—Licensed to **Rich Publishing House Inc.**, publisher of *Midland News*.

WMAB Munising—Licensed to **Munising-Alger Bcstg. Co.**, owned 33 1/3% each by **Charles Symon** and **Stanley L. Sadak**, owners of weekly *Munising News*.

WQAP Owosso—Licensed to **Owosso Bcstg. Co.**, subsidiary of **Argus Press Co.**, publisher of *Owosso Argus Press*.

WSGW Saginaw—Licensed to **Booth Radio & Television Stations Inc.** (See **WJLB** Detroit.)

WSOO Sault Ste. Marie—Licensed to **Hlawathaland Broadcasting Co.** **George A. Osborn**, publisher of *Sault Ste. Marie News*, owns 30%.

MINNESOTA

WIBC Duluth—Licensed to **Head of the Lakes Broadcasting Co.**; 32% of stock owned by **Evening Telegram Co.**, **Superior**, Wis., publisher of *Superior Telegram*; 32% by **Northwest Paper Co.**, 20% by **Morgan Murphy**, president of **Evening Telegram Co.**, 10% by **W. C. Bridges**, manager, **Head of the Lakes Bcstg. Co.** **Mr. Murphy** is also interested in **WMFG** Hibbing, Minn.; **WHLB** Virginia, Minn.; **WISC** Madison; **WEAU** Eau Claire, Wis.; **KVOL** Lafayette, La., **KGTV** (TV) Des Moines, Iowa, and the **Manitowoc** (Wis.) *Herald-Times*, *Chippewa Falls* (Wis.) *Herald-Telegram*, *Two Rivers* (Wis.) *Reporter*, *Virginia* (Minn.) *Mesabi News* and *Range Facts*, *Los Angeles* (Calif.) *Eagle Rock*

News-Herald and Highland Park News-Herald, and Lafayette (La.) Daily Advertiser.
 WMFG Hibbing—Licensed to Head of the Lakes Bcstg. Co. See WEBC Duluth.

WCCO-AM-TV Minneapolis—Licensed to Midwest Radio Television Inc., 53% owned by Mid Continent Radio-Television Inc., and 47% owned by Minneapolis Tribune and Star (Cowles). Mid Continent is 50% owned by Northwest Publications Co. (Ridder interests), and 50% by Minnesota Tribune Co. Ridder interests own St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM Superior, Wis.), New York Staats-Zeitung and Herold, New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (KILO), San Jose (Calif.) Mercury and News, Long Beach (Calif.) Independent and Press-Telegram, minority interest in Seattle Times. Cowles owns Des Moines Register and Tribune (KRNT-AM-FM-TV), Minneapolis Tribune and Star (which owns 80% of

WTUP Tupelo—Licensed to Lee Broadcasting Co., 30% owned by E. O. Roden, owner of weekly Walker County Times and Booneville (Miss.) Independent. See also WBIP Booneville, WAZF Yazoo City, WSUH Oxford and WMPA Aberdeen, all Miss.

WQBC Vicksburg—Licensed to Delta Broadcasting Co., Inc. President L. P. Cashman is publisher of the Vicksburg Herald and Post.

WAZF Yazoo City—Licensed to WAZF Inc., 50% owned by E. O. Roden, owner of weekly Walker County Times and Booneville (Miss.) Independent. See also WBIP Booneville, WTUP Tupelo, WSUH Oxford, and WMPA Aberdeen, all Miss.

MISSOURI

KGHM Brookfield—Licensed to Green Hills Broadcasting Co., 33 1/3% owned by Ira J. Williams, publisher Brookfield News-Bulletin.

KFRU Columbia—Licensed to KFRU Inc.; controlled by H. J. Waters Jr., publisher of Columbia Tribune.

KHQA-TV Hannibal—Licensed to Lee Bcstg. Inc., which is also licensee of WTAD-AM-FM Quincy, Ill., 20% owned by Hannibal Courier-Post, and 52% owned by Lee Radio Inc., licensee KGLO-AM-FM-TV Mason City, Iowa. For other Lee holdings see KGLO Mason City, Iowa.

KIMO Independence—Licensed to Craig Siegfried, owner of Independence News and Pictorial Shopper.

KRCG (TV) Jefferson City—Licensed to Jefferson Television Co. Mrs. Betty Goshorn Handy, president and licensee, is also vice president and stockholder of Jefferson City Capital News and Post-Tribune.

KWOS-AM-FM Jefferson City—Licensed to the Capital Broadcasting Co. Mrs. R. C. Goshorn, president, is also president of the News Tribune Co., publisher of Jefferson City Capital News and Post-Tribune.

KCMO-AM-FM-TV Kansas City—Licensed to Meredith Engineering Co., subsidiary of Meredith Publishing Co. (Better Homes & Gardens and Successful Farming). See also WOW Omaha, KPHO Phoenix, and WHEN Syracuse, N. Y.

WDAF-AM-TV Kansas City—Licensed to Kansas City Star Co., publisher of Kansas City Star.

KSD-AM-TV St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.

KWK-AM-TV St. Louis—Licensed to KWK Inc., 23% owned by St. Louis Globe-Democrat.

KGBX Springfield—Licensed to Springfield Broadcasting Co.; owned 99% by Springfield Newspaper Inc., (Springfield News and Leader-Press).

KYTV (TV) Springfield—Licensed to Springfield Television Inc., 49.6% owned by Springfield Newspapers Inc., publisher of Springfield News and Leader & Press (KGBX). Tams Bixby Jr. treasurer of licensee and vice president of Springfield Newspapers Inc., is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat (KBIX).

MONTANA

KOPR Butte—Licensed to Copper Bcstg. Co., 67% owned by Mr. and Mrs. George Hatch (see KIMN Denver, Colo.).

KFBB-AM-TV Great Falls—Licensed to Wilkins Broadcast Inc., 27% owned by Fairmont Corp. (subsidiary of Anaconda Copper Co.), publisher of Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5% ownership), Billings Gazette (66.67% ownership) and weekly Libby Western News (33 1/3% ownership).

KMON Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with Montana Farmer Stockman, semi-monthly farm journal and Great Falls Tribune and 40% owned by Ogden (Utah) Standard-Examiner-Glasman. For Glasman interests see KIMN Denver, Colo.

KATL Miles City—Licensed to Star Printing Co., publisher of Miles City Star.

NEBRASKA

KFGT Fremont—Licensed to Walker Radio Inc., affiliated with Fremont Guide & Tribune.

KHAS Hastings—Licensed to Nebraska Broadcasting Co. Owned by Fred A. and Richard M. Seaton, publishers of Hastings Tribune, Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KGGF), Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver).

WJAG Norfolk—Licensed to WJAG Inc., associated with Huse Pub. Co., publisher of the Norfolk News.

KFAB Omaha—Licensed to KFAB Broadcasting Co., 47.35% of stock owned by Sidles Co., 47.35% of stock owned by Lincoln Nebraska State Journal.

WOW-AM-TV Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WHEN Syracuse, N. Y., KPHO Phoenix, Ariz. and KCMO Kansas City, Mo.

KSTF (TV) Scottsbluff—Licensed to Frontier Bcstg. Co., one-third owned by Cheyenne Newspapers Inc. (Wyoming Eagle and State Tribune). See KFBC Cheyenne, Wyo.

NEVADA

KELK Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner of Elko Free Press is president and 16% owner of station.

KBMI Henderson—Licensed to Moritz Zenoff, publisher of weekly Henderson Home News and Boulder City (Nev.) News.

KLRJ-TV Henderson—Licensed to Southwestern Publishing Co. (Donald W. Reynolds). For newspaper ownership, see KFSA Fort Smith, Ark., and KZTV (TV) Reno.

KLAS-TV Las Vegas—Licensed to Las Vegas Television Inc. Herman Greenspun, publisher of Las Vegas Sun, owns 36.6%. Licensee is 41.5% owned by R. G. Jolley, who owns 100% of KLAS.

KORK Las Vegas—Licensed to Southwestern Broadcasting Co. (Donald W. Reynolds). For Reynolds' newspaper interests see KFSA Fort Smith, Ark. See also KOLO Reno and KLRJ-TV Henderson, Nev.

KSHO-TV Las Vegas—Licensed to Moritz Zenoff, owner of weekly Boulder City (Nev.) Home News and Henderson (Nev.) Home News (KMBI). Purchase of 50% interest by Wilbur Clark pending FCC approval.

KOH Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as Sacramento Bee, Fresno Bee, Modesto Bee, all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

KOLO, KZTV (TV) Reno—Licensed to Western Broadcasting Co., owned by Donald W. Reynolds, publisher of Las Vegas (Nev.) Review Journal, Ely (Nev.) Times, Fort Smith (Ark.) Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times Democrat, Blackwell (Okla.) Journal-Tribune, and Rogers (Ark.) News. See also KFSA Fort Smith, Ark.; KLRJ-TV Henderson, Nev.; KORK Las Vegas, Nev.; KHBG Okmulgee, Okla.; KBRB Springdale, Ark.

NEW JERSEY

WJLK-AM-FM Asbury Park—Licensed to Asbury Park Press Inc., publisher of Asbury Park Press. WFPG-AM-FM-TV Atlantic City—Licensed to Neptune Broadcasting Corp., affiliated with Atlantic City Reporter.

WVNJ Newark—Licensed to Evening News Publishing Co. (Newark News).

WOND Pleasantville—Licensed to South Jersey Radio Inc. Interlocking ownership with Renova (Pa.) Record and weekly Ocean City (N. J.) Sentinel-Ledger and Cape May (N. J.) Courthouse Gazette.

WTOA (FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of Trenton Times.

NEW MEXICO

KOB-AM-TV Albuquerque—Licensed to Albuquerque Broadcasting Co., half-owned by Time Inc. (Time, Life and Fortune). See also KDYL Salt Lake City, Utah, and KLZ Denver.

NEW YORK

WMBO-AM-FM Auburn—Licensed to Auburn Publishing Co. (Auburn Citizen-Advertiser).

WNBF-AM-TV Binghamton—Licensed to Triangle Publications Inc. (Philadelphia Inquirer-WFIL). See WFIL Philadelphia.

WBEN-AM-FM-TV Buffalo—Licensed to WBEN Inc., same ownership as Buffalo News.

WEBR Buffalo—Licensed to WEBR Inc. Owned by Buffalo Courier-Express.

WCNY-TV Carthage—Licensed to The Brockway Co., publisher of Watertown (N. Y.) Times (WCNY-AM-FM). Also owns WMSA-AM-FM Massena, N. Y.

WENY Elmira—Licensed to Elmira Star-Gazette Inc. publisher of Elmira Star-Gazette and Advertiser (Gannett Newspapers). See WHEC Rochester, N. Y.

WENE Endicott-Binghamton—Licensed to Ottaway Stations Inc. Major stockholder James H. Ottaway is president-publisher and controlling stockholder of Endicott Bulletin and Oneonta (N. Y.) Star (WDOS), Plattsburg (N. Y.) Press-Republican, Stroudsburg (Pa.) Record (WVPO) Danbury (Conn.) News-Times. See also WDOS Oneonta, N. Y., and WVPO Stroudsburg, Pa.

WWSC Glens Falls—Licensed to Great Northern Radio Inc., 50% owned by Glens Falls Post Co., publisher of Glens Falls Post-Star and Times.

WVOS Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and sec-treas. H. G. Borwick, stockholders, own Monticello News and Liberty News.

KMRS Morris—Licensed to Western Minn. Bcstg. Co., owned by Clifford L. Hedberg, 50% owner of weekly Cokato (Minn.) Enterprise.

KNUJ New Ulm—Licensed to KNUJ Inc., affiliated with New Ulm Journal.

KFAM-AM-FM St. Cloud—Licensed to Times Publishing Co., publisher of St. Cloud Times.

WJON St. Cloud—Licensed to Granite City Broadcasting Co. William T. Comstock, 49.5% owner, is publisher of Portage (Wis.) Register & Democrat (WPDR) and weekly Oconto (Wis.) Reporter.

WHLB Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC Duluth.

KWNO-AM-FM Winona—Licensed to Winona Radio Service, 80% owned by M. H. White, Publisher of Winona News.

MISSISSIPPI

WMPA Aberdeen—Licensed to Prairie Broadcasting Co., 50% owned by E. O. Roden, owner of weekly Walker County Times and Booneville (Miss.) Independent. See also WBIP Booneville, WAZF Yazoo City, WTUP Tupelo and WSUH Oxford, all Miss.

WBIP Booneville—Licensed to Booneville Broadcasting Co. E. O. Roden, sole owner, owns weekly Walker County Times and Booneville Independent. See also WAZF Yazoo City, WTUP Tupelo, WSUH Oxford, and WMPA Aberdeen, all Miss.

WJMB Brookhaven—Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of Brookhaven Leader Times.

WROX Clarksdale—Licensed to Mrs. Eunice T. Imes, mother of Birney Imes Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

WCJU Columbia—Licensed to WCJU Inc. Lester Williams, president, is editor and publisher of weekly Columbian Progress and Sunday Mirror.

WCBI-AM-TV Columbus—Licensed to Birney Imes Jr., owner of Columbus Commercial Dispatch. See also WELO Tupelo; WROX Clarksdale; WNAG Grenada; WMOX Meridian, all Miss.

WDDT Greenville—Licensed to Delta-Democrat Publishing Co. (Greenville Delta Democrat-Times).

WNAG Grenada—Licensed to Birney Imes Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

WJQS Jackson—Licensed to Mississippi Bcstg. Co., owned by Withers Gavin, publisher of weekly Meridian Record and Clarke County Tribune (Quitman, Miss.). See also WCOC Meridian, Miss.

WSLI, WJTV (TV) Jackson—Licensed to Capitol Broadcasting Co., 40% owned by Mississippi Publishing Co. (Jackson Clarion-Ledger and News.)

WCOC-AM-TV Meridian—Licensed to Mississippi Broadcasting Co. Owned by Withers Gavin, publisher of weekly Meridian Record and Clarke County Tribune (Quitman, Miss.). See also WJQS Jackson, Miss.

WMOX Meridian—Licensed to Birney Imes Jr., owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

WTOK-AM-TV Meridian—Licensed to Southern Television Corp. James H. Skewes, 6.5% owner of licensee, publisher of Meridian Star.

WSUH Oxford—Licensed to Ole Miss. Broadcasting Co., 50% owned by E. O. Roden, owner of weekly Walker County Times and Booneville (Miss.) Independent. See also WBIP Booneville, WAZF Yazoo City, WTUP Tupelo and WMPA Aberdeen, all Miss.

WELO Tupelo—Licensed to Tupelo Broadcasting Co. Inc. President Birney Imes Jr. is owner of Columbus (Miss.) Commercial Dispatch. See WCBI Columbus, Miss.

NEWSPAPER OWNERSHIP

WUSJ Lockport—Licensed to Lockport Union Sun and Journal Inc., publisher of *Lockport Union Sun & Journal*.

WMSA-AM-FM Massena—Licensed to the Brockway Co., owned and operated by the *Watertown (N. Y.) Times*. See WJNY Watertown, N. Y., and WCNY-TV Carthage, N. Y.

WEVD New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Forward*; the newspaper company itself has no interest or control.

WHOM-AM-FM New York—Licensed to Progress Broadcasting Corp., same ownership as *Il Progresso Italo Americano*.

WPIX (TV) New York—Licensed to WPIX Inc., same ownership as *New York News, Chicago Tribune (WGN)*.

WQXR-AM-FM New York—Licensed to the Interstate Broadcasting Co., subsidiary of *New York Times*.

WHDL-AM-FM Olean—Licensed to WHDL, Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald*. Minority interest owned by Gannett Newspapers. See WHEC Rochester, N. Y.

WDOS Oneonta—Licensed to Ottaway Stations Inc. Major stockholder James H. Ottaway is president-publisher and controlling stockholder of Ottaway Newspapers-Radio Inc., publisher of *Oneonta Star, Endicott (N. Y.) Bulletin (WENE), Plattsburgh (N. Y.) Press-Republican, Stroudsburg (Pa.) Record (WVPO), Danbury (Conn.) News-Times*. See also WENE Endicott, N. Y., and WVPO Stroudsburg, Pa.

WONY Owego—Licensed to Harlan G. Murrelle. See WOND Pleasantville, N. J.

WALK-AM-FM Patchogue—Licensed to Suffolk Broadcasting Co., owned by W. Kingsland Macy who is publisher of weekly newspapers in Long Island. See WRIV Riverhead, N. Y.

WRIV Riverhead—Licensed to Suffolk Broadcasting Co., owned by W. Kingsland Macy who is publisher of weekly newspapers in Long Island. See WALK Patchogue, N. Y.

WHEC-AM-TV Rochester—Licensed to WHEC Inc., owned by Gannett Co., publisher of *Rochester Times-Union and Democrat & Chronicle*. Other Gannett newspapers are *Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority) (WHDL), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser (WENY), Binghamton Press, Niagara Falls Gazette, all New York; Hartford (Conn.) Times, Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial News (WDAN)*.

WHEN-AM-TV Syracuse—Licensed to Meredith Syracuse Radio Corp., same ownership as Meredith Publishing Co., publisher of *Better Homes & Gardens, Successful Farming*. See also WOW, Omaha, Neb., KPHO Phoenix, Ariz., and KCMO Kansas City, Mo.

WSYR-AM-FM-TV Syracuse—Licensed to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as *Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Jersey City (N. J.) Jersey Journal, Long Island Press and Star-Journal, Staten Island (N. Y.) Advance, Nassau (N. Y.) Review Star, Harrisburg (Pa.) Patriot and News (WPTA [TV]), Portland (Ore.) Oregonian (50% of KOIN) and St. Louis Globe-Democrat (23% of KWK St. Louis, which owns WGTO Haines City, Fla.), Birmingham (Ala.) News (WAPI) and Huntsville (Ala.) Times (WHBS)*.

WFLY(FM) Troy—Licensed to the Troy Record Co., publisher of *Troy Record and Times-Record*.

WRUN-AM-FM Utica—Licensed to Rome Sentinel Co., publisher of *Rome (N. Y.) Sentinel*.

WJNY-AM-FM Watertown—Licensed to the Brockway Co., owned and operated by the *Watertown Times*. See WMSA Massena, and WCNY-TV Carthage, N. Y.

WFAS-AM-FM White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publishers of *White Plains Reporter Dispatch, Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times*, all N.Y.

NORTH CAROLINA

WGWR-AM-FM Asheville—Licensed to the Asheville Broadcasting Co., owners including Roy Cox, publisher *Asheboro Courier Tribune*, a semi-weekly newspaper.

WNCA Asheville—Licensed to Asheville Citizen-Times Publishing Co., publisher of the *Asheville Citizen-Times*. See also WFBC Greenville, S. C.

WPNF Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership association as WBO Forest City, below.

WBT, WBTW (TV) Charlotte—Licensed to Jefferson Standard Bstg. Co., subsidiary of Jefferson Standard Life Insurance Co. which owns WBIG Greensboro, N. C., and 18 2/3% of *Greensboro News and Record (WFMY [FM] and WFMY-TV)*. Jefferson Standard also owns WBTW (TV) Florence, S. C.

WEGO Concord—Licensed to Cabarrus Broadcasting Co. Same ownership as *Concord Tribune*.

WDNC-AM-FM Durham—Licensed to the Durham Radio Corp.; 100% owned by the Durham Herald Co., publisher *Durham Herald and Sun*.

WTVD (TV) Durham—Licensed to Durham Bstg. Enterprises Inc., 25% owned by Durham Radio Corp. (*Durham Herald and Sun-WDNC-AM-FM*).

WIFM-AM-FM Elkin—Licensed to Tri-County Broadcasting Co., owned one-third each by Harvey F. Lafoon, publisher of semi-weekly *Elkin Tribune*; Edward M. Anderson, publisher of weeklies *West Jefferson Skyland Post, Sparta Alleghany News, Brevard Transylvania Times and Forest City Courier*, and W. P. Erwin.

WBBO-AM-FM Forest City—Licensed to Rutherford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: *Forest City Courier, Spindale Sun*. See WPNF Brevard.

WFMY-TV Greensboro—Licensed to Greensboro News Co. (*Greensboro News and Record*).

WNCT (TV) Greenville—Licensed to Carolina Broadcasting System Inc., 10% owned by Josh Horne, principal in *Rocky Mt. (N. C.) Telegram*, and 10% by Wilson (N. C.) *Times*.

WHKY Hickory—Licensed to Catawba Valley Broadcasting Co.; stockholders include Lester C. Gifford, publisher of *Hickory Record*.

WKIX-AM-FM, WNAO-TV Raleigh—Licensed to Sir Walter Television Co., 14% owned by Raleigh News & Observer.

WREV-AM-FM Reidsville—Licensed to Reidsville Broadcasting Co. W. M. and W. M. Oliver Jr., owners, also own stock in *Reidsville Review*.

WCEC, WFMA(FM) Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with *Rocky Mount Telegram*.

WSTP-AM-FM Salisbury—Licensed to Piedmont Broadcasting Corp.; 37% of stock owned by Salisbury Post stockholders.

WSJS-AM-FM Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal and Twin City Sentinel*. See also WSJS-TV Winston-Salem.

WSJS-TV Winston-Salem—Licensed to Triangle Broadcasting Corp., 66 2/3% owned by Piedmont Publishing Co., publisher of *Winston-Salem Journal and Twin City Sentinel*. See also WSJS-AM-FM Winston-Salem.

NORTH DAKOTA

WDAY-AM-TV Fargo—Licensed to WDAY Inc. N. D. Black Jr., who with family owns 35.5%, is president-publisher of *Fargo Forum and Moorehead (Minn.) News*.

KILO Grand Forks—Licensed to Grand Forks Herald Inc., publisher of *Grand Forks Herald* which is 60% owned by Ridder Publications. See WCCO Minneapolis.

OHIO

WAKR-AM-FM-TV Akron—Licensed to Summit Radio Corp., owned 45% by Akron Beacon-Journal (Knight newspaper). Other Knight newspapers are *Chicago Daily News (WIND), Detroit Free Press, Miami Herald (WCKR) and Charlotte (N. C.) Observer*.

WFAH-AM-FM Alliance—Licensed to the Review Pub Co., publisher of *Alliance Review*.

WICA-AM-FM-TV Ashtabula—Licensed to WICA Inc. Same ownership as *Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph*, all Ohio.

WHBC-AM-FM Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times, Ironton Tribune and Salem News*, all in Ohio; *Salisbury (Md.) Times*.

WTLC (TV) Canton—Licensed to Tri-Cities Telecasting Inc., 23.4% owned by Morton Frank, owner of weeklies *Canton Economist and Stark County Times*, and 9.4% owned by Oral S. Pfug, owner of weekly *Steubenville (Ohio) Jeffersonian*.

WCPO-AM-FM-TV Cincinnati—Licensed to Scripps-Howard Radio Inc., affiliated with *Cincinnati Post*. See also WEWS Cleveland, WMC Memphis and WNOX Knoxville, Tenn.

WKRC-AM-FM-TV Cincinnati—Licensed to Radio Cincinnati Inc., majority owned by *Cincinnati Times-Star*. See also WTVN Columbus, Ohio.

WEWS (TV) Cleveland—Licensed to Scripps-Howard Radio Inc. Scripps-Howard newspapers are *Cleveland Press, New York World Telegram & Sun, Cincinnati Post (WCPO), Pittsburgh Press, Columbus (Ohio) Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel (WNOX), Memphis Commercial Appeal and Press-Scimitar (WMC), Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald*. See also WCPO Cincinnati, Ohio; WMC Memphis and WNOX Knoxville, Tenn.

WHK-AM-FM-TV Cleveland—Licensed to Forest City Pub. Co., publisher of *Cleveland Plain Dealer and News*, which also has 40% interest in WKBN-AM-FM Youngstown, Ohio.

WJW-AM-FM Cleveland—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.

WBNS-AM-TV Columbus—Licensed to Dispatch Printing Co., publisher of *Columbus Dispatch*.

WCOL Columbus—Licensed to Air Trails Inc., owned by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette and Waverly (O.) News and Watchman (weekly)*. See WIZE Springfield and WING Dayton, Ohio, WCMI Ashland and WKLO Louisville, Ky.

WTVN-AM-TV Columbus—Licensed to WTVN Inc. Same ownership as *Cincinnati Times-Star (WKRC)*.

WTNS Coshocton—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace control both licensee and *Coshocton Tribune*.

WHIO-AM-FM-TV Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as *Dayton News and Journal Herald, Atlanta Journal and Constitution (WSB), Miami News (WCKR), Springfield (Ohio) News and Sun*.

WING Dayton—Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, publisher of *Lancaster Eagle-Gazette and Waverly (O.) News and Watchman (weekly)*. See WIZE Springfield and WCOL Columbus, Ohio, and WCMI Ashland and WKLO Louisville, Ky.

WJER Dover—Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown, W. Va.

WFIN-AM-FM Findlay—Licensed to Findlay Publishing Co., publisher of *Findlay Republican Courier*.

WMAC (TV) Massillon—Licensed to Midwest Tv Co., owned by Edward Lamb, publisher of *Erie (Pa.) Dispatch*. See also WIKK, Erie, Pa.

WCLT-AM-FM Newark—Licensed to the Advocate Printing Co., publisher of *Newark Advocate and American Tribune*.

WIZE Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette and Waverly (O.) News and Watchman (weekly)*. See WING Dayton and WCOL Columbus, Ohio, and WCMI Ashland and WKLO Louisville, Ky.

WSPD-AM-FM-TV Toledo—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.

WTOD, WTRT(FM) Toledo—Licensed to Unity Corp. Inc. Edward Lamb, president, is publisher *Erie (Pa.) Dispatch (WIKK and WICU[TV])* and owns *WHOO-AM-FM Orlando, Fla. and WMAC-TV Massillon, Ohio*. Sale to Booth Radio & Tv Stations Inc. pending FCC approval.

WHHH Warren—Licensed to Warren Tribune Radio Station Inc., owned by Tribune Co., publisher of *Warren Tribune-Chronicle*.

WVST-AM-FM Wooster—Licensed to Wooster Republican Printing Co., publisher of the *Wooster Record*. Interlocking ownership with WTRF-TV Wheeling, W. Va.

WFMJ-AM-TV Youngstown—Licensed to Vindicator Printing Co. (*Youngstown Vindicator*).

WKBN-AM-FM-TV Youngstown—Licensed to WKBN Broadcasting Corp., 40% owned by Forest City Publishing Co., publisher of *Cleveland Plain-Dealer and News (WHK)*.

WHIZ-AM-TV Zanesville—Licensed to Southeastern Ohio Television System. Majority ownership also owns *Zanesville Signal and Times-Recorder*. See WTAP (TV) Parkersburg, W. Va.

OKLAHOMA

KHHW Altus—Licensed to Altus Broadcasting Co., 50% owned by *Altus Times-Democrat*. See also KRMG Tulsa, Okla.

KVSO-AM-TV Ardmore—Licensed to John F. Easley, publisher of *Ardmore Ardmoreite*.

KUSH Cushing—Licensed to Cimarron Broadcasters Inc., two-thirds owned by Lou S. Allard and Gordon R. Rockett, owners of weekly *Drumwright* (Okla.) *Derrick* and *Rocket*.

KSEU Durant—Licensed to Democrat Printing Co., publisher *Durant Democrat*, *Durant Weekly News*.

KCRC Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Eagle*.

KBIX Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Phoenix* and *Times-Democrat*.

KTOK Oklahoma City—Licensed to KTOK Inc., 50% owned by C. C. Woodson, owner of *Brownwood Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Wazahachie Daily Light*, all Texas, and *Miami* (Okla.) *News-Record*. See also **KKOL** Fort Worth, Tex.

WKY-AM-TV Oklahoma City—Licensed to WKY Radiophone Co., same ownership as *Oklahoma City Oklahoman* and *Times, Farmer-Stockman*. See also **WFSA** Montgomery, Ala. and **WTVT** (TV) Tampa, Fla.

KHBG Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of *Okmulgee Times*. See also **KFSA** Fort Smith, Ark.

WBBZ Ponca City—Licensed to Ponca City Publishing Co., publisher of the *Ponca City News*.

KGFF Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. See **KSOK** Arkansas City, Kan.

KSPI-AM-FM Stillwater—Licensed to Stillwater Pub. Co., publisher *Stillwater News-Press*.

KRMG Tulsa—Licensed to Western Broadcasting Co., owned by Harrington Wimberly and family, owners of *Altus* (Okla.) *Times-Democrat*. See **KWHW** Altus, Okla.

OREGON

KWIL-AM-FM Albany—Licensed to Central Williamette Broadcasting Co.; all stock owned by W. L. Jackson Estate and R. R. Cronise, co-publishers *Albany Democrat-Herald*.

KAST Astoria—Licensed to Astoria Broadcasting Co. Interlocking ownership (R. B. Chessman, Mrs. E. B. Aldrich, Dorothy Engle, Daphne Chessman) with *Astoria Astorian-Budget* and *Pendleton* (Ore.) *East Oregonian*.

KOOS Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner is publisher of *Coos Bay Times*. See **KROW** Oakland, Calif.

KERG Eugene—Licensed to Guard Publishing Co., publisher of *Eugene Register-Guard*.

KUIN, KGPO(FM) Grants Pass—Licensed to Southern Oregon Bcstg. Co., 50% owned by A. E. Voorhies, publisher of *Grants Pass Courier*.

KFLW Klamath Falls—Licensed to Southern Oregon Publishing Co., publisher of *Klamath Falls Herald & News*. Same interests also own 75% of *Roseburg News-Review* (KRNR) also 19% of *Medford Mail Tribune* (KYJC). See also **KRNR** Roseburg and **KYJC** Medford, both Oregon.

KMCM McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as *McMinnville News-Register*.

KBES-TV Medford—Licensed to Southern Oregon Bcstg. Co., 16 2/3% owned by Amos Voorhies, publisher of *Grants Pass* (Ore.) *Courier*.

KYJC Medford—Licensed to Medford Printing Co., publisher of *Medford Mail Tribune*. See also **KFLW** Klamath Falls and **KRNR** Roseburg, both Oregon.

KOIN-AM-FM-TV Portland—Licensed to Mt. Hood Radio & Television Bcstg. Co., 50% owned by Central New York Bcstg. Corp. (WSYR Syracuse, N. Y.). Same ownership (S. I. Newhouse) as *Portland Oregonian*. For other Newhouse newspapers, see **WSYR** Syracuse, N. Y.

KPOJ-AM-FM Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal*.

KPTV (TV) Portland—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See **WGBS** Miami, Fla.

KRNR Roseburg—Licensed to News-Review Co., publisher of *Roseburg News-Review*. See also **KFLW** Klamath Falls and **KYJC** Medford, both Oregon.

PENNSYLVANIA

WFBG-AM-TV Altoona—Licensed to Gable Broadcasting Co., owned by Triangle Publications Inc. (*Philadelphia Inquirer-WFL*).

WGPA-AM-FM Bethlehem—Licensed to Globe Pub. Co., publisher *Bethlehem Globe-Times*.

WLEV-TV Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as *Lancaster New Era* and *Intelligencer*. Operated independently. See also **WGAL** Lancaster, Pa.

WCNR Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Press*.

WBUT-AM-FM Butler—Licensed to Beacom Enterprises, owned by J. Patrick Beacom, owner of weekly *Mannington* (W. Va.) *Times*. See also **WJPB-TV** Fairmont, **WETZ** New Martinsville and **WCTS** Fairmont, all W. Va.

WCPA Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *Clearfield Progress*. See also **WDAD** Indiana, both Pa., and **WJCM** Sebring, Fla.

WBUX Doylestown—Licensed to Charles M. Meredith, publisher *Quakerstown Free Press*, *Bangor* (Pa.) *News, Form n Home* and *Cross Keys Reporter*.

WCED-AM-FM DuBois—Licensed to the Tri-County Bcstg. Co. Inc., owned by Jason and Harold Gray, publishers of the *DuBois Courier Express*. See **WILK** Wilkes-Barre.

WEEK-AM-FM WGLV (TV) Easton—Licensed to Easton Publishing Co., publisher of *Easton Express*.

WEST-AM-FM Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See (*Lancaster Intelligencer-Journal* and *New Era*). **WGAL** Lancaster.

WIKK, WICU (TV) Erie—Licensed to Community Service Broadcasting Co. and Dispatch Inc. (*Erie Dispatch*), respectively. Both owned by Edward Lamp, who also owns **WTOG** and **WTRT (FM)** Toledo, Ohio; **WHOO-AM-FM** Oriando, Fla. and **WMAC-TV** Massillon, Ohio.

WSEE (TV) Erie—Licensed to Great Lakes Television Co., 24.66% owned by George J. Meade and John J. Meade Jr., co-publishers of *Erie Times*.

WGET Gettysburg—Licensed to Times & News Publishing Co. (*Gettysburg Times*).

WHGB Harrisburg—Licensed to Kendrick Bcstg. Co. Half-owned by Triangle Publications Inc., publisher of *Philadelphia Inquirer* (**WFL-AM-FM** TV Philadelphia).

WKBO Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal* and *New Era*). See **WGAL** Lancaster.

WTPA-TV Harrisburg—Licensed to Patriot-News Co., publisher of *Harrisburg Patriot* and *News* (Newhouse newspapers). For other Newhouse newspapers see **WSYR** Syracuse, N. Y.

WHUN Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News*.

WDAD Indiana—Licensed to WDAD Inc., 52% owned by Clearfield Broadcasters Inc. (*Clearfield* (Pa.) *Progress*). See also **WCPA** Clearfield, Pa., and **WJCM** Sebring, Fla.

WJAC-AM-FM-TV Johnstown—Licensed to WJAC Inc., same ownership as *Johnstown Tribune*.

WGAL-AM-FM-TV Lancaster—Licensed to WGAL Inc., same ownership (Steinman & Steinman Inc.) as *Lancaster Intelligencer-Journal* and *New Era*. See also **WDEL** Wilmington, Del., and **WLEV-TV** Bethlehem, **WORK** York, **WRAW** Reading, **WEST** Easton, **WKBO** Harrisburg, all Pa. Stations operated independently.

WAKU Latrobe—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield* (Pa.) *Progress*. See also **WCPA** Clearfield, **WDAD** Indiana, both in Pa., and **WJCM** Sebring, Fla.

WLBR-TV Lebanon—Licensed to Lebanon Television Corp., owned by Triangle Publications Inc. (*Philadelphia Inquirer-WFL*). (Ownership subject to FCC protest hearing.)

WMRF Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the *Sentinel* Co., publisher of *Lewistown Sentinel*.

WARC Milton—Licensed to Williamsport Radio Bcstg. Assoc. Inc. Harry J. W. Kiessling, Grit Publishing Co. executive, is president and owns 32%. See also **WWPA** Williamsport, Pa.

WCTW(FM) New Castle—Licensed to Courier-Times Inc., publisher of *New Castle Courier-Times*.

WCAU-AM-FM-TV Philadelphia—Licensed to WCAU Inc., same ownership as *Philadelphia Bulletin*.

WFL-AM-FM-TV Philadelphia—Licensed to Triangle Publications Inc., publisher of *Philadelphia Inquirer*, *Seventeen Magazine*, *Official Detective, Tv Guide*, *Morning Telegraph* and *Daily Racing Form*. See also **WNBF** Binghamton, N. Y.; **WHGB** Harrisburg, **WLBR-TV** Lebanon and **WFBG** Altoona, all Pa.

WCAE Pittsburgh—Licensed to WCAE Inc. Owned by Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*. For other Hearst newspapers see **WBAL** Baltimore.

WKJF-FM-TV Pittsburgh—Licensed to Agnes J. Reeves Greer, controlling stockholder of *Morgantown* (W. Va.) *Dominion News* and *Post* (**WAJR**) and weekly *New Martinsville* (W. Va.) *Wetzel Republican*.

WIC (TV) Pittsburgh—Licensed to WWSW Inc. When option agreement is effected will be 50% owned by *Pittsburgh Post-Gazette* (Same owner-

ship [Paul Block] as *Toledo* [Ohio] *Blade*.) and 50% by Pittsburgh Radio Supply House.

WWSW-AM-FM Pittsburgh—Licensed to WWSW Radio Inc. owned by the *Pittsburgh Post-Gazette*. (Same ownership [Paul Block] as *Toledo* [Ohio] *Blade*.)

WEEU Reading—Licensed to Hawley Broadcasting Co., affiliated with *Reading Times* and *Eagle*.

WRAW Reading—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal* and *New Era*). See **WGAL** Lancaster.

WEJL Scranton—Licensed to the *Scranton Times*.

WPIC-AM-FM Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co., publisher of *Sharon Herald*.

WVPO Stroudsburg—Licensed to Pocono Broadcasting Inc., James H. Ottaway, majority stockholder, is also president-publisher of *Stroudsburg Record*. See also **WENE** Endicott-Binghamton, N. Y., and **WDOS** Oneonta, N. Y.

WKOK-AM-FM-TV Sunbury—Licensed to Sunbury Broadcasting Corp., owned by Harry H. Haddon, Basse A. Beck and others. Messrs Haddon and Beck own *Sunbury Daily Item*.

WILK-AM-TV Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. 12.5% owned by Harold Gray, who with family owns *DuBois* (Pa.) *Courier-Express* (**WCED**), and 25% owned by Vernon and Gerald Wise, who with family own *Butler* (Pa.) *Eagle*.

WWPA Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kiessling, Grit Publishing Co. executive, is president and owns 32%. See also **WARC** Milton, Pa.

WORK York—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal* and *New Era*). See **WGAL** Lancaster.

RHODE ISLAND

WEAN, WPJB-FM Providence—Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin*.

WWON-AM-FM Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of *Woonsocket Call*.

SOUTH CAROLINA

WAIM-AM-TV, WCAC (FM) Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent* and *Mail*.

WGCD Chester—Licensed to Dispatch Publishing Co. (*Lexington* [N. C.] *Dispatch*).

WBTW (TV) Florence—Licensed to Jefferson Standard Bcstg. Co., subsidiary of Jefferson Standard Life Insurance Co., 16 2/3% owner of *Greensboro* (N. C.) *News* and *Record*. See also **WBT** Charlotte and **WFMY-TV** Greensboro, N. C.

WFBC-AM-FM-TV Greenville—Licensed to WMRC Inc., 47% owned by *Greenville News-Piedmont*.

WEAB Greer—Licensed to Greer Bcstg. Co. Partner E. A. Burch is publisher of the weekly *Greer Citizen*. Partner W. R. Frier is owner of weekly *Bartow Herald* (**WBHF** Cartersville, Ga.).

WTND Orangeburg—Licensed to the *WTND* Inc. Same ownership (J. I. Sims and family) as *Orangeburg Times & Democrat*.

SOUTH DAKOTA

KSDN Aberdeen—Licensed to Aberdeen News Co., publisher of the *American News* (identified with *Ridder* Publications). For other *Ridder* newspapers see **WCCO** Minneapolis.

WNAX Yankton—Licensed to Cowles Broadcasting Co. See **KRNT** Des Moines, Iowa.

TENNESSEE

WLAR Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Arterburn, publisher *Athens Post-Athenian*.

WDSG Dyersburg—Licensed to State Gazette Broadcasting Co. interlocking ownership with *Dyersburg State Gazette*.

WTJS-AM-FM Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WETB Johnson City—Licensed to Press Inc., publisher of *Johnson City Press-Chronicle*.

WKPT-AM-FM Kingsport—Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport News* and *Times*.

WNOX Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers (*Knoxville News-Sentinel*). See **WCPO** Cincinnati.

WMC, WMCF (FM), WMCT (TV) Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal and Press-Scimitar*. For other Scripps-Howard newspapers, see WCPO Cincinnati.

WHAL Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as weekly *Bedford County News*.

TEXAS

KVLF Alpine—Licensed to Big Bend Broadcasters, 40% owned by Barney H. Hubbs, 66 $\frac{2}{3}$ % owner of semi-weekly *Pecos (Tex.) Enterprise*. See KIUN Pecos, Tex.

KGNC-AM-TV Amarillo—Licensed to Globe News Publishing Co., publisher of *Amarillo News and Globe-Times*, *Lubbock (Tex.) Avalanche* and *Journal*. See KFYO Lubbock, Tex.

KRIC-AM-FM Beaumont—Licensed to Enterprise Co., publisher *Beaumont Enterprise and Journal*.

KBST Big Spring—Licensed to Big Spring Bcstg. Co., 20% owned by Robert Whipkey, publisher *Big Spring Herald*.

KBST-TV Big Spring—Licensed to Big Spring Tv Co., 10% owned by Robert Whipkey, publisher, *Big Spring Herald*.

KMIL Cameron—Licensed to Milam County Broadcasting Services Ltd. Partner Milton F. Brown Jr., owns weekly *Cameron Herald*.

KRLD-AM-FM-TV Dallas—Licensed to KRLD Radio Corp., same ownership as *Dallas Times-Herald*.

WFAA-AM-TV Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News*.

KROD-AM-TV El Paso—Licensed to El Paso Times Inc. (*El Paso Times*).

KFST Fort Stockton—Licensed to George Baker, 80% owner of weekly *Fort Stockton Pioneer*.

KXOL Fort Worth—Licensed to KXOL Inc., 50% owned by C. C. Woodson, owner of *Brownwood Bulletin*, *Lamesa Reporter*, *Del Rio News-Herald*, *Waxahachie Daily Light*, all Texas, and *Miami (Okla.) News-Record*. See also KTOK Oklahoma City.

WBAP-AM-FM-TV Fort Worth—Licensed to Carter Publications Inc. (*Fort Worth Star-Telegram*).

KGAF Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is part owner of *Gainesville Register*.

KCLW Hamilton—Licensed to Hamilton Broadcasting Co., owned 51% by Coy Perry and 49% by C. M. Hatch, who own weekly *Hamilton Herald News*. Mr. Perry also owns controlling interest in weekly *Dublin (Tex.) Progress*.

KPRC-AM-FM-TV Houston—Licensed to Houston Post Co., publisher of *Houston Post*. Holds option to purchase 32.5% of KFDM-TV Beaumont, Tex.

KTRH-AM-FM Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Pub. Co., publisher of *Houston Chronicle*.

KLVT Levelland—Licensed to Herald Broadcasting Co. Forrest Weimhold owner, also owns *Levelland SunNews* and weekly *Hockley County Herald (Levelland)*.

KFYO Lubbock—Licensed to Plains Radio Broadcasting Co., 81% owned by Globe News Publishing Co., publisher of *Lubbock Avalanche and Journal*, *Amarillo (Tex.) News and Globe-Times*. See KGNC Amarillo, Tex.

KCMR McCamey—Licensed to Sprayberry Broadcasting Co., 40% owned by Barney H. Hubbs, 66 $\frac{2}{3}$ % owner of semi-weekly *Pecos (Tex.) Enterprise*. See also KIUN Pecos, Tex.

KGNB New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald*.

KRIG Odessa—Licensed to Oil Center Broadcasting Co., 25% owned by Barney H. Hubbs, 66 $\frac{2}{3}$ % owner of semi-weekly *Pecos (Tex.) Enterprise*. See also KIUN Pecos, Tex.

KIUN Pecos—Licensed to Jack W. Hawkins and Barney Hubbs. Mr. Hubbs is 66 $\frac{2}{3}$ % owner of semi-weekly *Pecos Enterprise*. See also KVLF Alpine, KCMR McCamey, KRIG Odessa, all Tex., and KVFC Cortez, Colo.

KTLU Rusk—Licensed to E. H. Whitehead, publisher of the weekly *Rusk Cherokee* and monthly *Citizen*.

KENS-AM-TV San Antonio—Licensed to Express Publishing Co. (*San Antonio Express and News*).

KEVA Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 60% stockholder of station, owns 52% of weekly *Shamrock Texan* and 44% of *Wheeler Times*.

KCEN-TV Temple—Licensed to Bell Publishing Co., publisher of *Temple Telegram*. See KTEM Temple.

KTEM Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of Bell Pub. Co., publisher of *Temple Telegram*, *Sherman Democrat* and 50% owner of *Killeen (Tex.) Herald*.

KCMC-AM-FM-TV Texarkana—Licensed to KCMC Inc., 50% owned by W. E. Hussman-Camden News Publishing Co. (*Camden [Ark.] News*), and 32% by C. E. Palmer and family (*Texarkana Gazette and News*, *Hot Springs Sentinel Record* and *New Era*, *Eldorado Times and News*, *Hope Star* [50%], *Magnolia Banner News* [50%], all Ark., and *Jacksonville [Tex.] Daily Progress* [25%].)

KTBB Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times and Telegraph*.

UTAH

KLO Ogden—Licensed to Interstate Broadcasting Corp.; owned by A. L. Glasman, publisher of *Ogden Standard-Examiner*. See KIMN Denver, Colo.

KALL Salt Lake City—Licensed to Salt Lake City Bcstg. Co., owned by Mr. and Mrs. George C. Hatch. Mrs. Hatch is a 12 $\frac{1}{2}$ % owner of *Ogden (Utah) Standard-Examiner*. See also KLO Ogden, Utah.

KDYL-AM-FM, KTVT (TV) Salt Lake City—Licensed to Inter-Mountain Broadcasting & Television Corp., 80% owned by Time Inc., publisher of *Time*, *Life* and *Fortune*. See also KOB Albuquerque, N. M., and KLZ Denver.

KUTV (TV) Salt Lake City—Licensed to Utah Broadcasting & Television Corp., 51% owned by Ogden (Utah) *Standard-Examiner (Glasman)* and 35% by *Salt Lake Tribune*.

VIRGINIA

WPIK Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette*, is 11.2% stockholder.

WDVA Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.

WYSR Franklin—Licensed to S. L. Goodman, owner of Virginia Publishers Wing Inc. (Richmond, Va.) and Wing Publications Inc. (Columbia, S. C.), publisher of various magazines (*S. C. Magazine*, *S. C. Labor News*, etc.).

WGH-AM-FM Newport News—Licensed to Hampton Roads Broadcasting Corp.; 80% of stock owned by Daily Press Inc., publisher of *Newport News Press* and *Times-Herald*; 20% by Edward E. Bishop.

WTAR-AM-TV Norfolk—Licensed to WTAR Radio Corp., same ownership as *Norfolk Virginian-Pilot and Ledger-Dispatch* and *Portsmouth (Va.) Star*.

WRNL-AM-FM Richmond—Licensed to Richmond Newspapers Inc. (*Richmond Times Dispatch and News-Leader*).

WDBJ-AM-FM-TV Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times and World-News*.

WASHINGTON

KPUG Bellingham—Licensed to KPUG Inc., owned 50% by Jessica L. Longston, publisher of bi-weekly *Burley (Ida.) Bulletin*, *Othello (Wash.) Outlook* and *St. Helens (Ore.) Sentinel Mist*. See KBAR Burley, Ida., KAYO Seattle, KSEM Moses Lake, Wash.

KITI Chehalis—Licensed to KITI Corp., 25% owned by Centralia Printing Co., publisher of *Centralia Chronicle*.

KWLK Longview—Licensed to Twin City Broadcasting Corp.; 72% of stock owned by Longview Pub. Co., publisher of *Longview News*.

KSEM Moses Lake—Licensed to KSEM Inc., owned 56% by Jessica L. Longston, publisher of bi-weekly *Burley (Ida.) Bulletin*, *Othello (Wash.) Outlook*, and *St. Helens (Ore.) Sentinel Mist*. See KBAR Burley, Ida.; KPUG Bellingham, KAYO Seattle, Wash.

KONP Port Angeles—Licensed to Radio Pacific Inc., subsidiary of *Port Angeles News*.

KAYO Seattle—Licensed to Washington Telecasters Inc., 52% owned by Jessica L. Longston, publisher of bi-weekly *Burley (Ida.) Bulletin*, *Othello (Wash.) Outlook* and *St. Helens (Ore.) Sentinel Mist*. See KPUG Bellingham, KSEM Moses Lake, Wash., and KBAR Burley, Ida.

KHQ-AM-TV Spokane—Licensed to KHQ Inc., same ownership as *Spokane Spokesman-Review and Chronicle*.

KNEW Spokane—Licensed to Inland Empire Bcstg. Co., 40% owned by Burl C. Hagadone, 40% by Scripps Newspapers Inc., and 20% by Harry Henke Jr. Scripps Newspapers Inc. publishes *Pocatello Idaho State Journal*, *Provo (Utah) Herald*, *Logan (Utah) Herald Journal*, *Kalispell (Mont.) Daily Interlake and The Dalles (Ore.) Chronicle*, and with Mr. Hagedorn, the *Coeur d'Alene (Idaho) Press* and *North Idaho (Wallace-Kellogg) Press*.

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)*.

KVAN Vancouver—Licensed to KVAN Inc., controlled by Sheldon F. Sackett, publisher of *Coos*

Bay (Ore.) Times (KOOS), and owner of *KROW Oakland, Calif.*

WEST VIRGINIA

WHIS-AM-TV Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Telegraph* and *Sunset News*.

WGKV Charleston—Licensed to Kanawha Valley Broadcasting Co. Interlocking ownership with *Huntington (W. Va.) Herald-Dispatch* and *Advertiser*. See WSAZ Huntington, W. Va.

WBLK-AM-TV Clarksburg—Licensed to Ohio Valley Bcstg. Corp., 89% owned by News Publishing Co., publisher of *Wheeling Intelligencer and News-Register* and other W. Va. newspapers. See also WTRF-TV Wheeling and WPAR Parkersburg, W. Va. Sale to WSTV Steubenville, Ohio, pending FCC approval.

WJPB-TV Fairmont—Licensed to WJPB-TV Inc., owned by J. Patrick Beacom, publisher of weekly *Mannington (W. Va.) Times*. See WCTS Fairmont and WETZ New Martinsville, both W. Va., and WBUT Butler, Pa.

WCTS Fairmont—Licensed to Fairmont Broadcasting Co., 5% owned by J. Patrick Beacom, publisher of weekly *Mannington (W. Va.) Times*. See WJPB-TV Fairmont.

WSAZ-AM-TV Huntington—Licensed to WSAZ Inc., 89% owned by Huntington Publishing Co., (*Huntington Herald-Dispatch and Advertiser*). See also WGKV Charleston, W. Va.

WAJR-AM-FM Morgantown—Licensed to West Virginia Radio Corp. Mrs. A. J. R. Greer, president, owns stock in West Virginia Publishing Co., publishers of *Morgantown Post and Dominion News*; *New Martinsville Wetzel Republican*. (See WJER Dover, Ohio, and WKJF (FM) Pittsburgh, Pa.)

WETZ New Martinsville—Licensed to Magnolia Broadcasting Co., 5% owned by J. Patrick Beacom, owner of weekly *Mannington (W. Va.) Times*. See WJPB-TV Fairmont, WCTS Fairmont, both W. Va., and WBUT Butler, Pa.

WTAP (TV) Parkersburg—Licensed to Zanesville Publishing Co., publisher of *Zanesville (Ohio) Signal* and *Times-Recorder*. See also WHIZ Zanesville, Ohio.

WLOG-AM-FM Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, partners.

WPAR-AM-FM Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by News Publishing Co., publisher of *Wheeling Intelligencer and News-Register (WTRF)* and other W. Va. newspapers. See WBLK Clarksburg, W. Va. Sale to WSTV Steubenville, Ohio, pending FCC approval.

WHAW Weston—Licensed to Central W. Virginia Service Corp., 50% owned by Richard H. Ralston, owner of weekly *Buchannon (W. Va.) Record*.

WTRF-TV Wheeling—Licensed to Tri-City Broadcasting Co., 30% owned by News Publishing Co., publisher of *Wheeling Intelligencer and News-Register*, *Fairmont Times* and *West Virginian*, *Point Pleasant Register*, *Weirton Times*, and *Williamson News*, all West Virginia, and 30% owned by A. V. G. C., R. E. and R. L. Dix, publishers of *Martins Ferry-Bellaire Times-Leader*, *Wooster Record (WWSST)* and *Ravenna Courier-Tribune*, *Defiance Crescent-News*, all Ohio. See also WBLK Clarksburg, and WPAR Parkersburg, W. Va.

WVVA-AM-FM Wheeling—Licensed to Storer Broadcasting Co. (*Miami Beach Sun*). See WGBS, Miami, Fla.

WISCONSIN

WATK Antigo—Licensed to Antigo Broadcasting Co. Artemas F. Berner, 90% owner, is co-publisher of *Antigo Journal*.

WGEZ Beloit—Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss and family, owners of *Janesville (Wis.) Gazette*. See WCLO Janesville, Wis.

WEAU-AM-FM-TV Eau Claire—Licensed to Central Bcstg. Co., 25% owned by *Eau Claire Leader and Telegram*, and 75% owned by Morgan Murphy-W. C. Bridges (see WEBC Duluth, Minn.)

KFIZ Fond du Lac—Licensed to KFIZ Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.

WPJG Green Bay—Licensed to the Green Bay Newspaper Co., publisher of *Green Bay Press Gazette*.

WCLO-AM-FM Janesville—Licensed to Southern Wisconsin Radio Inc., subsidiary of *Gazette Printing Co.* publisher of *Janesville Gazette*. See also WGEZ Beloit, Wis.

WKBT (TV) LaCrosse—Licensed to WKBH Tv Inc., 41% owned by *La Crosse Tribune* (a Lee news-

- paper, see KGLO Mason City, Iowa, for other Lee holdings) and 40% owned by WKBH Inc. (WKBH La Crosse.)
- WIBA-AM-FM Madison**—Licensed to Badger Broadcasting Co. Inc., 66% owned by the Capital Times Co., publishers of *Madison Capital Times*. Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publisher of the *Wisconsin State Journal* (Lee Syndicate). See KGLO Mason City, Ia.
- WISC-AM-FM-TV Madison**—Licensed to Radio Wisconsin, Inc., 50% owned by Morgan Murphy-Superior (Wis.) *Telegram*. See WEBC Duluth, Minn.
- WIGM Medford**—Licensed to M & N Bcstg. Co. Stockholders Harold R. Murphy and Harvey J. Kitz own Northshore Publishing Co., publisher of weekly *Shorewood Herald* and *Whitefish Bay Herald*, both Wis.
- WISN-AM-TV Milwaukee**—Licensed to Hearst Corp. Affiliated with *Milwaukee Sentinel*. For other Hearst newspapers see WBAL Baltimore, Md.
- WTMJ-AM-TV Milwaukee**—Licensed to The Journal Co. (*Milwaukee Journal*).
- WPDR Portage**—Licensed to Portage Bcstg. Co. W. T. Comstock, president and 80% stockholder, is general manager and majority stockholder of Comstock Pub. Co., publisher of *Portage Register* and *Oconto (Wis.) Reporter*. See also WJON St. Cloud, Minn.
- WRJN-AM-FM Racine**—Licensed to Racine Broadcasting Corp. Same ownership as *Racine Journal-Times*.
- WTCH Shawano**—Licensed to Shawano County Leader Pub. Co., publisher of *Shawano Leader*.
- WHBL-AM-FM Sheboygan**—Licensed to WHBL Inc. A. Matt Werner and wife (owners of *Sheboygan Press*) own 37.5% of the common stock of WHBL Inc., but neither is an officer or director of stations. Press Pub. Co. owns 100% of WHBL preferred stock.
- WOKW Sturgeon Bay**—Licensed to Door County Radio Co. Vice President Chandler F. Harris is publisher of semi-weekly *Door County Advocate*.
- WDSM Superior**—Licensed to Northwest Publications (Ridder Publications Inc.). Affiliated with *Duluth Herald* and *News-Tribune*. For other Ridder publications see WCCO Minneapolis, Minn.
- WSAU-AM-TV Wausau**—Licensed to Wisconsin Valley Television Corp., 25% owned by *Wausau Record Herald*, 12.5% by *Marshfield News Herald*, 8.32% owned by *Merrill Herald*, 8.32% by *Rhine-lander News*, 6.25% by *Wisconsin Rapids Tribune* (WFHR) and 4.18% by *Antigo Journal* (WATK) and 25% by Charles Lemke.
- WFHR-AM-FM Wisconsin Rapids**—Licensed to Wm. F. Huffman Radio Inc. Mrs. Louise H. Huffman is principal owner Wisconsin Rapids Tribune Co., publishers *Wisconsin Rapids Tribune*.

HAWAII

- KHBC Hilo**—Licensed to Hawaiian Broadcasting System Ltd. See KGMB Honolulu.
- KGMB-AM-TV Honolulu**—Licensed to Hawaiian Broadcasting System Ltd., 24.55% owned by *Honolulu Star-Bulletin*.
- KGU Honolulu**—Licensed to Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser*. See also KONA (TV) Honolulu.
- KONA (TV) Honolulu**—Licensed to Radio Honolulu Ltd., 50% owned by *Honolulu Advertiser*. See also KGU Honolulu.
- KTOH Lihue**—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).
- KMVI-AM-TV Wailuku, Maui**—Licensed to Maui Publishing Co., Ltd., publisher of *Maui News*.

PUERTO RICO

- WKAQ-AM-TV San Juan**—Licensed to El Mundo Inc., publisher of *San Juan El Mundo*.

WYOMING

- KVOC Casper**—Licensed to KVOC Broadcasting Co. Affiliated through stockholders with *Casper Star and Tribune-Herald*.
- KFBC-AM-TV Cheyenne**—Licensed to Frontier Broadcasting Co. *Cheyenne Newspapers Inc.* (*Wyoming Eagle and State Tribune*) is minority owner. President Robert S. McCracken and family controls *Cheyenne Newspapers Inc.* Mr. McCracken and associates also publish *Laramie Republican Boomerang and Bulletin*, *Rawlins Times* (KRAL), *Rock Springs Rocket* (KVRS) (45.4%), *World Northern Wyoming News*. See also KSTF (TV) Scottsbluff, Neb.

TRANSFERS & PROPOSED TRANSFERS OF TV OWNERSHIP

ALABAMA

- WABT Birmingham**—Licensed to Television Corp. of Alabama (Birmingham News Co.). Original owners: The Television Co. (Ed Norton, 75%; Thad Holt, 25%). Original call letters: WAFM-TV. Sales price: \$2.4 million (with WAPI and WAFM (FM)). FCC approved: June 10, 1953, on condition Birmingham News Co. relinquish WSGN-AM-FM-TV [B•T, June 22, 1953]. Note: On Jan. 25, 1956, FCC approved \$18.7 million purchase of Birmingham News Co. by S. I. Newhouse [B•T, Jan. 30, 1956].
- WBRC-TV Birmingham**—Licensed to Birmingham Broadcasting Co. (subsidiary of Storer Broadcasting Co.). Original owner: Eloise S. Hanna. Sales price: \$2.4 million (with WBRC). FCC approved: May 20, 1953, conditioned on relinquishment of WSAI-AM-FM Cincinnati [B•T, June 1, 1953].
- WSGN-TV Birmingham**—Licensed to Jemison Broadcasting Co. Original owners: Birmingham News Co. Sales price: \$300,000 (with WSGN-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953]. Note: This was part of condition imposed by FCC in granting Birmingham News Co. purchase of WAPI, WAFM (FM) and WAFM-TV (now WABT).
- WSFA-TV Montgomery**—Licensed to WKY Radiophone Co. (Oklahoma Publishing Co.). Original owner: Montgomery Broadcasting Co. (David E. Dunn and associates). Sales price: \$568,598 (with WSFA). FCC approved: Feb. 16, 1955 [B•T, Feb. 28, 1955].

ARIZONA

- KVAR-TV Mesa**—Licensed to KTAR Broadcasting Co. Original owners: Harkins Broadcasting Co. Original call letters: KTYL-TV. Sales price: Assumed obligations totaling \$251,000 and leases land and buildings for five years at \$630 a month. FCC approved: June 17, 1954 [B•T, June 28, 1954].

- KPHO-TV Phoenix**—Licensed to Meredith Engineering Co. Original owners: Phoenix Television Inc. Sales price: \$1.5 million (with KPHO). FCC approved: June 25, 1952 [B•T, June 30, 1952]. Note: Station, originally KTLX, first owned by W. L. Pickens, R. L. Wheelock and H. H. Coffield, then ownership broadened to include some KPHO stockholders, finally (in 1949) taken over by John C. Mullins and associates.
- KOY-TV Phoenix (now deleted)**—Licensed to Maricopa Broadcasters (KOOL-AM-TV) (with which it shared time on ch. 10). Original owners: KOY Broadcasting Co. Sales price: \$200,000. FCC approved: May 5, 1954 [B•T, May 10, 1954].
- KVOA-TV Tucson**—Licensed to Arizona Broadcasting Co. (Clinton D. McKinnon and associates). Original owner: John J. Louis and family. Sales price: \$288,904 plus assumption of \$225,000 in obligations (with KVOA). FCC approved: June 29, 1955 [B•T, July 4, 1955].

ARKANSAS

- KBTM-TV Jonesboro**—Licensed to Regional Bcstg. Co. (John T. Griffin-James C. Leake). Original owner: Harold E. King and wife. Sales price: \$6,500. FCC approved: July 19, 1956 [B•T, July 30, 1956].
- KRTV (TV) Little Rock (now deleted)**—Licensed to Little Rock Telecasters Inc. (Rowley-Brown Broadcasting Co.). Original owners: Rowley-Brown Broadcasting Co. and Donald W. Reynolds. Sales price: \$52,500 and assumption of \$300,000 in liabilities. FCC approved: Aug. 26, 1953 [B•T, Aug. 31, 1953]. Note: Station facilities sold to Central South Sales Co., owners of KATV (TV) Pine Bluff, Ark., for \$400,000 in March 1954 [B•T, March 8, 1954].

CALIFORNIA

- KBAK-TV Bakersfield**—Licensed to Chronicle Publishing Co. (*San Francisco Chronicle*). Original owner: Sheldon Anderson. Original

- call letters: KAFY-TV. Sales price: \$85,000 (with KAFY, now KBAK). FCC approved: Dec. 9, 1953 [B•T, Dec. 21, 1953].
- KECA-TV Los Angeles**—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].
- KCOP (TV) Los Angeles**—Licensed to Copley Press Inc. Original owner: KMTR Radio Corp. (Mrs. Dorothy Schiff). Original call letters: KLAC-TV. Sales price: \$1,375,000. FCC approved: Dec. 23, 1953 [B•T, Jan. 4, 1954].
- KHJ-TV Los Angeles**—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Earle C. Anthony Inc. Original call letters: KFI-TV. Sales price: \$2.5 million. FCC approved: Aug. 8, 1951 [B•T, Aug. 13, 1951].
- KNXT (TV) Los Angeles**—Licensed to Columbus Broadcasting System Inc. Original owner: Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.). Original call letters: KTSI. 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

STATION TRANSFERS

received FCC approval July 22, 1953 [B•T, July 27, 1953].

KFSD-TV San Diego—Licensed to KFSD Inc. Original owner: Airfan Radio Corp. (Thomas E. Sharpe and associates). Sales price: \$2.2 million (with KFSD). FCC approved: Oct. 13, 1954. [B•T, Oct. 18, 1954].

KBAY-TV San Francisco—Licensed to Bay Tv (Dr. and Mrs. Leonard Averett). Original owner: Lawrence A. Harvey. Sale price: No consideration involved. FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

KGO-TV San Francisco—Licensed to American Broadcasting-Paramount Theatres Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

KPIX (TV) San Francisco—Licensed to Westinghouse Broadcasting Co. Original owners: KPIX Inc. (Wesley I. Dumm and associates). Sales price: \$7.5 million. FCC approved: July 2, 1954 [B•T, July 12, 1954].

KVEC-TV San Luis Obispo—Licensed to Valley Electric Co. (Valley Enterprises Co., owned by John C. Cohan and Jerome Kantro). Original owners, Christina M. Jacobson and Leslie H. Hacker. Sales price: \$450,000 (with KVEC). FCC approved June 13, 1956 [B•T, June 25, 1956].

KVVG (TV) Tulare—Licensed to U.H.F. Telecasting Corp. (M. B. Scott and Joseph Justman). Sales to James Stacy (for \$10,000 and assumption of liabilities) pending FCC approval. [AT DEADLINE, June 25, 1956]. KVVG was bought by present owners from Sheldon Anderson for \$350,000 in obligations in 1955 [B•T, March 28, 1955].

COLORADO

KBTv (TV) Denver—Licensed to Tv Denver Inc. (John C. Mullins, 50%; Webb & Knapp Inc.-William Zeckendorf, 50%). Webb & Knapp bought 50% interest from Frank R. Leu for \$850,000. FCC approved March 28, 1956 [B•T, April 2, 1956]. *Note:* Messrs. Mullins and Leu bought KBTv from Colorado Tv Corp. (W. D. Pyle and associates) for \$900,000 in 1955.

KTVR (TV) Denver—Licensed to Eugene P. O'Fallon Inc. (J. Elroy McCaw, 75%; John D. Keating, 25%). Original owner: Eugene P. O'Fallon. Original call letters: KFEL-TV. Sales price: \$400,000 plus assumption of \$350,000 in obligations. FCC approved: July 27, 1955 [B•T, August 1, 1955].

KLZ-TV Denver—Licensed to LTF Broadcasting Corp. (Time Inc.). Original owners: Aladdin Radio & Television Inc. Sales price: \$3.5 million (with KLZ-AM-FM). FCC approved: June 25, 1954 [B•T, July 5, 1954].

KCJS-TV Pueblo—Licensed to Star Broadcasting Co. Original owners: Douglas D. Kahle, 67%; Robert L. Clinton, 33%. Sales price: Settlement of loan of \$323,000 (with KCJS).

CONNECTICUT

WGTH-TV Hartford—Licensed to CBS Inc. Original owners, General-Times Television Corp. Sales price: \$650,000. FCC approved Feb. 24, 1956 [B•T, March 5, 1956]. This grant stayed pending protest hearing.

WKNB-TV New Britain—Licensed to New Britain Broadcasting Co. Sale to NBC for \$600,000 (with WKNB) pending FCC approval.

WNHC-TV New Haven—Licensed to Elm City Bestg. Corp. (Triangle Publications Inc.-WFL-AM-FM-TV Philadelphia). Original owners: Aldo DeDominicis, Patrick J. Goode and associates. Sales price: \$5.4 million (with WNHC-AM-FM). FCC approved June 20, 1956 [B•T, July 2, 1956].

DELAWARE

WPFH (TV) Wilmington—Licensed to WPFH Bestg. Co. (Paul F. Harron-WIBG-AM-FM Philadelphia). Original owners: J. Hale and J. F. Steinman. Original call letters: WDEL-TV. Sales price: \$3.7 million. FCC approved: March 23, 1955 [B•T, April 4, 1955].

DISTRICT OF COLUMBIA

WTOP-TV Washington—Licensed to Washington Post Co. Original owner: Bamberger Broadcasting Service Inc. Original call letters: WOIC. Sale price: \$1.4 million. FCC approved: July 26, 1950 [B•T, July 31, 1950]. CBS sold its 45% interest in WTOP Inc. to Washington Post Co., 55% stockholder, for \$3.5 million in Oct. 1954.

FLORIDA

WESH-TV Daytona Beach—Licensed to Telrad Inc. WCOA Inc. (John H. Perry estate interests) buys control for \$5,000 plus \$150,000 loan. Former owners, W. Wright Esch, A. B. Esch and Louis Ossinsky Sr. FCC approved April 25, 1956 [B•T, May 7, 1956]. This grant subject to protest hearing.

WMBR-TV Jacksonville—Licensed to Washington Post Co. (55% owner of WTOP-AM-FM-TV Washington). Original owner: Florida Broadcasting Co. Sales price: \$2.47 million (with WMBR-AM-FM). FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953].

WOBS-TV Jacksonville—Licensed to Southern Radio & Equipment Co. (Carmon Maeri). Original owner: E. D. Rivers Sr., majority stockholder. Sales price: \$90,000 (with WOBS) for additional 60% interest (Mr. Maeri already owned 21%). FCC approved: July 27, 1955 [B•T, August 1, 1955].

WGBS-TV Miami—Licensed to Storer Broadcasting Co. Original owners: This was a combination purchase of a construction permit for ch. 23 WMIE-TV Miami for \$35,410 and of facilities of ch. 23 WFTL-TV Fort Lauderdale for \$300,000. Original owners: WMIE-TV, E. D. Rivers Sr. and associates; WFTL-TV, Gore Publishing Co. principal owner. FCC approved: Dec. 16, 1954 [B•T, Dec. 27, 1954].

WEAL-TV Orlando—Licensed to Orange County Broadcasters Inc. Original owner, Carmen Macri, 40% stockholder. Sales price: \$29,000 (with WABR). R. H. Gunckel, 40% stockholder, increases holdings to 60% and James H. Sawyer, 20% stockholder, increases holdings to 40%. FCC approved: Nov. 3, 1955 [B•T, Nov. 14, 1955].

WTVT (TV) Tampa—Licensed to Tampa Television Co. (Oklahoma Pub. Co.-WKY-AM-TV Oklahoma City). Original owners: W. Walter Tison and associates. Sales price: \$3.5 million. FCC approved: July 19, 1956 [B•T, July 30, 1956].

WEAT-TV West Palm Beach—Licensed to WEAT-TV Inc. (General Teleradio Inc.). Original owners: James R. and June H. Meachem. Sales price: \$101,000 plus \$200,000 in additional considerations (with WEAT). FCC approved: July 28, 1955 [B•T, August 1, 1955].

GEORGIA

WLWA (TV) Atlanta—Licensed to Crosley Broadcasting Corp. Original owner: Broadcasting Inc. Original call letters: WLTV. Sales price: \$1.5 million. FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953]. *Note:* This station, originally WSB-TV Atlanta, owned by Atlanta Journal Co. When Atlanta Journal Co. consolidated with *Atlanta Constitution* (holding CP for WCON-TV Atlanta), in 1950, it sold WSB-TV facilities to Broadcasting Inc. group for \$525,000, changed call letters of WCON-TV to WSB-TV [B•T, Aug. 13, 1951].

WRDW-TV Augusta—Licensed to Radio Augusta Inc. (Augusta Newspapers, controlled by William S. Morris). Original owners, Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall and W. R. Ringson. Sales price: \$1 million (with WRDW). FCC approved Feb. 16, 1956 [B•T, Feb. 27, 1956].

WOKA (TV) Macon—Licensed to Macon Tv Co. (J. C. Barnes Sr. and E. K. Cargill). Original owners: W. A. Fickling and WNE-X Macon. Sales price: \$1 and assumption of \$260,000 in obligations. FCC approved: April 19, 1955 [B•T, April 25, 1955].

WCTV (TV) Thomasville—Licensed to John H. Phipps. Original owner: E. D. Rivers Sr. Sales price: \$887,000 for expenses and equipment plus assumption of \$331,464 in obligations. FCC approved: May 11, 1955 [B•T, May 23, 1955].

IDAHO

KLIX-TV Twin Falls—Licensed to Southern Idaho Broadcasting & Tv Co. (A. L. Glas-mann and family). Original owners, J. Robb Brady Trust Co., Frank C. Carman and Grant R. Wrathall. Sales price: \$95,598 (with KLIX). FCC approved March 7, 1956 [B•T, March 12, 1956].

ILLINOIS

WBLN (TV) Bloomington—Licensed to WBLN Tv Inc. (Worth S. Rough). Original owner: Cecil W. Roberts. Sales price: \$1 plus assumption of \$199,961 in obligations. FCC approved: July 13, 1955 [B•T, July 18, 1955].

WBBM-TV Chicago—Licensed to Columbia Broadcasting System Inc. Original owner: Balaban & Katz Inc. (subsidiary of United Paramount Theatres Inc.). Original call letters: WBKB. Sales price: \$6 million. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WBKB (TV) Chicago—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Original call letters: WENR-TV. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WTVH-TV Peoria—Licensed to Hilltop Broadcasting Co. (55% owned by *Peoria Star and Journal*). Original owners: Hugh R. Norman and Edward C. Schoede. Sales price: \$210,000 (with WTVH). FCC approved April 29, 1954 [B•T, May 10, 1954].

INDIANA

WFIE (TV) Evansville—Licensed to Premier Television Inc. (WAVE Inc., WAVE AM-TV Louisville, Ky.). Original owners: Grand Carlton Corp. (Jesse D. Fine and family). Sales price: \$586,937. FCC approved: July 19, 1956 [B•T, July 30, 1956].

WFBM-TV Indianapolis—Licensed to Con-

solidated Tv & Radio Bestrs. Inc. (Harry M. Bitner interests and others). Sale to Crowell-Collier Publishing Co. for \$16 million plus assumption of \$3.5 million in obligations (with WFBM-AM, WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.) pending [B•T, April 30, 1956, et seq.].

WANE-TV Waterloo—Licensed to Tri-State Tv Inc. (Universal Bestg. Co.-WISH-AM-TV Indianapolis). Original owners: R. Morris Pierce, Frederick Wolf, John F. Patt and others. Original call letters: WINT (TV). Sales price: \$800,000. FCC approved June 13, 1956 [B•T, June 25, 1956].

IOWA

KCRI-TV Cedar Rapids—Licensed to Cedar Rapids Television Co. Original owners: Myron N. Blank-Harrison E. Spangler and associates, 70%; Cedar Rapids Gazette, 30%. Sales price: \$101,500 by Cedar Rapids Gazette of remaining 70% interest (with KCRI). FCC approved: Aug. 12, 1954 [B•T, Aug. 16, 1954].

KANSAS

KTVH (TV) Hutchinson—Licensed to Wichita-Hutchinson Co. (80% owned by Minneapolis Star-Tribune Co.). Original owners: Hutchinson Tv Inc. (John P. and Sidney F. Harris, R. J. Laubengayer, Howard O. Peterson and others). Sales price: \$1 million. FCC approved: Oct. 19, 1955 [B•T, Oct. 24, 1955].

KENTUCKY

WKLO-TV Louisville—Licensed to Mid-America Broadcasting Corp. (Great Trails Broadcasting Co.-Charles W. Sawyer). Original owners: James F. Brownlee, Milton S. Trost, Harold Plunkett, Emanuel Levi and associates. Sales price: \$350,000 (with WKLO). FCC approved: July 20, 1955 [B•T, July 25, 1955].

LOUISIANA

KALB-TV Alexandria—Licensed to Alexandria Bestg. Co. (T. B. Lanford). Original owner, W. H. Allen, majority stockholder. Sales price: \$200,000 (with KALB-AM-FM) for additional 52% interest. (Mr. Lanford held 47.2%, now holds 99.2%). FCC approved Aug. 31, 1955. [B•T, Sept. 5, 1955].

MAINE

WABI-TV Bangor—Licensed to Community Broadcasting Service (Horace Hildreth and associates). Original owners: Horace Hildreth and Murray Carpenter. Sales price: \$125,000 for Mr. Carpenter's 50% interest (with WABI). FCC approved: Oct. 7, 1953 [B•T, Oct. 12, 1953].

MARYLAND

WTBO-TV Cumberland—Licensed to Tennessee Valley Broadcasting Corp. Original owners: Maryland Radio Corp. (Howard L. Chernoff and associates). Sales price: \$110,000 (with WTBO). FCC approved: Sept. 1, 1954 [B•T, Sept. 16, 1954].

MASSACHUSETTS

WHYN-TV Springfield-Holyoke—Licensed to Hampden-Hampshire Corp. (William Dwight and Charles N. DeRose and families, 50%; Republican Television Inc., which is employe beneficial funds of *Springfield Republican-News and Union*, 50%). Original owners:

Dwight-DeRose group. Sales price: \$250,000 for 50% interest by Republican Television Inc. (with WHYN-AM-FM). FCC approved: July 21, 1954 [B•T, July 26, 1954].

MICHIGAN

WOOD-TV Grand Rapids—Licensed to Grandwood Bestg. Co. (Harry M. Bitner interests and others). Sale to Crowell-Collier Publishing Co. for \$16 million plus assumption of \$3.5 million in obligations (with WOOD-AM, WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis, and WFDF Flint, Mich.) pending [B•T, April 30, 1956, et seq.]

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].

WTOM-TV Lansing—Licensed to Inland Broadcasting Co. Original owner: Lansing Broadcasting Co. (John C. Pomeroy and associates). Original call letters: WILS-TV. Sales price: Lease with option to purchase at \$166,254. FCC approved: Sept. 21, 1954 [B•T, Sept. 27, 1954].

WAGE-TV Marquette—Licensed to Lake Superior Broadcasting Co. (Frank J. Russell Jr.). Original owner: Peninsula Tv Inc. Jerome Sill, 66 2/3%; H. R. Herzberg, 33 1/3%. Sales price: \$20,000. FCC approved: July 27, 1955 [B•T, Aug. 1, 1955].

MINNESOTA

KEYD-TV Minneapolis—Licensed to United Tv Inc. (Thomas P. Johnson, Seymour Weintraub and others). Former owners: Family Bestg. Corp. (Morris T. Baker and family and others). Sales price: \$1.14 million and assumption of \$315,452 in notes (with KEYD). KEYD later sold to Western Bestg. Co. FCC approved: May 25, 1956 [B•T, June 4, 1956]. *Note:* Mr. Baker and associates bought 75% interest from Lee L. Whiting and associates for \$300,000 in 1954 [B•T, Sept. 20, 1954].

WCCO-TV Minneapolis—Licensed to Mid-West Radio-Television Inc. (53% owned by Midcontinent Radio-Television Inc., and 47% by Minneapolis Star & Tribune Co., which in November 1954 acquired this from CBS for \$3,950,000 [including 47% of WCCO-AM]. Midcontinent is 50% owned by Northwest Publications Inc.-Ridder newspapers and 50% by Minnesota Tribune Co. Minneapolis Star & Tribune Co. is a Cowles property [KRNT-AM-FM-TV Des Moines, KVTV (TV) Sioux City].) 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].

WTCN-TV Minneapolis—Licensed to Minnesota Tv Public Service Corp. (Harry M. Bitner interests and others). Sale to Crowell-Collier Publishing Co. for \$16 million plus assumption of \$3.5 million in obligations (with WTCN-AM, WOOD-AM-TV Grand

Rapids, Mich., WFBM-AM-TV Indianapolis and WFDF Flint, Mich.) pending [B•T, April 30, 1956, et seq.] Stations originally bought by Bitner interests from Robert Butler and associates for \$1,815,000 in 1955 [B•T, April 18, 1955].

MISSISSIPPI

WDAM-TV Hattiesburg—Licensed to Lion Television Corp. Alvin H. Fine, clothing store owner, buys 25% of construction permit for \$100,000 plus agreement to lend up to \$100,000 to corporation. Other owners, Dave A. Matison Jr., Harold M. Matison and Milton J. Fine, reduced from 1/3 each to 25% each. FCC approved April 25, 1956 [B•T, May 7, 1956].

MISSOURI

KHQA-TV Hannibal—Licensed to Lee Broadcasting Inc. (WTAD Decatur, Ill.). Original owners: Courier Post Publishing Co. Sales terms: Courier Post Publishing Co. acquires 20% interest in Lee Broadcasting Inc. FCC approved: July 1, 1953 [B•T, July 13, 1953].

KCMO-TV Kansas City—Licensed to Meredith Engineering Co. (Meredith Publishing Co.). Original owners: KCMO Broadcasting Co. (T. L. Evans and Lester E. Cox). Sales price: \$2 million (with KCMO-AM-FM). FCC approved: Nov. 12, 1953 [B•T, Nov. 23, 1953].

KCTY (TV) Kansas City (now deleted)—Licensed to Allen B. DuMont Labs. Inc. Original owner: Empire Coil Co. Sales price: \$1 and assumption of certain obligations. FCC approved: Dec. 31, 1953 [B•T, Jan. 11, 1954].

KMBC-TV Kansas City—Licensed to KMBC Broadcasting Co. (Cook Paint & Varnish Co.). Original owners: Midland Broadcasting Co. (Arthur B. Church). Sales price: \$1,750,000. FCC approved: June 9, 1954 [B•T, June 14, 1954]. *Note:* Cook Paint & Varnish Co., which owned WHB-AM-TV (the latter sharing time with KMBC-TV on ch. 9), sold WHB to Midcontinent Broadcasting Co. for \$400,000, and deleted WHB-TV.

KFEQ-TV St. Joseph—Licensed to Midland Bestg. Co. (Kenyon Brown, Harry L. [Bing] Crosby, George Coleman). Original owner: Barton Pitts. Sales Price: \$550,000 (with KFEQ). FCC approved: Dec. 21, 1955 [B•T, Jan. 2, 1956].

NEBRASKA

KOLN-TV Lincoln—Licensed to Cornhusker Radio & Tv Corp. (John E. Fetzer). Original owners: Edward M. O'Shea, Bennett S. Martin and Harold E. Anderson. Sales price: \$650,000 (with KOLN-AM). FCC approved: Aug. 19, 1953 [B•T, Aug. 24, 1953].

KUON (TV) Lincoln—Licensed to Byron J. Dunn, trustee, for U. of Nebraska. Original owners: Cornhusker Radio & Tv Corp. (John E. Fetzer). Original call letters: KOLN-TV (now being used on ch. 10 Lincoln). Sales price: No consideration. FCC approved: July 28, 1954 [B•T, Aug. 2, 1954]. *Note:* Mr. Fetzer bought KOLN-TV Lincoln on ch. 12 in 1953 (see above). His purchase of KFOR-TV Lincoln on ch. 10 for \$300,000 from Cornbelt Broadcasting Corp. (Stuart Investment Co.) was approved by FCC March 24, 1954 [B•T, March 29, 1954]. The ch. 12 facility is now KUON; the ch. 10 facility is now KOLN-TV.

WOW-TV Omaha—Licensed to Meredith WOW Inc. (Meredith Publishing Co.). Original owner: Radio Station WOW Inc. (Francis P. Matthews and associates). Sales price: \$2,525 million (with WOW). FCC approved: Sept. 26, 1951 [B•T, Oct. 1, 1951].

NEVADA

KLAS-TV Las Vegas—Licensed to Las Vegas Television Inc. Sale of 124.5 shares to H. H. Greenspun from R. G. Jolley for \$50,000 pending FCC approval. This would give Mr. Greenspun 67.5% ownership [B•T, June 25, 1956].

KSHO-TV Las Vegas—Licensed to Moritz Zenoff. Sale of 50% interest to Wilbur Clark for \$50,000 pending FCC approval [AT DEADLINE, June 18, 1956].

NEW HAMPSHIRE

WMUR-TV Manchester—Licensed to Radio Voice of New Hampshire Inc. (Francis P. Murphy). Sale to Storer Bestg. Co. for \$850,000 pending FCC approval [B•T, July 16, 1956].

NEW JERSEY

WCNC (TV) Atlantic City—Licensed to David E. Mackey. Original owners: Matta Enterprises. Sales price: \$10,446 (covering cost of securing CP). FCC approved: April 14, 1954 [B•T, April 19, 1954].

NEW MEXICO

KOB-TV Albuquerque—Licensed to Albuquerque Broadcasting Co. (Time Inc. and Wayne Coy 50% each. Original owner: T. M. Pepperday-Albuquerque Journal. Sales price: \$900,000. FCC approved: May 28, 1952 [B•T, June 2, 1952].

KAVE-TV Carlsbad—Licensed to Voice of the Caverns Inc. (Nancy H. Battison). Former owners, Carlsbad Bestg. Co. (Val Lawrence and associates). Sales price: \$150,000 (with KAVE). FCC approved Nov. 2, 1955 [B•T, Nov. 7, 1955].

NEW YORK

WCDA (TV) Albany—Licensed to Hudson Valley Broadcasting Co. (Lowell Thomas, 31.2%; Frank M. Smith, 20.8% and associates). Original owners: Hyman Rosenblum and associates. Original call letters WROW-TV. Sales price: \$298,800 (with WROW). FCC approved: Nov. 3, 1954 [B•T, Nov. 8, 1954].

WTRI (TV) Albany—Licensed to Van Curler Broadcasting Corp. (Stanley Warner Corp.). Former owner: Harry C. Wilder and associates, 50%; Stanley-Warner Corp., 50%. Sales price: \$425,000 in notes and cash for Wilder group's 50% interest. FCC approved April 25, 1956 [B•T, May 7, 1956].

WNBF-TV Binghamton—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer-WFIL-AM-FM-TV*). Original owner: Clark Associates Inc. (John C. Clark). Sales price: \$3 million (with WNBF). FCC approved: May 4, 1955 [B•T, May 9, 1955].

WBUF-TV Buffalo—Licensed to National Broadcasting Co. (NBC). Original owner: WBUF-TV Inc. (Sherwin Grossman, Gary L. Cohen and others). Sales price: \$312,500. FCC approved Sept. 21, 1955 [B•T, Sept. 29, 1955].

WIRI (TV) Lake Placid—Licensed to Great Northern Tv Inc. (Rollins Broadcasting Co.). Original owners, Carl F. Stohn Sr., Vincent S. Jerry, Joel H. Schier, Harry Schulman, Martin L. Schulman, Cyril Schulman and others. Sales price: \$500,000. FCC approved Mar. 28, 1956 [B•T, April 2, 1956].

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].

WHAM-TV Rochester—Licensed to Transcontinent Television Corp. Original owners: Stromberg-Carlson Bestg. Corp. (General Dynamics Corp.). Sales price: \$5.1 million (with WHAM, WHFM [FM] FCC approved: July 19, 1956 [B•T, July 30, 1956]. *Note:* Sale of WHAM, WHFM (FM) to Riggs & Greene Bestg. Corp. for \$500,000 also approved July 19, 1956 [B•T, July 30, 1956].

NORTH CAROLINA

WQMC (TV) Charlotte—Licensed to WQMC Television Inc. (Hugh Deadwyler). Original owner: WAYS Inc. (Harold H. Thoms, Hugh Deadwyler, G. W. Dowdy, B. T. Whitmire). Original call letters: WAYS-TV. Sales price: \$4 and assumption of obligations totaling \$150,000. FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

WITN (TV) Washington—Licensed to North Carolina Television Inc. (Roberson family, 67.8%; William S. Page, 25%, others). Original owners: H. W. Anderson and R. M. Fountain. Sales price: \$121,840. FCC approved: Sept. 23, 1955 [B•T, Oct. 3, 1955].

OHIO

KYW-TV Cleveland—Licensed to Westinghouse Bestg. Co. Original owner: NBC. Original call letters: WNBK (TV). Sale price: In exchange for WBC-owned KYW and WPTZ (TV) Philadelphia (now WRCV-AM-TV) and \$3 million to Westinghouse (including KYW-AM-FM [formerly WTAM-AM-FM]). FCC approved: Dec. 28, 1955 [B•T, Jan. 2, 1956].

WJW-TV Cleveland—Licensed to Storer Bestg. Co. Original owner: Herbert Mayer. Original call letters: WXEL (TV). Sales price: \$8.5 million (with KPTV [TV] Portland, Ore., and Empire Coil Co., New Rochelle, N. Y.). FCC approved: Oct. 27, 1954 [B•T, Nov. 1, 1954].

WTVN-TV Columbus—Licensed to WTVN Inc., 90% owned by Radio Cincinnati Inc. (WKRC-AM-FM-TV). Original owners: Picture Waves Inc. (Edward Lamb). Sales price: \$1.5 million. FCC approved: Feb. 25, 1953 [B•T, March 2, 1953].

OKLAHOMA

KOTV (TV) Tulsa—Licensed to Osage Broadcasting Corp. (J. H. Whitney Co.). Original owners: Wrather-Alvarez Inc. (J. D. Wrather Jr., Mrs. Maizie Wrather and M. H. Alvarez). Sales price: \$4 million. FCC approved: May 14, 1954 [B•T, May 24, 1954]. *Note:* KOTV originally owned by Cameron Television Inc. (George Cameron), sold to Wrather-Alvarez interests for \$2.5 million after FCC approval July 30, 1952 [B•T, Aug. 4, 1952].

OREGON

KOTI (TV) Klamath Falls—Licensed to Calif.-Oregon Tv Inc. (Amos Voorhies-William B. Smullin). Original owner: W. D. Miller.

Original call letters: KFJI-TV. Sales price: \$30,000. FCC approved: May 16, 1956 [B•T, May 28, 1956].

KPTV (TV) Portland—Licensed to Storer Bestg. Co. Original owner: Herbert Mayer. Sales price: \$8.5 million (with WXEL [TV] Cleveland and Empire Coil Co., New Rochelle, N. Y.). FCC approval: Oct. 27, 1954 [B•T, Nov. 1, 1954].

KSLM-TV Salem—Licensed to Oregon Radio Co. (Glenn E. McCormick). Sale to Storer Broadcasting Co. for \$27,277 pending [B•T, May 7, 1956].

PENNSYLVANIA

WFBG-TV Altoona—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer-WFIL-AM-FM-TV*). Original owner: Gable Bestg. Co. Sales price: \$3.5 million (with WFBG). FCC approved: Jan. 11, 1956 [B•T, Jan. 16, 1956].

WTPA (TV) Harrisburg—Licensed to Patriot News Co. (Newhouse). Original owner: Donald E. Newhouse. Sales price: \$250,000. FCC approved: Nov. 17, 1954 [B•T, Nov. 22, 1954].

WLBR-TV Lebanon—Licensed to Lebanon Television Corp. (Triangle Publications Inc.-*Philadelphia Inquirer-WFIL-AM-FM-TV*). Original owners: WLBR-AM-FM, 52%; Lebanon News, 36%. Sales price: \$115,000. approved: Nov. 2, 1955 [B•T, Nov. 7, 1955]. *Note:* Transfer of ownership stayed pending outcome of protest hearing.

WRCV-TV Philadelphia—Licensed to National Bestg. Co. Original owner: Westinghouse Bestg. Co. Original call letters: WPTZ (TV). Sales price: In exchange for NBC-owned WTAM-AM-FM and WNBK (TV) (now KYW-AM-FM-TV) Cleveland and \$3 million to WBC (including WRCV [formerly KYW]). FCC approved: Dec. 28, 1955 [B•T, Jan. 2, 1956]. *Note:* WBC bought what was WPTZ from Philco Corp. for \$8.5 million in 1953 [B•T, June 1, 1953].

KDKA-TV Pittsburgh—Licensed to Westinghouse Broadcasting Co. Original owner: Allen B. Dumont Labs. Inc. Original call letters: WDTV (TV). Sales price: \$9.75 million. FCC approved: Jan. 5, 1955 [B•T, Jan. 10, 1955].

WTVQ (TV) Pittsburgh—Licensed to Gallagher, Berry & Woodyard. Sale of CP for \$5,000 to Edward Lamb pending FCC approval. [B•T, Aug. 3, 1953].

TENNESSEE

WTSK-TV Knoxville—Licensed to South Central Broadcasting Co. (WIKY-AM-FM Evansville, Ind.). Original owners: Tv Service of Knoxville Inc. Sales price: Assumption of obligations not exceeding \$216,500. FCC approved: July 28, 1954 [B•T, Aug. 2, 1954].

WHBQ-TV Memphis—Licensed to General Teleradio Inc. Original owner: Harding College. Sales price: \$2.88 million (with WHBQ). FCC approved: July 1, 1954 [B•T, July 12, 1954].

WSIX-TV Nashville—Licensed to WSIX Broadcasting Station (Louis R. Draughon). Sale of 66 2/3% to Robert Stanford and W. H. Chriswell for \$800,000 (with WSIX) pending FCC approval [B•T, Aug. 16, 1954].

TEXAS

KRBC-TV Abilene—Licensed to Reporter Broadcasting Co. Original owner: Mrs. Eva May Hanks. Sales price: \$500,000 (with

KRBC). FCC approved: Sept. 16, 1953 [B•T, Sept. 28, 1953].

KFDA-TV Amarillo—Licensed to Amarillo Broadcasting Co. (Texas State Network). Original owners: Wendell Mayes, 25%; C. C. Woodson, 25%; Gene Cagle, 25%; Charles B. Jordan, 25%. Sales price: \$525,000 (with KFDA). FCC approved: Jan. 27, 1954 [B•T, Feb. 1, 1954].

KTLG (TV) Corpus Christi—Licensed to Trinity Broadcasting Corp. (Barton R. and Gordon B. McLendon). Original owner: H. L. Hunt. Sales price: \$5,608.21 (cost of securing CP). FCC approved: April 7, 1954 [B•T, April 12, 1954].

WFAA-TV Dallas—Licensed to A. H. Belo Corp. Original owner: Lacy-Potter Television Broadcasting Co. (Rogers Lacy and Tom Potter). Original call letters: KBTW (TV). Sales price: \$575,000. FCC approved: March 6, 1950 [B•T, March 13, 1950].

KPRC-TV Houston—Licensed to Houston Post Co. Original owner: W. Albert Lee. Original call letters: KLEE-TV. Sales price: \$740,000. FCC approved: May 23, 1950 [B•T, May 29, 1950].

KENS-TV San Antonio—Licensed to Express Publishing Co. Original owner: Storer Broadcasting Co. Original call letters: KGBS-TV. Sales price: \$3.5 million (with KGBS, now KENS). FCC approved: Oct. 27, 1954 [B•T, Nov. 1, 1954]. Storer Broadcasting Co. bought what was then KEYL (TV) from original grantees W. L. Pickens, R. L. Wheelock and H. H. Coffield for \$1.05 million in 1951 [B•T, Oct. 15, 1951].

KANG-TV Waco—Licensed to Texas Broadcasting Co. (KTBC-AM-TV Austin). Original owners: Central Texas Tv Co. (Clyde Weatherby and associates). Sales price: \$115,000 and assumption of \$19,000 in obligations. FCC approved: Dec. 2, 1954 [B•T, Dec. 13, 1954].

KRGV-TV Weslaco—Licensed to KRGV Television Inc. LBJ Co. buys 50% for \$5,000 plus \$140,000 loan, with O. L. Taylor holding remaining 50%. For additional \$103,000 loan, LBJ Co. given option to buy 50% of KRGV. FCC approved April 4, 1956 [B•T, April 9, 1956].

KSYD-TV Wichita Falls—Licensed to KSYD Television Co. Inc. (Nat Levine, Irving and Murray Gold, Sidney Grayson, others). Original owners: Wichita Falls Tv Co. (Kenyon Brown-E. H. Rowley). Original call letters: KWFT-TV. Sales price: \$750,000 plus \$73,366 for equipment. FCC approved: Jan. 11, 1956 [B•T, Jan. 16, 1956].

UTAH

KTVT (TV) Salt Lake City—Licensed to Inter-mountain Broadcasting & Television Corp. (80% owned by Time Inc. and 20% by G. Bennett Larson). Original owners: S. S. Fox and associates. Original call letter: KDYL-TV. Sales price: \$2.1 million (with KDYL-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953].

KUTV (TV) Salt Lake City—Licensed to Utah Bestg. & Tv Corp. (A. L. Glasmann, Salt Lake Tribune-George C. and Wilda Gene Hatch). Original owners: Salt Lake Tribune and Frank Carman-Grant Wrathall interests. Sales price: \$683,333. FCC approved: March 7, 1956 [B•T, March 12, 1956].

VIRGINIA

WSVA-TV Harrisonburg—Licensed to Shanandoah Valley Broadcasting Corp. (Tudor Enterprises Inc., owned 50% each by Hamilton Shea and Transcontinent Tv Corp.). Former owners, Frederick L. and Mary P. Allman. Sales price: \$560,000 (with WSVA-AM-FM). FCC approved May 29, 1956 [B•T, June 4, 1956].

WACH-TV Newport News—Licensed to United Bestg. Co. of Eastern Virginia Inc. (Richard Eaton). Original owners: Eastern Bestg. Corp. (Russell A. Collins, receiver for John Doley and others). Sales price: \$54,000 (with WACH). FCC approved: July 19, 1956 [B•T, July 30, 1956].

WTOV-TV Norfolk—Licensed to Tim Brite Inc. (Temus R. Bright). Original owner: Commonwealth Broadcasting Corp. (E. L. Scott, Robert Wasdon, Jack Siegel). Sales price: \$17,500 plus assumption of \$78,000 in obligations. FCC approved: March 9, 1955 [B•T, March 14, 1955].

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.

KXLY-TV Spokane—Licensed to Northern Pacific Television Corp. Original owners: Symonds Broadcasting Co. (E. B. Craney and Harry L. [Bing] Crosby). Sales price: \$1,723,500 (with KXLY). FCC approved: Jan. 6, 1954 [B•T, Jan. 11, 1954].

KTVW (TV) Tacoma—Licensed to J. Elroy McCaw. Original owners: Carl E. and C. D. Haymond. Original call letters: KMO-TV. Sales price: \$300,000. FCC approved: Sept. 15, 1954 [B•T, Sept. 20, 1954].

WEST VIRGINIA

WBLK-TV Clarksburg—Licensed to Ohio Valley Broadcasting Corp. Sale to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio) for \$250,000 (with WBLK and WPAR-AM-FM Parkersburg, W. Va.) pending FCC approval.

WHTN-TV Huntington—Licensed to Cowles Bestg. Co. Original owner: Greater Huntington Theatre Corp. (S. J. Hyman and family). Sales price: \$535,000 plus assumption of \$100,000 debt (with WHTN-AM-FM). FCC approved June 20, 1956 [B•T, July 2, 1956].

WTAP (TV) Parkersburg—Licensed to Zanesville Publishing Co. Original owner: W. Virginia Enterprises Inc. (Howard L. Chernoff and associates). Sales price: \$124,600. FCC approved: March 30, 1955 [B•T, April 4, 1955].

WISCONSIN

WMBV-TV Marinette—Licensed to Guild Films Inc. (Reub Kaufman and associates). Original owners: M&M Bestg. Co. (William E. Walker, 50%; Joseph D. Mackin, 23.3%, and associates). Sales price: \$287,000 plus assumption of \$407,000 in obligations (with WMAN Marinette). FCC approved: July 19, 1956 [B•T, July 30, 1956].

WINS-TV Milwaukee—Licensed to Hearst Corp. Original owner: Milwaukee Area Telecasting Corp. (this was granted to MATC after merger agreement among four applicants; other three were WEMP and WFOX Milwaukee and Kolero Telecasting Inc.) Original call letter: WTVW (TV). Sales price \$2 million. FCC approved: March 2, 1955 [B•T, March 14, 1955].

ALASKA

KENI-TV Anchorage—Licensed to Midnight Sun Broadcasting Co. Original owner: Richard R. Rollins and Keith Kiggins. Original call letters: KFIA (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. (including what is now KFAR-TV Fairbanks). FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

KFAR-TV Fairbanks—Licensed to Midnight Sun Broadcasting Co. Original owner: Richard R. Rollins and Keith Kiggins. Original call letters: KFIF (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. (with what is now KENI-TV Anchorage). FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

HAWAII

KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd. (Honolulu Advertiser, 50%; J. Elroy McCaw-John D. Keating, 50%). 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].

KULA-TV Honolulu—Licensed to Television Corp. of America (Jack Burnett, Albert Zugsmith, Arthur B. Hogan, Richard C. Simon, 25% each). Original owners, Pacific Frontier Broadcasting Co. (Dolph-Petty group). Sales price: \$600,825 (with KULA). FCC approved Jan. 11, 1956 [B•T, Jan. 16, 1956]. KULA-AM-TV has been bought by Crowell-Collier Pub. Co. (Colliers, Woman's Home Companion) for \$1 million subject to FCC approval.

RADIO-TELEVISION CORRESPONDENTS GALLERIES OF CONGRESS

ASSOCIATION OFFICERS

Joseph F. McCaffrey, pres., chmn., exec. comm.
Robert F. Hurligh, vp., vice chmn., exec. comm.
Bryson B. Rash, sec.
Julian Goodman, treas.
Lewis W. Shollenberger, member-at-large
George J. Marder, member-at-large
Charles E. Shutt, member-at-large
Eric Severeid, ex-officio
SENATE: D. Harold McGrath, supt.
Senate Phone Branches: 1263-1264
HOUSE: Robert Menough, supt.
House Phone Branches: 1410-1411

ACTIVE MEMBERSHIP LIST

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WTTG (TV) WASHINGTON
Raleigh Hotel
Matthew Warren.

WWDC WASHINGTON
8800 Brookville Rd., Silver Spring, Md.
Norman H. Baum, Ken Evans.

TELEVISION STATIONS IN THE UNITED STATES BY CALL LETTERS

(Including Calls assigned to holders of Construction Permits to July 15)

KABC-TV Los Angeles, Calif., ch. 7.	KCKT (TV) Great Bend, Kan., ch. 2.	KEYT (TV) Santa Barbara, Calif., ch. 3.	KGVO-TV Missoula, Mont., ch. 13.	KLTV (TV) Tyler, Tex., ch. 7.	KOOK-TV Billings, Mont., ch. 2.
KAKE-TV Wichita, Kan., ch. 10.	KCMC-TV Texarkana, Tex., ch. 6.	KFAR-TV Fairbanks, Alaska, ch. 2.	KGW-TV Portland, Ore., ch. 8.	KLZ-TV Denver, Colo., ch. 7.	KOOL-TV Phoenix, Ariz., ch. 10.
KAKJ (TV) Reno, Nev., ch. 4.	KCMO-TV Kansas City, Mo., ch. 5.	KFBB-TV Great Falls, Mont., ch. 5.	KHAD Laredo, Tex., ch. 8.	KMAU (TV) Wailuku, Hawaii, ch. 3.	KOPO-TV Tucson, Ariz., ch. 13.
KALB-TV Alexandria, La., ch. 5.	KCOA (TV) Corona, Calif., ch. 52.	KFBC-TV Cheyenne, Wyo., ch. 5.	KHAS-TV Hastings, Neb., ch. 5.	KMBC-TV Kansas City, Mo., ch. 9.	KOSA-TV Odessa, Tex., ch. 7.
KARD-TV Wichita, Kan., ch. 3.	KCOP (TV) Los Angeles, Calif., ch. 13.	KFDA-TV Amarillo, Tex., ch. 10.	KHBC-TV Hilo, Hawaii, ch. 9.	KMID-TV Midland, Tex., ch. 2.	KOTA-TV Rapid City, S. D., ch. 3.
KARK-TV Little Rock, Ark., ch. 4.	KCOR-TV San Antonio, Tex., ch. 41.	KFDM-TV Beaumont, Tex., ch. 6.	KHJ-TV Los Angeles, Calif., ch. 9.	KMJ-TV Fresno, Calif., ch. 24.	KOTV (TV) Tulsa, Okla., ch. 6.
KATV (TV) Pine Bluff, Ark., ch. 7.	KCRA-TV Sacramento, Calif., ch. 3.	KFDX-TV Wichita Falls, Tex., ch. 3.	KHOL-TV Kearney, Neb., ch. 13.	KMMT (TV) Austin, Minn., ch. 6.	KOVR (TV) Stockton, Calif., ch. 13.
KAVE-TV Carlsbad, N. M., ch. 6.	KCRG-TV Cedar Rapids, Iowa, ch. 9.	KFEQ-TV St. Joseph, Mo., ch. 2.	KHPL-TV Hays Center, Neb., ch. 6.	KMOT (TV) Minot, N. D., ch. 10.	KPAR-TV Sweetwater, Tex., ch. 12.
KBAK-TV Bakersfield, Calif., ch. 29.	KCSJ-TV Pueblo, Colo., ch. 5.	KFJI-TV Klamath Falls, Ore., ch. 2.	KHQ-TV Spokane, Wash., ch. 6.	KMTV (TV) Omaha, Neb., ch. 3.	KPHO-TV Phoenix, Ariz., ch. 5.
KBAS-TV Ephrata, Wash., ch. 43.	KCTS (TV) Seattle, Wash., ch. 9.	KFJZ-TV Fort Worth, Tex., ch. 11.	KHQA-TV Hannibal, Mo., ch. 7.	KMVI-TV Wailuku, Hawaii, ch. 12.	KPIC (TV) Roseburg, Ore., ch. 4.
KBAY-TV San Francisco, Calif., ch. 20.	KDAL-TV Duluth, Minn., ch. 3.	KFMB-TV San Diego, Calif., ch. 8.	KHSL-TV Chico, Calif., ch. 12.	KNAC-TV Fort Smith, Ark., ch. 5.	KPIX (TV) San Francisco, Calif., ch. 5.
KBES-TV Medford, Ore., ch. 5.	KDIX-TV Dickinson, N. D., ch. 2.	KFRE-TV Fresno, Calif., ch. 12.	KHTV (TV) Twin Falls, Idaho, ch. 13.	KNOE-TV Monroe, La., ch. 8.	KPLC-TV Lake Charles, La., ch. 7.
KBET-TV Sacramento, Calif., ch. 10.	KDKA Pittsburgh, Pa., ch. 2.	KFSA-TV Fort Smith, Ark., ch. 22.	KICA-TV Clovis, N. M., ch. 12.	KNOX-TV Grand Forks, N. D., ch. 10.	KPRC-TV Houston, Tex., ch. 2.
KBIC-TV Los Angeles, Calif., ch. 22.	KDLO-TV Florence, S. D., ch. 3.	KFSD-TV San Diego, Calif., ch. 10.	KID-TV Idaho Falls, Idaho, ch. 3.	KNTV (TV) San Jose, Calif., ch. 11.	KPTV (TV) Portland, Ore., ch. 27.
KBID-TV Fresno, Calif., ch. 53.	KDRO-TV Sedalia, Mo., ch. 6.	KFVS-TV Cape Girardeau, Mo., ch. 12.	KIDO-TV Boise, Idaho, ch. 7.	KNUZ-TV Houston, Tex., ch. 39.	KQED (TV) Berkeley, Calif., ch. 9.
KBMB-TV Bismarck, N. Dak., ch. 12.	KDUB-TV Lubbock, Tex., ch. 13.	KFXJ-TV Montrose, Colo., ch. 10.	KIEM-TV Eureka, Calif., ch. 3.	KNXT (TV) Los Angeles, Calif., ch. 2.	KQTV (TV) Fort Dodge, Iowa, ch. 21.
KBMT (TV) Beaumont, Tex., ch. 31.	KDWI-TV Tucson, Ariz., ch. 9.	KFYR-TV Bismarck, N. D., ch. 5.	KILT (TV) El Paso, Tex., ch. 13.	KOA-TV Denver, Colo., ch. 4.	KRBB (TV) El Dorado, Ark., ch. 10.
KBOI-TV Boise, Idaho, ch. 2.	KEDD (TV) Wichita, Kan., ch. 16.	KGEO-TV Enid, Okla., ch. 5.	KIMA-TV Yakima, Wash., ch. 29.	KOAM-TV Pittsburg, Kan., ch. 7.	KRBC-TV Abilene, Tex., ch. 9.
KBST-TV Big Spring, Tex., ch. 4.	KELO-TV Sioux Falls, S. D., ch. 11.	KGGM-TV Albuquerque, N. M., ch. 13.	KING-TV Seattle, Wash., ch. 5.	KOAT-TV Albuquerque, N. M., ch. 7.	KRCA (TV) Los Angeles, Calif., ch. 4.
KBTM-TV Jonesboro, Ark., ch. 8.	KENI-TV Anchorage, Alaska, ch. 2.	KGHL-TV Billings, Mont., ch. 8.	KINY, Juneau, Alaska, ch. 8.	KOB-TV Albuquerque, N. M., ch. 4.	KRCG (TV) Jefferson City, Mo., ch. 13.
KBTV (TV) Denver, Colo., ch. 9.	KENS-TV San Antonio, Tex., ch. 5.	KGLO-TV Mason City, Iowa, ch. 3.	KIVA (TV) Yuma, Ariz., ch. 11.	KOED-TV Tulsa, Okla., ch. 11.	KRDO-TV Colorado Springs, Colo., ch. 13.
KCBD-TV Lubbock, Tex., ch. 11.	KEPR-TV Pasco, Wash., ch. 19.	KGMB-TV Honolulu, Hawaii, ch. 9.	KJEO-TV Fresno, Calif., ch. 47.	KOIN-TV Portland, Ore., ch. 6.	KREM-TV Spokane, Wash., ch. 2.
KCCC-TV Sacramento, Calif., ch. 40.	KERO-TV Bakersfield, Calif., ch. 10.	KGMS-TV Sacramento, Calif., ch. 46.	KKTV (TV) Colorado Springs, Colo., ch. 11.	KOLF-TV Flagstaff, Ariz., ch. 9.	KREX-TV Grand Junction, Colo., ch. 5.
KCEB (TV) Tulsa, Okla., ch. 23.	KETA (TV) Oklahoma City, Okla., ch. 13.	KGNC-TV Amarillo, Tex., ch. 4.	KLAS-TV Las Vegas, Nev., ch. 8.	KOLN-TV Lincoln, Neb., ch. 10.	KRGV-TV Weslaco, Tex., ch. 5.
KCEN-TV Temple, Tex., ch. 6.	KETC (TV) St. Louis, Mo., ch. 9.	KGO-TV San Francisco, Calif., ch. 7.	KLEW-TV Lewiston, Idaho, ch. 3.	KOMO-TV Seattle, Wash., ch. 4.	KRIS-TV Corpus Christi, Tex., ch. 6.
KCJB-TV Minot, N. D., ch. 13.	KETV (TV) Omaha, Nebr., ch. 7.	KGUL-TV Galveston, Tex., ch. 11.	KLFY-TV Lafayette, La., ch. 10.	KOMU-TV Columbia, Mo., ch. 8.	KRLD-TV Dallas, Tex., ch. 4.
	KEYD-TV Minneapolis, Minn., ch. 9.		KLIX-TV Twin Falls, Idaho, ch. 11.	KONA (TV) Honolulu, Hawaii, ch. 2.	KRMA-TV Denver, Colo., ch. 6.
			KLOR (TV) Portland, Ore., ch. 12.	KONO-TV San Antonio, Tex., ch. 12.	KRNT-TV Des Moines, Iowa, ch. 8.
			KLJB-TV Henderson, Nev., ch. 2.		

- KROC-TV Rochester, Minn., ch. 10.
 KROD-TV El Paso, Tex., ch. 4.
 KRON-TV San Francisco, Calif., ch. 4.
 KRSM (TV) Yakima, Wash., ch. 23.
 KSAC-TV Manhattan, Kan., ch. 8.
 KSAN-TV San Francisco, Calif., ch. 32.
 KSBW-TV Salinas, Calif., ch. 8.
 KSD-TV St. Louis, Mo., ch. 5.
 KSEI-TV Pocatello, Idaho, ch. 6.
 KSHO-TV Las Vegas, Nev., ch. 13.
 KSIX-TV Corpus Christi, Tex., ch. 10.
 KSL-TV Salt Lake City, Utah, ch. 5.
 KSLA (TV) Shreveport, La., ch. 12.
 KSLM-TV Salem, Ore., ch. 3.
 KSPG (TV) Tulsa, Okla., ch. 17.
 KSPS (TV) Hot Springs, Ark., ch. 9.
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 KSTP-TV St. Paul, Minn., ch. 5.
 KSWM-TV Joplin, Mo., ch. 12.
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 KSWs-TV Roswell, N. M., ch. 8.
 KSYD-TV Wichita Falls, Tex., ch. 6.
 KTAG (TV) Lake Charles, La., ch. 25.
 KTBC-TV Austin, Tex., ch. 7.
 KTBS-TV Shreveport, La., ch. 3.
 KTEN (TV) Ada, Okla., ch. 10.
 KTHV (TV) Little Rock, Ark., ch. 11.
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 KTLA (TV) Los Angeles, Calif., ch. 5.
 KTNT-TV Tacoma, Wash., ch. 11.
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 KTVX (TV) Muskogee, Okla., ch. 8.
 KTXL-TV San Angelo, Tex., ch. 8.
 KUAM-TV Agana, Guam, ch. 8.
 KUHT (TV) Houston, Tex., ch. 8.
 KULA-TV Honolulu, T. H., ch. 4.
 KUON-TV Lincoln, Neb., ch. 12.
 KUTV (TV) Salt Lake City, Utah, ch. 2.
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 KVAN-TV Vancouver, Wash., ch. 21.
 KVAR (TV) Mesa, Ariz., ch. 12.
 KVDO-TV Corpus Christi, Tex., ch. 22.
 KVEC-TV San Luis Obispo, Calif., ch. 6.
 KVIP (TV) Redding, Calif., ch. 7.
 KVIT (TV) Santa Fe, N. M., ch. 2.
 KVOA-TV Tucson, Ariz., ch. 4.
 KVOO-TV Tulsa, Okla., ch. 2.
 KVOS-TV Bellingham, Wash., ch. 12.
 KVSO-TV Ardmore, Okla., ch. 12.
 KVTV (TV) Sioux City, Iowa, ch. 9.
 KVVg (TV) Tulare, Calif., ch. 27.
 KWGB-TV Goodland, Kan., ch. 10.
 KWK-TV St. Louis, Mo., ch. 4.
 KWTV (TV) Oklahoma City, Okla., ch. 9.
 KWTX (TV) Waco, Tex., ch. 10.
 KWwL-TV Waterloo, Iowa, ch. 7.
 KXJB-TV Valley City, N. D., ch. 4.
 KXLF-TV Butte, Mont., ch. 6.
 KXLY-TV Spokane, Wash., ch. 4.
 KXYZ-TV Houston, Tex., ch. 29.
 KYAT (TV) Yuma, Ariz., ch. 13.
 KYTV (TV) Springfield, Mo., ch. 3.
 KYW-TV Cleveland, Ohio, ch. 8.
 KZTV (TV) Reno, Nev., ch. 8.
 WAAB-TV Worcester, Mass., ch. 20.
 WAAM (TV) Baltimore, Md., ch. 13.
 WABC-TV New York, N. Y., ch. 7.
 WABD (TV) New York, N. Y., ch. 5.
 WABI-TV Bangor, Maine, ch. 5.
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 WACA-TV Camden, S. C., ch. 14.
 WACH-TV Newport News, Va., ch. 33.
 WAFB-TV Baton Rouge, La., ch. 28.
 WAGA-TV Atlanta, Ga., ch. 5.
 WAGM-TV Presque Isle, Me., ch. 8.
 WAIM-TV Anderson, S. C., ch. 40.
 WAIQ (TV) Andalusia, Ala., ch. 2.
 WAKR-TV Akron, Ohio, ch. 49.
 WALA-TV Mobile, Ala., ch. 10.
 WALB-TV Albany, Ga., ch. 10.
 WANE-TV Fort Wayne, Ind., ch. 69.
 WAPA-TV San Juan, Puerto Rico, ch. 4.
 WARD-TV Johnstown, Pa., ch. 56.
 WARM-TV Scranton, Pa., ch. 16.
 WATE (TV) Knoxville, Tenn., ch. 6.
 WATL-TV Atlanta, Ga., ch. 36.
 WATR-TV Waterbury, Conn., ch. 53.
 WATV (TV) Newark, N. J., ch. 13.
 WAVE-TV Louisville, Ky., ch. 3.
 WAVY-TV Portsmouth, Va., ch. 10.
 WAZL-TV Hazleton, Pa., ch. 63.
 WBAL-TV Baltimore, Md., ch. 11.
 WBAP-TV Ft. Worth, Tex., ch. 5.
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 WBBM-TV Chicago, Ill., ch. 2.
 WBEN-TV Buffalo, N. Y., ch. 4.
 WBID-TV Detroit, Mich., ch. 50.
 WBIQ (TV) Birmingham, Ala., ch. 10.
 WBIR-TV Knoxville, Tenn., ch. 10.
 WBKB (TV) Chicago, Ill., ch. 7.
 WBLK-TV Clarksburg, W. Va., ch. 12.
 WBLN (TV) Bloomington, Ill., ch. 15.
 WBNS-TV Columbus, Ohio, ch. 10.
 WBOC-TV Salisbury, Md., ch. 16.
 WBRC-TV Birmingham, Ala., ch. 6.
 WBRE-TV Wilkes-Barre, Pa., ch. 28.
 WBRZ (TV) Baton Rouge, La., ch. 2.
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 WBZ-TV Boston, Mass., ch. 4.
 WCAN-TV Milwaukee, Wis., ch. 25.
 WCAU-TV Philadelphia, Pa., ch. 10.
 WCAX-TV Burlington, Vt., ch. 3.
 WCBC-TV Anderson, Ind., ch. 61.
 WCBF-TV Rochester, N. Y., ch. 15.
 WCBI-TV Columbus, Miss., ch. 4.
 WCBS-TV New York, N. Y., ch. 2.
 WCCO-TV Minneapolis, Minn., ch. 4.
 WCDA (TV) Albany, N. Y., ch. 41.
 WCDB (TV) Hagaman, N. Y., ch. 29.
 WCET (TV) Cincinnati, Ohio, ch. 48.
 WCHS-TV Charleston, W. Va., ch. 8.
 WCIA (TV) Champaign, Ill., ch. 3.
 WCKG (TV) New Orleans, La., ch. 26.
 WCKT (TV) Miami, Fla., ch. 7.
 WCMB-TV Harrisburg, Pa., ch. 27.
 WCNY-TV Carthage, N. Y., ch. 7.
 WCOC-TV Meridian, Miss., ch. 30.
 WCOV-TV Montgomery, Ala., ch. 20.
 WCPO-TV Cincinnati, Ohio, ch. 9.
 WCSC-TV Charleston, S. C., ch. 5.
 WCSH-TV Portland, Me., ch. 6.
 WCTB (TV) Bridgeport, Conn., ch. 71.
 WCTN (TV) Norwich, Conn., ch. 63.
 WCTV (TV) Thomasville, Ga., ch. 6.
 WCYB-TV Bristol, Va., ch. 5.
 WDAF-TV Kansas City, Mo., ch. 4.
 WDAK-TV Columbus, Ga., ch. 28.
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 WDAN-TV Danville, Ill., ch. 24.
 WDAY-TV Fargo, N. D., ch. 6.
 WDBJ-TV Roanoke, Va., ch. 7.
 WDBO-TV Orlando, Fla., ch. 6.
 WDEF-TV Chattanooga, Tenn., ch. 12.
 WDMJ-TV Marquette, Mich., ch. 6.
 WDSM-TV Duluth, Minn., ch. 6.
 WDSU-TV New Orleans, La., ch. 6.
 WDXI-TV Jackson, Tenn., ch. 9.
 WEAL-TV Orlando, Fla., ch. 18.
 WEAR-TV Pensacola, Fla., ch. 3.
 WEAT-TV West Palm Beach, Fla., ch. 12.
 WEAU-TV Eau Claire, Wis., ch. 13.
 WEEK-TV Peoria, Ill., ch. 43.
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 WFAA-TV Dallas, Tex., ch. 8.
 WFAM-TV LaFayette, Ind., ch. 59.
 WFBC-TV Greenville, S. C., ch. 4.
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 WFIE (TV) Evansville, Ind., ch. 62.
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 WFTV (TV) Duluth, Minn., ch. 38.
 WGAL-TV Lancaster, Pa., ch. 8.
 WGAN-TV Portland, Me., ch. 13.
 WGBH-TV Boston, Mass., ch. 2.
 WGBI-TV Scranton, Pa., ch. 22.
 WGBS-TV Miami, Fla., ch. 23.
 WGEM-TV Quincy, Ill., ch. 10.
 WGLV (TV) Easton, Pa., ch. 57.
 WGN-TV Chicago, Ill., ch. 9.
 WGR-TV Buffalo, N. Y., ch. 2.
 WGTH-TV Hartford, Conn., ch. 18.
 WGTV (TV) New York, N. Y., ch. 25.
 WGVV (TV) Greenville, S. C., ch. 23.
 WHA-TV Madison, Wis., ch. 21.
 WHAM-TV Rochester, N. Y., ch. 5.
 WHAS-TV Louisville, Ky., ch. 11.
 WHBF-TV Rock Island, Ill., ch. 4.
 WHBQ-TV Memphis, Tenn., ch. 13.
 WHCU-TV Ithaca, N. Y., ch. 20.
 WHEC-TV Rochester, N. Y., ch. 10.
 WHEF-TV Brockton, Mass., ch. 62.
 WHEN-TV Syracuse, N. Y., ch. 8.
 WHFC-TV Chicago, Ill., ch. 26.
 WHIO-TV Dayton, Ohio, ch. 7.
 WHIS-TV Bluefield, W. Va., ch. 6.
 WHIZ-TV Zanesville, Ohio, ch. 18.
 WHK-TV Cleveland, Ohio, ch. 19.
 WHO-TV Des Moines, Iowa, ch. 13.
 WHP-TV Harrisburg, Pa., ch. 55.
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 WIIC (TV) Pittsburgh, Pa., ch. 11.
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 WILL-TV Urbana, Ill., ch. 12.
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 WINR-TV Binghamton, N. Y., ch. 40.
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 WIRK-TV West Palm Beach, Fla., ch. 21.
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 WIS-TV Columbia, S. C., ch. 10.
 WISC-TV Madison, Wis., ch. 3.
 WISE-TV Asheville, N. C., ch. 62.
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 WKDN-TV Camden, N. J., ch. 17.
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 WKNO-TV Memphis, Tenn., ch. 10.
 WKNN-TV Saginaw, Mich., ch. 57.
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 WMAC-TV Massillon, Ohio, ch. 23.
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- WQTV (TV) Binghamton, N. Y., ch. 46.
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- WRAY-TV Princeton, Ind., ch. 52.
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- WRC-TV Washington, D. C., ch. 4.
- WRCA-TV New York, N. Y., ch. 4.
- WRCV-TV Philadelphia, Pa., ch. 3.
- WRDW-TV Augusta, Ga., ch. 12.
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- WRTV (TV) Asbury Park, N. J., ch. 58.
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- WSAU-TV Wausau, Wis., ch. 7.
- WSAV-TV Savannah, Ga., ch. 3.
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- WSB-TV Atlanta, Ga., ch. 2.
- WSBA-TV York, Pa., ch. 43.
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- WSES (TV) Philadelphia, Pa., ch. 29.
- WSFA-TV Montgomery, Ala., ch. 12.
- WSIL-TV Harrisburg, Ill., ch. 22.
- WSIX-TV Nashville, Tenn., ch. 8.
- WSJS-TV Winston-Salem, N. C., ch. 12.
- WSJV (TV) Elkhart, Ind., ch. 52.
- WSLA (TV) Selma, Ala., ch. 8.
- WSLS-TV Roanoke, Va., ch. 10.
- WSM-TV Nashville, Tenn., ch. 3.
- WSPA-TV Spartanburg, S. C., ch. 7.
- WSPD-TV Toledo, Ohio, ch. 13.
- WSTF (TV) Stamford, Conn., ch. 27.
- WSTV-TV Steubenville, Ohio, ch. 9.
- WSUN-TV St. Petersburg, Fla., ch. 38.
- WSUR-TV Ponce, P. R., ch. 9.
- WSVA-TV Harrisonburg, Va., ch. 3.
- WSYE-TV Elmira, N. Y., ch. 18.
- WSYR-TV Syracuse, N. Y., ch. 3.
- WTAO-TV Cambridge, Mass., ch. 56.
- WTAP (TV) Parkersburg, W. Va., ch. 15.
- WTAR-TV Norfolk, Va., ch. 3.
- WTCN-TV Minneapolis, Minn., ch. 11.
- WTHI-TV Terre Haute, Ind., ch. 10.
- WTHS-TV Miami, Fla., ch. 2.
- WTIQ (TV) Munford, Ala., ch. 7.
- WTLN (TV) Canton, O., ch. 29.
- WTLE (TV) Evanston, Ill., ch. 32.
- WTLF (TV) Baltimore, Md., ch. 18.
- WTLV (TV) New Brunswick, N. J., ch. 19.
- WTMJ-TV Milwaukee, Wis., ch. 4.
- WTOB-TV Winston-Salem, N. C., ch. 26.
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- WTOM-TV Lansing, Mich., ch. 54.
- WTOP-TV Washington, D. C., ch. 9.
- WTOV-TV Norfolk, Va., ch. 27.
- WTPA (TV) Harrisburg, Pa., ch. 71.
- WTRF-TV Wheeling, W. Va., ch. 7.
- WTRI (TV) Schenectady, N. Y., ch. 35.
- WTTG (TV) Washington, D. C., ch. 5.
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- WTVB (TV) Durham, N. C., ch. 11.
- WTVF (TV) Elmira, N. Y., ch. 24.
- WTVF (TV) Buffalo, N. Y., ch. 23.
- WTVG (TV) Mansfield, Ohio, ch. 36.
- WTVH-TV Peoria, Ill., ch. 19.
- WTVI (TV) Ft. Pierce, Fla., ch. 19.
- WTVJ (TV) Miami, Fla., ch. 4.
- WTVK (TV) Knoxville, Tenn., ch. 26.
- WTVN (TV) Columbus, Ohio, ch. 6.
- WTVR (TV) Rockford, Ill., ch. 39.
- WTVP (TV) Decatur, Ill., ch. 17.
- WTVQ (TV) Pittsburgh, Pa., ch. 47.
- WTVR (TV) Richmond, Va., ch. 6.
- WTVS (TV) Detroit, Mich., ch. 56.
- WTVT (TV) Tampa, Fla., ch. 13.
- WTVU (TV) Scranton, Pa., ch. 44.
- WTVW (TV) Evansville, Ind., ch. 7.
- WTVX (TV) Gastonia, N. C., ch. 48.
- WTVY (TV) Dothan, Ala., ch. 9.
- WTVZ (TV) Albany, N. Y., ch. 17.
- WTWO (TV) Bangor, Maine, ch. 2.
- WTWV (TV) Tupelo, Miss., ch. 9.
- WUNC-TV Chapel Hill, N. C., ch. 4.
- WUOM-TV Ann Arbor, Mich., ch. 26.
- WUSN-TV Charleston, S. C., ch. 2.
- WVEC-TV Hampton, Va., ch. 15.
- WVET-TV Rochester, N. Y., ch. 10.
- WWJ-TV Detroit, Mich., ch. 4.
- WWLP (TV) Springfield, Mass., ch. 22.
- WWOR-TV Worcester, Mass., ch. 14.
- WWTW-TV Cadillac, Mich., ch. 13.
- WXEL (TV) Boston, Mass., ch. 38.
- WXEX-TV Petersburg, Mich., ch. 8.
- WXIX (TV) Milwaukee, Wis., ch. 19.
- WXTV (TV) Youngstown, Ohio, ch. 73.
- WXYZ-TV Detroit, Mich., ch. 7.
- WYES (TV) New Orleans, La., ch. 6.

SUMMARY OF TV ALLOCATIONS, ASSIGNMENTS, APPLICATIONS

Shows channels allocated (in parentheses), channels granted (bold-face numerals), channels available (light-face numerals) and applications pending or in hearing as of June 1, 1956. Asterisk (*) indicates reserved noncommercial education channel. Note: 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. Full details on operating stations and those holding construction permits will be found in the Station Directory section of this volume.

ALABAMA

- ANDALUSIA: (Ch. *2—, 29)
- ANNISTON: (Ch. 70+)
- AUBURN: (Ch. *56)
- BESSEMER: (Ch. 54)
- BIRMINGHAM: (Ch. 6—, *10—, 13—, 42+, 48—) — In hearing: ch. 42—, Winston-Salem Bestg. Inc., Birmingham Tv Corp.
- BREWTON: (Ch. 23+)
- CLANTON: (Ch. 14)
- CULLMAN: (Ch. 60+)
- DECATUR: (Ch. 23—)
- DEMOPOLIS: (Ch. 18)
- DOTHAN: (Ch. 9+, 19—)
- ENTERPRISE: (Ch. 40+)
- EUFULA: (Ch. 44)
- FLORENCE: (Ch. 41)
- FORT PAYNE: (Ch. 19)
- GADSDEN: (Ch. 15+, 21+)
- GREENVILLE: (Ch. 49—)
- GUNTERSVILLE: (Ch. 40—)
- HUNTSVILLE: (Ch. 31+)
- JASPER: (Ch. 17)
- MOBILE: (Ch. 5+, 10+, *42, 48+)
- MONTGOMERY: (Ch. 12, 20, *26+, 32)
- MUNFORD: (Ch. *7—)
- OPELIKA: (Ch. 22—)
- SELMA: (Ch. 8—, 58+)
- SHEFFIELD: (Ch. 47—)
- SYLACAUGA: (Ch. 24—)
- TALLADEGA: (Ch. 64)
- THOMASVILLE: (Ch. 27—)
- TROY: (Ch. 38—)
- TUSCALOOSA: (Ch. 45, 51—)
- TUSKEGEE: (Ch. 16—)
- UNIVERSITY: (Ch. *74—)

ARIZONA

- AJO: (Ch. 14—)
- BISBEE: (Ch. 15)
- CASA GRANDE: (Ch. 18—)
- CLIFTON: (Ch. 25—)
- COOLIDGE: (Ch. 30+)

- DOUGLAS: (Ch. 3—)
- ELOY: (Ch. 24)
- FLAGSTAFF: (Ch. 9, 13)
- GLOBE: (Ch. 34+)
- HOLBROOK: (Ch. 14)
- KINGMAN: (Ch. 6—)
- MESA: (Ch. 12—)
- MIAMI: (Ch. 28+)
- MORENCI: (Ch. 31)
- NOGALES: (Ch. 17—)
- PHOENIX: (Ch. 3+, 5—, *8, 10—)
- PRESCOTT: (Ch. 15)
- SAFFORD: (Ch. 21)
- TUCSON: (Ch. 4—, *6+, 9—, 13+)
- WILLIAMS: (Ch. 25)
- WINSLOW: (Ch. 16—)
- YUMA: (Ch. 11—, 13—)

ARKANSAS

- ARKADELPHIA: (Ch. 34+)
- BATESVILLE: (Ch. 30—)
- BENTON: (Ch. 40)
- BLYTEVILLE: (Ch. 64+, 74)
- CAMDEN: (Ch. 50)
- CONWAY: (Ch. 62)
- EL DORADO: (Ch. 10—, 26—)
- FAYETTEVILLE: (Ch. *13—, 41—)
- FORREST CITY: (Ch. 22+)
- FORT SMITH: (Ch. 5—, *16—, 22, 39)
- HARRISON: (Ch. 24)
- HELENA: (Ch. 54—)
- HOPE: (Ch. 15—)
- HOT SPRINGS: (Ch. 9+, 52+)
- JONESBORO: (Ch. 8, 39+)
- LITTLE ROCK: (Ch. *2—, 4, 11+, 17—, 23+)
- MAGNOLIA: (Ch. 28+)
- MORRILTON: (Ch. 43—)
- NEWPORT: (Ch. 28)
- PARAGOULD: (Ch. 58—)
- PINE BLUFF: (Ch. 7—, 36)
- RUSSELLVILLE: (Ch. 19)
- SEARCY: (Ch. 33)
- SPRINGDALE: (Ch. 35—)

- STUTTGART: (Ch. 14+)
- TEXARKANA: (Ch. 6) (see Texarkana, Tex.)

CALIFORNIA

- ALTURAS: (Ch. 9)
- BAKERSFIELD: (Ch. 10—, 29)
- BERKELEY: (Ch. *9) (see San Francisco)
- BRAWLEY: (Ch. 25+)
- CHICO: (Ch. 12—)
- CORONA: (Ch. 52)
- DELANO: (Ch. 37+)
- EL CENTRO: (Ch. 16, 56)
- EUREKA: (Ch. 3—, 13—)
- FRESNO: (Ch. 12+, *18—, 24, 47, 53)
- HANFORD: (Ch. 21)
- LOS ANGELES: (Ch. 2, 4, 5, 7, 9, 11, 13, 22, *28, 34)
- MADERA: (Ch. 30+)
- MERCED: (Ch. 34—, 66)
- MODESTO: (Ch. 14+, 58)
- NAPA: (Ch. 62)
- OXNARD: (Ch. 32)
- PALM SPRINGS: (Ch. 14)
- PETALUMA: (Ch. 68)
- PITTSBURG: (Ch. 16)
- PORT CHICAGO: (Ch. 70)
- PORTERVILLE: (Ch. 55)
- RED BLUFF: (Ch. 15)
- REDDING: (Ch. 7)
- RIVERSIDE: (Ch. 40, 46)
- SACRAMENTO: (Ch. 3, *6, 10, 40—, 46+) Pending: ch. *6— Central Calif. Educational Television.
- SALINAS-MONTEREY: (Ch. 8+, 35)
- SAN BERNADINO: (Ch. 18, *24—, 30)
- SAN BUENAVENTURA: (Ch. 38—)
- SAN DIEGO: (Ch. 8, 10, *15+, 21—, 27, 33, 39)
- SAN FRANCISCO-OAKLAND: (Ch. 2+, 4—, 5+, 7—, *9+, 20—, 26—, 32+, 38, 44—) In hearing: ch. 2— Channel Two Inc., San Francisco-Oakland Tv Inc., Television East Bay.
- SAN JOSE: (Ch. 11+, 48, *54, 60)
- SAN LUIS OBISPO: (Ch. 6+)
- SANTA BARBARA: (Ch. 3—, 20, 26)
- SANTA CRUZ: (Ch. 56)
- SANTA MARIA: (Ch. 44)

SANTA PAULA: (Ch. 16+)
 SANTA ROSA: (Ch. 50)
 STOCKTON: (Ch. 13+, 36, *42, 64)
 TULARE: (Ch. 27+)
 UKIAH: (Ch. 18)
 VISALIA: (Ch. 43, 49)
 WATSONVILLE: (Ch. 22—)
 YREKA CITY: (Ch. 11)
 YUBA CITY: (Ch. 52—)

COLORADO

ALAMOSA: (Ch. 3—, 19+)
 BOULDER: (Ch. *12, 22+)
 CANON CITY: (Ch. 36)
 COLORADO SPRINGS: (Ch. 11, 13, *17+, 23+)
 CRAIG: (Ch. 19)
 DELTA: (Ch. 24—)
 DENVER: (Ch. 2, 4—, *6—, 7, 9—, 20, 26+)
 DURANGO: (Ch. 6+, 15)
 FORT COLLINS: (Ch. 44+)
 FORT MORGAN: (Ch. 15+)
 GRAND JUNCTION: (Ch. 5—, 21+)
 GREELEY: (Ch. 50)
 LA JUNTA: (Ch. 24)
 LAMAR: (Ch. 18—)
 LEADVILLE: (Ch. 14+)
 LONGMONT: (Ch. 32)
 LOVELAND: (Ch. 38)
 MONTROSE: (Ch. 10+, 18)
 PUEBLO: (Ch. 5, *8, 28—, 34—)
 SALIDA: (Ch. 25)
 STERLING: (Ch. 25—)
 TRINIDAD: (Ch. 21—)
 WALENSBURG: (Ch. 30—)

CONNECTICUT

BRIDGEPORT: (Ch. 43—, 49—, *71)
 HARTFORD: (Ch. 3+, 18—, *24). In hearing: ch. 3—Travelers Broadcasting Service Corp. (WTIC), Hartford Telecasting Co.
 MERIDEN: (Ch. 65—)
 NEW BRITAIN: (Ch. 30+)
 NEW HAVEN: (Ch. 8+, 59+)
 NEW LONDON: (Ch. 26+, 81)
 NORWALK: (see Stamford)
 NORWICH: (Ch. 57+, *63)
 STAMFORD-NORWALK: (Ch. 27)
 WATERBURY: (Ch. 53)

DELAWARE

DOVER: (Ch. 40)
 WILMINGTON: (Ch. 12, *59—, 83+)

DISTRICT OF COLUMBIA

WASHINGTON: (Ch. 4—, 5—, 7+, 9—, 14—, 20+, *26—, 50—). Pending: ch. 20—Northern Virginia Bcstrs. Inc.

FLORIDA

BELLE GLADE: (Ch. 27+)
 BRADENTON: (Ch. 28—)
 CLEARWATER: (Ch. 32+, 50)
 DAYTONA BEACH: (Ch. 2—, 53)
 DELAND: (Ch. 44+)
 FORT LAUDERDALE: (Ch. 17—, 39)
 FORT MYERS: (Ch. 11+)
 FORT PIERCE: (Ch. 19)
 GAINESVILLE: (Ch. *5—, 20+)
 JACKSONVILLE: (Ch. 4+, *7, 12—, 30+, 36—). Pending: ch. 7—Educational Tv Inc. In hearing: ch. 12—City of Jacksonville (WJAX), Florida-Georgia Tv Inc., Jacksonville Broadcasting Corp. (WPDQ).
 KEY WEST: (Ch. 14+, 20)
 LAKE CITY: (Ch. 33+)
 LAKELAND: (Ch. 16+, 22+)
 LAKE WALES: (Ch. 14)
 LEESBURG: (Ch. 26—)
 MARIANNA: (Ch. 17+)
 MELBOURNE: (Ch. 37—)
 MIAMI: (Ch. *2, 4, 7—, 10+, 23—, 33). In hearing: ch. 10—WKAT Inc. (WKAT), L. B. Wilson Inc. (WKY Cincinnati), North Dade Video Inc., Public Service Tv Inc.
 OCALA: (Ch. 15+)
 ORLANDO: (Ch. 6—, 9, 18, *24—, 47). In hearing: ch. 9—WORZ Inc., Mid-Florida Tv Corp.
 PALATKA: (Ch. 17)
 PANAMA CITY: (Ch. 7+, *30, 36+)
 PENSACOLA: (Ch. 3—, 15—, *21, 46)
 QUINCY: (Ch. 54+)
 ST. AUGUSTINE: (Ch. 25+)
 ST. PETERSBURG: (Ch. 38) (see Tampa)
 SANFORD: (Ch. 35+)
 SARASOTA: (Ch. 34+)
 TALLAHASSEE: (Ch. *11—, 24, 51)
 TAMPA-ST. PETERSBURG: (Ch. *3, 8—, 13—, 38)
 WEST PALM BEACH: (Ch. 5, 12, *15, 21+)

GEORGIA

ALBANY: (Ch. 10, 25)
 AMERICUS: (Ch. 31)
 ATHENS: (Ch. *8, 60—). Pending: ch. 8— U. of Georgia.
 ATLANTA: (Ch. 2, 5—, 11+, *30, 36)
 AUGUSTA: (Ch. 6+, 12+)
 BAINBRIDGE: (Ch. 35—)
 BRUNSWICK: (Ch. 28+, 34—)
 CAIRO: (Ch. 45+)

CARROLLTON: (Ch. 33)
 CARTERSVILLE: (Ch. 63—)
 CEDARTOWN: (Ch. 53—)
 COLUMBUS: (Ch. 4, 28, *34)
 CORDELE: (Ch. 43)
 DALTON: (Ch. 25+)
 DOUGLAS: (Ch. 32—)
 DUBLIN: (Ch. 15)
 ELBERTON: (Ch. 24+)
 FITZGERALD: (Ch. 53+)
 FORT VALLEY: (Ch. 18+)
 GAINESVILLE: (Ch. 52)
 GRIFFIN: (Ch. 39+)
 LA GRANGE: (Ch. 50)
 MACON: (Ch. 13—(Warner Robins), *41+, 47+)
 MARIETTA: (Ch. 57—)
 MILLEDGEVILLE: (Ch. 51+)
 MOULTRIE: (Ch. 48—)
 NEWMAN: (Ch. 61+)
 ROME: (Ch. 9, 59)
 SAVANNAH: (Ch. 3+, *9—, 11). Pending: ch. 9—Board of Public Education for City of Savannah and County of Chatham.
 STATESBORO: (Ch. 22)
 SWAINSBORO: (Ch. 20—)
 THOMASVILLE: (Ch. 6, 27)
 TIFTON: (Ch. 14—)
 TOCCOA: (Ch. 35)
 VALDOSTA: (Ch. 37+)
 VIDALIA: (Ch. 26)
 WARNER ROBINS: (Ch. 13+)-(See Macon)
 WAYCROSS: (Ch. 16)

IDAHO

BLACKFOOT: (Ch. 33)
 BOISE: (Ch. 2+, *4+, 7)
 BURLEY: (Ch. 15—)
 CALDWELL: (Ch. 9—)(See Boise)
 COEUR D'ALENE: (Ch. 12—)
 EMMETT: (Ch. 26—)
 GOODING: (Ch. 23)
 IDAHO FALLS: (Ch. 3, 8+)
 JEROME: (Ch. 17)
 KELLOGG: (Ch. 33—)
 LEWISTON: (Ch. 3—)
 MOSCOW: (Ch. *15)
 NAMPA: (Ch. 6, 12+)
 PAYETTE: (Ch. 14+)
 POCATELLO: (Ch. 6—, 10)
 PRESTON: (Ch. 41)
 REXBURG: (Ch. 27+)
 RUPERT: (Ch. 21)
 SANDPOINT: (Ch. 9+)
 TWIN FALLS: (Ch. 11, 13—)
 WALLACE: (Ch. 27—)
 WEISER: (Ch. 20—)

ILLINOIS

ALTON: (Ch. 48)
 AURORA: (Ch. 16)
 BELLEVILLE: (Ch. 54+)
 BLOOMINGTON: (Ch. 15—)
 CAIRO: (Ch. 24—)
 CARBONDALE: (Ch. 34, *61—)
 CENTRALIA: (Ch. 32+, 59+)
 CHAMPAIGN-URBANA: (Ch. 3+, *12—, 21, 27, 33)
 CHICAGO: (Ch. 2—, 5, 7, 9+, *11, 20, 26, 32, 38, 44)
 DANVILLE: (Ch. 24)
 DECATUR: (Ch. 17, 23+)
 DEKALB: (Ch. *67)
 DIXON: (Ch. 47+)
 ELGIN: (Ch. 28+)
 EVANSTON: (Ch. 32—)(See Chicago)
 FREEPORT: (Ch. 23)
 GALESBURG: (Ch. 40—)
 HARRISBURG: (Ch. 22)
 JACKSONVILLE: (Ch. 29)
 JOLIET: (Ch. 48+)
 KANKAKEE: (Ch. 14)
 KEWANEE: (Ch. 60—)
 LA SALLE: (Ch. 35)
 LINCOLN: (Ch. 53+)
 MACOMB: (Ch. 61+)
 MARION: (Ch. 40)
 MATTOON: (Ch. 46—)
 MOLINE: (see Davenport, Iowa)
 MT. VERNON: (Ch. 38—)
 OLNEY: (Ch. 16—)
 PEKIN: (Ch. 69+)
 PEORIA: (Ch. 8, 19, *37—, 43+)
 QUINCY: (Ch. 10—, 21+)-(See Hannibal, Mo.)
 ROCKFORD: (Ch. 13+, 39+, *45+)
 ROCK ISLAND (also see Davenport, Iowa): (Ch. 4)
 SPRINGFIELD: (Ch. 2+, 20+, *66+)
 STREATOR: (Ch. 65—)
 URBANA: (Ch. 12—)(see Champaign)
 VANDALIA: (Ch. 28—)
 WAUKEGAN: (Ch. 22+)

INDIANA

ANDERSON: (Ch. 61)
 ANGOLA: (Ch. 15+)-(see Waterloo)

BEDFORD: (Ch. 68)
 BLOOMINGTON: (Ch. 4, *30—, 36)
 COLUMBUS: (Ch. 42—)
 CONNERSVILLE: (Ch. 38+)
 ELKHART: (Ch. 52)
 EVANSVILLE: (Ch. 7, 50—, *56, 62)
 FORT WAYNE: (Ch. *27+, 33—, 69—)(see Waterloo, Ind.)
 GARY: (Ch. 50, *66)
 HAMMOND: (Ch. 56—)
 HATFIELD: (Ch. 9+)-In hearing: Owensboro On The Air Inc. (WVMJ Owensboro, Ky.) and Owensboro Publishing Co. (WOMI).
 HUNTINGTON: (Ch. 21+). Pending: ch. 21 (at Roanoke, Ind.)-Sarkes Tarzian Inc.
 INDIANAPOLIS: (Ch. 6, 8—, 13—, *20—, 26+, 67—)
 In hearing: ch. 13—Indianapolis Broadcasting Inc. (WIRE), WIBC Inc. (WIBC), Mid-West Tv Corp., Crosley Broadcasting Corp.
 JASPER: (Ch. 19+)
 KOKOMO: (Ch. 31)
 LAFAYETTE: (Ch. *47, 59)
 LEBANON: (Ch. 18)
 LOGANSPORT: (Ch. 51)
 MADISON: (Ch. 25—)
 MARION: (Ch. 29+)
 MUNCIE: (Ch. 49, 55+, *71)
 MICHIGAN CITY: (Ch. 62+)
 PRINCETON: (Ch. 52+)
 RICHMOND: (Ch. 32—)
 SHELBYVILLE: (Ch. 58+)
 SOUTH BEND: (Ch. 34—, *40+, 46)
 TELL CITY: (Ch. 31—)
 TERRE HAUTE: (Ch. 10, *57+, 63—, 73+)
 VINCENNES: (Ch. 44+)
 WASHINGTON: (Ch. 60+)
 WATERLOO: (Ch. 15) (see Ft. Wayne)

IOWA

ALGONA: (Ch. 37+)
 AMES: (Ch. 5, 25)
 ATLANTIC: (Ch. 45—)
 BOONE: (Ch. 19—)
 BURLINGTON: (Ch. 32—, 38+)
 CARROLL: (Ch. 39)
 CEDAR RAPIDS: (Ch. 2, 9—, 20—, *26+)
 CENTERVILLE: (Ch. 31—)
 CHARLES CITY: (Ch. 18—)
 CHEROKEE: (Ch. 14)
 CLINTON: (Ch. 64)
 CRESTON: (Ch. 43)
 DAVENPORT (Rock Island-Moline, Ill.): (Ch. 4+, 6+, *30+, 36+, 42—)
 DECORAH: (Ch. 44+)
 DES MOINES: (Ch. 8—, *11+, 13—, 17+, 23—)
 DUBUQUE: (Ch. 56+, 62—)
 ESTHERVILLE: (Ch. 24+)
 FAIRFIELD: (Ch. 54)
 FORT DODGE: (Ch. 21)
 FORT MADISON: (Ch. 50+)
 GRINNELL: (Ch. 71)
 IOWA CITY: (Ch. *12+, 24—)
 KEOKUK: (Ch. 44—)
 KNOXVILLE: (Ch. 33—)
 MARSHALLTOWN: (Ch. 49)
 MASON CITY: (Ch. 3+, 35—)
 MUSCATINE: (Ch. 58)
 NEWTON: (Ch. 65+)
 OELWEIN: (Ch. 28)
 OSKALOOSA: (Ch. 52+)
 OTTUMWA: (Ch. 3 [Kirksville, Mo.], 15+, 63)
 RED OAK: (Ch. 32+)
 SHENANDOAH: (Ch. 20+)
 SIOUX CITY: (Ch. 4—, 9, *30, 36—)
 SPENCER: (Ch. 42+)
 STORM LAKE: (Ch. 34+)
 WATERLOO: (Ch. 7+, 16—, *22—, 46+)
 WEBSTER CITY: (Ch. 27)

KANSAS

ABILENE: (Ch. 31+)
 ARKANSAS CITY: (Ch. 49)
 ATCHISON: (Ch. 60+)
 CHANUTE: (Ch. 50—)
 COFFEYVILLE: (Ch. 33—)
 COLBY: (Ch. 22—)
 CONCORDIA: (Ch. 47—)
 DODGE CITY: (Ch. 6+ [Ensign, Kan.], 23)
 EL DORADO: (Ch. 55+)
 EMPORIA: (Ch. 39—)
 FORT SCOTT: (Ch. 27)
 GARDEN CITY: (Ch. 9, 11+)
 GOODLAND: (Ch. 10, 31)
 GREAT BEND: (Ch. 2, 28)
 HAYS: (Ch. 7—, 20—)
 HUTCHINSON: (Ch. 12, 18)-(see Wichita)
 INDEPENDENCE: (Ch. 20)
 IOLA: (Ch. 44+)
 JUNCTION CITY: (Ch. 29+)
 LARNED: (Ch. 15—)
 LAWRENCE: (Ch. *11, 17—). Pending: ch. 11—U. of Kansas.
 LEAVENWORTH: (Ch. 54—)
 LIBERAL: (Ch. 14)
 McPHERSON: (Ch. 26—)

MANHATTAN: (Ch. *8, 23+)
 NEWTON: (Ch. 14+)
 OLATHE: (Ch. 52-)
 OTTAWA: (Ch. 21-)
 PARSONS: (Ch. 46-)
 PITTSBURG: (Ch. 7+, 38-)
 PRATT: (Ch. 36+)
 SALINA: (Ch. 34)
 TOPEKA: (Ch. 13+, 42, *48+)
 WELLINGTON: (Ch. 24-)
 WICHITA: (Ch. 3-, 10-, 16-, *22+)
 WINFIELD: (Ch. 43+)

KENTUCKY

ASHLAND: (Ch. 59-)
 BOWLING GREEN: (Ch. 13, 17+). In hearing: ch. 13—George A. Brown Jr., Sarkes Tarzian Inc.
 CAMPBELLSVILLE: (Ch. 40+)
 CORBIN: (Ch. 16)
 DAVILLE: (Ch. 35+)
 ELIZABETHTOWN: (Ch. 23)
 FRANKFORT: (Ch. 43-)
 GLASGOW: (Ch. 28+)
 HARLAN: (Ch. 73+)
 HAZARD: (Ch. 19-)
 HENDERSON: (Ch. 50)—(see Evansville, Ind.)
 HOPKINSVILLE: (Ch. 20)
 LEXINGTON: (Ch. 18+, 27-, 64, 70+)
 LOUISVILLE: (Ch. 3-, 11+, *15, 21-, 41-, 51-)
 Pending: ch. 21—Sarkes Tarzian Inc.
 MADISONVILLE: (Ch. 26)
 MAYFIELD: (Ch. 63)
 MAYSVILLE: (Ch. 24+)
 MIDDLESBOROUGH: (Ch. 57, 63+)
 MURRAY: (Ch. 33-)
 OWENSBORO: (Ch. 14-)
 PADUCAH: (Ch. 6+, 43, 72)—In hearing: ch. 6—Paducah Newspapers Inc. (WKYB) and Columbia Amusement Co.
 PIKEVILLE: (Ch. 14-)
 PRINCETON: (Ch. 45-)
 RICHMOND: (Ch. 60)
 SOMERSET: (Ch. 29-)
 WINCHESTER: (Ch. 37+)

LOUISIANA

ABBEVILLE: (Ch. 27+)
 ALEXANDRIA: (Ch. 5, 62+, 74)
 BASTROP: (Ch. 53+)
 BATON ROUGE: (Ch. 2, 28, *34, 40-). Pending: ch. 40—Bayou Bcstg. Corp.
 BOGALUSA: (Ch. 69, 78)
 CROWLEY: (Ch. 21+)
 DE RIDDER: (Ch. 14)
 EUNICE: (Ch. 64-)
 FRANKLIN: (Ch. 46+)
 HAMMOND: (Ch. 57)
 HOUMA: (Ch. 30+)
 JACKSON: (Ch. 18-)
 JENNINGS: (Ch. 48)
 LAFAYETTE: (Ch. 10, 38-, 67-)
 LAKE CHARLES: (Ch. 7-, *19, 25, 60+)
 MIDEN: (Ch. 30)
 MONROE: (Ch. 8+, *13, 43+)
 MORGAN CITY: (Ch. 36+)
 NATCHITOCHE: (Ch. 17+)
 NEW IBERIA: (Ch. 15+)
 NEW ORLEANS: (Ch. 4+, 6+, *8, 20-, 26, 32+, 61)
 In hearing: ch. 4—Loyola U. (WVWL), James A. Noe & Co. (WNOE) and Times Picayune Pub. Co. (WTPS).
 OAKDALE: (Ch. 54+)
 OPELOUSAS: (Ch. 58)
 RUSTON: (Ch. 20)
 SHREVEPORT: (Ch. 3-, 12)
 THIBODAUX: (Ch. 24)
 WINNFIELD: (Ch. 22-)

MAINE

AUBURN: (Ch. 23+)
 AUGUSTA: (Ch. 10-, 29+)
 BANGOR: (Ch. 2-, 5+, *16-)
 BAR HARBOR: (Ch. 22-)
 BATH: (Ch. 65)
 BELFAST: (Ch. 41-)
 BIDDEFORD: (Ch. 59)
 CALAIS: (Ch. 7-, 20-)
 DOVER-FOXCROFT: (Ch. 18+)
 FORT KENT: (Ch. 17+)
 HOULTON: (Ch. 24)
 LEWISTON: (Ch. 8-, 17)
 MILLINOCKET: (Ch. 14+)
 ORONO: (Ch. *12-)
 POLAND SPRING: (Ch. 8 [Lewiston])
 PORTLAND: (Ch. 6+, 13+, *47-, 53+)
 PRESQUE ISLE: (Ch. 8, 19)
 ROCKLAND: (Ch. 25-)
 RUMFORD: (Ch. 55-)
 VAN BUREN: (Ch. 15-)
 WATERVILLE: (Ch. 35+)

MARYLAND

ANNAPOLIS: (Ch. 53-)
 BALTIMORE: (Ch. 2+, 11-, 13+, 18, *24+, 72-)
 CAMBRIDGE: (Ch. 22+)
 CUMBERLAND: (Ch. 17+, 30-)

FREDERICK: (Ch. 62+)
 HAGERSTOWN: (Ch. 52, 68+)
 SALISBURY: (Ch. 16+)

MASSACHUSETTS

ADAMS: (Ch. 19 [North Adams])
 AMHERST: (Ch. *82)
 BARNSTABLE: (Ch. 25+)
 BOSTON: (Ch. *2+, 4-, 5-, 7+, 38, 44+, 56 [Cambridge]). In hearing: ch. 5 Greater Boston Tv Corp., Columbia Bcstg. System (WEEI), Mass. Bay Telecasters Inc., Allan B. DuMont Labs., Post Publishing Co. (WCOP).
 BROCKTON: (Ch. 62)
 EASTHAMPTON: (Ch. 61)
 FALL RIVER: (Ch. 46-, 68)
 GREENFIELD: (Ch. 58-) Pending: ch. 58—Springfield TV Bcstg. Corp.
 HOLYOKE: (see Springfield)
 LAWRENCE: (Ch. 72)
 LOWELL: (Ch. 32+)
 NASHQUITA: (Ch. 6)
 NEW BEDFORD: (Ch. 28-, 34+)
 NORTH ADAMS: (Ch. 19 [Pittsfield], 74+, *80)
 PITTSFIELD: (Ch. 64+)
 SPRINGFIELD-HOLYOKE: (Ch. 22, 40)
 WORCESTER: (Ch. 14, 20)

MICHIGAN

ALMA: (Ch. 41+)
 ALPENA: (Ch. 9+, *11, 30-)
 ANN ARBOR: (Ch. 20+, *26-)
 BAD AXE: (Ch. 46-)
 BATTLE CREEK: (Ch. 58-, 64-)
 BAY CITY: (Ch. 5-, 63-, *73+)
 BENTON HARBOR: (Ch. 42)
 BIG RAPIDS: (Ch. 39)
 CADILLAC: (Ch. 13-, 45)
 CHEBOYGAN: (Ch. 4+, 36+). In hearing: ch. 4—Straits Bcstg. Co., Midwestern Bcstg. Co.
 COLDWATER: (Ch. 24-)
 DETROIT: (Ch. 2+, 4, 7-, 50-, *56, 62)
 EAST LANSING: (Ch. 60+)-(Operating on non-commercial basis.)
 EAST TAWAS: (Ch. 25-)
 ESCANABA: (Ch. 3+, *49)
 FLINT: (Ch. 12-, 16-, *22-, 28)
 GLADSTONE: (Ch. 40-)
 GRAND RAPIDS: (Ch. 8+, *17+, 23-)
 HANCOCK: (Ch. 10-)
 HOUGHTON: (Ch. 19, *25)
 IRON MOUNTAIN: (Ch. 9, 27)
 IRON RIVER: (Ch. 33-)
 IRONWOOD: (Ch. 12-, 31-)
 JACKSON: (Ch. 48)
 KALAMAZOO: (Ch. 3-, 36-, *74)
 LANSING: (Ch. 6-, 54)
 LUDINGTON: (Ch. 18+)
 MANISTEE: (Ch. 15-)
 MANISTIQUE: (Ch. 14+)
 MARQUETTE: (Ch. 6-, 13, 17, *35)
 MIDLAND: (Ch. 19+)
 MOUNT PLEASANT: (Ch. 47-)
 MUSKEGON: (Ch. 29-, 35-)
 PARMA-ONONDAGA: (Ch. 10-). In hearing: Booth Radio & Tv Stations Inc. (WBKZ-TV Battle Creek), Triad Tv Corp., Tv Corp. of Mich. Inc., Jackson Bcstg. & Tv Corp. (WKHM Jackson) and Michigan State College (WKAR-TV East Lansing).
 PETOSKEY: (Ch. 31)
 PONTIAC: (Ch. 44+)
 PORT HURON: (Ch. 34+)
 ROGERS CITY: (Ch. 24)
 SAGINAW: (Ch. 51-, 57-)
 SAULT STE. MARIE: (Ch. 8, 10+, 28-, *34)
 TRAVERSE CITY: (Ch. 7+, 20-, *26+)
 WEST BRANCH: (Ch. 21)

MINNESOTA

ALBERT LEA: (Ch. 57-)
 ALEXANDRIA: (Ch. 36)
 AUSTIN: (Ch. 6-, 51+)
 BEMIDJI: (Ch. 13-, 24-)
 BRAINERD: (Ch. 12)
 COLQUET: (Ch. 44)
 CROOKSTON: (Ch. 21-)
 DETROIT LAKES: (Ch. 18+)
 DULUTH-SUPERIOR, Wis.: (Ch. 3, 6+, *8-, 32, 38)
 ELY: (Ch. 16)
 FAIRMONT: (Ch. 40+)
 FARIBAULT: (Ch. 20)
 FERGUS FALLS: (Ch. 16-)
 GRAND RAPIDS: (Ch. 20-)
 HASTINGS: (Ch. 29+)
 HIBBING: (Ch. 10+)
 INTERNATIONAL FALLS: (Ch. 11)
 LITTLE FALLS: (Ch. 14+)
 MANKATO: (Ch. 15-)
 MARSHALL: (Ch. 22+)
 MINNEAPOLIS-ST. PAUL: (Ch. *2-, 4, 5-, 9+). Pending: ch. 2—Twin City Area Educational Tv Corp.
 MONTEVIDEO: (Ch. 19)

NEW ULM: (Ch. 43-)
 NORTHFIELD: (Ch. 26)
 OWATONNA: (Ch. 45)
 RED WING: (Ch. 63-)
 ROCHESTER: (Ch. 10, 55-)
 ST. CLOUD: (Ch. 7, 33)
 ST. PAUL: (see Minneapolis)
 STILLWATER: (Ch. 39-)
 THIEF RIVER FALLS: (Ch. 15)
 VIRGINIA: (Ch. 26+)
 WADENA: (Ch. 27-)
 WILLMAR: (Ch. 31+)
 WINONA: (Ch. 61)
 WORTHINGTON: (Ch. 32)

MISSISSIPPI

BILOXI: (Ch. 13+, *44+, 50-)-In hearing: ch. 13—Radio Associates Inc. (WVMI), WLOX Broadcasting Co. (WLOX).
 BROOKHAVEN: (Ch. 37+)
 CANTON: (Ch. 16)
 CLARKSDALE: (Ch. 32)
 COLUMBIA: (Ch. 35+)
 COLUMBUS: (Ch. 4-, 28-)
 CORINTH: (Ch. 29-)
 GREENVILLE: (Ch. 21-, 27)
 GREENWOOD: (Ch. 6, 24+)
 GRENADE: (Ch. 15)
 GULFPORT: (Ch. 56-)
 HATTIESBURG: (Ch. 9, 17-)
 JACKSON: (Ch. 3+, 12+, *19+, 25-, 47)
 KOSCIUSKO: (Ch. 52-)
 LAUREL: (Ch. 33-)
 LAUREL-PACHUTA: (Ch. 7)-(In hearing: ch. 7—Laurel Tv Inc., Mississippi Bcstg. Co.)
 LOUISVILLE: (Ch. 46-)
 McCOMB: (Ch. 31-)
 MERIDIAN: (Ch. 11-, 30-, *36-)
 NATCHEZ: (Ch. 29+)
 PASCAGOULA: (Ch. 22)
 PICAYUNE: (Ch. 14-)
 STARKVILLE: (Ch. 34-)
 STATE COLLEGE: (Ch. *2+)
 TUPELO: (Ch. 9-, 38)
 UNIVERSITY: (Ch. *20+)
 VICKSBURG: (Ch. 41+)
 WEST POINT: (Ch. 56+)
 YAZOO CITY: (Ch. 49)

MISSOURI

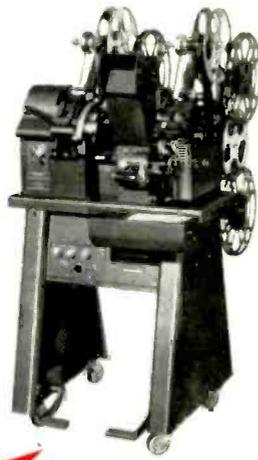
CAPE GIRARDEAU: (Ch. 12, 18+, 69)
 CARTHAGE: (Ch. 56-)
 CRUTHERSVILLE: (Ch. 27-)
 CHILLICOTHE: (Ch. 14-)
 CLINTON: (Ch. 49-)
 COLUMBIA: (Ch. 8+, 16+, 22-)
 FARMINGTON: (Ch. 52)
 FESTUS: (Ch. 14+)
 FULTON: (Ch. 24+)
 HANNIBAL: (Ch. 7-, 27+)
 JEFFERSON CITY: (Ch. 13, 33+)
 JOPLIN: (Ch. 12+, 30-)
 KANSAS CITY: (Ch. 4, 5+, 9+, *19+, 25+, 65)
 KENNETT: (Ch. 21)
 KIRKSVILLE: (Ch. 3-, 18)
 LEBANON: (Ch. 23)
 MARSHALL: (Ch. 40+)
 MARYVILLE: (Ch. 26)
 MEXICO: (Ch. 45)
 MOBERLY: (Ch. 35+)
 MONETT: (Ch. 14)
 NEVADA: (Ch. 18-)
 POPLAR BLUFF: (Ch. 15+)
 ROLLA: (Ch. 46)
 ST. JOSEPH: (Ch. 2-, 30-, *36)
 ST. LOUIS: (Ch. 4-, 5-, *9, 11-, 30, 36-, 42-). In hearing: ch. 11—St. Louis Telecast Inc. (WEW), St. Louis Amusement Co., Columbia Broadcasting System Inc. (KMOX), 220 Television Inc., Broadcast House (KSTMI).
 SEDALIA: (Ch. 6-, 28+)
 SIKESTON: (Ch. 37)
 SPRINGFIELD: (Ch. 3+, 10, *26, 32)
 WEST PLAINS: (Ch. 20-)

MONTANA

ANACONDA: (Ch. 2+)
 BILLINGS: (Ch. 2, 8, *11). Pending: ch. 8—Midland Empire Bcstg. Co.
 BOZEMAN: (Ch. *9, 22-)
 BUTTE: (Ch. 4, 6+, *7, 15+)
 CUT BANK: (Ch. 20+)
 DEER LODGE: (Ch. 25+)
 DILLON: (Ch. 20)
 GLENDIVE: (Ch. 18-)
 GLASGOW: (Ch. 16)
 GREAT FALLS: (Ch. 3+, 5+, *23-). Pending: ch. 3—Cascade Bcstg. Co.
 HAMILTON: (Ch. 17+)
 HARDIN: (Ch. 4+)
 HAVRE: (Ch. 9+, 11+)
 HELENA: (Ch. 10+, 12). In hearing: ch. 10—Helena Tv Inc., The Peoples Forum of the Air.
 KALISPELL: (Ch. 8-). Pending: ch. 8—KGEZ-TV Inc.

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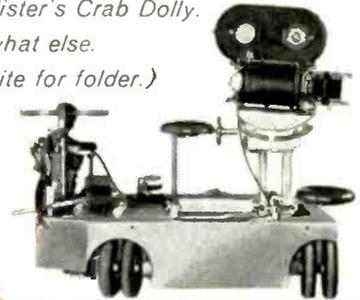
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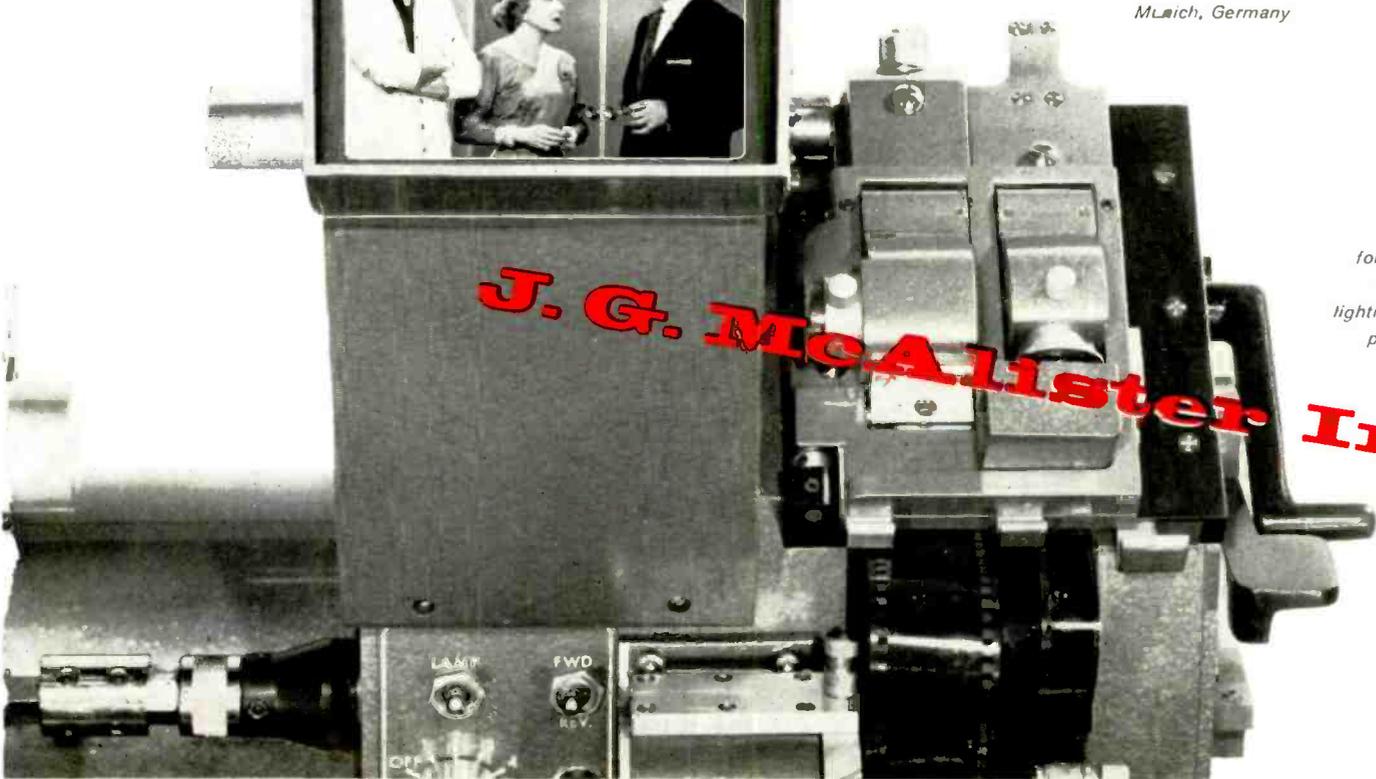
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LAUREL: (Ch. 14+)
 LEWISTOWN: (Ch. 13)
 LIVINGSTON: (Ch. 16—)
 MILES CITY: (Ch. 3—, *6, 10)
 MISSOULA: (Ch. *11—, 13—, 21+). Pending: ch. 21
 —Western Montana Assoc.
 POLSON: (Ch. 18)
 RED LODGE: (Ch. 18+)
 SHELBY: (Ch. 14—)
 SIDNEY: (Ch. 14)
 WHITEFISH: (Ch. 16+)
 WOLF POINT: (Ch. 20—)

NEBRASKA

ALLIANCE: (Ch. 13—, 21)
 BEATRICE: (Ch. 40)
 BROKEN BOW: (Ch. 14—)
 COLUMBUS: (Ch. 49+)
 FAIRBURY: (Ch. 35)
 FALLS CITY: (Ch. 38)
 FREMONT: (Ch. 52)
 GRAND ISLAND: (Ch. 11—, 21+)
 HASTINGS: (Ch. 5—, 27—)
 HAYES CENTER: (Ch. 6)
 KEARNEY: (Ch. 13, 19)
 LEXINGTON: (Ch. 23—)
 LINCOLN: (Ch. 10+, 12—, *18+, 24) (Ch. 12 operates on noncommercial basis.)
 McCOOK: (Ch. 8—, 17)
 NEBRASKA CITY: (Ch. 50)
 NORFOLK: (Ch. 33+)
 NORTH PLATTE: (Ch. 2—, 4+)
 OMAHA: (Ch. 3, 6+, 7, 16+, 22, 28—)
 SCOTTSBLUFF: (Ch. 10—, 16+)
 YORK: (Ch. 15)

NEVADA

BOULDER CITY: (Ch. 4+)
 CARLIN: (Ch. 14)
 CARSON CITY: (Ch. 37)
 ELKO: (Ch. 10—)
 ELY: (Ch. 3—, 6+)
 FALLON: (Ch. 29—)
 GOLDFIELD: (Ch. 5—)
 HAWTHORNE: (Ch. 31)
 HENDERSON: (Ch. 2—)
 LAS VEGAS: (Ch. 8—, *10+, 13—)
 LOVELOCK: (Ch. 18+)
 McGILL: (Ch. 8+)
 RENO: (Ch. 4, 8, *21+, 27—).
 TONOPAH: (Ch. 9—)
 WINNEMUCCA: (Ch. 7+)
 YERINGTON: (Ch. 33)

NEW HAMPSHIRE

BERLIN: (Ch. 26)
 CLAREMONT: (Ch. 37)
 CONCORD: (Ch. 75+)
 DURHAM: (Ch. *11)
 HANOVER: (Ch. *27+)
 KEENE: (Ch. 45—)
 LACONIA: (Ch. 43)
 LITTLETON: (Ch. 24—)
 MANCHESTER: (Ch. 9—, 48+)
 NASHUA: (Ch. 54)
 PORTSMOUTH: (Ch. 15)
 ROCHESTER: (Ch. 51)

NEW JERSEY

ANDOVER: (Ch. *69)
 ASBURY PARK: (Ch. 58)
 ATLANTIC CITY: (Ch. 46, 52+)
 BRIDGETON: (Ch. 64—)
 CAMDEN: (Ch. *80—)
 FREEHOLD: (Ch. *74)
 HAMMONTON: (Ch. *70)
 MONTCLAIR: (Ch. *77)
 NEWARK: (Ch. 13—)
 NEW BRUNSWICK: (Ch. *19—, 47+)
 PATERSON: (Ch. 37+)
 TRENTON: (Ch. 41+)
 WILDWOOD: (Ch. 48—)

NEW MEXICO

ALAMOGORDO: (Ch. 17)
 ALBUQUERQUE: (Ch. 4+, *5+, 7+, 13+)
 ARTESIA: (Ch. 21+)
 ARTRISCO-FIVE POINTS: (Ch. 18+)
 BELEN: (Ch. 24+)
 CARLSBAD: (Ch. 6—, 23)
 CLAYTON: (Ch. 27—)
 CLOVIS: (Ch. 12+, 35)
 DEMING: (Ch. 14+)
 FARMINGTON: (Ch. 17—)
 GALLUP: (Ch. 3, *8—, 10)
 HOBBS: (Ch. 46)
 HOT SPRINGS: (Ch. 19)
 LAS CRUCES: (Ch. 22—)
 LAS VEGAS: (Ch. 14—)
 LORDSBURG: (Ch. 23+)
 LOVINGTON: (Ch. 27)
 LOS ALAMOS: (Ch. 20—)
 PORTALES: (Ch. 22+)
 RATON: (Ch. 46—, *52)

ROSWELL: (Ch. *3+, 8, 10—). Pending: ch. 10—
 Taylor Bestg. Co.
 SANTA FE: (Ch. 2+, *9+, 11—)
 SILVER CITY: (Ch. *10+, 12)
 SOCORRO: (Ch. 15+)
 TUCUMCARI: (Ch. 25+)

NEW YORK

ALBANY-SCHENECTADY-TROY: (Ch. 6, *17+, 23—, 35, 41)
 AMSTERDAM: (Ch. 52—)
 AUBURN: (Ch. 37—)
 BATAVIA: (Ch. 33—)
 BINGHAMTON: (Ch. 12—, 40—, *46+)
 BLOOMINGDALE: (Ch. 5 [Lake Placid])
 BUFFALO-NIAGARA FALLS: (Ch. 2, 4—, 7+, 17, *23, 59). In hearing: ch. 7—Great Lakes Tv Inc., Greater Erie Broadcasting Co. (WWOL) and WKBW-TV Inc. (WKBK).
 CARTHAGE: (Ch. 7—)
 CORTLAND: (Ch. 56+)
 DUNKIRK: (Ch. 46)
 ELMIRA: (Ch. 9, 18+, 24—). In hearing: ch. 9—Elmira Star Gazette, Tv Assoc. of Elmira, Veterans Bestg. Co. (WVET-AM-TV Rochester, N. Y.), WTVE Inc. (ch. 24 WTVE [TV] Elmira).
 GLENS FALLS: (Ch. 39+)
 GLOVERSVILLE: (Ch. 29— [Hagaman])
 HORNELL: (Ch. 50)
 ITHACA: (Ch. *14+, 20—)
 JAMESTOWN: (Ch. 58+)
 KINGSTON: (Ch. 66— [Poughkeepsie])
 LAKE PLACID: (Ch. 5 [Plattsburg])
 MALONE: (Ch. 20+, *66)
 MASSENA: (Ch. 14—)
 MIDDLETOWN: (Ch. 60)
 NEW YORK: (Ch. 2—, 4, 5+, 7, 9+, 11+, *25, 31—)
 NIAGARA FALLS: (see Buffalo-Niagara Falls)
 OGDENSBURG: (Ch. 24+)
 OLEAN: (Ch. 54+)
 ONEONTA: (Ch. 62—)
 OSWEGO: (Ch. 31)
 PATCHOGUE: (Ch. 75)
 PLATTSBURG: (Ch. 28+)
 POUGHKEEPSIE: (Ch. 21—, *83)
 ROCHESTER: (Ch. 5—, 10+, 15—, *21, 27+). WVET-TV-WHEC-TV share time on ch. 10 and also have application pending for share-time operation on ch. 27.
 ROME: (see Utica)
 SARANAK LAKE: (Ch. 18)
 SCHENECTADY: (see Albany-Schenectady-Troy)
 SYRACUSE: (Ch. 3—, 8, *43+)
 TROY: (see Albany)
 UTICA-ROME: (Ch. 13, *25+, 54—). Pending: ch. 25—U. of the State of New York.
 WATERTOWN: (Ch. 18)

NORTH CAROLINA

AHOSKIE: (Ch. 53)
 ALBEMARLE: (Ch. 20)
 ASHEVILLE: (Ch. 13—, *56—, 62+, 78)
 BURLINGTON: (Ch. 63)
 BURNSVILLE: (Ch. 18)
 CHAPEL HILL: (Ch. *4+)
 CHARLOTTE: (Ch. 3, 9+, 36+, *42+). In hearing: ch. 9—Radio Station WSOC Inc. (WSOC), Piedmont Electronics & Fixture Corp., Carolinas' Television Corp.
 DURHAM: (Ch. 11+, *40—, 46+, 73—)
 ELIZABETH CITY: (Ch. 31+)
 FAYETTEVILLE: (Ch. 18—, 54—)
 GASTONIA: (Ch. 48)
 GOLDSBORO: (Ch. 34, 72)
 GREENSBORO: (Ch. 2—, *51—, 57—)
 GREENVILLE: (Ch. 9)
 HENDERSON: (Ch. 52—)
 HENDERSONVILLE: (Ch. 27)
 HICKORY: (Ch. 30—)
 HIGH POINT: (Ch. 15+)
 JACKSONVILLE: (Ch. 16)
 KANNAPOLIS: (Ch. 59+)
 KINSTON: (Ch. 45)
 LAURINBURG: (Ch. 41—)
 LUMBERTON: (Ch. 21+)
 MOUNT AIRY: (Ch. 55)
 RALEIGH: (Ch. 5, *22—, 28—)
 ROANOKE RAPIDS: (Ch. 30+)
 ROCKY MOUNT: (Ch. 50+)
 SALISBURY: (Ch. 80)
 SANFORD: (Ch. 38)
 SHELBY: (Ch. 39)
 SOUTHERN PINES: (Ch. 49)
 STATESVILLE: (Ch. 64—)
 WASHINGTON: (Ch. 7)
 WILMINGTON: (Ch. 3—, 6, 29—, *35+)
 WILSON: (Ch. 56)
 WINSTON-SALEM: (Ch. 12, 26+, *32—)

NORTH DAKOTA

BISMARCK: (Ch. 5, 12—, 18, *24)
 BOTTINEAU: (Ch. 16+)
 CARRINGTON: (Ch. 26—)
 DEVILS LAKE: (Ch. 8+, 14—)
 DICKINSON: (Ch. 2+, 4, *17)
 FARGO: (Ch. 6, 11+, *34—, 40)
 GRAFTON: (Ch. 17)
 GRAND FORKS: (Ch. *2, 10)
 HARVLY: (Ch. 22+)
 JAMESTOWN: (Ch. 7—, 42)
 LISBON: (Ch. 23)
 MINOT: (Ch. *6+, 10—, 13+)
 NEW ROCKFORD: (Ch. 20+)
 RUGBY: (Ch. 38—)
 VALLEY CITY: (Ch. 4—, 32—)
 WAHPETON: (Ch. 45+)
 WILLISTON: (Ch. 8—, 11—, *34+). Pending: ch. 8—Meyer Bestg. Co.

OHIO

AKRON: (Ch. 49+, *55—, 61+)
 ASHTABULA: (Ch. 15)
 ATHENS: (Ch. 62—). Pending: ch. 62—Ohio U.
 BELLEFONTAINE: (Ch. 63)
 BOWLING GREEN: (Ch. *70)
 CAMBRIDGE: (Ch. 26)
 CANTON: (Ch. 29)
 CHILLICOTHE: (Ch. 56+)
 CINCINNATI: (Ch. 5—, 9, 12, *48—, 54—, 74— [Newport, Ky.]
 CLEVELAND: (Ch. 3, 5+, 8, 19, *25+, 65+)
 COLUMBUS: (Ch. 4—, 6+, 10+, *34, 40—)
 COSHOCTON: (Ch. 20)
 DAYTON: (Ch. 2, 7+, *16+, 22+)
 DEFIANCE: (Ch. 43)
 FINDLAY: (Ch. 53)
 FREMONT: (Ch. 59+)
 GALLIPOLIS: (Ch. 72)
 HAMILTON-MIDDLETOWN: (Ch. 65)
 LANCASTER: (Ch. 28—)
 LIMA: (Ch. 35—, 73)
 LORAIN: (Ch. 31— [Elyria])
 MANSFIELD: (Ch. 36+)
 MARION: (Ch. 17—)
 MASSILON: (Ch. 23+)
 MOUNT VERNON: (Ch. 58)
 NEWARK: (Ch. 60—)
 OXFORD: (Ch. *14+). Pending: ch. 14—Miami U., Oxford, Ohio.
 PIQUA: (Ch. 44—)
 PORTSMOUTH: (Ch. 30)
 SANDUSKY: (Ch. 42+)
 SPRINGFIELD: (Ch. 52—, 76)
 STEUBENVILLE: (see Wheeling, W. Va.)
 TIFIN: (Ch. 47+)
 TOLEDO: (Ch. 11—, 13, *30+, 79). In hearing: ch. 11—Toledo Blade Co., Community Broadcasting Co. (WTOL), Unity Corp. Inc., (WTOD), Citizens Broadcasting Co., Maumee Valley Broadcasting Co., Great Lakes Broadcasting Co., Anthony Wayne Tv Corp. Pending: ch. 30—Greater Toledo Educational Tv Foundation.
 WARREN: (Ch. 67+)
 YOUNGSTOWN: (Ch. 21—, 27, 73—)
 ZANESVILLE: (Ch. 18—, 50+)

OKLAHOMA

ADA: (Ch. 10+, 50+)
 ALTUS: (Ch. 36)
 ALVA: (Ch. 30)
 ANADARKO: (Ch. 58—)
 ARDMORE: (Ch. 12—, 55—)
 BARTLESVILLE: (Ch. 62—)
 BLACKWELL: (Ch. 51—)
 CHICKASHA: (Ch. 64)
 CLAREMORE: (Ch. 15)
 CLINTON: (Ch. 32—)
 DUNCAN: (Ch. 39—)
 DURANT: (Ch. 27—)
 ELK CITY: (Ch. 15+, 26+)
 EL RENO: (Ch. 56+)
 ENID: (Ch. 5, 21, *27+)
 FREDERICK: (Ch. 44)
 GUTHRIE: (Ch. 48)
 GUYMON: (Ch. 20+)
 HOBART: (Ch. 23+)
 HOLDENVILLE: (Ch. 14—)
 HUGO: (Ch. 21+)
 LAWTON: (Ch. 7+, *28+, 34—)
 McALESTER: (Ch. 47)
 MIAMI: (Ch. 58+)
 MUSKOGEE: (Ch. 8—, *45+, 66+)
 NORMAN: (Ch. 31—, *37—)
 OKLAHOMA CITY: (Ch. 4—, 9—, *13, 19+, 25—)
 OKMULGEE: (Ch. 26)
 PAULS VALLEY: (Ch. 61)
 PONCA CITY: (Ch. 40—)
 PRYOR CREEK: (Ch. 54)
 SAPULPA: (Ch. 42—)
 SEMINOLE: (Ch. 59)
 SHAWNEE: (Ch. 53—)

STILLWATER: (Ch. 29—, *69)
TULSA: (Ch. 2+, 6, *11—, 17+, 23)
VINITA: (Ch. 28—)
WOODWARD: (Ch. 8+)

OREGON

ALBANY: (Ch. 55+)
ASHLAND: (Ch. 14—)
ASTORIA: (Ch. 30—)
BAKER: (Ch. 37+)
BEND: (Ch. 15—)
BURNS: (Ch. 16)
CORVALLIS: (Ch. *7—, 49—)
EUGENE: (Ch. *9+, 13, 20+, 26)
GRANTS PASS: (Ch. 30)
KLAMATH FALLS: (Ch. 2—, 17)
LA GRANDE: (Ch. 13+)
LEBANON: (Ch. 43+)
McMINNVILLE: (Ch. 46—)
MEDFORD: (Ch. 5)
NORTH BEND: (Ch. 16+). In hearing: ch. 16—
KOOS Inc., Pacific Tv Inc.
PENDLETON: (Ch. 28)
PORTLAND: (Ch. 6+, 8—, *10, 12, 21— [Vancouver, Wash.], 27+)
ROSEBURG: (Ch. 4+, 28+)
SALEM: (Ch. 3+, *18—, 24+, 66)
SPRINGFIELD: (Ch. 37—)
THE DALLES: (Ch. 32)

PENNSYLVANIA

ALLENTOWN: (Ch. 39, 67)
ALTOONA: (Ch. 10—, 19+, 25—)
BETHLEHEM: (Ch. 51—)
BRADFORD: (Ch. 70—)
BUTLER: (Ch. 43—)
CHAMBERSBURG: (Ch. 46—)
DU BOIS: (Ch. 31+)
EASTON: (Ch. 57—)
EMPORIUM: (Ch. 42—)
ERIE: (Ch. 12, 35+, *41—, 66+)
HARRISBURG: (Ch. 27—, 55+, 71+)
HAZELTON: (Ch. 63)
IRWIN (PITTSBURGH): (Ch. 4+)—In hearing: ch. 4—
4—Tv City Inc. (KQV), WCAE Inc. (WCAE), Matta Enterprises, Wespen Tv Inc., Irwin Community Tv.
JOHNSTOWN: (Ch. 6, 56—)
LANCASTER: (Ch. 8—, 21+)
LEBANON: (Ch. 15+)
LEWISTON: (Ch. 74—)
LOCK HAVEN: (Ch. 32—) Pending: Ch. 32—Lock Haven Bcstg. Corp.
MEADVILLE: (Ch. 37)
NEW CASTLE: (Ch. 45—)
OIL CITY: (Ch. 64)
PHILADELPHIA: (Ch. 3, 6—, 10, 17— [Camden, N. J.], 23+, 29, *35—)
PITTSBURGH: (Ch. 2—, 11, *13—, 16, 47—, 53+)
[Also see ch. 4 at Irwin.]
READING: (Ch. 33+, 61—)
SCRANTON: (Ch. 16—, 22—, 44)
SHAMOKIN: (Ch. 65)
SHARON: (Ch. 39+)
STATE COLLEGE: (Ch. *48)
SUNBURY: (Ch. 38)
UNIONTOWN: (Ch. 14)
WASHINGTON: (Ch. 63+)
WILKES-BARRE: (Ch. 28, 34)
WILLIAMSPORT: (Ch. 36—)
YORK: (Ch. 43, 49)

RHODE ISLAND

PROVIDENCE: (Ch. 10+, 12+, 16, *36+). Pending: ch. 36—Board of Education State of R. I.

SOUTH CAROLINA

AIKEN: (Ch. 54)
ANDERSON: (Ch. 40, 58—)
CAMDEN: (Ch. 14)
CHARLESTON: (Ch. 2+, 5+, *13, 17+)
CLEMSON: (Ch. *68)
COLUMBIA: (Ch. 10—, *19+, 25—, 67+)
CONWAY: (Ch. 23—)
FLORENCE: (Ch. 8—, 60)
GEORGETOWN: (Ch. 27—)
GREENVILLE: (Ch. 4—, 23+, *29)
GREENWOOD: (Ch. 21—)
LAKE CITY: (Ch. 55+)
LANCASTER: (Ch. 31—)
LAURENS: (Ch. 45—)
MARION: (Ch. 43—)
NEWBERRY: (Ch. 70)
ORANGEBURG: (Ch. 44—)
ROCK HILL: (Ch. 61—)
SPARTANBURG: (Ch. 7+, 17—, 74—)
SUMTER: (Ch. 47)
UNION: (Ch. 65—)

SOUTH DAKOTA

ABERDEEN: (Ch. 9—, 17+)
BELLE FOURCHE: (Ch. 23+)
BROOKINGS: (Ch. *8, 25)
DEADWOOD: See Lead, S. D.
HOT SPRINGS: (Ch. 17+)
HURON: (Ch. 12+, 15+)

LEAD: (Ch. 5—, 26) In hearing: ch. 5—Heart of the Black Hills Stations, Black Hills Broadcast Co. of Rapid City.

MADISON: (Ch. 46)
MITCHELL: (Ch. 5+, 20—)
MOBRIDGE: (Ch. 27—)
PIERRE: (Ch. 6—, 10+, *22+)
RAPID CITY: (Ch. 3+, 7+, 15—)
SIOUX FALLS: (Ch. 11, 13+, 38+, *44)
STURGIS: (Ch. 20)
VERMILLION: (Ch. *2+, 41)
WATERTOWN: (Ch. 3— [Florence], 35+)
WINNER: (Ch. 18—)
YANKTON: (Ch. 17—)

TENNESSEE

ATHENS: (Ch. 14+)
BRISTOL, Tenn.-BRISTOL, Va.: (Ch. 5+, 46—)
CHATTANOOGA: (Ch. 3+, 12—, 43+, 49+, *55—)
CLARKSVILLE: (Ch. 53)
CLEVELAND: (Ch. 38+)
COLUMBIA: (Ch. 39—)
COOKEVILLE: (Ch. 24, *69)
COVINGTON: (Ch. 19—)
DYERSBURG: (Ch. 46+)
ELIZABETHON: (Ch. 22+)
FAYETTEVILLE: (Ch. 27+)
GALLATIN: (Ch. 48+)
HARRIMAN: (Ch. 67)
HUMBOLDT: (Ch. 25)
JACKSON: (Ch. 7+, 16+)
JOHNSON CITY: (Ch. 11—, 34+)
KINGSPORT: (Ch. 28)
KNOXVILLE: (Ch. 6, 10+, *20+, 26—)
LAWRENCEBURG: (Ch. 50+)
LEBANON: (Ch. 58)
McMINNVILLE: (Ch. 46)
MARYVILLE: (Ch. 51)
MEMPHIS: (Ch. 3, 5+, *10+, 13+, 42—, 48—)
MORRISTOWN: (Ch. 54+)
MURFREESBORO: (Ch. 18—)
NASHVILLE: (Ch. *2—, 4+, 8+, 30+, 36) [Also see ch. 5 at Old Hickory.] Pending: ch. 2—Nashville Educational Tv Foundation.
OAK RIDGE: (Ch. 32+)
OLD HICKORY (NASHVILLE): (Ch. 5)
PARIS: (Ch. 51+)
PULASKI: (Ch. 44—)
SHELBYVILLE: (Ch. 62—)
SNEEDVILLE: (Ch. *2+)
SPRINGFIELD: (Ch. 42)
TULLAHOMA: (Ch. 68—)
UNION CITY: (Ch. 55)

TEXAS

ABILENE: (Ch. 9+, 33—)
ALICE: (Ch. 34+)
ALPINE: (Ch. 12—) Pending: ch. 12—O. L. Nelms.
AMARILLO: (Ch. *2—, 4, 7, 10)
ATHENS: (Ch. 25+)
AUSTIN: (Ch. 7+, 18—, 24, *70—)
BALINGER: (Ch. 25)
BAY CITY: (Ch. 33)
BEAUMONT-PORT ARTHUR: (Ch. 4—, 6—, 31+, *37). In hearing: ch. 4—Port Arthur College—Smith Radio Co., Jefferson Amusement Co.
BEEVILLE: (Ch. 38—)
BIG SPRING: (Ch. 4—, 34+)
BONHAM: (Ch. 43)
BORGER: (Ch. 33)
BRADY: (Ch. 15—)
BRECKENRIDGE: (Ch. 14+)
BRENHAM: (Ch. 52—)
BROWNFIELD: (Ch. 15)
BROWNSVILLE: (Ch. 36) (also see Brownsville-Harlingen-Weslaco):
BROWNSVILLE - HARLINGEN - WESLACO: (Ch. 4+, 5—)
BROWNWOOD: (Ch. 19)
BRYAN: (Ch. 54—)
CHILDRESS: (Ch. 40)
CLEBURNE: (Ch. 57)
COLEMAN: (Ch. 21—)
COLLEGE STATION: (Ch. *3+, 48—)
CONROE: (Ch. 20+)
CORPUS CHRISTI: (Ch. 6+, 10—, *16+, 22, 43)—In hearing: Ch. 10—Superior Tv Inc., Keys-Tv Inc. (KEYS), K-Six Tv Inc. (KSIX).
CORSICANA: (Ch. 47+)
CROCKETT: (Ch. 56)
CRYSTAL CITY: (Ch. 28+)
CUERO: (Ch. 25—)
DELHART: (Ch. 16)
DALLAS: (Ch. 4+, 8, *13+, 23, 29, 73)
DEL RIO: (Ch. 16—)
DENISON: (Ch. 52)
DENTON: (Ch. *2, 17) Pending: Ch. 17—Denton Telecasting Co.
EAGLE PASS: (Ch. 26)
EDINBURGH: (Ch. 26—)

EL CAMPO: (Ch. 27)
EL PASO: (Ch. 4, *7, 9, 13, 20+, 26+)
FALFURRIAS: (Ch. 52)
FLOYDADA: (Ch. 45)
FORT STOCKTON: (Ch. 22)
FORT WORTH: (Ch. 5+, 11—, 20—, *26—)
GAINESVILLE: (Ch. 49—)
GALVESTON: (Ch. 11+, 35—, 41—, *47—)
GONZALES: (Ch. 64+)
GREENVILLE: (Ch. 69—)
HARLINGEN: (Ch. 23). (Also see Brownsville-Harlingen-Weslaco.)
HEBRONVILLE: (Ch. 58)
HENDERSON: (Ch. 42+)
HEREFORD: (Ch. 19—)
HILLSBORO: (Ch. 63)
HOUSTON: (Ch. 2—, *8—, 13—, 23+, 29—, 39—)
HUNTSVILLE: (Ch. 15)
JACKSONVILLE: (Ch. 36)
JASPER: (Ch. 49+)
KERMIT: (Ch. 14)
KILGORE: (Ch. 59—)
KINGSVILLE: (Ch. 40)
LAMESA: (Ch. 28)
LAMPASSAS: (Ch. 40—)
LAREDO: (Ch. 8, 13, *15—)
LEWELLAND: (Ch. 38—)
LITTLEFIELD: (Ch. 32)
LONGVIEW: (Ch. 32, 38+)
LUBBOCK: (Ch. 5—, 11, 13—, *20, 26)
LUFKIN: (Ch. 9, 46—)
McALLEN: (Ch. 20—)
McKINNEY: (Ch. 65—)
MARFA: (Ch. 19+)
MARSHALL: (Ch. 16—)
MERCEDES: (Ch. 32)
MEXIA: (Ch. 50—)
MIDLAND: (Ch. 2+, 18)
MINERAL WELLS: (Ch. 38)
MISSION: (Ch. 14)
MONAHANS: (Ch. 9—)
MOUNT PLEASANT: (Ch. 35)
NACOGDOCHES: (Ch. 40+)
NEW BRAUNFELS: (Ch. 62—)
ODESSA: (Ch. 7—, 24—)
ORANGE: (Ch. 43—)
PAMPA: (Ch. 17—)
PARIS: (Ch. 33+)
PEARSALL: (Ch. 31)
PECOS: (Ch. 16+)
PERRYTON: (Ch. 22)
PLAINVIEW: (Ch. 29+)
PORT ARTHUR: (See Beaumont).
QUANAH: (Ch. 42)
RAYMONDVILLE: (Ch. 42)
ROSENBERG: (Ch. 17—)
SAN ANGELO: (Ch. 3—, 8+, 17+, *23—) Pending: Ch. 3—Jane A. Roberts.
SAN ANTONIO: (Ch. 4, 5, *9—, 12+, 35+, 41+—) Pending: ch. *9—San Antonio Council for Educational Tv.
SAN BENITO: (Ch. 48)
SAN MARCOS: (Ch. 53—)
SEGUIN: (Ch. 14—)
SEYMOUR: (Ch. 24+)
SHERMAN: (Ch. 46+)
SNYDER: (Ch. 30+)
STEPHENVILLE: (Ch. 32+)
SULPHUR SPRINGS: (Ch. 41)
SWEETWATER: (Ch. 12)
TAYLOR: (Ch. 58+)
TEMPLE: (Ch. 6, 16, 22+)
TERRELL: (Ch. 53)
TEXARKANA: (Ch. 6+, *18, 24—) (Also Texarkana, Ark.).
TYLER: (Ch. 7, 19—, 72)
UVALDE: (Ch. 20)
VERNON: (Ch. 18+)
VICTORIA: (Ch. 19+) In hearing: ch. 19—O. L. Nelms, Albert B. Alkek.
WACO: (Ch. 10+, *28—, 34)
WAXAHACHIE: (Ch. 45—)
WEATHERFORD: (Ch. 51)
WESLACO (see Brownsville-Harlingen-Weslaco)
WICHITA FALLS: (Ch. 3, 6—, *16+, 22)

UTAH

BRIGHAM: (Ch. 36—)
CEDAR CITY: (Ch. 5)
LOGAN: (Ch. 12—, 30, *46)
OGDEN: (Ch. 9+, *18—, 24)
PRICE: (Ch. 6)
PROVO: (Ch. 11+, 22, *28) Pending: ch. 11—Beehive Telecasting Corp.
RICHFIELD: (Ch. 13—)
ST. GEORGE: (Ch. 18+)
SALT LAKE CITY: (Ch. 2—, 4—, 5+, *7—, 20+, 26)
TOOELE: (Ch. 44)
VERNAL: (Ch. 3+)

VERMONT

BENNINGTON: (Ch. 33, 74+)

BRATTLEBORO: (Ch. 77+)
 BURLINGTON: (Ch. 3, *16+, 22+)
 MONTPELIER: (Ch. 40)
 NEWPORT: (Ch. 46)
 RUTLAND: (Ch. 49+)
 ST. ALBANS: (Ch. 34-)
 ST. JOHNSBURY: (Ch. 30)

VIRGINIA

BLACKSBURG: (Ch. *60+)
 BRISTOL: (see Bristol, Tenn.)
 CHARLOTTESVILLE: (Ch. *45+, 64+)
 COVINGTON: (Ch. 44+)
 DANVILLE: (Ch. 24-)
 EMPORIA: (Ch. 25+)
 FARMVILLE: (Ch. 19)
 FREDERICKSBURG: (Ch. 47)
 FRONT ROYAL: (Ch. 39-)
 HARRISONBURG: (Ch. 3-, 34-)
 LEXINGTON: (Ch. 54)
 LYNCHBURG: (Ch. 13, 16-)
 MARION: (Ch. 50)
 MARTINSVILLE: (Ch. 35-)
 NORFOLK - PORTSMOUTH - NEWPORT NEWS:
 (Ch. 3+, 10+, 15 [Hampton], *21-, 27, 33)
 NORTON: (Ch. 52+)
 PETERSBURG: (Ch. 8, 41)
 PULASKI: (Ch. 37-)
 RICHMOND: (Ch. 6+, 12-, *23, 29+)
 ROANOKE: (Ch. 7-, 10, 27+, *33-)
 SOUTH BOSTON: (Ch. 14+)
 STAUNTON: (Ch. 38)
 WAYNESBORO: (Ch. 42)
 WILLIAMSBURG: (Ch. 17)
 WINCHESTER: (Ch. 28+)

WASHINGTON

ABERDEEN: (Ch. 58)
 ANACORTES: (Ch. 34)
 BELLINGHAM: (Ch. 12+, 18+, 24-)
 CLARKSTON: (Ch. 34, 40)
 CENTRALIA: (Ch. 17)
 ELLENBURG: (Ch. 49, *65)
 EPHRATA: (Ch. 43)
 EVERETT: (Ch. 22-, 28-)
 GRAND COULEE: (Ch. 37)
 HOQUIAM: (Ch. 52)
 KELSO: (Ch. 39)
 KENNEWICK: (also see Kennewick-Richland-Pasco): (Ch. 25)
 KENNEWICK-RICHLAND-PASCO: (Ch. *41)
 LONGVIEW: (Ch. 33) Pending: ch. 33—Altru Bcstg. Co.
 OKANOGAN: (See Omak)
 OLYMPIA: (Ch. 60)
 OMAK-OKANOGAN: (Ch. *35-)
 PASCO: (also see Kennewick-Richland-Pasco): (Ch. 19-)
 PORT ANGELES: (Ch. 16-)
 PULLMAN: (Ch. *10, 24)
 RICHLAND also see Kennewick-Richland-Pasco): (Ch. 31)

SEATTLE: (Ch. 4, 5+, 7, *9, 20, 26+) In hearing: ch. 7—Queen City Bcstg. Co. (KIRO), KXA Inc. (KXA), Pudget Sound Broadcasting Co. (KVI).
 SPOKANE: (Ch. 2-, 4-, 6-, *7+)
 TACOMA: (Ch. 11+, 13-, *56, 62)
 WALLA WALLA: (Ch. 5-, 8, *22). Pending: ch. 5—J. Elroy McCaw; ch. 8—Walla Walla Tv Co.
 WENATCHEE: (Ch. *45, 55, 67)
 YAKIMA: (Ch. 23+, 29+, *47)

WEST VIRGINIA

BECKLEY: (Ch. 4 [Oak Hill], 21, 66)
 BLUEFIELD: (Ch. 6-, 41+)
 CHARLESTON: (Ch. 8+, *43+, 49-)
 CLARKSBURG: (Ch. 12+, 22, 69-)
 ELKINS: (Ch. 40+)
 FAIRMONT: (Ch. 35)
 HINTON: (Ch. 31)
 HUNTINGTON: (Ch. 3+, 13+, *53-)
 LOGAN: (Ch. 23-)
 MARTINSBURG: (Ch. 58-)
 MORGANTOWN: (Ch. *24)
 PARKERSBURG: (Ch. 15-)
 WELCH: (Ch. 25)
 WESTON: (Ch. *5, 32)
 WHEELING-STEUBENVILLE, OHIO: (Ch. 7, 9+, 51+, *57)
 WILLIAMSON: (Ch. 17)

WISCONSIN

ADAMS: (Ch. *58+)
 APPLETON: (Ch. 42+)
 ASHLAND: (Ch. 15+)
 BEAVER DAM: (Ch. 37)
 BELOIT: (Ch. 57)
 CHILTON: (Ch. *24+)
 EAU CLAIRE: (Ch. 13, *19, 25+)
 FOND DU LAC: (Ch. 54+)
 GREEN BAY: (Ch. 2+, 5+, 70+)
 JANESVILLE: (Ch. 63+)
 KENOSHA: (Ch. 61-)
 LA CROSSE: (Ch. 8+, *32+, 38-, 72)
 MADISON: (Ch. 3, *21-, 27-, 33+)
 MANITOWOC: (Ch. 65)
 MARINETTE: (Ch. 11+, 32-, *38+)
 MILWAUKEE: (Ch. 4-, *10+, 12, 19- 25, 31+)
 OSHKOSH: (Ch. 48-)
 PARK FALLS: (Ch. *18)
 PORTAGE: (Ch. 17-)
 PRAIRIE DU CHIEN: (Ch. 34)
 RACINE: (Ch. 49-, 55)
 RHINELANDER: (Ch. 22)
 RICE LAKE: (Ch. 21+)
 RICHLAND CENTER: (Ch. 15, *66-)
 SHEBOYGAN: (Ch. 59-)
 SHELL LAKE: (Ch. *30-)
 SPARTA: (Ch. 50-)
 STEVENS POINT: (Ch. 20+, 26-)
 STURGEON BAY: (Ch. 44-)
 SUPERIOR (see Duluth, Minn.)
 WAUSAU: (Ch. 7-, 16+, *46-)
 WHITEFISH BAY: (Ch. 6)
 WISCONSIN RAPIDS: (Ch. 14-)

WYOMING

BUFFALO: (Ch. 29)
 CASPER: (Ch. 2+, 6+) In hearing: ch. 6—Casper Mountain Tv Corp., Donald Hathaway; Pending: ch. 2—Harrisscope Inc.
 CHEYENNE: (Ch. 3, 5+)
 CODY: (Ch. 24-)
 DOUGLAS: (Ch. 14)
 EVANSTON: (Ch. 14-)
 GILLETTE: (Ch. 31-)
 GREEN RIVER: (Ch. 16)
 GREYBULL: (Ch. 40)
 LANDER: (Ch. 17-)
 LARAMIE: (Ch. *8+, 18+)
 LOVELL: (Ch. 36+)
 LUSK: (Ch. 19-)
 NEWCASTLE: (Ch. 28+)
 POWELL: (Ch. 30+)
 RAWLINS: (Ch. 11-)
 RIVERTON: (Ch. 10+) Pending: ch. 10—Chief Washakie Tv.
 ROCK SPRINGS: (Ch. 13)
 SHERIDAN: (Ch. 9-, 12+)
 THERMOPOLIS: (Ch. 15)
 TORRINGTON: (Ch. 27)
 WHEATLAND: (Ch. 24+)
 WORLAND: (Ch. 34)

ALASKA

ANCHORAGE: (Ch. 2-, *7-, 11, 13-)
 FAIRBANKS: (Ch. 2+, 4+, 7+, *9+, 11+, 13+)
 JUNEAU: (Ch. *3, 8, 10)
 KETCHIKAN: (Ch. 2, 4, *9)
 SEWARD: (Ch. 4-, 9-)
 SITKA: (Ch. 13)

GUAM

AGANA: (Ch. 8, 10)

HAWAII

HILO: (Ch. 2, *4, 7, 9, 11, 13)
 HONOLULU: (Ch. 2+, 4-, *7+, 9-, 11+, 13-).
 LIHUE: (Ch. 3+, *8-, 10+, 12-).
 WAILUKU: (Ch. 3, 8, *10, 12)

PUERTO RICO

ARECIBO: (Ch. 13+)
 CAGUAS: (Ch. 11-)
 MAYAGUEZ: (Ch. 3+, 5-). In hearing: ch. 3, El Mundo Inc., Supreme Bcstg. Co., Ponce de Leon Bcstg. Co.
 PONCE: (Ch. 7+, 9-) In hearing: ch. 7—George Mayoral-William Cortada, Dept. of Education of Puerto Rico.
 SAN JUAN: (Ch. 2+, 4-, *6+)

VIETNAM ISLANDS

CHARLOTTE AMALIE: (Ch. 10-, 12+).
 CHRISTIANSTED: (Ch. 8+)

TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for non-commercial education use
 † Post freeze station not on air as of May 25.
 ‡ Post freeze station on the air.
 § Pre-freeze station on the air.

Vhf Allocations by Channels

Ch. 2 (54-60 mc)

* WAIQ (TV) Andalusia, Ala.
 * Little Rock, Ark.
 † KNXT (TV) Los Angeles, Calif.
 San Francisco-Oakland, Calif.
 † KTVR (TV) Denver, Colo.
 † WESH-TV Daytona Beach, Fla.
 † WTHS-TV Miami, Fla.
 † WSB-TV Atlanta, Ga.
 † KBOI (TV) Meridian-Caldwell (Boise), Idaho
 † WBBM-TV Chicago, Ill.
 Springfield, Ill.
 † WMT-TV Cedar Rapids, Iowa
 † KCKT (TV) Great Bend, Kan.
 † WBRZ (TV) Baton Rouge, La.
 † WTWO (TV) Bangor, Me.
 † WMAR-TV Baltimore, Md.
 † WGBH-TV Boston, Mass.
 † WJBK-TV Detroit, Mich.
 † Minneapolis-St. Paul, Minn.
 † State College, Miss.
 † KFEQ-TV St. Joseph, Mo.
 Anaconda, Mont.
 † KOOK-TV Billings, Mont.
 North Platte, Neb.
 † KLRJ-TV Henderson, Nev.
 † KVTI (TV) Santa Fe, N. M.
 † WGR-TV Buffalo, N. Y.
 † WCFB-TV New York, N. Y.
 † WCMY-TV Greensboro, N. C.
 † KDIX-TV Dickinson, N. D.
 Grand Forks, N. D.

‡ WLWD (TV) Dayton, Ohio
 † KVOO-TV Tulsa, Okla.
 † KFJH-TV Klamath Falls, Ore.
 † KDKA-TV Pittsburgh, Pa.
 † WUSN-TV Charleston, S. C.
 Vermillion, S. D.
 * Nashville, Tenn.
 * Sneedville, Tenn.
 * Amarillo, Tex.
 * Denton, Tex.
 † KPRC-TV Houston, Tex.
 † KMID-TV Midland, Tex.
 † KUTV (TV) Salt Lake City, Utah
 † KREM-TV Spokane, Wash.
 † WBAV-TV Green Bay, Wis.
 Casper, Wyo.
 † WKAQ-TV San Juan, P. R.
 † KENI-TV Anchorage, Alaska
 † KFAR-TV Fairbanks, Alaska
 Ketchikan, Alaska
 Hilo, Hawaii
 † KONA (TV) Honolulu, Hawaii

Ch. 3 (60-66 mc)

Douglas, Ariz.
 † KTVK (TV) Phoenix, Ariz.
 † KIEM-TV Eureka, Calif.
 † KCRA-TV Sacramento, Calif.
 † KEYT (TV) Santa Barbara, Calif.
 Pueblo, Colo.
 Hartford, Conn.
 † WEAR-TV Pensacola, Fla.
 * Tampa-St. Petersburg, Fla.
 † WSAV-TV Savannah, Ga.
 † KID-TV Idaho Falls, Idaho
 † KLEW-TV Lewiston, Idaho
 † WCIA (TV) Champaign-Urbana, Ill.
 † KGLR-TV Mason City, Iowa
 † KARD-TV Wichita, Kan.
 † WAVE-TV Louisville, Ky.
 † KTBS-TV Shreveport, La.
 Escanaba, Mich.

‡ WKZO-TV Grand Rapids, (Kalamazoo) Mich.
 † KDAL-TV Duluth, Minn.
 † WLBT (TV) Jackson, Miss.
 † KTVO (TV) Kirksville, Mo.
 † KYTV (TV) Springfield, Mo.
 Great Falls, Mont.
 Miles City, Mont.
 † KMTV (TV) Omaha, Neb.
 Ely, Neb.
 Gallup, N. M.
 Roswell, N. M.
 † WSYR-TV Syracuse, N. Y.
 † WBTY (TV) Charlotte, N. C.
 † WHTT (TV) Wilmington, N. C.
 † KYW-TV Cleveland, Ohio
 Ohio
 † KSLM-TV Salem, Ore.
 † WRCV-TV Philadelphia, Pa.
 † KOTA-TV Rapid City, S. D.
 † KDLO-TV Florence, S. D. (Watertown)
 † WRGP-TV Chattanooga, Tenn.
 † WREC-TV Memphis, Tenn.
 College Station, Tex.
 San Angelo, Tex.
 † KFDX-TV Wichita Falls, Tex.
 Vernal, Utah
 † WCAX-TV Burlington, Vt.
 † WWSV-TV Harrisonburg, Va.
 † WTAR-TV Norfolk-Portsmouth-Newport News, Va.
 † WSAZ-TV Huntington, W. Va.
 † WISC-TV Madison, Wis.
 † KDAL-TV Duluth, Minn.-Superior, Wis.
 Cheyenne, Wyo.
 Mayaguez, P. R.
 * Juneau, Alaska
 Lihue, Hawaii
 † KMAU (TV) Wailuku, Hawaii

Ch. 4 (66-72 mc)

‡ KVOA-TV Tucson, Ariz.
 † KARK-TV Little Rock, Ark.
 † KRCA (TV) Los Angeles, Calif.
 † KRON-TV San Francisco-Oakland, Calif.
 † KOA-TV Denver, Colo.
 † WRC-TV Washington, D. C.
 † WMBR-TV Jacksonville, Fla.
 † WTVJ (TV) Miami, Fla.
 † WRBL-TV Columbus, Ga.
 Boise, Idaho
 † WHBF-TV Davenport (Iowa)-Rock Island-Moline, Ill.
 † WTTV (TV) Bloomington, Ind.
 † KTIV (TV) Sioux City, Iowa
 New Orleans, La.
 † WBZ-TV Boston, Mass.
 Cheboygan, Mich.
 † WWJ-TV Detroit, Mich.
 † WCCO-TV Minneapolis-St. Paul, Minn.
 † WCBI-TV Columbus, Miss.
 † WDAF-TV Kansas City, Mo.
 † KWK-TV St. Louis, Mo.
 Butte, Mont.
 Hardin, Mont.
 North Platte, Neb.
 Boulder City, Nev.
 † KAKJ (TV) Reno, Nev.
 † KOB-TV Albuquerque, N. M.
 † WBEW-TV Buffalo-Niagara Falls, N. Y.
 † WRCA-TV New York, N. Y.
 † WUNC (TV) Chapel Hill, N. C.
 Dickinson, N. D.
 † KXJB-TV Valley City, N. D.
 † WLWC (TV) Columbus, Ohio
 † WKY-TV Oklahoma City, Okla.

‡ KPIC (TV) Roseburg, Ore.
 Irwin, Pa.
 † WFBC-TV Greenville, S. C.
 † WSM-TV Nashville, Tenn.
 † KGNC-TV Amarillo, Tex.
 Beaumont-Port Arthur, Tex.
 † KBST-TV Big Spring, Tex.
 † KGBT (TV) Brownsville-Harlingen-Weslaco, Tex.
 † KRLD-TV Dallas, Tex.
 † KRDD-TV El Paso, Tex.
 † WOAI-TV San Antonio, Tex.
 † KTVT (TV) Salt Lake City, Utah
 † KOMO-TV Seattle, Wash.
 † KXLY-TV Spokane, Wash.
 Fayetteville, W. Va.
 † WQAY-TV Oak Hill, W. Va. (Beckley)
 † WTMJ-TV Milwaukee, Wis.
 † WAPA-TV San Juan, P. R.
 Fairbanks, Alaska
 Ketchikan, Alaska
 Seward, Alaska
 * Hilo, Hawaii
 † KTCA (TV) Honolulu, Hawaii

Ch. 5 (76-82 mc)

† WKRG-TV Mobile, Ala.
 † KPHO-TV Phoenix, Ariz.
 † KNAC-TV Fort Smith, Ark.
 † KTLA (TV) Los Angeles, Calif.
 † KPIX-TV San Francisco-Oakland, Calif.
 † KREX-TV Grand Junction, Colo.
 † KCSJ-TV Pueblo, Colo.
 † WTTG (TV) Washington, D. C.
 * Gainesville, Fla.
 † WJNO-TV West Palm Beach, Fla.
 † WAGA-TV Atlanta, Ga.
 † WNBQ (TV) Chicago, Ill.
 † WOI-TV Ames, Iowa
 † KALB-TV Alexandria, La.
 † WABI-TV Bangor, Me.
 Boston, Mass.

<ul style="list-style-type: none"> ‡ WNEB-TV Bay City, Mich. § KSTP-TV Minneapolis-St. Paul, Minn. ‡ KCMO-TV Kansas City, Mo. § KSD-TV St. Louis, Mo. ‡ KFBB-TV Great Falls, Mont. ‡ KHAS-TV Hastings, Neb. Goldfield, Nev. * Albuquerque, N. M. ‡ WPTZ (TV) (Lake Placid) Plattsburg, N. Y. § WABD (TV) New York, N. Y. § WHAM-TV Rochester, N. Y. Raleigh, N. C. ‡ KFYR-TV Bismarck, N. D. § WLWT (TV) Cincinnati, Ohio § WEWS (TV) Cleveland Ohio ‡ KGEO-TV Enid, Okla. ‡ KBES-TV Medford, Ore. ‡ WCSC-TV Charleston, S. C. Lead, S. D. Mitchell, S. D. ‡ WCBY (TV) Bristol, Tenn.-Va. § WMCT (TV) Memphis, Tenn. ‡ WLAC-TV (Nashville) Old Hickory, Tenn. Brownsville-Harlingen-Weslaco, Tex. § WBAP-TV Fort Worth, Tex. Lubbock, Tex. § KENS-TV San Antonio, Tex. ‡ KRGV-TV Weslaco, Tex. Cedar City, Utah § KSL-TV Salt Lake City, Utah § KING-TV Seattle, Wash. Walla Walla, Wash. * Weston, W. Va. ‡ WFRV-TV Green Bay, Wis. ‡ KFBC-TV Cheyenne, Wyo. * WORA-TV Mayaguez, P. R. <p style="text-align: center;">Ch. 6 (82-88 mc)</p> <ul style="list-style-type: none"> § WBRC-TV Birmingham, Ala. Kingman, Ariz. * Tucson, Ariz. * Sacramento, Calif. ‡ KVEC-TV San Luis Obispo, Calif. ‡ KRMA-TV Denver, Colo. Durango, Colo. ‡ WDBO-TV Orlando, Fla. ‡ WJBF (TV) Augusta, Ga. ‡ WCTV (TV) Thomasville, Ga. Boise-Nampa, Idaho ‡ KSEI-TV Pocatello, Idaho § WFBM-TV Indianapolis, Ind. § WOC-TV Davenport, Iowa-Rock Island-Moline, Ill. ‡ KTVC (TV) Esign, Kan. Paducah, Ky. § WDSU-TV New Orleans, La. ‡ WCSH-TV Portland, Me. ‡ WJMJ-TV Lansing, Mich. ‡ WDMJ-TV Marquette, Mich. ‡ KMMT (TV) Austin, Minn. ‡ WDSM-TV Duluth (Minn.)-Superior (Wis.) Clarkdale, Miss. ‡ KDRO-TV Sedalia, Mo. ‡ KXLF-TV Butte, Mont. * Miles City, Mont. ‡ KHPL-TV Hayes Center, Neb. § WOW-TV Omaha, Neb. Ely, Neb. ‡ KAVE-TV Carlsbad, N. M. § WRGB (TV) Schenectady, N. Y. ‡ WMFD-TV 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. § WFIL-TV Philadelphia, Pa. Pierre, S. D. ‡ WATE (TV) Knoxville, Tenn. 	<ul style="list-style-type: none"> ‡ KFDM-TV Beaumont-Port Arthur, Tex. ‡ KRIS-TV Corpus Christi, Tex. ‡ KCEN-TV Temple, Tex. ‡ KCMC-TV Texarkana, Tex. ‡ KSYD-TV Wichita Falls, Tex. Price, Utah § WTVR (TV) Richmond, Va. ‡ KHQ-TV Spokane, Wash. ‡ WHIS-TV Bluefield, W. Va. ‡ WDSM-TV Superior (Wis.)-Duluth (Minn.) ‡ WITI-TV Whitefish Bay, Wis. Casper, Wyo. ‡ WIPR-TV San Juan, P. R. <p style="text-align: center;">Ch. 7 (174-180 mc)</p> <ul style="list-style-type: none"> * WTIQ (TV)Munford, Ala. ‡ KATV (TV) Pine Bluff, Ark. (Little Rock) § KABC-TV Los Angeles, Calif. ‡ KVIP (TV) Redding, Calif. § KGO-TV San Francisco-Oakland, Calif. ‡ KLZ-TV Denver, Colo. ‡ WMAL-TV Washington, D. C. * Jacksonville, Fla. ‡ WCKT (TV) Miami, Fla. ‡ WJDM (TV) Panama City, Fla. ‡ KIDO-TV Boise, Idaho § WBKB (TV) Chicago, Ill. ‡ WTVW (TV) Evansville, Ind. ‡ KWWL-TV Waterloo, Iowa Hayes, Kan. ‡ KOAM-TV Pittsburg, Kan. ‡ KPCL-TV Lake Charles, La. Calais, Me. § WNAC-TV Boston, Mass. § WXYZ-TV Detroit, Mich. ‡ WPBN-TV Traverse City, Mich. St. Cloud, Minn. <i>Altoona</i> Laurel-Pachuta, Miss. ‡ KHQA-TV Hannibal, Mo. (Quincy, Ill.) * Butte, Mont. ‡ Herald Corp., Omaha, Neb. Winnemucca, Nev. ‡ KOAT-TV Albuquerque, N. M. Buffalo-Niagara Falls, N. Y. ‡ WCFNY-TV Carthage, N. Y. § WABC-TV New York, N. Y. ‡ WITN (TV) Washington, N. C. Jamestown, N. D. § WHIO-TV Dayton, Ohio ‡ KSWO-TV Lawton, Okla. Corvallis, Ore. ‡ WSPA-TV Spartanburg, S. C. Rapid City, S. D. ‡ WDXI-TV Jackson, Tenn. Amarillo, Tex. ‡ KTBC-TV Austin, Tex. El Paso, Tex. ‡ KOSA-TV Odessa, Tex. ‡ KLTV (TV) Tyler, Tex. * Salt Lake City, Utah ‡ WDBJ-TV Roanoke, Va. Seattle, Wash. * Spokane, Wash. ‡ WTRF-TV Wheeling (W. Va.)-Steubenville, Ohio ‡ WSAU-TV Wausau, Wis. Ponce, P. R. * Anchorage, Alaska Fairbanks, Alaska Hilo, Hawaii * Honolulu, Hawaii <p style="text-align: center;">Ch. 8 (180-186mc)</p> <ul style="list-style-type: none"> ‡ WSLA (TV) Selma, Ala. * Phoenix, Ariz. ‡ KBTM-TV Jonesboro, Ark. ‡ KSBW-TV Salinas (Monterey), Calif. ‡ KFMB-TV San Diego, Calif. * Pueblo, Colo. § WNHC-TV New Haven, Conn. ‡ WFLA-TV Tampa-St. Petersburg, Fla. * Athens, Ga. Idaho Falls, Idaho Peoria, Ill. 	<ul style="list-style-type: none"> ‡ WISH-TV Indianapolis, Ind. ‡ KRNT-TV Des Moines, Iowa ‡ KSAC-TV Manhattan, Kan. ‡ KNOE-TV Monroe, La. * WYES (TV) New Orleans, La. ‡ WMTW (TV) Poland Spring (Me.), Mt. Washington, N. H. (Lewiston, Me.) ‡ WAGM-TV Presque Isle, Me. § WOOD-TV Grand Rapids, Mich. Sault Ste. Marie, Mich. Duluth (Minn.)-Superior, Wis. ‡ KOMU-TV Columbia, Mo. Billings, Mont. Kalispell, Mont. McCook, Neb. ‡ KLAS-TV Las Vegas, Nev. McGill, Nev. ‡ KZTV (TV) Reno, Nev. Gallup, N. M. ‡ KSWB-TV Roswell, N. M. § WHEN-TV Syracuse, N. Y. Devils Lake, N. D. Williston, N. D. § WJW-TV Cleveland, Ohio ‡ KTVX (TV) Muskogee, Okla. Woodward, Okla. ‡ KTLV (TV) Portland, Ore. ‡ WGAL-TV Lancaster, Pa. ‡ WBTW (TV) Florence, S. C. * Brookings, S. D. ‡ WSIX-TV Nashville, Tenn. ‡ WFAA-TV Dallas, Tex. ‡ KUHT (TV) Houston, Tex. ‡ KHAD-TV Laredo, Tex. ‡ KTXL-TV San Angelo, Tex. ‡ WXEX-TV Petersburg, Va. Walla Walla, Wash. ‡ WCHS-TV Charleston, W. Va. ‡ WKBT (TV) La Crosse, Wis. * Laramie, Wyo. ‡ KINY-TV Juneau, Alaska * Lihue, Hawaii Wailuku, Hawaii Christiansted, Virgin Islands ‡ KUAM-TV Agana, Guam <p style="text-align: center;">Ch. 9 (186-192 mc)</p> <ul style="list-style-type: none"> ‡ WTVY (TV) Dothan, Ala. Flagstaff, Ariz. ‡ KDWI (TV) Tucson, Ariz. ‡ KSPS (TV) Hot Springs, Ark. Alturas, Calif. § KHJ-TV Los Angeles, Calif. ‡ KQED (TV) Berkeley, Calif. (San Francisco) ‡ KBTV (TV) Denver, Colo. § WTOP-TV Washington, D. C. ‡ WORZ-TV Orlando, Fla. ‡ WROM-TV Rome, Ga. Savannah, Ga. Coeur d'Alene, Idaho Sandpoint, Idaho § WGN-TV Chicago, Ill. Hatfield, Ind. ‡ KCRG-TV Cedar Rapids, Iowa ‡ KVTV (TV) Sioux City, Iowa Garden City, Kan. Alpena, Mich. Iron Mountain, Mich. ‡ KEYD-TV Minneapolis-St. Paul, Minn. ‡ WDAM (TV) Hattiesburg, Miss. ‡ WTVV (TV) Tupelo, Miss. ‡ KMBC-TV Kansas City, Mo. ‡ KETC (TV) St. Louis, Mo. * Bozeman, Mont. Havre, Mont. Tonopah, Nev. ‡ WMUR-TV Manchester, N. H. * Santa Fe, N. M. ‡ WOR-TV New York, N. Y. Elmira, N. Y. Charlotte, N. C. ‡ WNCT (TV) Greenville, N. C. 	<ul style="list-style-type: none"> § WCPO-TV Cincinnati, Ohio ‡ WSTV-TV Steubenville, Ohio (Wheeling) ‡ KWTW (TV) Oklahoma City, Okla. * Eugene, Ore. Aberdeen, S. D. ‡ KRBC-TV Abilene, Tex. ‡ KTSM-TV El Paso, Tex. ‡ KTRF-TV Lufkin, Tex. Monahans, Tex. * San Antonio, Tex. Ogden, Utah ‡ KCTS (TV) Seattle, Wash. ‡ WSTV-TV (Wheeling, W. Va.), Steubenville, Ohio Sheridan, Wyo. Ponce, P. R. * Fairbanks, Alaska * Ketchikan, Alaska Seward, Alaska ‡ KHBC-TV Hilo, Hawaii ‡ KGMB-TV Honolulu, Hawaii <p style="text-align: center;">Ch. 10 (192-198 mc)</p> <ul style="list-style-type: none"> * WBIQ (TV) Birmingham, Ala. ‡ WALA-TV Mobile, Ala. ‡ KOOL-TV Phoenix, Ariz. ‡ KRBB (TV) El Dorado, Ark. ‡ KERO-TV Bakersfield, Calif. ‡ KBET-TV Sacramento, Calif. ‡ KFSD-TV San Diego, Calif. ‡ KFJX-TV Montrose, Colo. ‡ WKAT-TV Miami Beach, Fla. ‡ WALB-TV Albany, Ga. Pocatello, Idaho ‡ WGEM-TV Quincy, Ill. ‡ WTHI-TV Terre Haute, Ind. ‡ KWGB-TV Goodland, Kan. ‡ KAKE-TV Wichita, Kan. ‡ KLFY-TV Lafayette, La. Augusta, Me. Hancock, Mich. Parma-Orandoga, Mich. Sault Ste. Marie, Mich. Hibbing, Minn. ‡ KROC-TV Rochester, Minn. ‡ KTTS-TV Springfield, Mo. Helena, Mont. Miles City, Mont. ‡ KOLN-TV Lincoln, Neb. ‡ KSTF (TV) Scottsbluff, Neb. Elko, Nev. * Las Vegas, Nev. Gallup, N. M. Roswell, N. M. * Silver City, N. M. ‡ WHEC-TV Rochester, N. Y. ‡ WVET-TV Rochester, N. Y. ‡ KNOX-TV Grand Forks, N. D. ‡ KMOT (TV) Minot, N. D. § WBSN-TV Columbus, Ohio ‡ KTEN (TV) Ada, Okla. Portland, Ore. ‡ WFBG-TV Altoona, Pa. § WCAU-TV Philadelphia, Pa. § WJAR-TV Providence, R. I. ‡ WIS-TV Columbia, S. C. Pierre, S. D. ‡ WBRF-TV Knoxville, Tenn. ‡ WKNO-TV Memphis, Tenn. ‡ KFDA-TV Amarillo, Tex. Corpus Christi, Tex. ‡ KWTX-TV Waco, Tex. Norfolk-Portsmouth-Newport News, Va. ‡ WSLS-TV Roanoke, Va. * Pullman, Wash. * Milwaukee, Wis. Riverton, Wyo. Juneau, Alaska Lihue, Hawaii * Wailuku, Hawaii Charlotte Amalie, Virgin Islands Agana, Guam <p style="text-align: center;">Ch. 11 (198-204 mc)</p> <ul style="list-style-type: none"> ‡ KIVA (TV) Yuma, Ariz. ‡ KTHV (TV) Little Rock, Ark. ‡ KNTV (TV) San Jose, Calif. ‡ KNTV (TV) San Jose, Calif. Yreka City, Calif. 	<ul style="list-style-type: none"> ‡ KKTU (TV) Colorado Springs, Colo. ‡ WINK-TV Fort Myers, Fla. * Tallahassee, Fla. § WLWA (TV) Atlanta, Ga. ‡ WTOG-TV Savannah, Ga. ‡ KLIX-TV Twin Falls, Idaho ‡ WTTW (TV) Chicago, Ill. * Des Moines, Iowa Garden City, Kan. * Lawrence, Kan. § WHAS-TV Louisville, Ky. § WBAL-TV Baltimore, Md. * Alma, Mich. International Falls, Minn. ‡ WTCN-TV Minneapolis-St. Paul, Minn. ‡ WTOK-TV Meridian, Miss. St. Louis, Mo. * Billings, Mont. Havre, Mont. * Missoula, Mont. Grand Island, Neb. * Durham, N. H. Santa Fe, N. M. § WPIX (TV) New York, N. Y. ‡ WTVU (TV) Durham, N. C. Fargo, N. D. Williston, N. D. Toledo, Ohio ‡ KOED (TV) Tulsa, Okla. ‡ WIIC (TV) Pittsburgh, Pa. ‡ KELO-TV Sioux Falls, S. D. ‡ WJHL-TV Johnson City, Tenn. * Lexington, Tenn. ‡ KFJZ-TV Fort Worth, Tex. ‡ KGUL-TV Galveston, Tex. ‡ KCBD-TV Lubbock, Tex. Provo, Utah ‡ KTNT-TV Tacoma, Wash. ‡ WMBV-TV Marinette, Wis. Rawlins, Wyo. ‡ WKBM-TV Caguas, P. R. ‡ KTVa (TV) Anchorage, Alaska ‡ KTVF (TV) Fairbanks, Alaska Hilo, Hawaii Honolulu, Hawaii <p style="text-align: center;">Ch. 12 (204-210 mc)</p> <ul style="list-style-type: none"> ‡ WSFA-TV Montgomery, Ala. ‡ KVAR (TV) Mesa, Ariz. ‡ KHSL-TV Chico, Calif. ‡ KFRE-TV Fresno, Calif. Boulder, Colo. § WPFH (TV) Wilmington, Del. Jacksonville, Fla. ‡ WEAT-TV West Palm Beach, Fla. ‡ WRDW-TV Augusta, Ga. Coeur d'Alene, Idaho Nampa, Idaho ‡ WLL-TV Champaign-Urbana, Ill. * Iowa City, Iowa ‡ KTVH (TV) Hutchinson, Kans. ‡ KSLA (TV) Shreveport, La. * Orono, Me. ‡ WJRT (TV) Flint, Mich. ‡ WJMS-TV Ironwood, Mich. Brainerd, Minn. ‡ WJTV (TV) Jackson, Miss. ‡ KFVS-TV Cape Girardeau, Mo. ‡ KSWN-TV Joplin, Mo. Helena, Mont. ‡ KUON (TV) Lincoln, Neb. ‡ KICA-TV Clovis, N. M. Silver City, N. M. § WBNF-TV Binghamton, N. Y. ‡ WSJS-TV Winston-Salem, N. C. ‡ KBMB-TV Bismarck, N. D. § WKRC-TV Cincinnati, Ohio ‡ KVSO-TV Ardmore, Okla. ‡ KLOR (TV) Portland, Ore. § WICU (TV) Erie, Pa. ‡ WPRO-TV Providence, R. I. Huron, S. D. ‡ WDEF-TV Chattanooga, Tenn. Alpine, Tex. San Antonio, Tex. ‡ KPAR-TV Sweetwater, Tex. Logan, Utah ‡ WRVA-TV Richmond, Va.
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CHANNEL ALLOCATIONS

- † KVOS-TV Bellingham, Wash.
- † WBLK-TV Clarksburg, W. Va.
- † WISN-TV Milwaukee, Wis. Sheridan, Wyo.
- † Lihue, Hawaii
- † KMVI-TV Wailuku, Hawaii
- † Charlotte Amalie, Virgin Islands

Ch. 13 (210-216 mc)

- § WABT (TV) Birmingham, Ala. Flagstaff, Ariz.
- † KOPO-TV Tucson, Ariz.
- † KYAT (TV) Yuma, Ariz.
- * Fayetteville, Ark. Eureka, Calif.
- § KCOP (TV) Los Angeles, Calif.
- † KOVR (TV) Stockton, Calif.
- † KRDO-TV Colorado Springs, Colo.
- † WTVT (TV) Tampa-St. Petersburg, Fla.
- † WMAZ-TV Macon, Ga. (Warner Robins, Ga.)
- † KHTV (TV) Twin Falls, Idaho
- † WREX-TV Rockford, Ill. Indianapolis, Ind.
- † WHO-TV Des Moines, Iowa
- † WIBW-TV Topeka, Kans. Bowling Green, Ky.
- * KLSE (TV) Monroe, La.
- † WGAN-TV Portland, Me.
- § WAAM (TV) Baltimore, Md.
- † WWTW (TV) Cadillac, Mich. Calumet, Mich. Bemidji, Minn.
- † Biloc, Miss.
- † KRCG (TV) Jefferson City, Mo. Lewistown, Mont.
- † KGVO-TV Missoula, Mont. Alliance, Neb.
- † KHOL-TV (Holdrege) Kearney, Neb.
- † KSHO-TV Las Vegas, Nev.
- § WATV (TV) Newark, N. J.
- † KGGM-TV Albuquerque, N. M.
- § WKTW (TV) Utica, N. Y.
- † WLOS-TV Asheville, N. C.
- † WNEB-TV New Bern, N. C.
- † KCJB-TV Minot, N. D.
- § WSPD-TV Toledo, Ohio
- † *KETA (TV) Oklahoma City, Okla.
- † KVAL-TV Eugene, Ore. La Grange, Ore.
- † *WQED (TV) Pittsburgh, Pa.
- * Charleston, S. C. Sioux Falls, S. D.
- † WHBQ-TV Memphis, Tenn.
- * Dallas, Tex.
- † KOKE (TV) El Paso, Tex.
- † KTRK (TV) Houston, Tex. Laredo, Tex.
- † KDUB-TV Lubbock, Tex. Richfield, Utah
- † WLVA-TV Lynchburg, Va.
- † KTVW (TV) Tacoma, Wash.
- † WHTN-TV 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.
- † KTRB-TV Modesto, Calif. Palm Springs, Calif. Leadville, Colo.
- † WOOK-TV Washington, D. C. Key West, Fla. Lake Wales, Fla. Tifton, Ga. Payette, Idaho

- Kankakee, Ill. Cherokee, Iowa Liberal, Kan. Newton, Kan. Owensboro, Ky. Pikeville, Ky. DeRidder, La. Millinocket, Me.
- † WWOR-TV Worcester, Mass. Manistee, Mich. Little Falls, Minn. Picayune, Miss. Chillicothe, Mo. 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, Tenn. Kermit, Tex. Mission, Tex. Seguin, Tex. South Boston, Va. Wisconsin Rapids, Wis. Douglas, Wyo. Evanston, Wyo.

Ch. 15 (476-482 mc)

- Gadsden, Ala. Bisbee, Ariz. Prescott, Ariz. Hope, Ark. Red Bluff, Calif. Durango, Colo. Fort Morgan, Colo. Ocala, Fla.
- † WPFA (TV) Pensacola, Fla. West Palm Beach, Fla. Dublin, Ga. Burley, Idaho Moscow, Idaho
- † WBLN (TV) Bloomington, Ill.
- † WINT (TV) (Angola, Ind.) Waterloo, Ind. Ottumwa, Iowa Larned, Kan.
- * Louisville, Ky. New Iberia, La. Van Buren, Me. Manistee, Mich. Mankato, Minn. Thief River Falls, Minn. Grenada, Miss. Poplar Bluff, Mo. Butte, Mont. Socorro, N. M.
- † WCBF-TV Rochester, N. Y. High Point, N. C.
- † WICA-TV Ashtabula, Ohio
- † WLBR-TV Lebanon, Pa.
- † WACA-TV Camden, S. C. Huron, S. D. Rapid City, S. D. Brady, Tex. Brownfield, Tex. Huntsville, Tex. Laredo, Tex.
- † WVEC-TV (Norfolk-Portsmouth-Newport News), Hampton, Va.
- † WTAP (TV) Parkersburg, W. Va. Ashland, Wis. Richland Center, Wis. Thermopolis, Wyo.

Ch. 16 (482-488 mc)

- Tuskegee, Ala. Winslow, Ariz. Fort Smith, Ark. El Centro, Calif. Pittsburg, Calif. Santa Paula, Calif. Lakeland, Fla. Waycross, Ga. Aurora, Ill. Olney, Ill.
- † KEDD (TV) Wichita, Kan. Corbin, Ky.
- * Bangor, Me.
- † WBOC-TV Salisbury, Md. 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, Tex. Pecos, Tex. Temple, Tex.
- * Wichita Falls, Tex.
- * Burlington, Vt. Lynchburg, Va. Port Angeles, Wash. Wausau, Wis. Green River, Wyo.

Ch. 17 (488-494 mc)

- Jasper, Ala. Nogales, Ariz. Little Rock, Ark.
- * Colorado Springs, Colo.
- † WITV (TV) Fort Lauderdale, Fla. Marianna, Fla. Palatka, Fla. Jerome, Idaho
- † WTVP (TV) Decatur, Ill.
- † KGTW (TV) Des Moines, Iowa Lawrence, Kan. Bowling Green, Ky. Natchitoches, La. Fort Kent, Me.
- † WLAM-TV Lewiston, Me.
- † WTBO-TV Cumberland, Me.
- * Grand Rapids, Mich. Marquette, Mich. Minneapolis-St. Paul, Minn. Hattiesburg, Miss. Hamilton, Mont. McCook, Neb.
- † WKDN-TV Camden, N. J. Alamogordo, N. M. Farmington, N. M.
- † *WTVZ (TV) Albany, N. Y.
- † WBUF-TV Buffalo, N. Y.
- * Dickinson, N. D. Grafton, N. D. Marion, Ohio Klamath Falls, Ore.
- † KSPG (TV) Tulsa, Okla. Philadelphia, Pa. Charleston, S. C. Spartanburg, S. C. Aberdeen, S. D. Hot Springs, S. D. Yankton, S. D. Denton, Tex. Pampa, Tex. Rosenberg, Tex. San Angelo, Tex. Williamsburg, Va. Centralia, Wash. Williamson, W. Va. Portage, Wis. Lander, Wyo.

Ch. 18 (494-500 mc)

- Demopolis, Ala. Casa Grande, Ariz. Fresno, Calif. San Bernardino, Calif. Ukiah, Calif. Lamar, Colo. Montrose, Colo.
- † WGTW-TV Hartford, Conn.
- † WEAL-TV Orlando, Fla. Fort Valley, Ga. Lebanon, Ind. Charles City, Iowa Hutchinson, Kan.
- † WLEX-TV Lexington, Ky. Jackson, La. Dover-Foxcroft, Me.
- † WTLF (TV) Baltimore, Md. Ludington, Mich. Detroit Lakes, Minn. 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.
- † WFLB-TV Fayetteville, N. C. Bismarck, N. D.
- † WHIZ-TV Zanesville, 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.
- † WTVI (TV) Fort Pierce, Fla.
- † WTVH-TV Peoria, Ill. Jasper, Ind. Boone, Iowa Hazard, Ky.
- * Lake Charles, La.
- † WMTG (TV) Pittsfield, Mass. Presque Isle, Me. Houghton, Mich. Midland, Mich. Montevideo, Minn.
- * Jackson, Miss. Kansas City, Mo. Kearney, Neb. Portsmouth, N. H.
- † *WTLV (TV) New Brunswick, N. J. Hot Springs, N. M. Utica, N. Y.
- † WHK-TV Cleveland, Ohio Oklahoma City, Okla. Altoona, Pa.
- * Columbia, S. C. Covington, Tenn. Brownwood, Tex. Hereford, Tex. Marfa, Tex. Tyler, Tex. Victoria, Tex. Farmville, Va.
- † KEPR-TV Pasco, Wash.
- * Eau Claire, Wis.
- † WXIX (TV) Milwaukee, Wis. Lusk, Wyo.

Ch. 20 (506-512 mc)

- † WCOV-TV Montgomery, Ala.
- † KBAY-TV San Francisco-Oakland, Calif. Santa Barbara, Calif. Denver, Colo. Washington, D. C. Gainesville, Fla. Key West, Fla. Swainsboro, Ga.
- † WIND-TV Chicago, Ill.
- † WICS (TV) Springfield, Ill. Indianapolis, Ind. Cedar Rapids, Iowa Shenandoah, Iowa Hays, Kan. Independence, Kan. Hopkinsville, Ky.
- † WJMR-TV New Orleans, La. Ruston, La. Calais, Me.
- † WAAB-TV Worcester, Mass.
- † WPAG-TV Ann Arbor, Mich. Traverse City, Mich. Faribault, Minn. Grand Rapids, Minn.
- * University, Minn. West Plains, Mo. Cut Bank, Mont. Dillon, Mont. Wolf Point, Mont. Los Alamos, N. M.
- † WHCU-TV Ithaca, N. Y. Malone, N. Y. Albemarle, N. C. New Rockford, N. D. Coshocton, Ohio Guymon, Okla. Eugene, Ore. Mitchell, S. D. Sturgis, S. D.
- * Knoxville, Tenn. Conroe, Tex. El Paso, Tex. Fort Worth, Tex.
- * Lubbock, Tex. McAllen, Tex. Uvalde, Tex. Salt Lake City, Utah Seattle, Wash. Stevens Point, Wis.

Ch. 21 (512-518 mc)

- Gadsden, Ala. Safford, Ariz. Hanford, Calif. San Diego, Calif. Grand Junction, Colo. Trinidad, Colo. Pensacola, Fla.

- † WIRK-TV West Palm Beach, Fla. Rupert, Idaho Champaign-Urbana, Ill. Quincy, Ill. Huntington, Ind.
- † KQTV (TV) Fort Dodge, Iowa Ottawa, Kan.
- † WKLO-TV Louisville, Ky. Crowley, La. Springfield-Holyoke, Mass. West Branch, Mich. Crookston, Minn. Greenville, Miss. Kennett, Mo. Missoula, Mont. Alliance, Neb. Grand Island, Neb. Reno, Nev. Artesia, N. M. Poughkeepsie, N. Y.
- † *WROH (TV) Rochester, N. Y. Lumberton, N. C.
- † WFMJ-TV Youngstown, Ohio Enid, Okla. Hugo, Okla.
- † KVAN-TV Portland, Ore.-(Vancouver, Wash.) Lancaster, Pa. Greenwood, S. C. Coleman, Tex.
- * Norfolk-Portsmouth-Newport News, Va.
- † KVAN-TV Vancouver, Wash.-(Portland, Ore.) Beckley, W. Va.
- † *WHA-TV Madison, Wis. Rice Lake, Wis.

Ch. 22 (518-524 mc)

- Opelika, Ala. Forrest City, Ark.
- † KFSA-TV Fort Smith, Ark.
- † KBIC-TV Los Angeles, Calif. Watsonville, Calif. Boulder, Colo. Lakeland, Fla. Statesboro, Ga.
- † WSLI-TV Harrisburg, Ill. Waukegan, Ill.
- * Waterloo, Iowa Colby, Kan. Wichita, Kan. Winnfield, La.
- † WWLP (TV) Springfield, Mass. Bar Harbor, Me. Cambridge, Me. Flint, Mich. Marshall, Minn. Pasagoula, Miss. Columbia, Mo. Bozeman, Mont. Omaha, Neb. Las Cruces, N. M. Portales, N. M. Raleigh, N. C. Harvey, N. D.
- † WIFE (TV) Dayton, Ohio
- † WGBI-TV Scranton, Pa.
- * Providence, R. I. Pierre, S. D. Elizabethton, Tenn.
- † KVDO-TV Corpus Christi, Tex. Fort Stockton, Tex. Perryton, Tex. Temple, Tex. Wichita Falls, Tex. Provo, Utah Burlington, Vt. Everett, Vt.
- * Walla Walla, Wash. Clarksburg, W. Va. Rhinelander, Wis.

Ch. 23 (524-530 mc)

- Brewton, Ala.
- † WMSL-TV Decatur, Ala. Little Rock, Ark. Colorado Springs, Colo.
- † WGBS-TV Miami, Fla. Gooding, Idaho Decatur, Ill. Freeport, Ill. Des Moines, Iowa Dodge City, Kan. Manhattan, Kan. Elizabethton, Ky. Auburn, Me.
- † WMCN (TV) 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.
 † WPHD (TV) Philadelphia, Pa.
 Conway, S. C.
 † WGVV (TV) Greenville, S. C.
 Belle Fourche, S. D.
 Dallas, Tex.
 Harlingen, Tex.
 Houston, Tex.
 * San Angelo, Tex.
 * Richmond, Va.
 † KRSM (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.
 La Junta, Colo.
 † WCHF (TV) Hartford, Conn.
 * Orlando, Fla.
 Tallahassee, Fla.
 Elberton, Ga.
 Cairo, Ill.
 † WDAN-TV Danville, Ill.
 Estherville, Iowa
 Iowa City, Iowa
 Wellington, Kan.
 Maysville, Ky.
 Thibodeaux, La.
 Houlton, Me.
 * Baltimore, Md.
 Coldwater, Mich.
 Rogers City, Mich.
 Bemidji, Minn.
 Greenwood, Miss.
 Fulton, Mo.
 Lincoln, Neb.
 Littleton, N. H.
 Belen, N. M.
 † WTVE (TV) Elmira, N. Y.
 Ogdensburg, N. Y.
 * Bismarck, N. D.
 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.
 St. Augustine, Fla.
 Albany, Ga.
 Dalton, Ga.
 Madison, Ind.
 Ames, Iowa
 † KTAG (TV) Lakes Charles, La.
 Barnstable, Mass.
 Rockland, Me.
 * Houghton, Mich.
 East Taivas, Mich.
 Jackson, Miss.
 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.
 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.
 Denver, Colo.
 † WNLC-TV New London, Conn.

* Washington, D. C.
 Leesburg, Fla.
 Vidalia, Ga.
 Emmett, Idaho
 † WHFC-TV Chicago, Ill.
 Indianapolis, Ind.
 * Cedar Rapids, Iowa
 McPherson, Kan.
 Madisonville, Ky.
 † WCKG (TV) New Orleans, La.
 † WUOM-TV Ann Arbor, Mich.
 * Traverse City, Mich.
 Northfield, Minn.
 Virginia, Minn.
 Maryville, Mo.
 * Springfield, Mo.
 Berlin, N. H.
 † WTOB-TV Winston-Salem, N. C.
 Carrington, N. D.
 Cambridge, Ohio
 Elk City, Okla.
 Okmulgee, Okla.
 Eugene, Ore.
 Lead, S. D.
 † WTSK-TV Knoxville, Tenn.
 Eagle Pass, Tex.
 Edinburg, Tex.
 El Paso, Tex.
 * Fort Worth, Tex.
 Lubbock, Tex.
 Salt Lake City, Utah
 Seattle, Wash.
 Stevens Point, Wis.

Ch. 27 (548-554 mc)

Thomasville, Ala.
 San Diego, Calif.
 † KVVG (TV) Tulare, Calif.
 † WSTF (TV) Stamford-Norwalk, Conn.
 Belle Glade, Fla.
 Thomasville, Ga.
 Rexburg, Idaho
 Wallace, Idaho
 Champaign-Urbana, Ill.
 * Fort Wayne, Ind.
 Webster City, Iowa
 Fort Scott, Kan.
 † WLAP-TV Lexington, Ky.
 Abbeville, La.
 Iron Mountain, Mich.
 Wadena, Minn.
 Greenville, Miss.
 Caruthersville, Mo.
 Hannibal, Mo.
 Hastings, Neb.
 Reno, Nev.
 * Hanover, N. H.
 Clayton, N. M.
 Lovington, N. M.
 Rochester, N. Y.
 Hendersonville, N. C.
 † WKBN-TV Youngstown, Ohio
 Durant, Okla.
 * Enid, Okla.
 † KPVT (TV) Portland, Ore.
 † WCMB-TV Harrisburg, Pa.
 Georgetown, S. C.
 Moberly, S. D.
 Fayetteville, Tenn.
 El Campo, Tex.
 † WTOV-TV Norfolk-Portsmouth, Va.
 Roanoke, Va.
 † WKOW-TV Madison, Wis.
 Torrington, Wyo.

Ch. 28 (554-560 mc)

Miami, Ariz.
 Magnolia, Ark.
 Newport, Ark.
 * Los Angeles, Calif.
 Pueblo, Colo.
 Bradenton, Fla.
 Brunswick, Ga.
 † WDAK-TV Columbus, Ga.
 Elgin, Ill.
 Vandalia, Ill.
 Oelwein, Iowa
 Great Bend, Kans.
 Glasgow, Ky.
 † WAFB-TV Baton Rouge, La.
 New Bedford, Mass.
 Flint, Mich.
 Sault Ste. Marie, Mich.
 Columbus, Miss.
 Sedalia, Mo.
 Omaha, Neb.
 Plattsburg, N. Y.
 † WNAO-TV Raleigh, N. C.
 Lancaster, Ohio
 * Lawton, Okla.
 Vinita, Okla.
 Pendleton, Ore.
 Roseburg, Ore.
 † WBRE-TV Wilkes-Barre, Pa.
 Kingsport, Tenn.
 Crystal City, Tex.
 Lamesa, Tex.

* Waco, Tex.
 * Provo, Utah
 Winchester, Va.
 Everett, Wash.
 Newcastle, Wyo.

Ch. 29 (560-566 mc)

Andalusia, Ala.
 † KBAK-TV Bakersfield, La.
 Jacksonville, Ill.
 Marion, Ind.
 Junction City, Kan.
 Somerset, Ky.
 Augusta, Me.
 Muskegon, Mich.
 Hastings, Neb.
 Corinth, Miss.
 Natchez, Miss.
 Fallon, Nev.
 † WCDB (TV) Hagaman, N. Y.
 Wilmington, N. Y.
 † Tri-Cities Telecasting Inc., Canton, Ohio
 Stillwater, Okla.
 Philadelphia, Pa.
 * Greenville, S. C.
 Dallas, Tex.
 † KXYZ-TV Houston, Tex.
 Plainview, Tex.
 † WOTV (TV) Richmond, Va.
 † KIMA-TV Yakima, Wash.
 Buffalo, Wyo.

Ch. 30 (566-572 mc)

Coolidge, Ariz.
 Batesville, Ark.
 Madera, Calif.
 San Bernardino, Calif.
 Walsenburg, Colo.
 † WKNB-TV New Britain, Conn.
 † WQIK (TV) Jacksonville, Fla.
 * Panama City, Fla.
 * Atlanta, Ga.
 * Bloomington, Ind.
 * Davenport (Iowa)-Rock Island-Moline, Ill.
 * Sioux City, Iowa
 Houma, La.
 Minden, La.
 Cumberland, Md.
 Almena, Mich.
 † WCOC-TV Meridian, Miss.
 Joplin, Mo.
 St. Joseph, Mo.
 † KFUY-TV (St. Louis)-Clayton, Mo.
 Hickory, N. C.
 Roanoke Rapids, N. C.
 Portsmouth, Ohio
 * Toledo, Ohio
 Alva, Okla.
 Astoria, Ore.
 Grants Pass, Ore.
 Nashville, Tenn.
 Snyder, Tex.
 Logan, Utah
 St. Johnsbury, Vt.
 * Shell Lake, Wis.
 Powell, Wyo.

Ch. 31 (572-578 mc)

Huntsville, Ala.
 Morenci, Ariz.
 Americus, Ga.
 Kokomo, Ind.
 Tell City, Ind.
 Centerville, Iowa
 Abilene, Kan.
 Goodland, Kan.
 Petoskey, Mich.
 Willmar, Minn.
 McComb, Miss.
 Hawthorne, Nev.
 † WNYC-TV New York, N. Y.
 Oswego, N. Y.
 Elizabeth City, N. C.
 † WEOL-TV (Elyria)-Lorain, Ohio
 Norman, Okla.
 DuBois, Pa.
 Lancaster, S. C.
 † KBMT (TV) Beaumont-Port Arthur, Tex.
 Pearsall, Tex.
 Richland, Wash.
 Hinton, W. Va.
 † WFOX-TV Milwaukee, Wis.
 Gillette, Wyo.

Ch. 32 (578-584 mc)

Montgomery, Ala.
 Oxnard, Calif.
 † KSAN-TV San Francisco-Oakland, Calif.
 Longmont, Colo.
 Clearwater, Fla.
 Douglas, Ga.
 Centralia, Ill.

† WTLE (TV) Chicago, Ill.
 (Evanston)
 Richmond, Ind.
 Burlington, Iowa
 Red Oak, Iowa
 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.
 † WFML (TV) Miami, Fla.
 Carrollton, Ga.
 Blackfoot, Idaho
 Kellogg, Idaho
 Champaign-Urbana, Ill.
 † WKJG-TV Fort Wayne, Ind.
 Knoxville, Iowa
 Coffeyville, Kan.
 Murray, Ky.
 Iron River, Mich.
 St. Cloud, Minn.
 Laurel, Miss.
 Jefferson City, Mo.
 Norfolk, Neb.
 Yerington, Nev.
 Batavia, N. Y.
 † WEEU-TV Reading, Pa.
 Bay City, Tex.
 Borger, Tex.
 Paris, Tex.
 † WACH-TV Norfolk-Portsmouth-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.
 Port Huron, Mich.
 Sault Ste. Marie, Mich.
 Starkville, Miss.
 Goldsboro, N. C.
 * Fargo, N. D.
 * Williston, N. D.
 † WOSU-TV Columbus, Ohio
 Lawton, Okla.
 † WILK-TV Wilkes-Barre, Pa.
 Johnson City, Tenn.
 Alice, Tex.
 Big Spring, Tex.
 Waco, Tex.
 St. Albans, Vt.
 Harrisonburg, Va.
 Anacortes, Wash.
 Prairie du Chien, Wis.
 Worland, Wyo.

Ch. 35 (596-602 mc)

Springdale, Ark.
 Salina-Monterey, Calif.
 Sanford, Fla.
 Bainbridge, Ga.
 Toocoa, Ga.
 La Salle, Ill.
 Mason City, Iowa
 Danville, Ky.
 Waterville, Me.
 * Marquette, Mich.
 Muskegon, Mich.
 Columbia, Miss.
 Moberly, Mo.
 Fairbury, Neb.
 Clovis, N. M.
 † WTRI (TV) Albany, N. Y.
 * Wilmington, N. C.
 † WIMA-TV Lima, Ohio
 † WSEE (TV) Erie, Pa.

* † WHYY-TV Philadelphia, Pa.
 Watertown, S. D.
 Galveston, Tex.
 Mount Pleasant, Tex.
 San Antonio, Tex.
 Martinsville, Va.
 * Omak-Okanogan, Wash.
 † WJPB-TV Fairmont, W. Va.

Ch. 36 (602-608 mc)

Pine Bluff, Ark.
 Stockton, Calif.
 Canon City, Colo.
 † WJHP-TV Jacksonville, Fla.
 Panama City, Fla.
 † WATL-TV Atlanta, Ga.
 Bloomington, Ind.
 Davenport (Iowa)-Rock Island-Moline, Ill.
 Sioux City, Iowa
 Pratt, Ky.
 Morgan City, La.
 Cheboygan, Mich.
 Kalamazoo, Mich.
 Alexandria, Minn.
 * Meridian, Miss.
 * St. Joseph, Mo.
 † KTVI (TV) St. Louis, Mo.
 † WQMC (TV) Charlotte, N. C.
 † WTVG (TV) Mansfield, Ohio
 Altus, Okla.
 † WRAK-TV Williamsport, Pa.
 Providence, R. I.
 Nashville, Tenn.
 Brownsville, Tex.
 Jacksonville, Tex.
 Brigham, Utah
 Staunton, Va.
 Lovell, Wyo.

Ch. 37 (608-614 mc)

Delano, Calif.
 Melbourne, Fla.
 Valdosta, Ga.
 * Peoria, Ill.
 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.
 † WSUN-TV Tampa-St. Petersburg, Fla.
 Chicago, Ill.
 Mt. Vernon, Ill.
 Connersville, Ind.
 Burlington, Iowa
 Pittsburg, Kan.
 Lafayette, La.
 † WXLN (TV) Boston, Mass.
 † WFTV (TV) Duluth, Minn.-Superior, Wis.
 Tupelo, Miss.
 Falls City, Neb.
 Sanford, N. C.
 Rugby, N. D.
 † WKOK-TV Sunbury, 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)

Fort Smith, Ark.
 Jonesboro, Ark.
 San Diego, Calif.
 Ft. Lauderdale, Fla.
 Griffin, Ga.
 † WTVO (TV) Rockford, Ill.
 Carroll, Iowa
 Emporia, Kan.
 Big Rapids, Mich.
 Stillwater, Minn.
 Glens Falls, N. Y.
 Shelby, N. C.
 Duncan, Okla.
 † WQCY (TV) Allentown, Pa.
 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.
 † KCCC-TV Sacramento, Calif.
 † WHRN (TV) Dover, Del.
 Galesburg, Ill.
 Marion, Ill.
 • South Bend, Ind.
 Campbellsville, Ky.
 Baton Rouge, La.
 † WHYN-TV Springfield, Mass.
 Gladstone, Mich.
 Fairmont, Minn.
 Marshall, Mo.
 Beatrice, Neb.
 † WINR-TV Binghamton, N. Y.
 • Durham, N. C.
 Fargo, N. D.
 Columbus, Ohio
 Ponca City, Okla.
 † WAIM-TV Anderson, S. C.
 Childress, Tex.
 Kingsville, Tex.
 Lampasas, Tex.
 Nacogdoches, Tex.
 Montpelier, Vt.
 Elkins, W. Va.
 Greysbull, Wyo.
- Ch. 41 (632-638 mc)**
 Florence, Ala.
 Fayetteville, Ark.
 • Macon, Ga.
 Preston, Idaho
 † WQXL-TV Louisville, Ky.
 Belfast, Me.
 Alma, Mich.
 Vicksburg, Miss.
 Trenton, N. J.
 † WCD-TV Albany-Schenectady-Troy, N. Y.
 Laurinburg, N. C.
 • Erie, Pa.
 Vermillion, S. D.
 † KCOR-TV San Antonio, Tex.
 Galveston, Tex.
 Sulphur Springs, Tex.
 Petersburg, Pa.
 • Kennewick-Richland-Pasco, Wash.
 Bluefield, W. Va.
- Ch. 42 (638-644 mc)**
 Birmingham, Ala.
 • Mobile, Ala.
 • Stockton, Calif.
 Columbus, Ind.
 Davenport (Iowa)-Rock Island-Moline, Ill.
 Spencer, Iowa
 Topeka, Kan.
 Benton Harbor, Mich.
 St. Louis, Mo.
 • Charlotte, N. C.
 Jamestown, N. D.
 Sandusky, Ohio
 Sapulpa, Okla.
 Emporium, Pa.
 Memphis, Tenn.
 Springfield, Tenn.
 Henderson, Tex.
 Quanah, Tex.
 Raymondville, Tex.
 Waynesboro, Va.
 Neenah, Wis.
- Ch. 43 (644-650 mc)**
 Morrilton, Ark.
 Visalia, Calif.
 † WICC-TV Bridgeport, Conn.
 Cordele, Ga.
 † WEEK-TV Peoria, Ill.
 Creston, Iowa
 Winfield, Kan.
 Frankfort, Ky.
 Paducah, Ky.
 Monroe, La.
 New Ulm, Minn.
 Laconia, N. H.
 † WHTV (TV) Syracuse, N. Y.
 Defiance, Ohio
 Lebanon, Ore.
 Butler, Pa.
 † WSBA-TV York, Pa.
 Marion, S. C.
 Chattanooga, Tenn.
- Ch. 44 (650-656 mc)**
 Bonham, Tex.
 Corpus Christie, Tex.
 Orange, Tex.
 † KBAS-TV Ehrata, Wash.
 • Charleston, W. Va.
- 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.
 Waukegan, N. D.
 • Muskogee, Okla.
 † WKST-TV New Castle, Pa.
 Laurens, S. C.
 Floydada, Tex.
 Wexahachie, Tex.
 • Charlottesville, Va.
 • Wenatchee, Wash.
- Ch. 46 (662-668 mc)**
 Malvern, Ark.
 Riverside, Calif.
 † KGMS (TV) Sacramento, Calif.
 Pensacola, Fla.
 Mattoon, Ill.
 † WNDU-TV South Bend, Ind.
 Waterloo, Iowa
 Parsons, Kan.
 Franklin, La.
 Fall River, Mass.
 Bad Axe, Mich.
 Louisville, Miss.
 Rolla, Mo.
 † WFPG-TV Atlantic City, N. J.
 Hobbs, N. M.
 Raton, N. M.
 † WQTV (TV) Binghamton, N. Y.
 Dunkirk, N. Y.
 Durham, N. C.
 McMinnville, Ore.
 Chambersburg, Pa.
 Madison, S. D.
 Bristol, Tenn.-Va.
 Dyersburg, Tenn.
 McMinnville, Tenn.
 Lufkin, Tex.
 Sherman, Tex.
 • Logan, Utah
 Newport, Vt.
 • Wausau, Wis.
- Ch. 47 (668-674 mc)**
 Sheffield, Ala.
 † KJEO (TV) Fresno, Calif.
 Orlando, Fla.
 † WOKA (TV) Macon, Ga.
 Dixon, Ill.
 • Lafayette, Ind.
 Concordia, Kan.
 • Portland, Me.
 Mount Pleasant, Mich.
 Jackson, Miss.
 New Brunswick, N. J.
 Tiffin, Ohio
 McAlester, Okla.
 † WTVQ (TV) Pittsburgh, Pa.
- Ch. 48 (674-680 mc)**
 † WJLN-TV Birmingham, Ala.
 Mobile, Ala.
 San Jose, Calif.
 Moultrie, Ga.
 Alton, Ill.
 Joliet, Ill.
 • Topeka, Kan.
 Jennings, La.
 Jackson, Mich.
 Manchester, N. H.
 Wildwood, N. J.
 Watertown, N. Y.
 † WTVX (TV) Gastonia, N. C.
 † WCET (TV) Cincinnati, Ohio
 Guthrie, Okla.
 • Scranton, Pa.
 • State College, Pa.
 Gallatin, Tenn.
 Memphis, Tenn.
 College Station, Tex.
 San Benito, Tex.
 Oshkosh, Wis.
- Ch. 49 (680-686 mc)**
 Greenville, Ala.
 Visalia, Calif.
 Bridgeport, Conn.
 † WLBC-TV Muncie, Ind.
 Marshalltown, Iowa
 Arkansas City, Kan.
 • Escanaba, Mich.
 Yazoo City, Miss.
 Clinton, Mo.
 Columbus, Neb.
 Southern Pines, N. C.
 † WAKR-TV Akron, Ohio
 Corvallis, Ore.
 † WNOW-TV York, Pa.
 Chattanooga, Tenn.
 Gainesville, Tex.
 Jasper, Tex.
 Rutland, Vt.
 Ellensburg, Wash.
 † WKNA-TV Charleston, W. Va.
 Racine, Wis.
- Ch. 50 (686-692 mc)**
 Camden, Ark.
 Santa Rosa, Calif.
 Greeley, Colo.
 Clearwater, Fla.
 La Grange, Ga.
 † WEHT (TV) Evansville, Ind.
 Gary, Ind.
 Fort Madison, Iowa
 Chanute, Kan.
 † WEHT (TV) Henderson, Ky. (Evansville, Ind.)
 † WBID-TV Detroit, Mich.
 Biloxi, Miss.
 Nebraska City, Neb.
 Hornell, N. Y.
 Rocky Mount, N. C.
 † WHIZ-TV Zanesville, Ohio
 Ada, Okla.
 Lawrenceburg, Tenn.
 Mexia, Tex.
 Marion, Va.
 Bremerton, 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.-Steubenville, Ohio
- Ch. 52 (698-704 mc)**
 Hot Springs, Ark.
 † KCOA (TV) Corona, Calif.
 Yuba City, Calif.
- Ch. 53 (704-710 mc)**
 † KBID-TV Fresno, Calif.
 † WATR-TV Waterbury, Conn.
 Daytona Beach, Fla.
 Cedartown, Ga.
 Fitzgerald, Ga.
 Lincoln, Ill.
 Bastrop, La.
 Annapolis, Md.
 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.
 Fairfield, Iowa
 Leavenworth, Kan.
 Oakdale, La.
 † WTOM-TV Lansing, Mich.
 Nashua, N. H.
 Olean, N. Y.
 Utica-Rome, N. Y.
 Fayetteville, N. C.
 † WQXN-TV Cincinnati, Ohio
 Pryor Creek, Okla.
 Aiken, S. C.
 Morristown, Tenn.
 Bryan, Tex.
 Lexington, Va.
 Fond du Lac, Wis.
- Ch. 55 (716-722 mc)**
 Porterville, Calif.
 Muncie, Ind.
 El Dorado, Kan.
 Rumford, Me.
 Rochester, Minn.
 † Mount Airy, N. C.
 • Akron, Ohio
 Ardmore, Okla.
 Albany, Ore.
 † WHP-TV Harrisburg, Pa.
 Lake City, S. C.
 • Chattanooga, Tenn.
 Union City, Tenn.
 Wenatchee, Wash.
 Racine, Wis.
- Ch. 56 (722-728 mc)**
 • Auburn, Ala.
 El Centro, Calif.
 Santa Cruz, Calif.
 • Evansville, Ind.
 Hammond, Ind.
 Dubuque, Iowa
 † WTAO-TV Cambridge, Mass. (Boston)
 † WTVS (TV) Detroit, Mich.
 Gulfport, Miss.
 West Point, Miss.
 Carthage, Mo.
 Cortland, N. Y.
 • Ashville, N. C.
 Wilson, N. C.
 Chillicothe, Ohio
 El Reno, Okla.
 Johnstown, Pa.
 Crockett, Tex.
 • Tacoma, Wash.
- Ch. 57 (728-734 mc)**
 Norwich, Conn.
 Marietta, Ga.
 • Terre Haute, Ind.
 Middlesborough, Ky.
- Ch. 58 (734-740 mc)**
 Hammond, La.
 † WKNX-TV Saginaw, Mich.
 Albert Lea, Minn.
 Greensboro, N. C.
 † WGLV (TV) Easton, Pa.
 Cleburne, Tex.
 Wheeling, W. Va.
 Beloit, Wis.
- Ch. 59 (740-746 mc)**
 Selma, Ala.
 Paragould, Ark.
 Modesto, Calif.
 Shelbyville, Ind.
 Muscatine, Iowa
 Opelousas, La.
 Greenfield, Mass.
 Battle Creek, Mich.
 † WRTV (TV) Asbury Park, N. J.
 Jamestown, N. Y.
 Mount Vernon, Ohio
 Anadarko, Okla.
 Miami, Okla.
 Anderson, S. C.
 Lebanon, Tenn.
 Hebbronville, Tex.
 Taylor, Tex.
 Aberdeen, Wash.
 Martinsburg, W. Va.
 • Adams, Wis.
- Ch. 60 (746-752 mc)**
 Cullman, Ala.
 San Jose, Calif.
 Athens, Ga.
 Kewanee, Ill.
 Washington, Ind.
 Atchison, Kan.
 Richmond, Ky.
 Lake Charles, La.
 † WKAR-TV East Lansing, Mich.
 Middletown, N. Y.
 Newark, Ohio
 Florence, S. C.
 • Blacksburg, Va.
 Olympia, Wash.
- Ch. 61 (752-758 mc)**
 Newman, Ga.
 • Carbondale, Ill.
 Macomb, Ill.
 † WCBC-TV Anderson, Ind.
 Easthampton, Mass.
 Winona, Minn.
 Akron, Ohio
 Pauls Valley, Okla.
 † WHUM-TV Reading, Pa.
 Rock Hill, S. C.
 Kenosha, Wis.
- Ch. 62 (758-764 mc)**
 Conway, Ark.
 Napa, Calif.
 † WFIE (TV) Evansville, Ind.
 Michigan City, Ind.
 Dubuque, Iowa
 Alexandria, La.
 Frederick, Md.
 † WHEF-TV 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)**
 † WCNE (TV) Norwich, Conn.
 Cartersville, Ga.
 Terre Haute, Ind.
 Ottumwa, Iowa
 Mayfield, Ky.

ADVANCED DESIGN

COLOR-MONOCROME TV TEST and BROADCAST EQUIPMENT

by **TARC**

Chroma-Video DISTRIBUTION AMPLIFIER



Model DA 7126 \$260.

- Frequency independent of gain
- 4 individual channels, IN and OUT
- Overall size only 3 1/2" x 19"
- 75Ω output impedance
- Extremely low differential phase and amplitude distortion

• • • • •

MODULAR, PLUG-IN Chroma-Video DISTRIBUTION AMPLIFIER

Similar to Model DA 7126

Model DA 7130 \$460.

- 5 Channel
- Size 5 1/4" x 19"

Pulse DISTRIBUTION AMPLIFIER



Model DA 7195 \$255.

- Six individual channels
- Size 5 1/4" x 19"
- Excellent rise time
- 75Ω output impedance
- Output tilt less than 1% for 10% input
- Individual gain controls

STABILIZING AMPLIFIER



Model SA 7410 \$480.

- Clamps on color
- Small size 5 1/4" x 19"
- Clips, reshapes and re-inserts sync
- Mixes Video with sync
- 75Ω picture output with an isolated monitor output

Electronically Regulated POWER SUPPLY—750 Ma



Model PS 1536 \$295.

- Only 5 1/4" x 19"
- Very low ripple content
- Precise electronic voltage regulation
- Metering facilities
- Centering voltage available

• • • • •

MODULAR PLUG-IN Electronically Regulated POWER SUPPLY—1 1/2 AMP.

Some specifications and size as Model PS 1536

Model PS 1540 \$495.

AUTOMATIC CHROMA CARRIER BALANCE

Model EN 5040 \$325.

- Provides automatic balance for most encoders
- Indispensable for meeting existing NTSC standards
- Easy connection to encoders

AGC/GAMMA AMPLIFIER

Model GA 7010 \$295.

- Provides automatic control of camera video signal
- Gamma control of the black and white portion of the signal

VIDEO SWITCHER

Model VS 9000 \$10,000.

- Provides flexible programming control for color as well as black and white
- System will accommodate up to 12 inputs and 6 outputs
- Can be custom built to specific requirements

CHROMA WAVE FORM MONITOR

Model MW 2300 \$395.

- A wide-band line and field waveform oscilloscope using a 5" flat-face CRT
- Internal high and low pass filters included for color video signal analysis or differential linearity check

NTSC Multi-Burst FREQUENCY GENERATOR

Model TE 6050 \$1,095.

- Five calibrated variable frequency bursts and white bar
- Individual gain controls
- Variable hue color stripe
- Crystal controlled internal NTSC burst on back porch
- 75Ω source impedance
- Designed for NTSC Color System testing
- Individual gain controls for frequency bursts, color stripe, sync, and output
- 1.5V p-p output

SYNC GENERATOR

Model SG 8000 \$2495.

- Generates RETMA television sync signals as well as horizontal or vertical drive pulses and blanking
- A dot or grating signal is also available
- Genlock operation or SYNC to N.T.S.C. color easily accomplished

21" COLOR MONITOR

Model MC 2110 \$2750.

- Completely self-contained with extraordinary stability of operation
- Rigorously field-tested and approved by a major network
- Designed specifically for studio use as station standard

TARC instruments now in use by networks and stations. Delivery of most items 30 to 45 days. Send for complete catalog.

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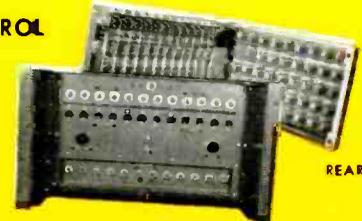
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TARC ELECTRONICS, INC. • 48 Urban Avenue, Westbury, N. Y.

POWER CONTROL PANEL

Made to specifications of key New York City network station.



FRONT

REAR

CHANNEL ALLOCATIONS

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)	McKinney, Tex. • Ellensburg, Wash. Manitowoc, Wash. Ch. 66 (782-788 mc)	† WANE-TV Fort Wayne, Ind. Bogalusa, La. Cape Girardeau, Mo. • Andover, N. J. • Stillwater, Okla. • Cookeville, Tenn. Greenville, Tex. Clarksburg, W. Va. Ch. 70 (806-812 mc)	Ch. 73 (824-830 mc)	• Crossville, Tenn. Bartlettboro, Vt. Ch. 78 (854-860 mc)
Talladega, Ala. Blytheville, Ark. Stockton, Calif. Clinton, Iowa Lexington, Ky. Eunice, La. Pittsfield, Mass. Battle Creek, Mich. Bridgeton, N. J. Statesville, N. C. Chickasha, Okla. Oil City, Pa. Gonzales, Tex. Charlottesville, Va. Ch. 65 (776-782 mc)	Merced, Calif. • Springfield, Ill. • Gary, Ind. † WKNY-TV Kingston, N. Y. • Malone, N. Y. Muskego, Okla. Salem, Ore. Erie, Pa. Beckley, W. Va. • Richland Center, Wis. Ch. 67 (788-794 mc)	Anniston, Ala. Port Chicago, Calif. Lexington, Ky. • Hammon, N. J. • Bowling Green, Ohio Bradford, Pa. Newberry S. C. • Austin, Tex. Green Bay, Wis. Ch. 71 (812-818 mc)	† WXTV (TV) Youngstown, Ohio † WTVU (TV) Scranton, Pa. Dallas, Tex. Ch. 74 (830-836 mc)	• Bogalusa, Ala. Asheville, N. C. Durham, N. C. Lima, Ohio † WTOP-TV Toledo, Ohio Ch. 80 (866-872 mc)
Meriden, Conn. Streator, Ill. Newton, Iowa Bath, Me. Kansas City, Mo. † WERE-TV Cleveland, Ohio Hamilton-Middletown, Ohio Shamokin, Pa. Union, S. C. Ch. 68 (794-800 mc)	• DeKalb, Ill. Indianapolis, Ind. Lafayette, Ind. Warren, Ohio † WFMZ-TV Allentown, Pa. † WNOK-TV Columbia, S. C. Harriman, Tenn. Wenatchee, Wash. Ch. 69 (800-806 mc)	Ch. 72 (818-824 mc)	• University, Ala. Blytheville, Ark. • Alexandria, La. • Kalamazoo, Mich. • Freehold, N. J. † WNOP-TV Newport, Ky. (Cincinnati) Lewistown, Pa. Spartanburg, S. C. Bennington, Vt. Ch. 75 (836-842 mc)	• North Adams, Mass. • Camden, N. J. Salisbury, N. C. Ch. 81 (872-878 mc)
Paducah, Ky. † WITH-TV Baltimore Lawrence, Mass. Goldsboro, N. C. Gallipolis, Ohio Tyler, Tex. La Crosse, Wis. Ch. 76 (842-848 mc)	Hagerstown, Md. Bedford, Ind. Petaluma, Calif. Fall River, Mass. • Tullahoma, Tenn. Pekin, Ill. Ch. 72 (818-824 mc)	† WCTB (TV) Bridgeport, Conn. • Muncie, Ind. Grinnel, Iowa † WTPA (TV) Harrisburg, Pa. Ch. 77 (848-854 mc)	Concord, N. H. Patchogue, N. Y. Ch. 76 (842-848 mc)	• Amherst, Mass. Ch. 82 (878-884 mc)
			Springfield, Ohio Ch. 77 (848-854 mc)	• Wilmington, Del. • Poughkeepsie, N. Y.

[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.]

Stations Equipped to Handle Network Color Programs

(Also see station directory for individual listings of color facilities)

STATIONS available for colorcasting on CBS-TV interconnected network as of June 1, 1956 (list supplied by CBS-TV).

Basic Required Affiliates

WAGA-TV Atlanta	WXIX (TV) Milwaukee
WMAR-TV Baltimore	WCCO-TV Minneapolis
WBRC-TV Birmingham	WLAC-TV Nashville, Tenn.
WNAC-TV Boston	WCBS-TV New York
WBEN-TV Buffalo	WTAR-TV Norfolk
WCHS-TV Charleston, W. Va.	KWTU (TV) Oklahoma City
WBTU (TV) Charlotte, N. C.	WOW-TV Omaha
WBBM-TV Chicago	WCAU-TV Philadelphia
WKRC-TV Cincinnati	KOIN-TV Portland, Ore.
WJW-TV Cleveland	WHIE-WVET-TV Rochester, N. Y.
WBNS-TV Columbus, Ohio	WRVA-TV Richmond
KRLD-TV Dallas	KBET-TV Sacramento
WHIO-TV Dayton	KWK-TV St. Louis
KLZ-TV Denver	KSL-TV Salt Lake City
KRNT-TV Des Moines	KENS-TV San Antonio
WJBK-TV Detroit	KFMB-TV San Diego
KFRE-TV Fresno, Calif.	KPIX (TV) San Francisco
WFMY-TV Greensboro, N. C.	KSLA-TV Shreveport
WISH-TV Indianapolis	WHEN (TV) Syracuse
WMBR-TV Jacksonville, Fla.	KTNT-TV Tacoma-Seattle
WKZO-TV Kalamazoo	WTVT (TV) Tampa
KCMO-TV Kansas City	WSPD-TV Toledo
KNXT (TV) Los Angeles	KOTV (TV) Tulsa
WHAS-TV Louisville	WTOP-TV Washington
WREC-TV Memphis	WTVH (TV) Wichita
WTVJ (TV) Miami	

Supplementary Interconnected Affiliates

KTBC-TV Austin	WNOK-TV Columbia, S. C.
KFDM-TV Beaumont, Tex.	WRBL-TV Columbus, Ga.
WNB-TV Binghamton, N. Y.	KROD-TV El Paso
KFVS-TV Cape Girardeau, Mo.	WSEE (TV) Erie, Pa.
WMT-TV Cedar Rapids	WBAY-TV Green Bay, Wis.
WCIA (TV) Champaign, Ill.	WNCT (TV) Greenville, N. C.
WCSC-TV Charleston, S. C.	WEHT (TV) Henderson, Ky.
WDEF-TV Chattanooga, Tenn.	WJTV (TV) Jackson, Miss.

KSWM-TV Joplin, Mo.	KVTV (TV) Sioux City
KHOL-TV Kearney, Neb.	WSBT-TV South Bend, Ind.
WTVK (TV) Knoxville	WSPA-TV Spartanburg, S. C.
KDUB-TV Lubbock	KXLY-TV Spokane
WMAZ-TV Macon	KTTTS-TV Springfield, Mo.
KNOE-TV Monroe, La.	WTHI-TV Terre Haute, Ind.
WDSU-TV New Orleans	KCMC-TV Texarkana, Tex.
WDBO-TV Orlando, Fla.	WIBW-TV Topeka, Kan.
WTVH (TV) Peoria, Ill.	WKTU (TV) Utica, N. Y.
KOOL-TV Phoenix	WINT (TV) Waterloo (Ft. Wayne), Ind.
WGAN-TV Portland, Me.	KSYD-TV Wichita Falls
KIIQA-TV Quincy, Ill.	WKBN-TV Youngstown Ohio
WNAO-TV Raleigh, N. C.	
WHUM-TV Reading, Pa.	
WDBJ-TV Roanoke, Va.	
WREX-TV Rockford, Ill.	
WKNX-TV Saginaw, Mich.	
KSBW-TV Salinas, Calif.	
WTOC-TV Savannah, Ga.	

STATIONS available for colorcasting on NBC-TV interconnected network as of June 1, 1956 (list supplied by NBC-TV).

Basic Affiliates

WSB-TV Atlanta	WJAC-TV Johnstown, Pa.
WBAL-TV Baltimore	WDAF-TV Kansas City
WABT (TV) Birmingham	WGAL-TV Lancaster (Harrisburg, York), Pa.
WBZ-TV Boston	WJIM-TV Lansing
WGR-TV Buffalo	KRCA (TV) Los Angeles
WNBQ (TV) Chicago	WAVE-TV Louisville
WLWT (TV) Cincinnati	WMCT (TV) Memphis
KYW-TV Cleveland	WTMJ-TV Milwaukee
WLWC (TV) Columbus, Ohio	KSTP-TV Minneapolis-St. Paul
WFAA-TV Dallas	WSM-TV Nashville
WOC-TV Davenport, Iowa	WKNB-TV New Britain, Conn.
WLWD (TV) Dayton	WDSU-TV New Orleans
KOA-TV Denver	WRCA-TV New York
WWJ-TV Detroit	WVEC-TV Norfolk
WBAP-TV Fort Worth	WKY-TV Oklahoma City
KMJ-TV Fresno	WOW-TV Omaha
WOOD-TV Grand Rapids	WRCV-TV Philadelphia
WKBN-TV Hartford-New Britain	KPTV (TV) Portland, Ore.
KPRC-TV Houston	WJAR-TV Providence, R. I.
WSAZ-TV Huntington, W. Va.	
WFBM-TV Indianapolis	

WXEX-TV Richmond, Va.	WRGB (TV) Schenectady
WHAM-TV Rochester	KOMO-TV Seattle
KCRA-TV Sacramento	KSD-TV St. Louis
KTUT (TV) Salt Lake City	WSYR-TV Syracuse
WOAI-TV San Antonio	WFLA-TV Tampa
KFSD-TV San Diego	KVOO-TV Tulsa
KRON-TV San Francisco	WRC-TV Washington
	WBRE-TV Wilkes-Barre
	WFMJ-TV Youngstown
	Affiliates Individually Available
KGNC-TV Amarillo	WGBS-TV Miami
WJBF-TV Augusta, Ga.	WALA-TV Mobile
KTBC-TV Austin	KNOE-TV Monroe, La.
KERO-TV Bakersfield	WSFA-TV Montgomery, Ala.
WBRZ (TV) Baton Rouge	WLBC-TV Muncie, Ind.
WNB-TV Binghamton, N. Y.	WDBO-TV Orlando, Fla.
WHIS-TV Bluefield, W. Va.	WEEK-TV Peoria, Ill.
WCIA (TV) Champaign, Ill.	KDKA-TV Pittsburgh
WBTU (TV) Charlotte, N. C.	WCSH-TV Portland, Me.
WDEF-TV Chattanooga	WGEM-TV Quincy, Ill. (Hannibal, Mo.)
WIS-TV Columbia, S. C.	WLSL-TV Roanoke, Va.
WDAK-TV Columbus, Ga.	WTVU (TV) Rockford, Ill.
KRIS-TV Corpus Christi	KSBW-TV Salinas (Monterey), Calif.
WHQ-TV Des Moines	WSAV-TV Savannah, Ga.
KDAL-TV Duluth-Superior	KTBS-TV Shreveport
WTVB (TV) Durham, N. C.	KTIV (TV) Sioux City
KTSM-TV El Paso	WNDU-TV South Bend, Ind.
WICU (TV) Erie, Pa.	KHQ-TV Spokane
WFLB-TV Fayetteville, N. C.	WWLP (TV) Springfield, Mass.
WKJG-TV Fort Wayne	KYTV (TV) Springfield, Mo.
WFBC-TV Greenville, S. C.	KCEN-TV Temple (Waco), Tex.
WLBT (TV) Jackson, Miss.	WSPD-TV Toledo
WJIP-TV Jacksonville, Fla.	WKTU (TV) Utica
WATE-TV Knoxville	WITN (TV) Washington, N. C.
KARK-TV Little Rock	KWWL-TV Waterloo, Iowa
KCBD-TV Lubbock	WTRF-TV Wheeling, W. Va. (Steubenville, O.)
WMAZ-TV Macon, Ga.	KEDD (TV) Wichita
WMBV-TV Marinette (Green Bay)	KFDX-TV Wichita Falls, Tex.
KVAR (TV) Mesa (Phoenix)	WSJS-TV Winston-Salem, N. C.

EXPERIMENTAL TV

FOLLOWING is a list of the experimental television stations authorized by FCC as of May 20, 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.

Adler Communications Labs—KE2XPS New Rochelle, N. Y., 536-542 mc. First authorized March 31, 1954. Making uhf booster tests. KC-XFF Waterbury, Conn., 704-710 mc, 10 w. Booster test WATR-TV. First authorized Dec. 3, 1954. KE2XTI New Rochelle, N. Y., Chs. 70-83 with ERP of 50 w. (peak). Established for purpose of developing equipment for proposed uhf tv translator service, currently under FCC consideration. First granted May 14, 1956.

Conestoga Television Assn. Inc.—KG2XDI Lancaster, Pa. 590-610 mc. First authorized Oct. 31, 1951.

General Electric Co.—KE2XHJ Syracuse, N. Y. Chs. 2 to 13 and 480-890 mc. First authorized Jan. 19, 1949.

Lambda-Pacific Engineering Inc.—KM2XG2, near Coalinga, Calif. 668-674 mc, 5 w.

Manson Community Tv Corp.—KO2XBX, near Manson, Wash. Ch. 16, 15 w. First authorized Jan. 12, 1955. KO2XDV Manson, 26.11 mc. Also relay of KO2XBX.

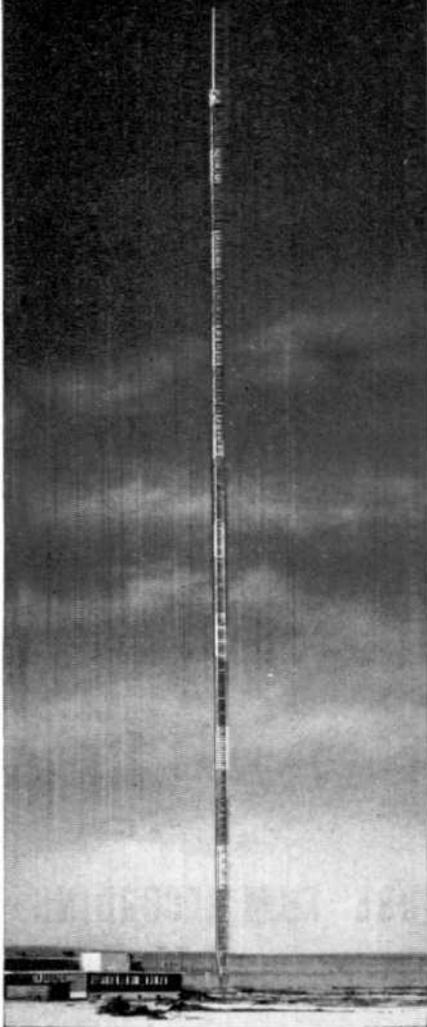
Radio Corp. of America—KE2XNY, two transmitters, one at Camden, N. J., and the other near Marlton, N. J. Chs. 2 through 6 with ERP or 100 kw; Chs. 7 through 13 with 316 kw, and Chs. 14 through 83 with 1,000 kw. First authorized June 19, 1953.

Supreme Bestg. Co.—KK2XFW New Orleans, La. Ch. 20 with ERP of 120 kw visual, 60 kw aural. Equipment testing. First granted July 15, 1955.

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. Also operating is KG2XFZ with ERP of 19.25 kw visual, 523.75 kw aural. It was first granted Dec. 30, 1955.

Zenith Radio Corp.—KS2XBR, Chicago. 512-528 mc, 1 kw. Color tv and Phovision tests. First authorized as KW9XZC Dec. 19, 1944.

HIGH GAIN DIRECTIONAL vht tv transmitting ANTENNA



AMCI Type 1030
Channels 7 through 13

The 3-bay directional array has a power gain of 20.8 and in conjunction with a 10-kilowatt transmitter radiates an ERP of 71 kw — another proven installation at Station CJLH-TV, Channel 7, Let-bridge, Alberta Canada. The antenna is the AMCI 3-bay Type 1030-S with Type I dual fill-in.

AMCI Type 1030 directional antennas provide a controlled horizontal pattern, adjustable to your particular service requirements. Write for descriptive bulletin B 455

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AIR NAVIGATION AIDS — INSTRUMENTS



MANUFACTURERS OF TELEVISION EQUIPMENT

A

- Acme Camera Corp.**
Burbank, Calif., 2704 W. Olive St.; John Kiel, vp.;
Tel.: Victoria 9-3144.
Products: kinescope recording cameras, monitors, animation equipment
- Adler Communications Labs.**
New Rochelle, N. Y.; 1 LeFevre Lane; C. J. Audiotore, sls. mgr.; Tel.: 6-1620
Products: low power and satellite/booster transmitter, including complete station packages, master monitors, modular construction plug-in video switch gear for standard and custom applications, printed circuit plug-in distribution amplifiers, stabilizing clamp amplifiers, standard power supplies, audio consoles, control equipment and custom manufacturing services for all broadcasting products
- Advance Electronics Lab., Inc.**
Passaic, N. J., 451 Highland Ave.; Paul Yu, mgr.;
Tel.: Prescott 8-3687
Products: precision phase detectors, phase meters, counters, delay lines
- Afton Industries**
Saint Louis 23, Mo.; 8300 Flex-O-Lite Dr.; Harry F. Scheirer, sls. mgr.; Tel.: Flanders 1-3227
Products: recording tape, discs, magnetic tape recorders, magnetic film and film stripe service, recording components
- Alford Mfg. Co. Inc.**
Boston 10, Mass.; 299 Atlantic Ave.; Harold H. Leach, engr.; Tel.: Hancock 6-2338
Products: antennas, duplexers, coaxial transmission line, components, instruments
- The Alliance Mfg. Co.**
Alliance, Ohio, Lake Park Blvd.; G. Gemberling, mgr.; Tel.: 1-5361
Forest Park, Ga., 104 Manse Dr.; Ben Ford, mgr.;
Tel.: Poplar 1-5124
San Mateo, Calif., 2740 Flores St.; Dick Mayer, mgr.; Tel.: Fireside 5-8138
Spry, Pa., 24 Crestlyn Dr.; Charles Attig, mgr.;
Tel.: York 4-5892
Terre Haute, Ind., 3319 South 6th St.; Lewis Hudson, mgr.; Tel.: Lincoln 0219
Troy, N. Y., 83 Lexington Ave.; Richard Slater, mgr.; Tel.: Ashley 2-7634
Products: tenna-rotors, phonomotors
- Allied Radio Corp.**
Chicago 80, Ill., 100 N. Western Ave.; S. H. Levey, sls. mgr.; Tel.: Haymarket 1-6800
Products: broadcast station equipment image orthicons, inoscopes, transmitting tubes, audio equipment, playback equipment for all speeds, amplifiers, condensers, C.A.A. approved light control, Shallcross attenuators, equalizers, disc, tape recording equipment, resistors, patch panels and cords, address systems, receivers, microphones, noise and distortion measuring equipment, test equipment, transformers, camera cable, connectors
- Allied Recording Products Co.**
Long Island City 1, N. Y., 32-32 Greenpoint Ave.;
J. Strauss, mgr.; Tel.: Stillwell 4-2318
Products: professional recording discs
- All Star Products Inc.**
Defiance, Ohio, Squire Ave.; W. F. Reiter, vp.;
Tel.: 2-1065
Chicago 10, Ill., 510 N. Dearborn; F. A. Jensen, mgr.; Tel.: Superior 7-3809
Detroit 1, Mich., 4829 Woodward Ave.; R. C. Merchant, mgr.; Tel.: Temple 1-1677
Los Angeles 64, Calif., 10373 W. Pico Blvd.; W. B. Knight, mgr.; Tel.: Bradshaw 2-5647
New York 19, N. Y., 157 W. 57th St.; P. Saftler, mgr.; Tel.: Circle 7-3855
Products: variable condensers, air trimmers for color tv
- Altec Lansing Corp.**
Beverly Hills, Calif., 9356 Santa Monica Blvd.; H. S. Morris, prod. sls. mgr.; Tel.: Crestview 5-5101
New York 13, N. Y., 161 Sixth Ave.; D. C. Collins, vp. sls.; Tel.: Algonquin 5-3636
Products: microphones, amplifiers, audio control consoles, loudspeakers, microphone stands, power supply, accessories, transformers, tuners
- American Elite, Inc.**
New York 16, N. Y., 7 Park Ave.; Arnold Bromberger, sls. mgr.; Tel.: Murray Hill 4-6739
Products: receiving tubes, germanium diodes, transistors, speakers, telefunken microphones
- American Microphone Co., an Elgin National Watch Co. Affiliate**
Pasadena, Calif., 370 S. Fair Oaks Ave.; G. Yarbrough, sls. mgr.; Tel.: Sycamore 6-9008
Products: microphones, stands
- American Television & Radio Corp.**
St. Paul 1, Minn., 300 E. 4th St.; A. A. Goffstein, gen. mgr.; Tel.: Capital 2-3791
Products: receivers
- American Volume Control Corp.**
New York 32, 554 W. 168th St.; Dave Parkhurst, mgr.; Tel.: TO 7-9050
Products: volume controls, potentiometers, resistance cords
- Amperex Electronic Corp.**
Hicksville, L. I., N. Y.; 230 Duffy Ave.; Frank Randall, gen. sls. mgr.; Tel.: Wells 1-6200
Products: transmitting, power, rectifier tubes, fixed vacuum condensers

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for station use

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Amperite Co. Inc.
New York 12, 561 Broadway; S. Ruttenberg, sls. mgr.; Tel.: Canal 6-1446
Products: ribbon, dynamic microphones

Ampex Corp.
Redwood City, Calif., 934 Charter St.; Phillip Gundy, mgr., audio div.; Tel.: Emerson 8-1471
Atlanta, Ga., 710 Peachtree St., N.E.; Wm. A. Fink, mgr.; Tel.: Atwood 8402
Chicago, Ill., 156 E. Ontario St.; C. A. Foy, mgr.; Tel.: Michigan 2-2386
New York, N. Y., 405 Lexington Ave.; C. R. Paulson, mgr.; Tel.: Murray Hill 4-4437
San Francisco, Calif., 100 Bush St.; J. R. Hauser, mgr.; Tel.: Yukon 6-3782
Washington, D. C., 7338 Baltimore Ave.; M. C. Sprinkle, mgr.; Tel.: Union 4-4727
Products: videotape recorder

Amplifier Corp. of America
New York 13, 398 Broadway; A. J. Gillette, mgr.; Tel.: Worth 6-2929
Products: battery-operated portable and standard AC magnetic tape recorders

Ampli-Vision, Div. of International Telemeter Corp.
Los Angeles 25, Calif., 2000 Stoner Ave.; W. A. Holmin, gen. mgr.
Products: electronic equipment for community systems

Andrew Corp.
Chicago 19, Ill., 363 E. 75th St.; Robert Lamons, sls. mgr.; Tel.: Triangle 4-4400
Claremont, Calif., 941 E. Maryland; Jeff D. Montgomery Jr., engrg. mgr.; Tel.: Lycoming 5-3505
Westwood, Mass., 727 High St.; C. R. Lane, engr. mgr.; Tel.: Dedham 3-5520
Ridgewood, N. J., 75 N. Maple; R. C. Bickel, engr. mgr.; Tel.: Gilbert 5-2500
Whitby, Ont., Can., 606 Beech St.; J. W. McLeod, vp., gen. mgr.; Tel.: Mohawk 8-3348
Products: coaxial transmission line, wave guide, tower lighting equipment, transmission line accessories, microwave antennas

The Animation Equipment Corp.
Mount Vernon, N. Y., 705 N. Fulton Ave., Edward Willette, sls. mgr.; Tel.: 7-3838
Products: animation stands, animation cameras, registration devices

Aristo Import Co. Inc.
New York 20, N. Y., 630 Fifth Ave.; F. Morris, mgr.; Tel.: Circle 7-0720
Products: stopwatches, film meter timers

Arvin Industries Inc.
Columbus, Ind., 13th St.; John C. Marshall, vp.; Tel.: 5521
Chicago, 150 N. Wacker Dr.; Russell Lee, mgr.; Tel.: Franklin 2-6081
Products: receivers

Atlas Sound Corp.
Brooklyn 18, N. Y., 1449 39th St.; R. C. Reinhardt, sls. mgr.; Tel.: Gedney 8-5500
Products: booms, microphone stands, accessories

Audio Devices Inc.
New York 22, N. Y., 444 Madison Ave.; Bryce Haynes, vp.; Tel.: Plaza 3-0973
Chicago 31, Ill., 6571 N. Olmstead Ave.; E. N. Freifeld, mgr.; Tel.: Newcastle 1-9580
Hollywood 46, Calif., 1006 N. Fairfax Ave.; A. H. Bodge, mgr.; Tel.: Hollywood 9-5369
Products: magnetic recording tape and film, instantaneous recording discs, recording, playback styli

Audio Instrument Co. Inc.
New York 11, N. Y., 133 W. 14th St.; C. J. LeZel, pres.; Tel.: Oregon 5-7820
Products: magnetic tape reverberation units

Audio-Master Corp.
New York 17, N. Y., 17 E. 45th St.; Herbert Rosen, pres.; Tel.: Oxford 7-0725
Products: record, transcription players, tape, tape library

Audio & Video Products Corp., Special Effects Div.
New York 19, 730 Fifth Ave.; C. Robert Paulson, mgr.; Tel.: Plaza 7-3091
Products: complete special effects equipment and consulting service; Incandescent and arc still background projectors; T-VU-graph multipurpose projector; photo backgrounds; slide library and processing service; rear projection screens and mobile frames; vidi-script prompting system, video screen; smokettes and other special effects gimmicks

B

Belden Mfg. Co.
Chicago 44, 4647 W. Van Buren St.; Les A. Thayer, sls. mgr.; Tel.: Estabrook 8-1000
Dallas 25, 7807 Lovers Lane; Kerby C. Garrett, mgr.; Tel.: Emerson 6135
Decatur, Ga., 144 Conway Rd.; R. K. Burns, mgr.; Tel.: Crescent 7433
Glen Ellyn, Ill., 991 Oxford Rd.; R. N. Alvis, mgr.; Tel.: 3492-R
Los Angeles, Box 2922 Terminal Annex; Harold Holman, mgr.; Tel.: Custer 5-1344
New York, 47 E. 87th St.; John McEwen, mgr.; Tel.: Trafalgar 6-0534
Products: antenna control; lead in cables, transmission line and cable

Bell & Howell Co.
Chicago 45, Ill., 7100 McCormick Rd.; G. L. Oakley, sls. mgr.; Tel.: Ambassador 2-1600
Hollywood 38, Calif., 716 N. LaBrea; A. H. Bolt, mgr.; Tel.: Wyoming 3131
New York 20, N. Y., 30 Rockefeller Plaza; E. S. Lindfors, mgr.; Tel.: Circle 5-5800
Products: projectors, motion picture cameras, editing equipment, printers, splicers

Berndt-Bach Inc., Auricon Div.
Hollywood 38, Calif., 979 N. Mansfield Ave.; A. N. Brown, sls. mgr.; Tel.: Hollywood 2-0931
Products: cameras

Bishop Mfg. Corp.
Cedar Grove, N. J., 10 Canfield Rd.; F. X. McCormack, mgr.; Tel.: Verona 8-2373
Products: insulating tape

Blaw-Knox Co.
Pittsburgh 30, Pa., P. O. Box 1189; R. A. Troman, mgr. tower sls.; Tel.: Sterling 1-2700
Birmingham, Ala., Brown Marx Bldg.; W. E. Ballet, mgr.; Tel.: Birmingham 54-7661
Chicago, Ill., Peoples Gas Bldg.; J. C. McQuide, mgr.; Tel.: Harrison 7-7633
New York, N. Y., Chrysler Bldg.; W. F. Simmons, mgr.; Tel.: Vanderbilt 6-0661
Philadelphia, Pa., Suburban Sta. Bldg.; W. F. Simmons, mgr.; Tel.: Rittenhouse 6-1681
San Francisco, Calif., 681 Market St.; J. P. Cullen, mgr.; Tel.: Yukon 2-1569
Washington, D. C., Wire Bldg.; Marving Marcus, mgr.; Tel.: Republic 7-3142
Products: antenna towers, special structures

Blonder-Tongue Labs. Inc.
Westfield, N. J., 526 North Ave.; Joseph H. Kerner, sls. mgr.; Tel.: 2-7032
Products: distribution and industrial systems, amplifiers, uhf converters, installation accessories, coaxial cable connectors, vhf amplifiers, field strength meters, installation accessories

Bodde Projector Co.
San Fernando, Calif., 11541 Bradley Ave.; B. M. Bodde Jr., gen. mgr.; Tel.: Empire 5-2551
Products: background projection equipment, slide projectors, translucent screens for background projection, rear projection screens

William Brand & Co., Inc.
Willimantic, Conn., North & Valley Sts.; T. M. Sanden, sls. mgr.; Tel.: Harrison 3-1661
Chicago, 3959 N. Lincoln Ave.; William F. Ryan, mgr.; Tel.: Lakeview 5-8225
Products: hook-up wire, anode lead wire, coaxial cables, transmission lines, multiconductor cables, cable assemblies, wiring harnesses, extruded and coated tubings and sleeveings

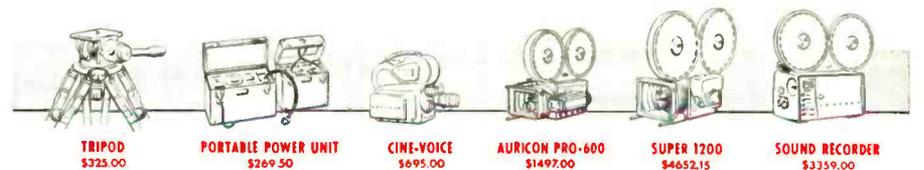
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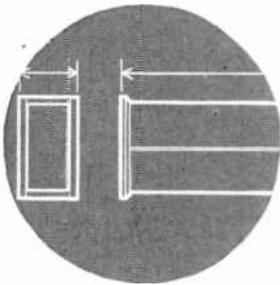
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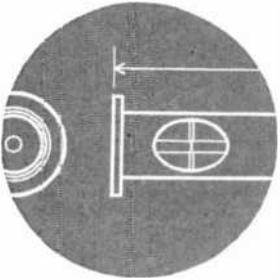
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Broadcast Equipment Specialties Corp.
Beacon, N. Y., P. O. Box 149; Albert C. Travis Jr.,
pres.; Tel.: 9-4587
Products: portable self-powered magnetic tape
recorders

Browning Labs. Inc.
Winchester, Mass., 750 Main St.; K. S. Brock, sls.
mgr.; Tel.: 6-3700
Products: oscilloscopes, power supply units

Bussmann Mfg. Co.
St. Louis 7, Mo., University at Jefferson; J. C.
Ingram, vp.; Tel.: Garfield 1-1740
Chicago 6, Ill., 9 S. Clinton St.; A. A. Sommer,
northern div. mgr.; Tel.: Dearborn 2-1893
Los Angeles 13, Calif., 1004 E. 4th St.; O. A. Alder-
man, western div. mgr.; Tel.: Madison 5-1954
New York 7, N. Y., 53 Park Place; L. E. Edwards,
eastern div. mgr.; Tel.: Cortlandt 7-1468
San Francisco 14, Calif., 2166 Market St.; N. S.
Beyer, dist. mgr.; Tel.: Underhill 3-2600
Seattle 4, Wash., 95 Connecticut; R. H. Shipek, dist.
mgr.; Tel.: Main 0737
Winchester, Mass., P. O. Box 184; C. J. Dane, dist.
mgr.; Tel.: 6-3376
Products: fuses, fuse mountings

C

Califone Corp.
Hollywood 38, Calif., 1041 N. Sycamore Ave.; R. G.
Metzner, sls. mgr.; Tel.: Hollywood 2-2353
Products: portable transcription players, turn-
tables

Cambridge Thermionic Corp.
Cambridge 38, Mass., 447 Concord Ave.; Tel.:
Trowbridge 6-2800
Products: electronic components

Camera Equipment Co.
New York 36, N. Y., 315 W. 43rd St.; Eugene H.
Levy, sls. mgr.; Tel.: Judson 6-1420
Products: tripod head and tripod, microwave
relay tilt head, balanced tv head, bean reflector
head, spider dolly, dollies, lens mounts,
maintenance repair shop

The Camera Mart Inc.
New York 23, N. Y., 1845 Broadway; S. C. Hyman,
mgr.; Tel.: Plaza 7-6977
Products: camera dollies, portable mike booms,
optional effects, film editing equipment, sound
film readers

Canadian Marconi Co.
Montreal 16, Que., Can., 2442 Trenton Ave.; A. B.
Clapp, supr., brd-tv sta. equip. s.s.; Tel.:
Regent 8-9441
Calgary, Alberta, 1710 3rd St. N.E.; S. Keseredy,
mgr.; Tel.: Calgary 692375
Halifax, Nova Scotia, 572-574 Barrington St.; D. J.
Murphy, mgr.; Tel.: Halifax 31325
Toronto, Ontario, 830 Bayview Ave.; J. Gibson, sr.
rep.; Tel.: Mayfair 0401
Vancouver, British Columbia, 3594 Main St.; J. S.
Baxter, mgr.; Tel.: Emerald 4174
Winnipeg, Manitoba, 168 Market Ave.; J. Hunt,
mgr.; Tel.: Winnipeg 932433
Products: transmitters, cameras, mobile units,
studio equipment

Cannon Electric Co.
Los Angeles 31, Calif., 3209 Humboldt St.; H. Y.
Satterlee, industrial sls. mgr.; Tel.: Capitol
5-1251
East Haven, Conn., 191 Kimberly Ave.; B. K.
Arnold, mgr.; Tel.: Hobart 7-6329
Toronto 16, Canada, 160 Bartley Dr.; Tel.: Plym-
outh 7-2845
Products: camera, microphone connectors

Cardinal Manufacturing Co., Inc.
Kansas City 15, Kan., 3151 Fiberglass Rd.; P. J.
Cook, sls. mgr.; Tel.: Finley 2-2609
Products: cathode ray tubes

The Allen D. Cardwell Electronics Productions Corp.
Plainville, Conn., 97 Whiting St.; John F. Gibbs,
gen. sls. mgr.; Tel.: Sherwood 7-2741
Stamford, Conn., 49 Gleason Ave.; Marshall Wilder,
mgr.
Products: uhf converter; service man's tuner;
aperture masks and color packs, components
for color tubes

Carrier Corporation
Syracuse 1, N. Y., 300 S. Geddes St.; C. V. Fenn,
mgr.; Tel.: Syracuse 76-9911
Atlanta, 2015 Peachtree Rd., N.W., M. H. Darby,
mgr.; Tel.: Emerson 2781
Boston 14, N. Station Office Bldg.; W. H. Wetherell,
mgr.; Tel.: Richmond 2-0772
Chicago 54, Merchandise Mart Plaza; W. S. Bo-
dinus, mgr.; Tel.: Whitehall 4-3441
Dallas 1, 710 N. Harwood St.; O. H. Mehl, mgr.;
Tel.: Riverside 4475
Denver 2, 1718 California St.; H. C. Kugeler, mgr.;
Tel.: Acoma 2561
Jacksonville 7, Fla., 1011 Hendricks Ave.; N. W.
Rathbun, mgr.; Tel.: 9-9781

Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, mgr.;
Tel.: Victor 4622
Los Angeles 22, 5330 Harbor St.; W. L. Yerkes,
mgr.; Tel.: Raymond 3-6511
New York 17, 385 Madison Ave.; H. Peacock, mgr.;
Tel.: Plaza 9-5000
Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, mgr.;
Tel.: Market 7-7100
Toronto 14, Canada, 857 The Queensway; E. F.
Pope, mgr.; Tel.: Clifford 9-3251
Washington 5, D. C., Investment Bldg.; L. B.
Mighell, mgr.; Tel.: Executive 3-5540
Products: air conditioning and refrigeration
equipment for studio. Includes room air con-
ditioners, packaged equipment from 2 to 20
h.p. and equipment for built-up systems to
maximum studio

Caterpillar Tractor Co.
Peoria, Ill.
Products: diesel electric sets for prime or stand-
by power

Centralab, A Div. Globe-Union, Inc.
Milwaukee 1, 900 E. Keefe Ave.; W. S. Parsons,
mgr.; Tel.: Woodruff 2-9200
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
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 wire-
wound), switches (rotary tone, lever action
and slide), special ceramic insulators

Century Lighting Inc.
New York 36, N. Y., 521 W. 43rd St.; N. Sonnenfeld,
mgr.; Tel.: Chickering 4-7050
Santa Monica, Calif., 1820 Berkeley; Louis Erherdt,
mgr.
Products: lenses, scoops, striplights with reflec-
tor lamps, connector strips, remote control
switching devices, light lifts, magnetic ampli-
fier, dimmer & switchboards, projection ma-
chines, color filters, plugs

Chromatic Television Labs. Inc.
New York 36, N. Y., 1501 Broadway; Richard
Hodgson, pres.; Tel.: Bryant 9-8700
Products: electronic research, development pri-
marily field color cathode ray tubes

Clarostat Mfg. Co. Inc.
Dover, N. H., 1 Washington St.; I. J. Youngblood,
vp. sls.; Tel.: Dover 975
North Aurora, Ill., 11 Grant St.; Reuel Launey,
plant mgr.; Tel.: Aurora 6-8551
Products: components

Clebar Watch Agency
New York 17, N. Y., 521 Fifth Ave.; L. S. Naurison,
sls. mgr.; Tel.: Murray Hill 2-3890
Products: stopwatches, timers, chronographs

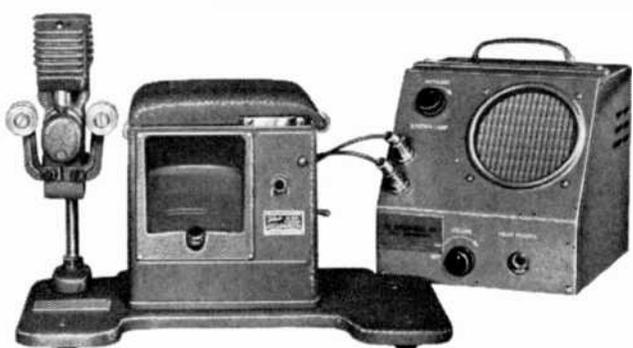
Collins Radio Co.
Cedar Rapids, Iowa, 855 35th St., N.E.; R. H. Hollis-
ter, ind'l sls. mgr.; Tel.: 3-0281
Burbank, Calif., 2700 W. Olive Ave.; J. D. Phelan,
mgr.; Tel.: Thornwall 4-1751
Cedar Rapids, Iowa, 855 35th St., N.E.; H. O. Olson,
bcstg. sls. mgr.; Tel.: 3-0281
Dallas, Tex., 1930 Hi-Line Dr.; T. W. Sharpe, mgr.;
Tel.: Prospect 5151
Knoxville, Tenn., Dogwood Rd., Fountain City;
J. F. Stanbery, mgr.; Tel.: 6-4378
Miami Springs, Fla., 4471 N.W. 36th St.; L. O.
Embree, mgr.; Tel.: Tuxedo 8-2407
New York, N. Y., 261 Madison Ave.; C. W. Service,
mgr.; Tel.: Murray Hill 7-6740
Seattle, Wash., 1318 4th Ave.; C. L. Pfeiffer, mgr.;
Tel.: Main 8278
Tallahassee, Fla., 222 Pensacola St.; R. D. Sidwell,
mgr.; Tel.: 2-1657
Products: audio equipment, accessories, micro-
wave relay systems

**CBS-Hytron, A Div. of Columbia Broadcasting
System, Inc.**
Danvers, Mass., 100 Endicott St.; John Q. Adams,
vp.; Tel.: Danvers 2360
Chicago, 5637 W. Diversey Ave.; W. Brock, mgr.;
Tel.: National 2-1425
Newark, N. J., 1060 Broad St.; Leon Jaffe, mgr.;
Tel.: Market 3-5832
Products: tubes, semiconductors

Commercial Radio-Sound Corp.
New York 16, N. Y., 652 First Ave.; A. W. Schnei-
der, gen. mgr.; Tel.: Oregon 9-0400
Newark, N. J., 1060 Broad St.; Leon Jaffe, mgr.;
Tel.: Oregon 9-0400
Products: tv systems design; closed circuits

Communication Products Co. Inc.
Marlboro, N. J., State Hwy. 79; J. L. Bernard Jr.,
pres.; Tel.: Freehold 8-1880
Products: transmission line, associated fittings;
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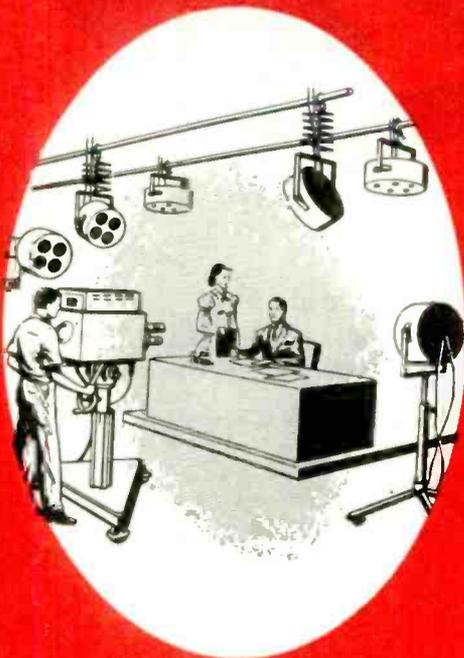
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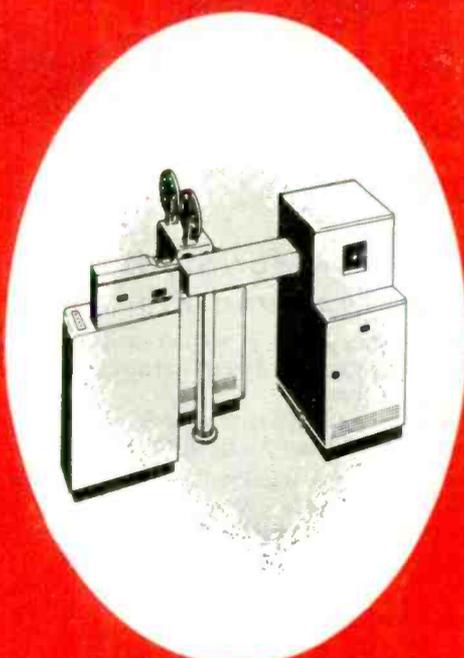
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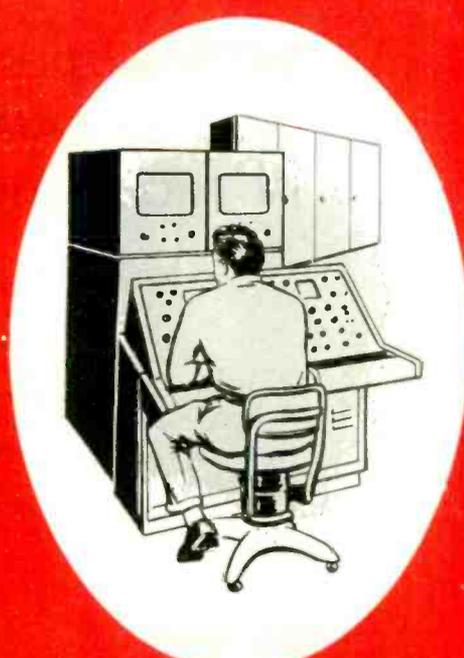
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New Haven 4, Conn., 140 Hamilton St.; R. J. Hesse, sls. engr.; Tel.: Main 4-1174
Chicago 25, Ill., 7517 N. Clark St.; G. Mistic, dir. research; Tel.: Ambassador 2-3727
Products: condensers, power supplies, pulse-forming networks

Conrac Inc.
Glendora, Calif., 19217 E. Foothill Blvd.; W. J. Moreland, pres.; Tel.: Edgewood 5-1241
Products: utility video monitors, monochrome and color, off-the-air video, audio tuners

Consolidated Tower Service
Ft. Wayne 6, Ind., 1123 Michigan Ave.; Nelson Swager, gen. mgr.; Tel.: Anthony 7-0202
Products: towers, lighting systems

Continental Carbon Inc.
Cleveland 11, Ohio, 13900 Lorain Ave.; W. M. Wood, vp.; Tel.: Clearwater 1-6500
Products: resistors

Continental Electronics Mfg. Co.
Dallas 27, Texas, 4212-20 S. Buckner Blvd.; T. B. Moseley, mgr.; Tel.: Evergreen 1137
Products: uhf transmitters, microwave equipment

Cornell-Dubilier Electric Corp.
South Plainfield, N. J., 333 Hamilton Blvd.; R. Leary, mgr.; Tel.: 6-9000
Chicago 6, Ill., 605 W. Washington St.; H. Vonder, mgr.; Tel.: Financial 6-4586
Venice, Calif., 4144 Ocean Park Ave.; Paul Kuefler, mgr.; Tel.: Ex Mount 8-9777
Products: capacitors

Crouse-Hinds Co.
Syracuse 1, N. Y., Wolf & 7th North Sts.; J. S. Haney, mgr., illumination dept.; Tel.: 74-1011
Products: tower lighting, control and lamp failure warning equipment, complete kits

Crucible Steel Co. of America
Pittsburgh 22, Pa., Henry W. Oliver Bldg., Mellon Square; W. G. Scharnberger, prod. mgr.; Tel.: Harrison 6-4500 (Harrison, N. J.)
Baltimore 2, Md., 1614 Mercantile Trust Bldg.; R. G. Frederick, mgr.; Tel.: Plaza 2-2883
Chalmette, La., 212 Casa Calvo; H. C. Kidd, mgr.; Tel.: Edgewood 7-3791
Charlotte, N. C., 123 N. Poplar St.; E. N. Dietler, mgr.; Edison 4-0468
Columbus 15, Ohio, 81 E. State St.; D. W. Sturges, mgr.; Tel.: Adams 6068
Dayton 2, Ohio, 4 N. Main St.; E. H. Burns, dist. rep.; Tel.: Fulton 1182
Kansas City 10, Mo., 801 E. Gregory Blvd.; E. G. Schaefer, res. sls.; Tel.: Highland 5353
Rockford 5, Ill., Rockford Natl. Bank Bldg.; N. T. Race, dist. rep.; Tel.: 3-9389
Salt Lake City, Utah, 1960 Brookhill Dr.; C. K. Bentley, mgr.; Tel.: 8-5341
Toledo 4, Ohio, 205 St. Clair; Jack H. Rolfe, mgr.; Tel.: Cherry 1-8645
Toronto 5, Ont., Can., 410 Bloor St., E.; A. Dryburgh, mgr.; Tel.: Walnut 1-7238
Washington 5, D. C., Shoreham Bldg.; E. F. Mechlin, mgr.; Tel.: National 8-7606
Products: magnets and castings

D

Dage Television Div., Thompson Products Inc.
Michigan City, Ind., W. 10th St.; J. L. Lahey, gen. mgr.; Tel.: 3-3251
Inglewood, Calif., 211 Hindry; J. Farnum, dist. sls. mgr.
Products: cameras, camera equipment, sync generators, monitors, microwave relay systems; industrial equipment, accessories

Dale Products Inc.
Columbus, Neb., P. O. Box 136; R. H. Engstrom, sls. mgr.; Tel.: 2139
Products: resistors; instrumentation knobs

Davelle Labs.
Springfield Gardens 13, N. Y., 145-70 228th St.; Elliot March, sls. mgr.; Tel.: Laurelton 7-4800
Products: printed circuit chassis

The Daven Co.
Livingston, N. J., 530 W. Mt. Pleasant Ave., Rt. 10; E. L. Grayson, sls. mgr.; Tel.: 6-4300
Products: audio, video & rf attenuators; transmission measuring equipment, attenuation networks; rotary video tap switches; high frequency non-inductive metal film resistors; switch and dissolve units

DeWald Radio Mfg. Corp.
Long Island City, N. Y., 35-15 37th Ave.; S. Olchak, gen. sls. mgr.; Tel.: Stillwell 4-9334
Products: receivers

Phelps Dodge Copper Products Corp.
New York 5, N. Y., 40 Wall St.; F. W. Lemly, mgr. high freq. cables; Tel.: Whitehall 4-4570
Atlanta 3, Ga., Candler Bldg.
Boston 16, Mass., 20 Providence St.
Buffalo 4, N. Y., c/o Graybar Elec., 180 Perry St.
Charlotte 1, N. C., 213 W. 1st St.
Chicago 3, Ill., 100 W. Monroe St.
Birmingham, Ala., 205 S. 32nd St.
Cincinnati 2, Ohio, 18 E. 4th St.
Cleveland 14, Ohio, Terminal Tower Bldg.
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Detroit 26, Mich., 28 W. Adams Ave.
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Greensboro, N. C., P. O. Box 2643
Houston 3, Tex., 3517-19 Polk Ave.
Jacksonville, Fla., 33 S. Hogan St.
Kansas City 2, Mo., V.F.W. Bldg.
Los Angeles 22, Calif., 6100 S. Garfield Ave.
Milwaukee 11, Wis., 2408 N. Farwell Ave.
Minneapolis 16, Minn., 138 Excel Bldg., 5009-a Excelsior Blvd.

New Orleans 12, La., 1009 Carondelet Bldg.
Philadelphia 3, Pa., 1132 Suburban Station Bldg., 1617 Penn. Blvd.
Pittsburgh 22, Pa., 1532 Oliver Bldg.
Portland 5, Ore., Rm. 100, 115 S.W. 4th St.
Richmond, Va., 113 E. Cary St.
St. Louis 3, Mo., 1221 Locust St.
San Francisco 4, Calif., 369 Pine St.
Seattle 1, Wash., Skinner Bldg.
Washington 4, D. C., National Press Bldg.
Products: spirafix; styroflex, RG types cables

Downing Crystal Co.
Westminster, Md., 191 Shaffer Ave.; R. M. Elban, sls. office mgr.; Tel.: 1192
Products: quartz crystals

Dresser-Ideco Co.
Columbus 8, Ohio, 875 Mich. Ave.; J. Roger Hayden, mgr. ind'l. sls.; Tel.: Axminster 9-2123
Los Angeles 44, Calif., 8909 S. Vermont Ave.; K. H. Brust, mgr.; Tel.: Pleasant 8-4194
Products: towers

M. Ducommun Co.
New York 36, N. Y., 580 Fifth Ave.; A. G. Stepchuk, mgr.; Tel.: Plaza 7-2540
Products: timers

Allen B. Dumont Laboratories Inc., Communications Products Div.

Clifton, N. J., 1500 Main Ave.; J. B. Tharpe, natl. sls. mgr.; Tel.: Mulberry 4-7400
Baltimore, Md., 1351 Pentwood Rd.; F. A. O'Connell; Tel.: Tuxedo 9-6689
Chicago, Ill., 666 N. Lake Shore Dr.; H. Bloomberg, mgr.; Tel.: Whitehall 3-1707
Dallas, Tex., Grace Bldg.; G. Winston, mgr.; Tel.: Emerson 0028

Los Angeles, Calif., 8727 Remick Ave.; G. Gramman; Tel.: Rogers 7-1058
Minneapolis, Minn., 6117 St. Johns Ave.; B. J. Klindworth; Tel.: Walnut 6-8476
Portland, Ore., 901 S.W. King Ave.; L. Keys, mgr.

Products: uhf and vhf transmitting equipment (1 kw uhf, 5 kw uhf, 500-w vhf, 5 kw vhf, 25 kw vhf, 50 kw vhf), transmitter control equipment, microwave relay equipment, transmitting antennas, video switching and mixing equipment, central control equipment, wave-form monitoring equipment, frequency monitoring and picture monitoring equipment, test equipment, image orthicon camera chains, vidicon broadcast camera chains, industrial equipment, monochrome multi-scanner equipment, color multi-scanner, color monitoring and control equipment, color test equipment, color transmitting equipment

E

Eastern Mike-Stand Co.
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, own.; Tel.: Dickens 2-3538
Products: microphone stands, adaptors

Eastman Kodak Co.
Rochester 4, N. Y., 343 State St.; D. E. Hyndman, sls. mgr., motion picture film dept.; Tel.: Locust 6000

Chicago 1, Ill., 130 E. Randolph Dr.; K. M. Mason, mgr.; Randolph 6-7476
Hollywood 38, Calif., 6706 Santa Monica Blvd.; E. Huse, mgr.; Tel.: Hollywood 9-3101
New York 17, N. Y., 342 Madison Ave.; E. M. Stifle, mgr.; Tel.: Murray Hill 7-7080
Products: cameras, projectors, special optical equipment, lenses

Eidson Electronic Company
Temple, Texas, 1902 N. 3rd St.; Merrill Eidson, own.; Tel.: Prospect 3-3901
Products: quartz crystal units, frequency measuring service

Eitel-McCullough Inc.
San Bruno, Calif., 798 San Mateo Ave.; O. H. Brown, dir. field engrg.; Tel.: Juno 8-1212
Atlanta, Ga., 2524 Jenny Wren Lane, S.W.; J. E. Joyner Jr., mgr.; Tel.: Plaza 8-4910
Dallas 17, Tex., 1431 Pleasant Dr.; J. Yount, mgr.; Tel.: Express 0988
Jersey City 2, N. J., 15 Exchange Pl.; Adolph Schwartz, mgr.; Tel.: Delaware 3-2424
Los Angeles 19, Calif., 1140 Crenshaw Blvd.; H. Becker, mgr.; Tel.: Webster 1-1257
Products: transmitting tubes

Electro Inc.
Delaware, Ohio, 425 S. Sandusky St.; J. F. Myer, sls. mgr.; Tel.: Delaware 3-1201
Products: portable battery operated tape recorder

El Co Corp.
Philadelphia 24, Pa., M St. below Erie Ave.; L. Kagan, vp. sls.; Tel.: Cumberland 9-5500
Products: sockets, shields, binding posts, connectors

Electrical Tower Service Inc.
Peoria, Ill., 208 S. Washington St.; Stanley Bernstein, pres.; Tel.: 3-9846
Products: erect electrical towers

Electro Supply Co.
Madison 3, Wis., 405 N. Broom St.; Louis S. Glass, mgr.; Tel.: 6-0216
Peoria, Ill., 208 S. Washington St.; Stanley Bernstein, pres.; Tel.: 3-9846
Products: towers

Electro-Voice Inc.
Buchanan, Mich., Cecil & Carroll Sts.; L. LeKashman, vp. sls.; Tel.: 1000
Products: microphones, accessories

Elgin National Watch Co., Electronics Div.
Pasadena, Calif., 370 S. Fair Oaks Ave.; Gramer Yarbrough, mgr.; Tel.: Sycamore 6-9008, Ryan 17444

Elgin, Ill., 107 National St.; E. C. Carlson, mgr.; Tel.: Sherwood 2-3300
Products: microphones

The Elmor Co.
Chicago 2, Ill., 29 E. Madison St.; H. Weiner, mgr.; Tel.: Central 6-9672
Products: time measuring equipment, stop-watches, chronographs

Emerson Radio & Phonograph Corp.
New York 11, 111 Eighth Ave.; Michael Kory, dir. sls. & adv.; Tel.: Oregon 5-7000
Products: receivers

Emsco Mfg. Co.
Houston 1, Tex., P. O. Box 1289; P. M. Davis, mgr. structural sls.; Tel.: Milby 5-3361
Dallas 1, Tex., Continental Bldg.; W. C. Kinder, vp.; Tel.: Sterling 5358
Garland, Tex., P. O. Box 368; J. E. Oster, plant mgr.; Tel.: 3-1515
Los Angeles 54, Calif., P. O. Box 2098; J. H. Andrews, plant mgr.; Tel.: Jefferson 5261
Products: towers

Engineering Assocs.
Dayton 9, Ohio, 434 Patterson Rd.; C. C. Littell Jr.; Tel.: Walnut 1662
Products: miscellaneous labs equipment

Erlanger Sales Co.
Los Angeles 16, Calif., 4217 W. Jefferson Blvd.; C. M. Erlanger, ptnr.; Tel.: Republic 1-2238
Products: magnetic recording tape

F

Fairchild Recording Equip. Co.
Whitestone 57, N. Y., 154th St. & Powells Cove Blvd.; J. H. Quinn; Tel.: Independence 3-2100
Products: transcription turntables, arm equalizers, cartridges and all other disc professional playback equipment

Federal Telephone and Radio Co., Div. of IT & T
Clifton, N. J., 100 Kingsland Rd.; W. C. Schmitt, vacuum tube product line mgr.; Tel.: Nutley 2-3600
Washington 6, D. C., 1909 Mass. Ave., N.W.; E. J. Girard, mgr.; Tel.: Hobart 2-0110
Products: tubes

Federal Telecommunication Labs., Div. IT & T
Nutley 10, N. J., 500 Washington Ave.; J. M. Valentine, mgr.; Tel.: 2-3600
Products: transmitters, transmitter monitoring equipment, antennas, image orthicon, camera equipment, film & studio equipment, flying spot scanners, sync generators, master control switching equipment, amplifiers, microwave relay, sound channel and color equipment

C. H. Fisher & Associates
Portland 13, Ore., 6100 N.E. Columbia Blvd.; C. H. Fisher, ptnr.; Tel.: Atlantic 7-7303
Products: towers, fabricate, erect towers, install antennas, coaxial lines

Foto-Video Labs. Inc.
Little Falls, N. J., Eagle Rock Bldg.; C. E. Underwood, sls. mgr.; Tel. LI-4-2557
Products: test equipment, cameras, video amplifiers, sync generators, keyed video generators, power supplies; test pattern, special slides opaques for film and live cameras in monochrome and color

Freed Transformer Co., Inc.
Brooklyn 27, N. Y., 1718 Weirfield St.; Tel.: Evergreen 6-1300
Products: transformers, reactors and lab, test equipment

Jack A. Frost
Detroit 2, Mich., 234 Piquette; E. A. Taube, asst. gen. mgr.; Tel.: Trinity 3-8030
Toronto 18, Ont., Can., 425 Burnamthorpe Rd.; J. Fuller, mgr.; Tel.: Belmont 1-0247
Products: lighting equipment

G

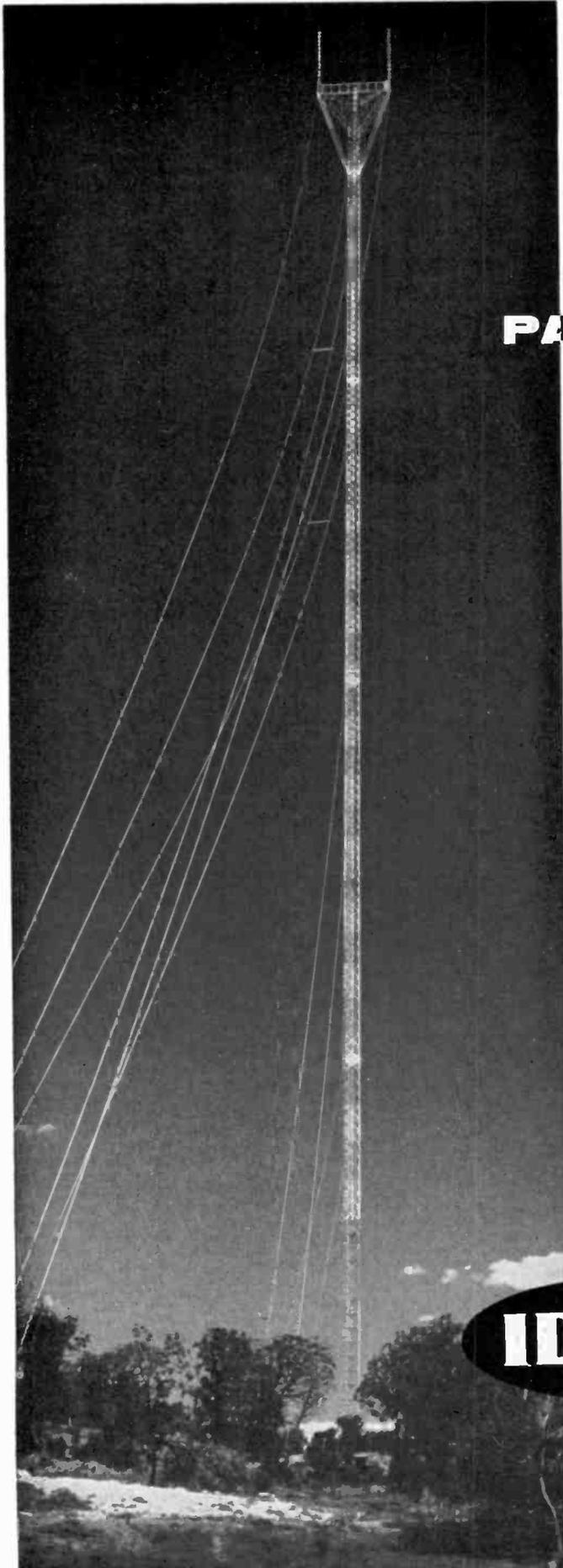
Gabriel Electronics Div., The Gabriel Co.
Needham Heights 94, Mass., 135 Crescent Rd.; W. E. Purdy, asst. sls. mgr.; Tel.: Needham 3-0005
Products: uhf, vhf transmitting antennas

Gates Radio Co.
Quincy, Ill., 123 Hampshire St.; L. J. Cervone, gen. sls. mgr.; Tel.: Baldwin 2-8202
Atlanta, Ga., 1133 Spring St., N.W.; H. Decker, mgr.; Tel.: Elgin 0369
Houston, Tex., 2700 Polk Ave.; J. Woods, mgr.; Tel.: Capitol 8-8536

Los Angeles, Calif., 7501 Sunset Blvd.; Bob Richards, mgr.; Tel.: Hollywood 2-6351
New York, N. Y., 51 E. 42nd St.; J. Haerle, mgr.; Tel.: Murray Hill 7-7971
Washington, D. C., Warner Bldg.; Wallie Warren, mgr.; Tel.: Metropolitan 8-0522

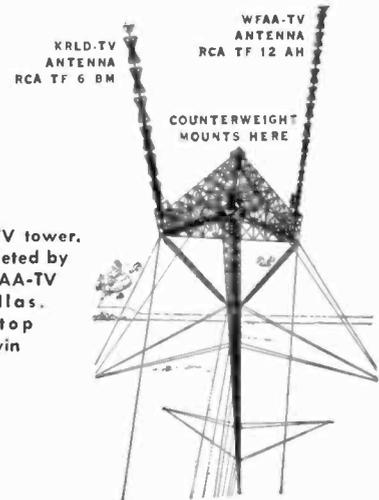
Products: 50 w and 100 w transmitters for booster or satellite use, 100 w, 500 w and 5 kw vhf transmitters; transmitter control, monitoring equipment; projectors; video and audio preset master control; custom-built audio consoles; amplifiers; patch panels; racks, antennas, antenna towers

General Communications, Broadcast Div. Inc.
Ft. Atkinson, Wis., 1/2 Mile on Janesville Rd.; W. L. Dunbar, brdct eqp.; Tel.: 954
Products: video, pulse distribution amplifiers; camera, program, dial operated monitor switching systems. Master power supplies, voltage regulators, individual voltage regulated power supplies, program, master monitors. Pre-set lighting control panels. Audio pre and line and monitor amplifiers, audio control consoles; relay power supplies.



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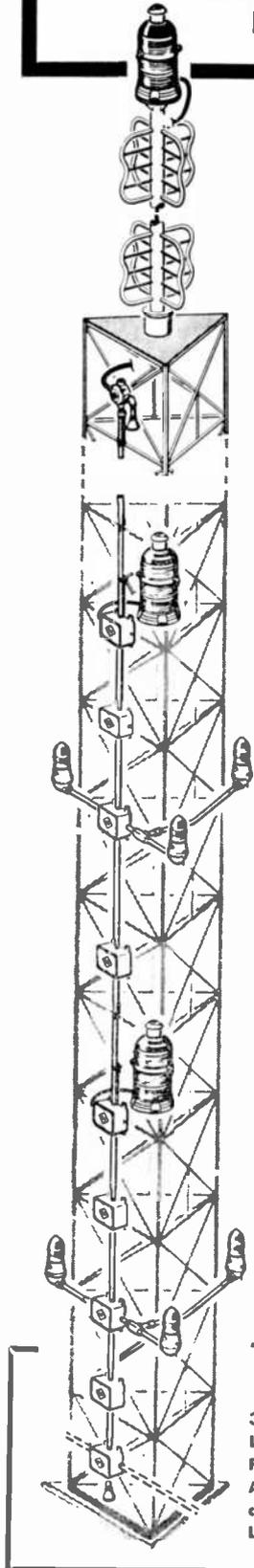
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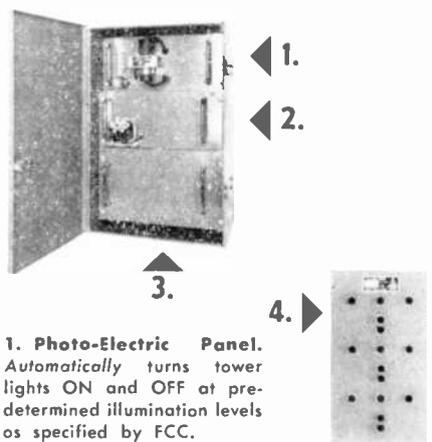
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Syracuse, N. Y., Electronics Park; P. L. Chamberlain, gen. mgr.; Tel.: 76-4411
Atlanta, Ga., Red Rock Bldg.; T. F. Bost, mgr.; Tel.: Cypress 2581
Boston, Mass., 963 Commonwealth Ave.; J. H. Painter, mgr.; Tel.: Hubbard 2-1800
Chicago, Ill., Merchandise Mart; G. E. Webster, mgr.; Tel.: Whitehall 4-3915
Cincinnati, Ohio, 215 W. 3rd St.; J. Wall, reg. sls. mgr.; Tel.: Main 5022
Cleveland, Ohio, Williamson Bldg.; G. F. Oberrender Jr., mgr.; Tel.: Superior 1-6822
Dallas, Tex., 3200 Maple Ave.; J. H. Douglas, mgr.; Tel.: Prospect 4296
Houston, Tex., 1100 E. Holcombe Blvd.; H. W. Granberry, mgr.; Tel.: Jackson 8-0675
Los Angeles 5, Calif., 3460 Wilshire Blvd.; F. R. Walker, mgr.; Tel.: Dunkirk 5-2391
New York, N. Y., 420 Lexington Ave.; W. R. Chapin, reg. sls. mgr.; Tel.: Plaza 1-1311
Philadelphia, Pa., 1405 Locust St.; J. W. I. Cody, mgr.; Tel.: Pennypacker 5900
San Francisco, Calif., 235 Montgomery St.; C. T. Haist Jr., reg. sls. mgr.; Tel.: Douglas 2-3740
Seattle, Wash., 220 Dawson St.; V. H. Russell, mgr.; Tel.: Sennett 8300
St. Louis, Mo., 4227 Lindell Blvd.; R. E. Lauterbach, mgr.; Tel.: Jefferson 5-8873
Syracuse, N. Y., OCS Bank Bldg.; W. G. Broughton, mgr.; Tel.: Syracuse 76-4411
Washington, D. C., 777 14th St., N.W.; L. F. Page, spec. reg.; Tel.: Executive 3-3600
Products: complete studio, transmitting equipment for color, monochrome, both uhf and vhf. Complete line closed-circuit equipment for monochrome and color, automatic program control systems, audio equipment, tv test equipment, microwave equipment
- General Instrument Corp.**
Elizabeth, N. J., 829 Newark Ave.; J. McDonough, dir. of sls.; Tel.: Elizabeth 3-4400
Chicopee, Mass., 165 Front St.; M. Cohen, pres.; Tel.: Republic 4-6621
Products: components
- General Precision Lab. Inc.**
Pleasantville, N. Y., 63 Bedford Rd.; N. M. Marshall, sls. mgr.; Tel.: 2-4100
Chicago, Ill., 188 W. Randolph St.; R. H. Johnston, midwest mgr.; Tel.: Dearborn 2-6453
Jenkintown, Pa., The Benson; John W. Mullen, dist. sls. mgr.; Tel.: Turner 4-3476
Pasadena, Calif., 21 N. Santa Anita Ave.; R. K. Hunsicker, western reg. mgr.; Tel.: Sycamore 5-5869
Products: studio camera chains, theater projection and industrial systems, video recording equipment, underwater camera chains, remote control equipment, color film chains, variable-focus optics, telecine projectors, color test equipment, vari-focal lens, uhf transmitters
- General Radio Co.**
Cambridge 39, Mass., 275 Mass Ave.; M. T. Smith, sls. mgr.; Tel.: Trowbridge 6-4400
Abington, Pa. (Phila.), 1150 York Rd.; Kipling Adams, mgr.; Tel.: Turner 7-8486
Chicago 5, Ill., 920 S. Mich. Ave.; W. M. Ihde, mgr.; Tel.: Wabash 2-3820
Los Angeles 38, Calif., 1000 N. Seward St.; F. Ireland, mgr.; Tel.: Hollywood 9-6201
New York 6, N. Y., 90 West St.; G. G. Ross, mgr.; Tel.: Worth 4-2722
Silver Spring, Md., 8055 13th St.; W. R. Saylor, mgr.; Tel.: Juniper 5-1088
Products: monitors, noisemeters, oscillators, signal generators, measuring equipment, lighting dimmers
- Granco Products Inc.**
Long Island City 5, N. Y., 36-07 20th Ave.; I. Green, sls. mgr.; Tel.: Ravenswood 1-0400
Products: uhf converters
- Graphic Systems**
New York 36, N. Y., 55 W. 42nd St.; H. Hatchett, mgr.; Tel.: Wisconsin 7-8444
Products: boardmaster visual traffic control & printed business forms
- Graybar Electric Co. Inc.**
New York 17, N. Y., 420 Lexington Ave.; J. W. LaMarque, gen. comm. sls. mgr.; Tel.: Lexington 2-4000
Atlanta 1, Ga., 333 N. Ave., N.W.; J. J. McEllen, mgr.; Tel.: Jackson 3-1751
Boston 16, Mass., 287 Columbus Ave.; J. P. Lynch, mgr.; Kenmore 6-4567
Chicago 7, Ill., 850 W. Jackson Blvd.; E. H. Taylor, mgr.; Canal 6-4100
Cincinnati 10, Ohio, 115 W. McMicken Ave.; W. H. Byrd, mgr.; Main 1-0600
Cleveland 3, Ohio, 1100 East 55th St.; G. W. Osterlander, mgr.; Henderson 2-2500
Dallas 1, Texas, 717 Latimer St.; J. F. Kluttz, mgr.; Tel.: Randolph 6452
Detroit 3, Mich., 15045 Hamilton Ave.; E. W. Stone, mgr.; Tel.: Townsend 8-5550
Houston 3, Texas, 1702 Cullen Blvd.; R. T. Asbury, mgr.; Tel.: Capitol 8-4571
Jacksonville 1, Fla., 12th & Main St.; W. C. Winfree, mgr.; Tel.: Elgin 6-7611
Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, mgr.; Tel.: Baltimore 1-1644
Long Island City 1, N. Y., 21-15 Bridge Plaza North; R. W. Griffiths, mgr.; Tel.: Exeter 2-2000
Los Angeles 54, Calif., 210 Anderson St.; R. B. Thompson, mgr.; Tel.: Angelus 3-7282
Minneapolis 15, Minn., 824 S. Fourth St.; L. B. Hathaway, mgr.; Tel.: Federal 6-1621
Philadelphia 7, Pa., 910 Cherry St.; D. M. Antrim, mgr.; Tel.: Walnut 2-5405
Pittsburgh 12, Pa., 900 Ridge Ave.; R. F. Grossett, mgr.; Tel.: Fairfax 2-4100
Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, mgr.; Tel.: Richmond 7-3491

San Francisco 1, Calif., 1750 Alameda St.; K. G. Morrison, mgr.; Tel.: Market 1-5131

Seattle 4, Wash., King & Occidental Sts.; D. I. Craig, mgr.; Tel.: Mutual 0123

St. Louis 10, Mo., 600 S. Taylor Ave.; J. P. Lenkerd, mgr.; Tel. Jefferson 1-4700

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, sync, 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.; John F. Gibbs, gen. sls. mgr.; Tel.: Mitchell 9-4506
Products: telop and telejector slide projectors, sound effect consoles

H

F. Summer Hall Inc., Audio Equipment Sales Div.
New York 1, 153 West 33rd St.; F. Summer Hall, pres.; Tel.: Bryant 9-9276

Products: jack panels, jacks, patch cords, plugs, replacement cords, microphone call letter plates and accessories, record labels

The Hallicrafters Co.

Chicago 24, 4401 W. Fifth Ave.; Richard A. Graver, vp. charge sls. & marketing; Tel.: Van Buren 6-6300

Products: receivers

J. M. Hamilton & Co.

Gastonia, N. C., P. O. Box 2432; J. M. Hamilton, own.; Tel.: University 4-2115

Products: erection, maintenance towers

Hammarlund Mfg. Co. Inc.

New York 1, 460 W. 34th St.; Robert B. Moon, gen. sls. mgr.; Tel.: Longacre 5-1300

Products: remote supervisory control and data transmission equipment, variable capacitors including those for vhf and uhf operations

Harvey Radio Co. Inc.

New York 36, 103 W. 43rd St.; H. E. Sampson, pres.; Tel.: Judson 2-1500

Products: broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems

Helipot Corp.

South Pasadena, Calif., 916 Meridian Ave.; David C. McNeely, sls. mgr.; Tel.: Pyramid 1-2164

Products: delay line

Heppner Mfg. Co.

Round Lake, Ill., Box 1207; Raymond Cuny, sls. mgr.; Tel.: Round Lake 6-2161

Collingswood, N. J., 324 Haddon Ave.; James Mugglesworth, mgr.; Tel.: Collingswood 5-7200

Ft. Wayne, Ind., R.R. 1, U.S. 27; Ralph J. Haffey, mgr.; Tel.: Eastbrook 2778

Los Angeles, 408 S. Alvarado St.; Irv Cochrane, mgr.; Tel.: Dunkirk 5-1715

New York, 60 E. 42nd St.; John J. Kopple, mgr.; Tel.: Murray Hill 2-1118

Products: focomags—antennas (ferrits); ion traps; speakers; transformers; centering devices

Hewlett-Packard Co.

Palo Alto, Calif., 275 Page Mill Rd.; W. N. Eldred, sls. mgr.; Tel.: Davenport 5-4451

Products: monitors, related test equipment

Hi-Lo-TV Antenna Corp.

Chicago 13, Ill., 3540 N. Ravenswood Ave.; E. A. Goncoe, gen. mgr.; Tel.: Graceland 7-1890

Products: antennas, stands

Hoffman Radio Corp., Div. of Hoffman Electronics Corp.

Los Angeles 7, 3761 S. Hill St.; J. E. Herbert, vp., gen. sls. mgr.; Tel.: Richmond 7-9661

Products: receivers

Houston Fearless, Div. of Color Corp. of America

Los Angeles 64, Calif., 11801 W. Olympic Blvd.; R. C. Wilcox, pres.; Tel.: Bradshaw 2-4331

New York, N. Y., Rockefeller Center; J. L. Jiruska, eastern reg. sls. mgr.; Tel.: Circle 7-2976

Products: film processing and printing equipment, tv studio and motion picture studio accessory items

Hughey & Phillips Inc.

Burbank, Calif., 3300 N. San Fernando Blvd.; J. H. Ganzenhuber, vp. & gen. mgr.; Tel.: Victoria 9-1104

Chicago 31, Ill., 6677 Northwest Hwy.; R. L. Lang, mgr.; Tel.: Spring 4-3610

Dallas 26, Texas, 3009 Canton St.; L. R. Ward, mgr.; Tel.: Riverside 6279

Dayton 6, Ohio, 1434 Vancouver Dr.; L. S. Fedotin, mgr.; Tel.: Taylor 9345

Evanston, Ill., 845 Chicago Ave.; M. J. Cudahy, mgr.; Tel.: Davis 8-4800

Houston 3, Texas, 1814 Texas Ave.; L. R. Ward, mgr.; Tel.: Blackstone 0356

Los Angeles 13, Calif., 427 W. 5th St.; A. C. Blundell, mgr.; Tel.: Mutual 7245

Phoenix, Ariz., 324 S. 2nd Ave.; C. B. Read, mgr.; Tel.: Alpine 3-9595

Portland 9, Ore., 1238 N.W. Glisan St.; W. L. Bright, mgr.; Tel.: Atwater 4173

San Francisco, Calif., 870 Tennessee St.; F. A. Mulvany, gen. mgr.; Tel.: Atwater 8-6900

Seattle, Wash., 306 Dexter Ave.; E. J. Reichwein, mgr.; Tel.: Seneca 2368

Stamford, Conn., 200 5th St., H. J. Geist, mgr.; Tel.: Davis 4-7300

Products: tower lighting equipment beacons, obstruction lights, photo-electric controls, beacon flashers, microwave tower control, alarm units, remote lamp failure indicator systems, complete tower lighting kits



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The AUTO-ZOOM lens ... for Vidicon TV Cameras

- 5 to 1 Variable Focal Length (10 to 1 with a simple lens change).
- Completely motorized. Zoom, focus and iris remotely controlled.
- Fills Vidicon format. No vignetting as with standard 16mm movie lens.

The AUTO-ZOOM TV16 is a high resolution, 5 to 1 variable focal length lens for use with Vidicon TV cameras. Its remote control, motor-driven focus and zoom permit smooth, steady tracking with sharp focus throughout the entire range. The AUTO-ZOOM lens system is fully corrected and suitable for color television work.

One Camera Does The Work Of Two—A single stationary TV camera equipped with the new AUTO-ZOOM lens can go from wide angle distance shot to telephoto close-up—smoothly, quickly, automatically . . . without loss of focus or change of lens. With AUTO-ZOOM, one camera provides the near-far coverage normally supplied by two cameras with conventional lenses.

Coupled with the new high quality Vidicon type cameras now coming on the market, the AUTO-ZOOM greatly extends the usefulness of low-cost industrial and broadcast TV equipment. The AUTO-ZOOM TV16 is a product of Perkin-Elmer, world leader in optical and electronic instrument research and development.

Ask your camera manufacturer for further information or write Perkin-Elmer for a descriptive brochure.

The AUTO-ZOOM TV16 mounts easily on any standard Vidicon television camera

Specifications

Focal Length: 5 to 1 ratio. 30mm to 150mm, standard. 60mm to 300mm with optional accessory lens.

Aperture: Maximum opening $f/2.7$ from 30mm to 80mm focal length. Decreases to $f/4.7$ at 150mm. Aperture is automatically held constant throughout range of any opening $f/4.7$ or smaller. Minimum opening $f/11$.

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Field Size: Covers the full field of the Vidicon without vignetting at the corners.

Object distance: Six feet to infinity.

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Englewood, N. J., 223 S. Van Brunt St.; Arthur A. Bottie, mgr.; Tel.: 3-7200
Products: mica spacers

Insuline Corp. of America
Manchester, N. H., 186 Granite St.; B. L. Cahn, vp.; Tel.: National 5-8511

Los Angeles 7, Calif., 2419 S. Grand Ave.; Jack J. Perlmuth, pres.; Tel.: Richmond 7-4321
Products: servicing tools

International Crystal Manufacturing Co. Inc.
Oklahoma City 1, 18 N. Lee St.; R. R. Freeland, vp., gen. mgr.; Tel.: Forest 5-1165
Products: quartz crystals; crystal oscillators

International Rectifier Corp.
El Segundo, Calif., 1521 E. Grand Ave.; J. T. Caldwell, asst. gen. mgr.; Tel.: Oregon 8-6281

Chicago 6, Ill., 205 W. Wacker Dr.; L. W. Phinney, dist. mgr.; Tel.: Franklin 2-3889

New York 22, N. Y., 501 Madison Ave.; A. Nash, dist. mgr.; Tel.: Trafalgar 9-3330
Products: selenium rectifier and diodes

International Telemeter Corp.
Los Angeles 25, Calif., 2000 Stoner Ave.; W. A. Holmin, gen. mgr. ampli-vision dir.; Tel.: Bradshaw 2-7045
Products: community tv equipment

J

Jennings Radio Mfg. Corp.
San Jose 8, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, vp.; Tel.: Cypress 2-4025
Products: vacuum capacitors, relay switches

Jensen Mfg. Co.
Chicago 38, Ill., 6601 S. Laramie Ave.; R. P. Glover, vp.; Tel.: Portsmouth 7-7600
Products: monitoring loudspeaker systems

Jerrold Electronics Corp.
Philadelphia 3, Pa., 23rd & Chestnut St.; Fred Lieberman, sls. mgr.; Tel.: Locust 4-0707

Baltimore 18, Md., 312 E. 25th St.; Jerry Hastings, mgr.; Tel.: Hopkins 7-6894

Chicago 25, Ill., 3951 W. Lawrence Ave.; Charles Popp, mgr.; Tel.: Independence 3-6010

Dallas, Texas, 3107 Routh St.; Anthony Katona, mgr.; Tel.: Prospect 1011

Los Angeles 25, Texas, 2116 Westwood Blvd.; Jordan Beyer, mgr.; Tel.: Granite 3-7779

New York 62, N. Y., 7 Hugh Grant Circle; Walter Goodman, mgr.; Tel.: Sycamore 2-3700

Pittsburgh 6, Pa., 126 S. Whitfield St.; Lee Zernick, mgr.; Tel.: Highland 1-3050

Seattle 99, Wash., 120 W. Thomas St.; Philip Hamlin, mgr.; Tel.: Garfield 7117

Toronto 10, Can., 55 Wingold Ave.; Allen Dworkin, mgr.; Tel.: Russell 1-6174
Products: community antenna systems, closed circuit industrial system

Johns-Manville Sales Corp.
New York, N. Y., 22 E. 40th St.; P. J. Washburn, mgr. acoustics; Tel.: Lexington 2-7600
Products: acoustical materials

E. F. Johnson Co.
Waseca, Minn.; M. W. Will, brd. sls. mgr.; Tel.: 990
Products: fixed and variable inductors, capacitors; gas filled and air dielectric types; rf connectors; tower lighting filters; phase sampling loops; antenna insulators and feed-thru assemblies

Jontz Mfg. Co.
Mishawaka, Ind., 1101 E. McKinley Ave.; W. R. Jontz, pres.; Tel.: Blackburn 9-2496
Products: installation accessories, self-supporting towers

K

Kaar Engrg. Corp.
Palo Alto, Calif., 2995 Middlefield Rd.; Frank A. Genochi, sls. mgr.; Tel.: Davenport 3-9001
Products: conalert, conelrad receiver

Kahle Engrg. Co.
N. Bergen, N. J., 1307 7th St.; Jac. Hohenstein, ptnr.; Tel.: Union 7-6500
Products: all equipment required for production of tv or cathode ray tubes from lab to high production basis

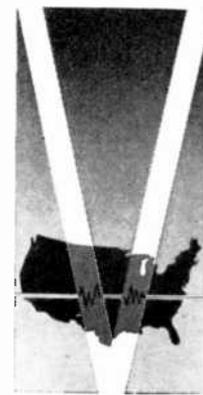
Kalbfell Labs. Inc.
San Diego 10, Calif., 1090 Morena Blvd.; Richard T. Silberman, mgr.; Tel.: Cypress 8-6181

Albuquerque 107, Washington St.; Gene French, mgr.; Tel.: 5-5586

Chicago 40, 4501 N. Ravenswood Ave.; Alfred Crosley, mgr.; Tel.: Uptown 8-1141

Cleveland 18, 13431 Cedar Rd.; Harry Crows

Dallas, P. O. Box 8042; Earl Lipscomb, mgr.; Tel.: Elmhurst 5345



power supplies
distributed nationally by
VISUAL ELECTRONICS CORP.
11 West 42 Street
New York, N. Y.

Dayton 9, 53 Park Ave.; Walt Wallin, mgr.; Tel.: Oxmoor 3594

Denver 3, 446 Broadway; Ron Bowen, mgr.; Tel.: Acoma 5211

Detroit 35, 15310 W. McNichols Rd.; S. Sterling, mgr.; Tel.: Broadway 3-2900

High Point, N. C., Security Bank Bldg.; John F. Bivins, mgr.; Tel.: 3672

New York 21, 170 E. 80th St.; Bob Asen, mgr.; Tel.: Trafalgar 9-2023

Phoenix, Ariz., 1931 W. Vermont Ave.; Bill Saxon, mgr.; Tel.: Alpine 2-5290

Pittsburgh 19, Grant Bldg.; S. H. Coombs, mgr.; Tel.: Grant 1-1880

Portland, Ore., 1238 N.W. Glison St.; Frank Jackson, mgr.; Tel.: Broadway 1281

St. Louis 30, 5506 Kingshighway; Harold Harris, mgr.; Tel.: Flanders 1-5584

Seattle 99, 120 W. Thomas; Ron Merritt; Tel.: Garfield 6644

Toronto 2B, Ont., Canada, 560 King St., W.; Les Bradford, mgr.; Tel.: WA 4761

Washington 9, D. C., 2017 S St., N.W.; Fred Horman, mgr.; Tel.: Decatur 2-8000
Products: broadcast camera chains for film studio and field use. Video monitors, distribution and switching equipment. Complete remote control; studio test equipment; closed circuit transmitting equipment

Kay Electric Co.
Pine Brook, N. J., 14 Maple Ave.; J. Gilmore, sls. mgr.; Tel.: Caldwell 6-4000
Products: uhf markers, generators, transmitters, mega, sona, kilo and marka sweeps, color bar and dot generators

Kay Lab
San Diego 12, Calif., 5725 Kearney Villa Rd.; R. T. Silberman, vp.; Tel.: Browning 7-6700
Products: studio camera, field and film pickup chains, generators, monitors, studio, field switching equipment, video distribution equipment

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

Keppo Labs.
Flushing, L. I. 55, N. Y., 131-38 Sanford Ave.; M. Kupferberg, gen. mgr.; Tel.: Independence 1-7000
Products: voltage regulated power supplies

Kimco Towers
New York 36, N. Y., 11 W. 42d St.; J. W. Newton, sls. eng.; Tel.: Oxford 5-3782

Columbia, S. C., 1225 Huger St.; R. Trotter, tower engr.; Tel.: 4-0301
Products: transmission and microwave relay towers

Joseph Kinney Co. Inc.
Carnegie, Pa., Locust St.; J. Kinney Jr., pres.; Tel.: Walnut 2-1226
Products: copper clad steel and invar sheets, waveguides, wall tubing

Kliegl Bros., Universal Electric Stage Lighting Co. Inc.
New York 19, N. Y., 321 W. 50th St.; Bert More, tv sls. mgr.; Tel.: Columbus 5-0130
Products: lighting equipment, studio, lighting control equipment, wiring devices, plug boards

The James Knights Co.
Sandwich, Ill.; E. H. Aberdeen, sls. mgr.; Tel. 2141
Products: frequency control, deviation, and associated equipment

Lambda Electronics Corp.
College Point 56, N. Y., 11-11 131st St.; S. Weston, exec. vp.; Tel.: Independence 1-8500
Products: electronic test equipment, power supplies

L

Lambda-Pacific Engineering Inc.
Van Nuys, Calif., 14725 Arminta St.; Steve Suddjian, applications engr.; Tel.: State 6-1801
Products: microwave links, uhf booster stations, test and auxiliary equipment

James B. Lansing Sound Inc.
Los Angeles 39, Calif., 2439 Fletcher Dr.; R. V. Pene, exec. asst.; Tel.: Normandy 3-3218
Products: precision loudspeaker

LaPointe Electronics Inc.
Rockville, Conn., 155 W. Main St.; Larry E. Kearney, sls. mgr.; Tel.: Tremont 5-3351
Products: antennas, rotators

Lapp Insulator Co. Inc.
LeRoy, New York, Gilbert & Sumner Sts.; S. P. Lapp, pres.; Tel.: 385
Products: insulators

Lehigh Structural Steel Co.
New York 4, N. Y., 17 Battery Pl.; J. F. Neary, sls. mgr. radio & export div.; Tel.: Whitehall 4-1424
Products: towers

Lel Inc.
Copiague, N. Y., 380 Oak St.; H. R. Clark, vp.; Tel.: Amityville 4-2200
Products: amplifiers, transistorized products

Lewis & Kaufman Ltd.
Los Gatos, Calif., 17320 El Rancho Ave.; Jack Kaufman, pres.-sls. mgr.; Tel.: El Gato 4-3540
Products: electron power transmitting and special purpose tubes, high vacuum rectifiers

Liberty Tower Mfg. Co.
Dieterich, Ill., P. O. Box 292; G. D. Griffith, own.; Tel.: 2-37
Products: transmitting towers

Linear Equipment Labs. Inc.
Copiague, N. Y., 380 Oak St.; H. R. Clark, vp.; Tel.: Amityville 2-2200
Products: oscilloscopes, generators, noise figure test sets, amplifiers, vhf/uhf terminations, uhf/vhf baluns, transformers, wavemeters, uhf oscillators, uhf/vhf reflection boxes

John E. Lingo & Sons Inc.
Camden 5, N. J., 2814 Buren Ave.; John E. Lingo, pres.; Tel.: Woodlawn 4-0487
Products: transmitting antennas

M

Machlett Labs. Inc.
Springdale, Conn., 1063 Hope St.; R. E. Nelson, mgr. power tube sls.; Tel.: Fireside 8-7511

Chicago 80, Ill., 850 W. Jackson Blvd.; D. S. Frankel, field engr.; Tel.: Canal 4-4100

Los Angeles 54, Calif., 210 Anderson St.; G. J. Taylor, field engr.; Tel.: Angelus 3-7282
Products: electronic tubes

Magnecord Inc.
Chicago 24, Ill., 1101 S. Kilbourn Ave.; W. J. Helt, gen. sls. mgr.; Tel.: Van Buren 6-9301
Products: magnetic tape recording equipment

Magnasynce Mfg. Co. Ltd.
N. Hollywood, Calif., 5546 Satsuma Ave.; H. V. Auchstetter, sls. mgr.; Tel.: Poplar 6-1692
Products: motion picture sound equipment

Majestic Radio & Television, Div. of the Wilcox-Gay Corp.
Brooklyn 1, N. Y., 70 Washington St.; Louis Silver, sls. mgr.; Tel.: Ulster 2-6000

Boston, Mass., 1103 Columbus Ave.; M. H. Rosen, mgr.; Tel.: Highlands 2-1400

Charlotte, Mich.; L. M. Sandwick, mgr.; Tel.: 485

Chicago 10, 743 N. La Salle St.; Miss R. E. Jenkins, mgr.; Tel.: Whitehall 4-0077
Products: receivers

J. A. Maurer Inc.
Long Island City 1, N. Y., 37-01 31st St.; F. J. Kelly, sls. mgr.; Tel.: Stillwell 4-4600
Products: 16 mm professional motion picture cameras, sound-on film; photography accessories

Measurements Corp.
Boonton, N. J.; Nelson C. Doland Jr., sls. mgr.; Tel.: 8-2131
Products: standard signal, pulse, square wave generators; intermodulation, radio noise and field strength, megacycle meters, vacuum tube voltmeter, crystal calibrators

Metropolitan Telephone Supply Corp.
Brooklyn 1, N. Y., 254 Navy St.; Sheppard Beidler, pres.; Tel.: Main 3-3769
Products: telephone and telegraph equipment

Midland Mfg. Co. Inc.
Kansas City 15, Kans., 3155 Fiberglas Rd.; H. G. Humann, vp.; Tel.: Finley 7950
Products: quartz crystals; cathode ray tubes

Milo Radio and Electronics Corp.
New York 7, N. Y., 200 Greenwich St.; M. A. Putterman, pres.; Tel.: Beekman 3-2980
Products: test equipment, tubes, resistors, capacitors, etc.

Milwaukee Transformer Co.
Milwaukee 9, 5231 N. Hopkins St.; Howard S. Knopow, ptnr.; Tel.: Hopkins 6-5532
Products: transformers

Minnesota Mining and Mfg. Co.
St. Paul 6, Minn., 900 Fauquier Ave.; D. E. Denham, sls. mgr., distbtr. trades, magnetic prds.; Tel.: Tower 8511

Atlanta 3, Ga., 732 Ashby St., N.W.; G. S. Miles, mgr.; Tel.: Elgin 4401

Buffalo 6, N. Y., 330 Greene St.; E. W. Ball, mgr.; Tel.: Bailey 5214

Chicago 8, Ill., 1500 S. Western Ave.; C. F. Martin, mgr.; Tel.: Monroe 6-6126

Cincinnati 2, Ohio, 49 Central Ave.; J. J. O'Brien, mgr.; Tel.: Parkway 5700

Cleveland 11, Ohio, 12430 Elmwood Ave.; A. D. Steele, mgr.; Tel.: Boulevard 2-5200

Dallas 2, Tex., 1221 Dragon St.; R. A. Henderson, mgr.; Tel.: Riverside 6256

Detroit 13, Mich., 8825 Grinnel Ave.; R. F. Woelfel, mgr.; Tel.: WA 5-6700

Hollywood 36, Calif., 446 N. LaBrea Ave.; M. D. Benson, mgr.; Tel.: Webster 1-1289

Newton Center 59, Mass., 1330 Centre St.; E. F. Gregg, mgr.; Tel.: Decatur 2-9810

Philadelphia 20, Pa., 5698 Rising Sun Ave.; J. T. Donahue, mgr.; Tel.: Pilgrim 2-0200

Ridgefield, N. J., 700 Grand Ave.; F. J. McGuinn, mgr.; Tel.: Moresmere 6-8700

S. San Francisco, Calif., 320 Shaw Rd.; J. T. Evans, mgr.; Tel.: Plaza 6-0800

St. Louis 8, Mo., 3700 Forest Park Blvd.; D. A. Gilbert, mgr.; Tel.: Jefferson 5-5269

St. Paul 1, Minn., 367 Grove St.; C. M. Jacobson, mgr.; Tel.: Tower 8511
Products: magnetic tapes, accessories

Johns-Manville . . . pioneer in sound control



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New studios for NBC's radio show, "Monitor," have received complete, modern acoustical treatment by Johns-Manville

Expert technical assistance in modern acoustical methods

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Among the materials developed by Johns-Manville are Transite*, a perforated asbestos-cement facing backed

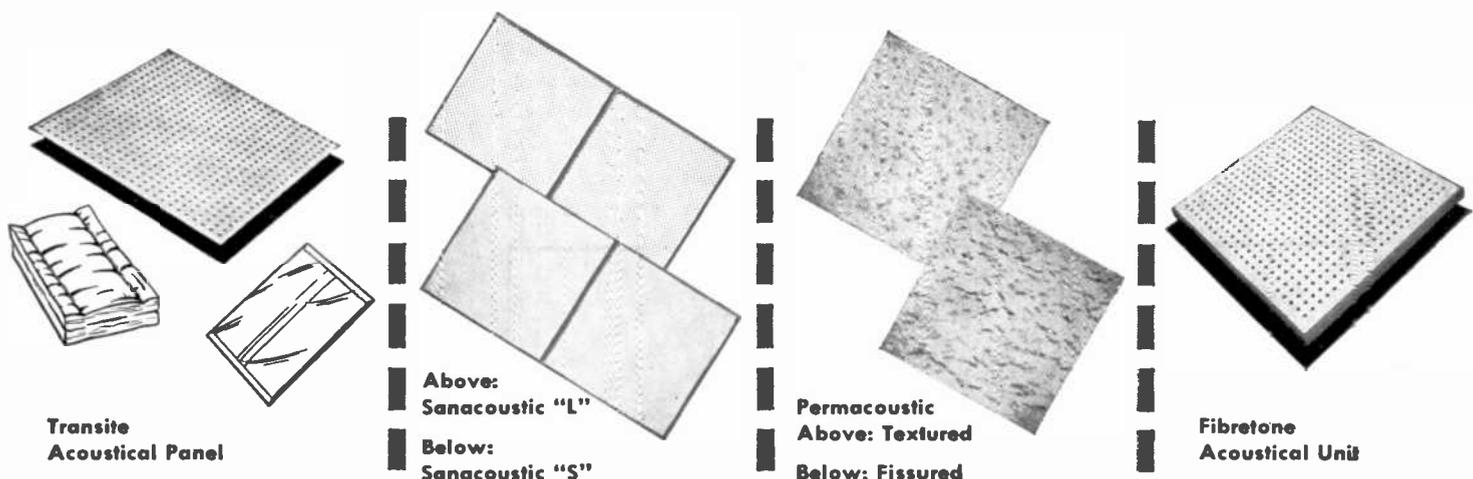
with a sound-absorbing element for commercial installations, or a special sound-absorbing element for use in broadcasting and television studios; Sanacoustic*, a demountable, perforated metal unit backed with a non-combustible sound-absorbing element; Permacoustic*, a textured non-combustible unit that combines unusual beauty with high acoustical efficiency; and Fibretone*, a low-cost drilled fibreboard which is available with a flame-resistant finish.

Johns-Manville acoustical engineers and technical resources are available to help you solve any sound control problem.

For complete information write to Johns-Manville, Box 158, New York 16, N. Y. In Canada, write 565 Lakeshore Road East, Port Credit, Ontario.

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*Reg. U. S. Pat. Off.



Transite Acoustical Panel

Above: Sanacoustic "L"
Below: Sanacoustic "S"

Permacoustic
Above: Textured
Below: Fissured

Fibretone Acoustical Unit



Johns-Manville

Mitchell Camera Corp.
Glendale 4, Calif., 666 W. Harvard St.; J. D. McCall, vp.; Tel.: Chapman 5-1086
Products: professional motion picture cameras and accessories; background projectors, special photographic equipment

Mole-Richardson Co.
Hollywood 38, Calif., 937 N. Sycamore Ave.; W. K. Parker, first vp.-treas.; Tel.: Oldfield 4-3660
Products: photographic lighting equipment, microphone booms, preamplifiers

Moody Machine Products Co. Inc.
Providence 5, R. I., 42 Dudley St.; J. H. Moody, sls. mgr.; Tel.: Gaspee 1-3317
Products: hand tools

Mycalex Corp. of America
Clifton, N. J., 125 Clifton Blvd.; J. H. DuBois, vp. engrg.; Tel.: Prescott 9-8866
Chicago, Ill., 6677 Northwest Hwy.; L. F. Thompson, mgr.; Tel.: Newcastle 1-7062
Los Angeles, Calif., 5657 Wilshire Blvd.; K. V. Tindall, mgr.; Tel.: Webster 8-2169
Minneapolis, Minn., 801 S.E. 8th St.; D. A. Schultz, mgr.; Tel.: Fillmore 7701
Washington, D. C., 1411 Pa. Ave., N.W.; J. Nalls, mgr.; Tel.: Republic 7-7040
Products: glass-bonded mica insulation, components, tube sockets and bases, synthetic mica

N

The NARDA Corp.
Mineola, N. Y., 160 Herricks Rd.; W. A. Bourke, vp.; Tel.: Pioneer 6-4650
Products: microwave, coaxial test equipment, uhf waveguide

Naresco Equipment Corp.
Newton Highlands 61, Mass., 161 Charlemont St.; W. G. Overacker, sls. mgr.; Tel.: Decatur 2-5800
Chicago, Ill., 5143 W. Diversey Ave.; Byron Ellis, reg. sls. mgr.; Tel.: Merrimac 7-8585
Cleveland 3, Ohio, 4205 Chester Ave.; Harry Stone, reg. sls. mgr.; Tel.: Henderson 2-0974
Hillsdale, N. J., 260 Liberty Ave.; David Preis, reg. sls. mgr.; Tel.: Westwood 5-5156
Palo Alto, Calif., P. O. Box 1179; Carl Hermann, reg. sls. mgr.; Tel.: Davenport 3-2793
West Chester, Pa.; Farmers Mech. Bldg.; W. F. Bierds, reg. sls. mgr.; Tel.: 4866
Products: high vacuum equipment and impregnating pumps, gauges, valves, coater, seals, furnaces, dehydrating

National Co. Inc.
Malden 48, Mass., 61 Sherman St.; W. P. Ready, mgr.; Tel.: 2-7950
Products: receivers

National Electric Products Corp.
Pittsburgh 22, Pa., 2 Gateway Center; A. J. Borelli, tv-radio sls. mgr.; Tel.: Grant 1-2852
Products: masting, mounting accessories

National Union Electric Corp.
Orange, N. J., 350 Scotland Rd.; G. G. Schneider, vp.; Tel.: Orange 2-6600
Chicago, P. O. Box 1116; F. W. Timmons, mgr.; Tel.: Spaulding 2-7661
New York, P. O. Box 1358; A. F. Hellert, mgr.
San Francisco, 373 Robertson; S. L. Spraggins, mgr.; Tel.: Crestview 5-1544
Products: cathode ray tubes, special purpose tubes; receiving tubes

Nems-Clarke Inc.
Silver Spring, Md., 919 Jesup-Blair Drive; K. B. Redding, sls. dept.; Tel.: Juniper 5-8300
Products: rebroadcast receiver, jack panel, patch cords and looping plugs

Neumade Products Corp.
New York 19, N. Y., 250 W. 57th St.; L. E. Jones, sls. mgr.; Tel.: Judson 6-5810
Products: filing, shipping, editing film equipment

O

Otto K. Oelsen Co.
Hollywood 28, Calif., 1534 Cahuenga Blvd.; Walter C. Smith, gen. sls. mgr.; Tel.: Hollywood 5-5194
Products: lighting equipment, dimmer boards

ORR Radio Industries Inc.
Opelika, Ala., Shamrock Circle; Nat Welch, vp.; Tel.: Sherwood 5-4621
Riverside, Ill., 328 E. Burlington St.; J. J. McBride, Midwest mgr.; Tel.: Riverside 7-8131
Los Angeles, Calif., 4217 W. Jefferson Blvd.; Claude Erlanger, western mgr.; Tel.: Republic 1-2238
Manhasset, L. I., N. Y., 1 Park Ave.; Preston Mack, eastern mgr.; Tel.: Mahasset 7-0225
Products: magnetic tape

Oxford Electric Corp.
Chicago 15, 3911 S. Michigan Ave.; Hugo Sundberg, mgr.; Tel.: Atlantic 5-6161
Products: loud speakers, transformers, panel lamps

P

Pacific Transducer Corp.
Los Angeles 64, Calif., 11836 West Pico Blvd.; R. S. Clarke, pres.; Tel.: Granite 8-1134
Products: audio sweep frequency generators, transcriptions, test records, wide range reproducers, playback styli, tone arms, equalizers, audio transformers, needle force gauges

Packard-Bell Co.
Los Angeles 64, Calif., 12333 W. Olympic Blvd.; K. R. Johnson, vp. sls.; Tel.: Granite 7-6721
Products: receivers

Pailard Products Inc.
New York 13, N. Y., 100 Sixth Ave.; Vlado Wolf, Bolex sls. mgr.; Tel.: Canal 6-8420
Products: lenses, movie cameras

Panoramic Radio Products Inc.
Mount Vernon, N. Y., 10 S. Second Ave.; B. Schlessel, vp.; Tel.: 4-3970
Products: panoramic spectrum analyzer

The Pentron Corp.
Chicago 24, Ill., 777 S. Tripp Ave.; Irving Rossman, pres.; Tel.: Sacramento 2-3201
Products: recorders

Perkin-Elmer Corp.
Norwalk, Conn.
Products: optical and electronic instrument research and development

Permoflux Corp.
Chicago 39, Ill., 4900 W. Grand Ave.; R. S. Fenton, vp. sls.; Tel.: Berkshire 7-3200
Products: speakers, speaker output transformers

Phalo Plastics Corp.
Worcester 8, Mass., 25 Foster St.; A. N. Averill, vp.; Tel.: Pleasant 5-8658
Products: thermoplastic insulated wires, cables, cordsets, harness assemblies, plugs

Philo Corp., Government & Industrial Div.
Philadelphia 44, 4700 Wissahickon Ave.; Fred F. Bartlett, best. sls. mgr.; Tel.: Tennessee 9-4000
Chicago 11, Ill., 666 Lake Shore Dr.; R. A. McDonald, mgr.; Tel.: Whitehall 4-5750
Dallas 1, Tex., 201 Southland Life Bldg.; J. J. Johnston, mgr.; Tel.: Prospect 8657
Dayton 2, Ohio, Talbott Bldg.; Lewis Kendall, mgr.; Tel.: Michigan 6578
Los Angeles 25, Calif., 10589 Santa Monica Blvd.; M. A. Williams, mgr.; Tel.: Arizona 8-4248
San Francisco 4, Calif., 1355 Market St.; L. J. Boss, mgr.; Tel.: Sutter 1-6262
Washington 6, D. C., 744 Jackson Pl., N.W.; C. M. Volkland, mgr.; Tel.: Executive 3-1500
Products: film, slide equipment (color and monochrome), microwave equipment for remote pickup and still, color test and monitoring equipment, hermetically sealed transistors, low power transmitters

Pioneer Scientific Corp.
Great Neck, L. I., N. Y., 161 Great Neck Rd.; George Hinman, mgr.; Tel.: Hunter 2-7100
Products: polaroid filters

Polarad Electronics Corp.
Long Island City 1, N. Y., 43-20 34th St.; A. A. Goldberg, contract relations mgr.; Tel.: Exter 2-4500
Products: color sync generators, frequency dividers, monitors, color slide scanners, power supply units, amplifiers, picture and signal generating equipment, monitoring equipment, power supplies, portable cabinets, distribution amplifier, radio call system transmitter, and receiver

Precision Apparatus Co. Inc.
Glendale 27, N. Y., 70-31 84th St.; J. M. Kirshbaum, vp.-sls. mgr.; Tel.: Davenport 6-3982
Products: volt-ohm-milliameters, test equipment, tube testers, single generators, oscilloscopes, probes

Presto Recording Corp.
Paramus, N. J., P. O. Box 500; W. W. Jablon, sls. mgr.; Tel.: Diamond 3-5700
Chicago, Ill., 308 N. Scoville Ave. (Oakpark, Ill.); W. F. Marsh; Tel.: Euclid 6-1782
Clayton, Mo., 139 N. Central Ave.; L. W. Maynard; Tel.: Delmar 3723
Cleveland, Ohio, 1836 Euclid Ave.; E. Scott; Tel.: Main 1-1286
Dallas, Texas, 505 N. Ervay St.; J. E. Smith; Tel.: Randolph 2966
Kenmore, N. Y., 116 Eisenamm Ave.; C. J. McTaggart
Lawrence, Mass., 115 Garden St.; M. J. Limanni; Tel.: Lawrence 2-8638

Los Angeles, Calif., 2331 W. Washington Blvd.; Lee Owens; Republic 0203
Manlius, N. Y., 117 Lafayette St.; W. M. Fergusson
New York 7, N. Y., 25 Warren St., Export Dept.; N. Simon; Tel.: Barclay 7-5513
New York 17, N. Y., 7 East 48th St.; T. L. Aye; Tel.: Eldorado 5-6021
Salt Lake City, Utah, 200 S. Main St.; Frank Gates; Tel.: 2-1101
San Francisco, Calif., 312 Seventh St.; W. J. Purdy; Tel.: Underhill 4321
Seattle, Wash., 2601 First Ave.; Lloyd Marsh; Tel.: Main 8762
Silver Spring, Md., 9413 Georgia Ave.; M. Taylor; Tel.: Juniper 9-4002
Toronto, Ont., Can., 42 Lombard St.; Ed. Piggott; Tel.: Empire 3-7632
Products: tape & disc recorders, turntables

Prodelin Inc.
Kearny, N. J., 307 Bergen Ave.; R. G. Maddox, vp. sls. service; Tel.: 2-8600
Washington 5, D. C., Southern Bldg.; G. A. Chadwick Jr., mgr.; Tel.: Executive 3-5360
Products: communication equipment; aviation, marine, microwave, railroad, radar systems, other types, vhf, uhf waveguide, antenna, transmission line, associated system components, all types serviced; aluminum towers for antenna

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

Product Mfg. Co.
Anderson, Ind., 714 E. 27th St.; W. P. Thompson, gen. mgr.; Tel.: 2-4467
Products: uhf-vhf antenna—both uhf-vhf all-cannel rhombics

Pro-Tex Reel Band Co.
Cleveland 14, Ohio, Film Bldg.; T. S. Kulka, proprietor; Tel.: Prospect 1-6574
Products: non-magnetic clips for tape reels, plastic film reel bands for motion picture film reels

Pyroferic Co. Inc.
New York 67, N. Y., 621 E. 216 St.; E. B. Winett, sls. mgr.; Tel.: Olinville 4-3930
Products: powered iron cores

R

Radex Corp.
Chicago 14, Ill., 2076 Elston Ave.; R. R. Cook, pres.; Tel.: Armitage 6-6900
Products: impedance matching bridge, audio oscillator, electrostatic filters

Radio Corp. of America
Camden 2, N. J., Front & Cooper Sts.; E. C. Tracy, sls. mgr., best. mrktg. dept. Tel.: Woodlawn 3-8000
Atlanta 3, Ga., Forsyth Bldg.; Tel.: Lamar 7703
Boston 16, Mass., John Hancock Bldg.; Tel.: Hubbard 2-1700
Chicago 54, Ill., 1186 Merchandise Mart Plaza; Tel.: Delaware 7-0700
Cleveland 15, Ohio, Keith Bldg.; Tel.: Cherry 1-3450
Dallas 1, Tex., 1907-11 McKinney Ave.; Tel.: Riverside 1371
Hollywood 28, Calif., 1560 N. Vine St.; Tel.: Hollywood 9-2154
Kansas City 6, Mo., Dierks Bldg.; Tel.: Harrison 6480
New York 20, N. Y., 36 W. 49th St.; Tel.: Judson 6-3800
San Francisco 2, Calif., 420 Taylor St.; Tel.: Ordway 3-8027
Seattle 4, Wash., 2250 First Ave., S.; Tel.: Main 8350
Products: color equipment, uhf and vhf transmitters; audio and monitoring equipment; test equipment. Mobile equipment, cameras, control room equipment, distribution amplifiers. Antenna systems, transmission line equipment, tower lighting equipment, accessories. Microwave equipment

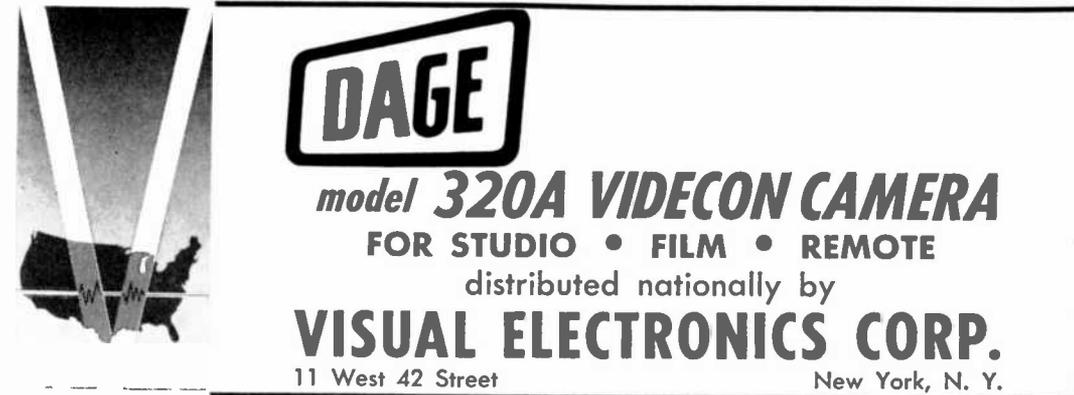
RCA Victor Co. Ltd.
Montreal 30, Que., Can., 1050 Lacasse St.; H. B. Seabrook, mgr.; Tel.: Wellington 7551
Calgary, Alta., Can., 42d Ave.; D. Lloyd, mgr.; Tel.: 44-2766
Vancouver, B. C., Can., Rupert at Grandview Hwy.; R. A. Marsh, mgr.; Tel.: DE 6800
Toronto, Ont., Can., 1450 Castlefield Ave.; K. G. Chisholm, mgr.; Tel.: Roger 6-7311
Halifax, N. S., Can., 49-51 Commission St.; R. Henderson, mgr.; Tel.: 5-7247
Products: transmitters, antennas, video studio and audio equipment accessories

Radio Electronic Supply Co.
Grand Rapids 3, Mich., 505 Jefferson Ave., S.E.; Norman MacPhail, mgr.; Tel.: 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 37th St.; F. A. Gunther, vp.; Tel.: Stillwell 6-2100
Products: studio transmitter links for aural programming

Radio Music Corp.
Port Chester, N. Y., 84 S. Water St.; G. Giovannucci; Tel.: Jefferson 1-8620
Products: transcription reproducers, turntables

The Radion Corp.
Chicago 14, Ill., 1130 W. Wisconsin Ave.; Dan O'Connell, sls. mgr.; Tel.: Mohawk 4-4617
Products: indoor antenna, lightning arrestors, field strength meters



DAGE
model 320A VIDECON CAMERA
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FIRST

in **LOW POWER TV PACKAGES**

FIRST 24 HOUR LOW POWER TV STATION
KSHO, LAS VEGAS

**THEY DON'T GAMBLE
IN LAS VEGAS...**

KSHO-TV broadcasts 24 hours a day with **KAY LAB** complete Low Power Television Package. One technical operator per shift controls all camera, video, audio, and transmitter equipment. **KAY LAB's** one operator console includes all audio and video switching and full remote control of film and slide projectors. Using a 150 watt transmitter, a 400 foot antenna feed, and a 4 gain antenna, **KSHO-TV** radiates approximately 450 watts. Excellent coverage is provided over a 15 mile radius.

The key to low power television broadcasting is low initial cost and minimum operating cost. **KAY LAB** features completely remote controlled, one operator installations. **KAY LAB** manufactures a complete line of extremely versatile film chains, studio cameras, and field equipment for the television broadcaster. Utilizing high performance circuitry combined with rugged durability and the low-cost-per-hour vidicon pickup tube, this equipment is unsurpassed for operating ease and economy.

Complete television packages are available, including film chains cameras, sync generators, switching accessories, line monitors and a wide range of transmitters, and antenna combinations. These packages are complete with audio, lighting, and film handling equipment on a "turn-key" basis with complete installation supervision by factory engineers.

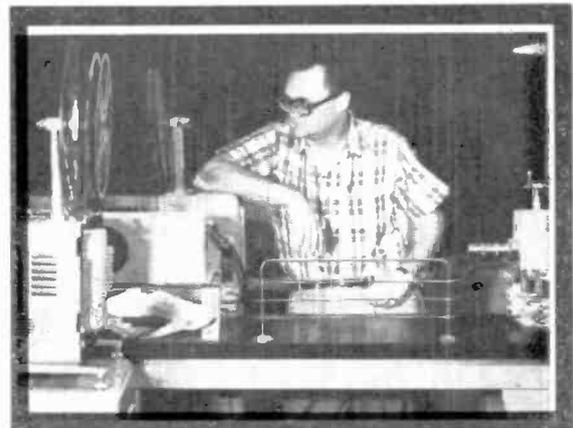
KAY LAB's pay as you profit lease plan is ideally suited to the requirements of the small market operator.

KAY LAB's proven experience in pioneering the first low power installations is your guarantee of satisfaction.

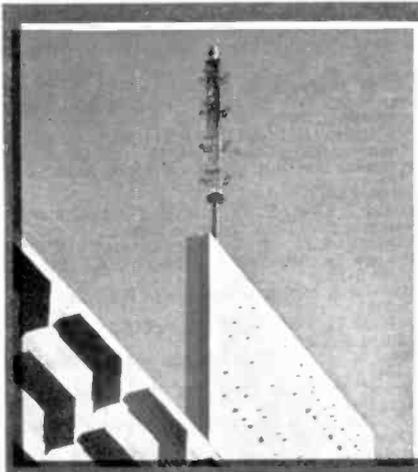
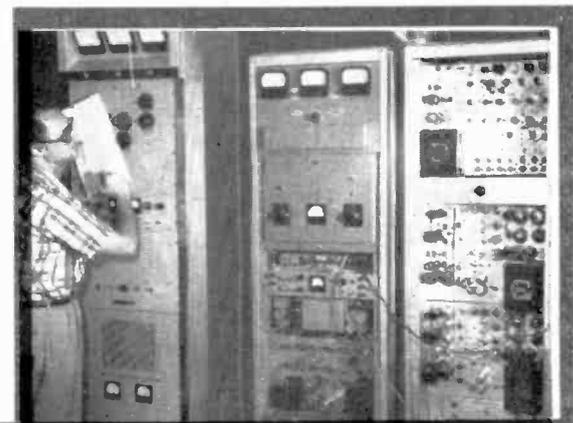
RACK MOUNTED TRANSMITTER-VIDEO UNITS



REMOTE CONTROLLED LIVE CAMERA



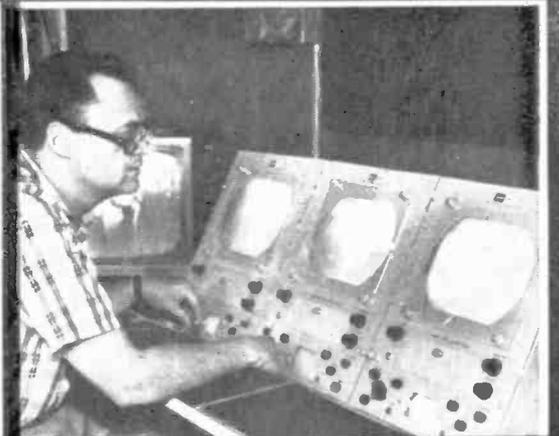
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ONE OPERATOR AUDIO-VIDEO CONTROL



VIDEO LINE MONITORS

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Rangertone Inc.
Newark 4, N. J., 73 Winthrop St.; R. H. Ranger, pres.; Tel.: Humboldt 5-2550
Products: magnetic tape recorders

Rauland Corp.
Chicago 41, Ill., 4245 N. Knox Ave.; H. Wunderlich; Tel.: Mulberry 5-5000
Products: picture tubes

Raytheon Mfg. Co., Equipment Marketing Dept.
Waltham 54, Mass., 100 River St.; A. E. Keleher Jr., mgr.; Tel.: Twinbrook 3-5860, ext. 639
Atlanta 3, Ga., 2320 Tanglewood Circle; R. W. Mackay; Tel.: Melrose 4-7577
Baltimore 30, Md., 1435 Key Hwy.; E. F. Keesler; Tel.: Saratoga 7-7973
Chicago 34, Ill., 7107 W. Addison St.; J. C. Profita; Tel.: Mulberry 5-6575
Cleveland 11, Ohio, 3076 W. 117th St.; H. L. Herndon; Tel.: Winton 1-7005
Kansas City 17, Kan., Box 191; W. J. Monroe; Tel.: Cypress 9-3900
New Orleans 15, La., 4032 Thalia St.; E. J. Rome; Tel.: Canal 7611
New York 17, N. Y., 589 Fifth Ave.; D. B. Whittemore; Tel.: Plaza 9-3900
Seattle 99, Wash., Fisherman's Terminal; H. H. Ganson Jr.; Tel.: Alder 4895
Wilmington, Calif., 114 W. B St.; J. L. Lovett; Tel.: Terminal 4-8575
Products: microwave accessory equipment and relay systems

Raytronic Labs. Inc.
Cincinnati 15, 9701 Reading Rd.; L. A. Razette, vp.; Tel.: Valley 8500
Products: cathode beam (kinescope analyzer), aging unit (emission checker and aging unit for cathode ray tubes)

Ready-Eddy
Sandy Hook, Conn., Walnut Tree Hill; Henry Roger, own.; Tel.: Garden 6-2466
Products: motion picture, optical-electric, engineering, special devices, electric timers, camera drivers, remote controls, projection equipment, scientific features, sound film computers, film editing

Recoton Corp.
Long Island City 4, N. Y., 52-35 Barnett Ave.; S. J. Karns, vp.; Tel.: Defender 5-3344
Products: phonograph needles, recording styli, recording arms and tape, magnetic cartridges

Reeves Soundcraft Corp.
New York 22, N. Y., 10 E. 52d St.; William H. Deacy, vp.; Tel.: Plaza 9-2644
Los Angeles, Calif., 388 N. La Brea; Bruce MacPherson, mgr.; Tel.: Webster 8-6181
Products: magna-stripe equipment; magna-stripe service tape and discs

Rek-O-Kut Co.
Long Island City 1, N. Y., 38-01 Queens Blvd.; George Silber, s. mgr.; Tel.: Stillwell 4-7062
Products: transcription turntables, console

Rissi Electronic Supply Co.
Detroit 1, Mich., 14405 Wyoming; V. A. Wilton, mgr.; Tel.: Texas 4-8420
Grand Rapids, Mich., 505 Jefferson, S.E.; N. MacPhail, mgr.; Tel.: Glendale 9-4611
Products: magnecorders, camera & power tubes, recording discs, tape

Rolab Studios, Rolab Photo-Science Labs.
Sandy Hook, Conn., Walnut Tree Hill; H. Rogers, own.; Tel.: Garden 6-2466
Products: camera timer for time-lapse cinematography, beam splitter observation eyepiece, special optical-electrical devices, remote controls, special macro-projectors, engineering, consulting, microscopic motion pictures, sound film computer

Rome Cable Corp.
Rome, N. Y., P. O. Box 71; F. S. Marks, s. mgr.; Tel.: 3000
Products: electrical wires and cables; mast tubing

The Rust Industrial Co. Inc.
Manchester, N. H., 130 Silver St.; Donald G. Inman, b. s. mgr.; Tel.: National 3-3596
Products: studio lighting control panel

Rutherford Electronics Co.
Culver City, Calif., 3707 S. Robertson Blvd.; C. E. Rutherford, mgr.; Tel.: Texas 0-4362
Products: electronic test equipment

RYB Inc.
Beverly Hills, Calif., 251 S. Robertson Blvd.; Eddie Yuhl, mgr.; Tel.: Bradshaw 2-1983
New York, c/o Visual Transcriptions Inc., 49 W. 19th St.; Tel.: CH 2-8218
Products: wireless mike; high fidelity speaker systems; condenser microphones and direct drive amplifiers; RF-cue system

Ryder Sound Services Inc.
Los Angeles 38, Calif., 1161 N. Vine St.; P. E. Bri-gandi, gen. mgr.; Tel.: Hollywood 9-3511
Products: film-magnetic stripe

S

Scenic Backgrounds Inc.
Los Angeles 4, 662 N. Heliotop Dr.; Allen F. Buckley, pres.; Tel.: Normandy 2-1128
Products: scenic backgrounds

Paul Schafer Custom Engineering
Burbank, Calif., 235 S. 3rd St.; Paul C. Schafer, own.; Tel.: Thornwall 5-3561
Products: remote control systems applicable for remotely controlling and telemetering transmitter via telephone lines

Schumaker Construction Inc.
Michigan City, Ind., E. Mich. St. and Warnke Rd.; K. F. Schumaker, pres.; Tel.: 3-3218
Products: tower erection

Hermon Hosmer Scott Inc.
Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, mgr.; Tel.: Kirkland 7-0646
Philadelphia 19, 7135 Germantown Ave.; H. Ester-son, mgr.; Tel.: Wissahickon 7-1816
Pittsburgh 16, P. O. Box 8046; E. Tydings, mgr.; Tel.: Fieldbrook 1-5100
Products: audio amplifiers

Self Winding Clock Co. Inc.
Brooklyn 5, N. Y., 205 Willoughby Ave.; H. S. Wellman, asst. s. mgr.; Tel.: Main 2-6300
Products: continuous operating clocks

Servo Corp. of America
New Hyde Park, N. Y., 20-20 Jericho Turnpike; E. Andreassen, com. s. admin.; Tel.: Field-stone 7-2810
Products: vhf audio monitoring receiver

Setchell-Carlson Inc.
St. Paul 12, Minn., New Brighton; H. E. Tyler, gen. mgr.; Tel.: Melrose 3-3131
Products: monitors

Shallcross Mfg. Co.
Collingdale, Pa., Jackson & Pusey Aves.; John S. Shallcross, pres.; Tel.: Farragut 9-5100
Products: kilovoltmeter multiplier for measuring high voltage delay lines; resistors

Shure Brothers Inc.
Evanston, Ill., 222 Hartrey Ave.; Robert Zollars, mfg. s. mgr.; Tel.: Davis 8-9000
Products: microphones

Sierra Electronic Corp.
San Carlos, Calif., 1050 Brittan Ave.; C. A. Walter Jr., s. mgr.; Tel.: Lytell 1-0711
Chicago, Ill., 4949 W. Diversey; L. F. Green, mgr.; Tel.: National 2-2370
Dallas, Tex., P. O. Box 7084; Earl Lipscomb, mgr.; Tel.: Elmhurst 5345
Denver, Colo., 446 Broadway; R. Bowen, mgr.; Tel.: Sherman 4-2501
Detroit, Mich., 15310 W. McNichols Rd.; S. Sterling, mgr.; Tel.: Broadway 3-9200
Ft. Myers, Fla., P. O. Box 466; Arthur Lynch, mgr.; Tel.: Edison 4-4431
High Point, N. C., Security Bank Bldg.; John Bivins, mgr.; Tel.: 3672
Los Angeles, Calif., 7422 Melrose Ave.; Norm Neely, mgr.; Tel.: Webster 3-9201
New York, N. Y., 103 Lafayette St.; Roland Reisle-y, mgr.; Tel.: Digby 9-1240
St. Louis, Mo., 5506 S. Kingshighway; Harold Harris, mgr.; Tel.: Flanders 1-5584
San Francisco, Calif., 301 Clay St.; O. C. Hansen, mgr.; Tel.: Exbrook 2-5112
Seattle 99, Wash., 120 W. Thomas; Ron Merritt, mgr.; Tel.: Garfield 6644
Toronto, Ont., Can., 50 Wingold Ave.; S. L. Jani-kun, mgr.; Tel.: Russell 1-6174
Products: monitors, directional couplers

Mark Simpson Mfg. Co. Inc.
Long Island City 3, N. Y., 32-28 49th St.; Mrs. Miryam Simpson, vp.; Tel.: Yellowstone 2-3400
Products: automatic all-channel and tunable vhf boosters

Skylite Tower Co.
Chicago 29, Ill., 2436 W. 59th St.; W. E. Smith, gen. mgr.; Tel.: Walbrook 5-1288
Products: towers

Small Motors Inc.
Chicago 14, Ill., 2076 Elston Ave.; R. R. Cook, pres.; Tel.: Armitage 6-6900
Products: motors, blowers

Rawdon Smith Associates Inc.
Washington 7, D. C., 2217 M St., N.W.; F. R. Smith, mgr.; Tel.: District 7-1970
Products: tape duplication equipment

Sonic Recording Products Inc.
Freeport, N. Y., 58 Mill Rd.; A. Snyder, s. mgr.; Tel.: 8-3610
Products: recording discs

Sonocraft Corp.
New York 36, 115 W. 45th St.; H. H. Oppenheimer, mgr.; Tel.: Judson 2-1750
Products: sound and recording equipment

S.O.S. Cinema Supply Corp.
New York 19, N. Y., 602 W. 52d St.; Dom J. Capano, vp.; Tel.: Plaza 7-0440
Hollywood 28, Calif., 6331 Hollywood Blvd.; Alan C. Macauley, western rep.; Tel.: Hollywood 7-9202
Products: animation stands, boom, microphones, camera pods, film edge numbering machines, film editing equipment, film lab equipment, film printers, processors, lighting equipment, motors, cameras, readers, sound, film, syn-chronizers, film, fitters, film fitting machines, hot press

Sound Apparatus Co.
Stirling, N. J., Main & Morris Sts.; E. T. Rice, s. mgr.; Tel.: Millington 7-0600
Products: graphic sound recorders, tools

South Bend Lathe Works
South Bend 22, Ind., 425 E. Madison St.; N. D. Jackson, adv. dept.; Tel.: 2-3311
Products: lathes, drill presses, bench shapers, tool grinders, accessories

South River Metal Products Co. Inc.
South River, N. J., 377-79 Turnpike; M. L. Roth, s. mgr.; Tel.: 6-5252
Products: antenna mounting accessories, mag-nesium ladders, steel and aluminum guy wire, hardware, stampings for chassis, mast tubing, ground rods, grounding wire and clamps

Stainless Inc.
North Wales, Pa., 3rd St. & Montgomery Ave.; H. J. Guzewicz, vp. & s. mgr.; Tel.: 4871
Products: towers

Stancil-Hoffman Corp.
Hollywood 38, Calif., 921 N. Highland Ave.; W. V. Stancil, pres.; Tel.: Hollywood 4-7461
Products: double system magnetic recording equipment, magnetic leads and fractional horsepower motors for sync and interlock

Standard Electronics Corp.
Newark 5, N. J., 285 Emmet St.; W. H. Zillger, vp.; Tel.: Bigelow 3-5540
Atlanta, Ga., 478 Overlook Dr. N.W.; S. P. Jenkins, mgr. s. rep.; Tel.: Atwood 0710
Dallas, Tex., 1027 Levee St.; Mort Zimmerman, mgr.; Tel.: Raymond 4008
Los Angeles 36, Calif., 432 S. Curson Ave.; L. E. Pett, mgr. s. mgr.; Tel.: Webster 1-4382
Preemption, Ill.; R. C. Hutchens, mgr.; Tel.: 42
Washington 6, D. C., 1026 17th St., N.W.; James T. Campbell, mgr. s. engr.; Tel.: Republic 7-2246
Products: transmitters, studio control equip-ment, cameras, sync generators, dummy leads, audio and video switching gear, amplifiers

Stephens Mfg. Corp.
Culver City, Calif., 8538 Warner Dr.; Bernard Cirlin, mgr.; Tel.: Texas 0-3775
Products: loudspeakers, microphones, amplifiers, transmitters

Stromberg-Carlson Co.
Rochester 3, N. Y., 100 Carlson Rd.; C. J. Hunt, vp. radio-tv; Tel.: Culver 0260
Products: receivers

Studio Television Products Sales Corp.
New York 36, N. Y., 11 W. 42nd St.; J. W. Newton, s. mgr.; Tel.: Oxford 5-2199
Products: pneumatic camera, crank and clamp operated dollies, dolly bases, tripods, mike booms, turntables, swivel viewfinder hood, camera equipment, microphone shock mounts, test pattern stands

Swager Tower Co.
Angola, Ind., Box 203; W. E. Swager, own.; Tel.: 8167 L
Products: antenna towers

Sylvania Electric Products Inc.
New York 19, 1740 Broadway; W. O. Spink, mgr., equip. s. mgr.; Tel.: Judson 6-2424
Chicago, 2001 N. Cornell Ave. (Melrose Park, Ill.); L. A. Wheelock, central reg. s. mgr.; Tel.: Esterbrook 9-2525
Cincinnati 41, 411 Oak St.; J. T. Mallen, mgr.; Tel.: Cincinnati 548
Los Angeles, 2936 E. 46th St.; F. E. Gilbert, western reg. s. mgr.; Tel.: Logan 5-8121
Teterboro, N. J., 1000 Huyler St.; L. S. Raynor, eastern reg. mgr.; Tel.: Chickering 4-8820
Products: receiving, picture tubes, crystal diodes, transistors, sockets, connectors, plugs, tungsten, parts, chemicals, test equipment

T

Tarc Electronics Inc.
Westbury, L. I., N. Y., 48 Urban Ave.; Ted Cook, s. mgr.; Tel.: Edgewood 4-3900
Products: color and monochrome broadcast test equipment, amplifiers, power supplies, color monitor, encoder, sync generator, studio switcher, decoder

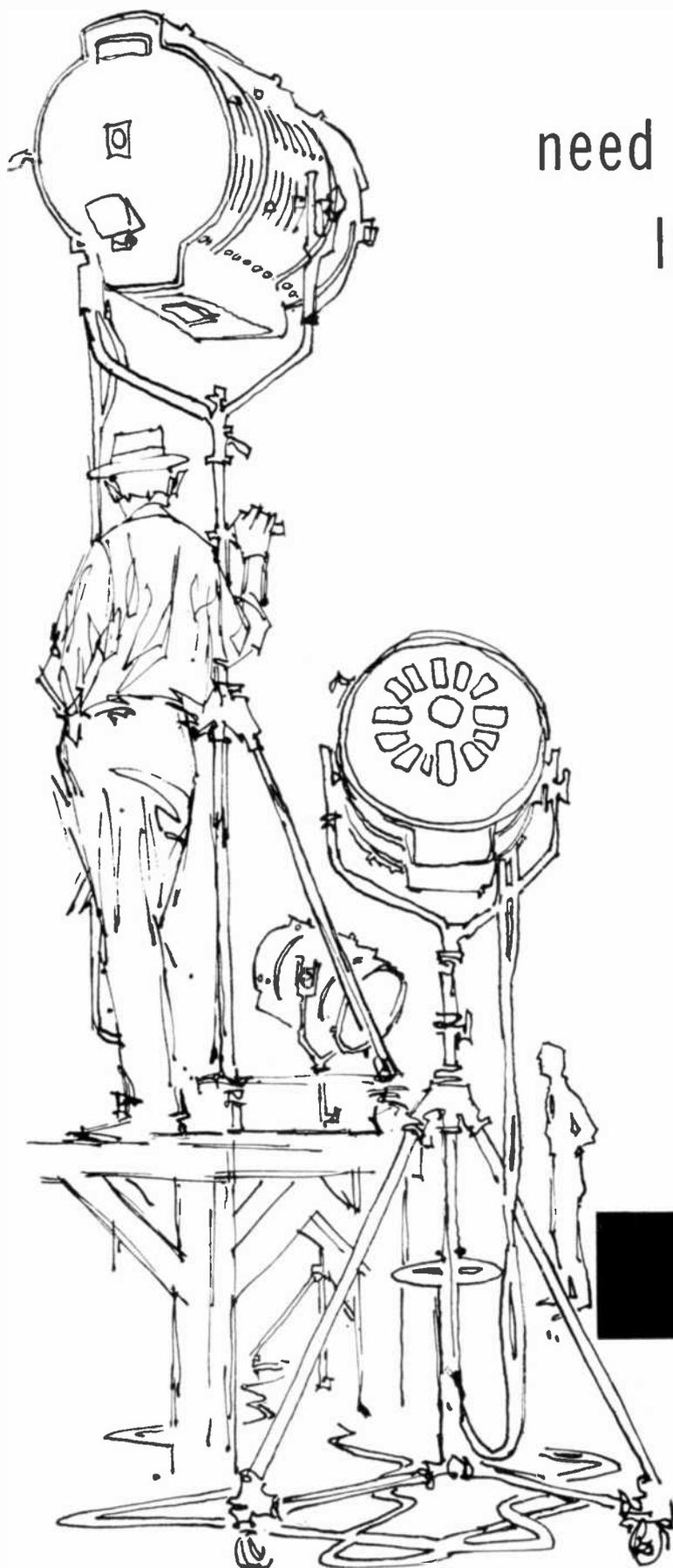
Sarkes Tarzian Inc., Broadcast Equipment Div.
Bloomington, Ind., East Hillside Dr.; Biagio Presti, s. mgr.; Tel.: 7251
Products: uhf transmitters, vidicon film chain and studio equipment, sync generators, film projectors, automatic slide projectors, moni-tors, switching systems, audio control, racks, distribution amps, microwave stl trp, power supplies

Technical Appliance Corp.
Sherburne, N. Y., 1 Taco St.; K. H. Lippitt, vp.; Tel.: Sherburne 7-2211
Products: antennas and allied accessories

Technicraft Labs. Inc.
Thomaston, Conn., Waterbury-Thomas Rd.; G. R. Houk, s. mgr.; Tel.: Atlas 3-4315
Products: waveguides, microwave test compo-nents

Technology Instrument Corp.
Acton, Mass., 531 Main St.; H. L. Gray, mgr.; Tel.: Colonial 3-7711
North Hollywood, Calif., 11020 Sherman Way; J. M. Looney; Tel.: Poplar 5-8620
Products: vacuum tube voltmeters, rf oscillators

Tektronix, Inc.
Portland 7, Ore., P. O. Box 831; W. K. Dallas, field engr. mgr.; Tel.: Cypress 2-2611
Albuquerque, N. M., 127C Jefferson St.; Tel.: 6-1279
Baltimore 14, Md., 8118 Harford Rd.; Tel.: North-field 5-2800
Bronxville 8, N. Y., 49 Pondfield Rd.; Tel.: Deerfield 7-3771
Cleveland 11, Ohio, 3353 Edgecliff Ter.; Tel.: Clear-water 2-2121
Dayton 3, Ohio, 3898 Linden Ave.; Tel.: Lincoln 1774
Elmwood Park 35, Ill., 7514 W. North Ave.; Tel.: Gladstone 6-7930
Menlo Park, Calif., 1436 El Camino Real; Tel.: Davenport 2-5590
Newtonville 60, Mass., 18 Austin St.; Tel. Lasell 7-2212
Philadelphia 50, Pa., 7709 Ogontz Ave.; Tel.: Waverly 4-5678
Phoenix, Ariz., 2415 E. McDowell Rd.; Tel.: Bridge 5-9762
Syracuse 10, N. Y., 313 Nottingham Rd.; Tel.: 72-3339
West Los Angeles 25, Calif., 12434 Santa Monica Blvd.; Tel.: Granite 3-1105
Products: oscilloscope and waveform monitor



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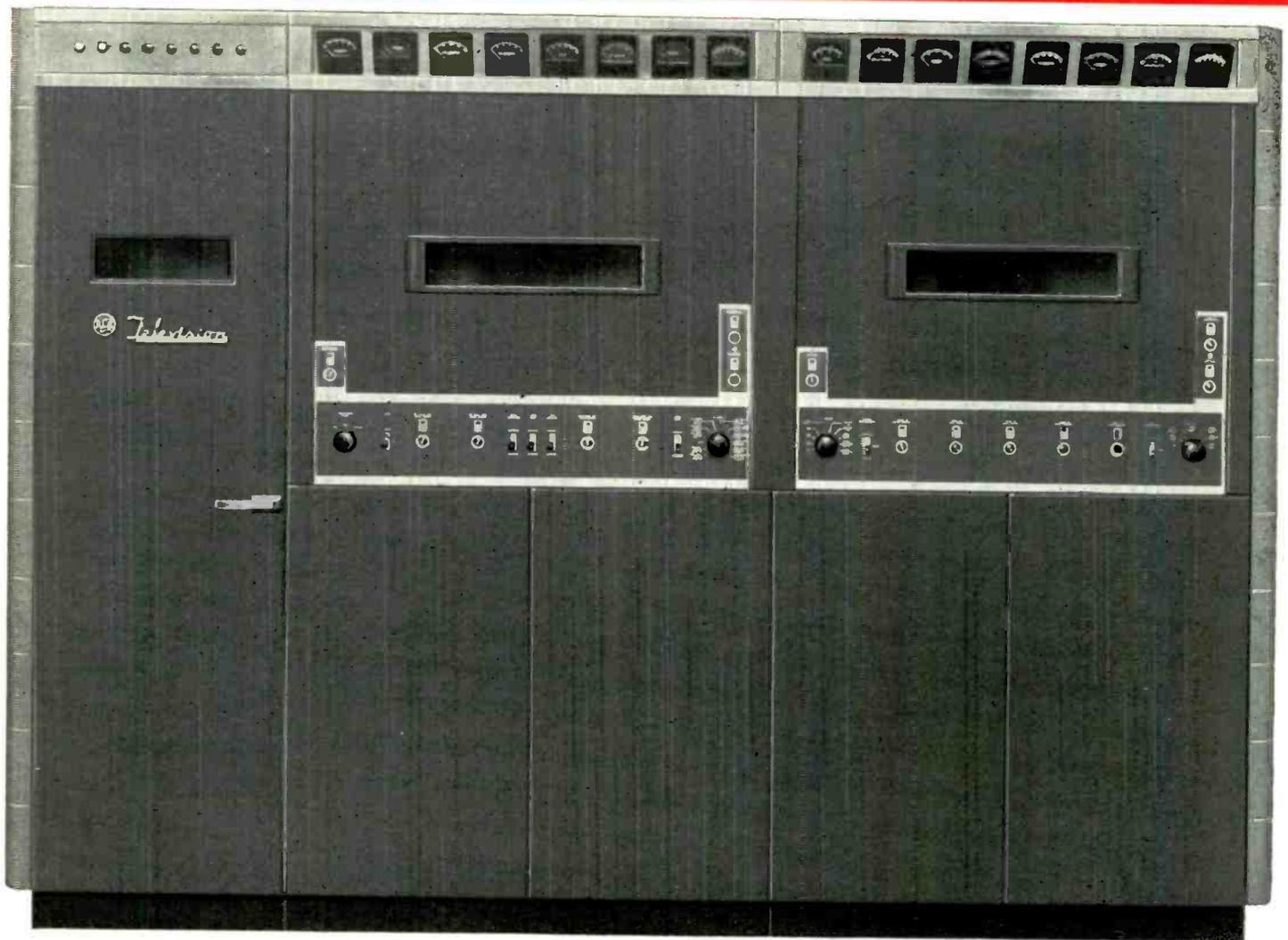
JACK A. FROST

Department TY

234 Piquette Ave., Detroit 2, Michigan

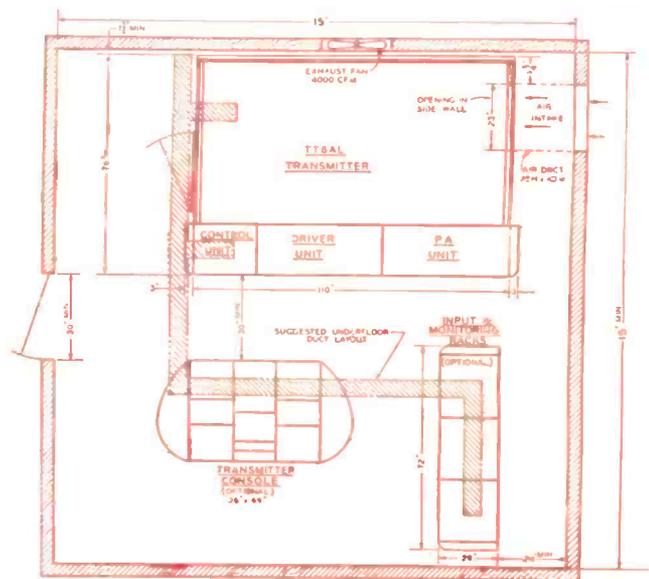
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Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.



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VHF transmitter!

*featuring unusual compactness and economy
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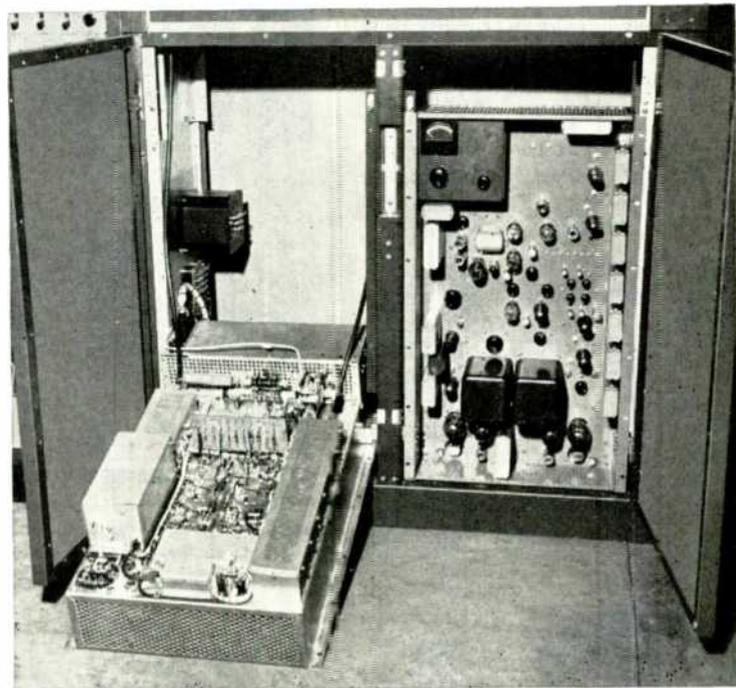
Newest and most advanced in the RCA line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

- ★ **Most Compact Floor Plan Ever Achieved**—Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.
- ★ **Design Reflects Color Experience**—Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.
- ★ **Excellent Accessibility**—Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. "Tilt-out" construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.
- ★ **Economical and Reliable Operation**—Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.
- ★ **Simple Power Increase**—The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.
- ★ **Thermostatically Controlled Heaters for Rectifier Tubes**—Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

plus... many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005). In Canada, write RCA VICTOR Company Limited, Montreal.



Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and "tilt-out" chassis design. An optional spare exciter unit can be rack-mounted for added "on-air" assurance.

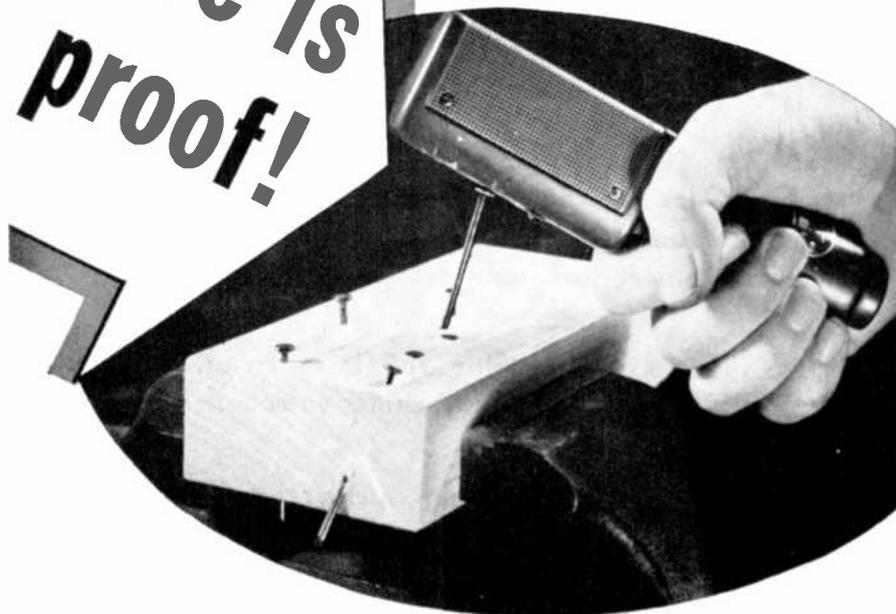


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SHURE Concert-Line
Model "333" Microphone



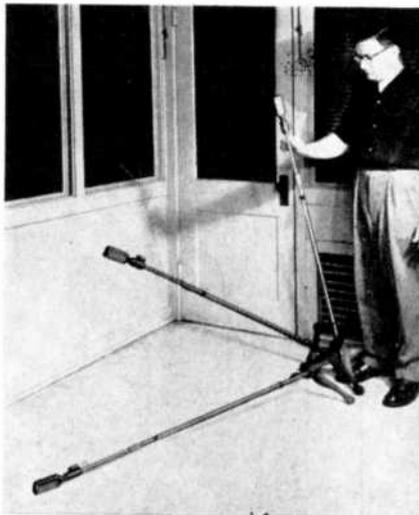
THE HAMMER TEST!

With the Model "333" used as hammer, seven nails were driven into a 2" x 4" hardwood block—without affecting the performance of this rugged microphone.

Here's proof that the Shure "333" can take punishment. This compact, beautifully designed, unidirectional microphone will take the most severe abuse that can be encountered in broadcasting operations—and still operate perfectly.

There has been no compromise with the highest quality standards of Broadcasting and TV studios to bring you this amazing ruggedness.

The Model "333" has a smooth, peak-free response—production uniformity guaranteed to plus or minus 2½ db—from 30 to 15,000 c.p.s. The patented Shure "Uniphase" acoustic system and the ultra-cardioid polar pattern result in a 73% reduction in random noise energy pickup—important features for both remote and studio use.



AN EVEN MORE DESTRUCTIVE TEST!

The identical microphone, mounted on a floor stand, was crashed onto the bare floor. This was done six times—still no noticeable change in the performance of the "333"!



The Mark of Quality

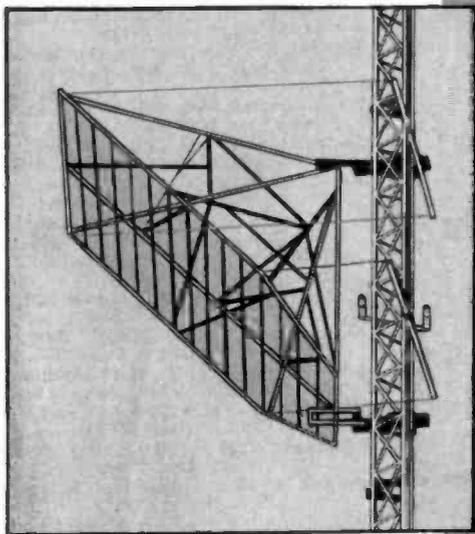
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TV EQUIPMENT

- Telechrome Inc.**
Amityville, N. Y., 28 Ranick Dr.; H. C. Riker, vp. & sls. mgr.; Tel.: 4-4446
Products: complete equipment for generating color bars, creating encoded and composite pictures from transparencies; color signal certification, transmission reception, monitoring and analysis of color pictures, telemetering, and research and development instruments
- Telectro Industries Corp.**
Long Island City 1, N. Y., 35-16 37th St.; Harry Sussman; Tel.: Yellowstone 2-8600
Products: magnetic tape recorders
- Telectrosonic Corp.**
Long Island City 1, N. Y., 35-18 37th St.; David Libsohn, sls. mgr.; Tel.: Yellowstone 2-8600
Products: magnetic tape recorders
- Tel-Instrument Electronics Corp.**
Carlstadt, N. J., 728 Garden St.; E. W. Brinkerhoff, sls. mgr.; Tel.: Webster 9-9520
Products: generators, amplifiers, microwave equipment, transmitters
- Tele King Corp.**
New York 1, 601 West 26th St.; C. E. Bell, exec. vp.; Tel.: Watkins 4-4600
Products: receivers
- Teleprompter of Canada Ltd.**
Toronto 5, Ont., Can., 447 Jarvis St.; S. W. Caldwell; Tel.: Walnut 2-2103
Products: teleprompter service
- Teleprompter National Sales Corp.**
New York 36, N. Y., 311 W. 43rd St.; H. W. Hobler, vp.; Tel.: Judson 2-3800
Chicago, Ill., 177 N. State St.; Ted Boismureau, mgr.; Tel.: Franklin 2-8826
Los Angeles, Calif., 6151 Santa Monica Blvd.; William Gargan, mgr.; Tel.: Hollywood 9-6239
Washington, D. C., 1346 Conn. Ave., N.W.; Ray Tyrrell, mgr.; Tel.: Columbia 5-3161
Toronto, Ont., Can., 447 Jarvis St.; S. W. Caldwell, mgr.; Tel.: Walnut 2-2103
Products: cueing equipment miscellaneous, rear screen projection equipment, automation equipment, studio equipment
- Television Utilities Corp.**
New Hyde Park, L. I., N. Y., 1315 Jericho Turnpike; A. E. Siegel, pres. & gen. mgr.; Tel.: Floral Park 4-0408
Products: video and recording monitors, amplifiers, tuning devices, voltage regulators, video monitors, video distribution amplifier and video line amplifiers, video tuning devices for remote control, recording monitors, voltage regulators
- Television Specialty Co. Inc.**
New York 1, N. Y., 350 W. 31st St.; Keith A. Jenkins, pres.; Tel.: Longacre 4-2334
Toronto, Ont., Can., 447 Jarvis St.; S. W. Caldwell, mgr.; Tel.: Walnut 2-2103
Havana, Cuba, Calle 9 No. 251; G. A. Vasseur
Products: rear screen projector, lighting equipment, studio booms, dollies, used equipment, kinerecording equipment, film processing equipment
- Television Zoomar Corp.**
New York 36, N. Y., 500 5th Ave.; J. A. Pegler, pres.; Tel.: Bryant 9-5835
Products: lenses
- Telex Inc.**
St. Paul 8, Minn., Telex Park; J. R. Anderson, sls. mgr.; Tel.: Midway 6-7211
Products: headsets
- Tel-Instrument Co. Inc.**
Carlstadt, N. J., 728 Garden St.; E. W. Brinkerhoff, vp.-sls. mgr.; Tel.: Webster 9-9520
Products: test equipment, studio equipment for monochrome and color
- Terminal Radio Corp.**
New York 7, 85 Cortlandt St.; Frank Miller, sec.; Tel.: Worth 4-3311
Products: electronic equipment
- Tower Construction Co.**
Sioux City 5, Iowa, 2700 Hawkeye Dr.; C. A. Wright, sls. mgr.; Tel.: 5-7653
West Hyattsville, Md., 6640 23rd Ave.; Frank Little, mgr.; Tel.: Harrison 2-3515
Products: towers, passive reflectors, erection service
- Tower Sales & Erecting Co.**
Portland 13, Ore., 6100 N.E. Columbia Blvd.; C. H. Fisher, pres.; Tel.: Atlantic 7-7303
Products: guyed towers, erect, install, antennas
- Trad Television Corp.**
Asbury Park, N. J., 1001 First Ave.; George Trad, pres.; Tel.: Prospect 6-7445
Products: theater television, home receivers, mobile projection television, coin operated television
- Transistor Products Inc.**
Waltham 54, Mass., 241-257 Crescent St.; E. F. Giguere, sls. dir.; Tel.: 5-9330
Products: diodes
- Trans-Lux Corp.**
New York 22, N. Y., 625 Madison Ave.; B. W. Roth, sls. dir.; Tel.: Circle 7-4970
Brooklyn, N. Y., 162 13th St.; D. F. Newman, mgr.; Products: rear screen projectors, screens and frames
- Tressell Television Productions Inc.**
Chicago 3, Ill., 111 W. Washington St.; F. Tracey, gen. sls. mgr.; Tel.: Financial 6-2978
Phoenix, Ariz., 908 E. Amelia; E. Morris, mgr.; Tel.: Crestwood 4-7403
Products: projectal remote controlled automatic slide and opaque projector with multiplexer designed for use with iconoscope and vidicon; also V color

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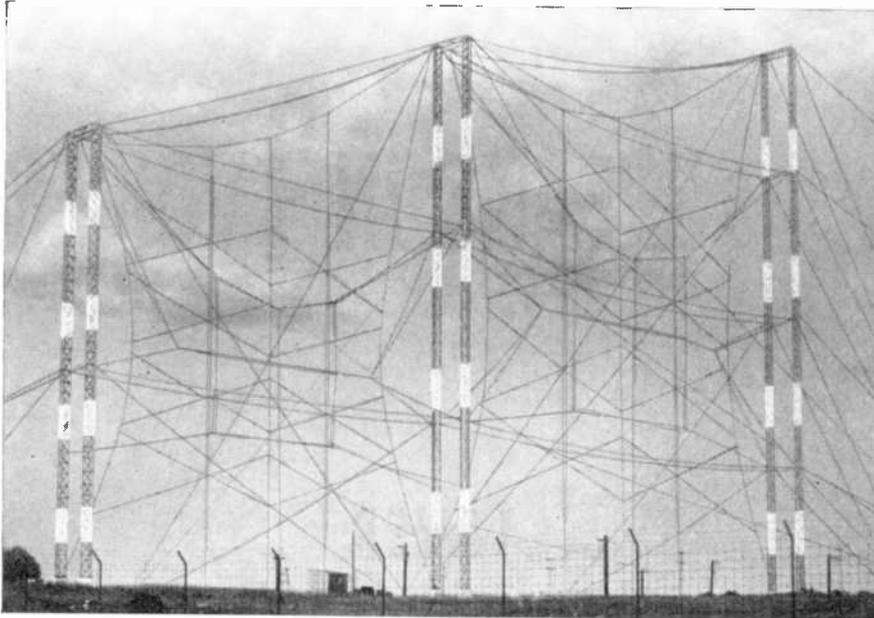
Oak Hill, West Virginia is the site of this unique installation. The 600-foot tower supports an 83-foot TV antenna, a Collins FM antenna and its coaxial line, and serves as an AM radiator with insulated base and guy wires. In addition, it supports a TOWER 8' x 12' MICROWAVE PASSIVE REFLECTOR, the industry's finest. From coast to coast . . . and around the world . . . TOWER installations are serving the communications industry. Let TOWER'S experience and "know how" solve your tower problems.

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No Antenna Design Guesswork Here!

The difficult problem of "broadbanding" curtain antennas used for international broadcasting was mastered for the first time in this recent Trylon installation. Here, two curtain antennas were designed for bandwidths of $\pm 15\%$ of center frequencies (13.5 and 19.85 mc) with a maximum VSWR of only 1.5. Careful consideration of side lobes and back radiation was necessary to reduce interference as well as to achieve the hard-to-realize 5 to 10% improvement in readability compared with conventional rhombics of the same gain.

The experience of Trylon antenna specialists is no better demonstrated than by the actual "on the air" field measurements made after the completion of this complicated installation. Not only did the radiation pattern remain essentially as predicted in Trylon's initial calculations, but a gain of 18 db over a quarter-wave dipole was obtained.

Trylon welcomes the opportunity to apply the same sound engineering approach to every phase of your next antenna installation—whether for AM, FM, TV, Microwave, or long-distance communications.



TRYLON

**ANTENNA DESIGN, FABRICATION,
INSTALLATION**

GALVANIZED STEEL TOWERS

**ANTENNA SELECTOR, SHORTING,
and SLEWING SWITCHES**

HEAVY-DUTY ANTENNA ROTATORS

WIND TURBINE COMPANY, West Chester, Pa.

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TV EQUIPMENT

John D. Trilsch Inc.
Houston 21, Texas, P. O. Box 14201; John D. Trilsch; Tel.: Republic 4-2545
Products: towers

The Triplett Electrical Instrument Co.
Bluffton, Ohio, Harmon Rd.; N. A. Triplett, vp.; Tel.: 323-W

Products: signal generators, oscilloscopes, color bar generators, v-o-m's, dot bar generator, vacuum tube voltmeters, tube testers

Truscon Steel Div., Republic Steel
Youngstown 1, Ohio.; G. F. Bateson, sls. mgr.; Tel.: Riverside 6-7211

Albany 3, N. Y., 45 N. Lake Ave.; H. J. Feehan, mgr.; Tel.: 3-0620

Atlanta 3, Ga., Rhodes-Haverty Bldg.; P. L. White, mgr.; Tel.: Cypress 5824

Baltimore 5, Md., 4600 E. Monument St.; W. G. Mitchell, mgr.; Tel.: Eastern 7-1717

Birmingham 3, Ala., American Life Bldg.; E. H. Nichols, mgr.; Tel.: 3-0201

Boston 27, Mass., 307 Dorchester Ave.; C. H. Watt, mgr.; Tel.: Andrew 8-2420

Buffalo 3, N. Y., Rand Bldg.; R. A. Bohling, mgr.; Tel.: Madison 5767

Charleston, W. Va., 712 Atlas Bldg.; J. L. Thomas, mgr.; Tel.: 2-4137

Chattanooga 8, Tenn., 625 E. Main St.; G. M. Derr, mgr.; Tel.: 6-8157

Chicago 6, Ill., 155 N. Wacker Dr.; A. C. Heimerdinger, mgr.; Tel.: Franklin 2-4600

Cincinnati 2, Ohio, 524 Walnut St.; C. J. Meyers, mgr.; Tel.: Dunbar 1-8050

Cleveland 15, Ohio, Hanna Bldg. Annex.; L. F. Stormont, mgr.; Tel.: Superior 1-9010

Columbus 15, Ohio, Atlas Bldg.; R. D. Kirkwood, mgr.; Capitol 1-4205

Dallas 1, Tex., 2900 Routh St.; N. N. Lueck, mgr.; Tel.: Randolph 8044

Dayton 2, Ohio, 32 N. Main St.; D. W. Reese, mgr.; Tel.: Hemlock 8379

Denver 2, Colo., 1706 Welton St.; C. P. Romig, mgr.; Tel.: Main 3-5193

Detroit 26, Mich., 2011 Park Ave.; J. W. Davies, mgr.; Tel.: Woodward 1-3830

Greensboro, N. C., Jefferson Standard Bldg.; R. B. Smith, mgr.; Tel.: 2-1136

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Indianapolis 7, Ind., 398 Division St.; C. J. Woerner, mgr.; Tel.: Melrose 2-5451

Jacksonville 2, Fla., First Federal Savings Bldg.; F. S. Boggs, mgr.; Tel.: Elgin 6-0727

Kansas City 5, Mo., 1012 Baltimore Ave.; A. A. Raymond, mgr.; Tel.: Harrison 1-3673

Little Rock, Ark., Union Life Bldg.; F. W. Schroeder, mgr.; Tel.: Franklin 2-1666

Louisville 2, Ky., Starks Bldg.; C. H. Schindler, mgr.; Tel.: Clay 4392

Minneapolis 2, Minn., Baker Bldg.; R. T. Nist, mgr.; Tel.: Federal 2-5537

New Orleans 12, La., Natl. Bank of Commerce Bldg.; J. F. Glober, mgr.; Tel.: Raymond 6193

Long Island 1, N. Y., 48-18 Northern Blvd.; C. D. Loveland, mgr.; Tel.: Astoria 4-2410

Norfolk 4, Va., 2503 Llewellyn Ave.; B. M. Dadmun, mgr.; Tel.: Madison 2-7333

Oklahoma City 4, Okla., 1640 W. Main St.; J. J. Gilger, mgr.; Tel.: Central 2-2113

Omaha 2, Neb., Insurance Bldg.; J. R. Rippey, mgr.; Tel.: Harney 7353

Philadelphia 3, Pa., Architects Bldg.; W. H. Hoge-land, mgr.; Tel.: Locust 7-6310

Pittsburgh 19, Pa., S. Fourth & Bingham Sts.; G. Beveridge, mgr.; Tel.: Hubbard 1-2908

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St. Louis 3, Mo., Shell Bldg.; R. A. Oechsner, mgr.; Tel.: Central 1-0146

Salt Lake City, Utah, 1967 Wilson Ave.; G. Sengenberger, mgr.; Tel.: Ingersoll 6-6518

San Diego 15, Calif., 4541 Toni Lane; J. C. Langley, mgr.; Tel.: Hopkins 9-5619

San Francisco 5, Calif., 16 Beale St.; Hal Waller, mgr.; Tel.: Yukon 2-4680

Seattle 99, Wash., 107 W. Harrison St.; Norman Field, mgr.; Tel.: Garfield 7800

Syracuse 2, N. Y., Syracuse-Kemper Ins. Bldg.; D. G. Belshaw, mgr.; Tel.: 74-4898

Washington 5, D. C., Investment Bldg.; F. W. Youry, mgr.; Tel.: District 7-0883

Products: microwave systems, steel towers

The Turner Co.

Cedar Rapids, Iowa, 909 17th St., N.E.; T. H. Moss, jobber sls. mgr.; Tel.: 3-8144

Products: microphones, vhf boosters

T-V Products Co.

Springfield Gardens 13, N. Y., 145-68 228 St.; Elliott March, sls. mgr.; Tel.: Laurelton 7-3500

Products: receiving antennas, accessories

U

The Ucinite Co., Div. United-Carr Fastener Corp.

Newtonville 60, Mass., 459 Watertown St.; G. V. Sweetnam, sls. mgr.; Tel.: Lasell 7-8400

Chicago, 1026 S. Homan Ave.

Cleveland, 1468 W. 9th St.

Los Angeles, 1709 W. 8th St.

New York, 15 E. 26th St.

Philadelphia, 3701 N. Broad St.

Products: component parts for receivers. Tuner wafers, anode connectors, tube caps, corona shields, miscellaneous connectors and metal stampings

COLOR TV

ONLY TELECHROME MAKES THEM ALL

COMPLETE FACILITIES FOR TV STATIONS, MANUFACTURERS & LABORATORIES

Finest color film chains, colorplexing, transmitting, analyzing, monitoring, testing equipment.



617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS

(Regardless of Manufacture)

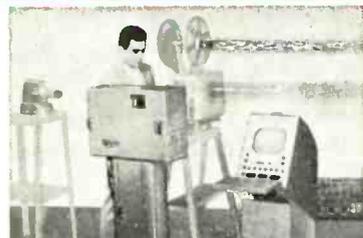
An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



1003-A VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Portable

Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite synch. Regulated power supply. 12 1/4" standard rack mounting or in carrying case.



700-A 3V COLOR FILM CHAIN

Finest in quality, lowest in price. 3V provides greatest latitude in selection of color films. Designed specifically for broadcast application, requires little space. Multiplexes 35 or 16mm film, slides, opaques.



1073-A SINE-SQUARED SQUARE WAVE GENERATOR

Newest test unit produces new type of wave forms for testing any part of all of a TV's pulse system for amplitude and phase characteristics. "Go-No-Go" indication simplicity.



1601-BR CHROMASCOPE

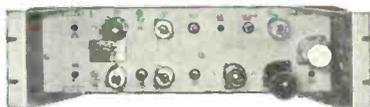
New secondary phase standard for accurate reading to .01"

Signal Certification Equipment. Accurately measures the performance, alignment, and phase errors of color TV equipment. Presents on cathode ray screen for continuous polar plot of the phase and amplitudes of all colors in a composite color video signal. Capable of a .005" accuracy with 1604-AR phase magnifier.



1604-AR PHASE MAGNIFIER

Expanded phase indicator of a signal for measurements of differential phase to .2" or better accuracy at chroma frequencies.



302-AR DRIVE GENERATOR

Small, portable, inexpensive unit. Provides horizontal blanking, horizontal sync, vertical drive and burst flag for driving most signal generating equipment where standard sync is not available.



1071-AR WINDOW GEN.



OSCILLOSCOPE CAMERA MODEL 1521-A

1070-BR MULTI-BURST FREQUENCY GEN.

Provides stairstep, window and multiburst signals. Now in wide use by the leading TV stations, networks and common carriers. Checks video facilities for color and monochrome. Polaroid camera recording.



1041-BR STAIR STEP GEN.



63-B CHROMALYZER

Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% chroma.



1603-AR PHASE SLOPE (ENVELOPE DELAY) CURVE TRACER

Instantaneous scope or meter reading of the envelope delay and amplitude characteristics of any network, video amplifier, or system. Precise time saving. Has separate transmitter and receiver units which allow one way of loop measurements.

DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.



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United States Motors Corp.
Oshkosh, Wis., 420 Nebraska St.; L. D. Meeker, sls. dir.; Tel.: Blackhawk 9100
Products: standby engine-generator sets; micro-power

U. S. Recording Co.
Washington 5, D. C., 1121 Vermont Ave., N.W.; E. Rosen, sls. mgr.; Tel.: Lincoln 3-2705
Products: complete studio facilities for recording both tape and transcriptions

United Tower Co.
Petersburg, Va., Union Trust Bldg.; John J. Hoke, mgr.; Tel.: 3347
Products: supporting antenna and microwave towers

United Transformer Co.
New York 13, N. Y., 150 Varick St.; I. A. Mitchell, pres.; Tel.: Algonquin 5-3500
Los Angeles 45, Calif., Box 45158 Airport Station; A. Kornblum, mgr.; Tel.: Republic 1-6313
Products: transformers, reactors, filters, equalizers, inductors

Universal General Corp.
New York 13, N. Y., 324 Canal St.; M. Greenberg, pres.; Tel.: Walker 5-9642
Products: relays, other control parts

University Loudspeakers Inc.
White Plains, N. Y., 80 S. Kensico Ave.; L. J. Epstein, gen. sls. mgr.; Tel.: 6-7700
Products: loudspeakers, network components

Utility Tower Co.
Oklahoma City, Okla., P. O. Box 7022; V. G. Duvall, asst. mgr.
Products: towers, installation, maintenance, lighting equipment

V

Varian Associates
Palo Alto, Calif., 611 Hansen Way; W. M. Silhavy, sls. mgr.; Tel.: Davenport 5-5631
San Carlos, Calif., 990 Varian St.; W. M. Silhavy, sls. mgr.; Tel.: Emerson 8-3941
Products: high power three resonator klystron amplifiers and waterloads for uhf transmitters

Joseph Vasconcellos Inc.
Long Island City 1, N. Y., 43-15 Dutch Kills St.; Joseph Vasconcellos, pres.; Tel.: Stillwell 4-8356
Burbank, Calif., 3818 W. Magnolia Blvd.; F. A. Colon, mgr.; Tel.: Victoria 9-3026
Products: curtain and cyclorama track, tee-track and wire guide counterweight rigging, turntables, microphone boom dollies, monitor racks, paint frames, etc.

Visual Electronics Corp.
New York 36, N. Y., 11 West 42nd St.; J. B. Tharpe, pres.; Tel.: Longacre 4-0518
Chicago, Ill., 444 Lake Shore Dr.; W. Schafer, mgr.; Tel.: Whitehall 3-0256
Los Angeles 38, Calif., 6000 Sunset Blvd.; J. W. Newton, mgr.; Tel.: Hollywood 7-7992
Products: closed circuit and theatre tv microwave, studio equipment, industrial tv antennas, community antennas.

Vulcan Tower Co.
Birmingham 1, Ala., P. O. Box 2467; W. J. Brennan, ptnr.; Tel.: 54-4441
Washington, D. C., 3738 Kanawha St., N.W.; W. E. Bennis Jr., mgr.; Tel.: Emerson 2-8071
Products: towers

W

Wallach & Associates, Inc.
Cleveland 3, Ohio, 1589 Addison Rd.; Charles Wallach, sls. mgr.; Tel.: Sweetbrier 1-5580
Products: disc, tape, film storage cabinets

The Ward Products Corp., Div. of the Gabriel Co.
Ashtabula, Ohio, 4710 State St.; L. H. Kline, gen. sls. & merchandise mgr.; Tel.: 23-161
Products: antennas, masts, hardware

Ware Coupling & Nipple Co.
Ware, Mass., Milner St.; D. W. Howe Jr., mgr.; Tel.: 905
Products: remote control equipment, conelrad alert system, audio control amplifiers

Warren Wire Co.
Pownal, Vt.; F. W. Kunzelmann, sls. mgr.; Tel.: 2511
Products: copper magnet wire, coated glass insulating fabrics, tapes, yarns

Washington Aluminum Co., Inc.
Baltimore 29, Knecht Ave. & Penna. R. R.; Malcolm Melvin, sls. mgr.; Tel.: Arbutus 2700
New York 17, 342 Madison Ave.; Frank Crofutt, mgr.; Tel.: Murray Hill 7-0926
San Francisco 11, 37 California St.; M. J. Gigy, mgr.; Tel.: Yukon 8-2803
Montreal 3, Canada, 637 Craig St. W.; A. A. Desmaris, mgr.; Tel.: University 6-3529
Products: aluminum gin poles for tower erection

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., Rt. 27; Thomas B. Kalbfus, gen. sls. mgr.; Tel.: Liberty 8-5000
Atlanta 3, Ga., 684 W. Peachtree St., N.E.; J. C. Drewry, southeastern reg. mgr.; Tel.: Emerson 5635
Chicago 54, Ill., Merchandise Mart; R. W. Eckman, northwestern reg. mgr.; Tel.: Whitehall 4-3860
Cleveland 14, Ohio, 1740 E. 12th St.; L. S. McLeod, reg. mgr.; Tel.: Tower 1-7100
New York 17, N. Y., 405 Lexington Ave.; R. J. McCusker, eastern sls. mgr.; Tel.: Murray Hill 6-5258
Philadelphia, Pa., 1300 Belmont Ave.; S. F. Myers, mid-Atlantic reg. mgr.; Tel.: Greenwood 7-7350
San Francisco, Calif., 1355 Market St.; W. P. Frost, Pacific reg. mgr.; Tel.: Hemlock 1-5030
St. Louis 1, Mo., 411 N. 7th St.; J. E. Hoag Jr., southwestern reg. mgr.; Tel.: Central 1-1120
Products: receivers

Weston Electrical Instrument Corp., Subsidiary of Daystrom Inc.

Newark 5, N. J., 614 Frelinghuysen Ave.; R. R. Putnam, sls. mgr. electrical instruments; 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, analyzer, calibrators, tube testers, oscilloscopes

Wickes Engineering & Construction Co.
Camden 4, N. J., 12th & Ferry Ave.; J. W. Million Jr., vp.; Tel.: Woodlawn 4-4912
Products: color video monitor, multi-burst generator, crossover filter, convergence dot generator, amplitude linearity tester, envelope delay tracer, pulse distribution amplifier, color phase analyzer, color bar generators, network synthesizer, interlace signal generator, color coder, regulated power supplies, phase display equipment and vector display equipment

Willys Motors Inc., Electronics Div.
Toledo 1, 6225 Benore Rd.; A. R. Bitter, mgr., tv dept.; Tel.: Pontiac 1591
Arlington 2, Va., Box 3079, Eads Sta.; J. C. Lauderback, mgr.; Tel.: Otis 4-6950
Products: cameras, camera controls, switcher-fader sync generator, master monitor, power supply, mobile equipment, audio equipment of studio

Wilcox-Gay Corp.
Charlotte, Mich.; L. M. Sandwick, mgr.; Tel.: 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

Wincharger Corp.
Sioux City 2, Iowa, E. 7th & Division Sts.; V. V. Holmes, mgr., antenna tower dept.; Tel.: 2-1844
Products: guyed towers

Wind Turbine Co.
West Chester, Pa., E. Market & Pa. R. R.; Davis B. Oat, sls. mgr.; Tel.: 3110
Products: installation guyed and microwave relay towers, ground systems, transmission lines

Wright Zimmerman Inc.
New Brighton, St. Paul 12, Minn., J. D. Zimmerman, pres.; Tel.: Melrose 3-3131
Products: speakers

Z

Zenith Radio Corp.
Chicago 39, Ill., 6001 W. Dickens Ave.; L. C. Truesdell, vp.-dir. sls.; Tel.: Berkshire 7-7500
Products: receivers, phonographs

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Am, Fm, Tv and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (am), frequency modulation (fm), or television (tv) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for am stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for am, fm, or tv broadcast.

Selecting a Frequency

Standard (am) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; station of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night. There is no separate classification for am operation by educational stations.

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

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 396 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.

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 construction permit. 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 con-

struct 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 for new broadcast stations are twice reported by the Commission—when first tendered, and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

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.

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.

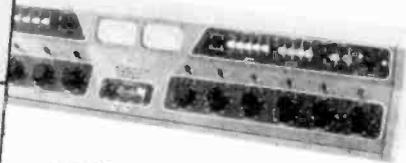
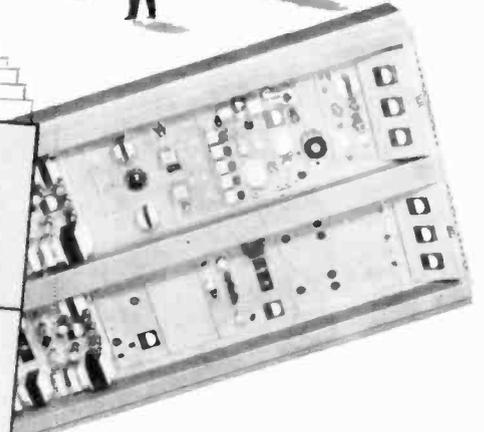
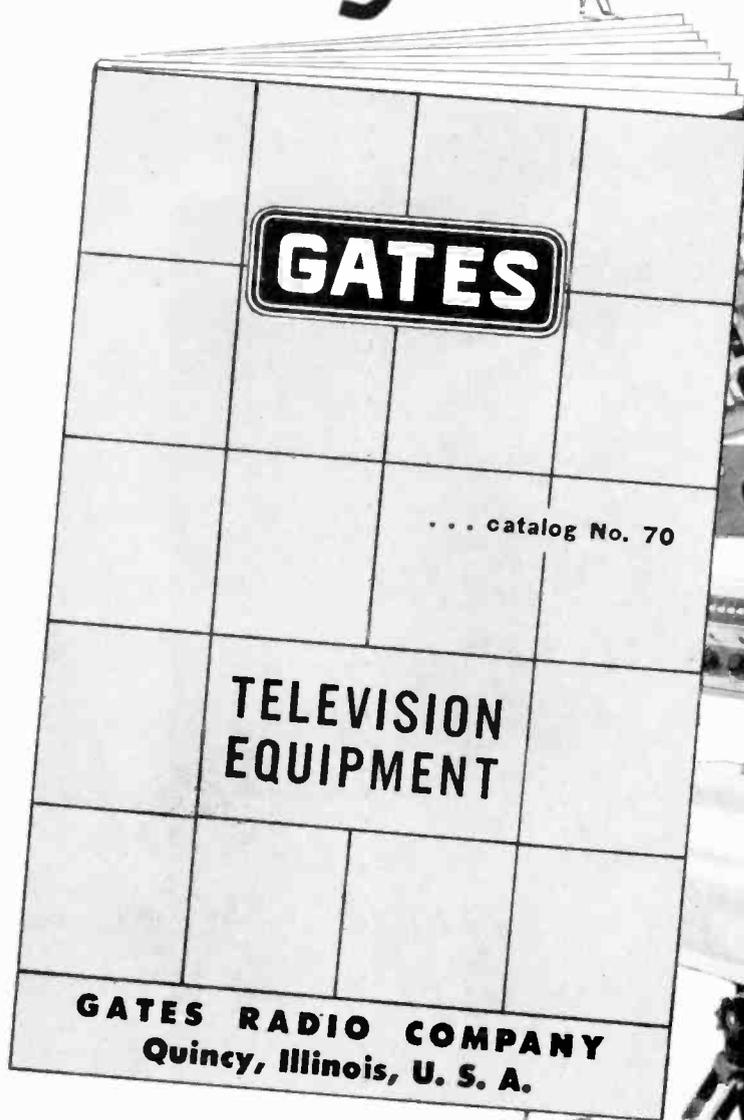
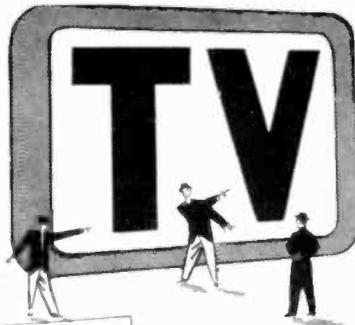
The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

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 neces-



Going



GATES MANUFACTURES equipment for AM and FM radio broadcasting to 50KW, television broadcasting, low, high, very high and ultra high frequency radio communications, audio equipment from small consoles to large master control systems, directional phasors, monitoring equipment, transcription turntables, and a wide variety of associated and special products for both civilian and military electronic requirements. Inquiries are invited.

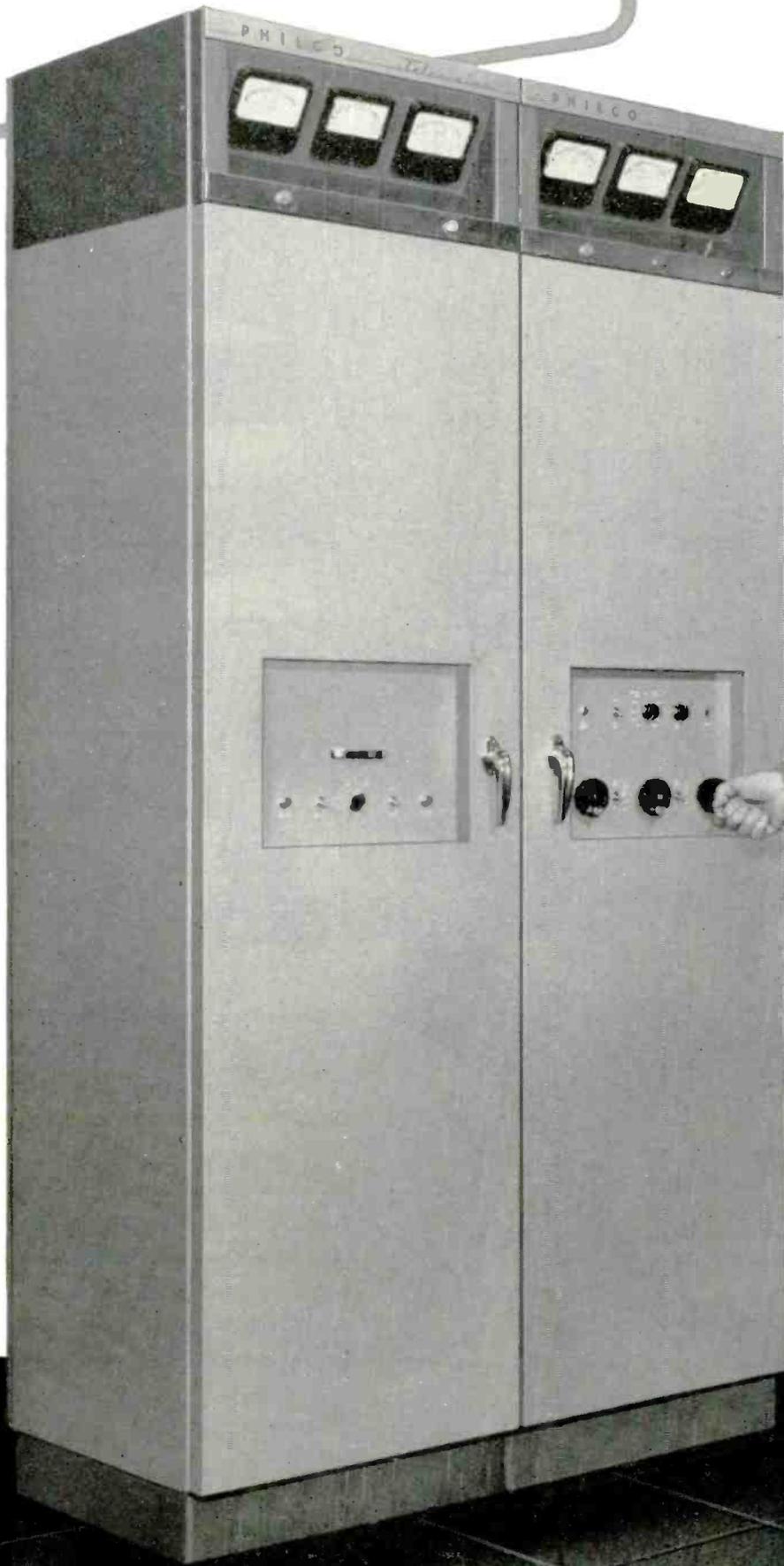


GATES RADIO COMPANY • Manufacturing Engineers Since 1922 • Quincy, Illinois, U. S. A.

Right now you may just have an idea. On the other hand, you may be a veteran in TV. In either case, having a copy of Gates TV equipment catalog No. 70 is yours for the asking. Low and medium power transmitters, cameras, lights, audio, projectors, large screen TV, coaxial cable, rebroadcast receivers for satellites, multiplexers and much else tells a most interesting story — either for the man with an urge or the oldtimer. Why not request yours today?

HERE IT IS!

Philco



Low-Power TV Broadcast Transmitter

THE perfect answer to the recent FCC ruling which permits low-power operation of TV broadcast stations. This tested and proved Philco transmitter incorporates advanced design circuitry. A crystal controlled exciter feeds picture and sound outputs to a 20-watt linear amplifier which, in turn, drives a final power amplifier . . . 150 watts peak output visual and 75 watts aural!

Complete Low-Cost TV Station "Package"

This new transmitter is the "heart" of Philco's compact, economical TV station package . . . including film and live pickup cameras, switching and monitoring facilities. And . . . Philco also offers an entirely new *Microwave* for relaying programs from remote sources! Write Dept. BT for complete information.

- ★ Exciter utilizes conventional receiving tubes.
- ★ 150 watts visual . . .
75 watts aural.
- ★ Compact . . . occupies minimum floor space.
- ★ Economical to operate.
- ★ Available for VHF and UHF channels.



PHILCO CORPORATION

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Industrial Division

Philadelphia 44, Pennsylvania

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sary because two or more applicants seek to use the same frequency or immediate adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 60 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for hearing.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 20 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

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 exceptions and to request oral arguments before the Commission. In all cases heard by the examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission. Court appeals can be taken within 30 days following announcement of the Commission decision.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station").

giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Am, fm and tv broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

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.

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

Selected Sections as Amended to June 15, 1956

Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

Allocation and Assignment of Frequencies

§3.603. Numerical designation of television channels.

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	45	656-662
5	72-78	46	662-668
6	78-82	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 Territories of Alaska and Hawaii the frequency bands 76-82 mc and 82-88 mc are allocated for nonbroadcast use. These frequency bands (Channels 5 and 6) will not be assigned in the Territories of Alaska and 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.

EDITOR'S NOTE: See Summary of TV Allocations, Applications, Assignments, page 416.

§3.607. Availability of channels.—(a) Subject to the provisions of paragraph (b) of this section, 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." (This publication may be purchased from the Government Printing Office, Washington, D. C.) If said publication does not contain the coordinates of either or both communities, the coordinates of the main post office in either or both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 3.611 (d).

§3.609. Zones. (a) For the purpose of allocation and assignment, the United States is divided into three zones as follows:

(1) Zone I consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum): Beginning at the most easterly point on the State boundary line between North Carolina and Virginia; thence in a straight line to a point on the Virginia, West Virginia boundary line located at North Latitude 37° 49' and West Longitude 80° 12' 30"; thence westerly along the southern boundary lines of the States of West Virginia, Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky, and Missouri State boundary lines; thence northerly along the western boundary line of the State of Illinois 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 Figure 1 of §3.699.)

(2) Zone II consists of that portion of the United States which is not located in either Zone I or Zone

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III, and Puerto Rico, Alaska, Hawaiian Islands and the Virgin Islands.

(3) Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum), beginning at a point on the east coast of Georgia and the 31st parallel and ending at the United States-Mexican border, consisting of arcs drawn with a 150 mile radius to the north from the following specified points:

North Latitude	West Longitude
a) 29° 40' 00"	83° 24' 00"
b) 30° 07' 00"	84° 12' 00"
c) 30° 31' 00"	86° 30' 00"
d) 30° 48' 00"	87° 58' 30"
e) 30° 05' 00"	90° 38' 30"
f) 30° 04' 30"	93° 19' 00"
g) 29° 46' 00"	95° 05' 00"
h) 28° 43' 00"	96° 30' 30"
i) 27° 52' 30"	97° 32' 00"

When any of the above arcs pass through a city, the city shall be considered to be located in Zone II. (See Figure 2 of §3.699.)

§3.610. Separations. (a) The provisions of this section relate to assignment separations and station separations. Petitions to amend the Table of Assignments (§3.606(b)) (other than those also expressly requesting amendment of this section or §3.609) 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 paragraphs (b), (c) and (d) of this section.

Note: Licensees and permittees of television broadcast stations which were operating on April 14, 1952 pursuant to one or more separations below those set forth in §3.610 may continue to so operate, but in no event may they further reduce the separations below



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "Live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

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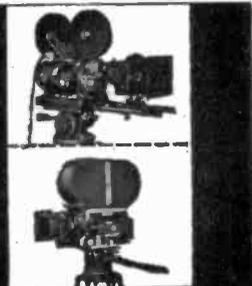


Table IV

(1) Channel	(2) 20 miles (I.F. beat)	(3) 20 miles (Intermod- ulation)	(4) 55 miles (Adjacent channel)	(5) 60 miles (Oscil- lator)	(6) 60 miles (Sound image)	(7) 75 miles (Picture image)
14	22	16-19	15	21	28	29
15	23	17-20	14,16	22	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	37,33	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	54
70	78,62	65-68,72-75	69,71	77,63	56	55
71	79,63	66-69,73-76	70,72	78,64	57	56
72	80,64	67-70,74-77	71,73	79,65	58	57
73	81,65	68-71,75-78	72,74	80,66	59	58
74	82,66	69-72,76-79	73,75	81,67	60	59
75	83,67	70-73,77-80	74,76	82,68	61	60
76	68	71-74,78-81	75,77	83,69	62	61
77	69	72-75,79-82	76,78	70	63	62
78	70	73-76,80-83	77,79	71	64	63
79	71	74-77,81-83	78,80	72	65	64
80	72	75-78,82-83	79,81	73	66	65
81	73	76-79,83	80,82	74	67	66
82	74	77-80	81,83	75	68	67
83	75	78-81	82	76	69	68

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 §3.610. Thereafter, the provisions of said section shall be applicable.

(b) Minimum co-channel assignment and station separations:

(1) Zone	Channels 2-13	Channels 14-83
I	170 miles	155 miles
II	190 miles	175 miles
III	220 miles	205 miles

(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.

(c) Minimum assignment and station adjacent channel separations applicable to all zones:

(1) Channels 2-13	Channels 14-83
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 §3.603).

(d) In addition to the requirements of paragraphs (a), (b) and (c) of this section, the minimum assignment and station separations between stations on Channels 14-83, inclusive, as set forth in Table IV of §3.698 must be met in either rule making proceedings looking towards the amendment of the Table of Assignments (§3.606(b)) or in licensing proceedings. No channel listed in column (1) of Table IV of §3.698 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 those columns and parallel with the channel in column (1).

(e) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

Power and Antenna Height

§3.614. Power and antenna height requirements.—

(a) Minimum requirements. Applications will not be accepted for filing if they specify less than —10 dbk (100 watts) visual effective radiated power in any horizontal direction. No minimum antenna height above average terrain is specified.

(b) Maximum power. Applications will not be accepted for filing if they specify a power in excess of that provided for in this paragraph. Except as provided in subparagraph (1) below, the maximum effective radiated powers of television broadcast stations operating on the channels set forth below with antenna heights not in excess of 2000 feet above average terrain shall be as follows:

Channel Nos.	Maximum visual effective radiated power in db above one kilowatt (dbk)
2-6	20 dbk (100 kw)
7-13	25 dbk (316 kw)
14-83	30 dbk (1000 kw)

[EDITOR'S NOTE: Proposal to make maximum power for chs. 14-83 37 dbk (5,000 kw) was pending before FCC on June 15.]

(1) In Zone I, on Channels 2-13, inclusive, the maximum powers specified above for these channels may be used only with antenna heights not in excess of 1000 feet above average terrain. Where antenna heights exceeding 1000 feet above average terrain are used on Channels 2-13, or antenna heights exceeding 2000 feet above average terrain are used on Channels 14-83, the maximum power shall be based on the chart designated as Figure 3 of §3.699.

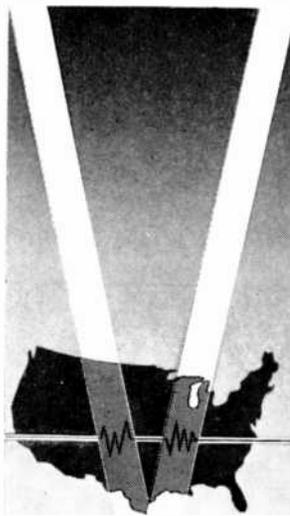
NOTE: This limitation shall not apply to any licensee or permittee in Zone I who received an authorization after March 22, 1951 to relocate its transmitter site and construct a new tower and antenna to a height in excess of 1000 feet above average terrain and who constructed or who had substantially completed construction of said tower and antenna prior to April 14, 1952. In such case, maximum power may be utilized at the height above average terrain specified in the authorization. The limitation shall apply, however, where the tower or other principal supporting structure had been constructed prior to the date of such authorization.

(2) In Zones II and III, the maximum powers which may be used by television broadcast stations operating on the respective channels set forth in the above table with antenna heights exceeding 2000 feet above average terrain shall be based on the chart designated as Appendix III, Figure 2b.

(3) The effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by this section and Appendix III, Figures 2(a) and 2 (b).

(4) The maximum effective radiated power in any direction above the horizontal plane shall be as low as the state of the art permits and may not exceed the effective radiated power in the horizontal direction in the same vertical plane.

(c) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to maximum antenna heights and powers for vhf stations when the transmitter is located in Zone I and the channel to be employed is located in Zone II and the channel to be employed is located in Zone I.



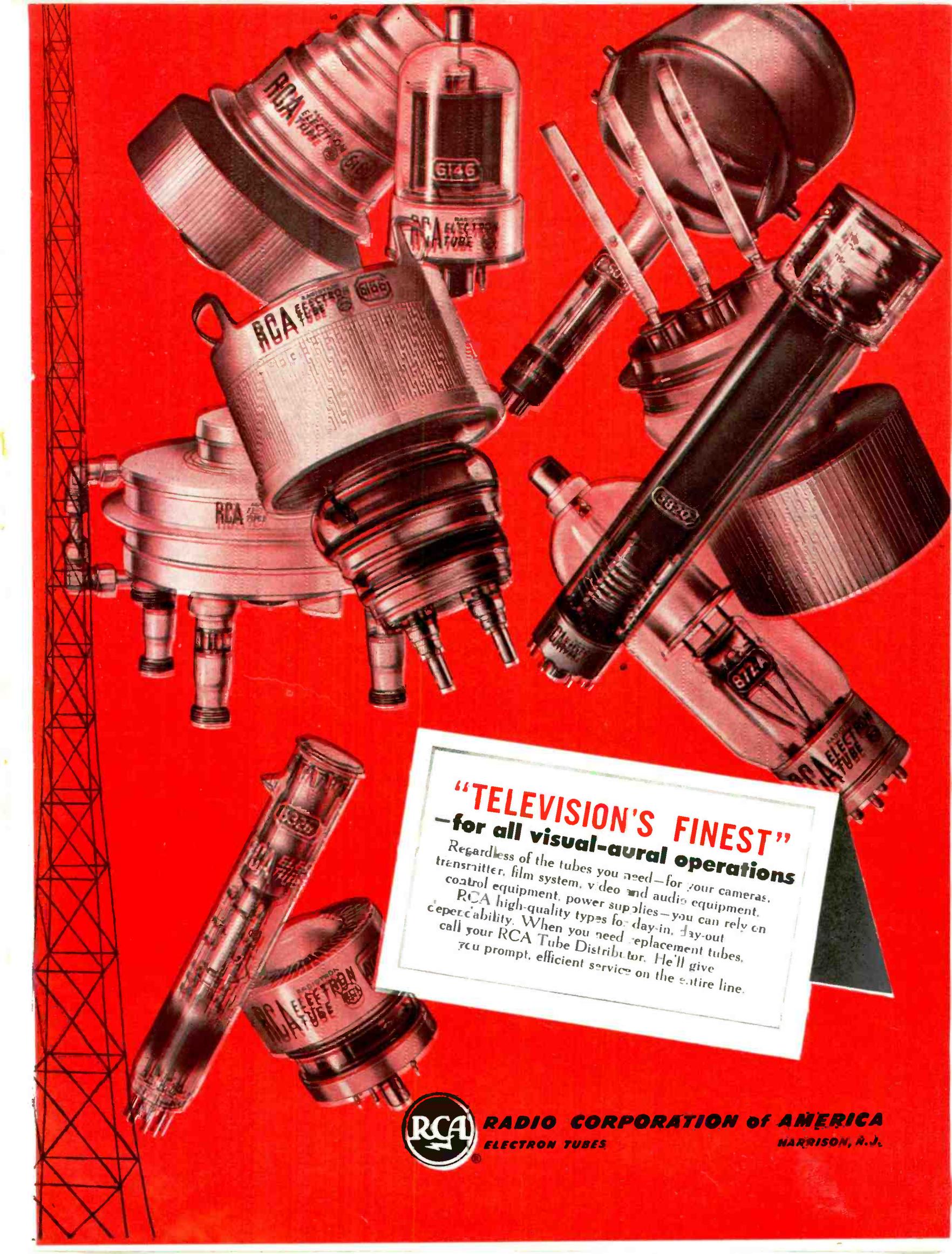
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Multiple Ownership

§3.636. *Multiple ownership.*—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control) if

(1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, no more than five of which may be in the vhf band.

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

Note 1: The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

Note 2: In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.

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 in paragraph (a) of this section. The licensee or permittee of a television broadcast station shall not move his main studio outside the principal community in which it is located without first securing a modification of construction permit or license. Such a licensee or permittee shall notify the Commission promptly of any change of the location of the main studio within the community. In any case where the main studio is located outside the principal community to be served, the licensee or permittee of a television broadcast station shall not move his main studio without first securing a modification of construction permit or license.

Operating Schedules

§3.651. *Time of operation.*—(a) All television broadcast stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: not less than two hours daily in any five broadcast days per week and not less than a total of twelve hours per week during the first eighteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen hours, twenty hours and twenty-four hours per week for each successive six month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of twenty-eight hours per week thereafter. "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentation, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency 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 a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other: *Provided*, That nothing herein shall preclude the transmission of a test pattern, still picture 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 license (or FCC Form No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

Network Rules

§3.658. *Affiliation agreements.*—(a) *Exclusive affiliation of station.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

(The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.)

(b) *Territorial exclusivity.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station in the same community from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station located in a different community 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 community upon the program of the network organization. As employed in this paragraph the term "community" is defined as the community specified in the instrument of authorization as the location of the station.

(c) *Term of Affiliation.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than 2 years: *Provided*, That a contract, arrangement, or understanding for a period up to 2 years may be entered into within 6 months prior to the commencement of such period.

(d) *Option time.* No license shall be granted to a television broadcast station which options for network programs any time subject to call on less than 56 days' notice, or more time than a total of 3 hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. (These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.) Such options may not be exclusive as against other network organizations and may not prevent nor hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

Note 1: As 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.

Note 2: All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

(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, (1) 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 (2) 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 control 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. (The word "control" as used in this section, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.)

(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.]

937 FOOT BLAW-KNOX TOWER MEETS STORM CHALLENGE

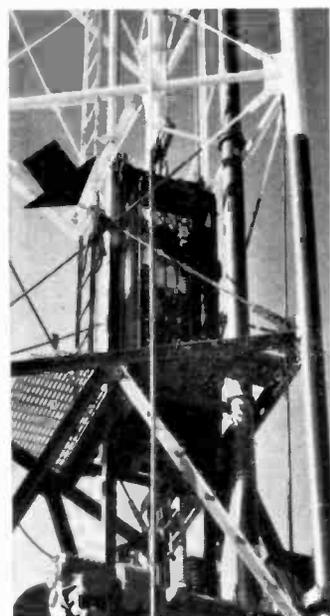
Designed to rigid specifications for WGBS-TV, Miami, this Blaw-Knox tower must withstand the hurricane-force winds that sometimes sweep its location just six feet above mean sea level. To meet these unusual operating conditions, Blaw-Knox engineers developed a custom-designed tower featuring dual guying and round structural members throughout . . . achieving a wind-load rating of 70 lb./sq. ft. for an overall height of 937 feet.

Tower and antenna inspection and maintenance are no problem. A special-design two-man Marshall service elevator installed within the tower permits easy access to any level. This completely enclosed, automatic elevator features ground-to-cab telephone communications and can be controlled from either the cab or lower landing.

This is but one of many examples of Blaw-Knox engineers working in close cooperation with broadcasters to overcome local operating problems. The experienced staff of Blaw-Knox engineers will work with *you* in designing a tower that will best meet the requirements of

your installation. The performance records of more than 13,000 Blaw-Knox towers around the world are evidence of Blaw-Knox experience and skill.

Send for illustrated Eulletin 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today.



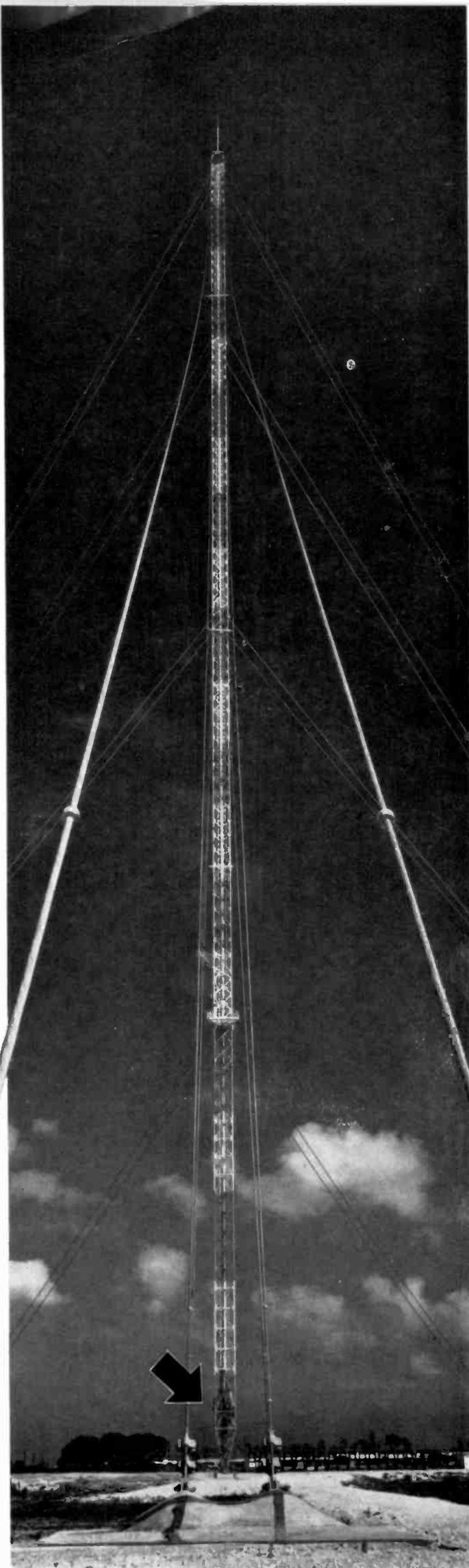
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Blaw-Knox Type TG-70 Tower for Storer Broadcasting Company—WGBS-TV, 186 kw, Channel 23, Miami, Florida. Overall height—937 feet. Windload rating—70 lb./sq. ft.



ities. But, as of June 15, the FCC's proposal was still pending.]

Common Antenna Site

§3.635. *Use of common antenna site.* No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

Reports to be Filed*

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, broadcast revenue and expense statements for the preceding calendar year together with a statement as to investment in tangible broadcast property as of December 31 of such calendar year.

§1.342. *Filing of contracts, broadcast licensees and permittees.*—Each licensee or permittee of a standard, fm, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agree-

ments. 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 §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 corporation having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors or who have one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers nor 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 1% 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 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 §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.

* EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §0.406(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."



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\$45,000* The new Ampex Videotape Recorder at \$45,000 achieves flawless reproduction of TV picture and sound. The system not only promises to revolutionize network telecasting but will actually reduce material costs by 99%. In hundreds of TV stations throughout the country Ampex Videotape Recording will repay its cost in less than a year.

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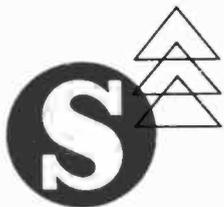
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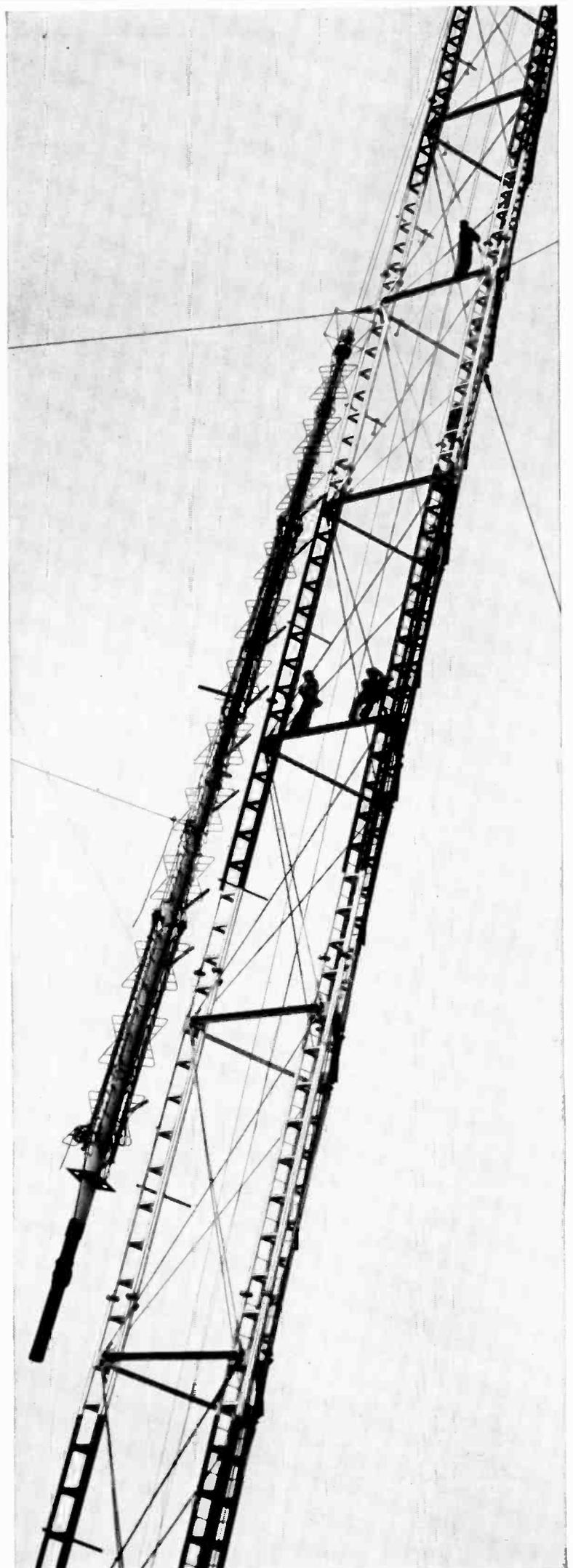
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WFIE	WKRG	WDXI	WTPA
WWOR	WSIX	CKX	KVEC
WDAN	WMBV	KRCG	WCOC
WNET	WXEX	WKNB	WNEX
WFTL	CKNX	WGLV	WKBV
WTVS	KARD	WCOS	WDAK
WMBR	KOA	WNOK	WTAP
WBRC	WGAL	WEEU	KCCC
CMQ	WPFH	WVEC	WLAM
KTSM	KWWL	KQTV	WRTV
KOLN	WHIZ	WTVP	WRAY
KRDO	WMAZ	WARD	WCMB
WABT	WDBO	WMTV	WKNA
KCJB	WKBT	KSWM	WATR
WINK	WJIM	CKCW	WTWO
WHUM	WGEM	WKZO	CFPA
WOOD	KOAM	WSVA	CJIC
WFBM	WOC	WTVY	CKCO
WAGA	WREX	WJMC	KOSA
KTVO	KHOL	WIMA	KELO
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§1.343. *Ownership reports, broadcast licensees and permittees.*—(a) the licensee of each broadcast station shall file an Ownership Report (FCC Form 323) at the time the application for renewal of station license is required to be filed: Provided, however, that licensees owning more than one standard, fm or television broadcast station shall file the Ownership Report together with the first application for renewal of station license filed on or after February 1, 1954, and at three-year intervals thereafter. Ownership Reports shall give the following information as of a date not more than 30 days prior to the filing of the Ownership Report:

- (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.
- (3) In the case of a corporation or association:
 - (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding;
 - (ii) the name, residence, citizenship and stockholdings of officers and directors, and stockholders;
 - (iii) full information with respect to the interest and identity of any person, whether or not a stockholder of record, having any interest direct or indirect, in the licensee or any of its stock;

FOR EXAMPLE:

- (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.
- (b) Where X corporation controls the licensee, or holds 25 percent or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person

¹ 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).

- (c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25 percent or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25 percent or more of the stock of Y and so on back to natural persons.
- (iv) full information as to family relationship or business association between two or more officials and/or stockholders.
- (4) In the case of all licensees (i) list of all contracts still in effect required to be filed with the Commission by §1.342 showing the date of execution and expiration of each contract; (ii) any interest which the licensee may have in any other broadcast station.

(b) A supplemental Ownership Report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change² 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,

² 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.

or Z corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25 percent or more of the voting stock in the licensee or permittee.³

(e) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1 percent or more of the stock of the corporation.

§1.344. *Definitions of terms used in Section 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 60³ 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 re-

³ The 60-day requirement does not apply to Amateurs.



V-15A Aperture & Phase Corrector:

Praised by many including Wm. Hansher, Chief Engineer for Taft TV Ohio stations: "corrects phase distortion . . . improves definition of picture." Provides aperture correction without phase distortion. Compensates for trailing overshoots. Accepts standard blanked video. Gain adjustable to unity.



V-14A Video Line Amplifier:

For use either as line or distribution amplifier. Utilizes only 3 1/2" rack space including built-in regulated power supply. You can obtain as many as 2 independent outputs at 3 v. level for each input, or more outputs at 1 v. level. Unique features: gain of as much as 3:1 in each of 2 independent outputs, or as high as 6:1 by combining the outputs. Response flat to 8 mc. Tilt adjustable to zero on 60 cps square wave. Differential gain distortion under 1%.



V-5A Amplitude Linearity Tester:

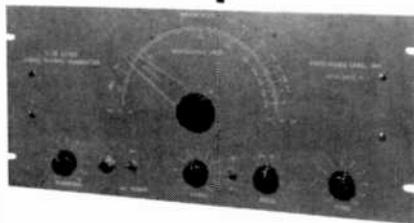
The video component of the composite signal is a linear sawtooth phase-locked to input sync or trigger. V-5A directly measures amplifier amplitude distortion with actual operating signal and no disabling of clamp circuits & measures differential gain & phase of amplifiers with V-3B & V-12A. Built-in regulated power supply.

V-12A High Pass Filter:

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Now you can get a simultaneous overall view of the response of your entire system or of any part of it! Specified by such famous studios as WABC-TV, WABD, KING-TV, WCCO-TV, WTVN, WSPD-TV, KTNT-TV & Philco & Du Mont labs. Provides previously unexplored test range of 90 kc to 10 mc. Tests frequency & square wave response of studio, microwave & transmitter with actual operating signal & no disabling of clamp circuits; time measurements; differential gain and phase over complete frequency range; direct resolution of picture & waveform monitors (read no. of lines on dial). Flat to 10 mc. Built-in regulated power supply.



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V-7B 525-Line TV Sync Generator:

Industry's highest stability & reliability (specified in U.S. Air Force high-reliability TV equipment). Features no tube selection, terminal board construction, many test points. All RETMA sync signals. Reliable shaper circuitry & time-proven binary counter. Built-in convergence-linearity dot generator supplies black or white dot pattern as separate signal. 5 lock-in sources, including xtal. Instantly convertible to Color with V-8A color generator. Power supplied by single V-2A Supply.

F-101A TV Light Box:

Specified by most TV camera manufacturers, and many stations. New time-saving way to align & check your Color & Monochrome cameras. Improves quality of camera pickups while alignment & test time is reduced. Uses excellent quality rear-illuminated 8" x 10" transparencies (Resolution Chart, Linearity Chart, Color Registration Chart, Gamma Test Chart, "Window" Chart, etc.). Lighting over entire transparency is ALWAYS uniform to within 3%, no matter where camera is placed. Box size only 12" x 9" x 8". Just plug into power line—it's ready at correct intensity. 3 models: 10 monochrome, vidicon monochrome, and color.

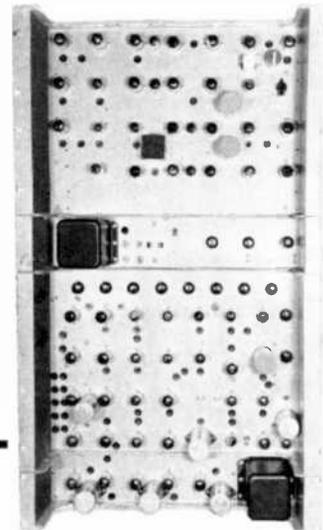


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quired by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearings or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: The list of forms to be used in filing for license renewals may be obtained by writing the FCC, Washington 25, D. C.]

§3.630. *Normal license period.* (a) All television broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., eastern standard time, in accordance with the following schedule and at three year intervals thereafter.

- (1) For stations located in Delaware and Pennsylvania, August 1, 1957.
- (2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1957.
- (3) For stations located in North Carolina, South Carolina, December 1, 1957.
- (4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1958.
- (5) For stations located in Alabama and Georgia, April 1, 1958.
- (6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1958.
- (7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1958.
- (8) For stations located in Ohio and Michigan, October 1, 1958.
- (9) For stations located in Illinois and Wisconsin, December 1, 1958.
- (10) For stations located in Iowa and Missouri, February 1, 1956.
- (11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.
- (12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.
- (13) For stations located in Texas, August 1, 1956.
- (14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.
- (15) For stations located in California, December 1, 1956.
- (16) For stations located in Washington, Oregon, Alaska, and Hawaii, February 1, 1957.
- (17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, April 1, 1957.
- (18) For stations located in New Jersey and New York, June 1, 1957.

Station Identification

§3.652. *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

§3.654. *Sponsored programs, announcement.* (a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any television broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program, is sponsored, paid for, or furnished, either in whole or in part.

(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

§3.653. *Mechanical reproductions.* (a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program 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 impression that any program being broadcast by mechanical reproduction consists of live talent.

Political Broadcasts

§3.657. *Broadcast by candidates for public office—* (a) *Legally qualified candidate.* A "legally qualified candidate" 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.* (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.* Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcast

§3.655. *Rebroadcast.* (a) The term "rebroadcast" as used below means reception by radio of the program of a television broadcast station, and the simultaneous or subsequent retransmission of such programs by a broadcast station. The broadcasting of a program relayed by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast. (As used in this section, program includes any complete program or part thereof.)

(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.

Note 1: 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.

Note 2: 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.

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in paragraph (b) of this section without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.

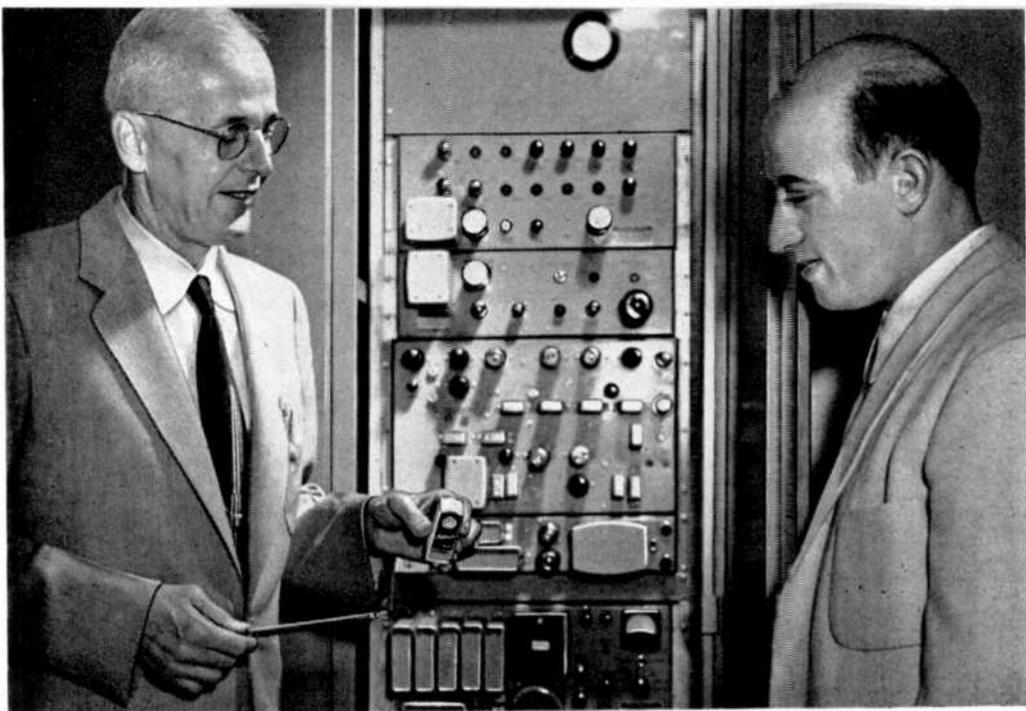
Revocations, Modifications, Suspensions

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, acknowledgement and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to

"BEST TUBES WE'VE USED IN OVER FIVE YEARS OF TELECASTING!"

... says Ernest B. Vordermark, chief engineer of WMBR, AM-FM-TV, Jacksonville, Fla. Mr. Vordermark (left) is shown with Josef Rizk, asst. TV-studio chief engineer. . . "We're sold on General Electric 5-Star Tubes —find that wherever we use them, in all of our critical circuits, they more than live up to expectations. They've given us many more hours of trouble-free life than other tubes, and stand up in the severest service."



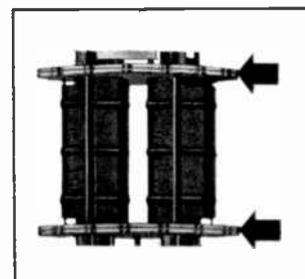
Everywhere Broadcast-Telecast Engineers Praise Designed-In Reliability of G-E 5-STAR TUBES!

Long tube life . . . absence of failures that cause time off the air . . . have proved to users that General Electric 5-Star Tubes are better-designed and built. Station engineers coast-to-coast are outspoken in endorsing them.

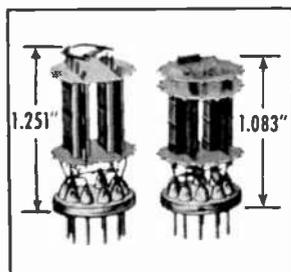
5-Star Tubes are not selected tubes, but tubes engineered at the drawing-board level for high reliability. At right and below, are six of many design features

that spell improved performance. Add special manufacture . . . and a 46-hour "burn-in" of every tube. Result: the most reliable types you can install!

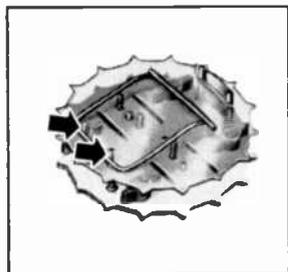
Ask for G-E 5-Star Tubes in new studio and transmitter equipment. Use them for replacement. Your nearby G-E tube distributor stocks 5-Star Tubes. Keep in touch with him! *General Electric Company, Tube Department, Schenectady 5, N. Y.*



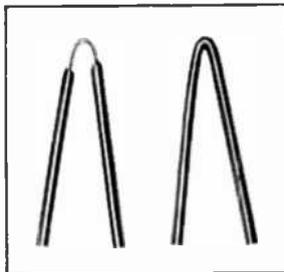
DOUBLE MICA SPACERS at top and bottom brace 5-Star Tube structures . . . widen surfaces in contact with envelope . . . make for a tube that stands up in hard service.



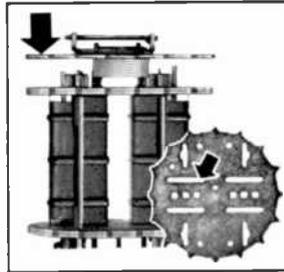
COMPACT, STURDY TUBE CAGES withstand shocks and vibration. Note that 5-Star GL-5751 (right) is 13% shorter than 12AX7 prototype, with more substantial design.



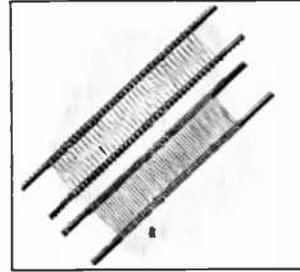
5-STAR TUBE GETTERS ARE DOUBLE-STAKED to the mica spacer beneath. This gives firm support against shocks —is typical of strong construction found throughout.



5-STAR HEATER-WIRE BENDS ARE COATED A SECOND TIME to prevent "shorts". Left, how flaked-off coating can expose wire. Right, after special insulating treatment.



DOUBLE PLATE-TO-GRID LEAKAGE PROTECTION in many 5-Star types! Left: getter flash shield wards off conductive deposits. Right: spacer slots interrupt leakage paths.



GRID LEGS OF 5-STAR TUBE (RIGHT) ARE SMOOTH, not nicked. This assures a tight fit where legs pass through spacers, reducing grid vibration, microphonic noise.

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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 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) Hearings on the matter specified in the order to show cause, and the practice and procedure in connection therewith, shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of the evidence and the burden of proof shall be upon the Commission, and except that the Commission may, where the circumstances of the proceeding require expedition, specify in the show cause order, or authorize the hearing examiner to specify by subsequent order, times within which the initial decision in such proceedings shall become effective, within which exceptions to such initial decision or replies thereto may be filed, and within which parties may file notice of intent to seek and participate in oral argument, less than those specified in Secs. 1.853 and 1.854.

(e) If the licensee, permittee or person does not desire to appear before the Commission and give evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order of 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 there-

after shall be the same as in the case of an initial decision issued in the course of the regular hearing procedure.⁴

(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 Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the 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 the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404. *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Chief of the Safety and Special Radio Service Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of 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 Services Bureau, or the Chief, Field Engineering and Monitoring Bureau, as the case may be pursuant to authority delegated by the Commission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

§3.656. *Lotteries and give-away programs.* (a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a television broadcast station, will not be granted where the applicant proposes to follow or continue to follow policy or practice of broadcasting or permitting "the broadcast of any advertisement or of information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See 18 U.S.C. sec. 1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize, such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information.*—Whoever broadcasts by means of

⁴ See §1.853-1.857 of the Rules.

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 or of 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 . . .

§326 (of Communications Act).—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

§3.634. *Assignment or transfer of control.*—(a) *Voluntary.* Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control) or FCC Form No. 316 (Short Form) at least 60 days prior to the 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.

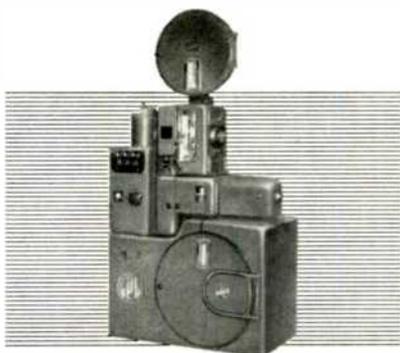


leadership . . .

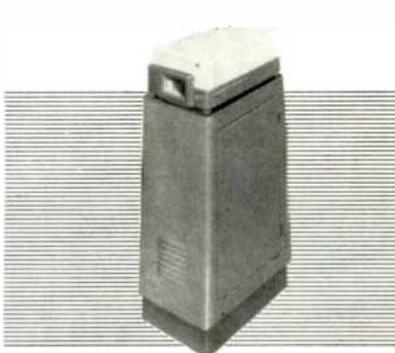
. . . for years has been supplying professional television equipment that's doing a first class job, day in and day out, in many of the best-equipped studios in the country. Station owners enjoy years of satisfaction in the high-quality performance, reasonable price and low maintenance of GPL equipment.

6

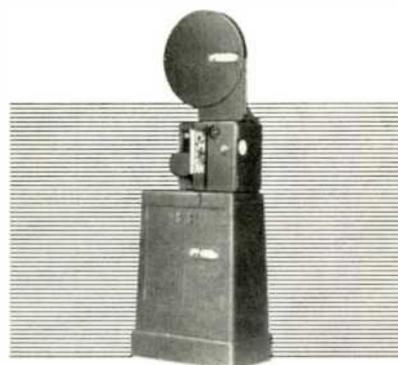
outstanding examples



GPL 35mm. Telecast Projector gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35 mm. field, GPL engineering skill adapted to television the famous Simplex XL mechanism and sound head made by International Projector Corporation, an affiliated GPE Company.

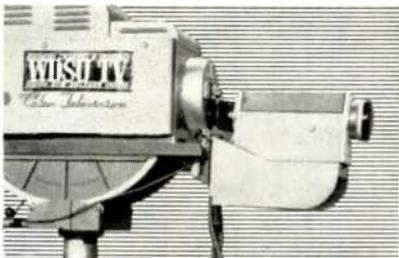


GPL Three-Vidicon Color Film Chain provides color picture of unmatched quality. Typical GPL performance superiority has been achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

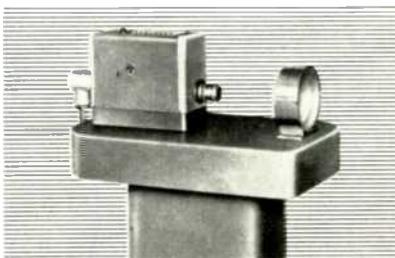


GPL 16mm. Telecast Projector provides bright, clean-cut, crisp pictures, and high fidelity sound reproduction. It is designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers two hours of continuous operation. Separate motor drive for film feed and take-up. Trouble-free start and stop operation, local or remote.

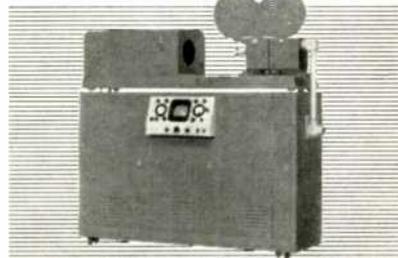
GPL-Watson Vari-Focal Lens gives high definition equal to that of fixed-focus cameras. 3" to 30" focal length range makes lens equally useful in studio and field. Will perform most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected, has flat field over entire range. Designed to operate from camera or control room.



GPL Vidicon Film Chain provides improved picture sharpness and contrast, and better film transmission. Operates unattended. It is the most advanced black and white equipment available for new stations. In existing stations, can replace iconoscope overnight; using same projectors, master and utility monitors, racks. Long-life vidicon tube; stable black level; easy to multiplex.



GPL Video Recording System is used in over 90% of all video-recording-equipped studios in the country. It is a thoroughly integrated system providing finest picture resolution and grey scale with high quality recorded sound. Does not require exact synchronization between local power frequency and incoming video, so permits recording of signals from remote locations.



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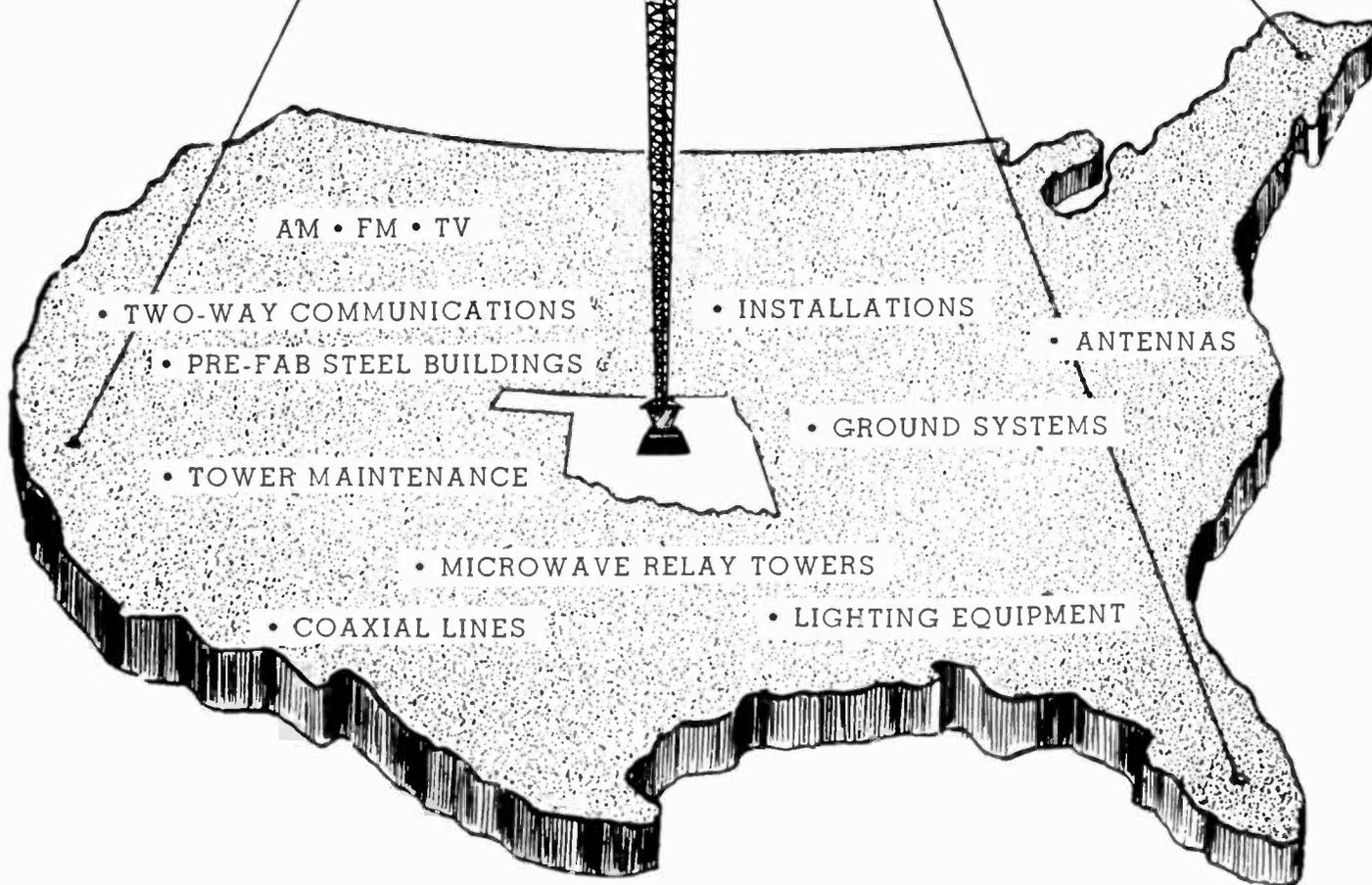
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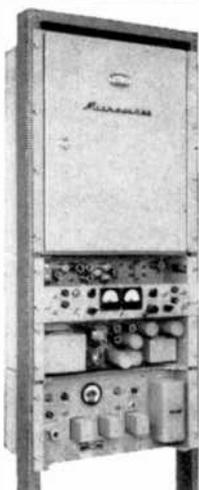
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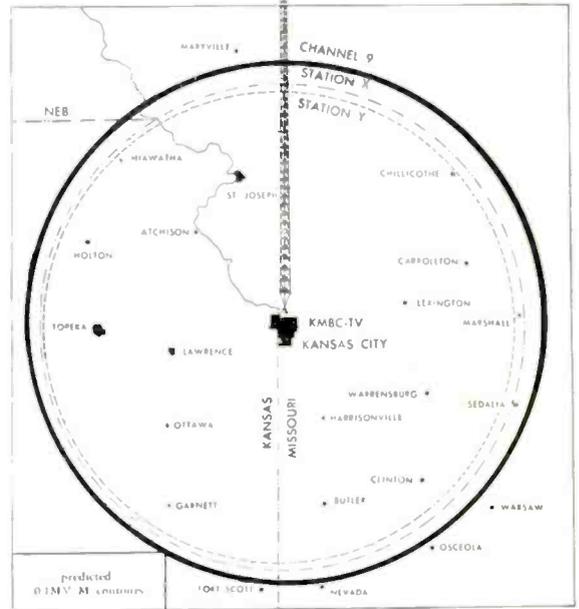
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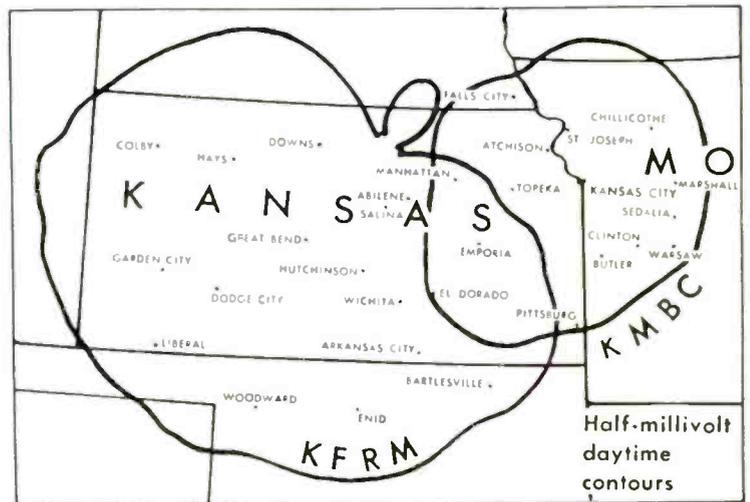
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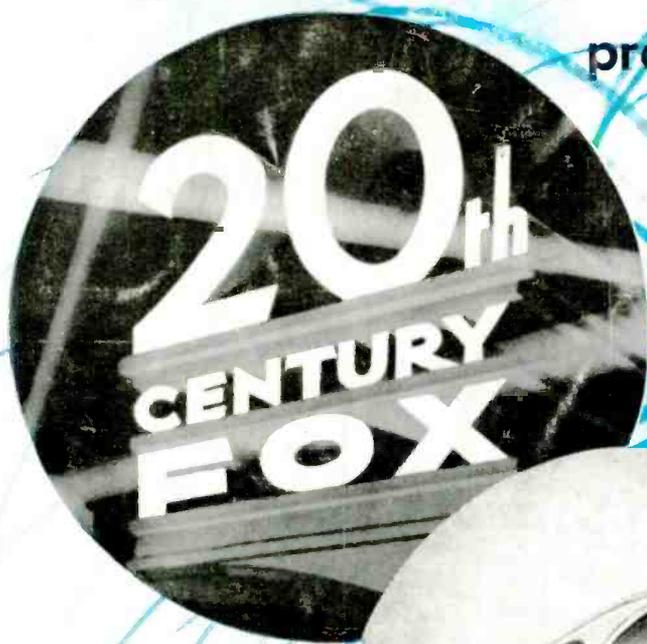
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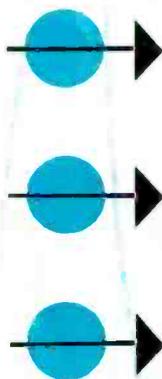
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